

A hand is shown drawing a lightbulb sketch on a piece of paper. The lightbulb is filled with yellow and blue colors. Several colored pencils (blue, green, black) are scattered around the drawing. A wooden pencil is being used to draw the base of the lightbulb. The background is a light-colored surface with some faint sketches and a wooden ruler.

# COMMUNICATING BY DESIGN

**Michael C. Wagner**  
*Founder, White Rabbit Group*

A group of people are gathered in a meeting room. In the foreground, a man in a pink shirt is seated, looking towards a man in a blue shirt who is pointing at a laptop screen. Other people are visible in the background, some looking at the screen and others in conversation. The room has large windows and a whiteboard in the background. The text "INSIDE THE ASSIGNMENT" is overlaid on the image.

# INSIDE THE ASSIGNMENT

# ACCEPT

They know what they need.

# GUESS

I hope we provide what the audience needs.

# TELL

I know what is best.

# DISCOVER

I must ask questions to uncover the right experience.

A group of people are seated around a table in a meeting room. One man in a blue shirt is pointing towards a laptop screen. The room is brightly lit with large windows in the background. The text "INSIDE THE MIND" is overlaid on the image.

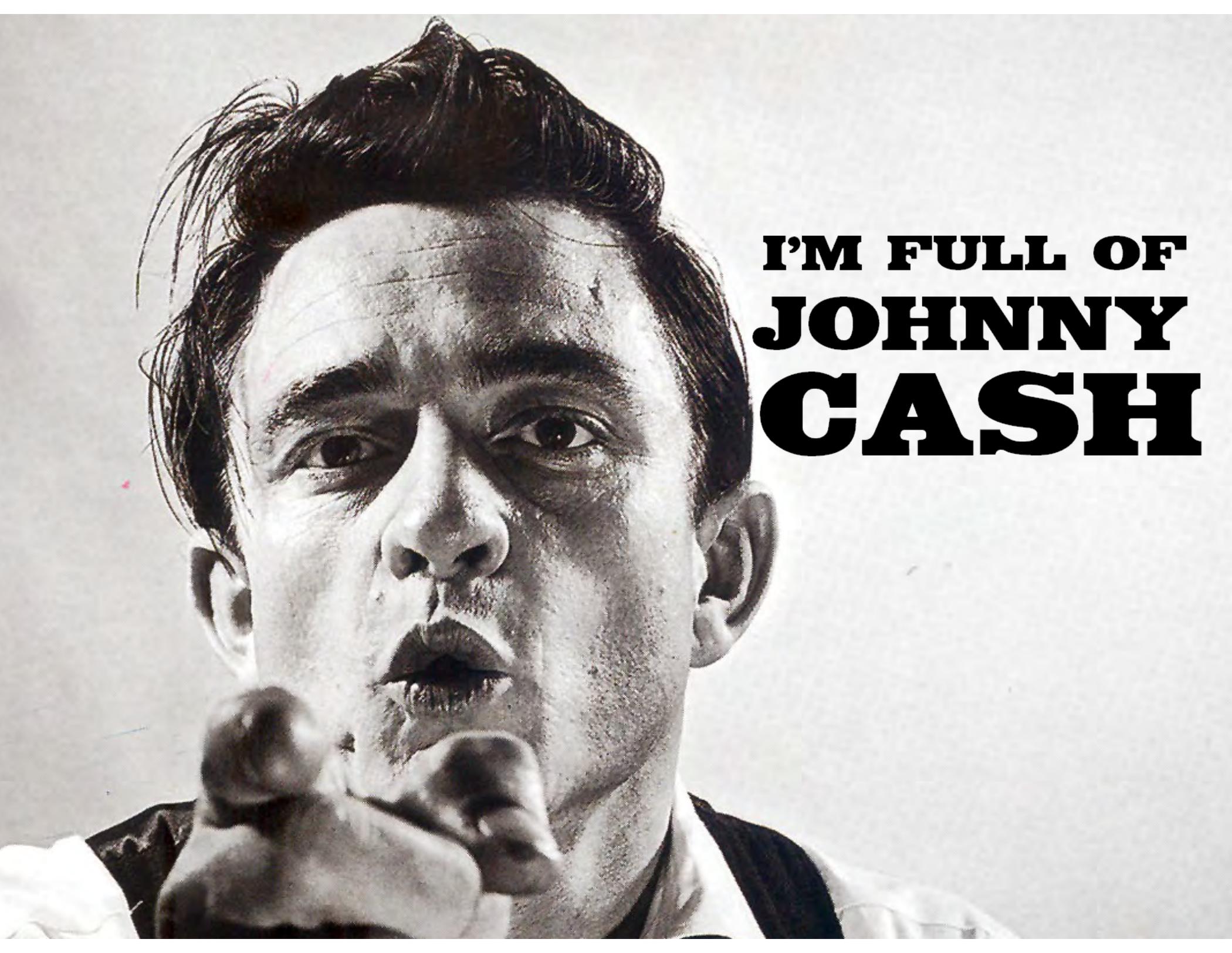
# INSIDE THE MIND



DESIRE TO BE  
**DIFFERENT**







**I'M FULL OF  
JOHNNY  
CASH**

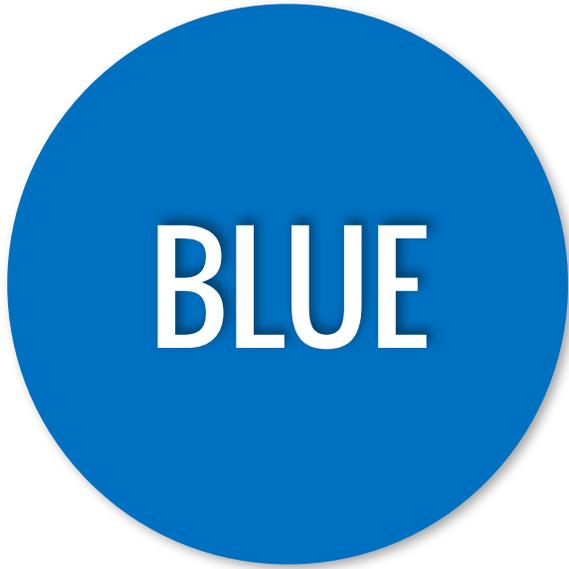


**EMPATHY**  
FOR OTHERS



YOU MEAN TO TELL ME

YOU DON'T GO ANYWHERE  
WHEN WE PLAY PEEKABOO?



Relationship Specialists



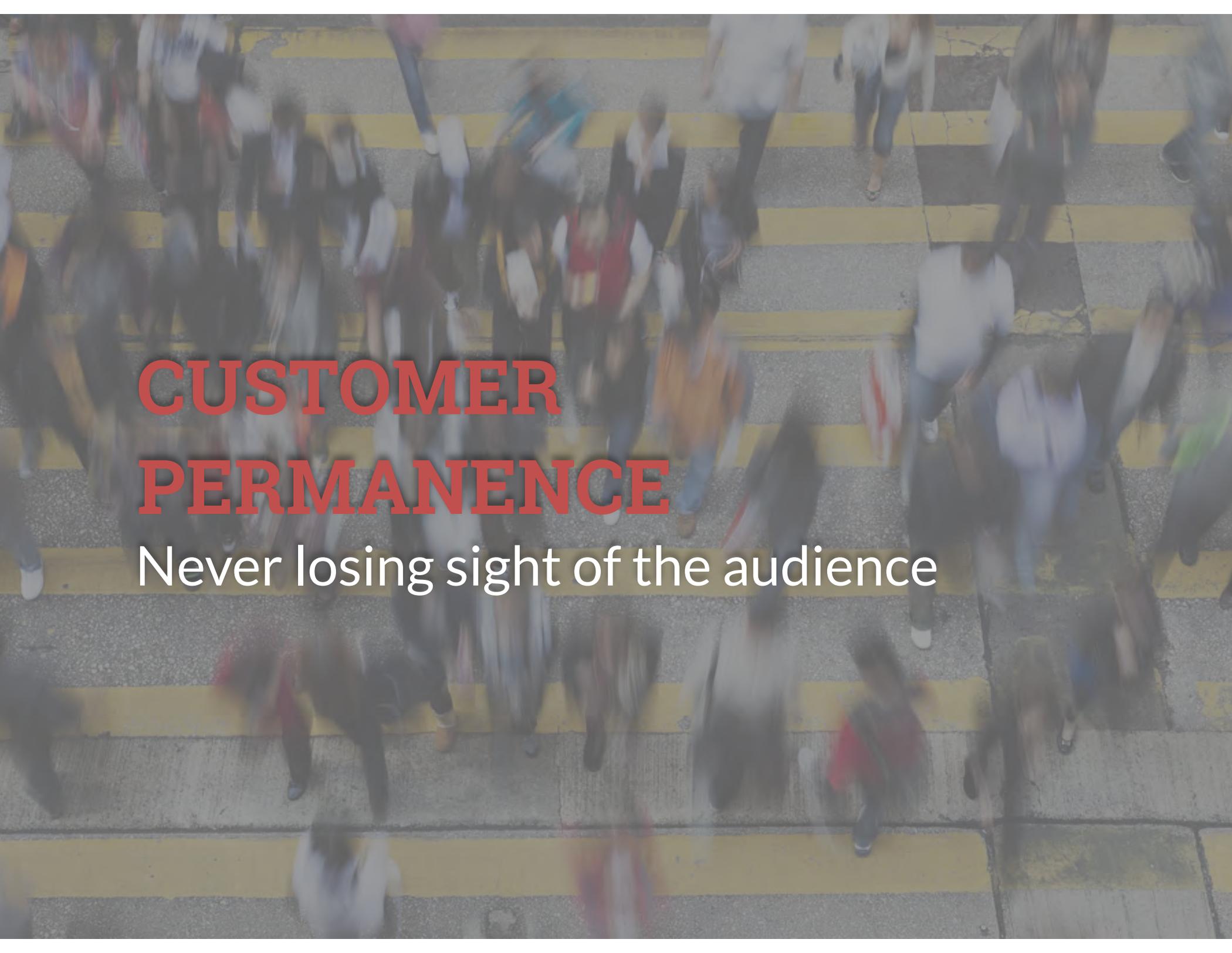
Achievement Specialists



Process Specialists



Social Specialists



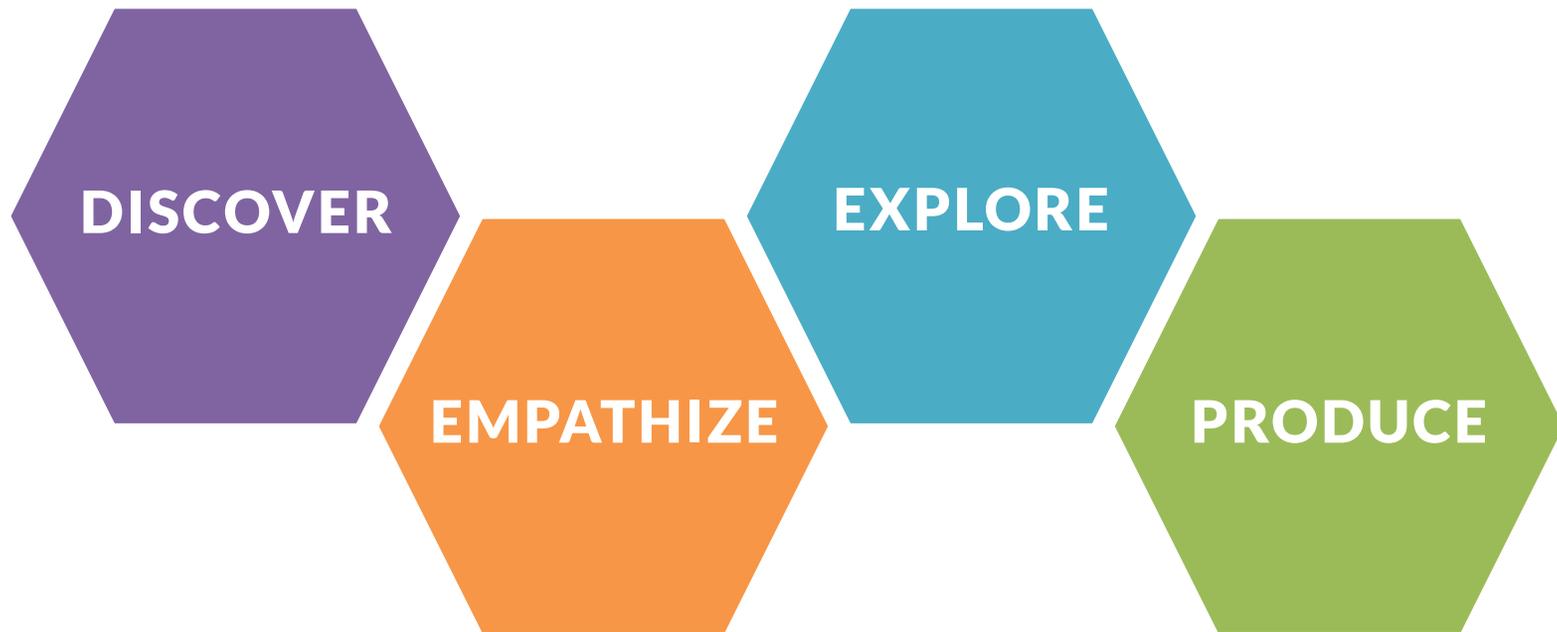
**CUSTOMER  
PERMANENCE**

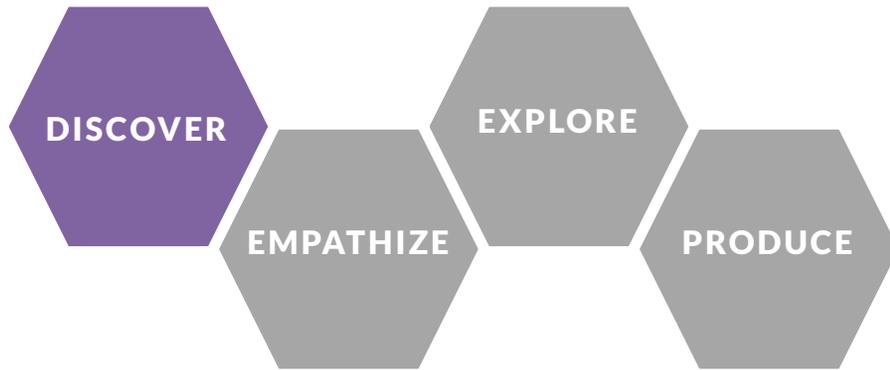
Never losing sight of the audience



INSIDE **THE PRACTICE**  
OF DESIGN

# DEEP Design Thinking





## Look

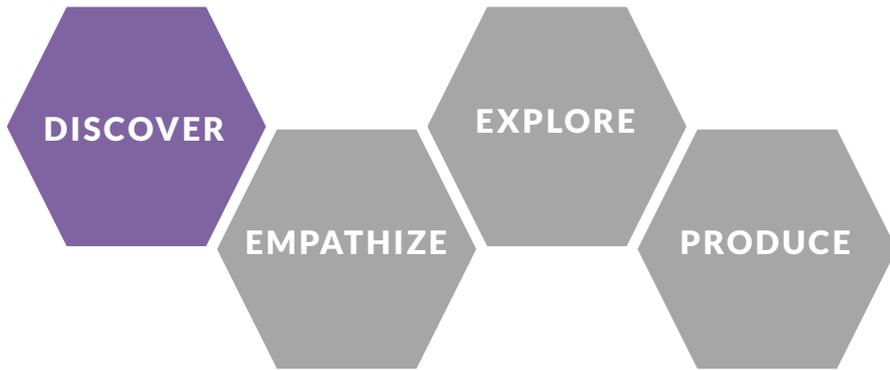
Identify a user problem to solve

## Locate

Is the problem a Mystery, Heuristic, or Algorithm?

## Land

Identify the User effected by the problem



Peapod®

Returning Customer?

Log In

or use your:



### New to Peapod?

Please enter your zip code

Home

Business

Create Account

Already a Peapod customer?

Grocery pick-up now available in selected cities.

[Learn More](#)

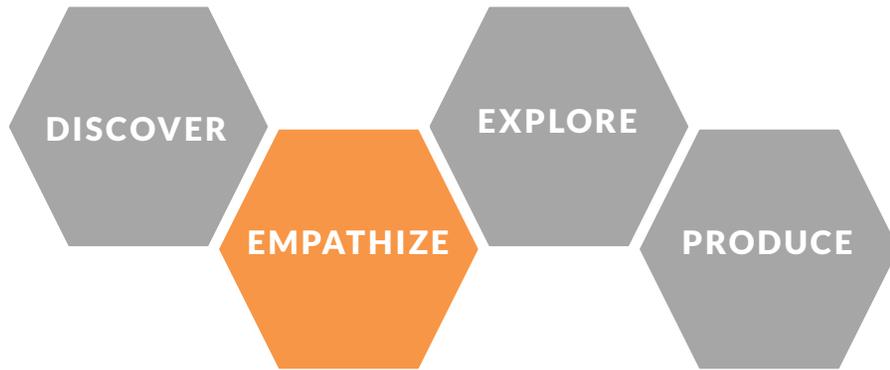
Grocery shop  
anytime, anywhere

Learn about our [service areas](#), [service fees](#),  
or [business delivery](#) information



Thousands of  
weekly **Sale** items

Competitive prices, double coupon  
savings, and exclusive offers



## Observe

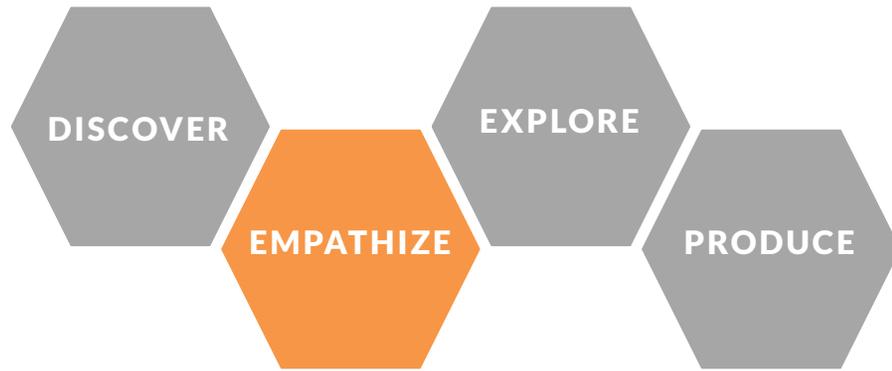
Real-life study of users

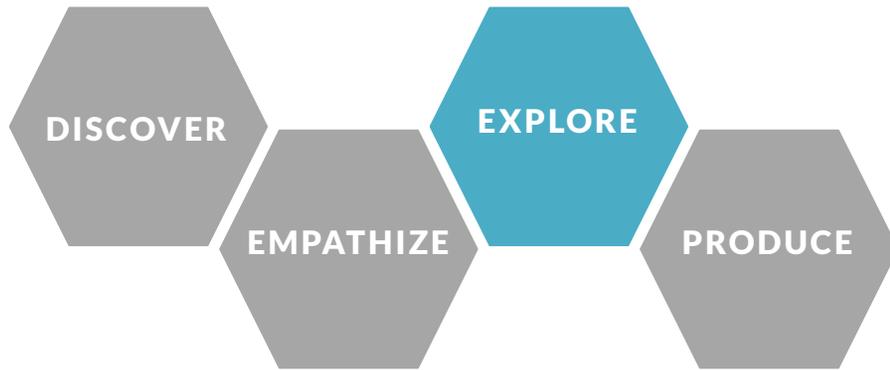
## Engage

Interviews and feedback from users

## Immerse

Assume the role of the user



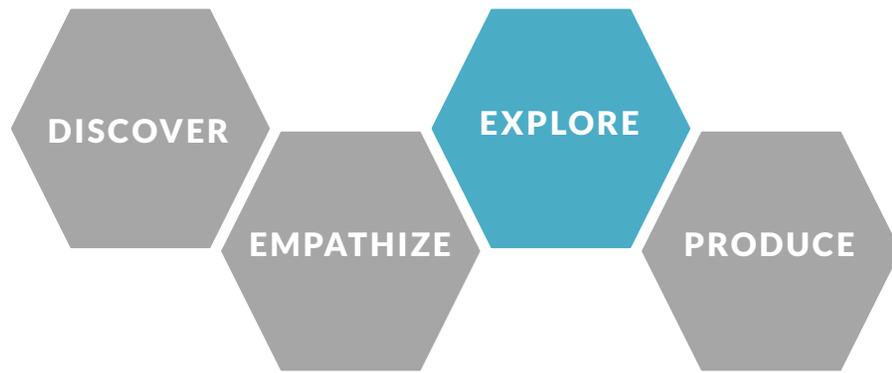


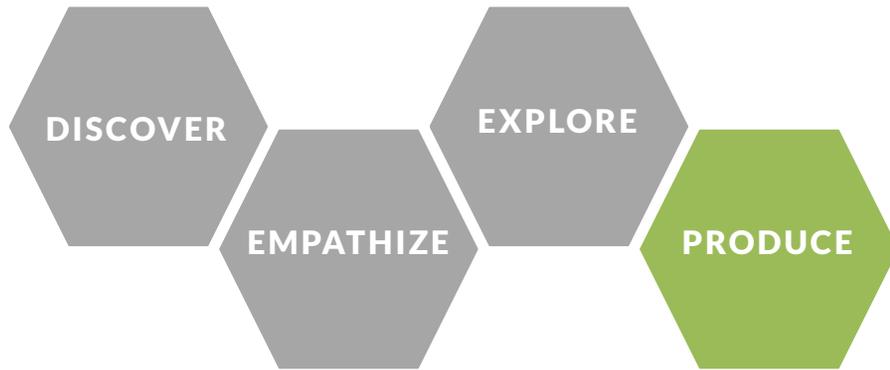
## Ideate

Gather many viewpoints of possible solutions for users

## Prototype

Make a physical representation of your best possible solution for users



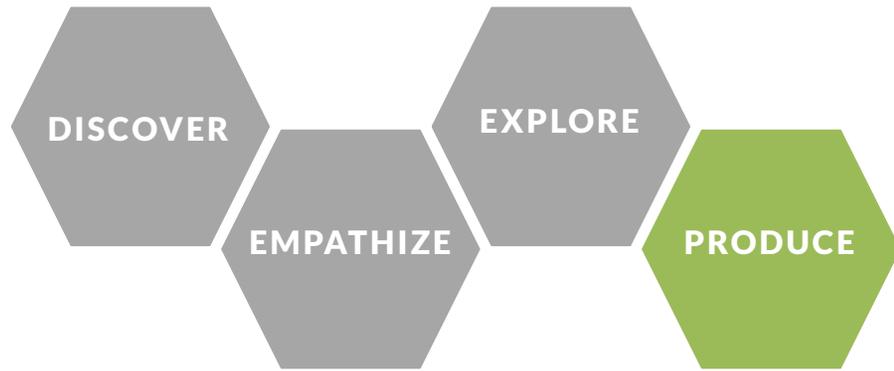


## Test

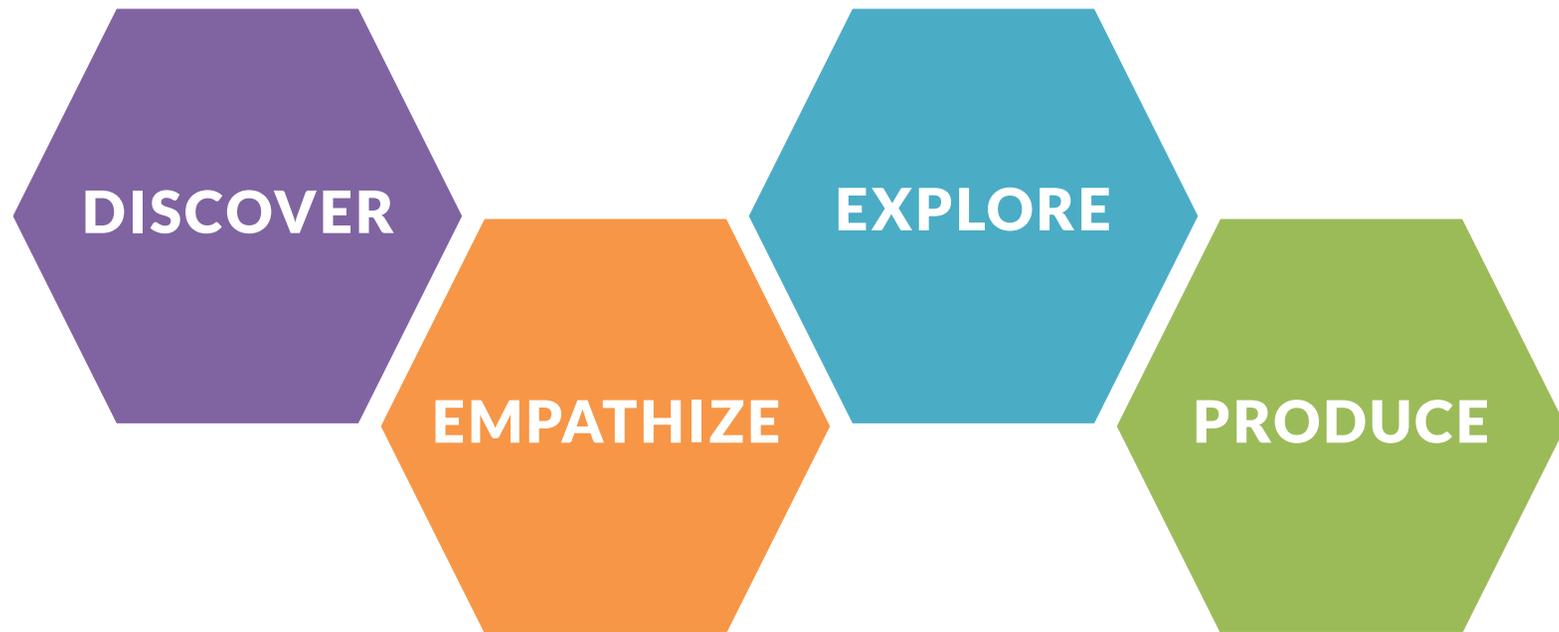
Allow users to see and interact with your best prototype

## Deploy

Scale up and make real for users



# DEEP Design Thinking



A group of people are gathered in a meeting room. In the foreground, a man in a pink shirt is seated with his back to the camera. In the middle ground, a man in a blue t-shirt is pointing towards a laptop screen on a small white table. Other people are visible in the background, some looking towards the laptop. The room has large windows and a modern, open-plan feel.

**“The single biggest problem  
in communication is the  
illusion that it has taken  
place.”**

**George Bernard Shaw**

# White Rabbit Contact Info

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A hand-drawn sketch of a lightbulb on a piece of paper. The bulb is shaded with yellow and blue pencils. A hand is holding a yellow pencil, drawing the bottom of the bulb. Several other pencils (blue, green, black) are scattered around the sketch. A brown ruler is visible in the background.

**THANK  
YOU!**

**Michael C. Wagner**  
*Founder, White Rabbit Group*