

MAGT OG ANSVAR I DESIGNPROCESSEN



JEPPE HENCKEL

**DESIGN
KONSULENT**



VELKOMMEN TIL EN
STORSLÅET TID FOR

DESIGN

**WITH GREAT POWERS
COME GREAT
RESPONSIBILITY**



de-sign

di'sajn

**SKABELSEN AF PLANER, TEGNER, MM., DER VISER HVORDAN
NOGET SKAL SE UD, FUNGERE OG LAVES**

de-sign

di'sajn

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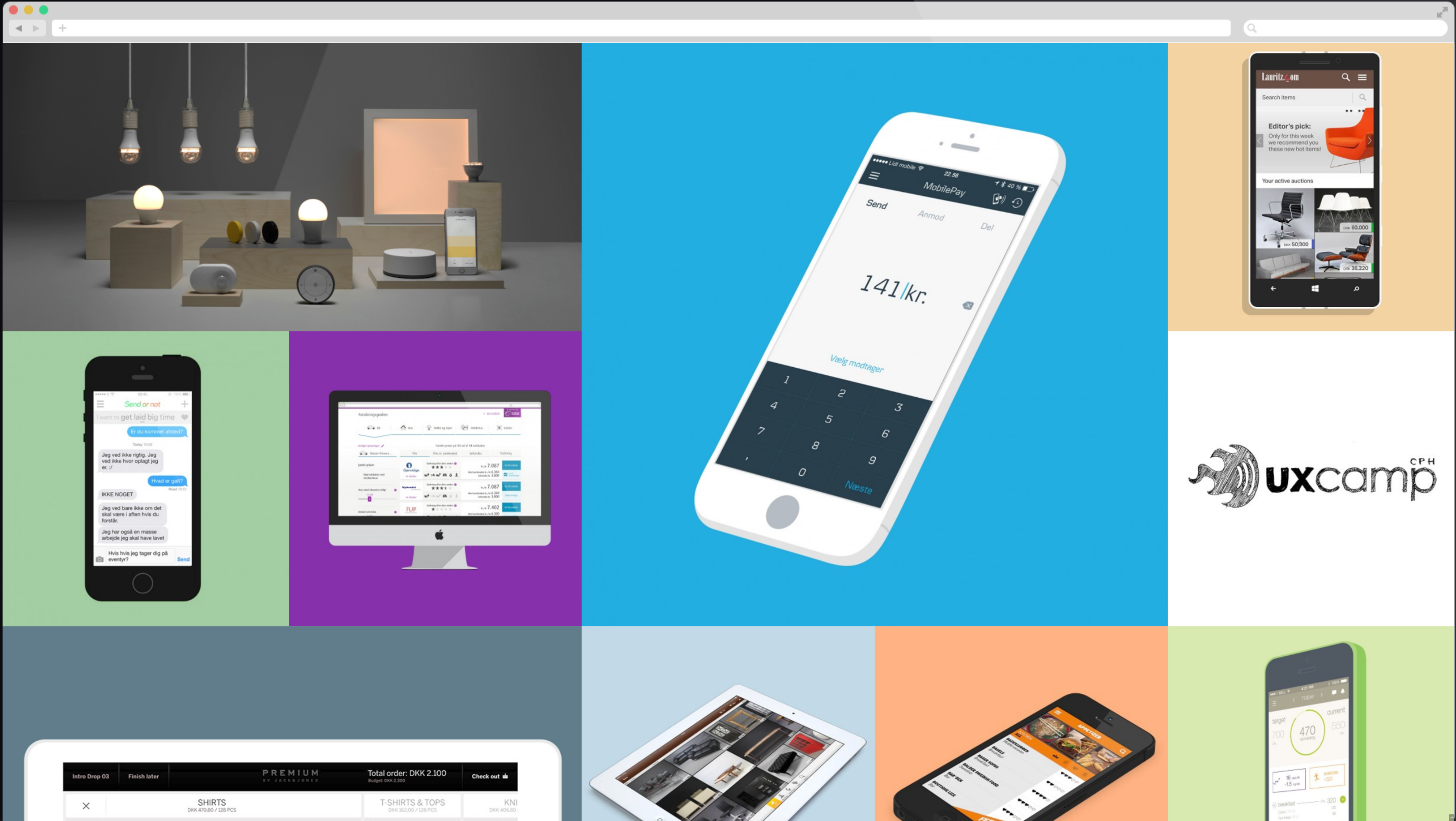
DESIGN IS THE ACT OF MAKING SHIT REAL

A woman with long blonde hair is holding a dark grey rectangular sign in front of a blue, weathered wooden wall. The sign contains the text 'Don't Compromise.' in a large, bold, white sans-serif font, followed by '- Steve Jobs' in a smaller, lighter font. At the bottom of the sign, the text 'STARTUPVITAMINS' is visible in a small, white, all-caps sans-serif font.

Don't Compromise.

– Steve Jobs

STARTUPVITAMINS

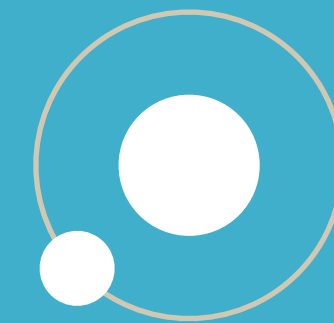


DET ENKELTSTÅENDE PRODUKT

TRANSACTION

SYSTEMIC

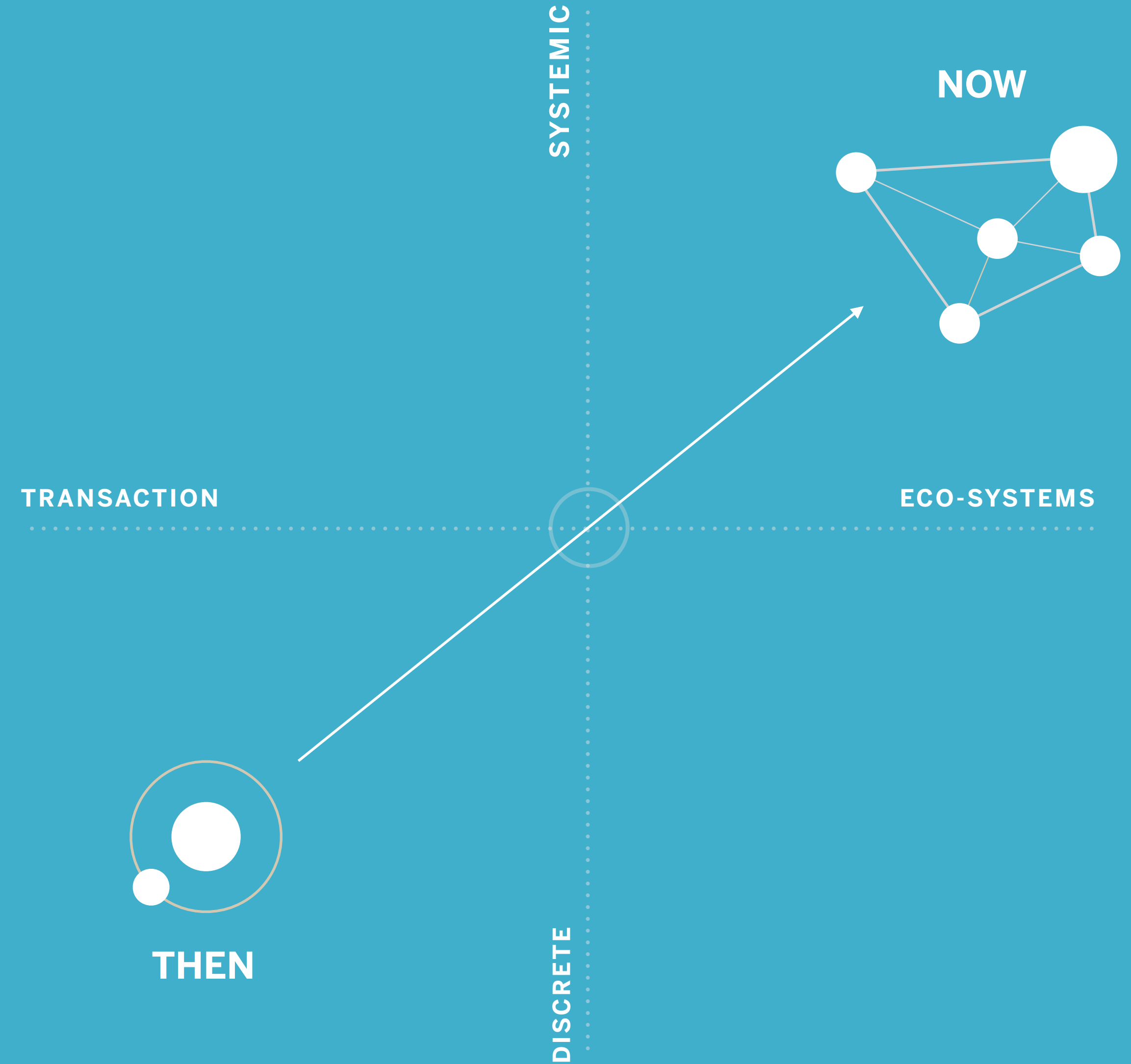
ECO-SYSTEMS



THEN

DISCRETE

DEN ØGEDE KOMPLEKSITET





VIL BRUGERNE ELSKE DET?

ER DET TEKNISK MULIGT?

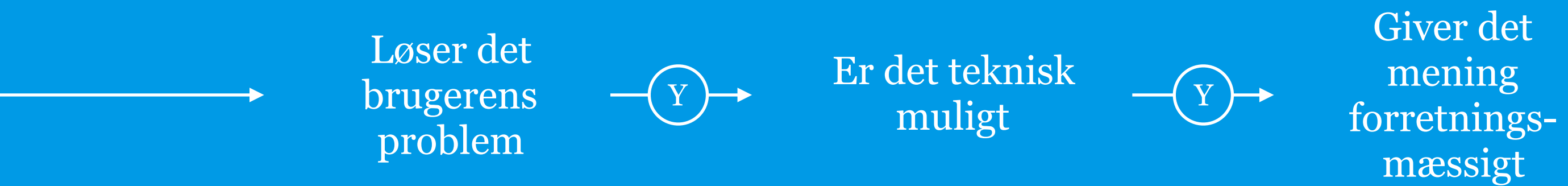


Gode ideer

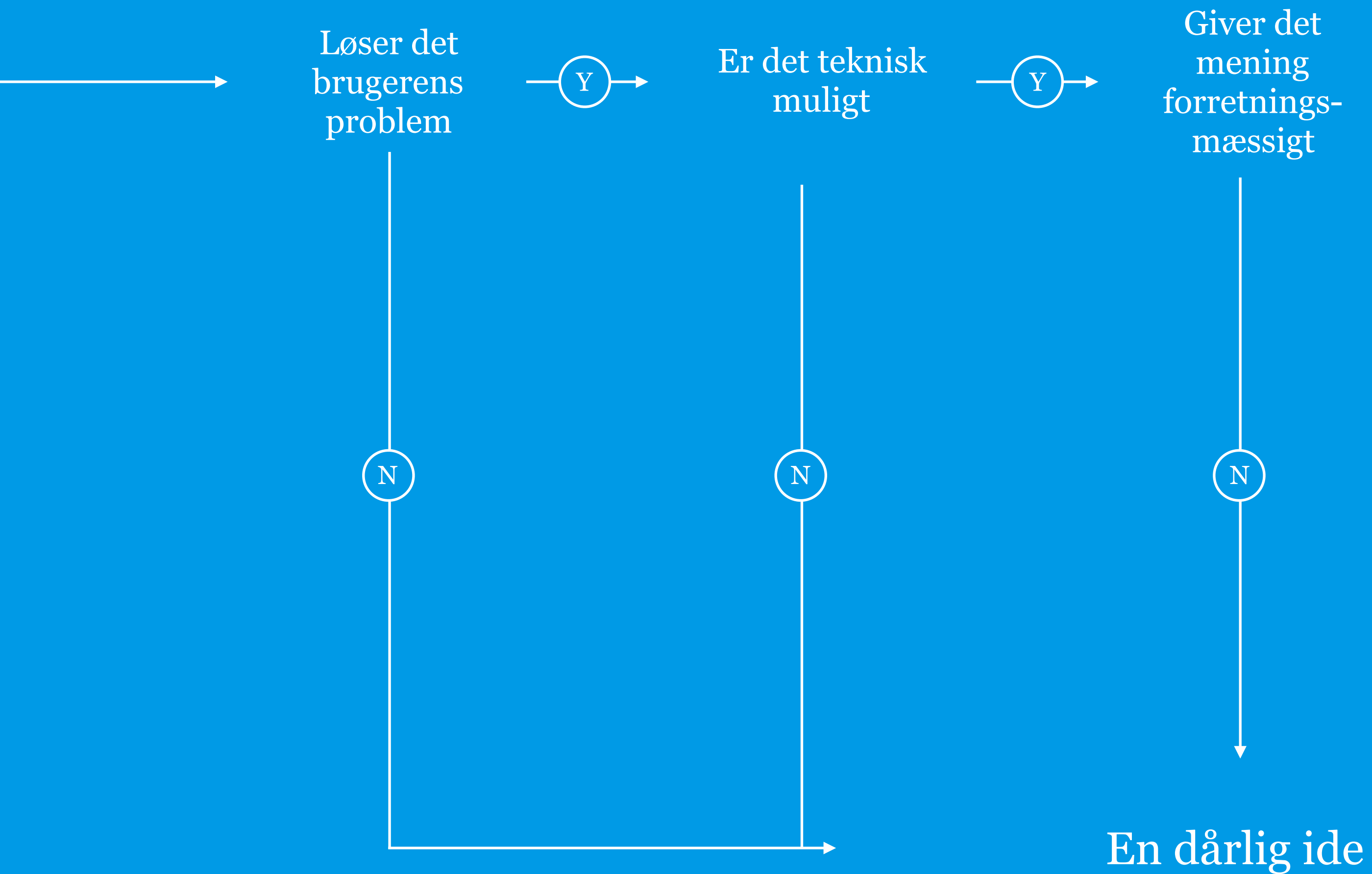
Gode ideer som du
ikke skal udføre

Dårlige ideer

DEN ANSVARLIGE DESIGNERS BESLUTNINGSTRÆ

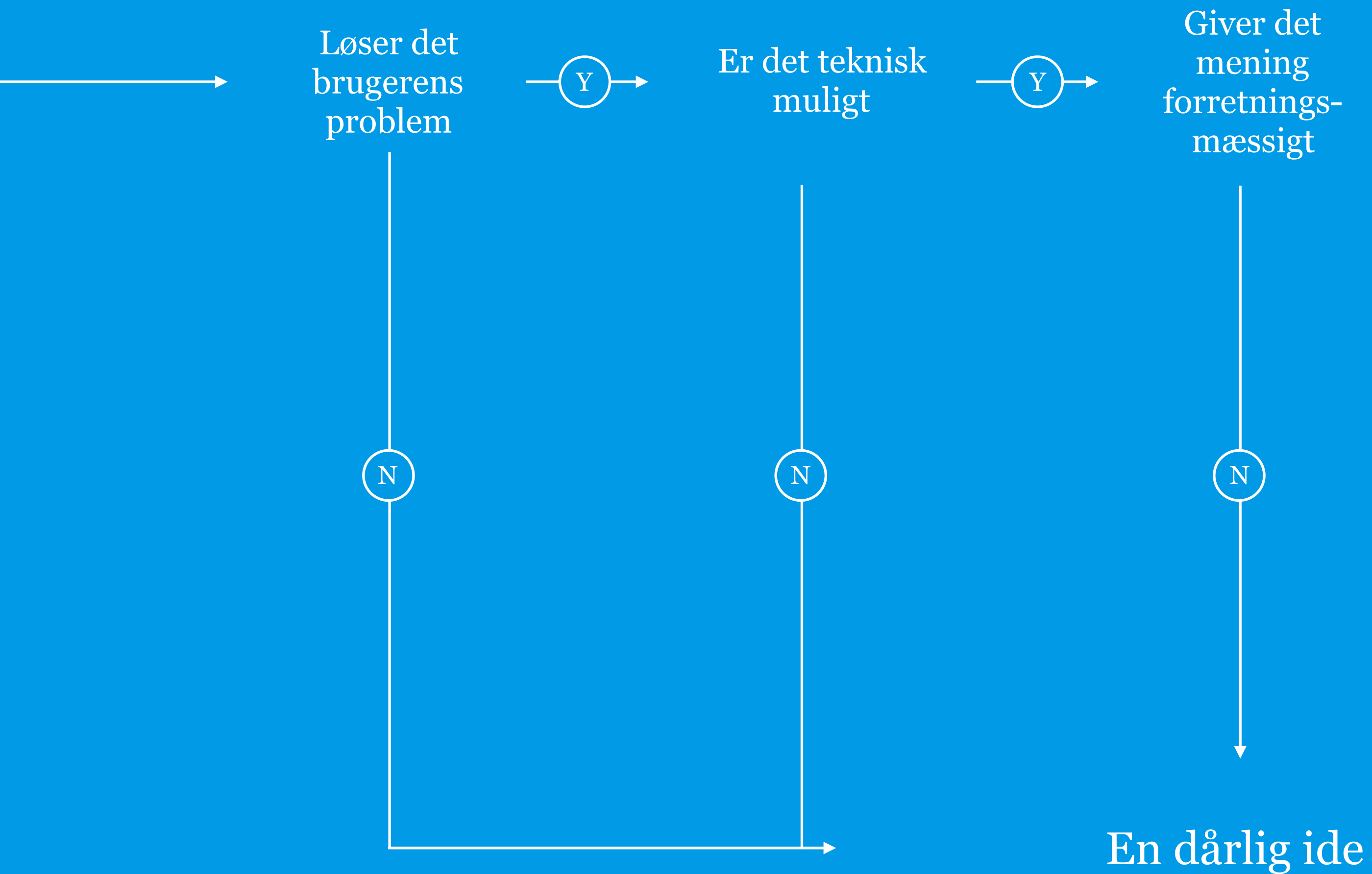


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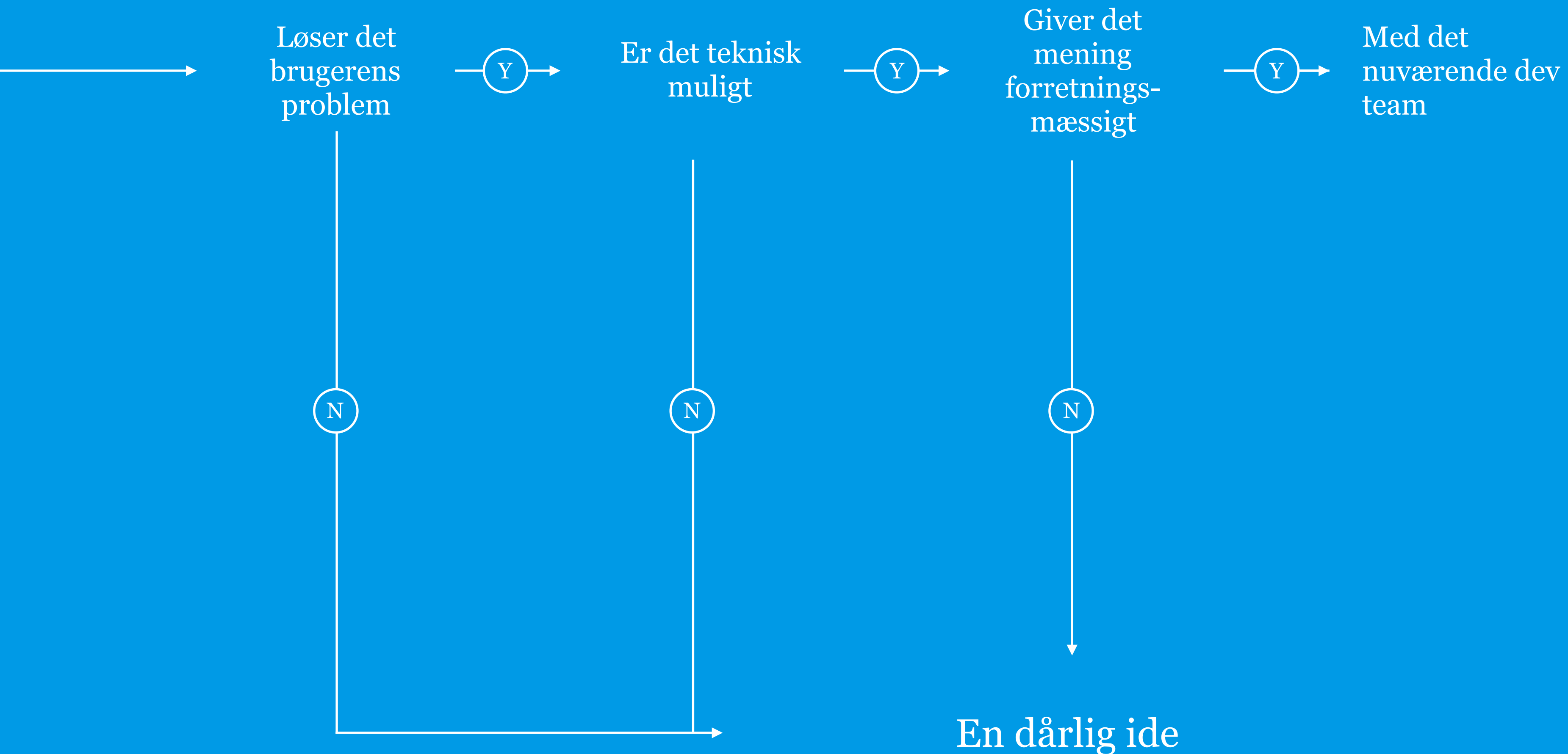


**DER ER IKKE ALTID EN GOD BUSINESS
CASE FOR DESIGN**

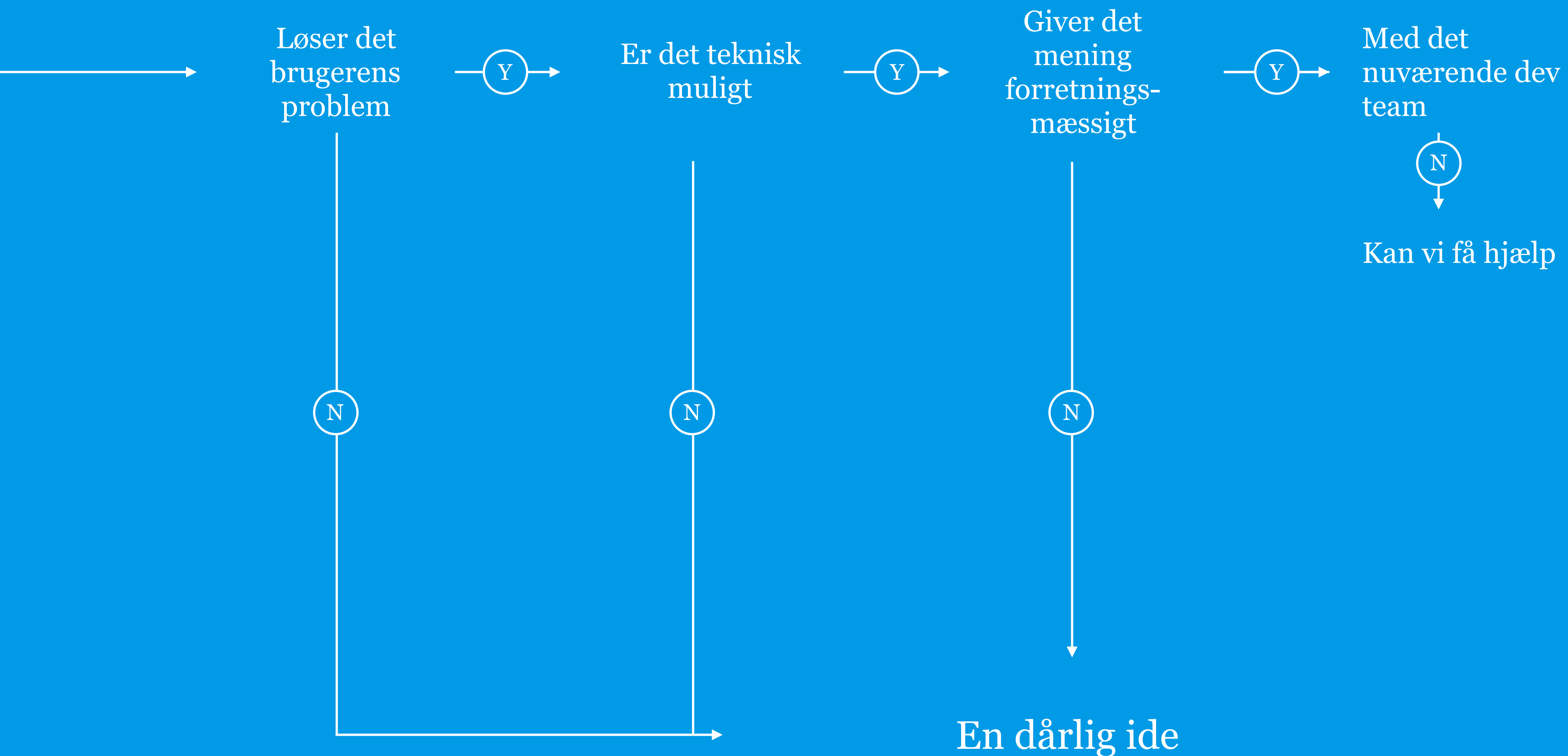
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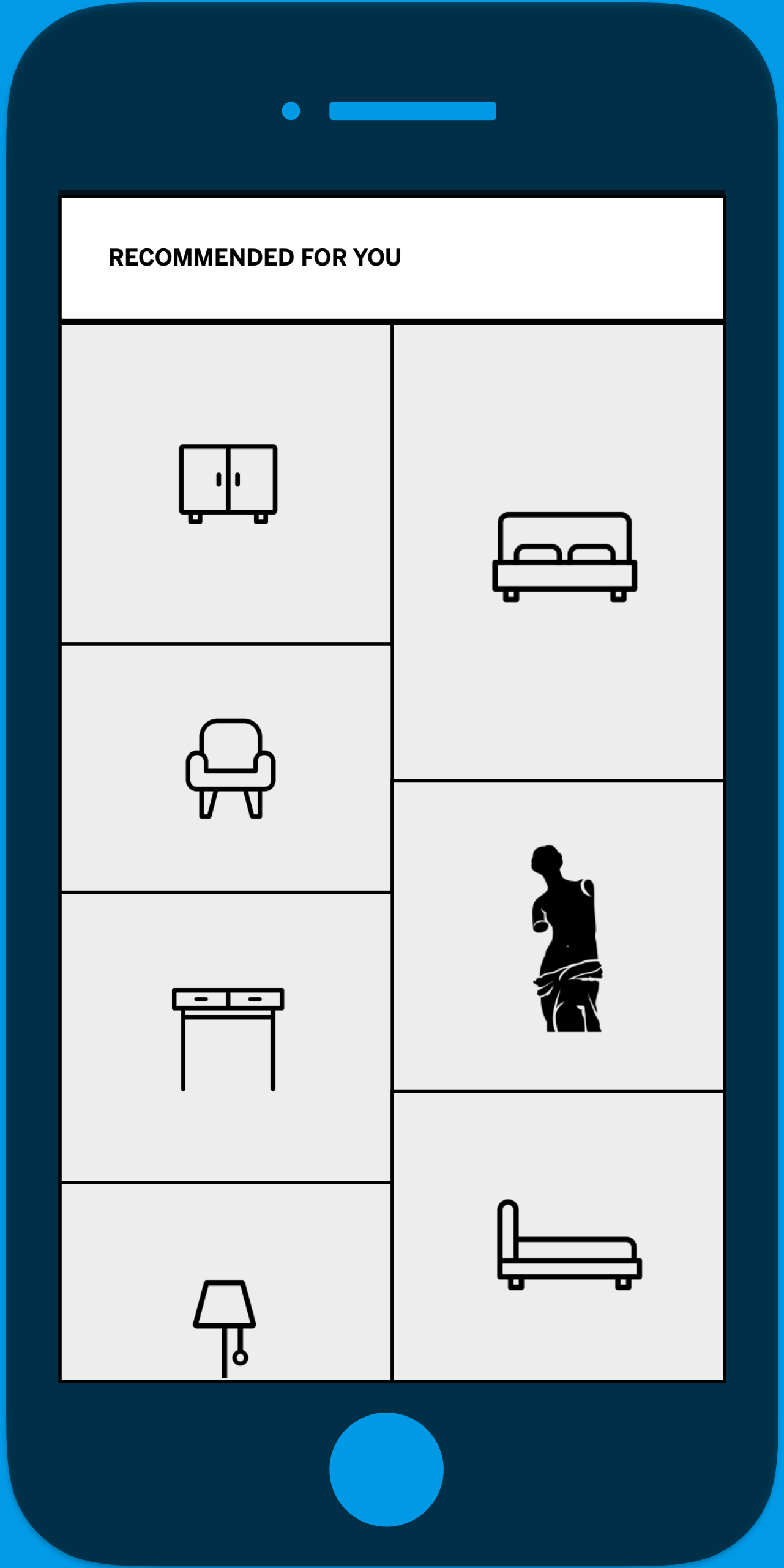


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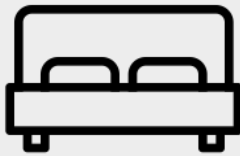
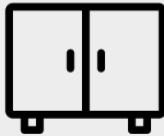


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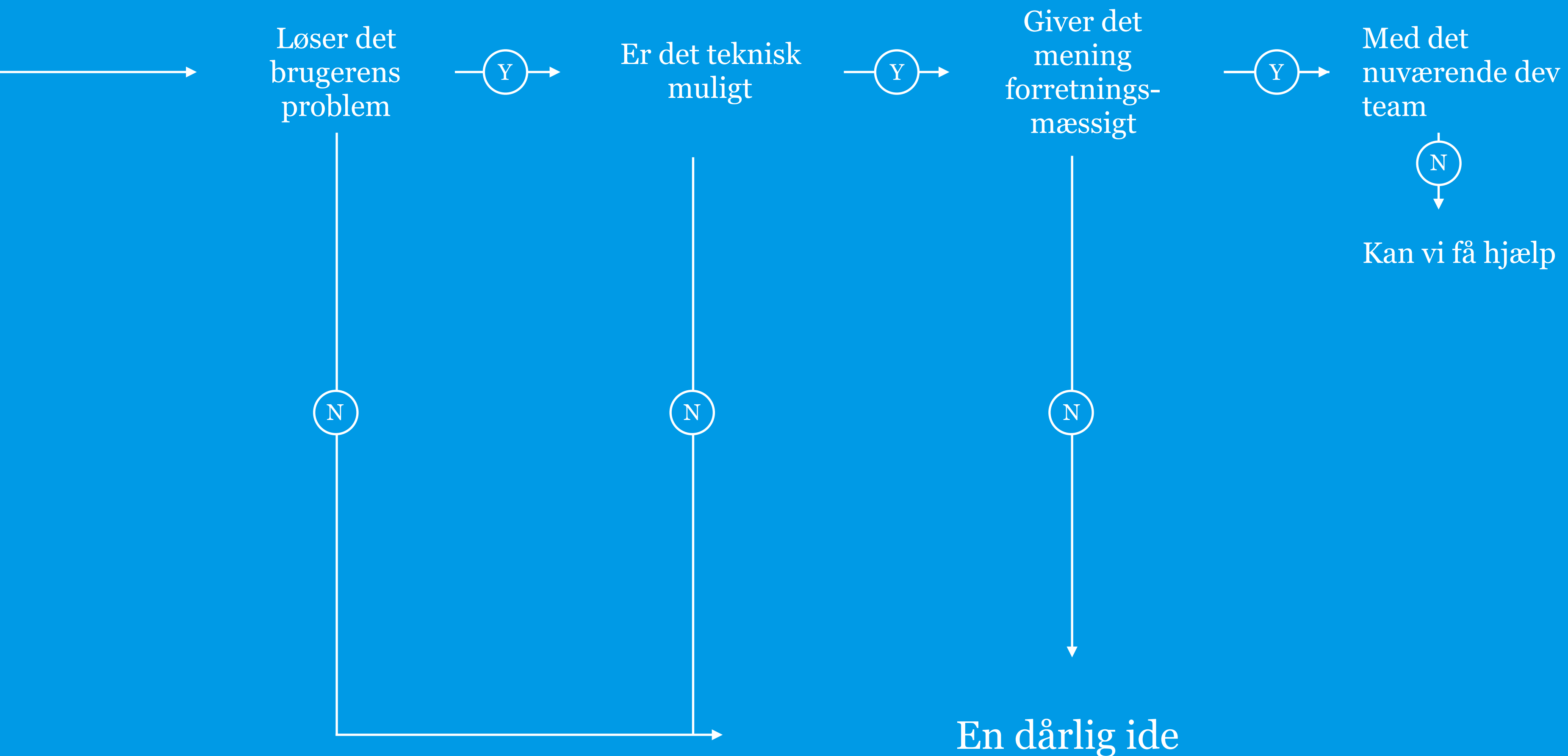




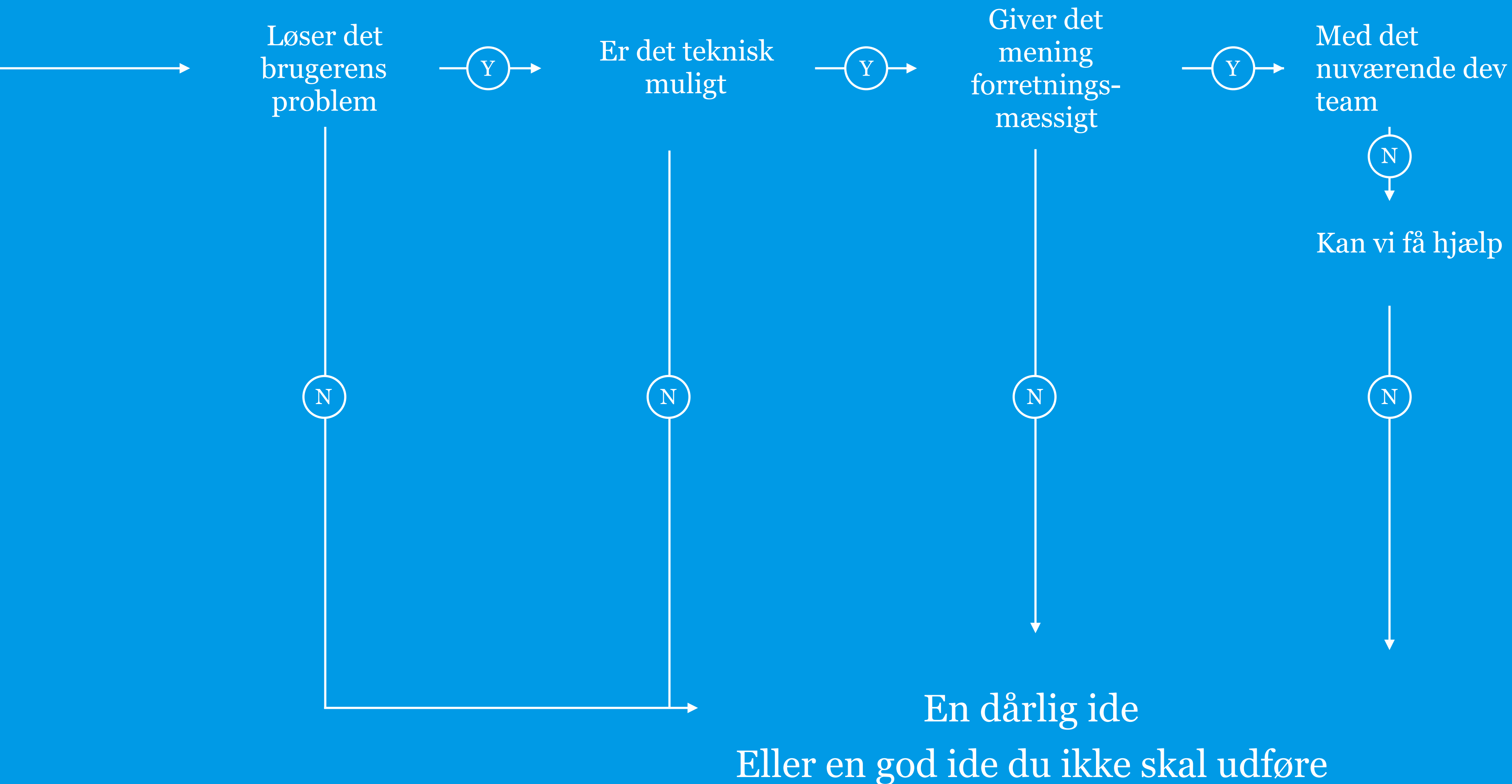
RECOMMENDED FOR YOU



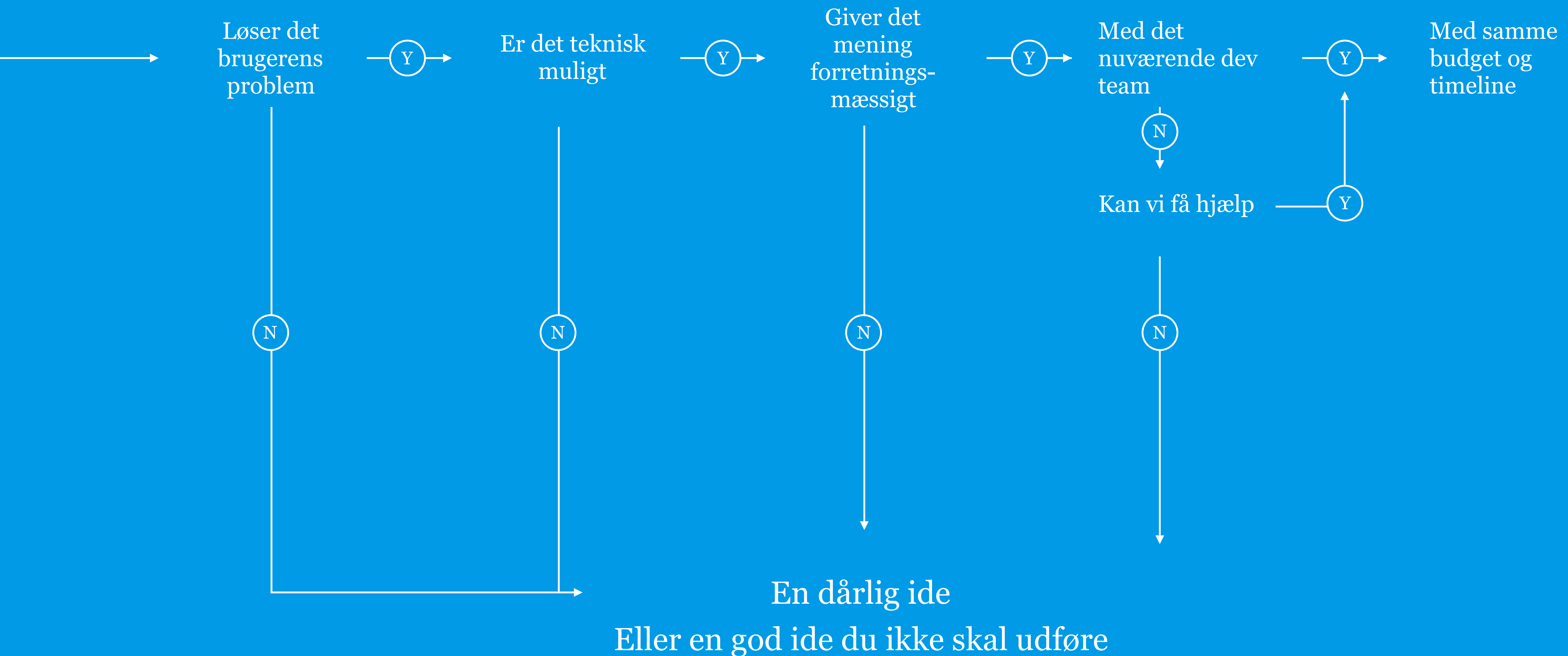
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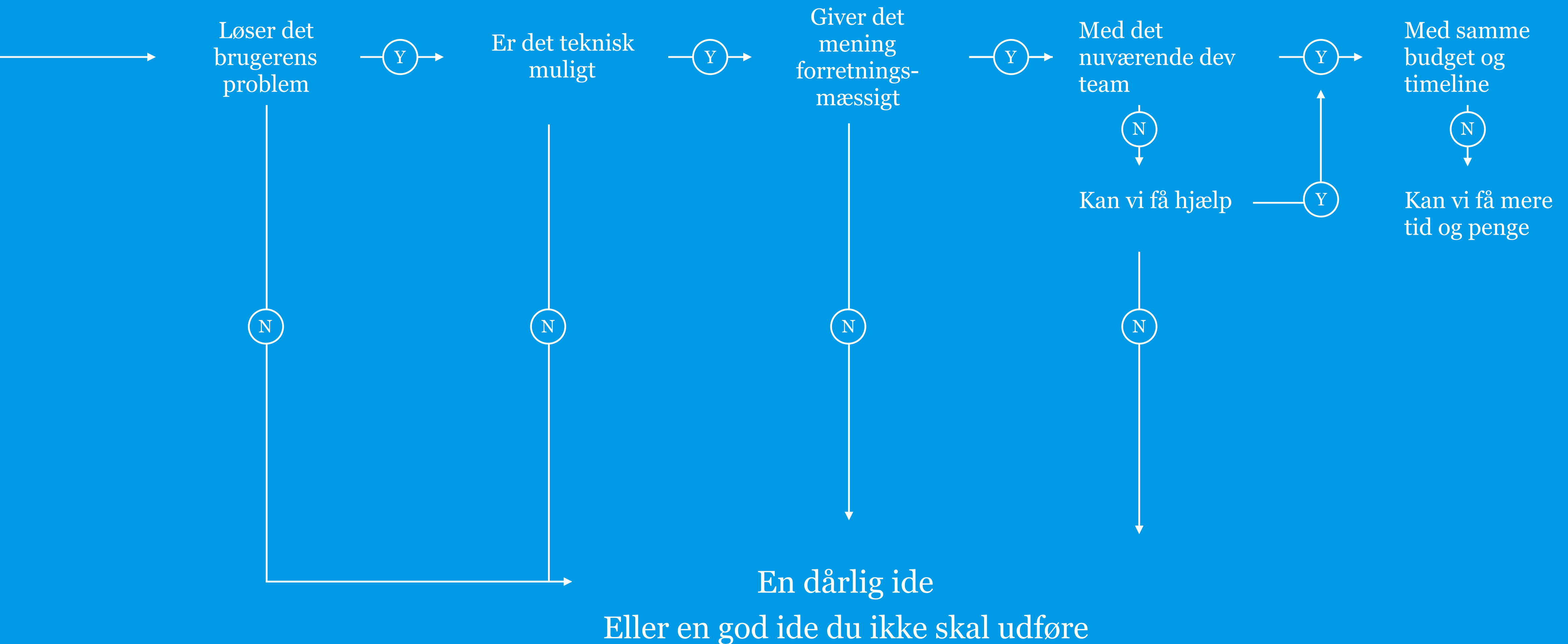
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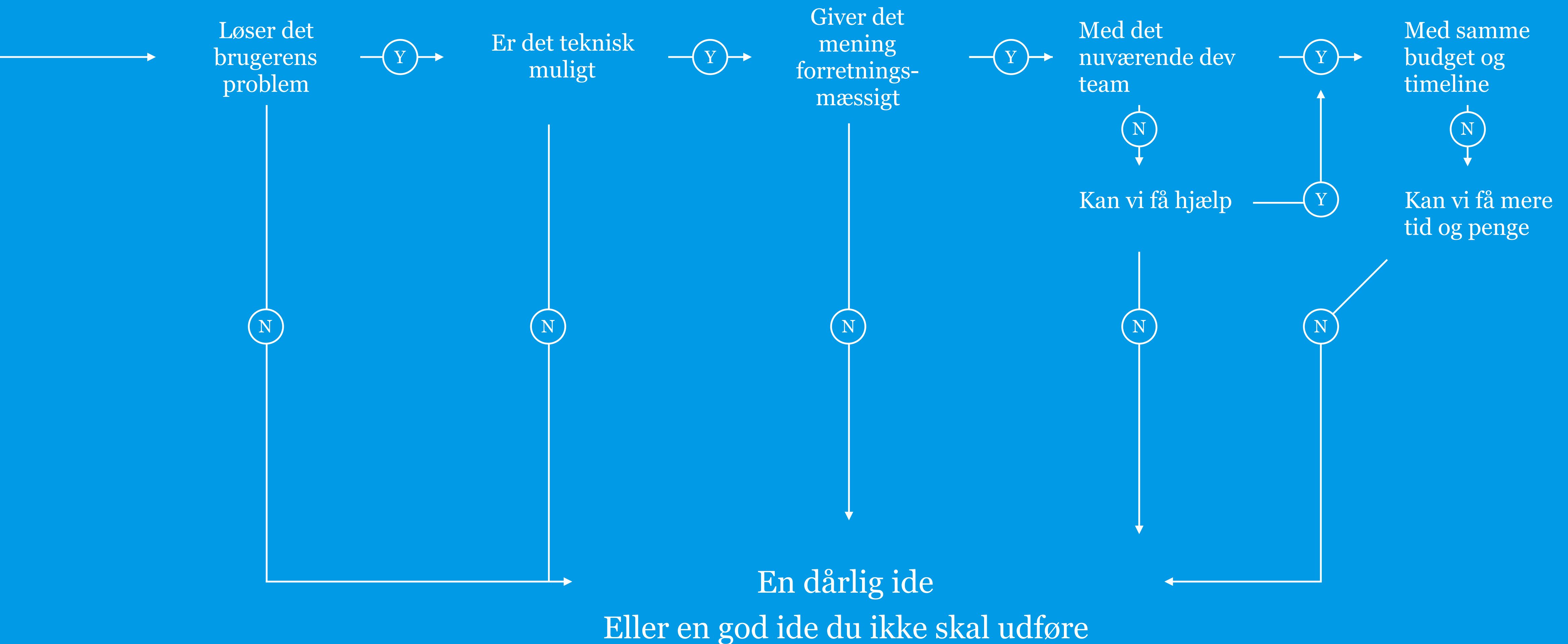
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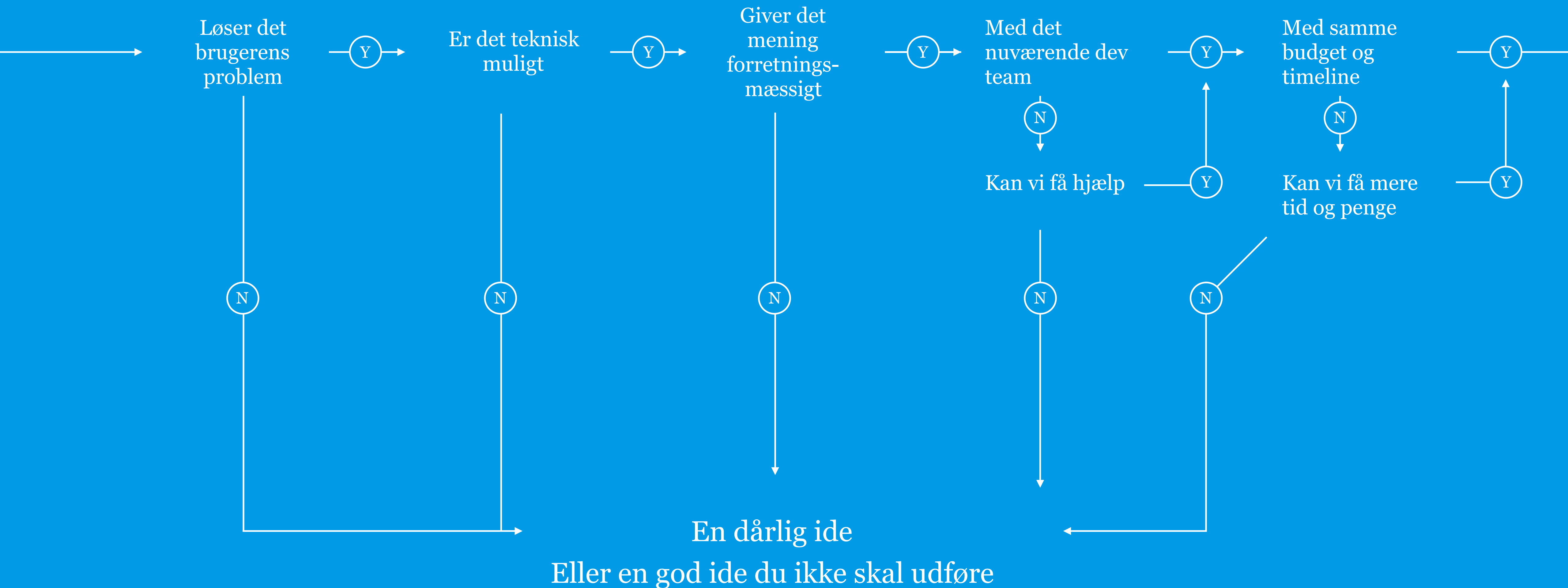
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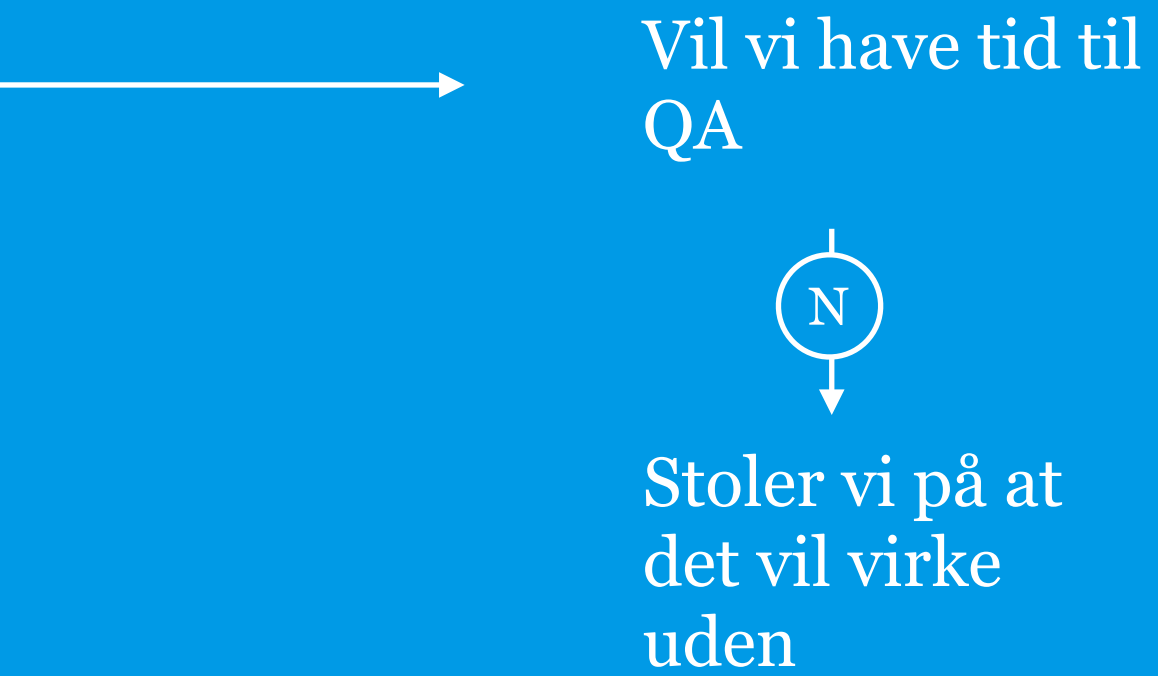
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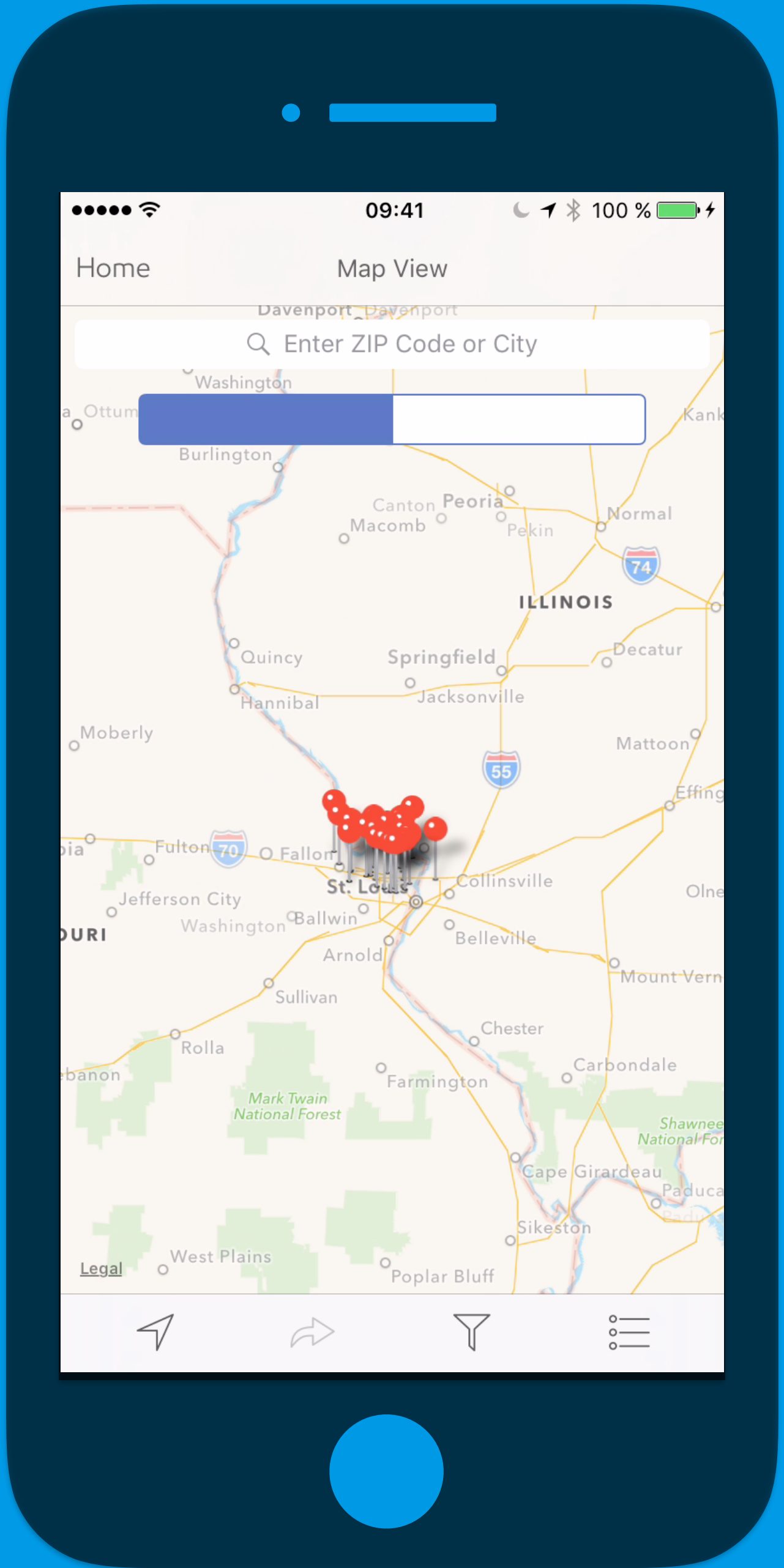
→ Vil vi have tid til
QA

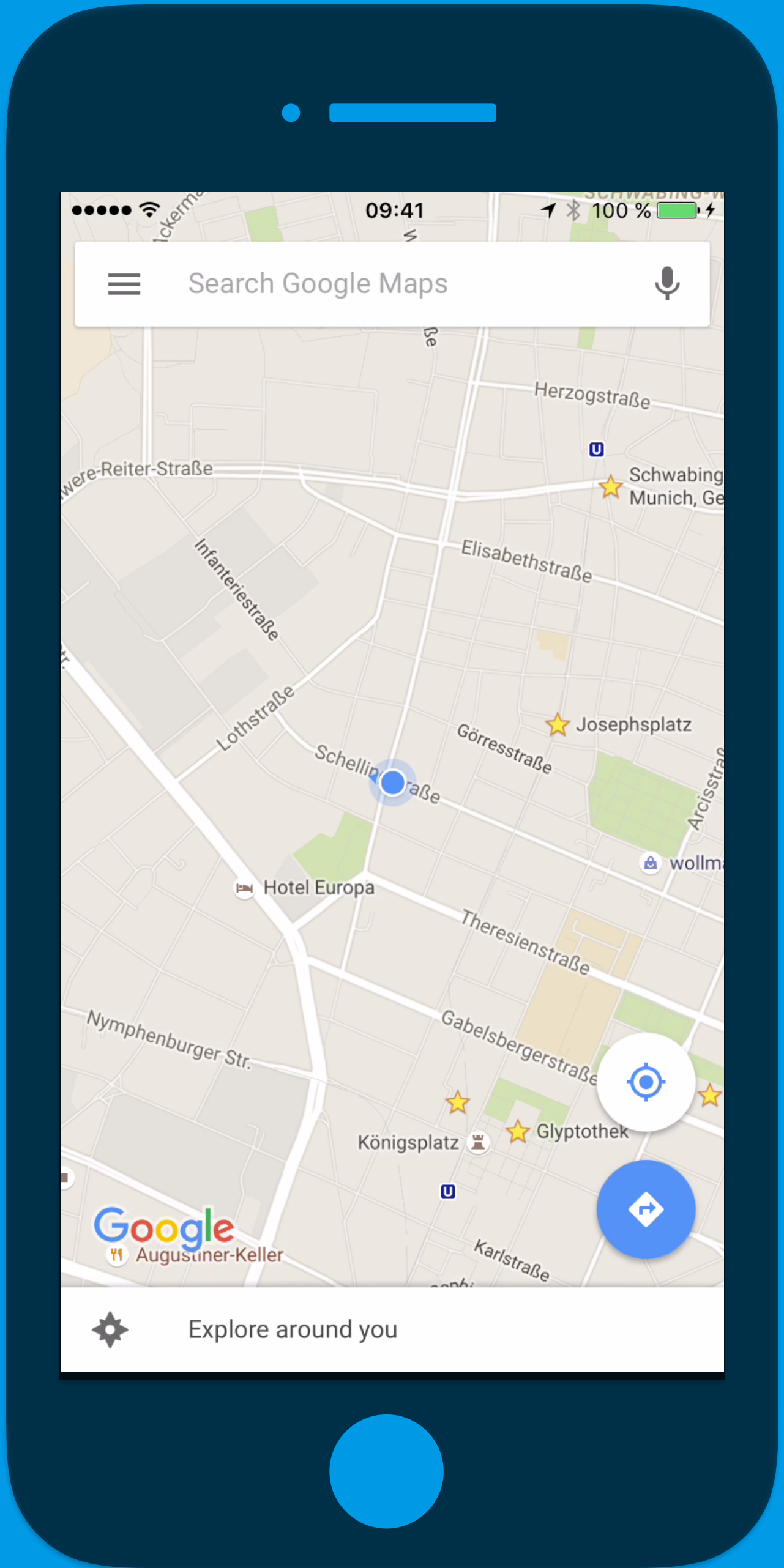
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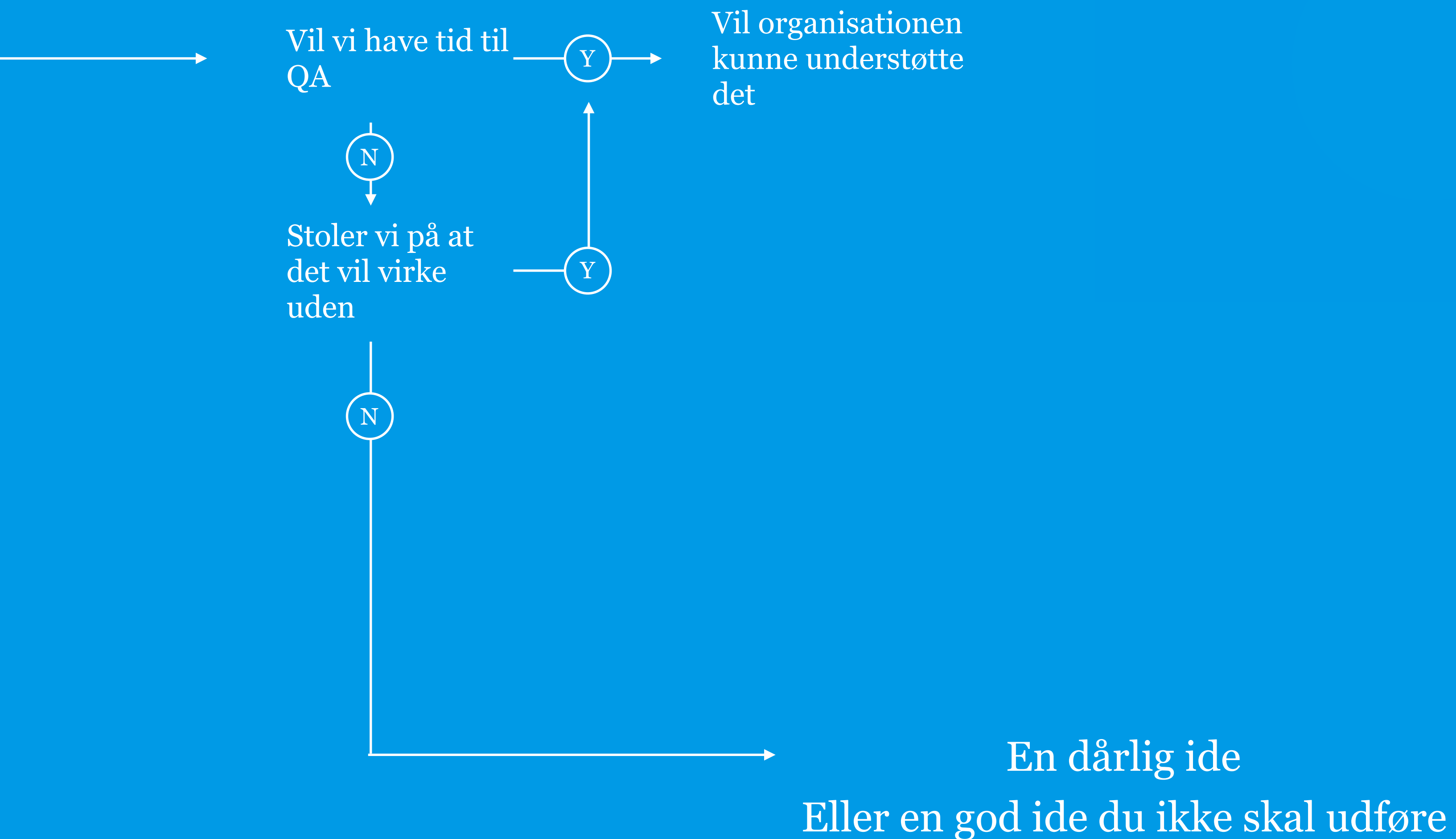




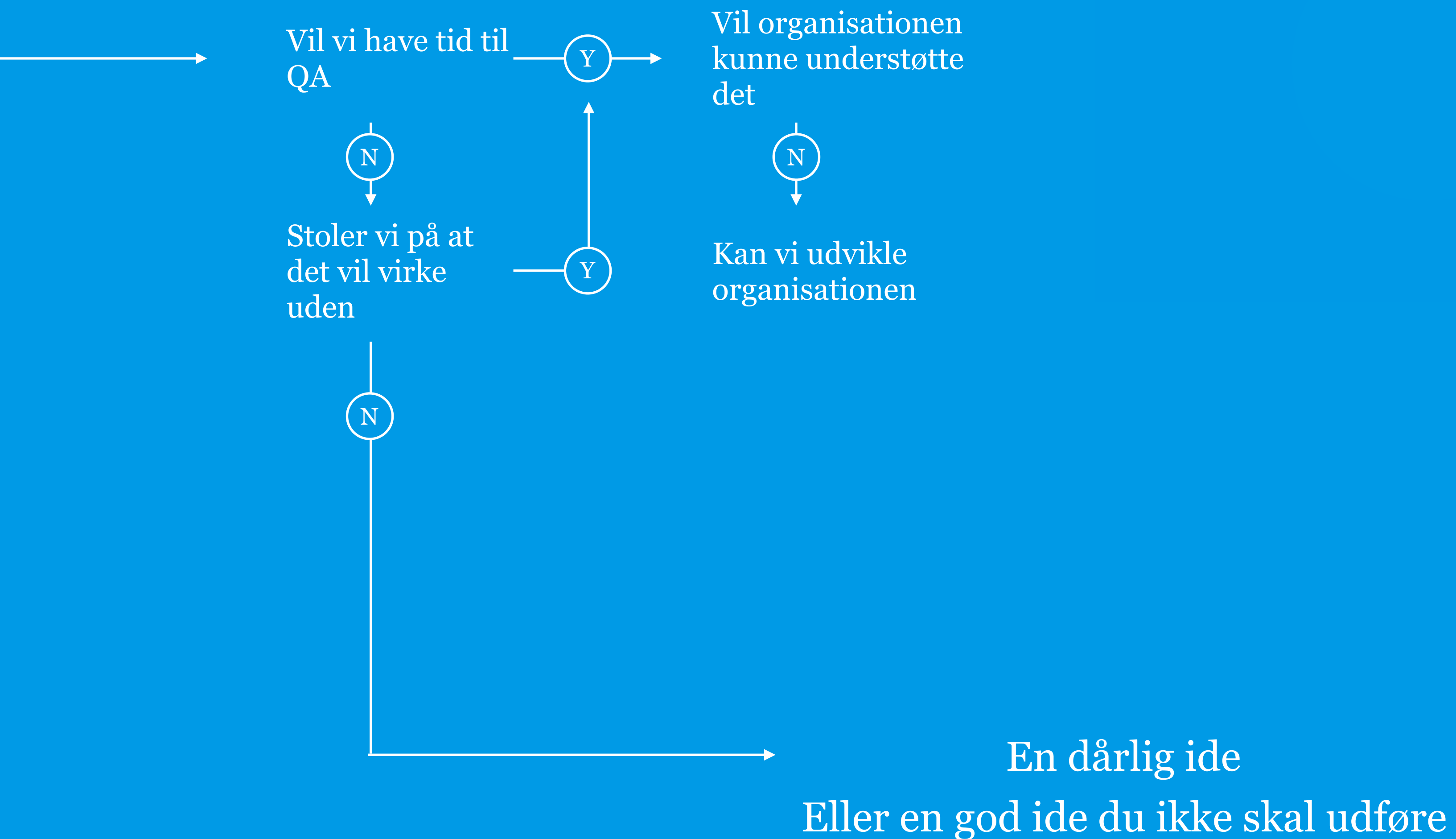
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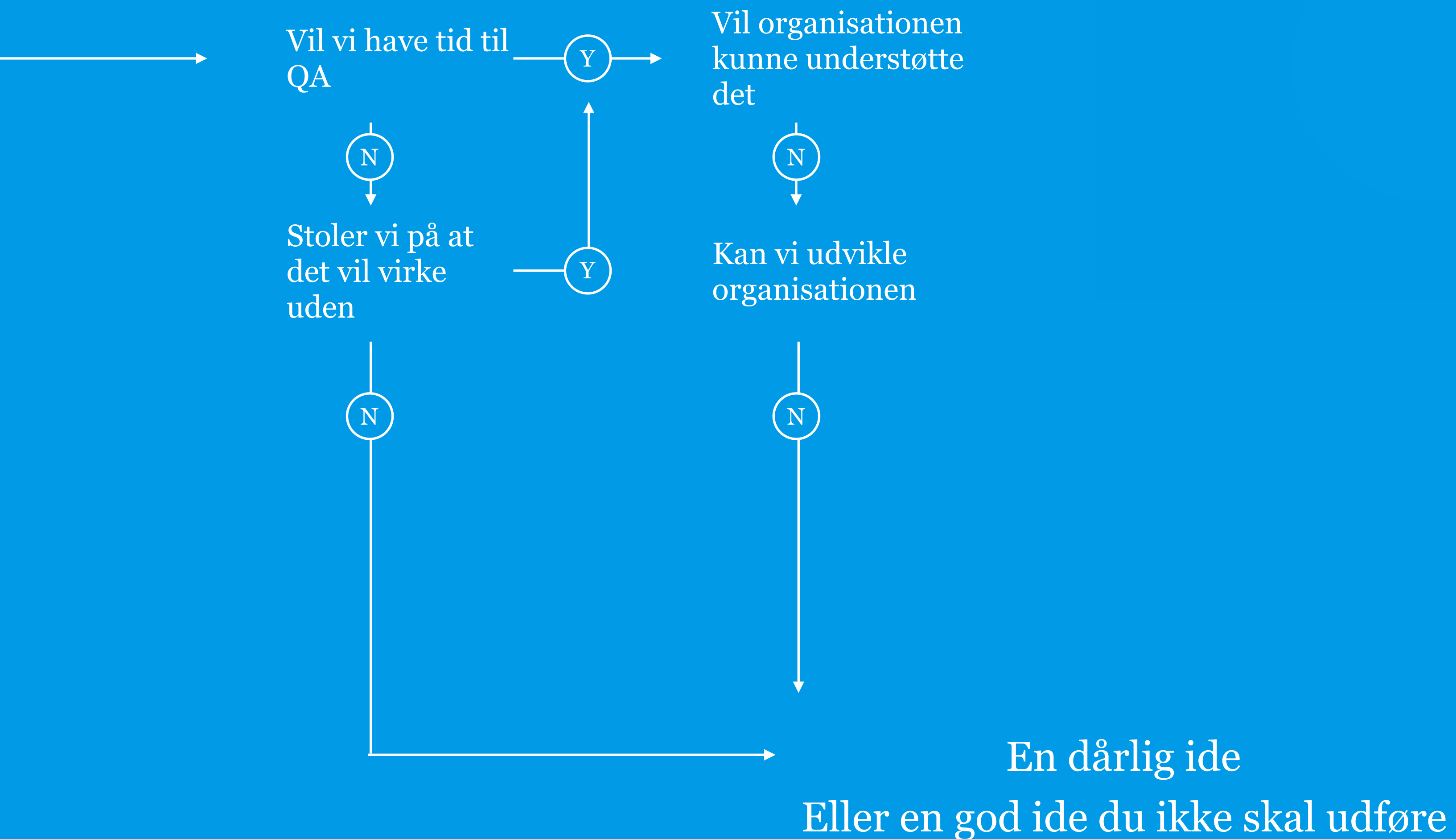
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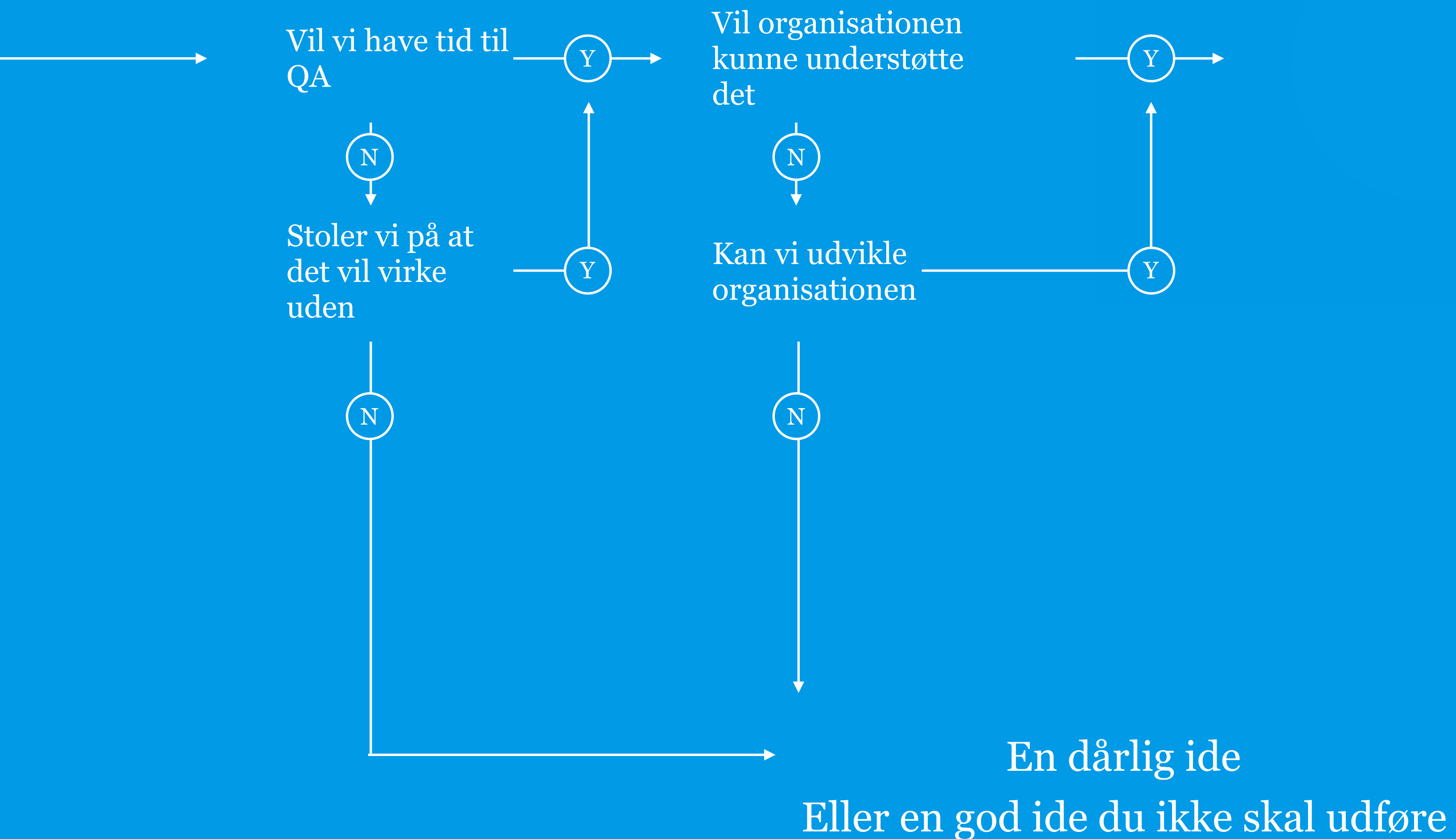
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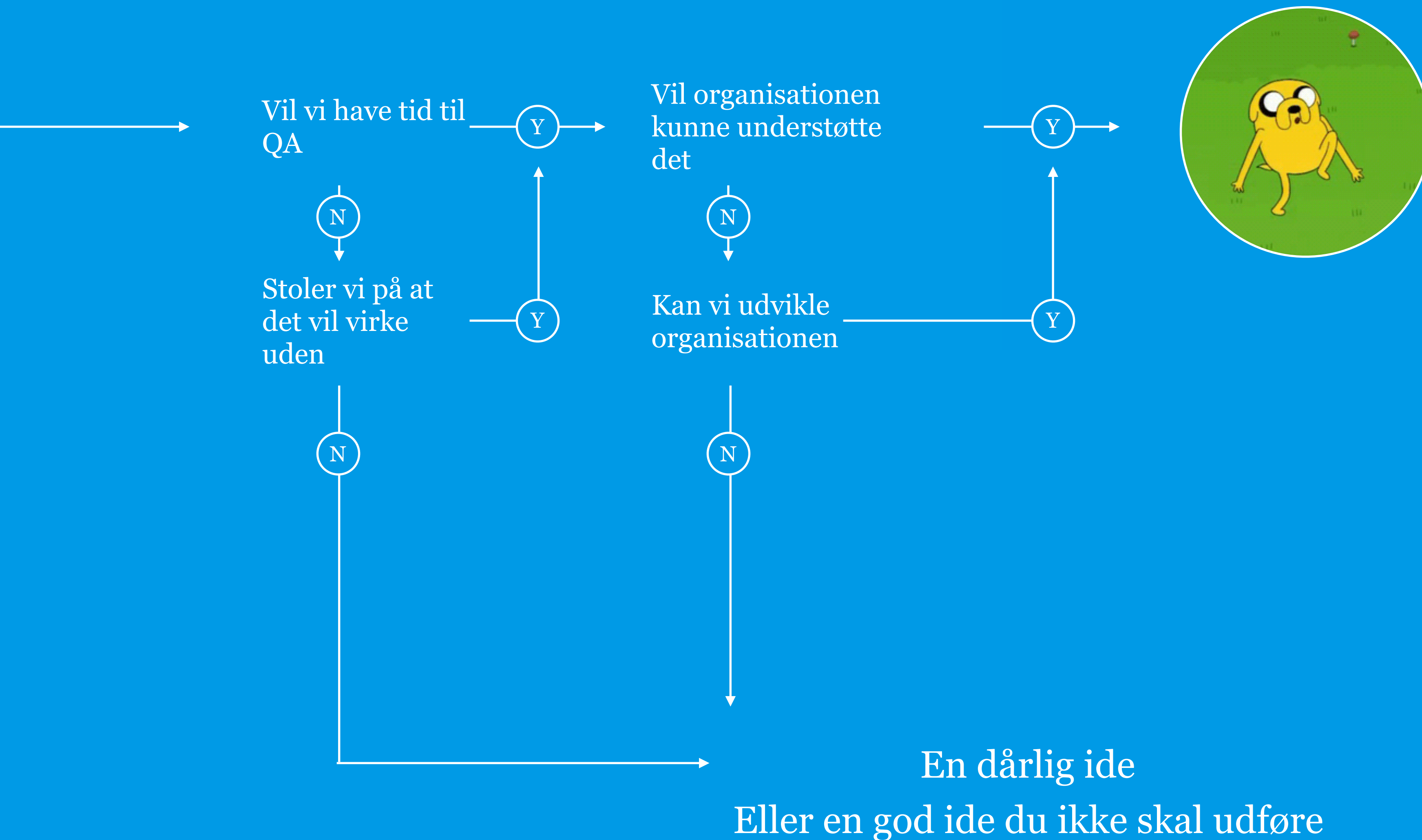
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