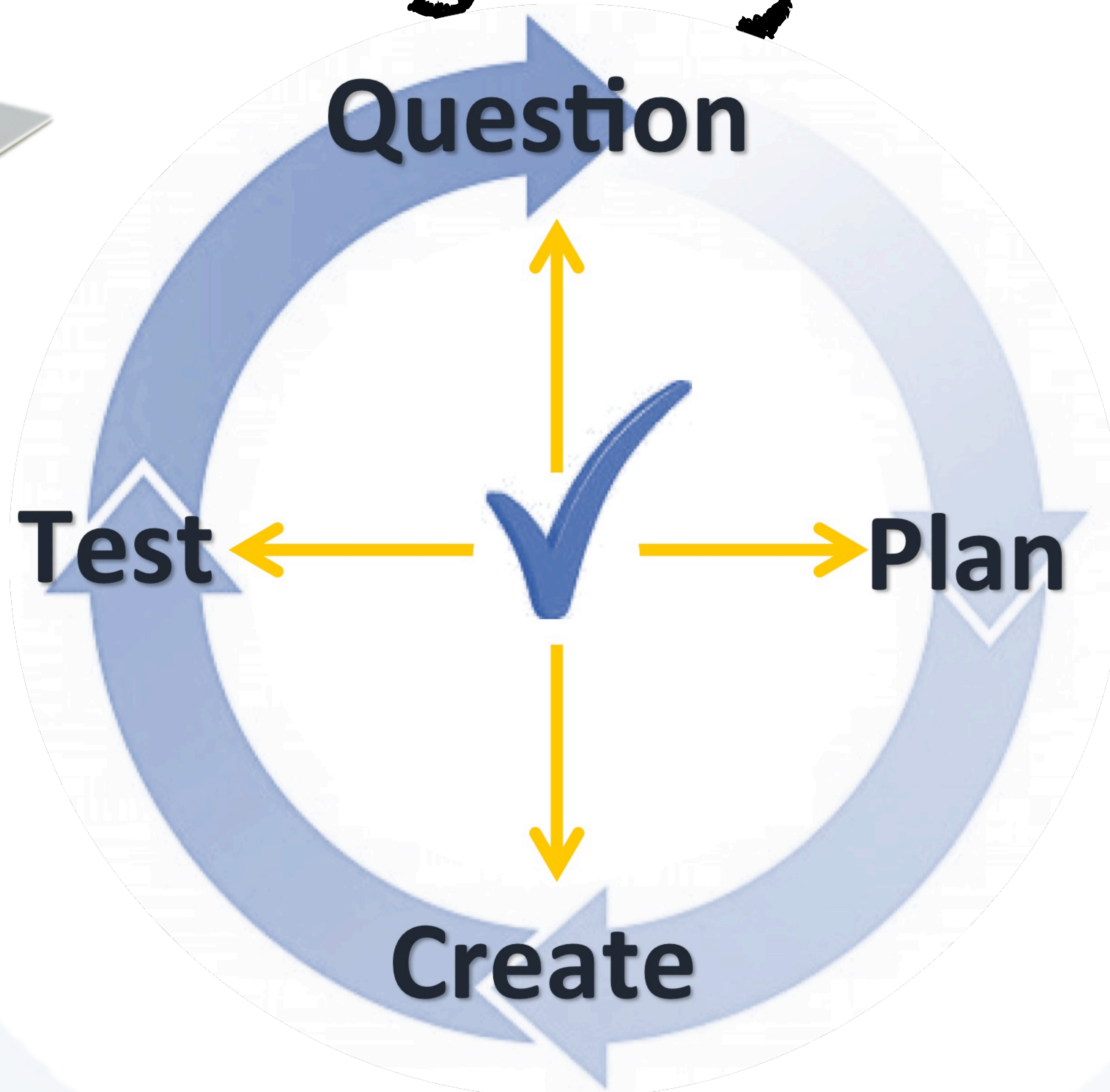


# Design Cycle





# QUESTION

**Think, think, think...**

Do we ALL understand the design challenge?

- ❖ What is our design idea and what problem does it solve?
- ❖ Who is our client and what do they like and NEED?
- ❖ What activities do we **know** our client wants to do, how, and when?
- ❖ What are we **assuming** our client will like and do?
- ❖ How does our client's needs impact our design?

Can we summarize all this in a 30 sec pitch?



# PLAN

**Think, think, think...**

**Do we have a shareable plan that shows our ideas?**

- ❖ Are we are understanding and using EVERYONE'S ideas?
- ❖ Have we thought carefully about alternative designs?
- ❖ Did we give everyone an important task?
- ❖ Is it possible to carry out our plan in the time we have?
- ❖ Can someone outside our team follow our plan?
- ❖ Is our design is beautiful, fun, and useful?

**Can we explain ALL these points to our client?**





# CREATE

**Think, think, think...**

Are we using our plan as a tool to guide our daily activity?

- ❖ How can our plan help everyone know what to do?
- ❖ Are we are following our plan carefully ?
- ❖ Are we stopping to think if our plan is working?
- ❖ Are we getting feedback from others as we build ?
- ❖ Can we finish our plan on time; are we managing our time well?

Can we explain how our plan guided our creation?





# TEST

**Think, think, think...**

Can we convince people our creation solves the problem?

- ❖ Can we explain how our design meets ALL client needs?
- ❖ Can we show how our client can do activities where and how they want?
- ❖ Can our client easily understand our design as well as we do?
- ❖ Does our client find our design beautiful, fun, and useful?
- ❖ Were the assumptions we made about our client true?

Can we describe our root concept and our testing results in two minutes?

