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LOOPS
Building Products With Clarity & Confidence
J CORNELIUS

J CORNELIUS is founder and president of Nine Labs, a digital product strategy, design, and experience consultancy. He is a popular keynote speaker and a strategic advisor to Shadow Ventures, as well as a mentor with the Founder Institute. He was previously president of the Atlanta Web Design Group for web professionals, and VP of operations for CoffeeCup Software, Inc. J. Cornelius also served as president of Bluedomino Web Hosting, which was acquired by EIG in 2005. He is a graduate of the Wharton School of the University of Pennsylvania.
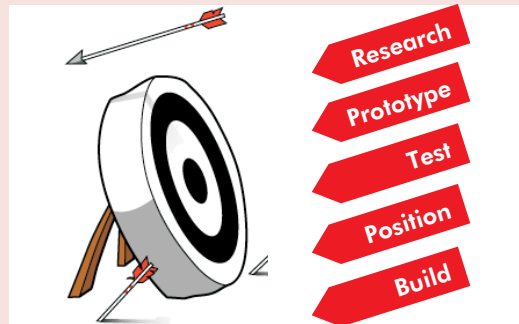
The website for this book is at: www.loopsbook.com.

MAIN IDEA

How do the world's fastest moving and most successful startups get in front and stay there? Simply put, they are customer-centric – which means they create products people love. They use five human-centered business design loops to achieve that.
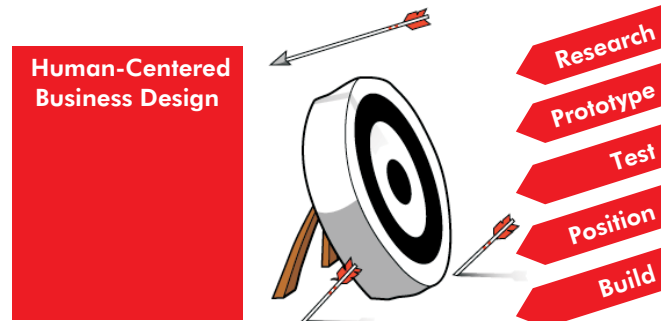
Human-Centered Business Design

Remember, human-centered business design is all about building products and services people love. This is always a hard, chaotic, and messy process, but it is wonderful when it comes together. To become more successful in your own business, figure out how you can follow the world's most successful companies and utilize the five loops

"It's best to think about human-centered business design as a series of Loops. There are lots of ideas out there, and lots of people who have ideas. Only a few of those ideas are viable, and of the few that turn into hunches, even fewer will develop into products that launch businesses. Sometimes the market isn't ready yet, or the technology doesn't exist yet, or you don't have the team put together yet, or the solution is just too damn expensive. Remember that potential failure points exist. The flip side of that, of course, is that success is a very real possibility. And with confidence in your ideas and clarity on how to execute on them, you should pursue that success."

– J. Cornelius

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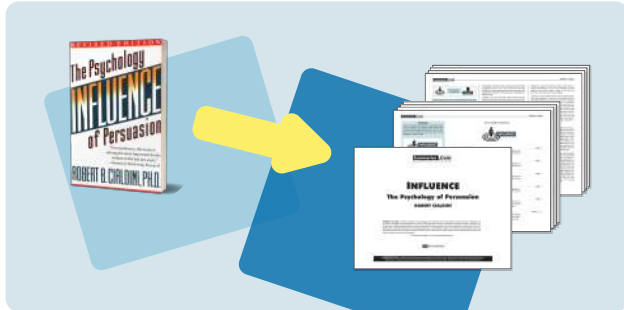
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