

The five phases of the design process:

1

DISCOVERY

**2**

INTERPRETATION

**3**

IDEATION

**4**

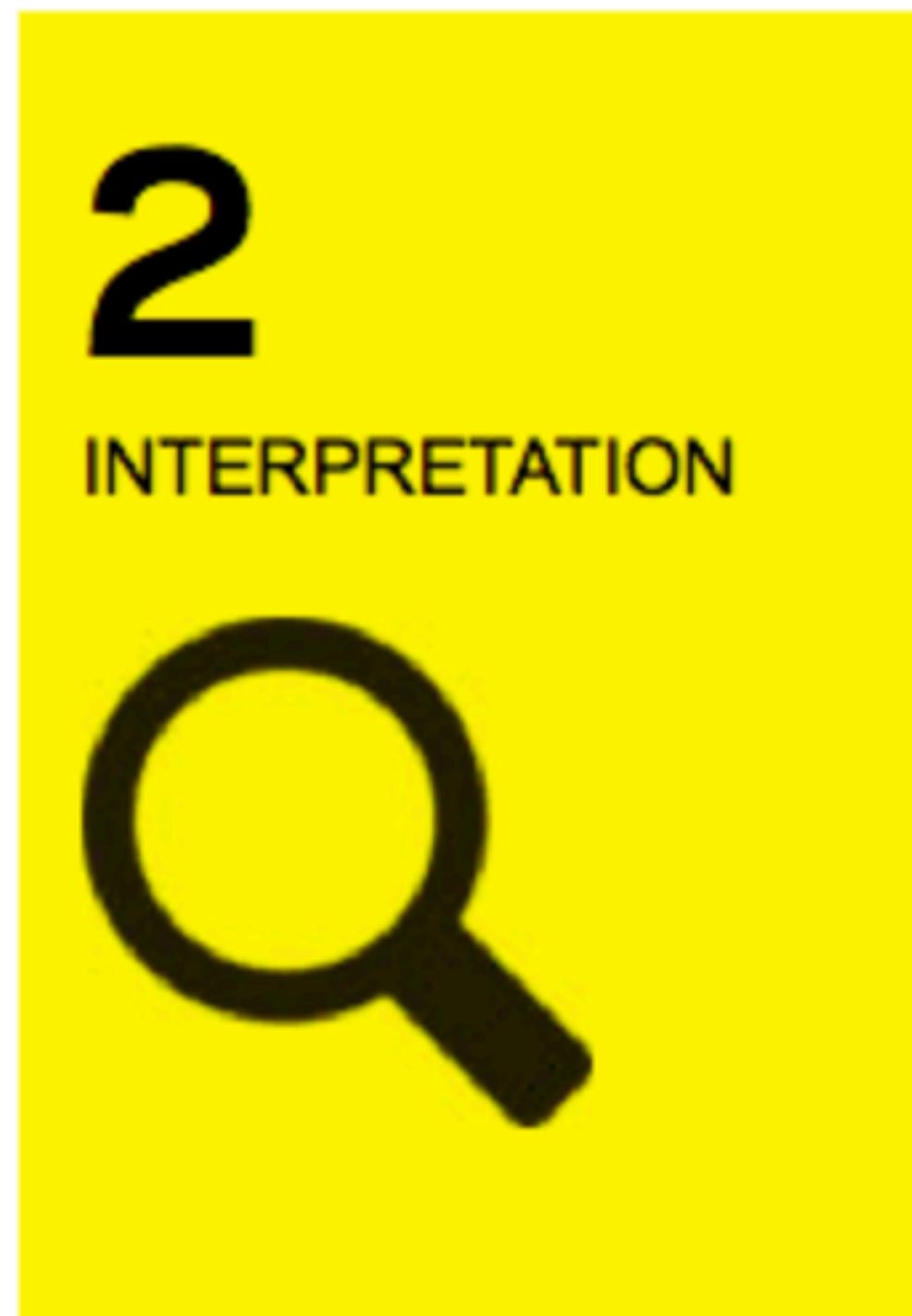
EXPERIMENTATION

**5**

EVOLUTION

**I have a challenge.***How do I approach it?***I learned something.***How do I interpret it?***I see an opportunity.***What do I create?***I have an idea.***How do I build it?***I tried something.***How do I evolve it?*

STEP 2: INTERPRETATION



I learned
something.

How do I
interpret it?

After the discovery phase (thinking about dreams and complaints, making interviews to others) we have collected many **informations**.

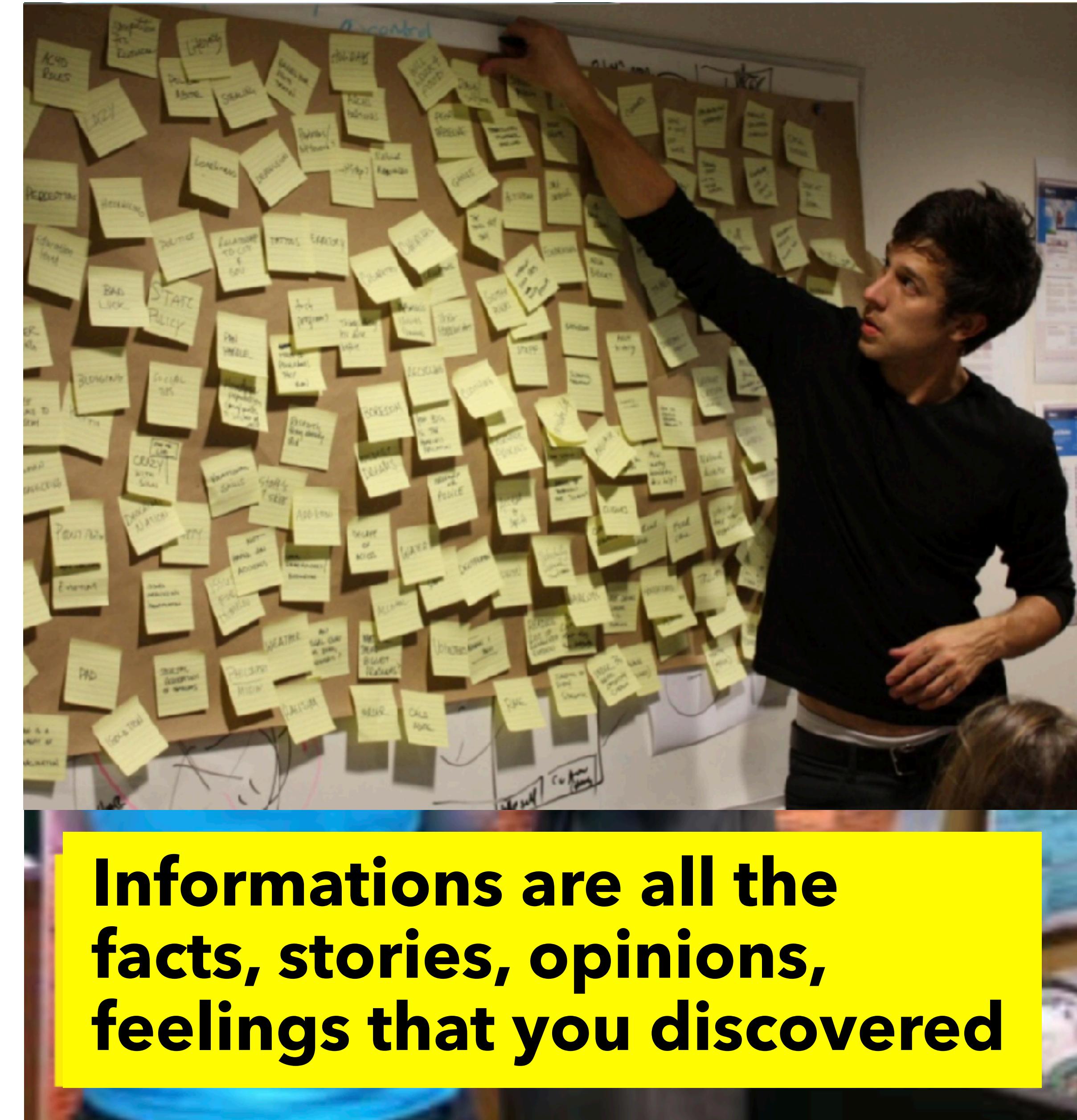
Now we need to **find a meaning** out of all this single pieces of information.

How to do so?

HOW TO FIND A MEANING?

**1. Put all the informations
you have on a wall**

Write them on sticky notes and stick them on a wall, write them on a white board or arrange them in a list. The important is to have all of them before of our eyes.



WRITE DOWN AT LEAST 3 QUESTIONS - 5 MINUTES

Things *NOT* to say:

Yes/No questions

They kill the conversation.

"I think that..."

Don't suggest answer to your own question.

"What!? That's stupid!"

Don't judge.

Things to say:

Tell me about the last time...

Can you tell me a story about...

*What do you **think** about...*

*What do you **feel** about...*

Why did you do/say/think that?

Can you say more about that?

Why?

Why?

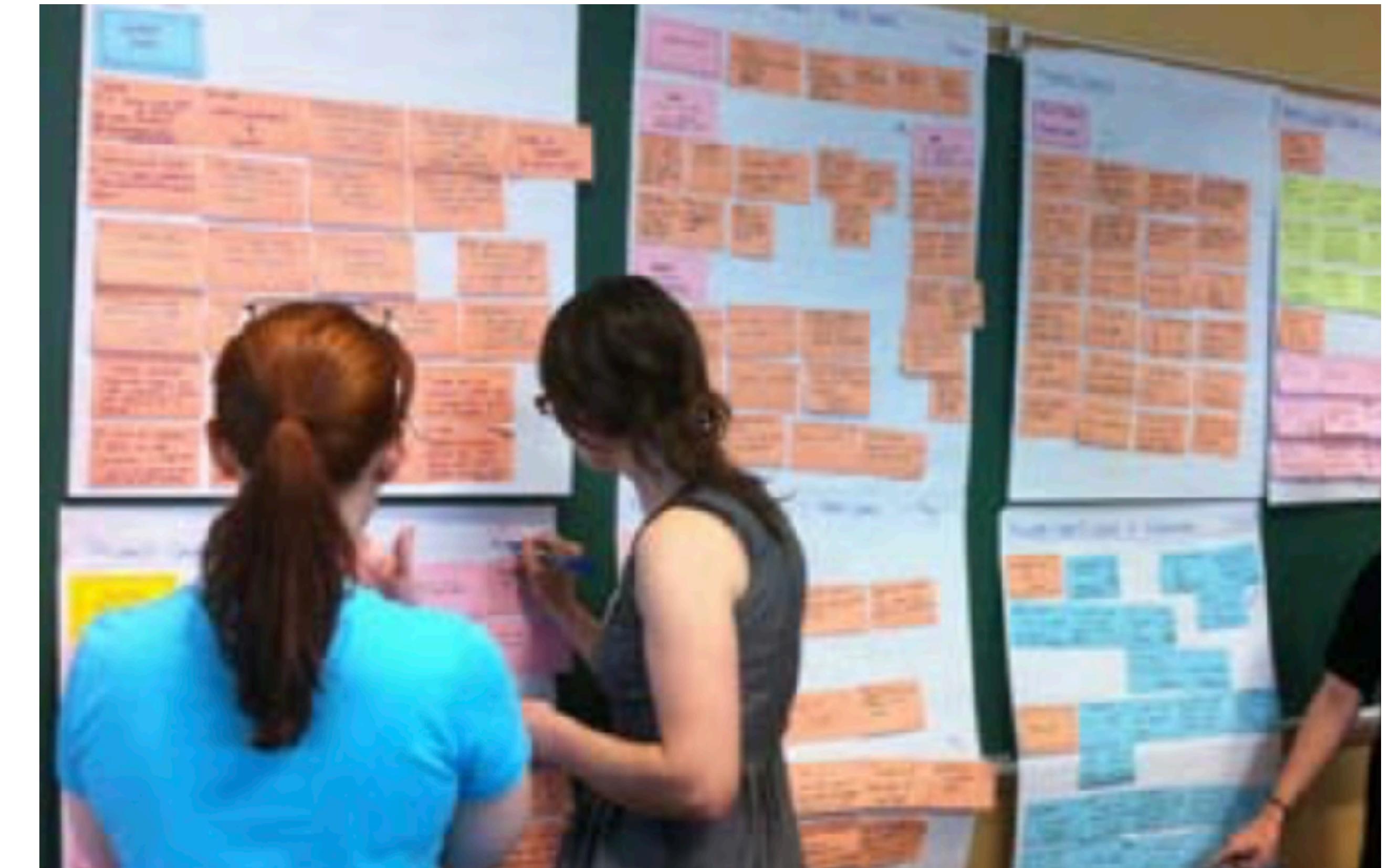
Why?

HOW TO FIND A MEANING?

2. Categorise

With all the informations in front of us, we can try to categorise them and organise them in groups.

e.g.: places, age, emotions, use, colors, actions, etc

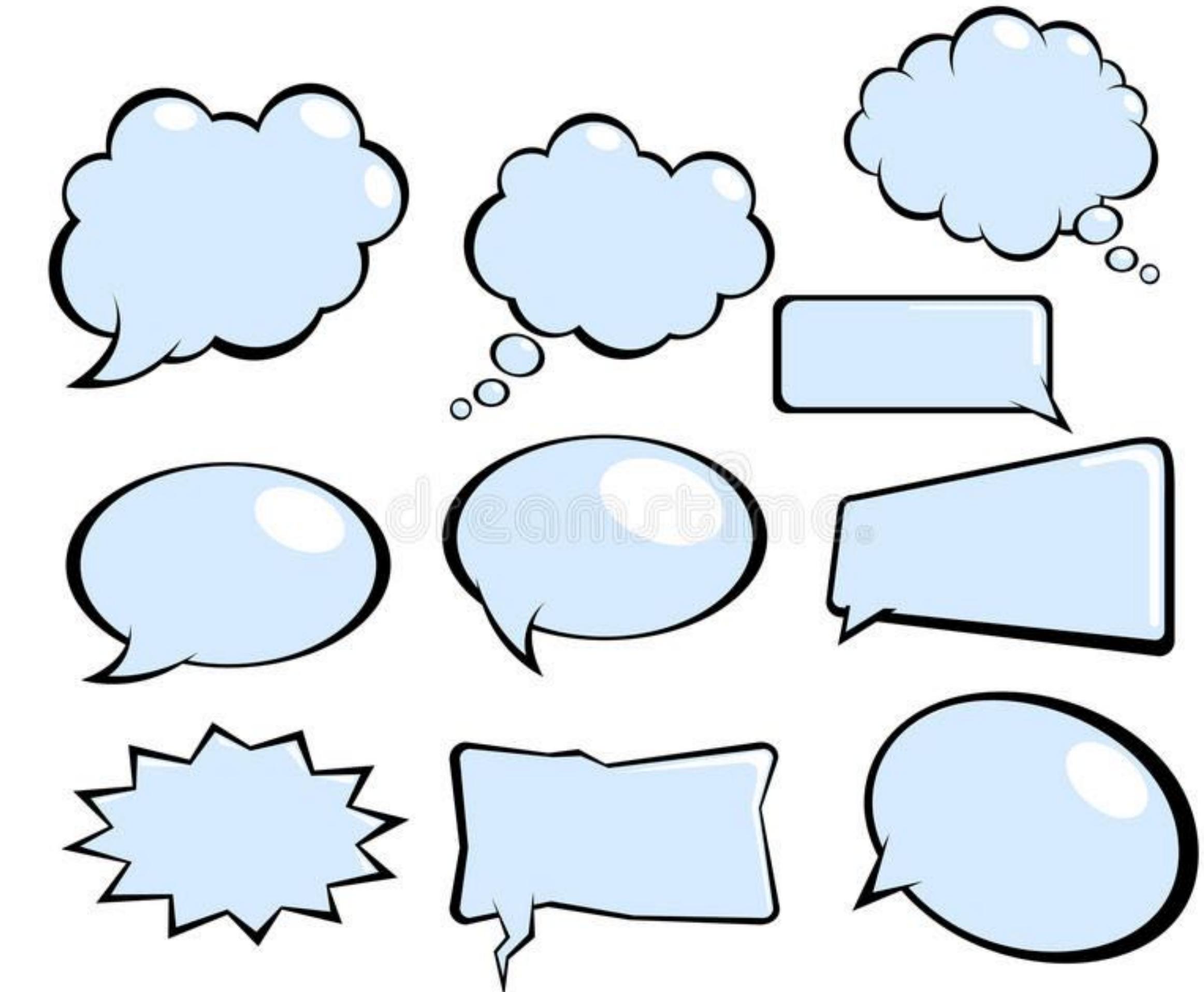


HOW TO FIND A MEANING?

3. Storytelling

Now it's time to connect the dots and **tell stories** using the materials and characters we collected.

We can *make up* our stories, they don't have to be real (although they are more helpful if they are realistic).



STORYTELLING METHODS

1. Write a story
2. Draw a diagram
3. Make a 3D animation
4. Draw a comic strip
5. Create an algorithm
6. Compose a poetry
7. Compose a song
8. Make a video



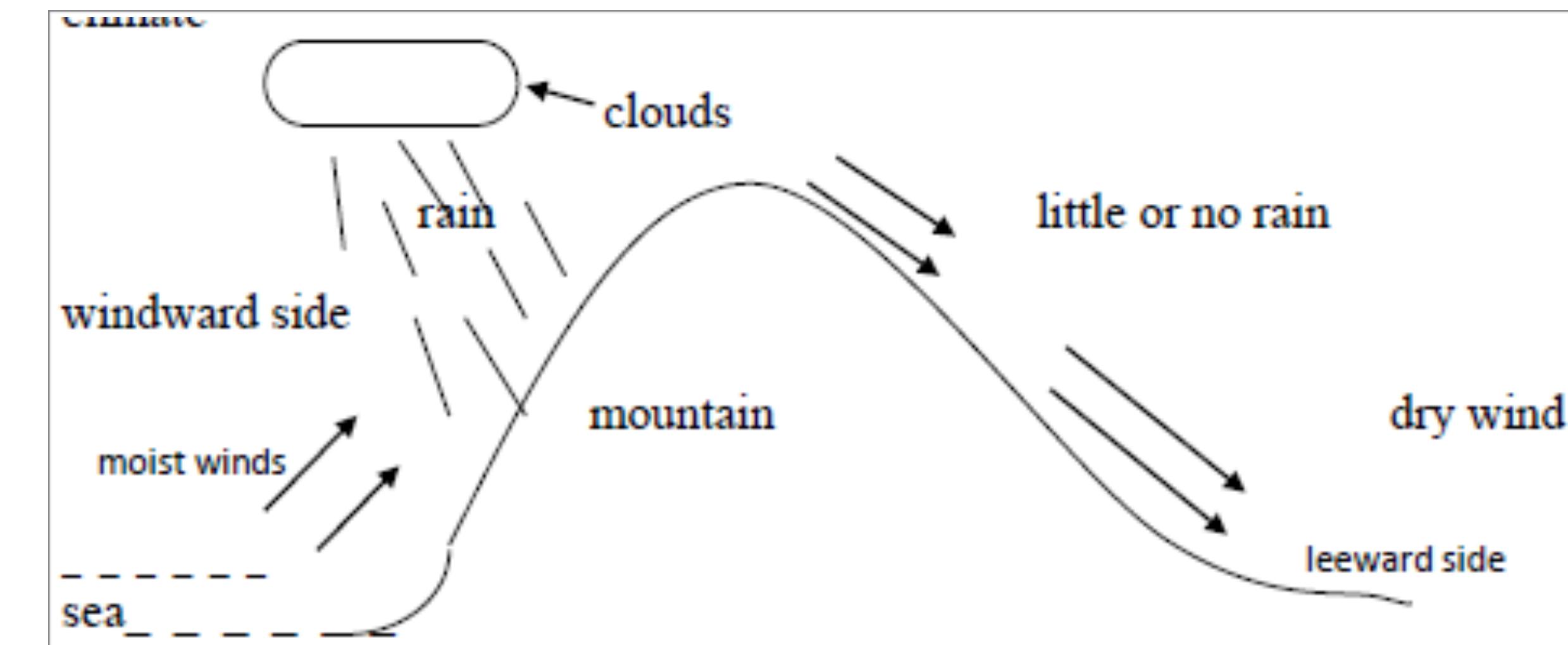
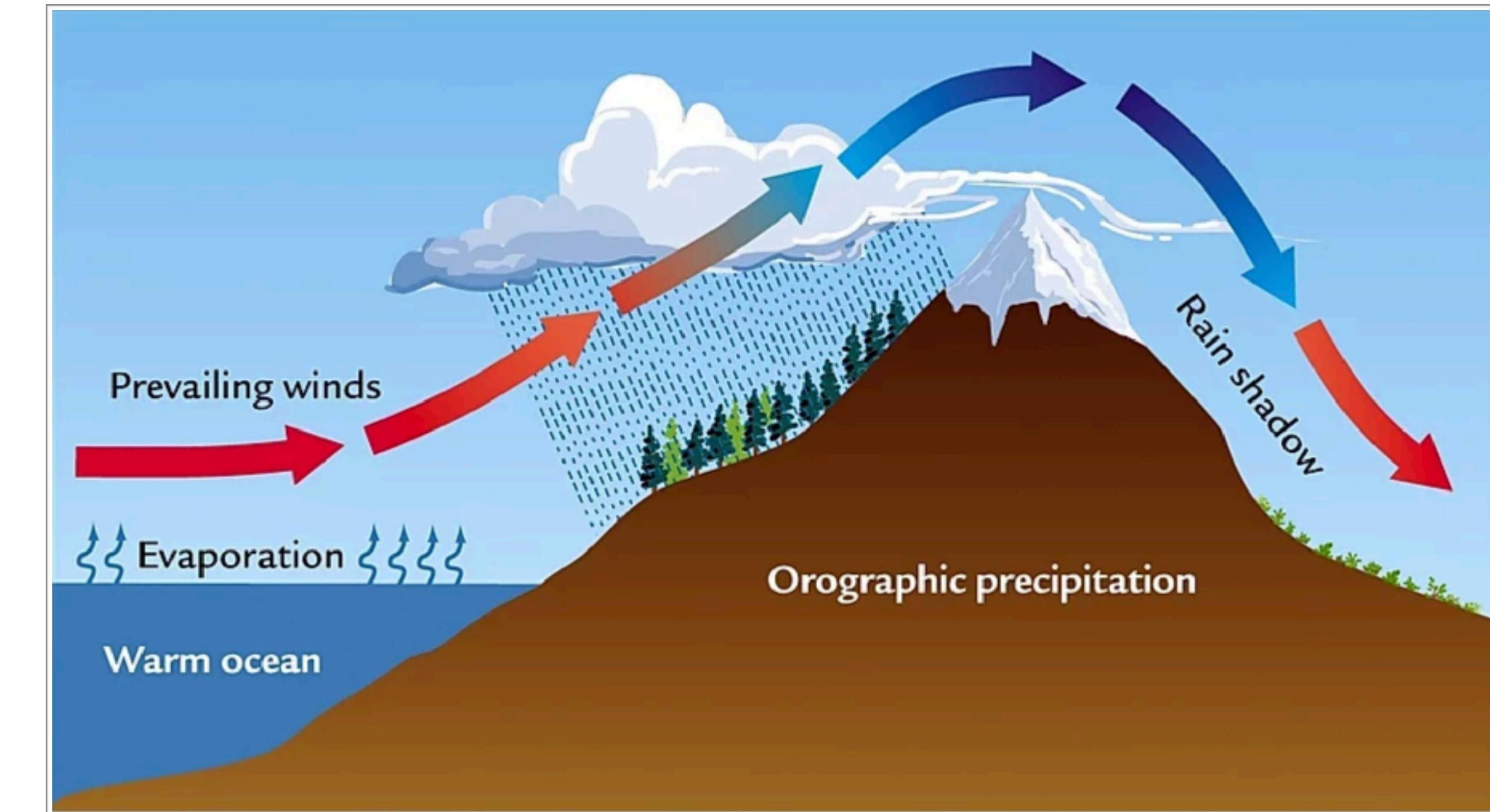
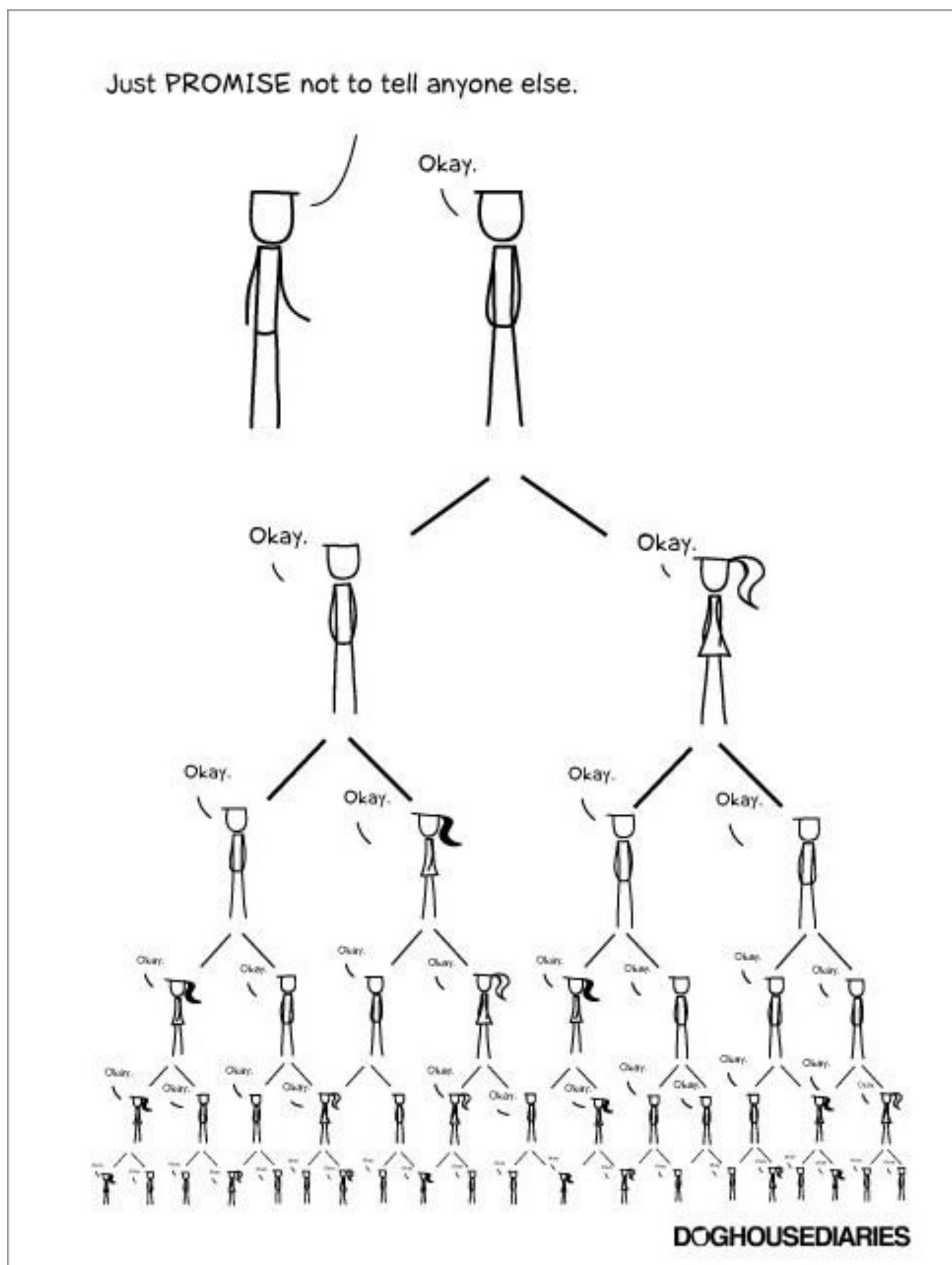
VISUAL STORYTELLING



VISUAL STORYTELLING



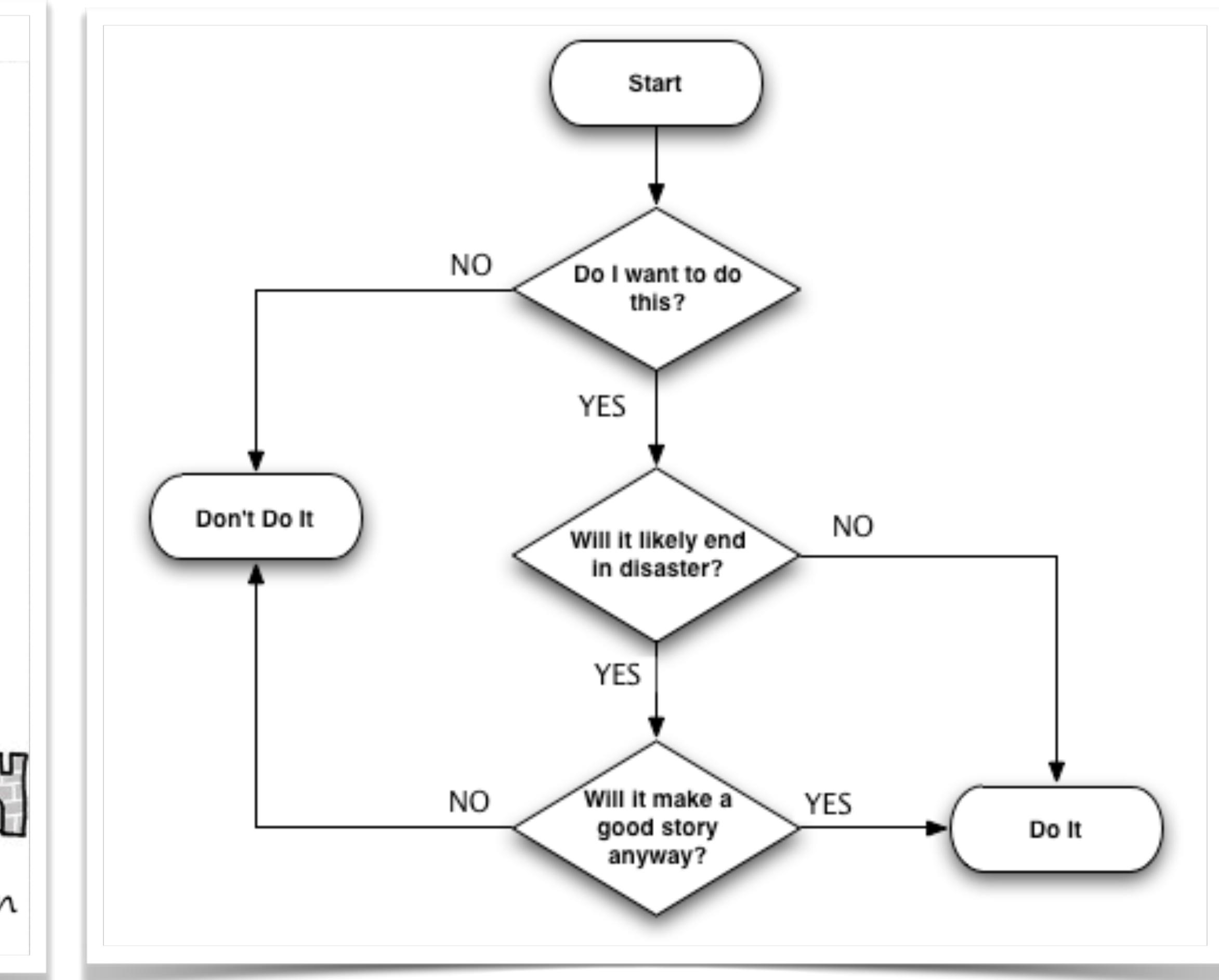
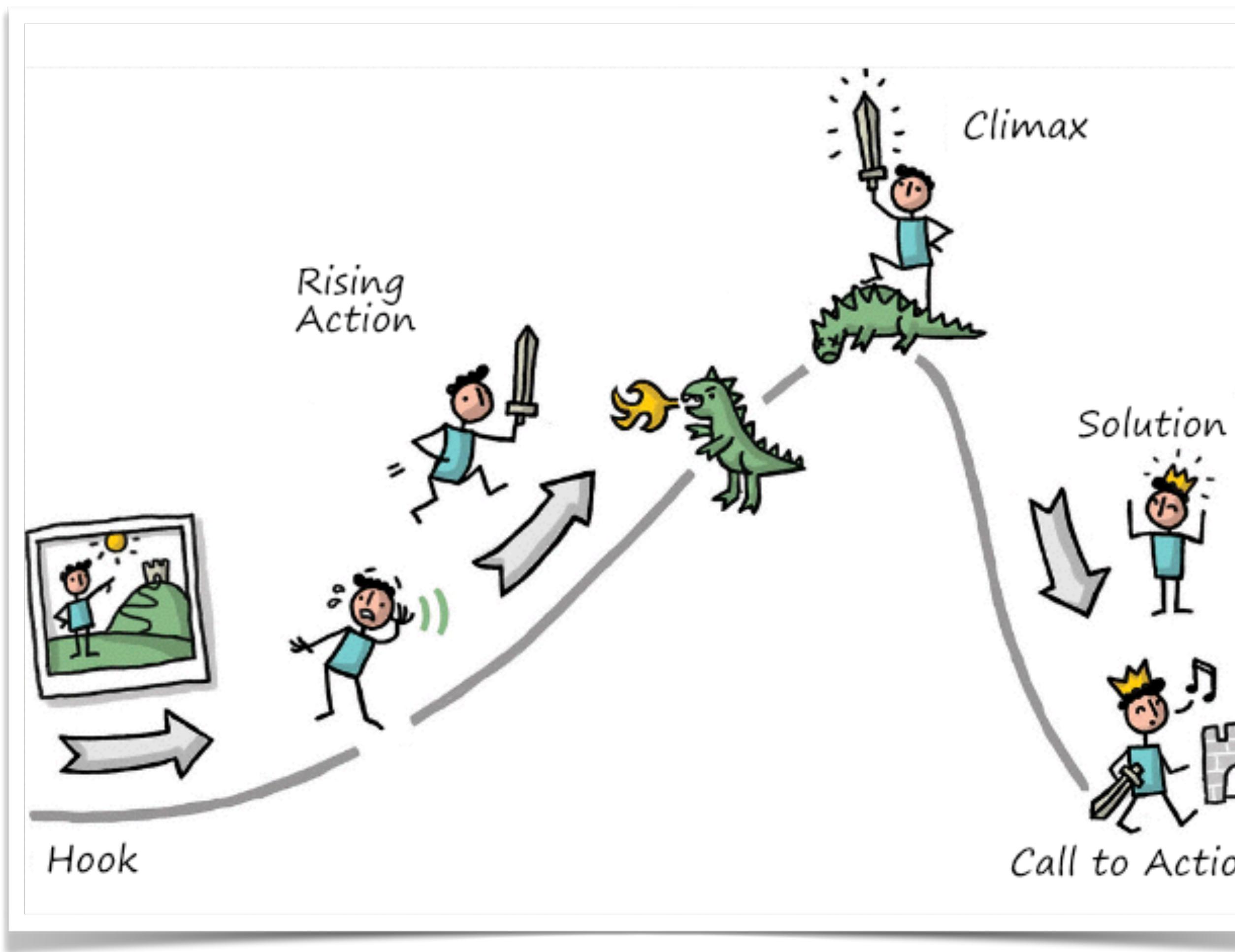
VISUAL STORYTELLING



VISUAL STORYTELLING



VISUAL STORYTELLING



INTERPRETATION & STORYTELLING EXAMPLE

Interview results

Q: *What annoys you the most about wearing a facemask?*

A: I don't like to add more waste into the world so I want to reuse my masks.

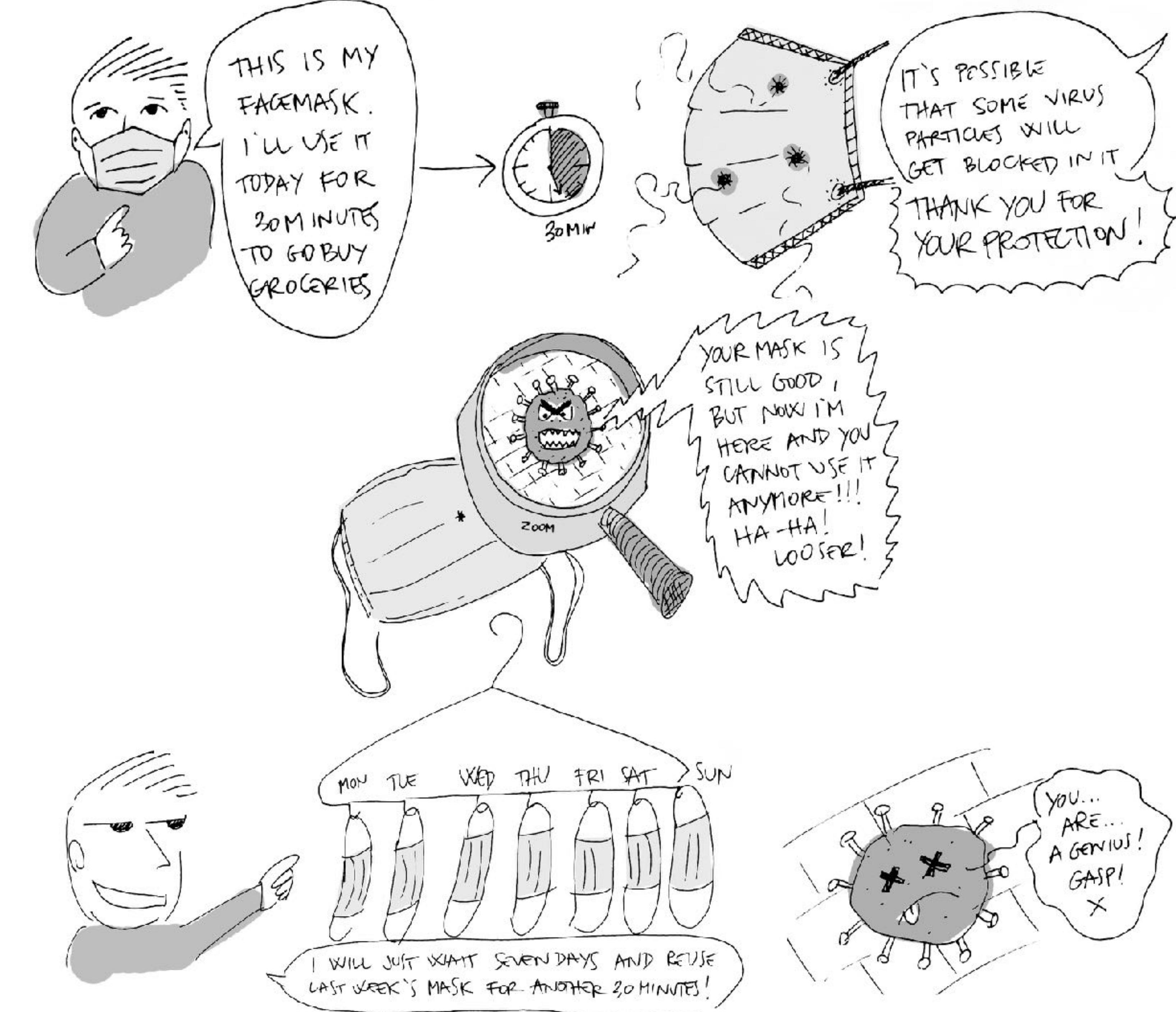
Q: *Can you tell me more about this feeling?*

A: I feel bad using a piece of plastic for such a short time and then trashing it. I know we shouldn't reuse the masks, but I read that the virus cannot survive for more than 3 days, so after using a mask, I hang it on clothes hangers and I will use it again after 3 days.



INTERPRETATION & STORYTELLING EXAMPLE

I feel bad using a piece of plastic for such a short time and then trashing it. I know we shouldn't reuse the masks, but I read that the virus cannot survive for more than 3 days, so after using a mask, I hang it on clothes hangers and I will use it again after 3 days.



CREATE A VISUAL STORYTELLING USING 3D MODELS

Find **meanings** in the interviews and researches you did and **interpret** the results.

Design and create a **visual storytelling** using 3D models.

Choose any form you want: comic book, diagram, drawing, illustration, with or without text.

Save it as an image and upload it to your repo.

Remember: your work doesn't need to be *beautiful*, but it should be *meaningful*.