



ALL GIRL CHALLENGE

DESIGN TEAM WORKBOOK

Our Design Challenge:

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Team Members:

What is Design Thinking?

Design Thinking is about believing we can make a difference, and having an intentional process in order to get to new, relevant solutions that create positive impact.

Design Thinking gives you faith in your creative abilities and a process for transforming difficult challenges into opportunities for design.

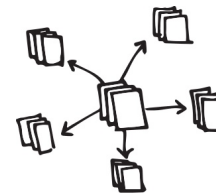
There are different ways to tackle the All-Girl Challenge. Here's two main ways to do it:

PRODUCT DESIGN



In order to help address the challenge, your team may want to think about potential products or a family of potential products that could be designed, developed, and sold. These products could be physical things that consumers buy, or they could be software like web apps or smartphone apps.

SERVICE



Your team could also consider designing a service to help address the challenge. Examples of services include transportation services (subway, commuter rail, taxi service,) meal preparation services (e.g., caterers,) and medical assistant services.

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Create a Project Plan

Sketch out the End Goal(s)

What will my team work to produce?

END GOALS

Define Indicators of Success

How will we know that our ideas are successful?

MEASURES

[illegible]

Other Things to Keep in Mind

What constraints will we need to manage? Are there any other restrictions or complications to keep in mind?

NOTES

[illegible]

Write a Design Brief

Write up a short "brief" that clarifies the specific challenge your team has decided to address. Write it as if you were handing it to someone else to design with. Capture thoughts on why this is a problem, and what the opportunity for design will be. If you are stuck, review your end goals and success measures.

DESIGN BRIEF

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Example Brief

The elderly and those living with disabilities are facing challenges due to the snow we received this winter. Roofs are leaking and water is damaging homes and they are unable to clear their sidewalks. It is difficult for the elderly and those living with disabilities to clear the snow and ice; the result damage to homes and injuries to sidewalk users. We believe there are a number of design opportunities in this situation:

- We can help the elderly and those living with disabilities identify potential issues with their roof.
- We can help willing volunteers locate homes of people who need help to clear snow & ice.
- We can provide incentives and training for volunteers to clear snow & ice.
- We can provide those in need of help an easy way to indicate to volunteers that they need assistance.

DESIGN BRIEF TIP

Keep the challenge simple and optimistic. Make it broad enough to allow your team to discover areas of unexpected value, and narrow enough to make the topic manageable.

