



IDEEO · 2018

LIFELINE CARDS

These are IDEO's Lifeline cards. They are the standards by which we evaluate our design work. Using this shared vocabulary of critique, our teams are able to collaborate more deeply in order to create disproportionate impact. We invite you to join us in using this slightly adapted set for this purpose when working with us, and in your own work, too.



**IDEO**

HOW TO USE



THESE CARDS

*A few suggestions*

At the outset of a project, review the cards and identify the Lifelines you want to emphasize.

Conduct a midpoint review to see whether the project is holding up to your initial intentions and course correct if necessary.

At the end of the project, use the cards to reflect on the work and discuss learnings.



**IDEO**



M



HEART

# H E A R T

Did the design come from a  
place of deep empathy?

Did the work inspire  
people to take action?

Did the process instill a  
deeper understanding of  
those we're designing for?



**IDEO**



BEAUTY

# B E A U T Y

Is the work iconic?  
Desirable? Evocative?

Does the work feel elegant  
and simple in its solution?

Does the beauty of the work elevate  
the overall design and its function?



**IDEO**



BRAINS

# B R A I N S

Was the approach to discovery and design rigorous and comprehensive?

Does the work feel smart, clever, or novel?

Is the design informed by a clear strategic intent?



**IDEO**



B R A V E R Y

# B R A V E R Y

Did the team take risks in  
service of bringing something  
new to the world?

Will the work be remembered  
decades from now?

Did this work push you  
into uncharted territory?  
What did you learn?



**IDEO**



M A G I C

# M A G I C

Did we set the stage set for moments  
of serendipity to flourish?

Does the work inspire  
awe or wonder?

Did we make the experience  
feel effortless and delightful?



**IDEO**



M A S T E R Y

# M A S T E R Y

Does the work reflect the depth  
of our expertise, intuition,  
and unique capabilities?

Was there a transfer of  
knowledge, wisdom, or skills?

Did the work help you learn or  
master a new tool, language,  
medium, or material?



**IDEO**



DESTINY

# D E S T I N Y

Did the work foster growth  
for the organization and  
improve the bottom line?

Did the engagement inspire  
change within the organization?

How did we make our  
collaborators successful?



**IDEO**