

Achieving the Fast without the Furious

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What Do Great Teams Do?





The iPod Story



1 billion songs sold

More than 1 billion songs sold this year

14 million iPods sold last holiday season

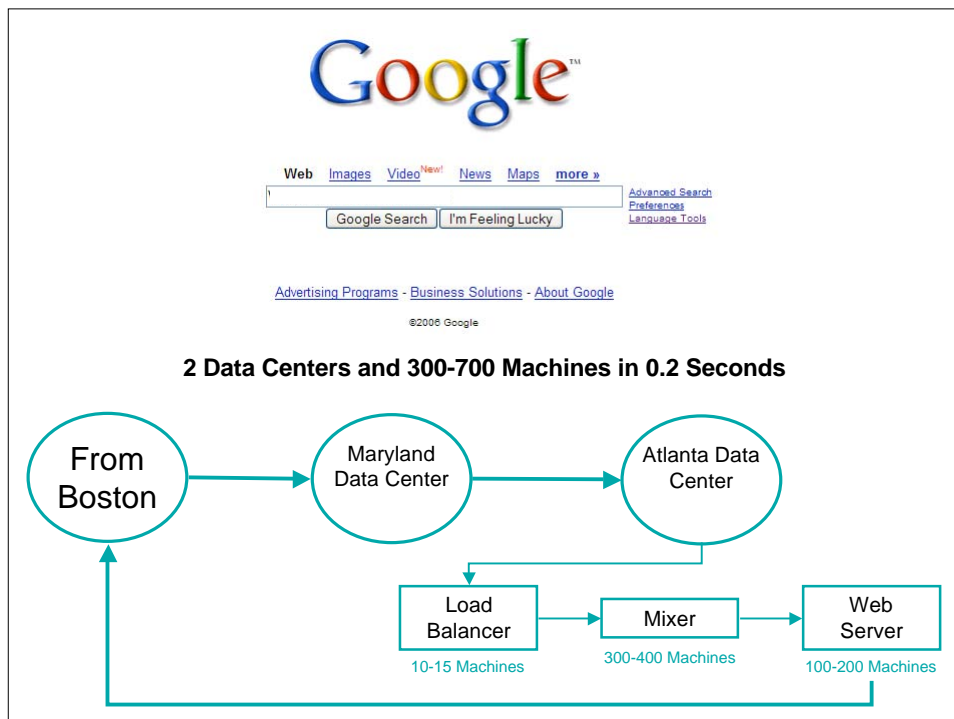
100 sold every minute

The iPod Experience



iTunes Music Store

Fashion statement





Apple's Knowledge Navigator



1987

Apple's Knowledge Navigator

1987



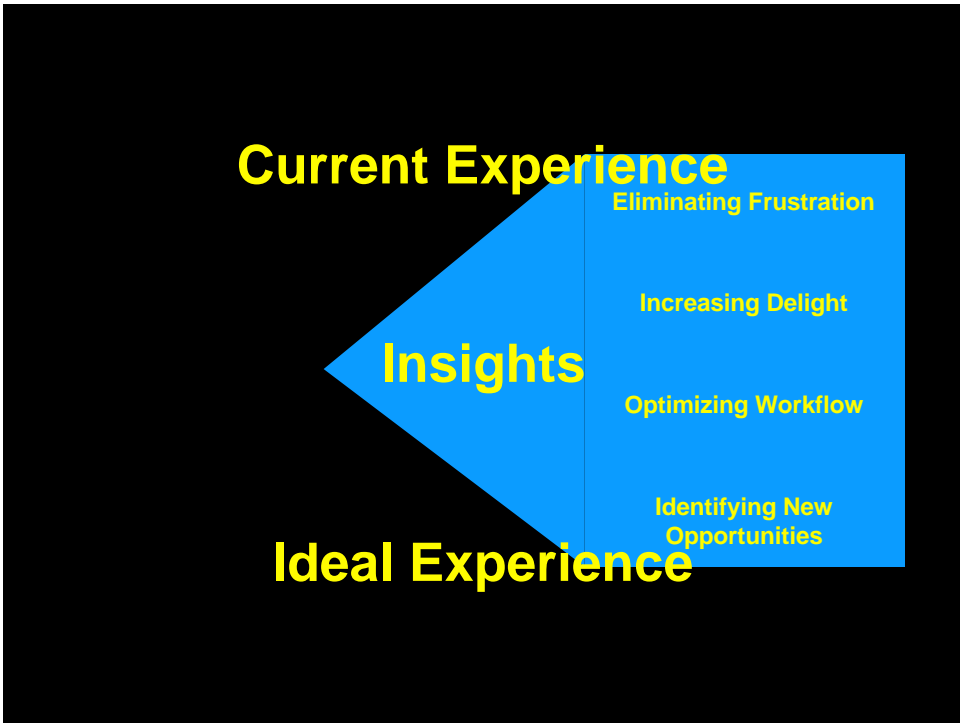
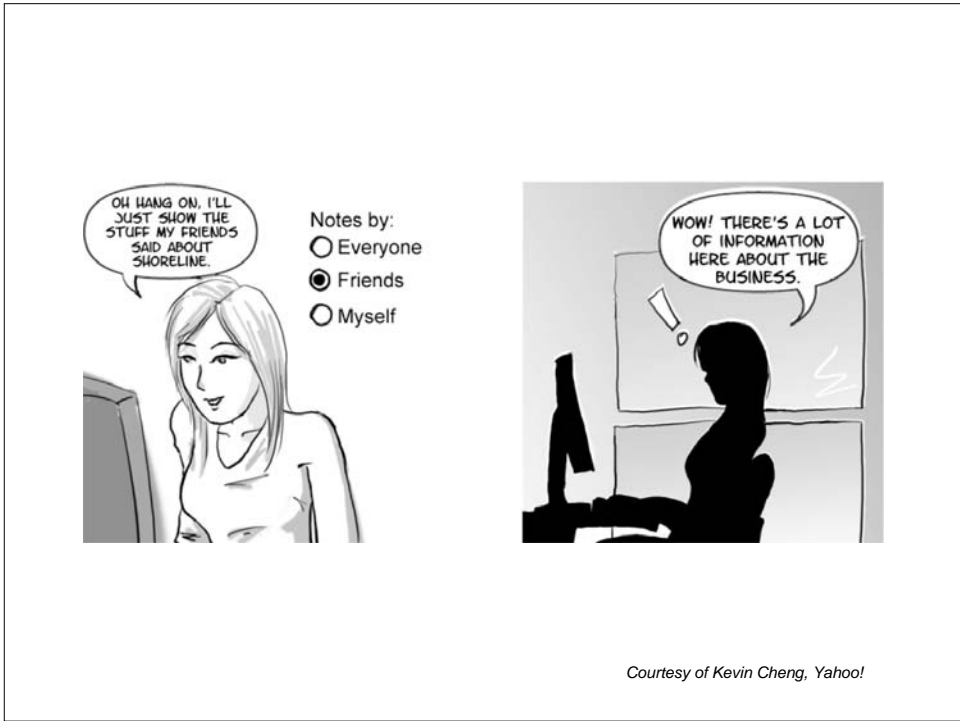


**Who Are
The Users?**

**What Are
The Users' Goals?**

**How Do They
Break Goals Into
Activities?**

**What Are the
Contexts for Those
Activities?**



What Do Great Teams Do?

Create, Promote, and Share a Common Experience Vision

The image shows a screenshot of a Facebook news feed from the perspective of a user named Ashley. The interface includes a top navigation bar with 'facebook' and links for 'home', 'search', 'browse', 'invite', 'help', and 'logout'. A search bar is located in the top left. On the left side, there is a navigation menu with links for 'My Profile', 'My Friends', 'My Photos', 'My Notes', 'My Groups', 'My Events', 'My Messages', 'My Account', and 'My Privacy'. Below the menu is a 'Merrimack Flyer' for a dance team performance. The main news feed contains several updates, including group membership changes and new photos. On the right side, there are sections for 'Pokes', 'My Status', 'Birthdays', and 'The Next Step'. The 'Pokes' section shows two pokes from Claudio Mohar and Sharalyn Prieskom. 'My Status' shows a status update from Ashley: 'Ashley is at work. Updated just a moment ago'. 'Birthdays' shows no upcoming birthdays. 'The Next Step' has a link to create a Facebook badge. The news feed updates include: Dan Conway leaving the group 'Kiss Me... I'm Irish.'; Amy Cavanagh and Eric Held becoming friends; Dan Conway leaving the group 'Northeastern Class of 2010.'; Chad Brennan joining the group 'GO BIG OR GO HOME.'; Dan Conway leaving the group 'Northeastern Procrastinators Anonymous (You Can Join Later, It's Okay, I Understand).'; Jonathan O'Hara leaving the group 'Gateway.'; Jonathan O'Hara joining the group 'When I was your age, Pluto was a planet.'; Jonathan O'Hara leaving the group 'Philadelphia.'; Charlotte Powers adding new photos; a photo album titled 'Motlow, moonshine, CUET tailgate, game!' by Charlotte Powers; Natalie Jackson and Janelle Grady becoming friends; Natalie Jackson tagging the user in four photos; Chad Brennan joining the group 'If you remember this you grew up in the 90's.'; Jenn Cole attending 'Rocking Out With Flash and the Captain Season Premiere.'; Whitney Kent joining the group 'For Every 1,000 that join this group I will donate \$1 For Darfur.'; and an update that Natalie Jackson and Amanda Parry changed their profile pictures.



Personal Data

To sign up for My Avis and the Wizard program at once, simply complete and submit the following personal profile information. Upon completion, you'll receive a Wizard Member Number and be registered for My Avis Service. **Please note that information marked with an asterisk (*) is optional.**

Contact Information

Title:

First Name:

* Middle Initial:

Last Name:

* Company Name:

Address 1:

* Address 2:

City:

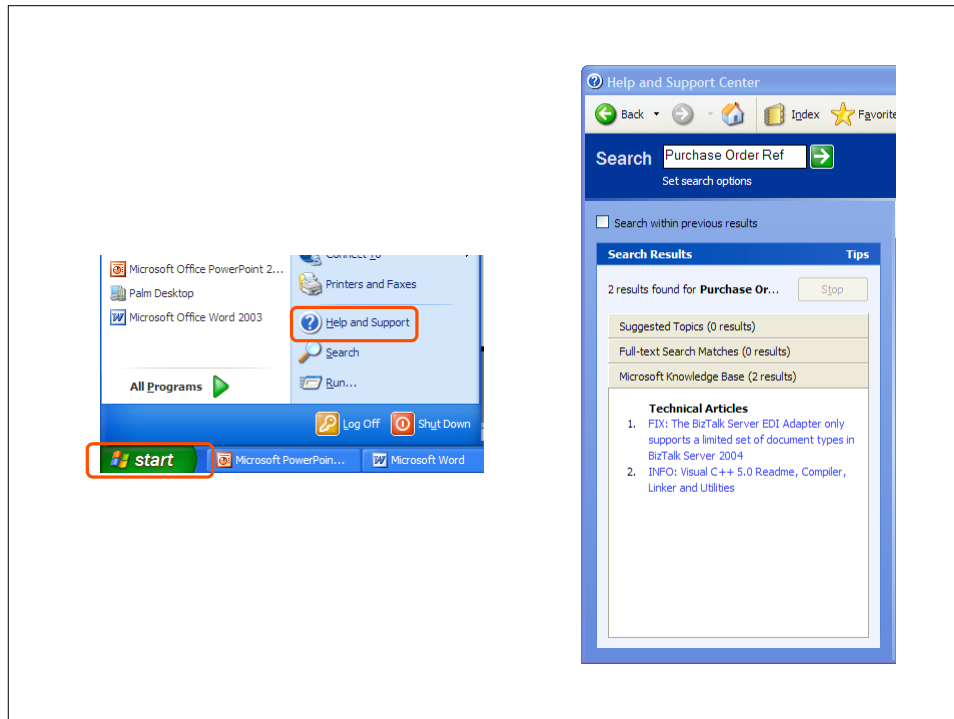
State:

Zip / Postal Code (Please do not use any spaces or dashes):

Country:

Telephone Number:





What Do Great Teams Do?

**Celebrate Design
Problems as a Teachable
Moment**



What Do Great Teams Do?

**Empower To Make
Informed Decisions**

Fare details for QQN0

BK CODE

Q -

PENALTY

CANCELLATIONS TICKET IS NON-REFUNDABLE. NOTE - I. BEFORE DEPARTURE - IF THE RESERVATION IS CANCELED ON/BEFORE TICKETED DEPARTURE DATE / THE VALUE OF THE ORIGINAL / NONREFUNDABLE TICKET MINUS AN ADMINISTRATION FEE WHICH WILL BE DEDUCTED AT THE TIME THE ITINERARY IS CANCELLED / MAY BE APPLIED FOR FUTURE TRAVEL ON US AIRWAYS /US/ OR AMERICA WEST /HP/ WHEN PURCHASING A NEW TICKET ON ANOTHER US/HP FLIGHT. ALL TRAVEL MUST BE COMPLETED WITHIN ONE YEAR OF ORIGINAL TICKET ISSUE. ANY SUCH FUTURE TRAVEL TICKET IS A SEPERATE TICKET PURCHASE / AND IS NOT A CONTINUATION / EXTENSION OR SUBSTITUTION OF THE UNUSED TICKET. SUCH ORIGINAL / NONREFUNDABLE TICKETS HAVE NO CASH VALUE / NO OTHER TRADE IN OR EXCHANGE VALUE / AND MAY NOT BE TRANSFERRED TO ANOTHER PERSON. US/HP MAY IN THERE DISCRETION DETERMINE THE AMOUNT OF THE ADMINISTRATION FEE WHICH SHALL NOT BE LESS THAN USD 100.00 AND MAY IMPOSE OTHER TERMS AND CONDITIONS THEREON. B. AFTER DEPARTURE IF ANY PART OF THE TICKET IS UNUSED AFTER TICKETED DEPARTURE DATE IT HAS NO VALUE. CHANGES CHARGE USD 100.00 FOR REISSUE. NOTE - I. BEFORE DEPARTURE -- ITINERARIES MAY BE REBOOKED UP TO ONE YEAR PROVIDED PSGR CANCELS THE TICKETED FLIGHT RESERVATION ON/BEFORE TICKETED DEPARTURE DATE ALL TRAVEL MUST BE COMPLETED WITHIN ONE YEAR OF ORIGINAL TICKETED DATE. IF TICKETED FLIGHT RESERVATION IS NOT CANCELLED ON/BEFORE TICKETED DEPARTURE DATE REBOOKING IS NOT PERMITTED AND THE TICKET HAS NO VALUE. --- CHANGES TO THE TICKET - THE ENTIRE TICKET MUST BE REPRICED WITH CURRENT FARES. ALL PROVISIONS OF THE NEW FARE (E. ADV RSVN/MIN/MAX STAY ETC) MUST BE MET. ANY DIFFERENCE IN FARES PLUS ANY FEES MUST BE COLLECTED. NO REFUND PERMITTED FOR A DECREASE IN FARE. --- II. AFTER DEPARTURE-IF TICKETED FLIGHT RESERVATION IS NOT CHANGED ON/BEFORE TICKETED DEPARTURE DATE REBOOKING IS NOT PERMITTED AND THE TICKET HAS NO VALUE. -- AFTER DEPARTURE--WHEN THERE IS NO CHANGE TO ORIGIN/DESTINATION OR STOPOVERS. A. CHANGES MAY BE MADE ON/BEFORE TICKETED DEPARTURE DATE OF EACH FLIGHT FOR ANY FEES WITHOUT REGARD TO ADVANCE RSVN PROVIDED THE CHANGE MEETS ALL OTHER FARE RULES. --- B. WHEN THE CHANGE VIOLATES THE TICKETED FARE RULES THE FOLLOWING OPTIONS ARE AVAIL ABLE AND THE LOWEST SOLUTION WILL APPLY

Fare rules

Related links:
[Saved searches](#)

0. APPLICATION AND OTHER CONDIIONS

RULE - 775/4875
UNLESS OTHERWISE SPECIFIED
INTERNET EXCURSION SALES
APPLICATION

CLASS OF SERVICE

THESE FARES APPLY FOR ECONOMY/COACH CLASS SERVICE.

5. ADVANCE RES/TICKETING

FOR -72 TYPE FARES

RESERVATIONS FOR ALL SECTORS ARE REQUIRED AT LEAST 7 DAYS BEFORE DEPARTURE.

STANDBY PERMITTED FOR EARLIER/LATER SAME DAY FLIGHTS OTHERWISE STANDBY NOT PERMITTED.

TICKETING MUST BE COMPLETED WITHIN 1 DAY AFTER

RESERVATIONS ARE MADE OR AT LEAST 7 DAYS BEFORE DEPARTURE WHICHEVER IS EARLIER.

NOTE -

THE TKTG AFTER RES REQ WILL NOT APPL WHEN FARES ARE COMB W/OTHER FARES TO CONST THRU INTL TRANS T/F PTS OUTSIDE THE US/CA/MX/BM/BS/WEST INDIES PROVIDED AT LEAST ONE INTERNATIONAL SEGMENT OUTSIDE OF THIS AREA IS VIA UA.

FNGRS HOLDING CONFIRMED RESERVATIONS AND TKTS MAY STANDBY FOR EARLIER/LATER SAME-DAY FLT.

6. MINIMUM STAY

FOR -E72N1A TYPE FARES

WHEN DEPARTURE FROM FARE ORIGIN IS SUN THROUGH WED THEN TRAVEL FROM LAST STOPOVER MUST COMMENCE NO EARLIER THAN 2 DAYS AFTER DEPARTURE FROM FARE ORIGIN

OR - WHEN DEPARTURE FROM FARE ORIGIN IS THU THROUGH FRI THEN TRAVEL FROM LAST STOPOVER MUST COMMENCE NO EARLIER THAN THE FIRST SAT AFTER DEPARTURE FROM FARE ORIGIN

OR - WHEN DEPARTURE FROM FARE ORIGIN IS SAT THEN TRAVEL

Flight Applications

NO FLIGHT RESTRICTIONS APPLY.

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Advance reservations/ticketing

RES MUST BE MADE NO LATER THAN 7 DAYS BEFORE DPTR FROM ORIGIN. TKT MUST BE PURCHASED NO LATER THAN 7 DAYS BEFORE DPTR FROM ORIGIN OR 1 DAY AFTER RES IS MADE, WHICHEVER COMES FIRST. SGMTS USING THIS RULE MUST MEET ADV TKTG. SGMTS USING THIS RULE MUST BE CONFIRMED.

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Combinability

CONDITIONS APPLICABLE TO CIRCLE TRIP/SINGLE OPEN JAW --MAY BE COMBINED WITH ANY ONE WAY/ROUND TRIP FARE GOVERNED BY AACBR RULE 5999/7999 AND AA8SR RULE 5999/7000/7920/7930/7940/7990/7999 AND ANY RULE IN CPR/DFR/PRW/VPCR/VPDR VIA AA OR VIA ANY AA JOINT CARRIER COMBINATION. --WHEN COMBINED WITH LESSER OR NON-PENALTY AA FARES, APPEND NR TO THE FARE BASIS CODES OF THE LESSER OR NON-PENALTY FARE IN THE COMBINATION. --MOST RESTRICTIVE CONDITIONS APPLY. NOTE: WHEN COMBINED WITH OTHER FARES TO FORM ROUND/CIRCLE/OPEN JAW TRIPS THE MOST RESTRICTIVE CONDITIONS APPLY. THESE INCLUDE MINIMUM/MAXIMUM STAY /RESERVATION/TICKETING REQUIREMENTS/STOPOVER PROVISIONS/AND CANCELLATION/CHANGE PENALTIES/ SERVICE CHARGES OR COMBINATION PROVISIONS. WHEN TWO STOPOVERS ARE MADE IF NO COMBINABLE FARE IS AVAILABLE ON THE SHORTEST SECTOR FLOWN ANY APPLICABLE ONE WAY FARE MAY BE USED END-ON-END AND WILL NOT TAKE ON THE CONDITIONS OF THE MOST RESTRICTIVE FARE. ADDITIONAL CONDITIONS APPLY CIRCLE TRIP --PERMITTED. --MAXIMUM OF 2 STOPOVERS PERMITTED. OPEN JAW --SINGLE OPEN JAW PERMITTED AT EITHER ORIGIN OR DESTINATION. --THE MILEAGE OF THE SHORTEST FLOWN SECTOR MUST BE EQUAL TO/GREATER THAN THE MILEAGE BETWEEN THE POINTS OF THE OPEN JAW. --THE TWO POINTS OF AN OPEN JAW COUNT AS TWO STOPOVERS. END-ON-END --PERMITTED TRAVEL MUST BE VIA THE FARE COMBINATION POINT. CO-TERMINALS -- THE FOLLOWING GROUPS OF CITIES ARE CONSIDERED TO BE THE SAME POINT BUR - SNA - LAX - ONT - LGB, EWR - HPN - ISP - NYC, OAK - SFO - SJC, BWI - WAS, FLL - MIA.

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Transfers

UNLIMITED TRANSFERS AS PERMITTED ON THE ROUTING.

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Stopovers

NO ENROUTE STOPOVERS PERMITTED. A STOPOVER OCCURS WHEN THE PASSENGER DOES NOT DEPART AN INTERMEDIATE POINT WITHIN 4 HOURS.

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Southwest Airlines Fares (B7NR)

Restricted Fare :

- Roundtrip travel required.
- Seats are limited.
- Seven day advance purchase.
- Ticket must be purchased within one day of reservation.
- One night stayover required.
- Fares do not include a federal excise tax of \$3.20 that will be imposed for each flight segment of your itinerary. A flight segment is defined as a takeoff and a landing.
- Fares do not include airport-assessed passenger facility charges (PFC) of up to \$18 and government-imposed September 11th Security Fee of up to \$10 roundtrip.
- Fares are nonrefundable, but (except for tickets purchased through our Group Tickets Program) may be applied toward future travel on Southwest Airlines.
- **Changes to any portion of the reservation (flight, dates, cities, and/or names of passengers) once purchased will result in rebooking at the lowest fare available which could result in a fare increase.**
- Ticketless Travel may be purchased online using either a credit card or by utilizing funds from previously unused or cancelled Ticketless Travel reservation(s). Funds from up to four cancelled or unused Ticketless Travel reservation records can be combined to purchase a new Ticketless Travel reservation record.
- Southwest Airlines' travel vouchers, gift certificates, and discount coupons may not be used as forms of payment for Ticketless Travel.
- Ticketless Travel funds from previously unused reservations on Southwest Airlines are valid for 12 months from the original purchase date and may not be extended.
- Standby travel requires an upgrade to the full unrestricted fare.

What Do Great Teams Do?

Reach Out to All Design Agents

The screenshot shows the Netflix website interface for a user named Jared Spool. The page is titled "Your Account" and "Rental Activity". It displays a table of "Movies You Have Out" with columns for DVD Title, Shipped, Status, and Problem. The "Problem" column contains a "Report Problem" link for each movie. A red box highlights the "Report Problem" link for the movie "Grizzly Man, 2005". To the right of the table is a "RELATED QUESTIONS" section with several questions and answers.

NETFLIX Jared Spool | Your Account | Buy / Redeem Gift | Help

Browse Recommendations Friends Queue Buy DVDs Movies, actors, directors, genres Search

Welcome, Jared Spool

Your Account

Rental Activity

Movies you currently have out and movies you've returned in the past 3 months are displayed in the appropriate sections below. To view all returned rentals, click on the Show All Returned Rentals button.

To report a shipping or DVD problem, click on the link to the right of the movie.

Movies You Have Out

DVD Title	Shipped	Status	Problem
Out of Sight, 1998	09/12/06	Out	Report Problem
Magnolia, 1999	09/11/06	Out	Report Problem
Grizzly Man, 2005	07/12/06	Out	Report Problem

Movies You've Returned

RELATED QUESTIONS

Q: I received a wrong movie and it's not listed in the movies I have out.
[See answer](#)

Q: Why can I report a problem for only some of my returned movies?
[See answer](#)

Q: I returned a movie recently and it's not listed on the Rental Activity page?
[See answer](#)

Q: I reported a DVD as missing but have since received it.
[See answer](#)

Q: What happens if a movie is lost in the mail? Will I be charged for this movie?
[See answer](#)

NETFLIX Jared Spool | Your Account | Buy / Redeem Gift | Help

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Welcome, Jared Spool

Your Account

Shipping Problems

Report a DVD or Shipping Problem

Grizzly Man, 2005
Date Shipped: 07/12/06

1 What is the problem?

- The DVD arrived damaged, scratched, or unplayable
- The DVD is not what I ordered
- The white sleeve and DVD don't match
- The DVD hasn't arrived
- I returned the DVD (with or without the white sleeve) but Netflix hasn't received it
- I have lost or damaged the DVD and would like to pay for it
- I don't have the white sleeve
- I don't have a red return envelope

[Report This Problem](#)

RELATED QUESTIONS

Q: What happens if a movie is lost in the mail? Will I be charged for this movie?
[See answer](#)

Q: Do I have to pay if I lose a disc and it's not my fault?
[See answer](#)

Q: I reported a DVD as missing but have since received it.
[See answer](#)

NETFLIX Jared Spool | Your Account | Buy / Redeem Gift | Help

Browse Recommendations Friends Queue Buy DVDs Movies, actors, directors, genres Search

Welcome, Jared Spool

Your Account

Shipping Problems

I Don't Have a White Sleeve

Grizzly Man, 2005
Date Shipped: 07/12/06

1 If you've misplaced the sleeve:

- Please send the movie back with a note that includes the name and email address associated with your account, so that we can credit your account properly for this movie.
- If you find the white sleeve in the future, you may discard it.

No further action is required.

[Return to Rental Activity](#)

RELATED QUESTIONS

Q: What happens if a movie is lost in the mail? Will I be charged for this movie?
[See answer](#)

Q: Do I have to pay if I lose a disc and it's not my fault?
[See answer](#)

Q: I reported a DVD as missing but have since received it.
[See answer](#)

What Do Great Teams Do?

Look at the Entire User Experience

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- ® Create, Promote, and Share a Common Experience Vision
- ® Celebrate Design Problems As A Teachable Moment
- ® Empower To Make Informed Decisions
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