In the vast landscape that is design, there are many misconceptions, myths if you will, about design. In this series of blog posts, I am going to debunk five common myths.

The origins of many of these myths are simple misunderstandings that arise due to a difference of definition. There are many varying meanings for the term ‘design’. If you look it up online, you’ll get two almost opposing definitions from the Google dictionary alone (see the Google definition to the right).

The term ‘design’ is very flexible, which is entirely appropriate because it reflects the spirit of design: agility and adaptability. Depending on the context, this can be translated to actionable steps in many different ways. Considering that at Synchro we help to accelerate digital transformations for businesses within the financial services industry, my definition of design could be appropriately framed as follows:

1. a mindset, process or framework that can be applied anywhere, aims at simplifying complexity and intends to create a better, more resilient future for everyone.

INTRODUCTION:

UNDERSTANDING DESIGN MYTHS

- POSITED DEFINITION
With so many possible definitions of design, it’s inevitable that confusion arises as to what exactly design is. This confusion has caused a great deal of design myths to emerge and start taking on a life of their own. Throughout my experience as a Designer, I have come across a few design myths that seem to run across multiple definitions of design. In this graphic overview, I identify five of the more common misconceptions concerning design (“Design Myths”) and their opposing reality (“Design Magic”).

In the following short blog series, I will identify, explain and debunk each of these five myths. So, make sure to keep an eye out for the next blog to assist your company in its Design Thinking Journey.

**MYTH**

**01** Designer On The Team

**02** ‘Responsibility’ For Design Output

**03** The Innovation Lab

**04** Innovation Is New Business Models

**05** Design Is Just By Designers

**MAGIC**

**01** Design Thinking Together

**02** ‘Ownership’ Of The Design Process

**03** The Innovation Attitude

**04** Innovation Is Beter And New

**05** Designer By Drive

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**SYNECHRON EXPERIENCE DESIGN PRACTICE**

Synechron’s Experience Design practice is a sub-speciality of our broader Digital Innovation & Transformation Business in Amsterdam. Our design experts zero in on Strategic Business Design—the integration of customer empathy, experience design and business strategy—for the purposes of developing human-centered, innovative Service Design. We apply the core principles and best practices of design, including qualitative research, context mapping, user journeys and hosting generative design workshops. Our goal is to help organizations move with the business agility of startups and create actionable design criteria for more valuable, immersive, and differentiated future-forward solutions that create value and competitive advantages.

For more information contact:
Dennis Martens, Head of Digital Innovation & Transformation, Amsterdam: dennis.martens@synechron.com