**Group Comments**

*Alignment of our work with Design Thinking concept and process:*

*Stefano (how our approach differs from the Design Thinking process):*

* Informally applied the Empathize, Ideate, and Prototype stages
* Did not apply define and test as rigorously as Design Thinking requires
* More “going with the flow” then following a step-by-step approach to design thinking. Some overlap, but also some key things are missing.

*Evaluation of our mask project outcomes*

*Amlan (physical product outcome and characteristics):*

* Personally I feel like we did very well given such short notice and little time to work on it
  + Happy with the product, happy with the features
    - Not fogging up glasses
    - Filters
    - Choice of preferred strap
    - Trendy, washable designs that we would wear
    - Cause-related marketing is also pretty cool

*Pooja (learning outcomes, what we would change about our approach):*

* Product might fail in real life due to giving little attention to empathize and define
  + Lack of empathizing real target audience could meant that people do not really experience those problems, or would not like to see some of the features we included in a mask
* Additional opportunities for our idea (like potentially licensing the mask design to other companies who want to manufacture their own versions)
* Large focus on product itself, not too much on the marketing, distribution, and production

*Evaluation of teamwork and how to improve it*

*Esther*

* Scheduling = less stress
* Learning each others’ strengths and weaknesses = better teamwork
* More hands-on experience with Design Thinking = better teamwork

*Helen*

* I think overall we did an awesome job!
* We had fun! This makes for a more enriching team experience
* Better organization = more thought and planning put into production, distribution

1. Review alignment of your work with Design Thinking concept and process

2. Evaluate your mask project outcomes

* Our mask prototype justifies its objectives. It represents the values of the Wolfpack and TRU, with their enormous glory. Also, the mask is scientifically developed to provide excellent comfort, and the design itself helps reduce fogginess for eyeglass users. Also, it will compactly adjust with a face that allows the user to protect themself from the air-bone virus. Also, it has a filter cap from where oxygen will go out and in. The mask itself looks cool and trendy.

3. Evaluate your teamwork (and comment how you will improve it)

* Our team combined creative and passionate individuals with inherited leadership skills. We together did the brainstorm for our prototype, discussed about the outcome, thought about its impact and other marketing-related strategies. Based on that, we came to a design that will be trendy among all TRU students and all followers of the wolf pack. We believe in diversity and equality that we tried to reflect through our masks. We divided our work into multi-steps, where two of us worked on production based on the ideator design idea. One thinks about the marketing strategies. Accordingly, we modified the design and other work on the entire progress to ensure that everything works on flow from the objectives to distribution. I think there is not much need to change or improve in our team. We have already achieved a milestone, and we have developed an excellent product.
* Amlan

**Brief:**

Each team will make an informal presentation in 3’ or less, related to your work on the ultimate student mask exercise:

Your presentation should cover the following, in order of importance:

1. Review alignment of your work with Design Thinking concept and process

2. Evaluate your mask project outcomes

3. Evaluate your teamwork (and comment how you will improve it)

*Tip1*: review Week7 and Week8 course materials to confirm your understanding of Design Thinking when planning your presentation content

*Tip2*: review your ultimate mask video presentation (on Moodle, under Resources) to examine your ultimate mask exercise outcomes