

## IN-CLASS DESIGN EXERCISE

- You'll work with your classmates from last session.
- One of you will act as the "human subject", expressing a problem that you want to solve with design.
- The others will act as the "design team" (interviewer; note-taker) figuring out a solution
- Steps 1-2 will take place in class today, steps 3-4 will take place over the course of the next week:
  1. **PROBLEM:** The design team interviews the human subject to listen for the problem, and then frames the "design challenge"
  2. **SOLUTION:** The design team ideates, researches & categorizes
  3. **SKETCH:** The design team creates a sketch of the idea
  4. **PITCH:** The group presents their problem/solution/sketch to the class

### 1. PROBLEM: CONDUCT THE INTERVIEW

Select:

1. HUMAN SUBJECT: someone from your team who will step into the shoes of a human who expresses a specific problem – after the interview stage, they'll
2. INTERVIEWER: someone from your team who will interview the HUMAN SUBJECT
3. NOTE-TAKER: someone from your team who will be responsible for recording the conversation

Interview your human subject

1. What do you care about?
2. What are your needs?
3. What are your everyday activities?
4. What isn't working in your life?
5. Write & sketch a brief character profile/story
6. name, age, job, situation, summary of interview answers

### FRAME THE DESIGN CHALLENGE

- Write a single sentence to answer each of these questions:
- What is the **specific problem** you're trying to solve?
- What is the **ultimate impact** that you want your solution to have in society?

## 2. SOLUTION: Generate Ideas / Brainstorm

1. 5 minutes. **Brainstorm individually and come up with at least NINE ideas.**
  - a. Write down every dumb idea, every wild idea, every strange idea. every idea that might have potential.
  - b. If you get stuck, think of technologies we have currently. Think of things you've seen in science fiction. Think of how we've solved problems in the past. What are some ideas that might be taken and transformed?
2. 15 minutes. **Share & discuss with your group.**
  - a. In last 3 minutes, circle your top 5 ideas.
3. 5 minutes. **Combine / bundle/ mash-up.**
  - a. Take a look at your top 5 ideas.
  - b. Can any of these ideas be combined, bundled, or mashed up in some way to better solve for your design problem?
  - c. Revisit the design problem you first articulated.

## GATHER INSPIRATION / CONSIDER TYPES

- Get out there and do a little research! Google up a storm! See if other people are asking the question – see if anyone else has already answered it!

### 3. SKETCH: Prototype, Test, Integrate Feedback

Now it's time to create something tangible to communicate what this new product or experience might look like.

Considerations:

- what is the purpose of the gadget or goal of the experience?
- how, when, where will it be used?
- how does it work?
- how does it meet the needs expressed by your human subject

Create one of the following:

- a drawing of your problem + solution with labels (can color-code)
- a storyboard with drawn panels, from problem to solution
- a 3D paper model of the physical design object or gadget

Share your prototype with your human subject:

- Take turns telling a collective story conveying what these new technologies do and the impact they have.
- Which idea may best solve for the design challenge? Narrow and select one option to explore further.
- How might the prototype get refined? Iterate on the idea

**4. PITCH: Share, Present, Q&A**

Each team presents to the class. The presentation should run 3-5 minutes.

- recap the problem (1-2 minute)
- pitch the design solution (2-3 minutes)
- ask the class for feedback (2-5 minutes)