

Key Words & Vocabulary

Design Theme	User Centred
Design Problems	Design
Design solutions	Focus Group
Designing for a User	Design Need
5 W'S	Product
Clients	Disassembly
Solutions	Smart and Modern
Design Support	Materials
Design Brief	Ergonomics
Brand	Anthropometrics
Primary User	PUN
Secondary User	Technical
Inclusive Design	Specification

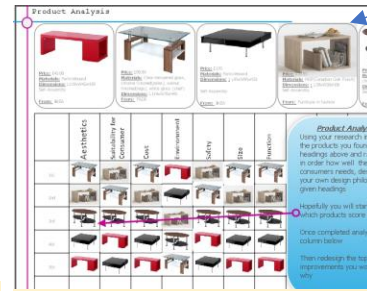
Selecting a Design Theme

2



2. Select your preferred design theme and explore it further with a mind map. What solutions can you offer? Who can the users be? What problem will it solve? What are your next steps?

4. Product Analysis and Product Disassembly



4. Product analysis – conduct research around similar products. Discuss their unique features, functions and aesthetics – what your next steps of inspiration?

4. Product disassembly – conduct product disassembly of a real life product. Look at it in terms of LCA – what features would you improve? Why? What are your Next Steps?

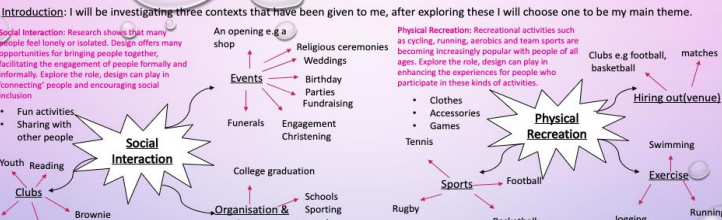


Mind Mapping the Design Problem

1

What are the 3 NEA Design themes?
Task: Mind Map all 3 and think of solutions – Next steps – which one will you choose and why?

SLIDE 2: INVESTIGATIONS OF THE CONTEXTS



1. Start by mind mapping all 3 design themes. What design need can they offer? What problems? What creative ideas can you come up with?

Customer Profile Primary and Secondary Users and Design Brief

3



3. Mind Map your users and stakeholders? Who are they why? Where do they shop? Need? Use the 5 W's to explore your brief. Type your brief as a paragraph explaining each W and explore your exact users and stakeholders

5. User & Stakeholder Interview about their product needs and PUN checklist

Primary user needs: Check list

My user needs a product that will keep his football boots safe meaning protect them from any damage and a place where he can keep all of his football boots together.

Protection

S1- The football boots need to be protected from any scratches and dirt so they don't get ruined or damaged.

S2- The product is going to have an air tight seal so no dirt gets in.

S3- Also each shoe is going to have its own space so they don't get scratched.

S4- The user wants the product because he does not want his football boots to get damaged because they can be really expensive.

Aesthetic

S5- My user does not want any bright colours because they can be really flashy and he wants the product to blend in with his room. Therefore I am going to be using colours like black and white in different shades.

S6- The patterns used on my product are going to be minimal as my user does not want the product to look flashy and he wants it to look professional.

Stakeholder needs & wants:

One of my stakeholders is Gui Barradas who also plays football. In the interview with Gui I asked him what he wants in the product and the following things are what he pointed out.

- He said he wants a place where he can display all of his football boots when he's not using them and they can be used as a decoration.
- Everything in one place-A place where I can store all my football shoes kit and everything I need for my training so its easy to grab and go.

5. What do your User and Stakeholders want from the product you are designing? No better way than to ask! Interview your Users and Stakeholders about what they want the product to do and why? Create a PUN check list based on this to help guide your designs