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'David Sherwin
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Formal design reviews not only impact the products and business of the organization but also are beneficial to the design teams themselves Involving designers from different product teams in the review of all the products that an organization releases can help build a common design vision strategy and philosophy across the business's'

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?Design thinking is a human centered approach to innovation that draws from the designer's toolkit to integrate the needs of people the possibilities of technology and the requirements for business success ? Good designers have always applied design thinking to product design whether physical or digital because it's focused on end'

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