

Jane Fulton Suri, Ideo

## Thoughtless Acts?: Observations on Intuitive Design

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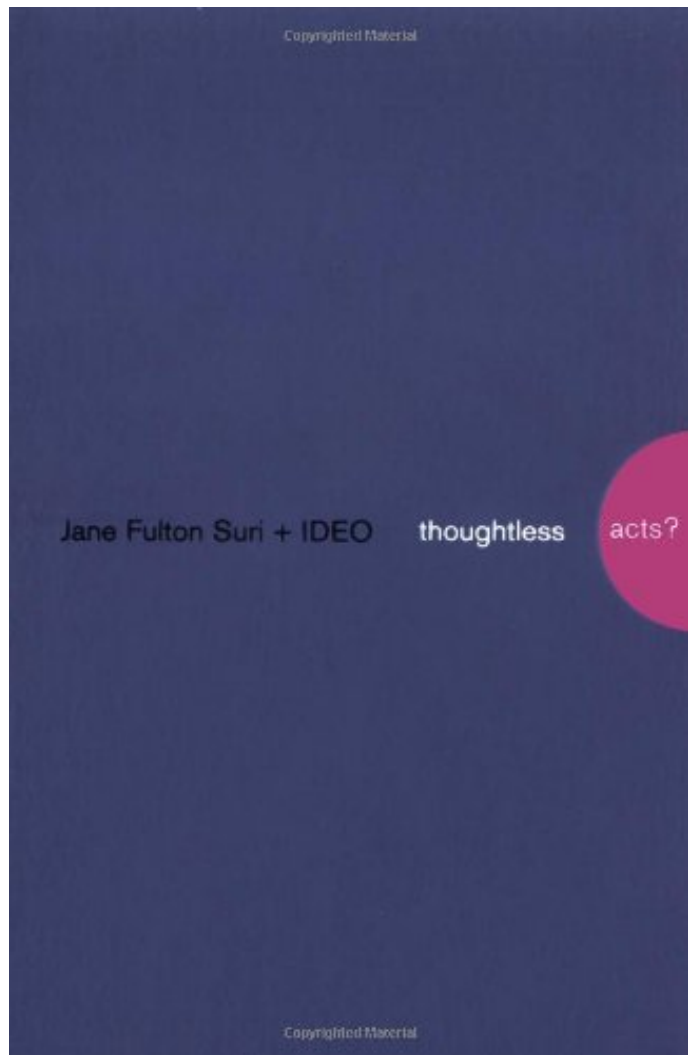
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From IDEO, the global innovation and design firm responsible for such landmark products as Apple's first computer mouse, comes a primer in the observation method that keeps their practice human-centered and ever...



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