

# **Design as Discovery**

## Ten System Design Tenets

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### Ten System Design Tenets

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### Synopsis

Design is the Emergence of an Image

Design is the Discovery of Existing, but as yet undiscovered Ideas

Design is a focus on Individuals-They are the Sole Source of Ideas

Design is Decisions by a Single Individual:

Design is the Logistics of Individuals: to help them discover their Ideas

Design is based on Purity of Purpose in Meetings-avoid attribution

Design is 3-D Thinking-The Great Question

Design is Optional Solutions and Alternative Assessment Criteria

Design is for three Systems: Delivered, Delivery, Discovery

Design is to get to Why--Purpose

Design is Delegation for Design Work

Design is United Work: Customer, Builder, Associate

Design is Decisions--"Requirements On" other decisions

Design is Tenets as well as Tasks and Processes

While it may be said: “Never say Never”;

Yet,  
to be reliable would be to never be unreliable;  
to be loyal would be to never be disloyal, etc.

And, so, examples of being true to the  
System Design Tenets, would be to:

**Never operate design by a team [so called],**

Rather, teams only as no externally designated leader--and in sets of three—

solely for the purpose of drawing out the best ideas of each individual in the set—

thus no set called a team with its members given separate and fixed “responsibilities”

**Never limit design options to the expertise of those on a so-called design team, or concurrent design team, etc—**

but form a set [a trio] of searchers who search the world for options and alternative criteria

**Never seek for design decisions by a group,**

or on-the-spot as in a public meeting

--rather, decisions only by a single responsible individual [with personal preferences and expectations, etc] tentatively announced,

with a window between that point in time and the confirmation event [the graduation ceremony] the window for any and all to contribute ideas [insights, issues, initiatives] just in case some may have been overlooked, etc.

## **Never operate design competitions**

i.e. for “A” design—

but base design on options [with alternative assessment criteria] presented to [developed with] the customer-confirmer:

i.e. united design [ABC model—

Invitation, Nomination [of options] Confirmation [by an individual’s preferences, expectations, etc.]

**Never base design solely on so-called requirements**

Or an a-priori specification, etc.

**Never do design in an artificial hurry—**

as in a so-called design proposal, exercise, or game, etc.

# Ten System Design Tenets

1. "Design Work"--not competitions for "A" Design

2. United "Customer-Confirmer" and "Builder-Nominator" design

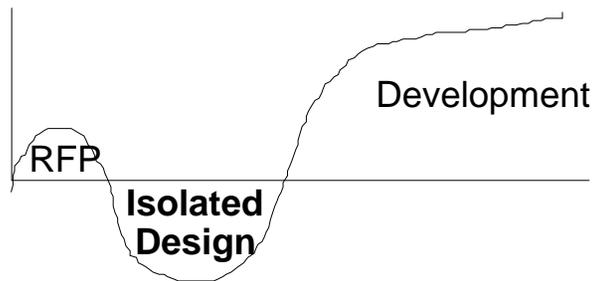
Equally yoked

3. Requirements [so-called] recognized to be Design Decisions:

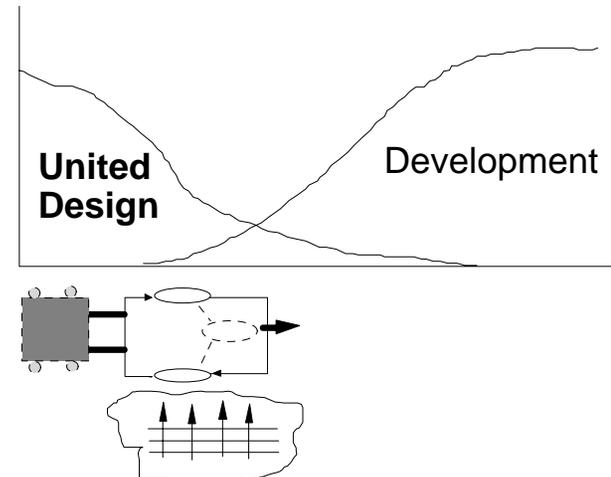
Each decision a "*Requirement On*" subsequent decisions.

# United design vs. Isolated “Design Competitions”

Competitive Design-- [RFPs]

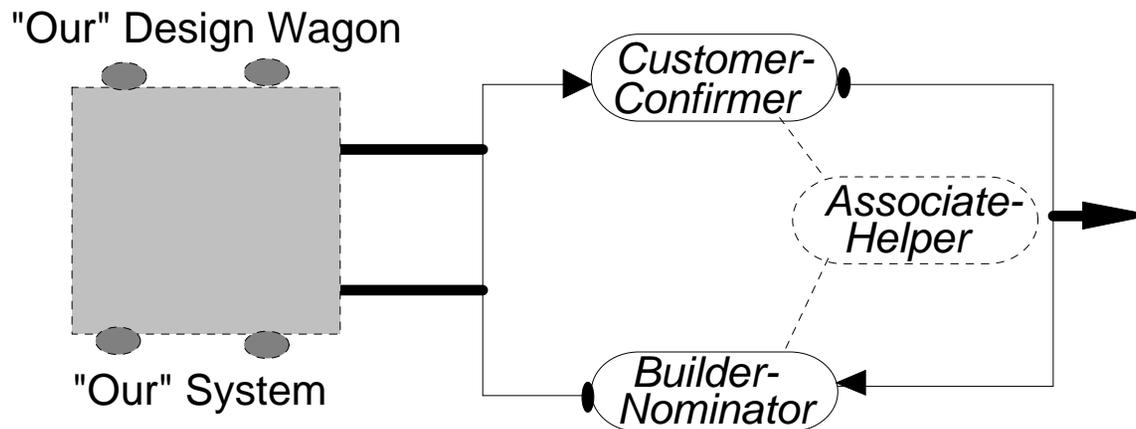


United Design



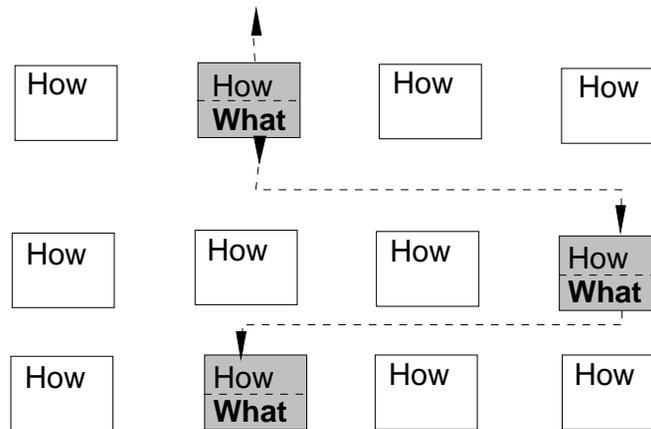
# United Customer and Builder-- Equally Yoked

United in pulling "Our" Design Wagon  
*Confirm Preferred Option among Builder-Nominations*  
*Invitation, Nomination, Confirmation--Only by Persuasion*

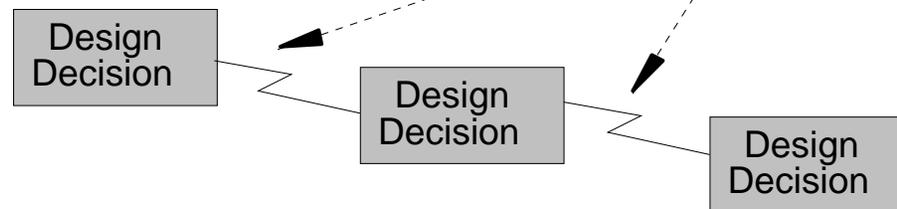


*Nominate Options--with Alternative Assessments*

# Requirements [so-called] ARE Design Decisions



Each "Design Decision" a "Requirement On" subsequent decisions



## Ten System Design Tenets [Cont.]

4. Self-Assessment Plans—and Self-Responsible

5. Purity of Purpose in Design Meetings  
Preparation, Presentation, Confirmation

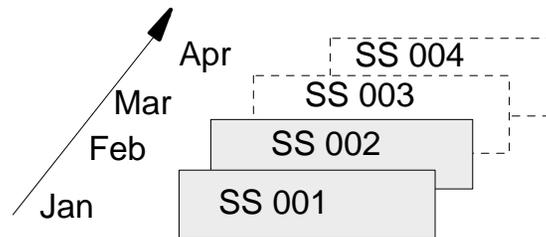
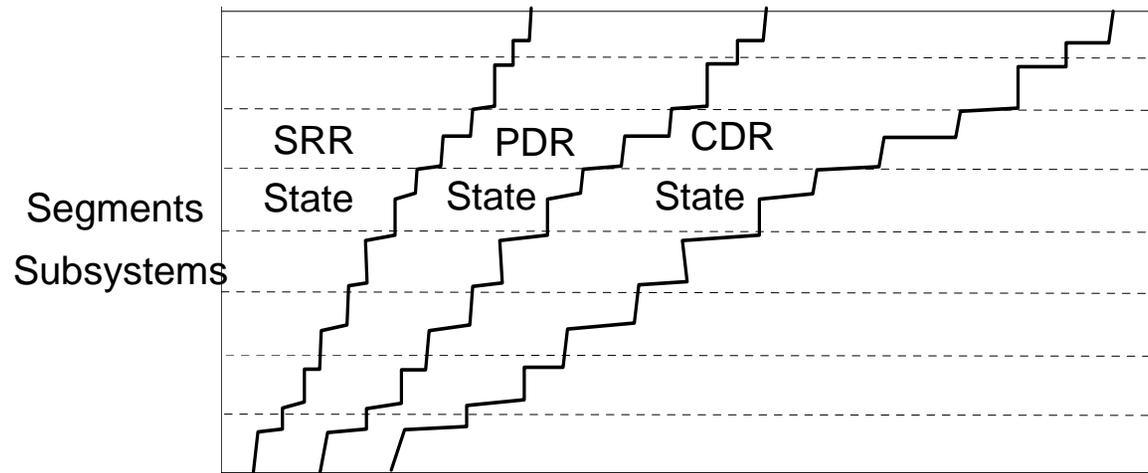
6. Time into the Paper on Design Schedules

Subsystems not at same state on same calendar date.

## Purity of Purpose in Meetings

Type	Purpose	Operation
<b>Preparation</b>	Discover options and alternative assessment criteria--Sets of 3--“Our”	Informally
<b>Presentation</b>	Present results: "Us", "We" "Our" options and assessments	Semi-Formally
<b>Confirmation</b>	Confirm the pre-announced tentative decision, and that right parties have been included in the effort	Formally

# Time Into the Paper



## Regular Design Status Reviews

Segments, Subsystems on Individual Time Lines

Total System not at Same State on Same Calendar Date

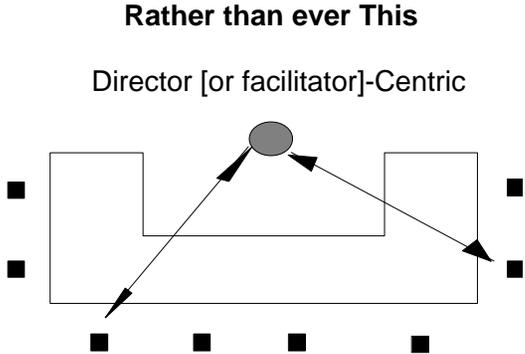
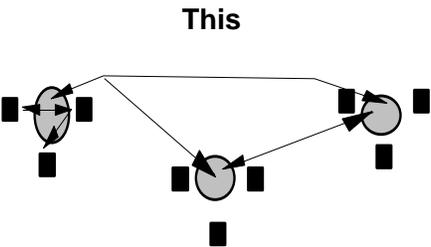
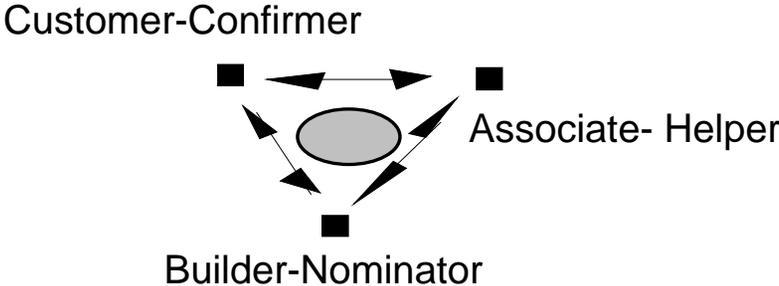
## Ten System Design Tenets [Cont.]

7. Design as Discovery

8. Every Engineer an Engineer of Systems

9. Design as the nurturing of ideas--and thus focus on Individuals

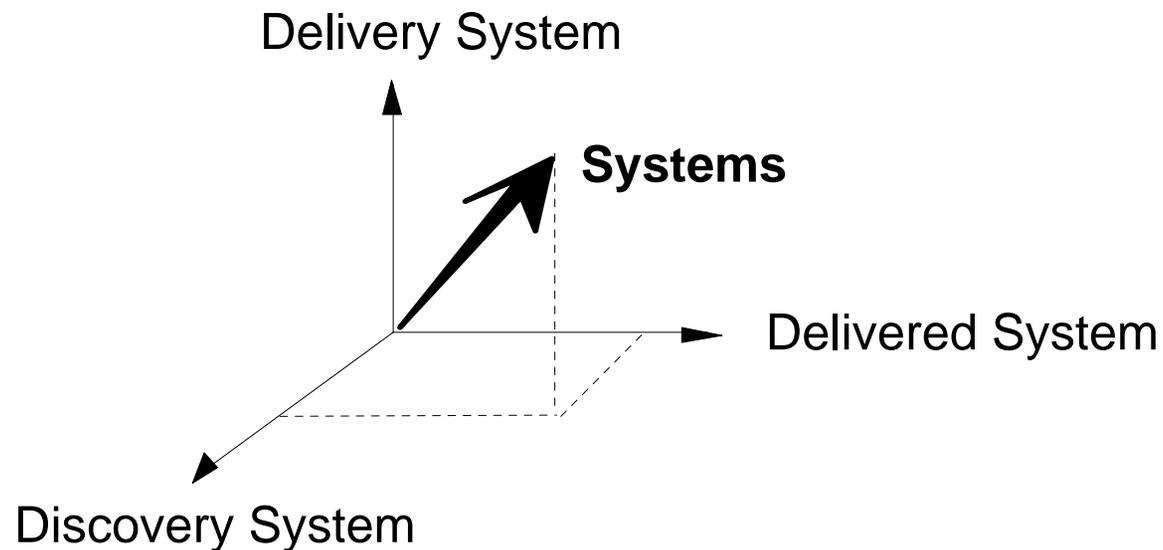
# Focus on the Individual— And Their Logistics The Source of all Ideas



# Ten System Design Tenets [Cont.]

10. 3-D Thinking--the Great Question:  
"What might be at least three dimensions of  
this?"

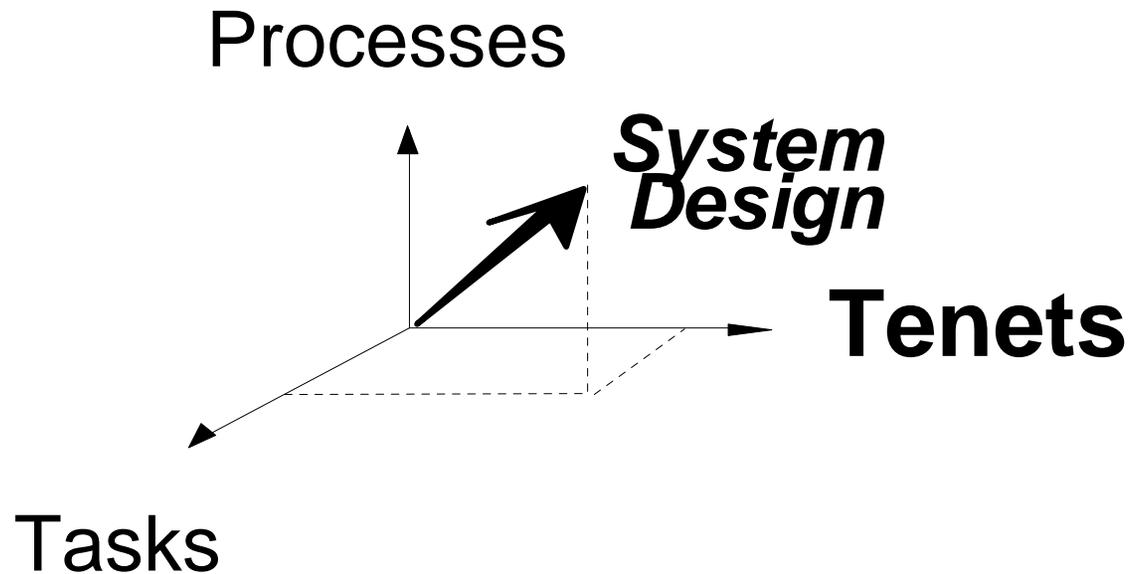
Three Systems--Not Just One



## Ten System Design Tenets [Cont.]

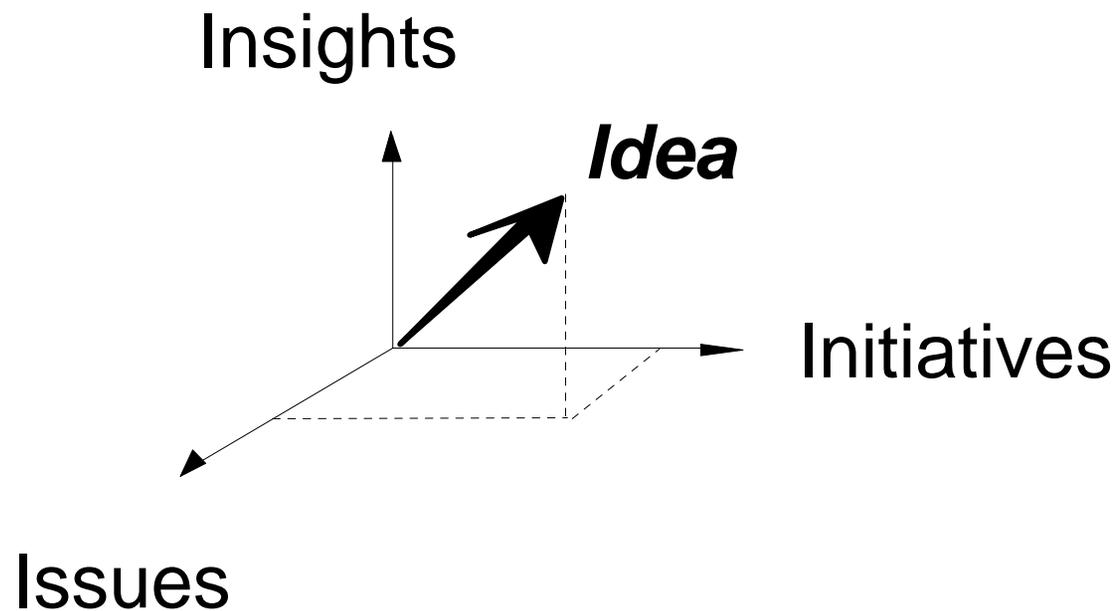
**10.** 3-D Thinking--the Great Question:  
"What might be at least three dimensions of  
this?"

Why Tenets [vs. Just Processes,  
etc.]



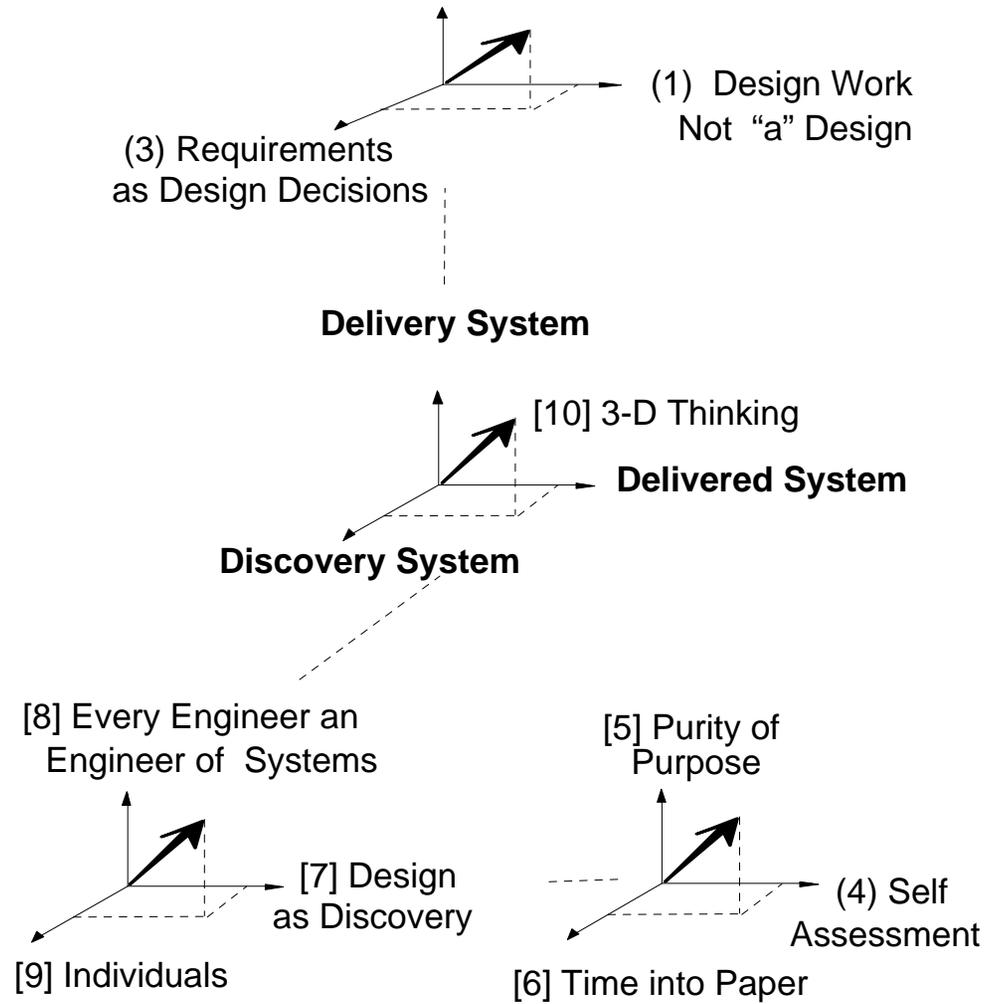
## Ten System Design Tenets [Cont.]

**10.** 3-D Thinking--the Great Question:  
"What might be at least three dimensions of  
this?"



# A 3-D Tenet Framework

(2) United Operation  
 ABC Model  
 Customer, Builder, Associate



# Synopsis

Design is the Emergence of an Image

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Design is a focus on Individuals—They are the Sole Source of Ideas

Design is Decisions by a Single Individual:  
Preferences and Expectations

Design is the Logistics of Individuals: to help them discover their Ideas

Only two to aid an Individual—  
only Three Roles: A, B, C

Design is based on Purity of Purpose in Meetings—avoid attribution

Design is 3-D Thinking—The Great Question

# Synopsis [Concluded]

Design is Optional Solutions and Alternative Assessment Criteria

Design is for three Systems:

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Design is Tenets--as well as Tasks and Processes

Precepts, Principles, Patterns