

	Fitness	Firmness	Delight
01 Vitruvius	<i>Utilitas</i>	<i>Firmitas</i>	<i>Venustas</i>
02 Contemporary	Useful	Usable	Desirable
03 Noun	Commodity or Utility	Functionality	Beauty or Aesthetics
04 Verb	Invent	Solve	Create
05 Field	Business	Science + Technology	Arts + Humanities
06 Yes/No Q	Does anyone need it?	Does it work?	Is it cool?
07 Degree Q	How much do we need it?	How well does it work?	How cool is it?
08 Wh Q	What? Who? When?	How?	Why? How?
09 Criticism	“It’s a bad idea.”	“It doesn’t make sense.”	“I don’t like it.”
10 Concern	People + Public	Principles + Practices	Passion + Pulchritude
11 Typography	Message	Legibility	Composition
12 Subject	Information	Hierarchy	Proportion or Elegance
13 Profession	Entrepreneur	Engineer	Designer
14 Strategy	Competitiveness	Reliability	Originality
15 Activity	Innovation	Planning	Presentation
16 Thinking	Possibility	Coherence	Manifestation or Expression
17 Platform	Environment	Infrastructure	Application
18 Culture	Need	Craft	Style
19 Body	Head (idea, vision)	Hands (construction)	Heart (feeling, intuition)
20 Quote	“...changing existing situations into preferred ones.” —Herbert Simon	“The fewer moving parts the better.” —Engineering maxim	“Je ne sais quoi.” —Je ne sais qui



Good Design = Synthesis of Fitness + Firmness + Delight