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 2: Pressure sensitive keyboard

Imagine you have a pressure sensitive keyboard, where each key reports the character typed, and its press force, ie. how hard a person was pressing the key. What could you do with this keyboard? Create 10 different ideas of what you can do (it could be something useful or playful) and then choose one or two and create 10 variations of that idea and/or refinement of that idea.

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