

Creative Design Activity

StartupLabs

08/30/12

Part I (15-20 minutes)

- 5 groups of 6 students
- No multiple solutions, you have to reach consensus
- Design a shopping cart
 1. Draw an ideal shopping cart
 1. Brainstorm ideas, draw > 1
 2. Reduce and synthesize
 2. Write down the good design aspects, or
 1. HOW does it make the “user happy”
 2. Is it feasible to make? Does it keep the “manufacturer in the black”
 3. Does it keep the “aesthete un-offended”?
 3. Iterate!
 - Repeat 1&2 until you converge on a design
 - Email me a pic of your design and have your #2 on paper

Part II (35 minutes)

- JIGSAW!
 1. 2 people stay, 4 go to other team boards
 2. 1 person present, 1 record for 4 visitors
 3. Visitors provide feedback and input from their idea
- Lather, Rinse, REPEAT
 - Jigsaw again, 2 other team members stay (different from 1st Jigsaw), others visit a different group
 - Jigsaw one last time!

Part III (10-15 minutes)

- Return to your “home” group
- Review the contributions made by your visitors
- Refine your design
- Revise your design rationale (from Part I, #2)
 - Be prepared to compare to your original
- Take pictures and be prepared to present!
 - We’ll look at your before/after pics
 - We’ll look at your before/after design rationale

Part IV (10-15 minutes)

- Presentations (1 minute)
 - The design (on a slide – before & after)
 - The design rationale (also before & after)
- We Vote!