Final Design Project – Assignment Instructions

BUAD 492-02:   Sustainability Inspired Product and Service Design

Overview

The purpose of this assignment is to reflect on and document the output of your in-class design work (which may be supplemented by additional design work outside of class), as well as to share your concept with the class during a final presentation.   Starting with your Living Principles Analysis, you will use various Design Thinking methods to develop a specific product and/or service concept (see Living Principles Analysis for guidelines on choosing the product/service category).   There are three major components of this assignment:

  1) process documentation

  2) outcome (product/service) description

  3) oral presentation

Format

All documents submitted in a single, 1 inch, 3 ring binder (supplementary items are fine as well).   Include index and executive summary (1/2 page).   Include Living Principles Analysis from prior assignment.

The oral presentations will be held during our final class days (see schedule).   Each group will have up to 15 minutes, including Q&A.

Process Documentation (1-2 pages *per* "mode")

After completing a given Design Thinking method/tool (based primarily on Stanford's d.school "bootcamp bootleg"), 1) briefly identify the method/tool used (with either a specific reference, e.g., "d.school bootcamp bootleg 'Brainstorming'", or a description, noting any customizations/ modifications that you employ), 2) document the summary outcome of the activity (i.e., the 'take-away(s)' that 'inform' the next step). This documentation could come in the form of prose, a diagram, process model, a picture (with text legible, if applicable, e.g., if you are showing the output of a brainstorming activity), etc. – whatever is appropriate to the output. Documention for each method/tool should be 1-2 pages.   If two pages, please make sure that both pages are side-by-side within the binder (so they can be viewed at the same time). This may require summarizing your output – which itself is an important part of each method/tool.

Important – document these activities throughout the project; this will help gel your thinking after each activity, and will be much easier & accurate if done in real-time.

Summary reflections (1 page – all page lengths assume single spaced)

As a group, evaluate the overall design experience.   Consider the process tools/methods, the Living Principles framework, group dynamics, the Design Studio space etc. (you don't have to comment on everything).   What worked really well?   What could be developed/changed? Again, be creative with how you organize this section (e.g., you could use a Feedback Capture Grid from the d.school bootcamp bootleg).

Outcome Description of the Product/Service Concept (3-10 pages)

Describe your concept as simply as possible, but as completely as needed to express the most important ideas.   Be creative with how you do this; how you approach it depends in part on the category and the idea(s).   You could use prose and/or incorporate a sketch, picture, diagram etc.; basically, whatever is needed to communicate the idea effectively on paper.   You could focus on an overall concept and/or zoom in on specific features/dimensions.

After describing the concept on its own, describe it in the context of a 4Ps framework. While your focus will likely be primarily on the product/service, consider how you might bring this idea to the marketplace as an integrated 'offering'.

Finally, using the Living Principles framework, evaluate your concept relative to what is currently available in the market; which of the 21 dimensions do you think you improved, and to what degree?

Oral Presentation

Each group will have up to 15 minutes to present their concept.   How you choose to do this is up to you (see below for grading guidelines).

Grading

35% process documentation (including summary reflections)

30% product/service concept

- *A great idea, that reflects genuine empathy/insight into the user and/or sustainability related issues (a great idea could improve the user experience and be*

more sustainable, but the latter is more important in the current context/assignment)…

- *…and which is creative, where 'creative' includes both novelty/uniqueness and appropriateness/usefulness (i.e., a new idea that doesn't break the laws of physics!).*

15% binder organization, presentation (professional…and interesting/compelling)

20% final, in-class oral presentation (interesting/compelling)