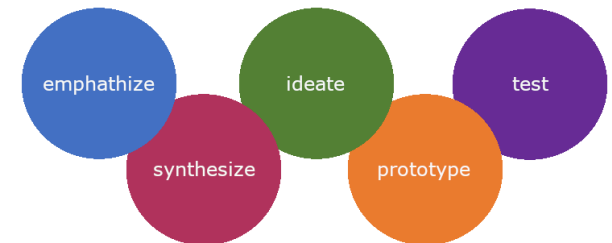




human-centered  
**innovation**

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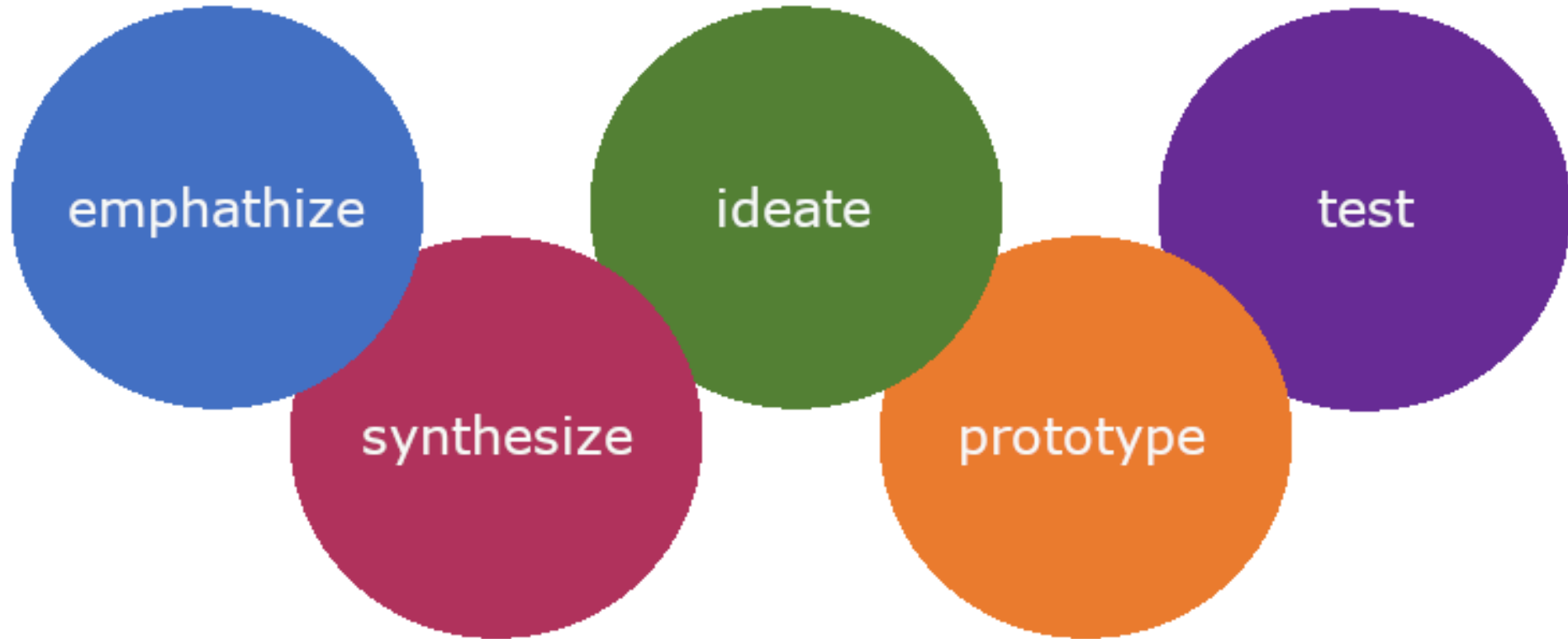


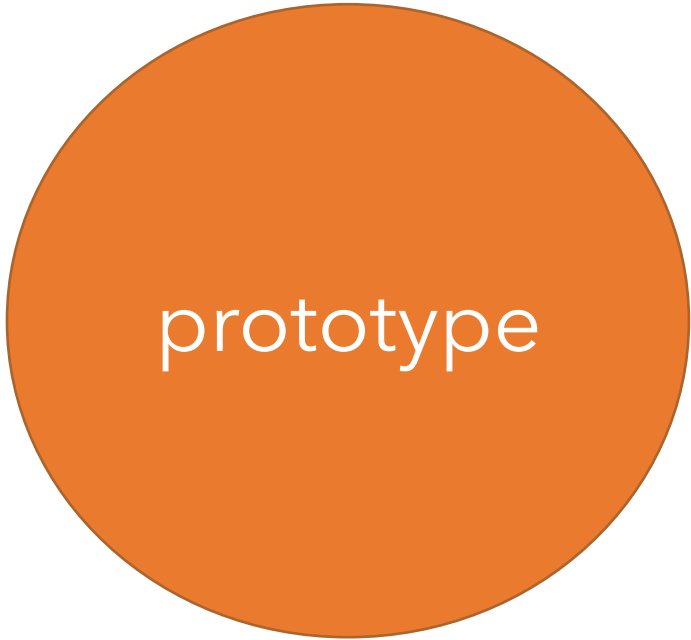
# focus groups:

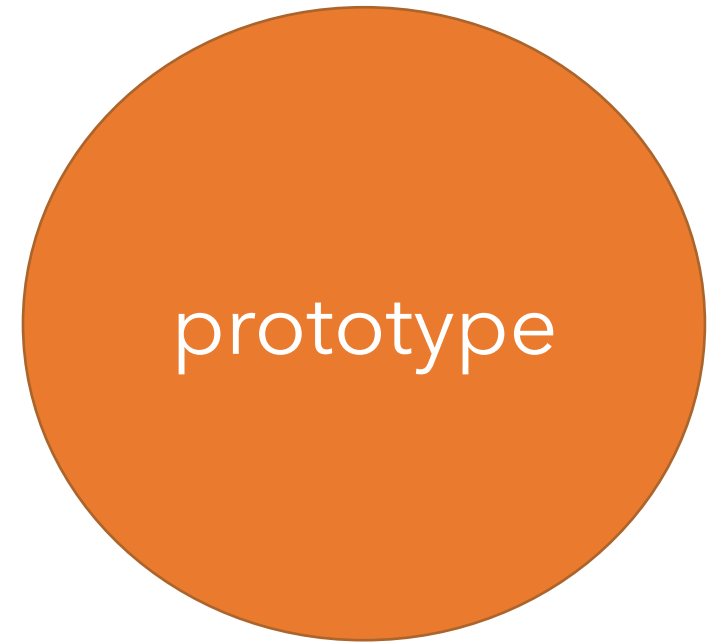
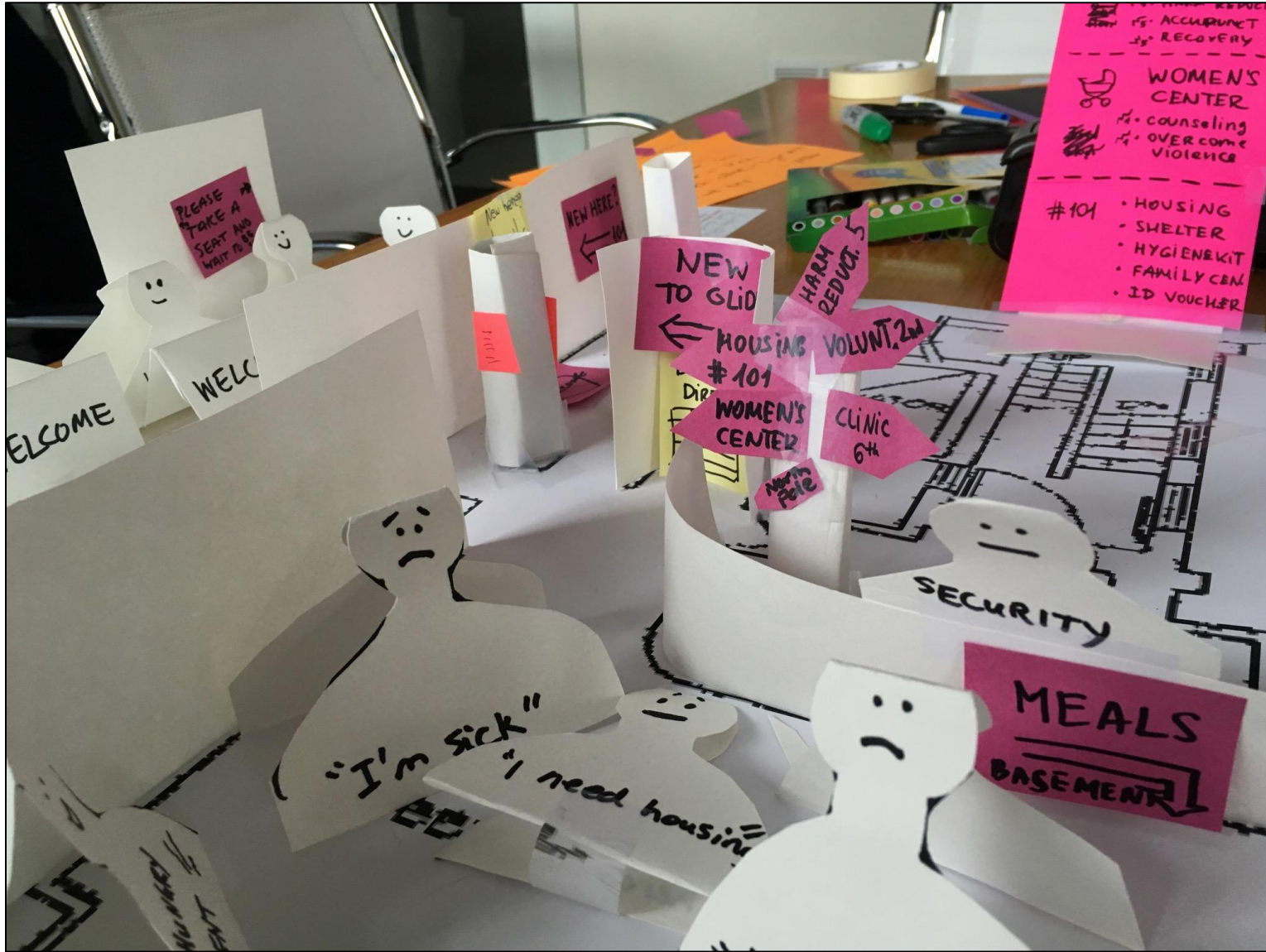
- better than no feedback
- people may say what you want to hear
- people don't always do what they say

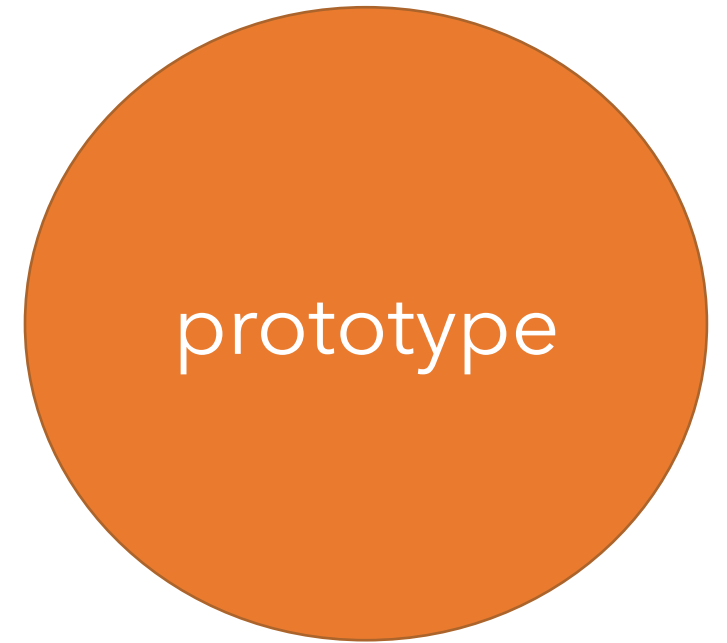


# human-centered innovation

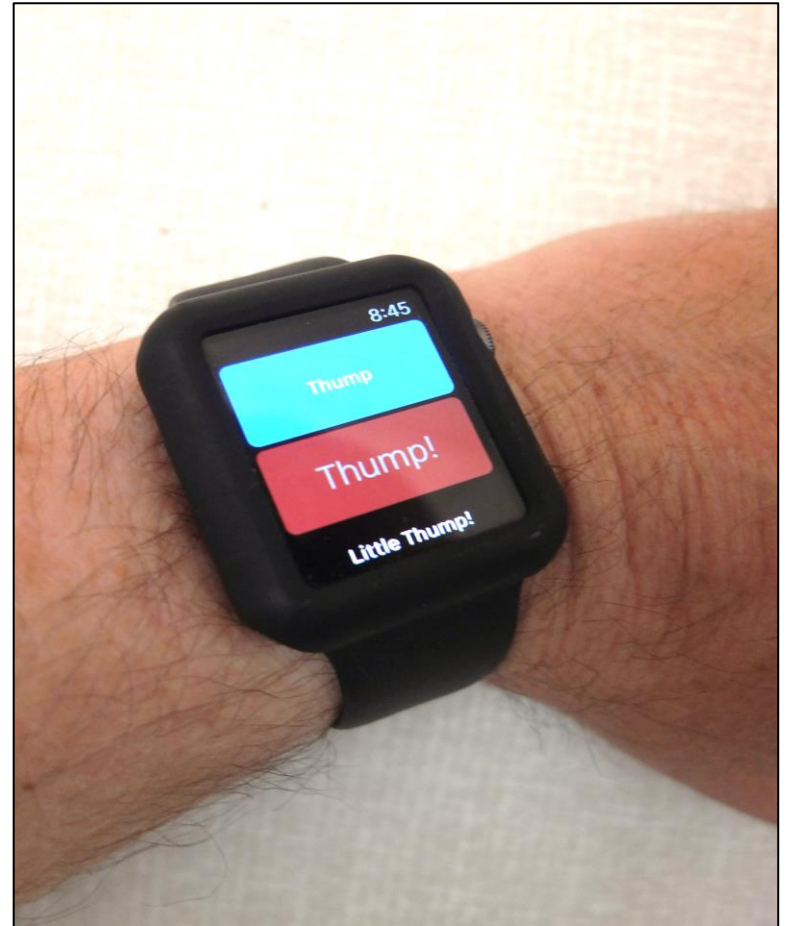
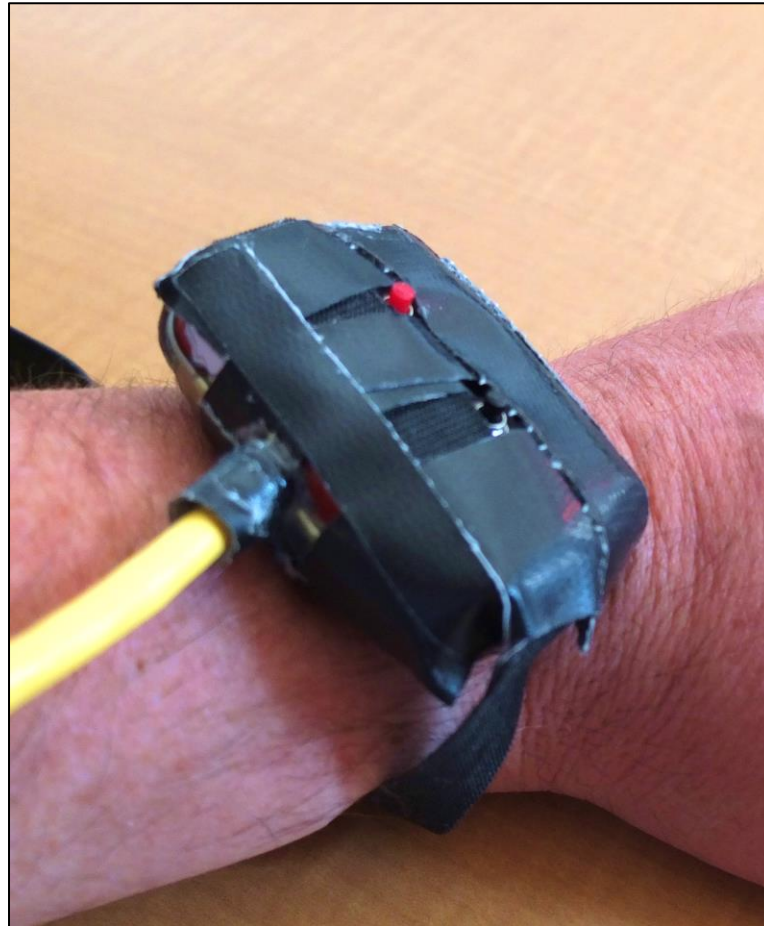
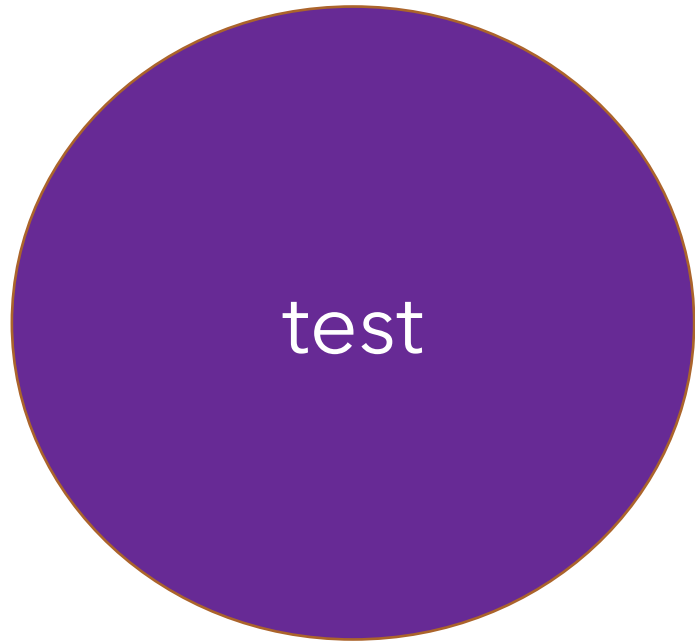


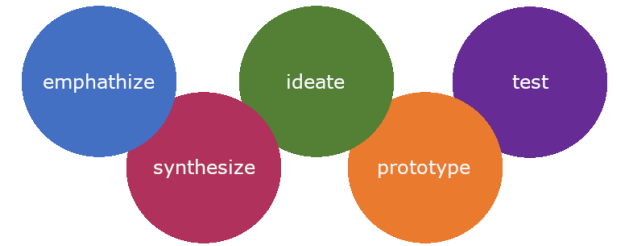






<http://www.nbbj.com/work/canterbury-district-health-board-prototyping/>  
[larry@larrydailey.com](mailto:larry@larrydailey.com)



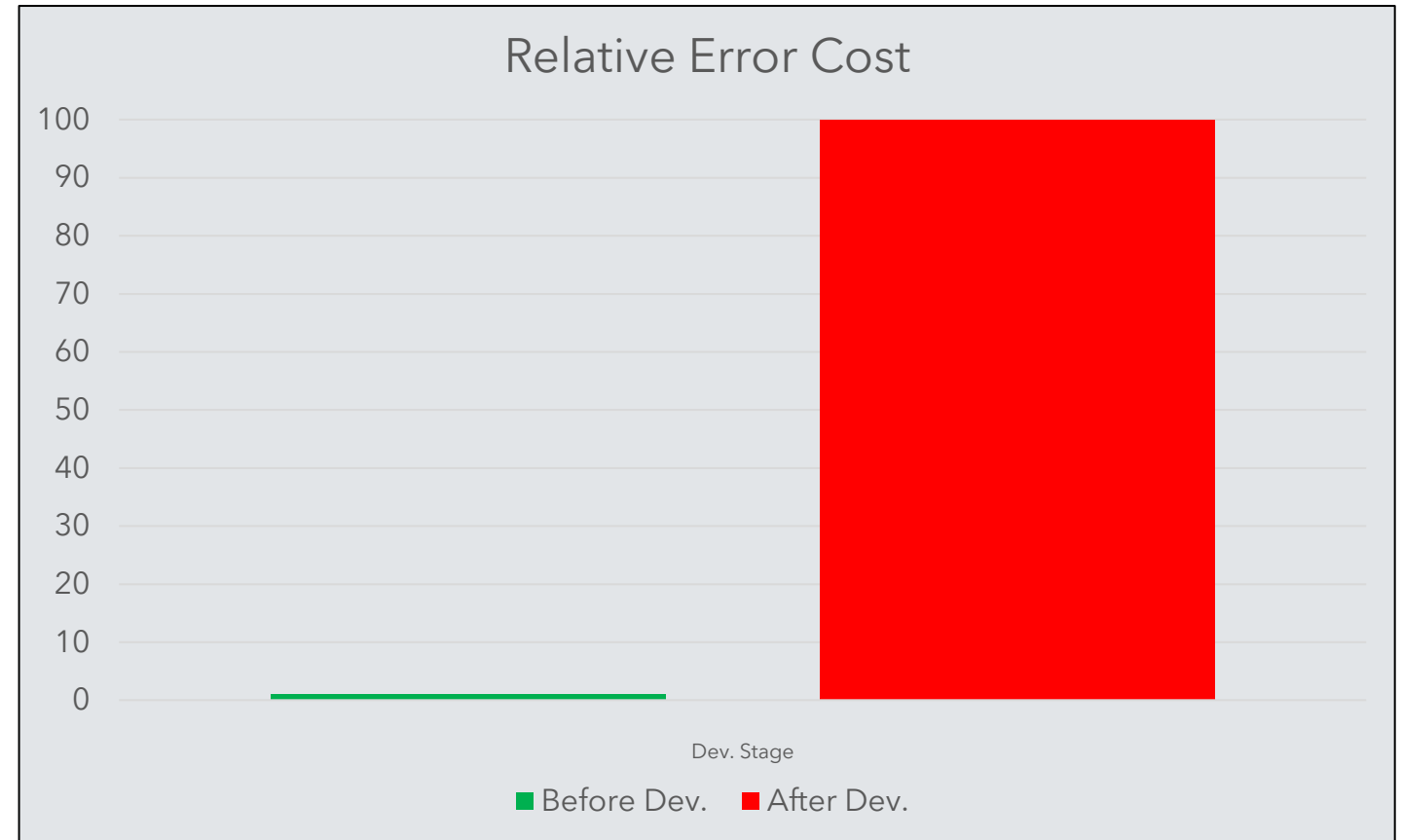


“ fixing an error after development is up to

**100 times**  
as expensive

as it would have been before development.”

-Susan Weinschenk, in *ROI of User Experience*







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