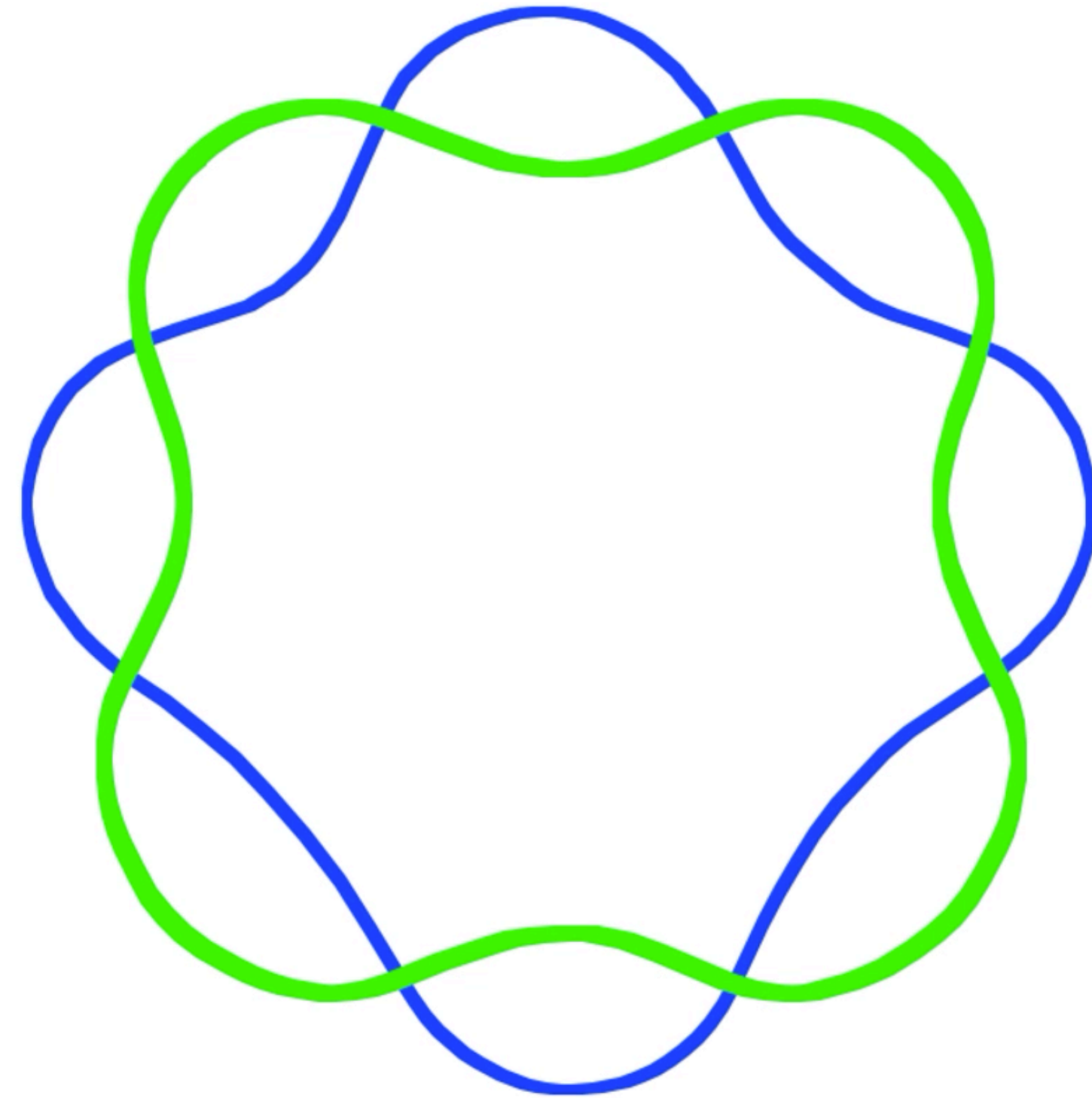


Brands that are designing for a continuous relationship, have to pay attention to the needs of the edge case



W



Work with
diverse
teams

I



Identify the
needs of
the
excluded

D



Design with
your
excluded

E



Envision
the
relationship

**Next time you're looking to
power your product through
innovation,
turn to your edge case**