

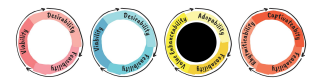
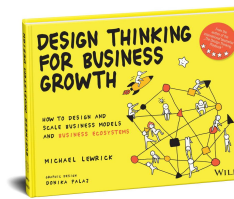
Project:  
Team:  
Version & Date:



Quick guide: The *Design Principles* can be used to define guidelines that form the framework for action for the team during a business ecosystem design project (e.g., that it is always started with the needs of the customers). This helps over the entire design cycle to put a consistent understanding on a certain mindset or requirements on the product or service.

# DESIGN PRINCIPLES

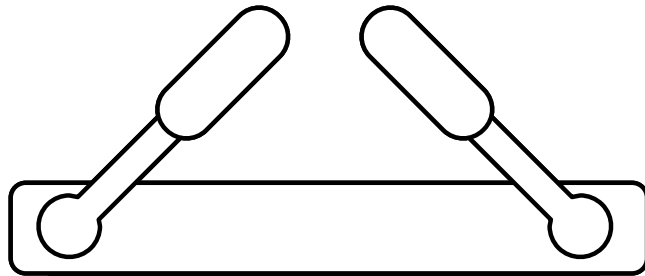
More tips & tricks for this template on book page: 108



Lewrick, M.  
*Design Thinking for Business Growth*  
978-1-1198-1515-0  
[www.business-ecosystem-design.com](http://www.business-ecosystem-design.com)

## Collect

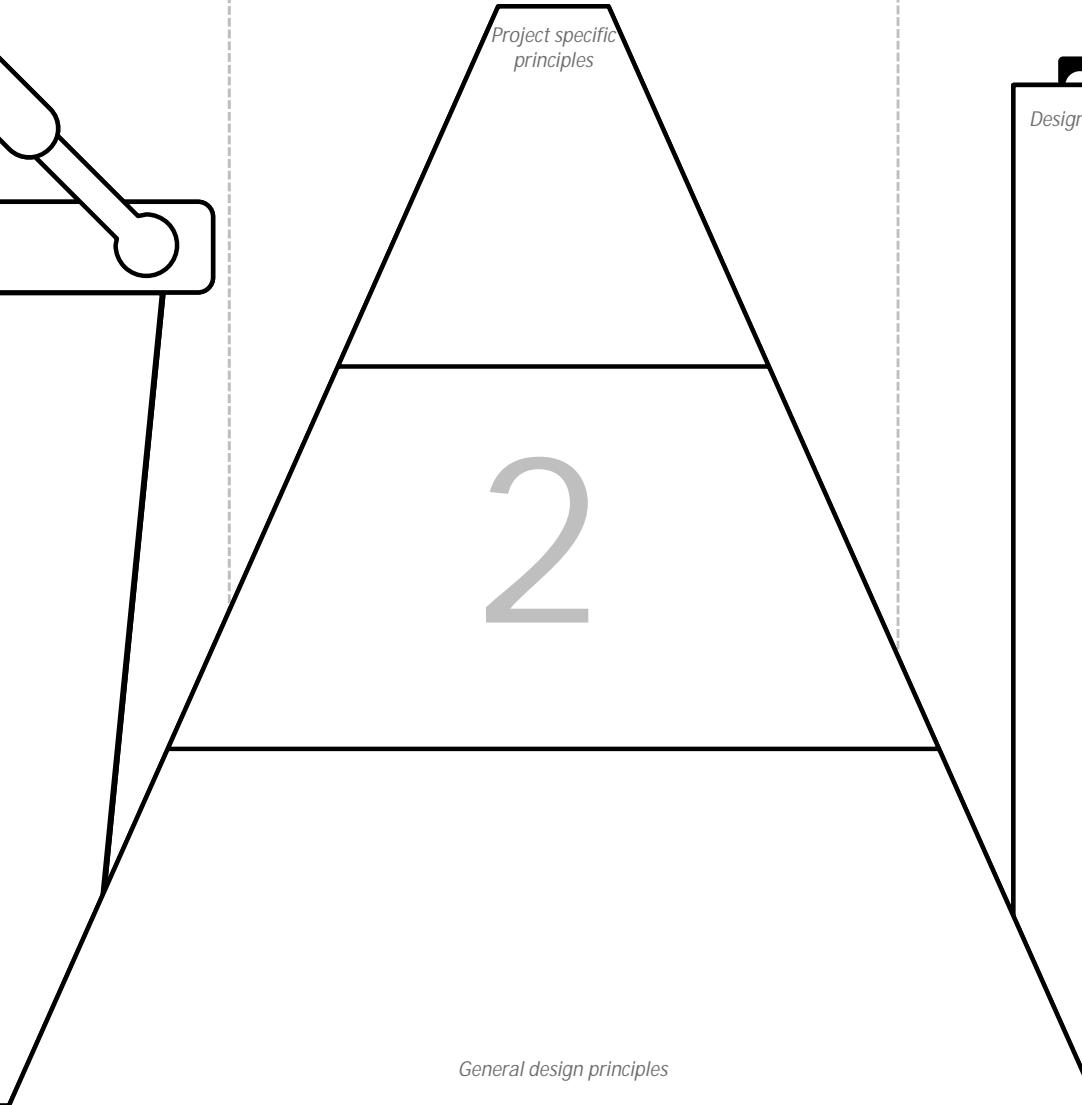
Conduct a brainstorming session to identify possible design principles.



1

## Sort

Arrange the design principles in the pyramid.



2

## Select

Select the most important three design principles per section from step 2 (max. 9 in total).



Design principles for project: .....

3