MODULE 4 DESIGNING

Ben Woods

Module 4: Designing

- **Key Topics**
  - Designing with customer insights
  - Psychology and design
  - Think like a designer
  - Increasing creativity
  - Using design methods to solve problems

- **Activities**
  - Empathy Maps, Persona Design, Journey Maps, Sketching and Ideation

- **Ask yourself:**
  - Have you used similar tools before?
  - How can the activities described in this module be applied in your day-to-day work?

EMPATHY MAP

Empathy Map

- Allows us to categorize our interview findings in a human—entered manner.

- Helps us to create personas.

- You can use your post-it notes from the affinity-diagram, but these can also stimulate additional memories!

Empathy Map

THINK & FEEL?
- Life is constant battle between work that is affirming, rewarding, and creative with the fact that there are few avenues to create art sustainably long term
- Having a lot of varied experiences and not being "trapped" in a mundane life cycle matter most to him

HEAR?
- Influencers speak through successful work; not interested in the academic side of things as much as production of cultural significance
- Friends are hyper-literate and he must keep up culturally to understand their references
- If not his own boss, he works with people he's comfortable addressing as peers
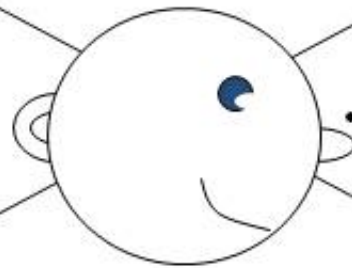
SEE?
- Photographic eye makes him very attuned to environment and aesthetic surroundings
- Market is all about discernment, both in being picky about careers and what he consumes
- Selective group of close friends that he trusts their opinions

SAY & DO?
- Strong opinions and unafraid to make value judgments
- Concerted attempt to cultivate a "non-traditional" look and individual style
- Generally not confrontational, but will defend topics of interest vigorously

PAIN
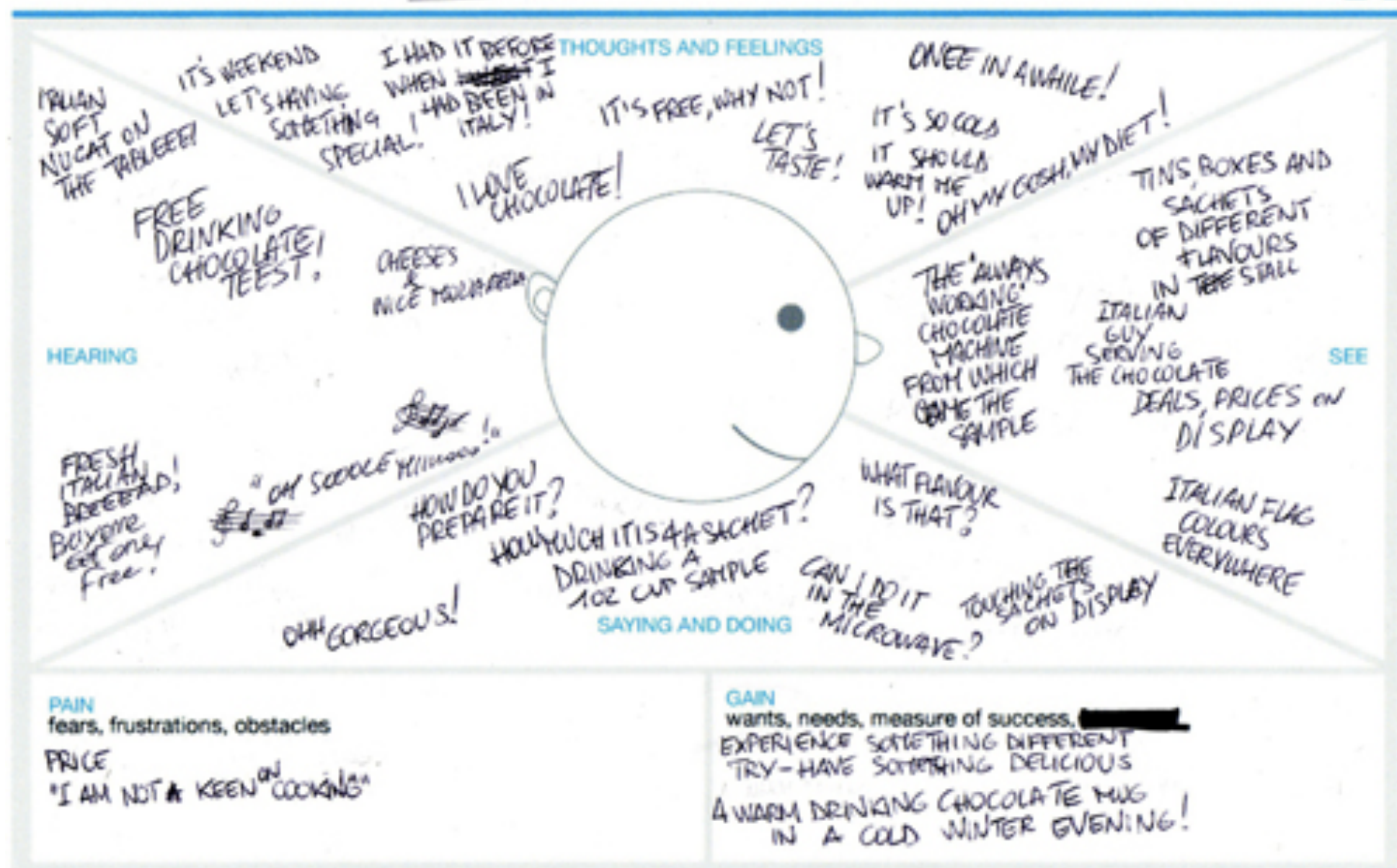- Impressive work by peers just as likely to make him doubt his own skills as it is to inspire him
- Frustrated by having to compromise artistic vision to fit commercial goals in industry
- Obstacles include lack of viable careers

GAIN
- Needs fulfillment through unrestricted creativity and autonomy in life
- Measure success by opinions of respected peers and his own sense of worth
- Prestige weighs more than monetary success

EMPATHY MAP

"THE EXPLORER"

[?]

THOUGHTS AND FEELINGS

ITALIAN SOFT NUGAT ON THE TABLEEE!

IT'S WEEKEND LET'S HAVING SOMETHING SPECIAL!

I HAD IT BEFORE WHEN I HAD BEEN IN ITALY!

IT'S FREE, WHY NOT!

ONCE IN AWHILE!

LET'S TASTE!

IT'S SO COLD IT SHOULD WARM ME UP! - OH MY GOSH, MY DIET!

FREE DRINKING CHOCOLATE! TEEST,

I LOVE CHOCOLATE!

CHEESES & NICE MOZZARELLA

THE 'ALWAYS WORKING' CHOCOLATE MACHINE FROM WHICH CAME THE SAMPLE

TINS, BOXES AND SACHETS OF DIFFERENT FLAVOURS IN THE STALL

ITALIAN GUY SERVING THE CHOCOLATE

SEE

DEALS, PRICES ON DISPLAY

ITALIAN FLAG COLOURS EVERYWHERE

HEARING

FRESH ITALIAN BREEEAD! BUYONE GET ONE FREE!

"OH SOOOLE MIIIII!"

HOW DO YOU PREPARE IT?

HOW MUCH IT IS A SACHET? DRINKING A 1OZ CUP SAMPLE

WHAT FLAVOUR IS THAT?

CAN I DO IT IN THE MICROWAVE?

TOUCHING THE SACHETS ON DISPLAY

OHH GORGEOUS!

SAYING AND DOING

PAIN
fears, frustrations, obstacles

PRICE

"I AM NOT A KEEN ON COOKING"

GAIN
wants, needs, measure of success,

EXPERIENCE SOMETHING DIFFERENT
TRY - HAVE SOMETHING DELICIOUS

A WARM DRINKING CHOCOLATE MUG IN A COLD WINTER EVENING!

Adapted from XPLANE

giulia piu

ACTIVITY: EMPATHY MAP

DEBRIEF

PERSONA DESIGN

What is a persona?

- A hypothetical user who would use your product – a 'straw-man'

- We use them to answer questions while designing.
  - How would <persona> use this when <something>?
  - What is happening around <persona> when they are using this?
  - What needs would be met for <persona> with this project?

- A persona is NOT a demographic definition.
  - For example: Female, 31-45, college educated.
  - There may be several types of users in this demographic.

Persona Development

- Consider what you've learned through observation and interviews.
- Think about jobs, interests.
- What matters most to them?
- What kind of environment are the working in?
- What are their pain points?

What's in a good persona?

- Patterns you've observed.

- May include an actual quote!

- Realistic.

- Descriptive of now, not the future.
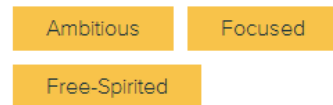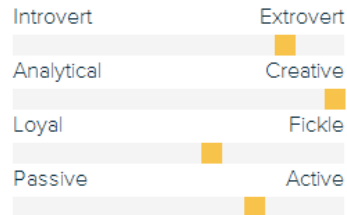
Alyssa Wilson

Age: 28
Work: Interior Designer
Family: Single
Location: New York, NY
Character: The Maestro

Personality

Introvert — Extrovert

Analytical — Creative

Loyal — Fickle

Passive — Active

Ambitious   Focused

Free-Spirited
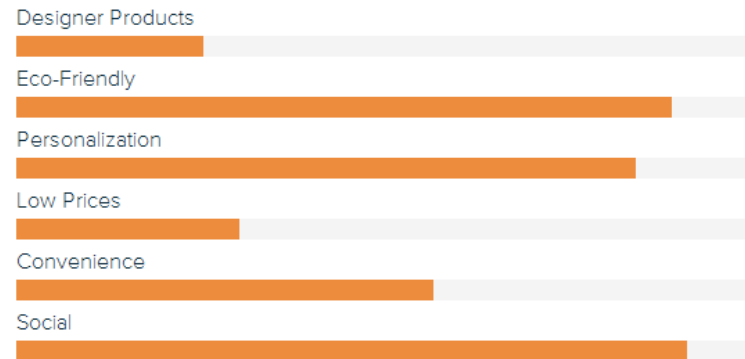
Brands

Pinterest

CB2   Etsy

houzz

Bio

Alyssa is a blossoming interior designer who seeks to translate her passion for design into every space she works on. She approaches each project as a puzzle, and believes her job is to create the pieces that blend beauty, function and practicality, reflecting on the best possible look for the budget, way of life, and specifics of the location. She has been practicing interior design since 2008 and has a Master's of Interior Architecture from NYU.

Motivations

Designer Products

Eco-Friendly

Personalization

Low Prices

Convenience

Social

Preferred Channels

Mobile

E-Commerce

Social Networks

Real Life

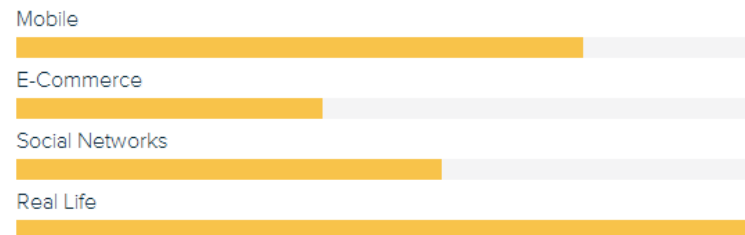*"I take great pride in helping others get inspired and unlocking their full potential!"*

Goals

- To grow a strong industry reputation
- To build relationships with long-term clients
- To get more leads and grow her business

Frustrations

- Getting poor results from marketing efforts
- Competing with more established designers
- Keeping in touch with clients and prospects

Juan Jose Abad

"Necesito los mejores ingredientes para realizar mis mejores productos de panadería y repostería"

EDAD 45
OCUPACIÓN Panadero
ESTADO Casado
LOCALIZACIÓN Zaragoza

NIVEL DE USO Alto
ARQUETIPO Director de orquesta

Atento	Dedicado	Trabajador

MOTIVACIONES

- Incentivos
- Miedos
- Logros
- Crecimiento
- Poder
- Social

OBJETIVOS

- Conseguir los productos de mejor calidad
- Realizar grandes pedidos a buen precio
- Conocer el catálogo de productos e información técnica

FUSTRACIONES

- Que la calidad no se corresponda con la indicada
- Productos anunciados no disponibles
- No conocer los tiempos de entrega

BIOGRAFÍA

Juan Jose lleva trabajando como panadero toda la vida, su padre fundó la panaderia Abad en 1940.
No le falta experiencia y sabe que con ella, la manera de realizar productos excelentes se basa en la calidad de los ingredientes.
Madruga todos los días para tener el pan listo a la mañana en su panadería. Mientras que por las tardes, se encarga de la gestión de los productos que utilizan, e internet es una herramienta que le ahorra tiempo a la hora de consultar y encontrarva productos.

PERSONALIDAD

Extrovertido	Introvertido

Detección	Intuición

Pensamiento	Sentimiento

Juicio	Percepción

TECNOLOGÍA

IT / Internet

Software

Mobile Apps

Social Networks

TINA

simpli·learn

LEARNING FOCUSED Teacher

title
Science Teacher

company name
Crabapple Middle School

industry
Education

location
Roswell, Georgia

description
Crabapple Middle School has enjoyed twenty plus years of excellence in education since its opening in 1983. In 1988, Crabapple Middle became Fulton County's first National School of Excellence and a Georgia School of Excellence. In 2003, Crabapple Middle was recognized as one of the first Georgia Lighthouse School to Watch for excellence in middle level education.
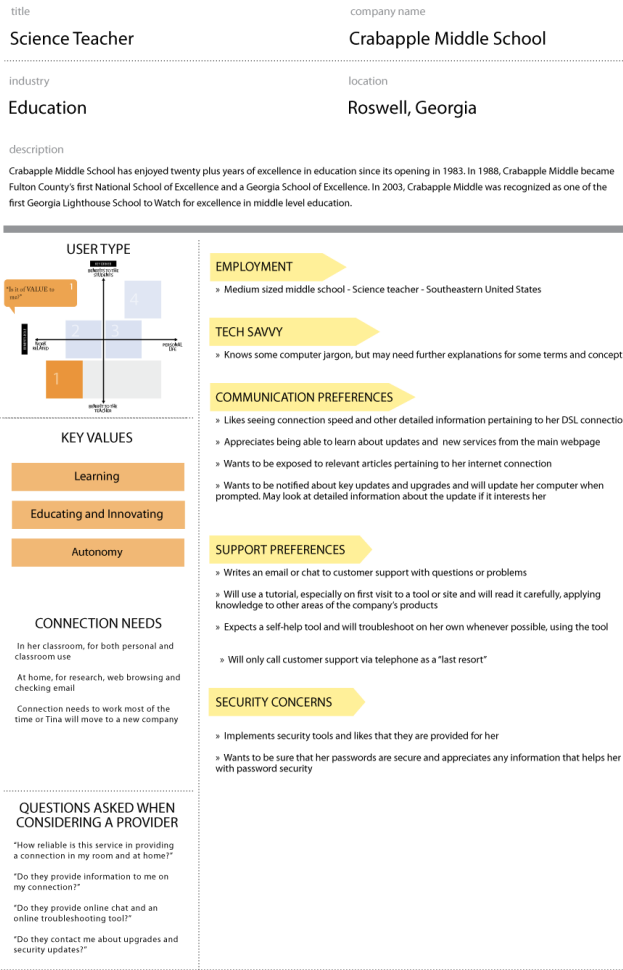
"Tell me more! I need Internet at home and in my classroom. So, it's got to work. When I do have trouble, though, I want to be able to fix it quickly on my own."
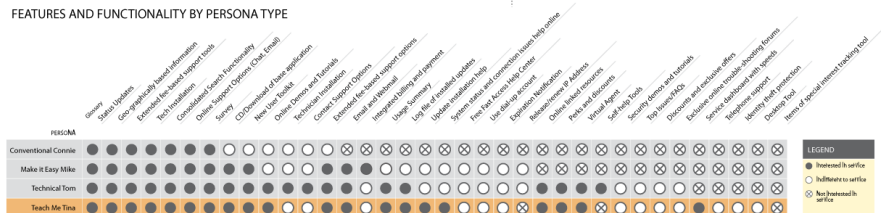
My school continuously strives to be a premier educational institution in the state of Georgia. Technology is now a part of our everyday lives, so I use technology and the Internet in my classroom. I use it for personal projects, but also for classroom projects with all of my students. When in a classroom with 30 middle school kids, I don't have time to call the DSL provider if I have trouble with the connection. So, I need to be able to troubleshoot problems on my own, right there on site. If I have too many connection problems, I will report it to our school principal and recommend that we use a differnt DSL provider. As Teachers, we don't have a lot of time to deal with extra problems, outside of our everyday chaos.

At home, I use the Internet to do research for the book I am writing. I am also an avid cook, so I connect almost every evening to pick out recipes and view the recipes I've saved online. When I am at home, I have a little bit more time to troubleshoot if needed. And, I do prefer to fix the problem myself, if possible.

This user has a high need for connection and a moderately high willingness to troubleshoot problems when they arise. She is interested in what is happening and why the function is being performed. She wants to learn about her computer and DSL.Tina will study simple wiring diagrams, try to check connections and will download DSL software. She wants to learn more computer jargon, but explanations may be needed. She may also use a chat for customer support, to learn how to fix her DSL connection in her classroom or at home by herself.

USER TYPE

KEY VALUES

- Learning
- Educating and Innovating
- Autonomy

CONNECTION NEEDS

In her classroom, for both personal and classroom use

At home, for research, web browsing and checking email

Connection needs to work most of the time or Tina will move to a new company

QUESTIONS ASKED WHEN CONSIDERING A PROVIDER

"How reliable is this service in providing a connection in my room and at home?"

"Do they provide information to me on my connection?"

"Do they provide online chat and an online troubleshooting tool?"

"Do they contact me about upgrades and security updates?"

EMPLOYMENT
» Medium sized middle school - Science teacher - Southeastern United States

TECH SAVVY
» Knows some computer jargon, but may need further explanations for some terms and concepts

COMMUNICATION PREFERENCES
» Likes seeing connection speed and other detailed information pertaining to her DSL connection

» Appreciates being able to learn about updates and new services from the main webpage

» Wants to be exposed to relevant articles pertaining to her internet connection

» Wants to be notified about key updates and upgrades and will update her computer when prompted. May look at detailed information about the update if it interests her

SUPPORT PREFERENCES
» Writes an email or chat to customer support with questions or problems

» Will use a tutorial, especially on first visit to a tool or site and will read it carefully, applying knowledge to other areas of the company's products

» Expects a self-help tool and will troubleshoot on her own whenever possible, using the tool

» Will only call customer support via telephone as a "last resort"

SECURITY CONCERNS
» Implements security tools and likes that they are provided for her

» Wants to be sure that her passwords are secure and appreciates any information that helps her with password security

FEATURES AND FUNCTIONALITY BY PERSONA TYPE

Clark Andrews

AGE **26**
OCCUPATION **Software Developer**
STATUS **Single**
LOCATION **San Jose, CA**
TIER **Experiment Hacker**
ARCHETYPE **The Computer Nerd**

Friendly	Clever	Go-Getter

"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality

Extrovert — Introvert

Sensing — Intuition

Thinking — Feeling

Judging — Perceiving

Technology

IT & Internet

Software

Mobile Apps

Social Networks

Brands

Example

Will Wowsley

Male
Age 52
Medina, Ohio
Married
2 children
CIO at FeeBank.

"I am the CIO at FeeBank. We have multiple data centers to support our online services (website and app); and several office centers – at least one for each state – for support functions and shared services (marketing, finance, human resources, etc). So that's around 30-40 office buildings aside from our 1,200 branches. We are a regional bank with presence every state east of the Mississippi River.

Branches are relatively small, and associates are generally stationed in fairly static areas. That's not so with our corporate centers. There tends to be need for a lot of shared spaces, we have an auditoreum at HQ, an on-site gym at the corporate centers, training areas, etc. – while these are nice, they probably only get used 10-25% of the time – but we are providing heating, cooling, and lighting to these locations 100% of the time. The folks at the corporate centers love their meetings and events. There are inevitably conflicts in when facilities are being used – someone will book a conference room then not show up; at the same time other employees are hunting for conference rooms because it appears that all of the conference rooms are occupied. Our leadership team expects me to solve this, since IT manages the facility booking system."

MY ASPIRATIONS
Own a tech startup.
Space travel.

MY FEARS
Being blamed for things that aren't my fault.
Not having the support of my leadership team.

MY NEEDS
Reliability.
Novel solutions – that work. 100% of the time.

MY TASKS
Ensure continuity of business.
Facilitate smooth operations through IT capabilities.
Keep our website, mobile app, and branches operational through our IT infrastructure.

MY FRUSTRATIONS
Bankers understand dollars and cents – not how the technology works. I spend a lot of time explaining things.
Unrealistic expectations.

MY MOTIVATIONS
The income is good.
Solving problems.

Making Templates

- https://www.youtube.com/watch?v=B23iWg0koi8

ACTIVITY: PERSONA DEVELOPMENT

DEBRIEF

THE PSYCHOLOGY OF INTERACTION

Don Norman

- https://www.youtube.com/watch?v=WI2LkzIkacM&t=2s

Don Norman Concepts

- **Affordances:** Attributes of an object, it's ability to serve a purpose.

- **Signifiers:** Icons, signs, etc. that give an indication of an object's affordances.

- **Constraints:** A physical (or virtual) feature that prevents error. For example, a car that requires depressing the brake for ignition. Or a dialogue box for software that must be addressed before something bad or permanent happens.

Seven Stages of Interaction
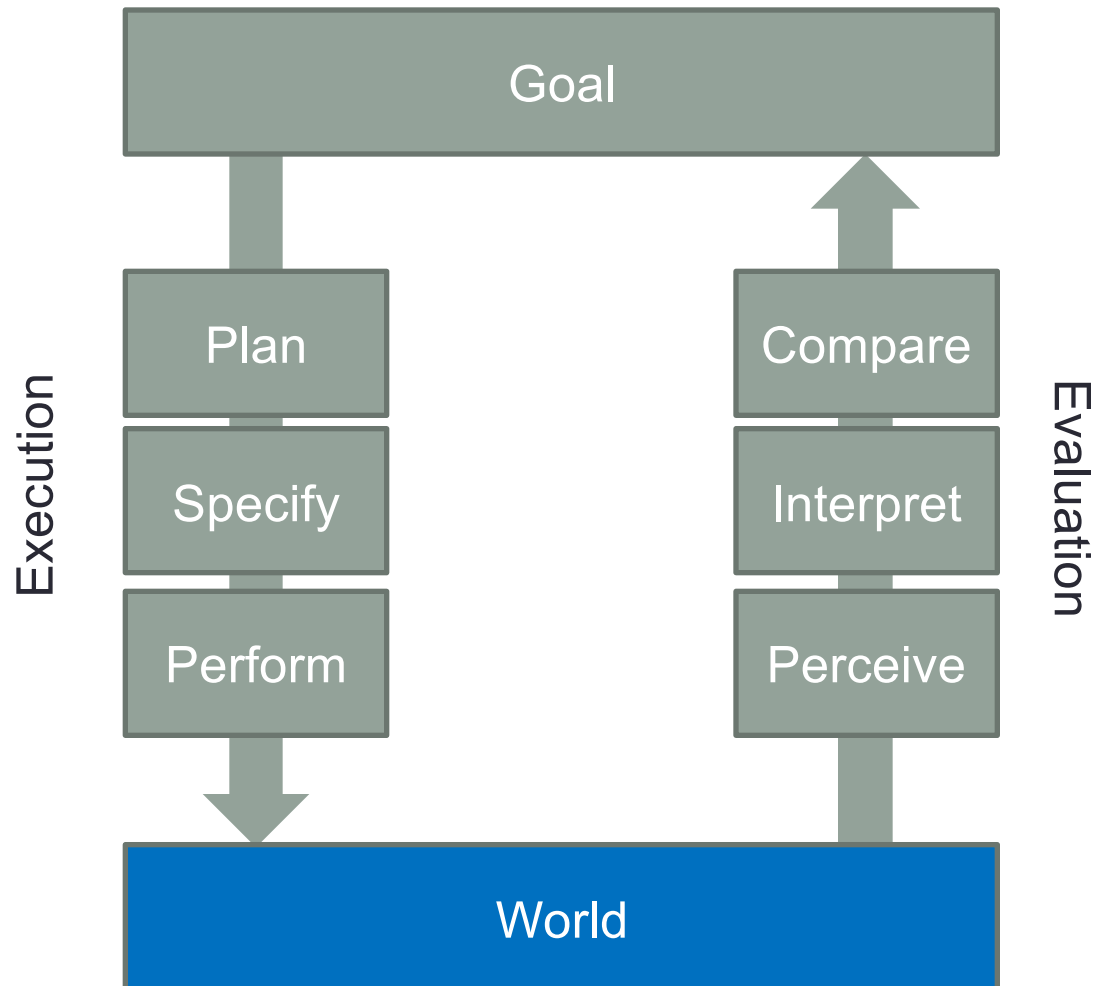
HOW EASY IS IT TO CONFUSE PEOPLE?

Cognitive Load

- SA
  - https://www.youtube.com/watch?v=IGQmdoK_ZfY

- CB
  - https://www.youtube.com/watch?v=VkrrVozZR2c

- Seeing the World as it isn't
  - https://www.youtube.com/watch?v=9II_D3Xt9W0

What is cognitive load?

- The amount of effort a person must expend mentally to understand something.

- Cognitive load is not only mental, it is physical.
  - Pupils Dilate
  - Pulse Quickens
  - Blood Pressure rises
  - Glucose floods the central nervous system
    - Your nervous system actually uses more glucose than most parts of your body.
  - High effort (Cognitive Load) is especially taxing - leads to drop in blood glucose.
  - Lower glucose tends to lead to negative emotions
- **Higher cognitive load equals harder to do (use)**

JOURNEY MAPS

Journey Maps

- Journey Maps:
    - May cover the lifecycle of a customer.
    - Involve multiple touchpoints.
    - Include more variables.
    - Include emotional responses.

Journey Maps: Components

- **Personas:** Who are we designing for? How will they respond in this scenario?

- **Timeline:** How long is the interaction with our product?

- **Emotion:** Illustrate frustration, peaks, valleys, joy, etc.

- **Touchpoints:** Where are the interactions with our organization? Can we increase them?

- **Channels:** Where does the interaction with the product take place? Store? Home? Subway?

Rail Europe Experience Map
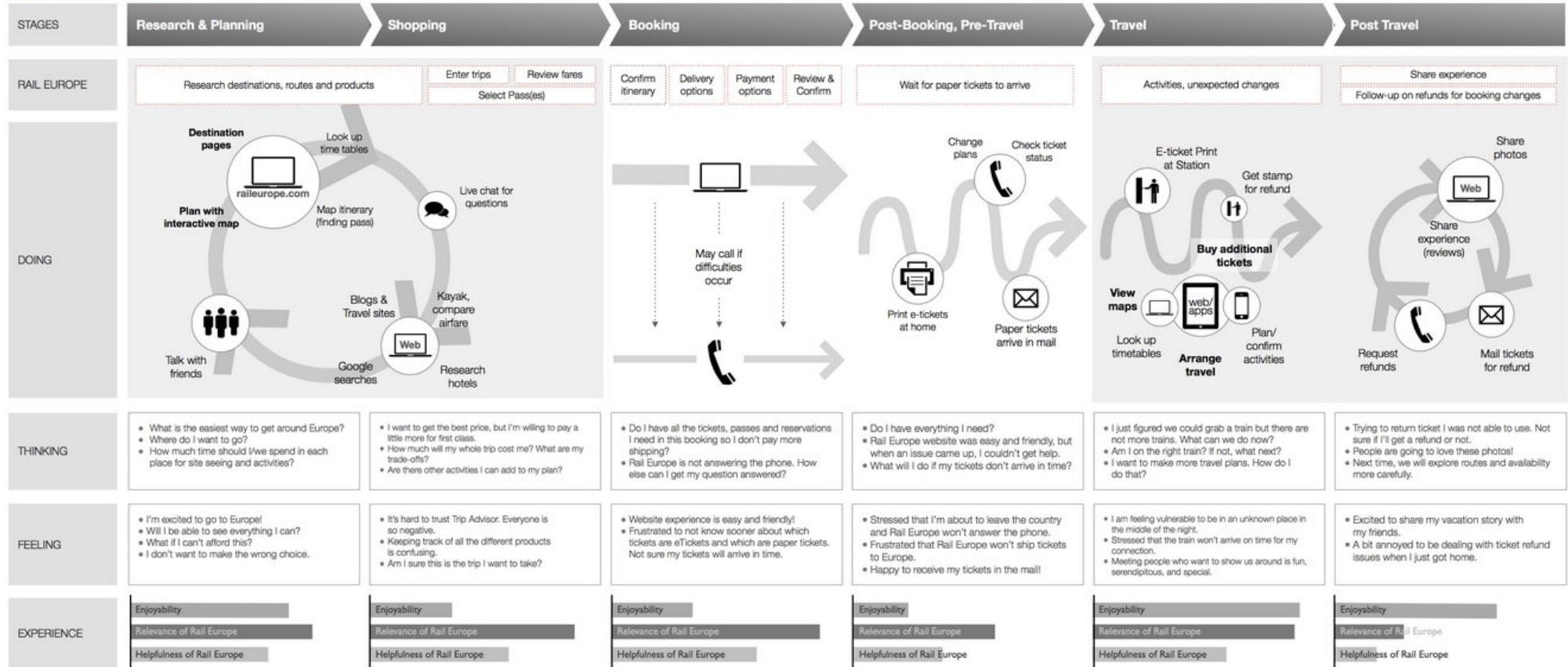
Guiding Principles

| People choose rail travel because it is convenient, easy, and flexible. | Rail booking is only one part of people's larger travel process. | People build their travel plans over time. | People value service that is respectful, effective and personable. |

Customer Journey

STAGES

| Research & Planning | Shopping | Booking | Post-Booking, Pre-Travel | Travel | Post Travel |

RAIL EUROPE

- Research destinations, routes and products
- Enter trips | Review fares | Select Pass(es)
- Confirm itinerary | Delivery options | Payment options | Review & Confirm
- Wait for paper tickets to arrive
- Activities, unexpected changes
- Share experience | Follow-up on refunds for booking changes

DOING

- Destination pages
- Look up time tables
- raileurope.com
- Plan with interactive map
- Map itinerary (finding pass)
- Live chat for questions
- Talk with friends
- Blogs & Travel sites
- Google searches
- Web
- Kayak, compare airfare
- Research hotels
- May call if difficulties occur
- Print e-tickets at home
- Paper tickets arrive in mail
- Change plans
- Check ticket status
- E-ticket Print at Station
- Get stamp for refund
- Buy additional tickets
- View maps
- Look up timetables
- web/apps
- Arrange travel
- Plan/confirm activities
- Share photos
- Web
- Share experience (reviews)
- Request refunds
- Mail tickets for refund

THINKING

Research & Planning	Shopping	Booking	Post-Booking, Pre-Travel	Travel	Post Travel
• What is the easiest way to get around Europe? • Where do I want to go? • How much time should I/we spend in each place for site seeing and activities?	• I want to get the best price, but I'm willing to pay a little more for first class. • How much will my whole trip cost me? What are my trade-offs? • Are there other activities I can add to my plan?	• Do I have all the tickets, passes and reservations I need in this booking so I don't pay more shipping? • Rail Europe is not answering the phone. How else can I get my question answered?	• Do I have everything I need? • Rail Europe website was easy and friendly, but when an issue came up, I couldn't get help. • What will I do if my tickets don't arrive in time?	• I just figured we could grab a train but there are not more trains. What can we do now? • Am I on the right train? If not, what next? • I want to make more travel plans. How do I do that?	• Trying to return ticket I was not able to use. Not sure if I'll get a refund or not. • People are going to love these photos! • Next time, we will explore routes and availability more carefully.

FEELING

Research & Planning	Shopping	Booking	Post-Booking, Pre-Travel	Travel	Post Travel
• I'm excited to go to Europe! • Will I be able to see everything I can? • What if I can't afford this? • I don't want to make the wrong choice.	• It's hard to trust Trip Advisor. Everyone is so negative. • Keeping track of all the different products is confusing. • Am I sure this is the trip I want to take?	• Website experience is easy and friendly! • Frustrated to not know sooner about which tickets are eTickets and which are paper tickets. Not sure my tickets will arrive in time.	• Stressed that I'm about to leave the country and Rail Europe won't answer the phone. • Frustrated that Rail Europe won't ship tickets to Europe. • Happy to receive my tickets in the mail!	• I am feeling vulnerable to be in an unknown place in the middle of the night. • Stressed that the train won't arrive on time for my connection. • Meeting people who want to show us around is fun, serendipitous, and special.	• Excited to share my vacation story with my friends. • A bit annoyed to be dealing with ticket refund issues when I just got home.

EXPERIENCE

Enjoyability	Enjoyability	Enjoyability	Enjoyability	Enjoyability	Enjoyability
Relevance of Rail Europe	Relevance of Rail Europe	Relevance of Rail Europe	Relevance of Rail Europe	Relevance of Rail Europe	Relevance of Rail Europe
Helpfulness of Rail Europe	Helpfulness of Rail Europe	Helpfulness of Rail Europe	Helpfulness of Rail Europe	Helpfulness of Rail Europe	Helpfulness of Rail Europe

Opportunities

GLOBAL

Communicate a clear value proposition. STAGE: Initial visit	Help people get the help they need. STAGES: Global	Support people in creating their own solutions. STAGES: Global
Make your customers into better, more savvy travelers. STAGES: Global	Engage in social media with explicit purposes. STAGES: Global	

PLANNING, SHOPPING, BOOKING

Enable people to plan over time. STAGES: Planning, Shopping	Visualize the trip for planning and booking. STAGES: Planning, Shopping	Arm customers with information for making decisions. STAGES: Shopping, Booking
Connect planning, shopping and booking on the web. STAGES: Planning, Shopping, Booking	Aggregate shipping with a reasonable timeline. STAGE: Booking	

POST-BOOK, TRAVEL, POST-TRAVEL

Improve the paper ticket experience. STAGES: Post-Booking, Travel, Post-Travel	Accommodate planning and booking in Europe too. STAGE: Traveling
Proactively help people deal with change. STAGES: Post-Booking, Traveling	Communicate status clearly at all times. STAGES: Post-Booking, Post Travel

Information sources: Stakeholder interviews | Cognitive walkthroughs | Customer Experience Survey | Existing Rail Europe Documentation

Ongoing, non-linear | Linear process | Non-linear, but time based

adaptive path

Experience Map for Rail Europe | August 2011

Rail Europe Touchpoints by Channel

Stage / Channels	Research & Planning	Shopping	Booking	Pre-Travel (Documents)	Travel	Post-Travel
Website	Maps Test intineraries Timetables Destination Pages FAQ General product & site exploration	Schedule look-up Price look-up Multi-city look-up Pass comparison	Web booking funnel - Pass - Trips - Multiple Trips	Select document option (from available options) - station e-ticket - home print e-ticket - mail ticket	Contact page for email or phone	
Call Center	Order brochure Planning (Products) Schedules General questions	Site navigation help	Automated booking payment Cust. Rep booking Site navigation help	Call re: ticket options Request ticket mailed Reslove problems (info, payment, etc.)	Call with questions regarding tickets General calls re: schedules, strikes, documents	
Mobile	Trip ideas	Schedules	Mobile trip booking		Access itinerary Look up schedules Buy additional tickets	
Communication Channels (social media, email, chat)	Chat for web nav help	FB Comparator Email questions Chat for website nav help	Chat for booking support	Email confirmations Email for general help Hold ticket	Ask questions or resolve problems re: schedules and tickets	Complaints or compliments Survey
Customer Relations						Request for refund, escelation from call center.
Non-REI Channels	Trip Advisor Travel blogs Social Media General Google searching	Airline comparison Kayak Direct rail sites	Expedia		Travel Blogs Direct rail sites Google searches	Trip Advisor Review sites Facebook

Non-linear, no time restrictions

Linear process

Non-linear, but time based

Journey map for selecting a new smartphone

Persona: Ben Scenario: Ben's son broke his phone.	Research	Shop	Selection	Purchase	Contract	Use	Support	Post Experience
Touchpoint	Web Store Review Sites	Website Store Ebay Amazon	Digital Advert	Store	Store	Website Device	Web Chat	Friends Family Review sites for phone
Emotion	🙂	🙁	🙂	🙁	😐	🙂	😐	🙂
Thinking	I just bought stuff for Christmas. This will be the third phone in a year. Should he get a refurb for Christmas? Should he buy his replacement? Or maybe I give him mine and get a Pixel 2 for me.	Phones are expensive…And my phone is just over a year old and I have no complaints. Maybe I should get a refurb for my son.	My Carrier is running a special – get 1 Pixel 2, get a second for free. I can get that and give the second to my wife so she doesn't get jealous. Then put her old one on ebay.	I don't want to wait, I'll just go to the store… Although they are really slow... Sigh.	Ugh. I hate contracts. Although, my terms are pretty good.	This phone is quick, and takes advantage of faster network speeds that the old one couldn't	So.. How do I get my son's apps onto my phone?	Overall it's good. Some things could be better, but everything could be and it's not really their fault.
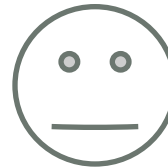
ACTIVITY:
JOURNEY MAP

DEBRIEF

THINK LIKE A DESIGNER

Curiosity

Find a better problem to solve

https://flic.kr/p/6G3AHW

Challenge assumptions

Challenge assumptions

Systems

Collaborate

CLASS ACTIVITY:
CAN'T COME UP WITH A GOOD IDEA? COME UP WITH BAD IDEAS!

simpl;learn
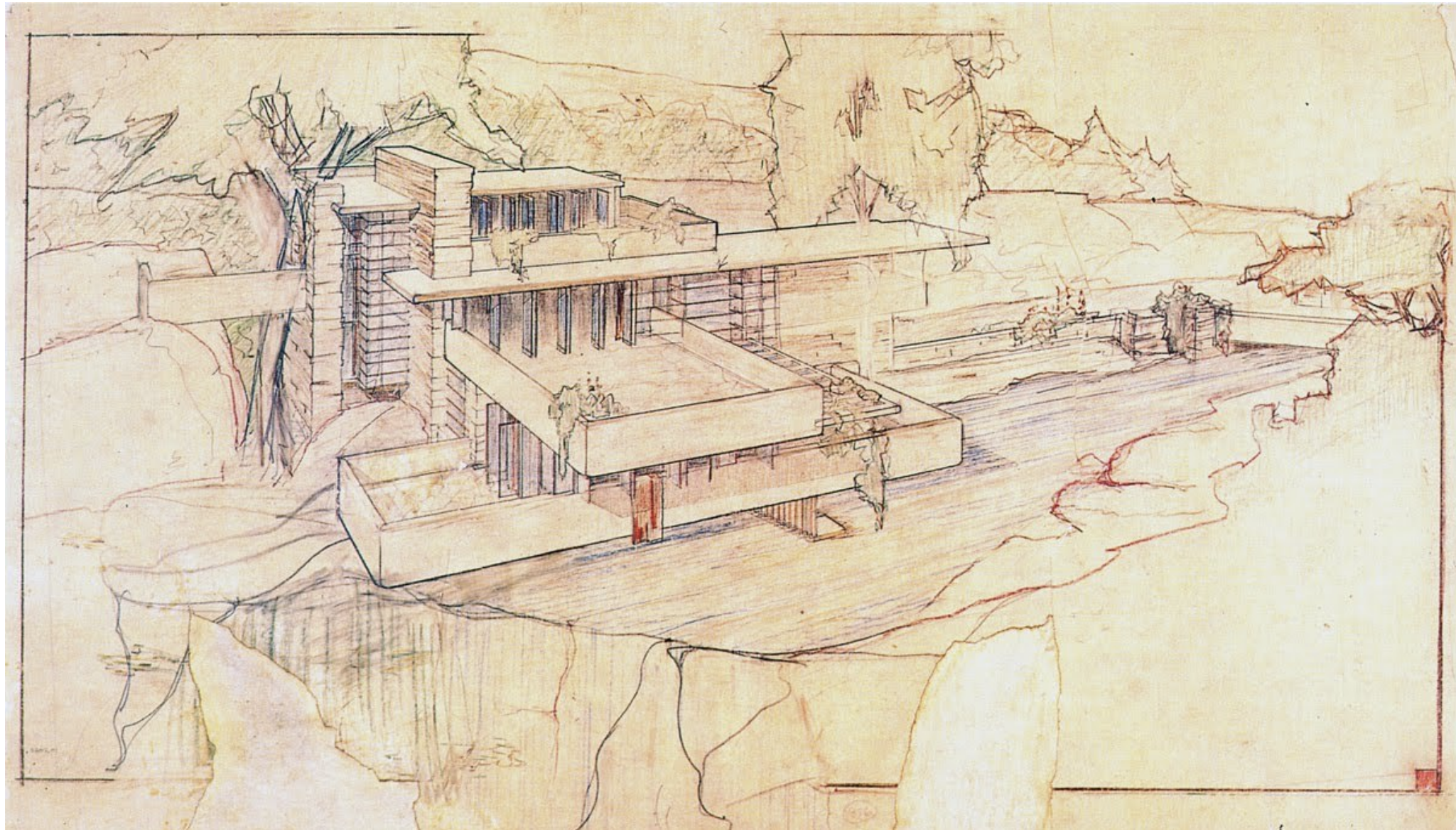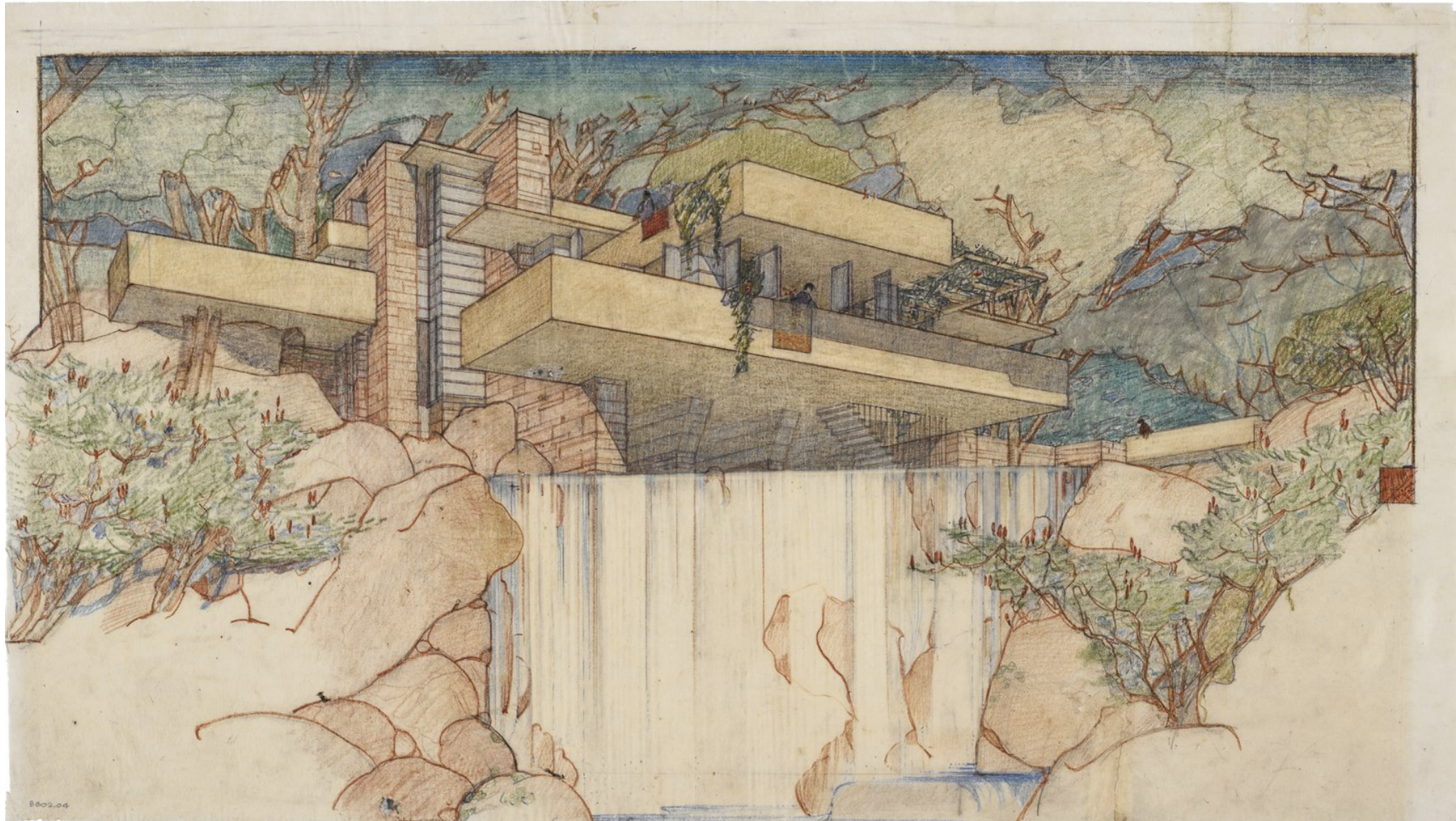
DEBRIEF

SKETCHING

You can use an eraser on the drafting table or a **sledge hammer on the construction site.**
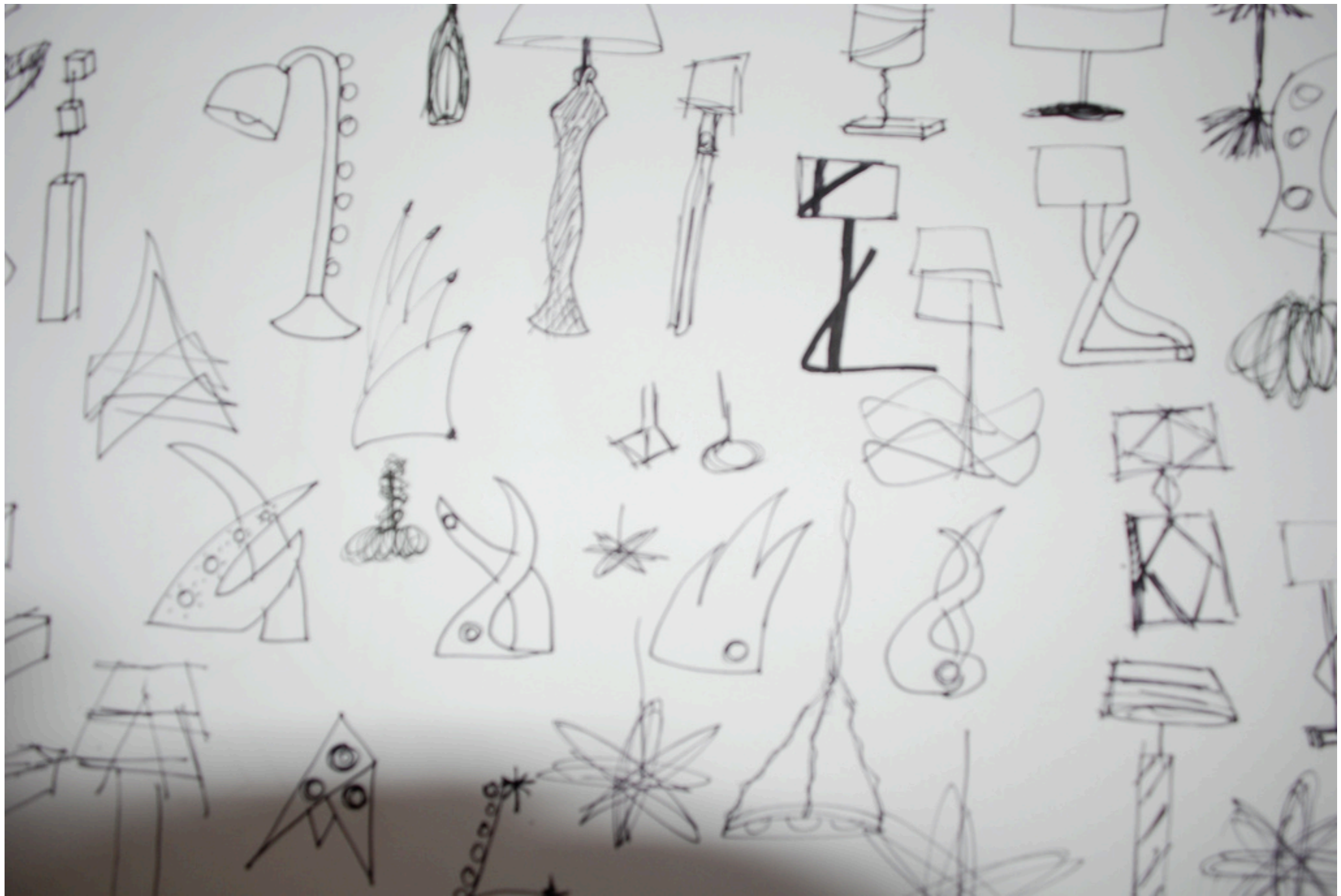
-Frank Lloyd Wright

© FRANK LLOYD WRIGHT FOUNDATION

Southwest Airlines

https://flic.kr/p/73HuSy

Love the organic
mixed with
the urban
theme.

My love of
circles
mixed with
line. With
accent of
curve

I like the curve
with cut off
end

Acrylic plastic ball is
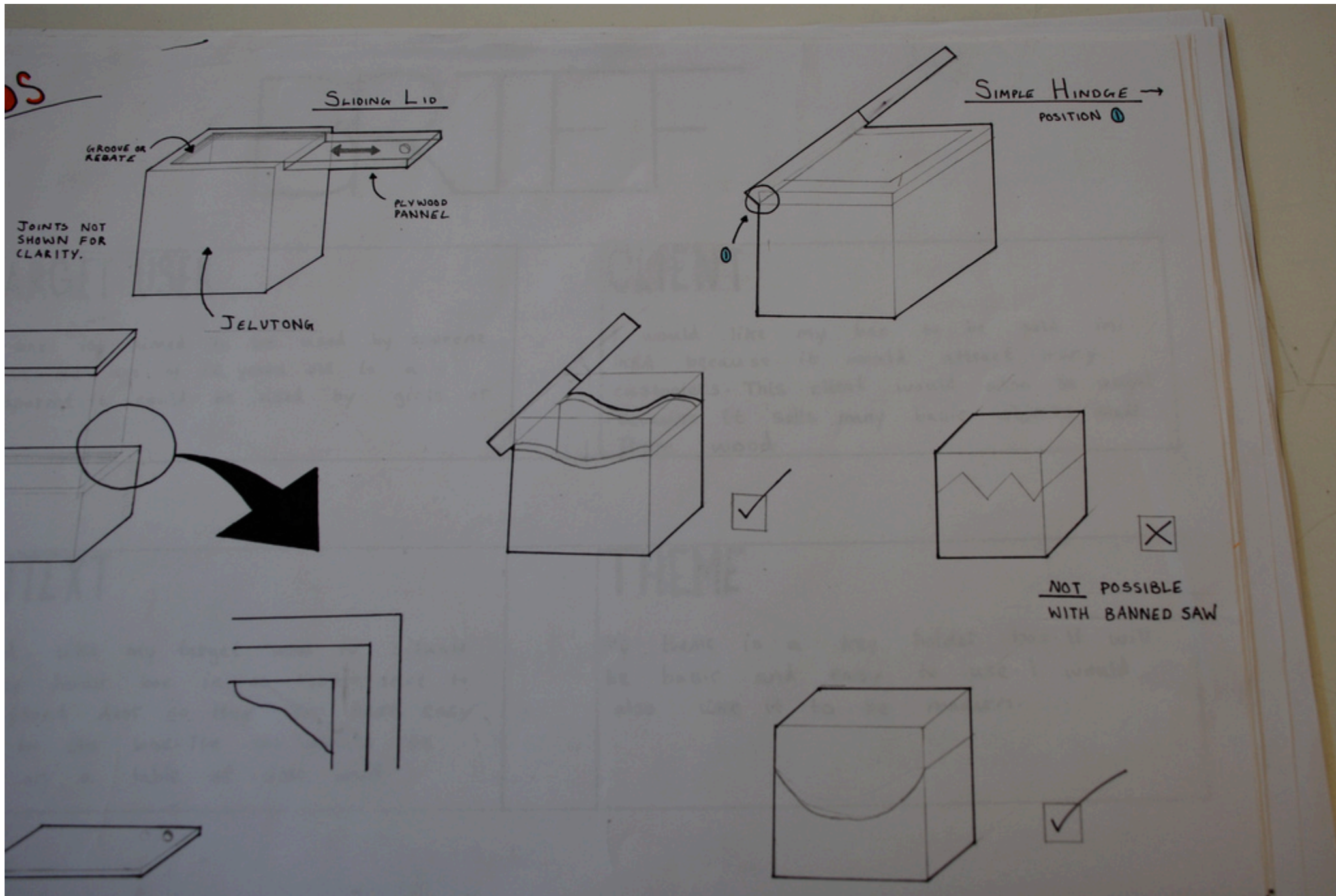rotational moulded
into a sperical shape

top part is
cut out
like
so and
tin
shapes
are
screwed
on

The top
part has a
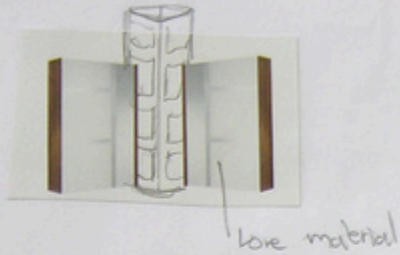hole drilled through
it for the cable

Light
sensor

to How to replace

tin sheet

SLIDING LID

GROOVE OR
REBATE

PLYWOOD
PANNEL

JOINTS NOT
SHOWN FOR
CLARITY.

JELUTONG

SIMPLE HINDGE →
POSITION ①

①

✓

✗

NOT POSSIBLE
WITH BANNED SAW

✓

6.

love material

Like the drop
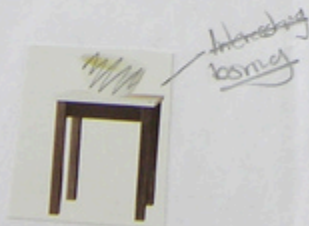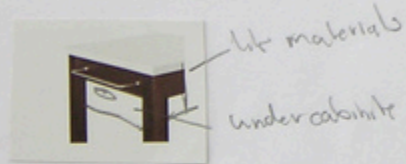
add side cabinets

Like handles

too big legs

Like drawers

smaller side possibility

get rid of sink

Like legs

nice material

Lit materials

under cabinet

add midolle

not add wheels

Like material

side possibility

interesting leaning

an interesting idea, but too tall

Link

get rid of

Like front

IDEAS ①

small drawers

plastic front door

See thong glass sheet

drawers slide out

shelfs

handles

shelfs

curved wooden doors

cabinit

bin with spring top

small shelf room

speakers can go here

tV sits here

larger at bottom than at top ③

sliding doors

shelfs

two plastic wood doors curved swing out

main cabinit

spins round

For DVDs, PS2 games, consol games

plastic front with curved door

made from plastic

shelfs for DVDs and CD.

speaker room for electrical amps

small plat pot or fish bowl.

room for

doubles as low table

wider at bottom than at top

storage for living room.

Front pulls down

bread bin Idea, storage for CDs, DVDs and books if small enough enough.

storage

https://flic.kr/p/794mn6

IDEAS 3

10.

pigon holes

spare for DVDs, Books and other

cubby holes

made of plastic

Storage for books + other

mounted on steel poles

protrudes from wall

storage for anything small enough

hinges up

made of plastic

Draws for storage

doors slide together

mirrors

small cabord

placed in dining room

opens up for room for cutting

room for plates, china + other (bowls, cups ext)

sample cabord with extras

Container cubords

shelfs

2

computer space

TV

speakers

Drawers

air tight container drums

Drum design

metal pole

https://flic.kr/p/794tai
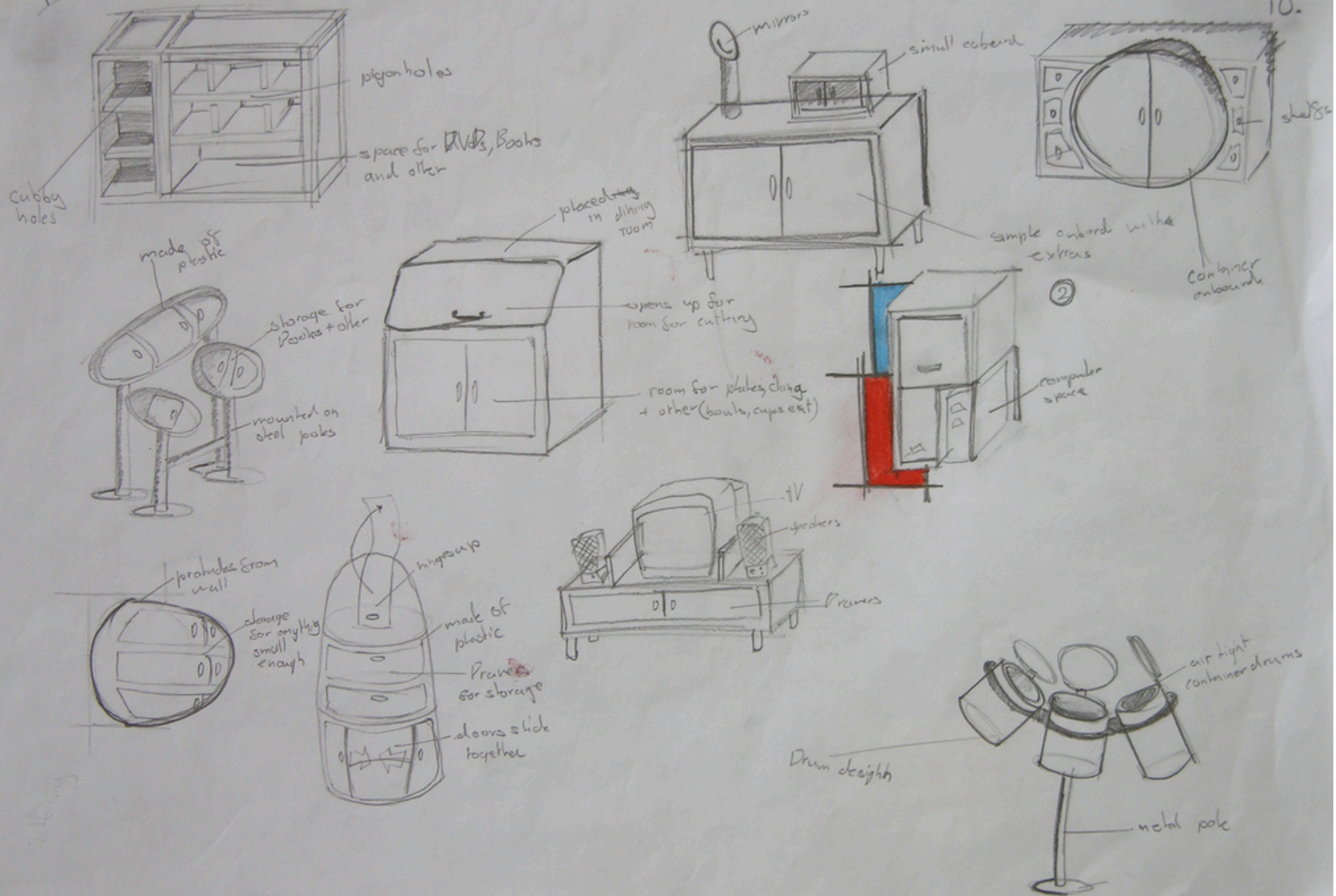
ACTIVITY
SKETCHING AND IDEATION

DEBRIEF

Module 4: Wrap up

- **Key Topics**
  - Designing with customer insights
  - Psychology and design
  - Think like a designer
  - Increasing creativity
  - Using design methods to solve problems

- **Activities**
  - Empathy Maps, Persona Design, Journey Maps, Sketching and Ideation

- **Ask yourself:**
  - Have you used similar tools before?
  - How can the activities described in this module be applied in your day-to-day work?