Show of hands.
Wait, how many years?
Disclaimers.
1.
Go broad.
Go deep.
3.
Go for a walk.
Go farther than you think you should.
Put away your notes.
6.
Learn to spot your assumptions.
Stay curious.
Be as curious about your clients as you are about your users.
Hang with different crowds.
10.
Cultivate allies.
Pick your battles.
Good work doesn't speak for itself.
13.
Changing a design is easy. Changing minds is hard.
Pay attention to your failures.
Everything is always changing.
Thank you.