



**GROUP PRESENTATION: DESIGN CHALLENGE**

*DESIGN FOR CHANGE: PROBLEM-SOLVING*

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**Step 1 –** Discovery – INTERVIEW SOMEONE – 10 min.

Choose someone to brainstorm with and potentially design for. Begin by understanding their day-to-day. Learn about how they feel, what they wish for, what gets in their way, etc. **Your job is ask great questions, listen, and learn.** *Tip: Don’t be afraid to ask “Why?”*

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**Step 2 –** Conceptualize – INTERPRET NEEDS – 10 min.

Now see if you can search for meaning and potential outcomes in what you just learned.

What are 3 unique aspects of this person’s day?

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What are 3 needs this person faces each day?

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**Step 3 –** Create – BRAINSTORM – 10 min.

Now’s your chance to imagine new solutions to make someone else’s life better! Sketch 8 radical ways to attempt to improve your interviewee. Don’t worry about being perfect yet, just draw your ideas quickly to capture them. You can use more paper if you need.

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**Step 4 –** Critique – REALITY CHECK – 10 min.

Share your ideas with your partner and get feedback from them. Don’t sell your ideas just yet either; you want to find out what they really think. Honesty, respect, and constructive criticism is key. See if you can find out what excites them about your ideas and learn more about they desires and dreams.

NOTES

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**Step 5 –** Care, Conceptualize, Create – PROTOTYPE – 15min

Ok. You got some feedback. So, how do you want to revise your design to reflect that? Go back to your interview. Revisit their needs. Use your notes. Now you want to let it all sink in and sync together. While you are contemplating your idea, you can move into the next step: building a simple prototype of your idea. This could be a model, a diagram, or a more detailed drawing.

Don’t be shy about going tangible… grab some scissors, construction paper, tape, markers, etc. Make the idea a reality in any way you can. This way you can share with your group to the best of your ability.



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**Step 6 –** Critique – REFLECTION – 15 min.

Congratulations on designing a solution! You want to continue reconsidering your partner’s needs and what you have designed to ensure it is what they want. And now is the time to get a larger audience. You will pair your pair with another pair to share and reflect together on each of your different ideas.

TAKE NOTES ON EACH CREATION AS WELL AS FEEDBACK OF YOUR OWN.

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Which idea would you like to redesign & why?

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**Step 7 –** Back to Care – QUESTION/REFLECTION – 10 min.

Together, using a white board, write a name for each of the creations and a 1-sentence description.

Individually, reflect on the following questions in your post:

What surprised you about the process & why?

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Which of your group members’ design excites you the most & why?

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**GROUP PRESENTATION: DESIGN CHALLENGE**

*DESIGN FOR CHANGE: PROBLEM-SOLVING*

**Step 8 –** Back to Conceptualize – RETHINK – 10 min.

What ideas do you have for the group’s final prototype? What needs does it serve? How can it improve? How can you make it desirable? How can you sell it to your audience? Generate some ideas before you collaborate and recreate your final deliverable.

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