

# ES 115

## Design, Innovation and prototyping

### Week 3 - Task



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September 2024

# Before the activity

- Get well acquainted with each other, make friends
- You may decide any non-offensive name for your group
- Go through the directions AS A GROUP.

# We learnt this week about



- Stages of design process
- First stage of design project: Data collection and analysis

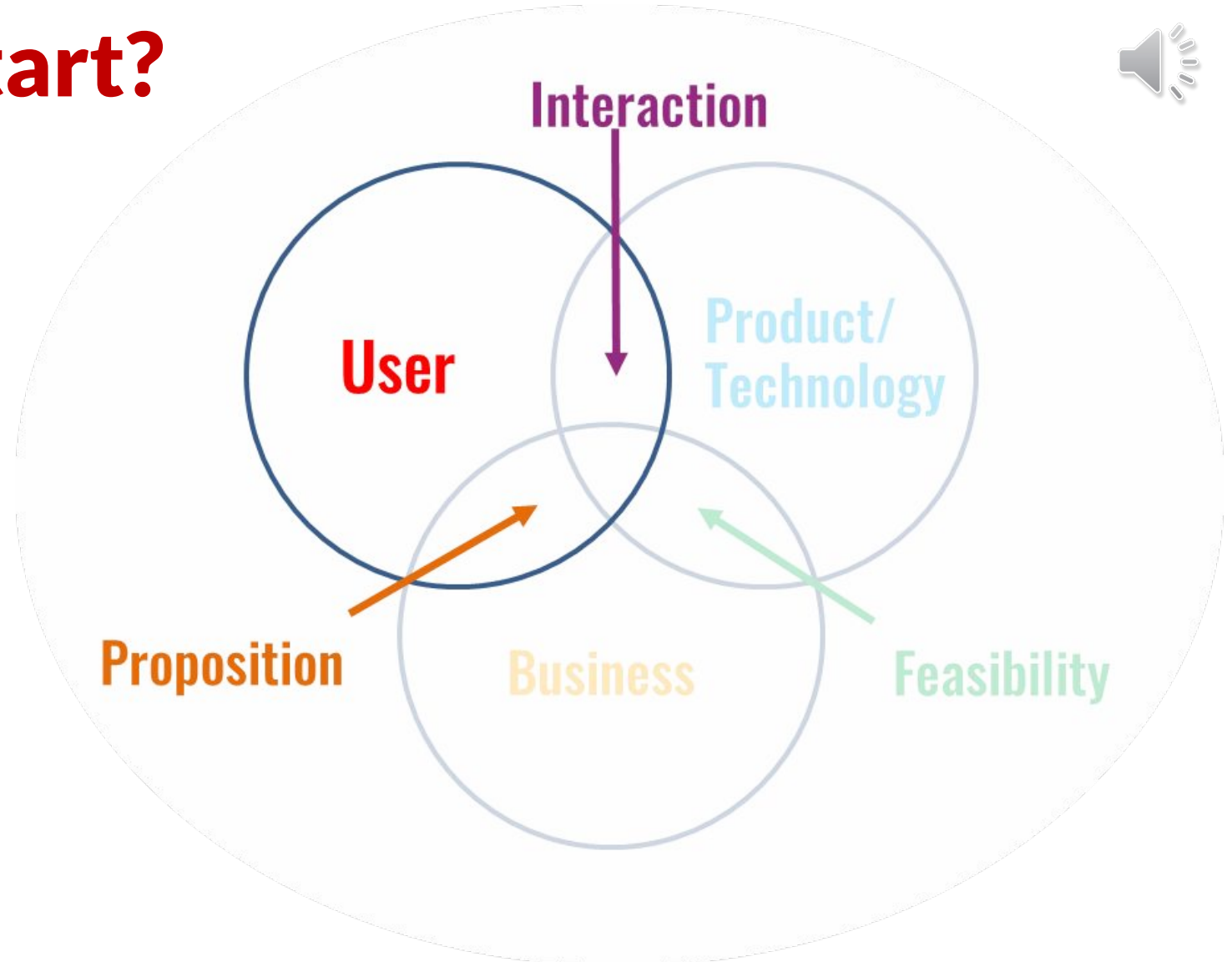
Even before the data collection, we have to define a starting point .... i.e. the '***need statement***'

# Where do we start?

For DIP project, we start with the user.

The task is to define

- *Purpose*
- *User group*
- *Context*



# Themes









Topics	Group numbers				
Play	1	7	13	19	25
Learn	2	8	14	20	26
Maintain	3	9	15	21	27
Make	4	10	16	22	28
Organize	5	11	17	23	29
Interact	6	12	18	24	30

# Exploring the themes



- Understand the theme
- Mapping the theme against (4W and 1 H) technique
- Making need statements that define *'purpose'*

# The task is to...

1. Understand the dictionary meaning, synonyms and antonyms 
2. Make an **exhaustive** lists of the following
  - Why : is already defined by the theme word (action verb) 
  - Who : User 
  - What : Objects, which action is performed on 
  - When + Where : Context 
  - How: Existing technologies / products fulfilling the purpose 

You are encouraged to make clusters of similar words on each board, derive the logic through discussions

# Create need statements



Make five need statements by mixing and matching synonym of action verb (purpose), User and the Context

Use the following format for the same.

To design a device for \_\_\_\_\_ (**user**) to \_\_\_\_\_ (**purpose**)



Add context + adjectives and adverbs as required



# Submit

- Slide 1: Gr. No. & name (optional), theme word, student names
- Slide 2: Meaning of the action verb given to you as a theme (Action verbs are: Play, Learn, Clean, Make, Organize, Interact)
- Slide 3 to 6: What, Who, When + Where, How
- Slide 7: Five DISTINCT need statements
- You may add a couple of more slides if needed

Refer to the examples provided along-with these slides, and better than those groups!