Working in Steampunk's Design & Strategy Practice

Design. Disrupt. Repeat.

Steampunk's Design & Strategy practice is integrated within our delivery teams and capability offerings to develop customer-centered solutions through our Design Intelligence® framework. Through DI we achieve "Quality at Speed"—expedited delivery of high quality products and experiences, grounded in the understanding of the people who use them. We believe that while good design makes for a good product, customer-centered design makes for an excellent one.

Design Intelligence® consists of three principles:
- **Commitment to Customer Experience**
- **Integrated Technical Expertise of our capabilities**
- **Efficient delivery through proven Agile methods**

Think of these principles as three legs of a stool—the framework succeeds because they collectively work together and mutually support one another.

Designers operate across the organization, in tandem with the other Steampunk practices. "People at the Core" is one of our sacred values. Our teams believe that a collaborative and integrated approach builds the best possible solutions.

The Design & Strategy practice includes Service Designers, UX/UI Designers, Disruption Designers®, Instructional Designers, and Visual Designers. Through engagement with stakeholders and users, our designers ensure we focus on the right problems to be solved, customer needs are met, success is defined and measured, solutions are adopted, and experiences are intuitive and consistent.

Our Design & Strategy Practice Delivery Capabilities:

+ Workshop Design
+ Workshop Facilitation
+ Customer Experience Design
+ Service Design
+ User Experience Design

+ User Interface Design
+ Interaction Design
+ Communication Design
+ Content Strategy
+ Brand Design

+ Visual Design
+ Disruption Design
+ Instructional Design