

Further Design Thinking

**ICT Problems**

Paper Prototyping

How to Collect Data

Wrap Up





# TESCO



*Every little helps*

















Woolworths  
the fresh food people



Woolworths  
the fresh food people



> Shopping from your phone,  
now delivered to your home.

Follow these simple steps:



Download the updated Woolworths  
smartphone App to start shopping



Scan the barcode of any product you  
like to add to your shopping list



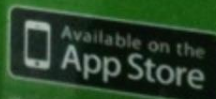
Proceed to the secure online check



Choose the delivery time that's  
convenient for you



Download the updated  
Woolworths App today!





> Scan here to start shopping



kate spade

NEW YORK





# KATE SPADE SATURDAY

Why do people even need to go to a physical store, when everything is available online?







## WELCOME TO THE KATE SPADE SATURDAY 24-HOUR WINDOW SHOP!

### HOW IT WORKS:

1. Shop the screen.



2. Check out on your phone.

3. Get free delivery  
(even in an hour!).



4. Pay the messenger.

**SO EASY!**

START SHOPPING







They had to come up with a solution that gave the customer what she wants, when and where she wants it.





Through the use of mobile technology they were able to use the benefits of digital shopping (such as 24 hour access) and place it into the physical world.



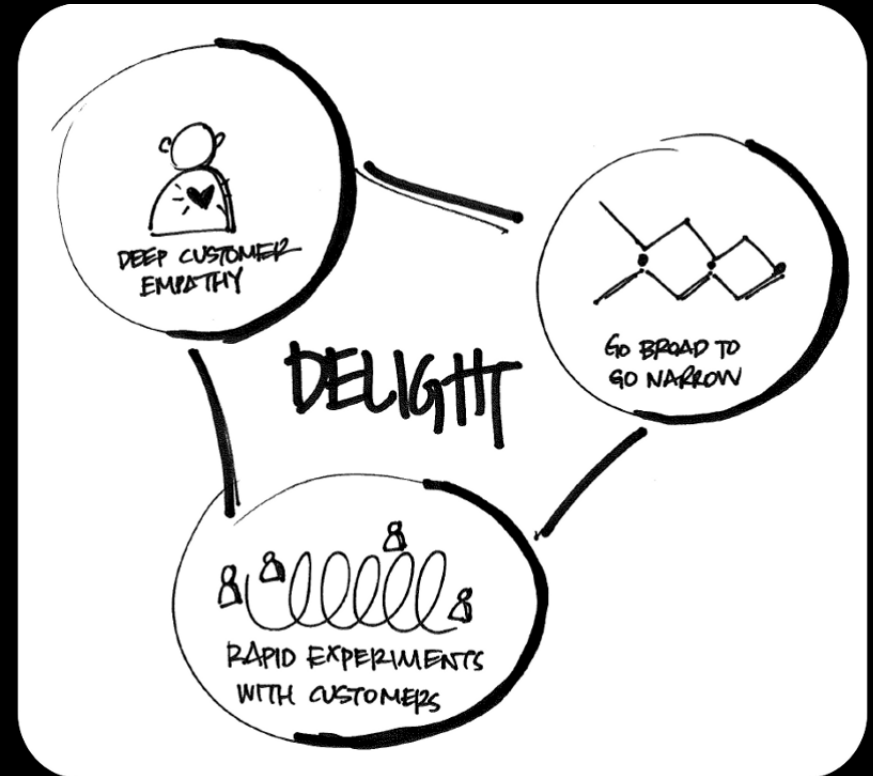
## Some Common Threads:

Clear articulation and understanding of problem space.

An ICT solution to each of these problems.

### *User centered*

How can you explore further your sample problem space and ensure that you can create a robust ICT deliverable?





# Originality in Design

*Your design does not need  
to  
Revolutionize an industry*

*Use conventions  
Expand knowledge  
Allow yourself to be  
influenced*

	Existing Market	New Market
Existing Product		
New product		

