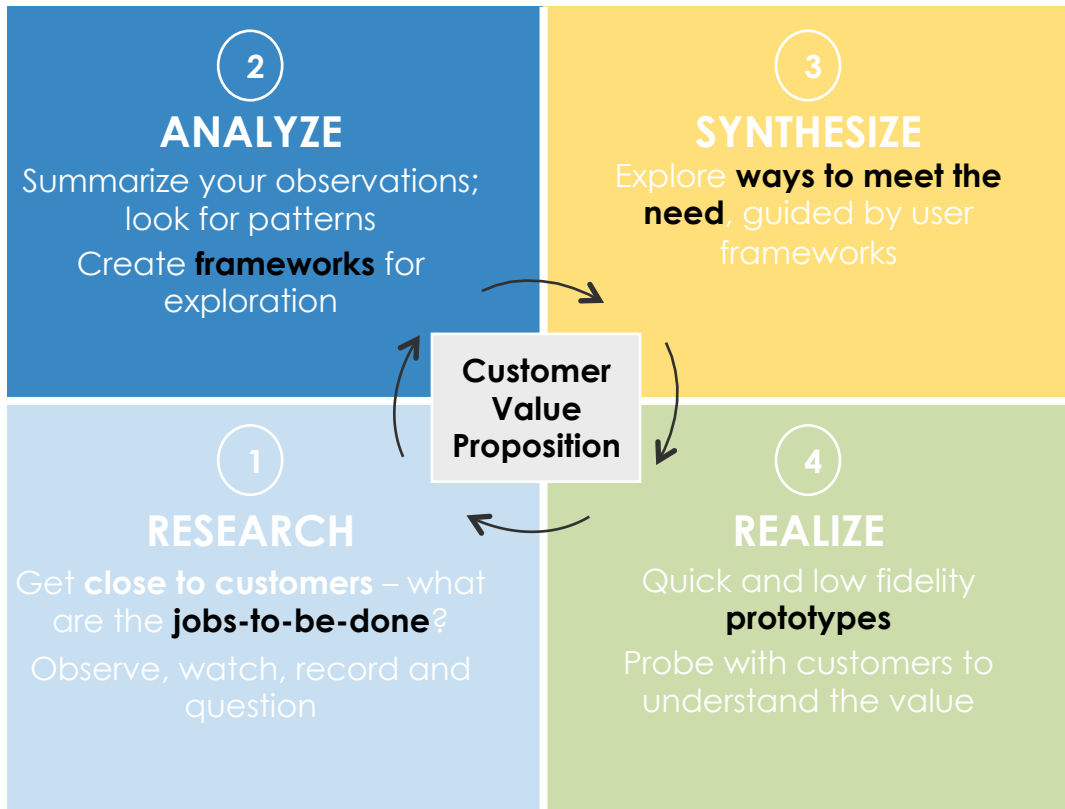


Goodyear Customer Centered Innovation



Process



Skill sets

- Design research and strategy
- Ethnography and observation
- Ability to map and analyze complex systems (relationships, procedures, behaviors)
- Brainstorming and facilitation abilities to engage diverse perspectives
- Ability to make concepts tangible (prototyping)