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## 1.5 the deep dive answers

Activity 1.5 The Deep Dive How do professional design companies work through a design process? The video you'll see describes the efforts of a world-renowned design company that applies its process to redesigning a common, everyday product. One of the best documented examples of the design process in action took place in Palo Alto, California, at an industrial design company called IDEO. ABC News presented IDEO with the challenge of redesigning the old and familiar shopping cart in just five days. Nightline reported on the experience and broadcast the program on February 9, 1999. This short documentary underscores the idea that fantastic solutions can be produced under very difficult constraints if the designers have a commitment to the problem, a firm understanding of a design process, and a willingness to act as a team. In this activity, you'll review the Deep Dive documentation and record information about the design process used to redesign a shopping cart. In this activity you will observe a group of professionals who are working to solve a design problem in just five days. Answer the following questions while you see The Deep Dive. A class discussion takes place after the transfer. 1. From the buildings in which we live and work, to the cars we drive, or the knives and forks we eat with, everything we use has been designed to create a kind of marriage between form and function.<sup>2</sup> People at IDEO declare that they are not experts in a particular field. But they claim experts on the process of designing things that they apply to the innovation of consumer goods. 3. After the design team has been brought together, made aware of the problem and informed that they have five days to withdraw it, at what stage of the design process do they get involved immediately? Defining the Problem 4. Give two examples of what team members have done at this stage. A. They addressed problems that shopping carts had by showing examples such as photos b. They also thought of more problems shopping carts faced and asked questions 5. List five rules of thumb that IDEO employees follow when exchanging ideas during the brainstorming phase: a. One conversation after another d. Build on the ideas of other 6. Why should wild (and sometimes crazy) ideas be entertained during the brainstorming phase? So people can put an idea down and start building from it, maybe creating a great product. Also because they don't want everyone to have the same ideas. 7. After the brainstorming phase was over, the team narrowed down the hundreds of ideas by voting for those ideas that were not only cool but could also be built in a short time. What phase of the design process involves brainstorming and narrowing down ideas? The Deep Dive 8. IDEO believes that the ideas and efforts of enlightened trial and error will always be more successful than planning a lonely genius. 9. After the ideas were narrowed down and divided into categories, the group was four smaller teams. What stage(s) of the design process was each of these groups responsible for? Each group was responsible for both 10 people. IDEO executives believe that strange behavior and a moving environment are two important reasons why their employees are able to think quickly and creatively to achieve innovative results. 11. Sometimes people come up with great solutions that work by first trying out their ideas and later asking for forgiveness. 12. Design is often a process to go too far and take a few steps back. What stage(s) of the design process would the criticism of the four mock-ups fall into? Testing and redesign 13. When criticizing the models of the four teams, it was clear that none of the teams had developed an optimal solution. However, people at IDEO believe that it is important to often fail in order to be successful sooner. 14. What percentage of the total weekly time did it take to produce the final prototype? About 50% 15. Instead of showering his design team with enormous praise, what did the boss ask of his employees with their new design? Try to improve it. 16. Of all the things that surround us every day, what hasn't been laid out by the design process? Nature Extend Your Understanding (Optional) Engineers need to know what problems they are tackling. You need to have an idea of the extent to which the solution should be implemented, along with what the solution should do to solve the problem. The technician must also work within constraints such as time and budget. A design job is a tool that succinctly identifies the problem, solution expectations, and project constraints. The engineer often returns to the design job during a design process to assess the progress and validity of his creative work. Imagine you're part of this design team. The project leader has given you responsibility for creating a draft letter that defines the problem, specifies the expectations that the solution must meet, and identifies the project criteria and constraints. Your design assignment guides the team as it works through the design process. Record your information from your observations of the video in the design letter on the following page or in your engineering notebook. Shopping Cart Redesign Design Brief Who is the customer or customer who pays for the design service? Cart listist Who will use the new product? Who was responsible for the design of the revised shopping cart? What was the problem the design team was trying to solve? Write your answer as a full sentence. The problem that the design team tried to solve was the improvement of shopping, security, checkout, and find. You are looking for parts of a shopping cart. To what extent should the solution be implemented? Was the intention of the design team to just sketch and be done with an idea? Was the intention to develop an idea to stop building and stop Or was it the design team's intention to design, build and test an idea? What were the expectations of the draft before it would be considered a successful solution to the problem? In other words, what did the solution have to do? The solution was a safer, easier-to-use shopping cart that would also prevent mind car theft. What criteria did the solution have to meet? What were the limitations of the design team? Was there a time limit to complete the project? 5 Days Limit Easy to Use Theft Proof Safe Convenient Cost 1. What was the most impressive part of the teamwork? They were able to work together and work together to complete the project in 5 days. 2. What are the benefits of having a design team with members who do not have a non-technical background? They can all work together and share ideas from two different perspectives. 3. There was a point in the process where a self-proclaimed group of adults stepped in, stopped the ideas, and led the group to dissolve into teams. Why was this done? To prevent everyone from getting around and to develop more ideas that they could combine. 4. At the end of the video, Dave Kelly says: Look around. The only thing that is not designed are the things we find in nature. Can you imagine something that would contradict this statement? One thing is when places like plants use hormones in their crops that change the original product and makes it better. 5. Consider the different versions of a design process (below) that were introduced in the design process presentation that you viewed. How are the processes similar? How do they differ? ITEA Standards for Technology Literacy Design Process in IED They all include redesign and trial and error; you all identify a particular solution you all are used to solve a problem you all need multiple solutions You all need a product design you all have the same features All 4 require solutions you all need people to explore 6. Believe that the tasks that the design team did during the design challenge or final solutions would have changed if the team had followed a different version of a design process? Explain. Yes, because the design process is a job created to make design easier, and without it, the team would probably not be able to complete the project. Conclusion 1. What was the most impressive part of the teamwork? The most impressive part of the teamwork is the collaboration. 2. What are the advantages of having a design team with members who do not have a non-technical background? Without a non-technical background, you can take part in research 3. There was a point in the process where a self-proclaimed group of adults stepped in, stopped the ideas, and led the group to dissolve into teams. Why was this done? They also parted ways in groups to make a car specializing in shopping, security and check-out. Because they had to drive with these areas on the wagon. 1. Auf Auf At the end of the video, Dave Kelly says: Look around. The only thing that is not designed are the things we find in nature. Can you imagine something that would contradict this statement? Engineers make wild life appear, which contradicts the statement. Statement.

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