

DESIGN MINDSET SOLUTIONS

WEEK 04: CLASS 01

DISCUSSION: The First Secret of Design is Noticing

Habituation

noun \-,bi-chə-'wā-shən , -chü-'ā-/

3 : decrease in responsiveness upon repeated exposure to a stimulus

- Explain one everyday habitual thing that you do that isn't good, and why.
- What problem would you fix? How would you fix it?



Team Project: “Problem Seeking” – 5 Step Process

1. Establish Goals



2. Collect and Analyze Facts



3. Uncover and Test Concepts



4. Determine Needs



5. State the Problem



GATHERING OF DATA: “Problem Seeking” – Core Questions

1. Establish **Goals** (qualitative)
 - **What do we want to achieve...Why?**
2. Collect and Analyze **Facts** (quantitative)
 - **What is this all about?**
3. Uncover and Test **Concepts** (qualitative)
 - **How do we achieve the goals?**



GATHERING OF DATA: "Problem Seeking" – Core Questions

4. Determine **Needs** (quantitative)

- **What are the Cost, scope, quality and time constraints?**
- **Distinguish needs from wants**



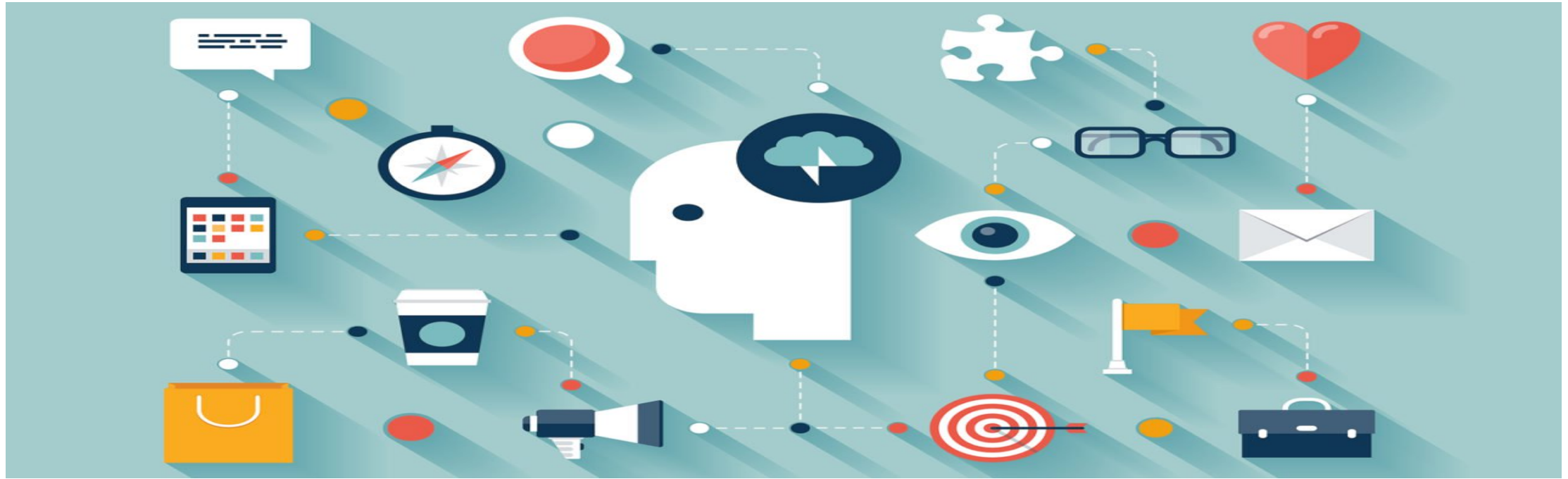
5. State the **Problem** (qualitative)

- **What are the significant conditions and general directions our concept should take?**
- **Consider the components of the Whole Problem when formulating problem statements**



WORKING SESSION





DESIGN MINDSET SOLUTIONS

WEEK 04: CLASS 02

TEAM PROJECT: The Pope Returns To Philadelphia

- Your consultant team must solve a problem caused by the popes visit.



TEAM PROJECT: The Pope Returns To Philadelphia

- Your consultant team must solve a problem caused by the pope's visit.
- **Establish Goals**
 - What is your value proposition?
- **Collect & Analyze Facts**
 - Identify the Human Capital
 - What were the barriers
 - Key Success Factors/Failures
 - <http://education.temple.edu/help/survey-tools-dissertations-and-research>
- **Uncover & Test Concepts**
 - What has been done before (Precedence)
 - What worked & why?
- **Determine Needs**
 - Cost, scope & time (triple constraints)
- **State the Problem**
 - What direction should we take?

TEAM PROJECT: The Pope Returns To Philadelphia

■ Topics to choose from:

- Homeless – Team _
- Attendance projections – Team
- Security – Team
- Food (guests/vendors inside the boundary) – Team
- Communication (local/national) – Team
- Local Restaurants (food service industry) – Team
- Lodging – Team
- Transportation/Parking – Team
- Medical – Team

TEAM PROJECT: *The Pope Returns To Philadelphia*

■ **Presentation Minimum Requirements**

- 9 minute Presentations (they are timed...be mindful of the clock!)
 - Everyone must present (speak)
- 3 minute Q & A / Class feedback to follow
- Include your team name and team members on title slide
- Utilize tools from the 5 step process
 - Order of 5 steps may change depending on your project (except #5)

TEAM PROJECT: THE POPE RETURNS - PRESENTATIONS

9 minutes max everyone must present

- Team 6
- Team 5
- Team 4
- Team 3
- Team 2
- Team 1

TEAM PROJECT: Class Discussion - The Pope Returns To Philadelphia

■ **What did we Learn?**

- Succinct Storytelling
- Utilizing the 5 Steps to understand the problem
- Presentations = “less is more”
 - Slide deck compliments the story