

# Lab 4: “Dirty” Market Research

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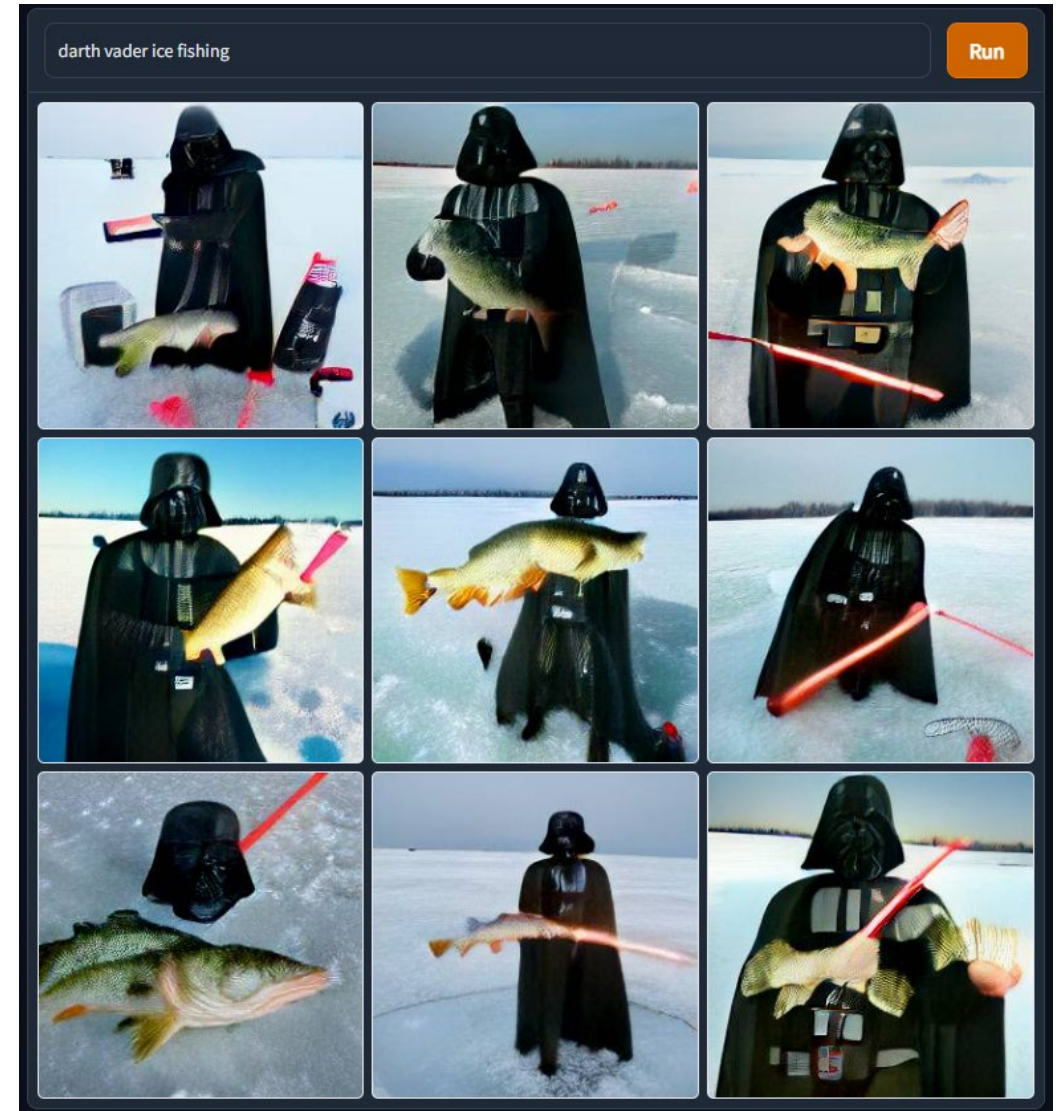
<https://bradenkelley.com/2021/07/crazy-new-products-real-and-imagined/>



Two are real,  
two are fake,  
can you guess?

# Dirty market research

- Nowadays, it is quite easy to find out if a product is demanded or not by creating photo ready prototypes!
- Tools like Dall-E have made it even easier!



# Participatory Design Exercise

1. Get into teams of six:
  1. Three users
  2. Three developers
2. Developers come up with a “crazy” product idea:
  1. Can ask [ChatGPT](#) (or Bard, hahahaha) if can’t come up with anything!
3. Developers will present the idea to the users
  1. Users have to “think about what they want the product to have” and the requests can be as wild as possible (again, ChatGPT?).
4. Developers have to answer users
  1. Think about what is technically achievable and the best practices for the product design.
  2. Try to be very realistic (think about dev time, ability, resources, etc).
5. Finally, input the description of the product to [Dall-E](#) (or the mini version [Craiyon](#)) and see what it comes up with.
  1. Save both the prompt & the best images and submit + a log of steps 3 and 4.

