

Stop talking
and make
something.

When you make
a thing, your idea
becomes real.

Focus on
problems
worth solving.

Do it again.

Empathy and
understanding
are not the same
thing.

Get out of the
building.

Go talk to real
people.

The user is not
like me.

Interpret
heavily.

Draw.

Show me.

Take action.

Close your
laptop.

Interpret,
heavily.

Draw a
diagram.

Judge things.

Have an
opinion.

Feel what
they feel.

Tell the world.

Put it on the
blog.

Take a chance.

Do it without
technology.

Ideas are free.

Ask why?

Provocation,
not prediction.

Make fun of
everything.