ES 115: Design, Innovation and prototyping

Design Project Stage 1: Project Brief

Submission guidelines

- Submit a combined report in a *.PDF format as per instructions when they are uploaded on **Google Classroom**. (One per group ONLY). The document can be prepared with any software or with handmade sheets; finally converted to a PDF for submission.
- Please note that there are **No Solutions** to be proposed (only opportunities of design intervention need to be presented).
- If your submission contains **videos**, upload them on your personal Google Drive/ One Drive and share the links in the document / as a comment with the submission.
- You may refer to the **slides from the class** conducted on 9th September for further clarification.
- The groups will have to have enough **discussion** and arrive at a **clarity** about Part A and Part B. Please weigh each word from these sections; make it as effective as possible.
- Meeting with ADH mentors is recommended; they will keep a record of your progress.

Part A: User and context
Maximum 1 slide/ page
1. **Project statement** using the following template (This can be modified as per feedback/ findings from data analysis)
   "To design tool/ device to _____ (task/ action) for _____(users)"
   Add the context, use appropriate adjectives, adverbs as required
2. **Profile of the target user** (age/ gender /skill level etc. as applicable)
3. **Environment/ context** (when and where) in which the proposed product is to be used (elaborate in a few points)

Part B: Design opportunities
Maximum 1 slide/ page
Define and present a carefully worded, prioritized list of *4 to 5 clear design opportunities* (distinct from each other).

Part C: Supporting Documents
Up to 10 pages/ Slides
Major understanding from data collection analysis containing the following (omit sections if not applicable)
- Task analysis and conclusion of problems faced at various stages
- Interviews of users
- Expert opinions and supporting articles (The experts can be identified, if they are unavailable, you may add the same any time in the course of the project, and make changes accordingly)
- Existing products available for the same purpose (with their main pros and cons)

General instructions
- You may add annexure collating the following: interview records(users and experts), articles, market research, photographs of the environment, any other relevant information as applicable.

- Trust the process and your instructors; be thorough with the process of data collection and analysis.
- Do not worry about the FINAL OUTPUT. Enough support will be provided to you for development and execution of your concept. The premature development of solution will result in lack of creative thinking, beats the purpose of 'design process'. Also note that prototype need not represent all the features and some can remain as design solutions on paper; the instructors will help you take those decisions.
- Include challenges and learnings as a general practice.