Adapted from Sketching User Experiences: The workbook, by Saul Greenberg, Sheelagh Carpendale, Nicolai, Marquardt, Bill Buxton.

Design funnel, 10-plus-10 Method

1.State your design challenge

- problem to solve
- client need
- novel system that takes advantage of particular technology…

2. Generate 10+ different design concepts that addresses that challenge

- brainstorming
- be as creative and diverse as possible
- don't judge designs
- capture essence of idea, not details

3. Reduce the number of design concepts OR repeat

- review all designs
- discard ones that don't have merit
- use sketch to explain and get feedback on remaining designs from others
- gather reactions (including your own)

OR

- Based on reflection, repeat step 2

4. Choose the most promising concept(s)

- Your starting point

5. Produce 10 details / variations of that concept

- explore the concept
- generate different ways of realizing the concept
- dig deeper in a particular way (i.e., flesh out details)

6. Present your ideas to a group

- coffee / donuts go a long way
- solicit feedback (positive, what could be improved, etc.)
- Suggestions about redesigns

7. As your ideas change, sketch them out

- that is, go back to step 1, but deeper into the design funnel

Let's try it!

Find a partner:

Design challenge 3: Power save mode

Most computer displays have a power save mode. Typically, a person can enter that mode through some manual action (e.g. menu selection) or the system may do this automatically after a pre-determined amount of time. The computer then 'wakes up' when a person moves the mouse. The problem is that if the time-out period is long, screens stay on unnecessarily even when a person is away. While people can switch it off manually, they often don't bother.

Generate alternate approaches to this strategy. If you get stuck, feel free to equip your display (or your environment) with sensors.

A. Sketch 10 ideas of different design concepts with a partner. NOTE- ALTERNATE WHO SKETCHES- 5 sketches for each person

B. Reduce the design concepts- list the ones you think are the most promising, and ones you would eliminate

C. Select one concept- the one that excites you the most, and make 10 variations on that concept

D. Discuss with another pair of designers in the class