

# ASSIGNMENT-9

## IDEO Shopping Cart project

### 1. Informed Design Process used by IDEO team:

IDEO Team has followed all the steps of Informed Design Process which we had discussed in our webinar session. There are 8 steps in this Informed Design Process which are followed by IDEO team as follows

1. The first step is 'clarify problem specifications and constraints' in which all the team members discussed together about what are the problems they usually face while using shopping carts.
2. Second step is 'Research and Investigate' here all team members went out to nearby shopping malls and did a research on the problems faced.
3. Third one is 'Generate alternative solutions', after they have collected various Problems faced the team members individually started designing the new model's.
4. Fourth step is 'choose an optimal solution', among all the designs the team did they have selected three better designs.
5. Fifth step 'building a prototype', to the selected designs the team developed the prototypes and finally one of them is selected .
6. Sixth step 'Test and Evaluate', they have taken the selected cart to various shopping malls and for the review of customers and users.
7. Seventh step is to 'redesign the solution', since their solution is accepted by every one they haven't redesigned it.
8. Final step is to 'communicate their achievement', after they have completed their work they happily discussed about their successful work and the efforts behind it.

In this way the IDEO team had perfectly followed all the steps of Informed Design Process.

