FRAMING THE DESIGN OBJECTIVE

Using the work you have already done complete this worksheet to better understand the problem you are trying to solve and re-familiarise yourself with your project. Complete as part of your team.

WORKSHOP 1 - CONCEPT DEVELOPMENT
Pre Workshop Prep - Monday 4th May 2020
Print one worksheet per person

1. WHAT IS THE PROBLEM YOU HAVE IDENTIFIED?

(This is the over arching challenge you have observed from your research)

_____

_____

_____

2. WHAT KEY RESEARCH IS THIS BASED ON?

(State 3 insights that have informed your problem)

_____

_____

_____

_____

3. WHO ARE THE KEY USERS/STAKEHOLDERS?

(People involved in using, installing or maintaining your product/service)

_____

_____

_____

_____

4. THE DESIGN OBJECTIVE

(We are looking for a robust yet considered statement that builds on the information to the left to help frame your project and give you scope to explore exciting innovative solutions. See examples in the Workshop pack)

_____

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USER JOURNEY MAPPING

First choose a User and a Task that directly relates to your design problem and objective.

Break down every small step of the journey that user goes on when completing the task.

Role play as a group to understand the problem on a micro level.

WORKSHOP 1 - CONCEPT DEVELOPMENT
Workshop Task - Monday 4th May 2020
Print one worksheet per person

## 1. CHOOSE A USER / STAKEHOLDER

2. CHOOSE A TASK TO MAP

3. THINGS TO CONSIDER

- THE ENVIRONMENT OF USE
- THE USERS FEELINGS
- ANY CHALLENGES
- ANY QUESTIONS

4. EXPERIENCE MAPPING

(Plot on the chart to the right the experience of the user at each specific action. Mark on the scale and then draw a line between each mark. This will show areas of the experience that need improving.)

ACTION	ACTION	ACTION	ACTION	ACTION	ACTION

+10 - POSITIVE

0

-10 - NEGATIVE

LITTLE mammoth
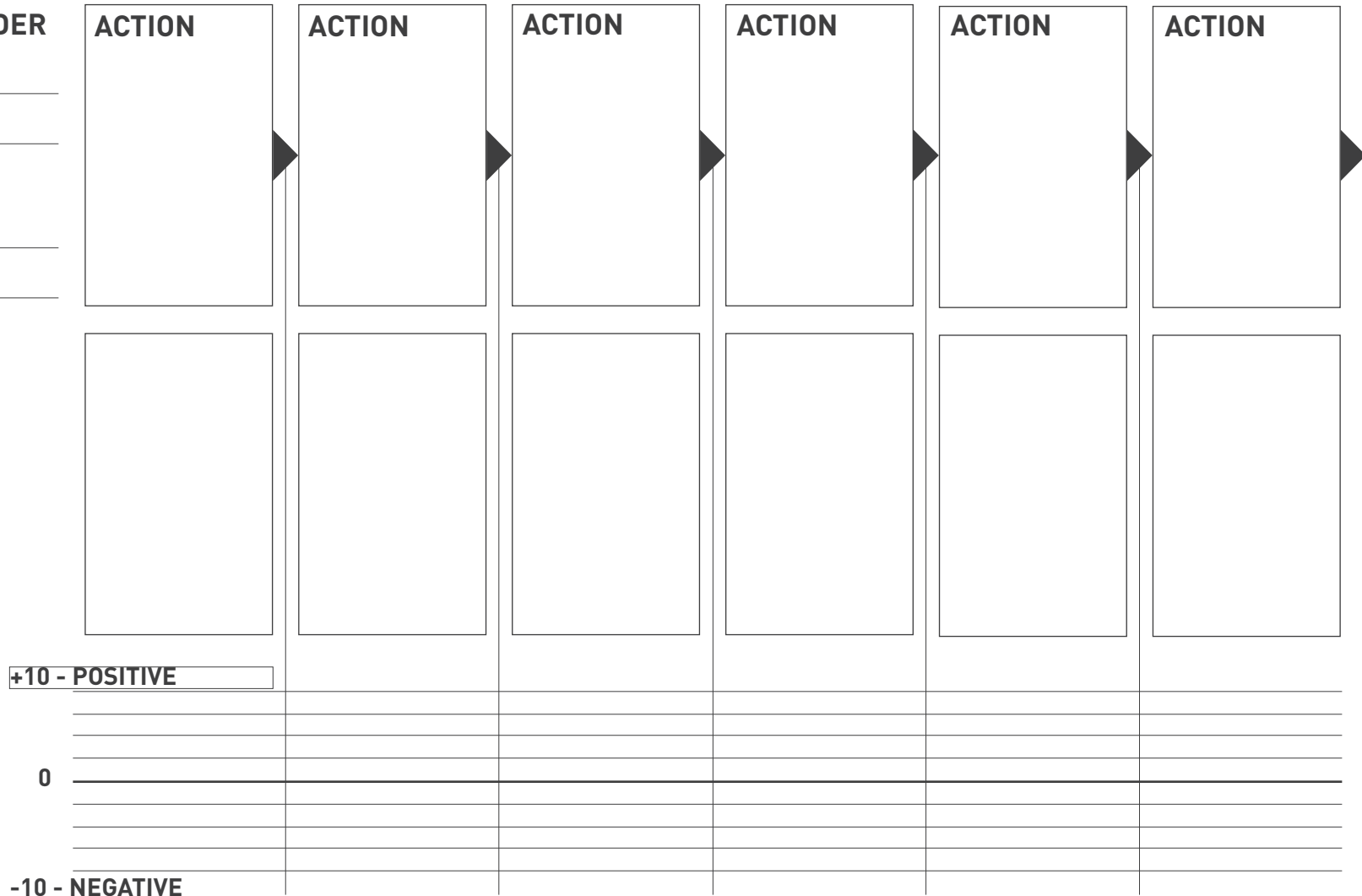
CREATING A DESIGN BRIEF

Complete the worksheet to create a robust design brief. We want to be rigorous here to set some constraints to design within. You will use this document to evaluate the suitability of your design concepts, so be clear and detailed. Complete as a group.

WORKSHOP 1 - CONCEPT DEVELOPMENT
Post Workshop Task - Monday 4th May 2020
Print one worksheet per person

1. THE DESIGN OBJECTIVE

(Copy and condense from Worksheet 1)

2. USERS & STAKEHOLDERS

(List out everyone that uses, installs and maintains your product / service)

3. FEATURES & FUNCTIONAL REQUIREMENTS

(What does your product / service need to do? Be specific)

4. CONSIDERATIONS & CONSTRAINTS

(What do you need to consider during development?)

5. ASSUMPTIONS MADE

(Create your own constraints where you don't have the evidence as yet)

6. SAFETY REQUIREMENTS

(Consider the safety and privacy of your users)

7. COST ESTIMATE

(Approximate cost estimate when purchasing your product / service)

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EXPLORING IDEAS

Place 4 post it notes on the boxes on the left hand side. Use the time given to sketch a different idea/solution to your problem on each. These ideas can be big or small. Select your favourite idea and share with your group.

WORKSHOP 1 - CONCEPT DEVELOPMENT
Workshop Task - Monday 4th May 2020
Print one worksheet per person

PLACE
POST IT
NOTE
HERE

1

PLACE
POST IT
NOTE
HERE

2

PLACE YOUR
FAVOURITE
IDEA HERE

WINNER

PLACE
POST IT
NOTE
HERE

3

PLACE
POST IT
NOTE
HERE

4

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CAPTURING CONCEPTS

Use this worksheet to transform your post-it note ideas into robust concepts. Create 3 concepts individually and share with your team and score the concept as a group, selecting the highest ranking. Please have your favourite concept selected before Workshop 4 on Thursday.

WORKSHOP 1 - CONCEPT DEVELOPMENT
Post Workshop Task - Monday 4th May 2020
Print three worksheets per person

CONCEPT TITLE (give it a fun name)

CONCEPT DESCRIPTION (give a little bit more detail)

GROUP SCORING (circle where your team agrees)

1   2   3   4   5   6   7   8   9   10

CONCEPT ILLUSTRATION (draw a image of your idea)

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PLANNING YOUR PROTOTYPE

Use this worksheet to help plan out a strategy for prototyping your idea. Use the different methods presented in the workshop as inspiration. Please be mindful of what is achievable during lock-down and how you might need to modify your aspirations. Complete as a group.

WORKSHOP 2 - PRODUCT DEVELOPMENT
Workshop Task - Thursday 7th May 2020
Print one worksheet per person

1. CONCEPT TITLE
(Copy from Worksheet 5)

2. WHAT IS THE FUNCTION OF THE PROTOTYPE?
(This is the primary function of your product / service)

3. WHO WILL INTERACT WITH THE PROTOTYPE?
(This could be your development team or user research respondent)

4. WHAT DO YOU WANT TO LEARN FROM THE PROTOTYPE?
(This could be Scale, Ergonomics, Appearance, Function, User Experience etc.)

5. WHAT MATERIALS DO YOU HAVE AVAILABLE?
(You may have to be creative here and source what is within the home)

6. IF THERE WAS NO COVID-19 LOCK DOWN HOW WOULD IT CHANGE YOUR PROTOTYPING APPROACH?
(Would you source different materials or engage with external experts?)

7. HOW WILL YOU NEED TO MODIFY/ SIMPLIFY YOUR CONCEPT TO PROTOTYPE IT?
(You may have to concentrate on specific aspects of your concept)

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Use this worksheet to help plan out a strategy for prototyping your idea. Use the different methods presented in the workshop as inspiration. Please be mindful of what is achievable during lock-down and how you might need to modify your aspirations. Complete as a group.

WORKSHOP 2 - PRODUCT DEVELOPMENT
Workshop Task - Thursday 7th May 2020
Print one worksheet per person

PROTOTYPE DRAWING (Use this area to sketch how you will prototype your concept, doodle, plan and stick sample down)

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CONDUCTING USER RESEARCH

In order to get the most out of your research its important to plan carefully the type of questions to ask and how to ask them. Use this worksheet to plan a questionnaire or interview that you can digitally share or conduct with potential users. Complete as a group.

1. CONCEPT TITLE
(Copy from Worksheet 5)

_____

_____

2. WHAT DO YOU WANT TO FIND OUT?
(What aspects of the concept do you need user feedback on?)

_____

_____

_____

3. WHO ARE YOU GOING TO INTERVIEW?
(Its important that this correlates to the information in your brief)

_____

_____

_____

4. WHAT DO YOU HAVE TO COMMUNICATE YOUR IDEA?
(Do you have sketches, photographs, models etc?)

_____

_____

5. WHAT ADDITIONAL ITEMS DO YOU NEED TO CREATE?
(Additional sketches, photographs, models etc?)

_____

_____

_____

_____

6. HOW WOULD YOU DESCRIBE YOUR CONCEPT?
(This must be in a language that your user will understand)

_____

_____

_____

_____

_____

_____

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CONDUCTING USER RESEARCH

In order to get the most out of your research its important to plan carefully the type of questions to ask and how to ask them. Use this worksheet to plan a questionnaire or interview that you can digitally share or conduct with potential users. Complete as a group.

WORKSHOP 2 - PRODUCT DEVELOPMENT
Workshop Task - Thursday 7th May 2020
Print one worksheet per person

WHAT QUESTIONS WOULD YOU ASK YOUR INTERVIEWEE...

1. ABOUT THEMSELVES?
(This can break the ice and also give context to answers given)

_____

_____

_____

_____

_____

_____

3. ABOUT YOUR CONCEPT
(Be careful how you frame the questions. We need open questions)

_____

_____

_____

_____

_____

_____

2. ABOUT THEIR THOUGHTS ON THE PROBLEM
(Do they feel the same as your team about the problem you are solving?)

_____

_____

_____

_____

_____

_____

4. ABOUT HOW TO IMPROVE YOUR CONCEPT?
(This will help you improve your concept during development)

_____

_____

_____

_____

_____

_____

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