

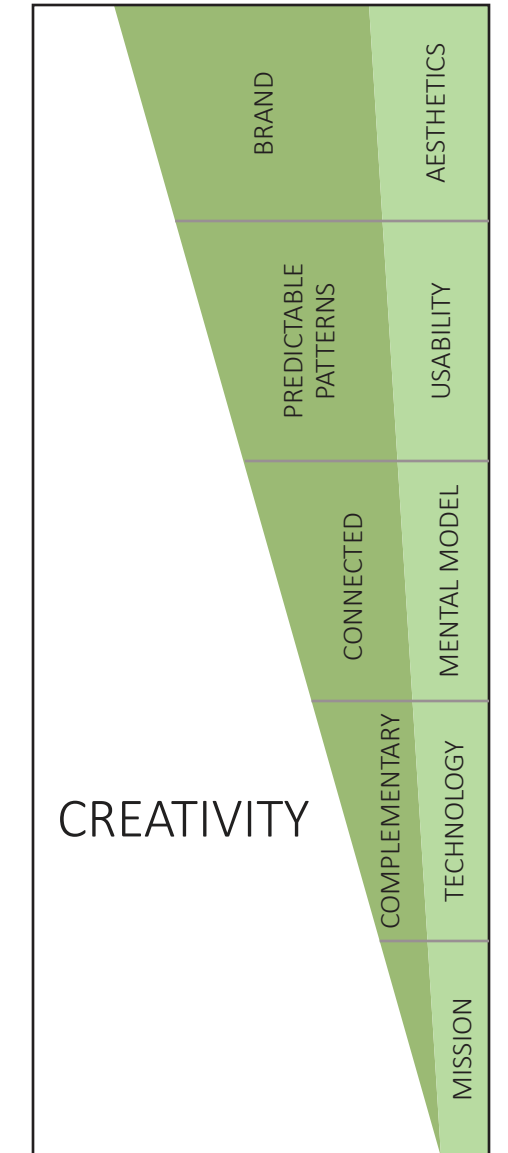
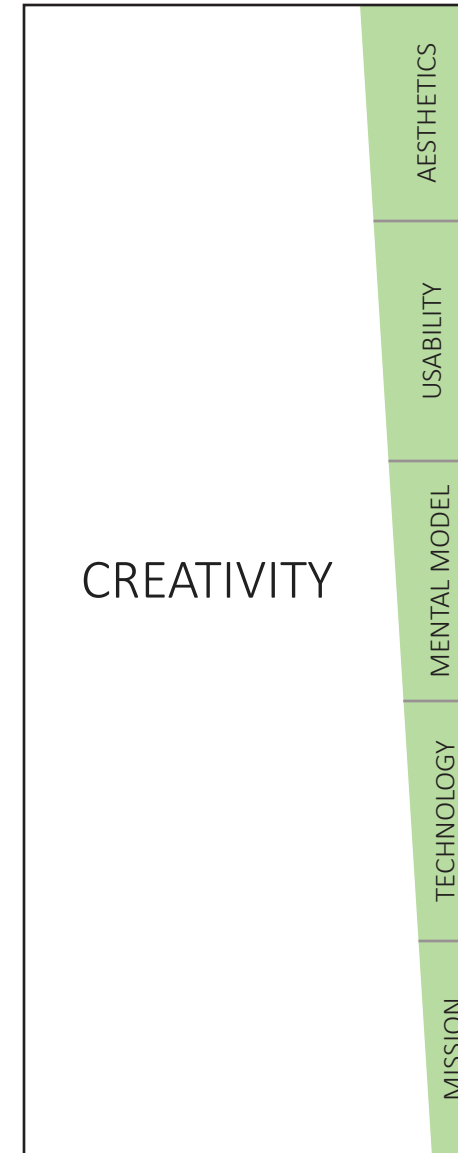
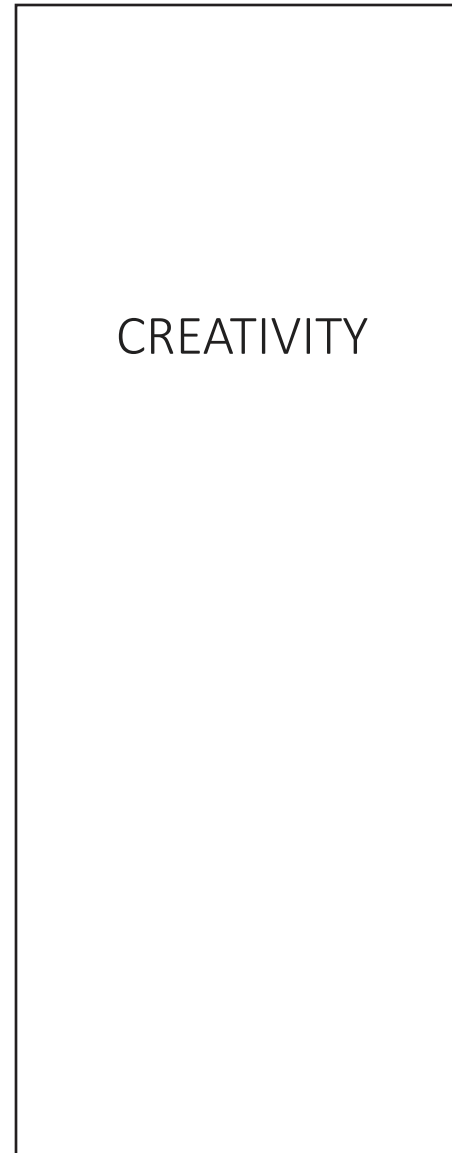
**Surface** brings everything together visually: What will the finished product look like?

**Skeleton** makes structure concrete: What components will enable people to interact with the experience?

**Structure** gives shape to scope: How will the pieces of the experience fit together?

**Scope** transforms strategy into requirements: What features will the experience need to include?

**Strategy** is where it all begins: What do we want to get out of the experience? What do our users want?



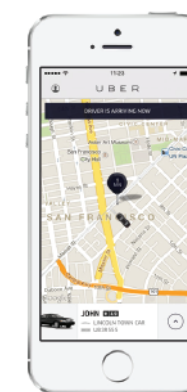
## THE VALUE OF DESIGN CONSTRAINTS

All designers work within constraints. Some are **self-imposed** and some are placed upon them by the **ecosystems** in which they choose to work. Constraints are not bad — they allow designers to focus creativity toward the lower planes where it has more impact, and create beautiful experiences for people, even within large, complex ecosystems.

MISSING CONSTRAINTS LEAD TO **BAD** EXPERIENCES



SELF-IMPOSED CONSTRAINTS LEAD TO **BEAUTIFUL STAND-ALONE** EXPERIENCES



ECOSYSTEM CONSTRAINTS LEAD TO **BEAUTIFUL CONNECTED** EXPERIENCES

