

ME 277

advanced needfinding

imperatives, design principles and metaphors

Challenge





There are a lot of water bottles on the market today!





Drinking water is healthy.

Here are a few of Mary's
needs :

1. To drink filtered water
2. To easily access her water bottle while on the go
3. To gulp water
4. To make time to drink
5. To feel healthy

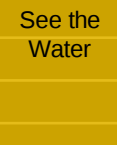
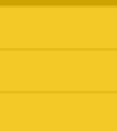
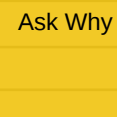
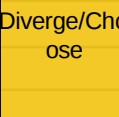
Design a really **bad** water
bottle for Mary.



What are your **bad** design rules (imperatives) for Mary's new horrible water bottle?



Take one of your **bad** design imperatives and turn it into an amazingly good solution.

Date	Week	Week's Theme	Lecture	Reading	Homework	Design Thinking Skills	
6-Jan	1	Seeing Water	Design Thinking/Seeing Water				
7-Jan							
8-Jan			Research Techniques: Observation	This Is Water	1 - Design a Tool		
			Understanding Needs and Culture				
20-Jan	3	Design Research	MLK Holiday				
21-Jan							
22-Jan			Research Techniques: Interviewing	The Antidote	Due Jan 22		
							
3-Feb	5	Imperatives	Insight	Thinking Fast and Slow			
4-Feb							
5-Feb			Design Principles				



**Developing Insights
(Ask Why)**



**Generating Ideas
(Diverge/Choose)**

Imperatives

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