O'DEA DESIGN CLUB

PROJECT OVERVIEW
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CLUB OVERVIEW

The club is an opportunity for students to put into practice human-centered design skills to help local businesses find solutions to real-world problems. These skills, when practiced with a combination of empathy and critical-thinking allow the student to build **character** while being of **service** to companies while experimenting with different professions and careers.

Deliverable:

The students will create proposals for solutions and present them in a real-life context to the professionals from the companies that the students are focusing on.

USING DATA TO SOLVE REAL-WORLD PROBLEMS WITH HUMAN-CENTERED DESIGN.

DESIGN-THINKING OVERVIEW

The human-centered design process is a critical-thinking framework created by the IDEO company (a spin-off from the Stanford d.school). In order to find viable solutions to problems the process focuses on designing solutions with the user's wants and needs in mind. The key to the process is EMPATHY and the designer will engage in an inherently collaborative process to dream up winning solutions to REAL PROBLEMS! Below is a summary of the process:

Step #1: Empathize- Every business person has his/her own problems that they need to solve and we need to talk with them to fully understand the issue. The first step to the process is an interview to get to know our client.

Step #2: Create a problem statement - To be productive, we need to find the problem statement that accurately reflects the needs/wants/pain points of our business client. Good problem statements are general enough to allow for creative freedom and specific enough to ensure proper focus for productive design work. Examples of problem statements include:

- How might Hulu create a more teenager friendly interface while still appealing to other demographics?
- How might Boeing create a wing that maximizes load bearance while minimizing material/manufacturing costs?
- How might BD more efficiently distribute COVID-19 testing materials to foreign markets without having to spend more on distribution channels?

Step #3: Ideate - In order to come up with winning ideas, we need to collaborate and put them down on paper. Brainstorming is a critical part of the process in which we come up with creative solutions to problems...maybe even some ideas that have not been thought of before!

Step #4: Test and get Feedback - The business client is the end user for our solution, so we need to take it to him/her to get feedback. Once we get the necessary feedback, we will be able to improve our solutions to better meet the needs of the client.

Step #5: Iterate and Repeat - Design is an endless cycle that can always be improved upon with more time and energy. The more tries the better.

Empathize

Problem Statement

Ideation

Test/Feedback
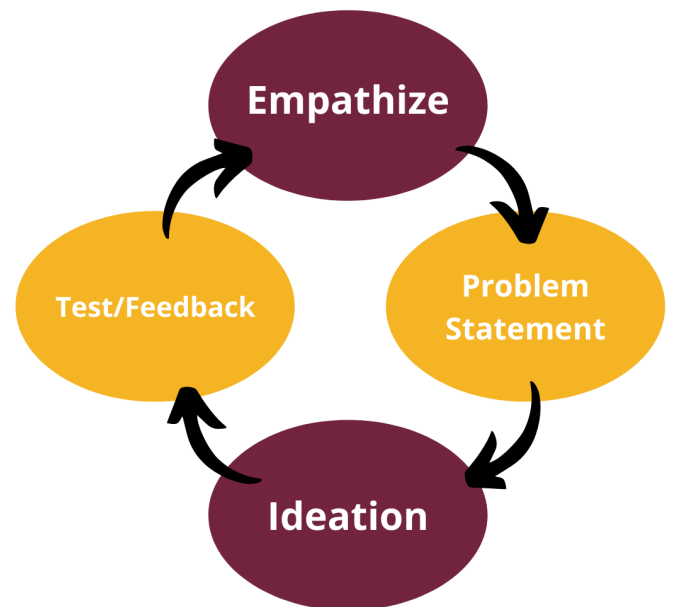
HOW MIGHT BOEING CREATE AN INTERIOR DESIGN THAT IS MORE FAMILY FRIENDLY WHILE MAXIMIZING SEAT PER AREA VALUE FOR ITS AIRLINE CUSTOMERS.?