Welcome to ADD Basics!

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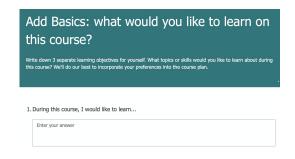


Today's agenda

15:20 Using AM to optimise the supply chain, Wycliffe Raduma

Break

16:30 Designing for your user, Anton Schubert



Supply chain things

Optimizing the production process

How to create a product that people wants and needs

User and market research: finding and validating ideas



Assignment 7: User feedback

Do this assignment together with your group.

- Define your target audience
- Book an interview with one potential user of your product per team member (5-6 total)
- Prepare interview questions & conduct the interviews
- Analyze your results and compile them using the report template

Use the report template (on MyCourses) to structure your answers. Due in 2 weeks.



Design a hangboard for your personal climbing needs

CustoBoard

- A CustoBoard contains various holds that can be used to improve finger strength for climbing
- The Custoboard is customizable in order to meet the customer's needs, the positions and shapes of the holds can be changed
 - The CustoBoard can be attached to every apartment wall



Next week: New Business Game at Design Factory Stage



