

Draw me or tell
me...



A peer-to-peer lawn
mower renting service

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Draw me or tell
me...



A mug from the futur

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A new roadsign system

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me...

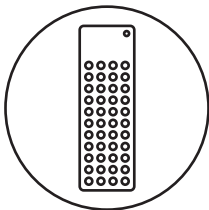


A pair of glasses

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me...

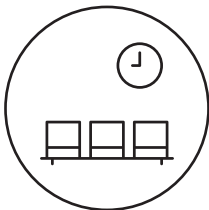


A universal remote
control

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The waiting room of
the local hospital

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me...

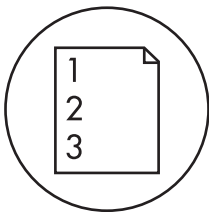


The homepage for a
national job-finding
service

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me...

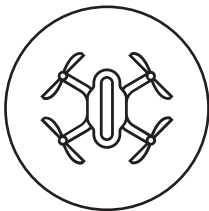


The user manual for the
pen you are holding

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≡≡≡ *me...* ≡≡≡



The new urban transit
system

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me...

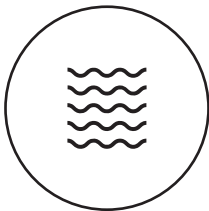


Your electricity
consumption reports

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me...

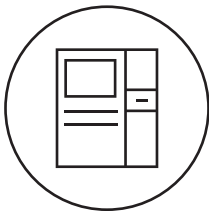


A way to cross the river

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me...

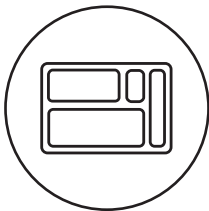


A cash machine (object
or interface)

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me...

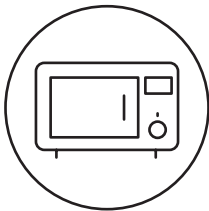


A new tray for the
school canteen

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The command interface
of a microwave

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The new seats for a
high speed train

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me...

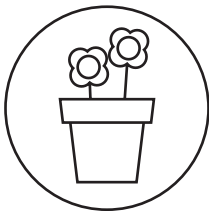


A bus stop

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Draw me or tell
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A flower pot

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A urban agriculture
system

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Specifications
Think like
« Bëurk Design »

**« LEAVE YOUR
TRACE »**

How can you make sure the
production is terrible for the
environment (rare earths,
pollution, water / energy
consumption, social
impacts) ?

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Specifications
Think like
« Bëurk Design »

**« IMPOSE YOUR
IMPACT »**

How can you maximise the
product's impact when in
use (energy, waste, lifetime,
etc.) ?

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Specifications
Think like
« Bëurk Design »

**« BREACH OF
WARRANTY »**

How can you prevent the
project from being repaired
or recycled (parts, network,
legal, etc.) ?

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Specifications
Think like
« Bëurk Design »

**« BIP BIP ?
YEAH ! »**

How can you add as much
useless technology as
possible (Bluetooth, sensors,
blockchain, screens, etc.) ?

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Specifications
Think like
« Bëurk Design »

« LIE TO ME »

How can you add functions
that deceive the user
(lies, false perception,
dishonesty, opacity,
confusion, etc.) ?

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Specifications
Think like
« Bëurk Design »

**« UPDATE
IMPOSSIBLE »**

How can you build planed
obsolescence right in
(consumables, retro-
compatibility, etc.) ?

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Specifications
Think like
« Bëurk Design »

« STAY WITH ME »

How can you prevent
your users to leave your
product (or your product's
ecosystem) ?

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Specifications
Think like
« Bëurk Design »

**« UNDER YOUR
SPELL »**

How can you capture the
user's attention at every
moment (push notifications,
addiction mechanisms,
rewards, etc.) ?

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Specifications
Think like
« Bëurk Design »

**« SIMPLICITY
IS FOR THE LAZY »**

How to make your product
really hard to use?

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Specifications
Think like
« Bëurk Design »

**« AN ARM
AND A LEG »**

How to unnecessarily
increase the price or
consumption associated
with the use of the product?

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Specifications
Think like
« Bëurk Design »

**« LEAVE A
MESSAGE AFTER
THE BIP »**

How can you reduce or
complicate as much as
possible the customer
relationship or support
service?

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Specifications
Think like
« Bëurk Design »

**« TOUGH
LOVE »**

How can you make the use
of the product unpleasant
and painful?

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Specifications
Think like
« Bëurk Design »

**« THRILL
SEEKERS »**

How can you reduce
product safety (financial,
body, health, etc.) ?

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Specifications
Think like
« Bëurk Design »

« ONLY YOUUU »

How can your product be
accessible / useful to the
least people possible? Or to
one specific type of person
(man, woman, etc.)?

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Specifications
Think like
« Bëurk Design »

« KEEP IT SECRET »

How can you make sure
no one hears about the
product?

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Specifications
Think like
« Bëurk Design »

**« FOR BETTER AND
FOR WORSE »**

What are the partners that
could guarantee that the
project runs... straight into
the wall

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Specifications
Think like
« Bëurk Design »

« BUBBLE EFFECT »

How can you be in
complete contradiction
or incompatibility with
the place and the context
in which the project is
implanted?

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Specifications
Think like
« Bëurk Design »

**« MISSING THE
POINT »**

How to ensure that your
project responds as little as
possible to the needs (real
and tested) of your users?

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At Beürk Design Agency we are convinced that humanity evolves only in a context of constraints and suffering. Is natural selection not the fastest way to Progress? Would the human be the same if it had not suffered from the ice age, predators and diseases? Let's accelerate the transition to Human 2.0 by confronting it to the worst.

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Rules

Bëurktionnary is played in groups of 2 to 4 people. Separate 'Draw me or tell me' cards (white) and 'Specifications' cards (black).

Draw a white card and try to tell, or draw the design of this product as would a person from the agency Bëurk Design. For that, you can pick one or more black cards.

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<http://thenounproject.com>