

Welcome to

From idea to shelf

Design for the Aalto University Shop
12-11-2021



Clarifications

- Each student can miss 1 out the 6 classes without justification. Yet, make sure to inform your team if you are not joining the next class.
- If you need to miss more than one class please get in touch with the teacher in advance to discuss possible ways to compensate.
- Remember that class 6 (10/12) is compulsory. The class will be held at different classroom (Väre M202).

TODAY

Design thinking

The process

Game Design

With Arash Sammander

The product

Work in teams

Brainstorming

Beginning



Observations

- Please use the chat to ask questions during the class so we can make it a little more dynamic.
- Attendance will be checked through a series of Pools during the class.
- When we get back from a break please mark the button **YES** on Zoom's participants list.

The Design Method



Design Thinking

“Design thinking is a human-centered **approach to innovation** that draws from the **designer’s toolkit** to integrate the needs of people, the possibilities of technology, and the requirements for business success”.

—Tim Brown, executive chair of IDEO

UK Design Council, 2005

[http://www.designcouncil.org.uk/sites/default/files/asset/document/ElevenLessons_Design_Council%20\(2\).pdf](http://www.designcouncil.org.uk/sites/default/files/asset/document/ElevenLessons_Design_Council%20(2).pdf)

Design
Council

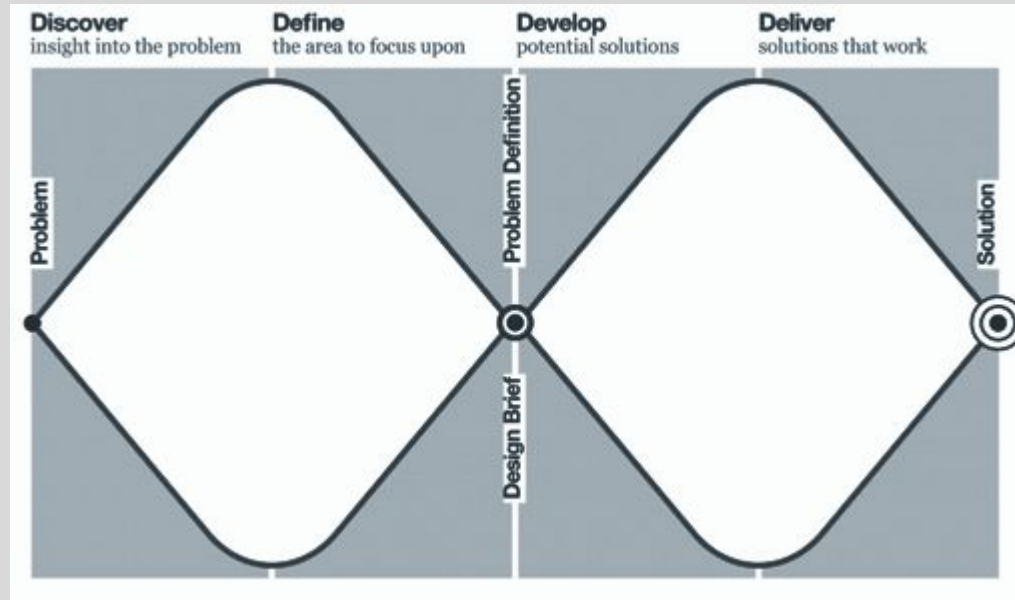
Eleven lessons: managing design in eleven global brands

A study of the design process

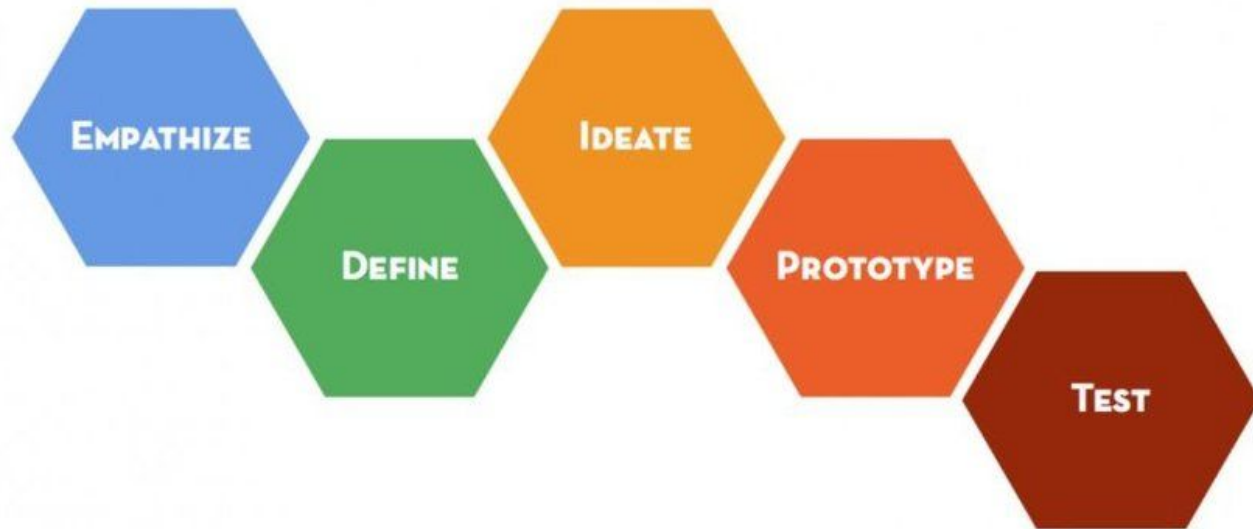


How do leading companies manage design in their businesses? Our in-depth study of the design processes used in eleven global brands gives real insights into the way design operates in these firms, and delivers usable lessons for all designers and managers.

The Double Diamond



Design Thinking process



From Idea to Shelf

Discover

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Define

>

Develop

>

Deliver

Immersion
Preliminary
research

Exploratory
research
Approach definition
/ Concept

Concept
application
Detailing

Communication

Your process

DISCOVER

- Class 1 and 2

DEFINE

- Class 2 and 3

DEVELOP

- Class 3, 4 and 5

DELIVERY

- Class 6

DISCOVER

- Identify the main issue of the project (problem, opportunity or necessity) which must be addressed
- Search for a large amount of information: market research, user research, visual research, concept research
- Look at things with “fresh” eyes - notice all details and compile insights
- Organize all collected data
- Define the limits of your approach

Market research: Future trends, consumer behavior, new necessities, areas of improvement, what exists, etc.

User research: how people use the offered products, user's journey, interviews, etc.

DEFINE

- Define how will be the project's approach, synthesizing the information collected in the previous phase.
- Rank the information: what is most important? Why?
- Identify opportunities: What is the best possibility to respond to this briefing using the collected data?
- What can you really make in this context? - Respond to the challenge using the identified opportunities.
- Clearly relate the concept to the client's objectives.
- Make a roadmap on how to develop your idea within the timeframe. Have a plan B.

DEVELOP

- Normally this phase will happen after the OK of a previous phase: there's corporate support for one or more concepts that address the core issue of the project.
- Ideas are drawn, modelled, prototyped and tested. It involves: visualizations and setting scenarios for the project.
- Mistakes and findings will refine the ideas. Lessons learnt will feed the process. Performance analysis.
- Good understanding of the technique and materials to be used. Project should take on account the necessary guidelines for the product manufacturing.
- At the end of this phase the product will be almost ready for production.

DELIVER

- Final visualizations and detailing with technical specifications.
 - Production of a final mock up /prototype.
 - Organization of the final presentation.
-
- This is the moment when the concept is taken to the last tests and approvals to then be produced and launched.

Tools to help the Design process

- <https://www.nordicrebels.com/rebeltools>
- <https://www.designkit.org/methods>
- <http://library.ac4d.com/>

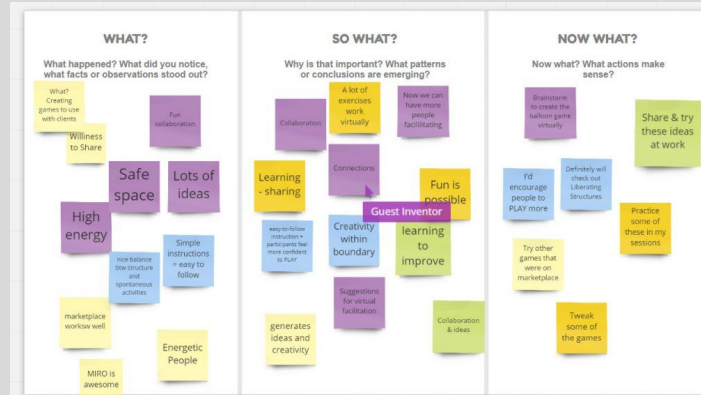
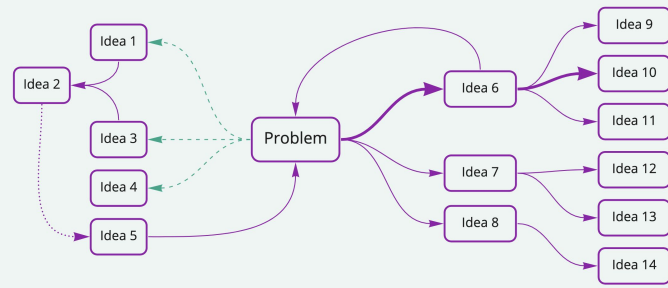
Why design thinking works:

<https://hbr.org/2018/09/why-design-thinking-works>

Please welcome

Arash Sammänder

Brainstorming



Choose a template

Search:

Recommended
Based on your role, we recommended you to start with the most relevant templates:

Popular

- Remote meetings
- Building blocks
- Demo boards
- All templates
- Recent

Use Cases

- Brainstorming & Ideation
- Research & design

 Kanban Framework	 Mind Map	 User Story Map Framework
 Retrospective	 Brainwriting	 Product Roadmap

Activities to Brainstorm

First round:

- Each one in the group “download your learnings” using Miro (words and images when possible)
- Organize ideas in clusters and present to one another.

Second round:

- Write down as many ideas as possible for the project
- Each one explain their ideas while organizing them into clusters
- Group votes for the most interesting ideas worth trying in the Lab

Preparing for Ideation

- Each team will have time to ideate and develop dirty prototypes during the class time.
- **Select in advance the most promising ideas** from you brainstorming session to develop further during ideation.
- **Bring any interesting materials** you may use for dirty prototyping. E.g. cardboard, wires, scissors, glue, tape, beads, wood scraps, yarns, etc.
- DON'T FORGET YOUR MASKS!

NEXT CLASS 6.11

Submit on My Courses an images of your group's brainstorm session. Highlight on the file the three ideas the team wants to test during the ideation workshop.

Among your team, define 1-3 product ideas to be further developed.

To read: "You can prototype anything" from IDEO (pdf in mycourses).

Check out the other reading materials on Design Thinking (pdf in mycourses).