

Acme Design Team Values

These values guide the Acme Design team in all that we do:

Speed

Speed is a key advantage at Acme. We make new products faster than any of our competitors because our team is independent, capable, and sharp.

Precision

We don't make big guesses. We research our customers, target market, and competitors before designing. Quantitative and qualitative research empower us to design with laser precision. Even though we move fast, we know when to slow down to get it right. We're precise because we're designing for customers with specific [Jobs to Be Done](#).

Gut

Research helps us understand the current market and our customers' needs, but we trust our gut to guide us to innovative product ideas with a fresh perspective. *We're not afraid to take risks.*

Connecting

[We connect things that seem unrelated](#) to arrive at new ideas. We get inspiration from unlikely places—not from our competitors. We're always exploring new products and experiences, wondering what we can learn from them. This fuels our creative thinking.

Collaboration

We're a small team of individuals with diverse talents. We share information and tasks with ease, because we know that we can take a project further together than alone. We look at problems from all angles and value debate. We actively seek input and help from our colleagues in other departments, because we don't have all the answers.

Excellence

We don't just make good products. We make *excellent* products that empower our customers and make work fun. Our products are eminently usable, but [they're also a joy to use](#). We pay attention to the details others would miss. We're motivated by a desire to make better things in a better way.