

# Design *Thinking* Ideation KickOff

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# Goals

- Evaluative development of an interactive tangible interface
- According to a defined project-theme (“Grab a Theme”)
- Methods and techniques will be used in order to deal with the complexities of a design-process and to realize a design (artifact).

# Goals

- To foster understanding and utilization of qualitative methods and their impact on idea and design
- To train and apply analysis-techniques and experimental design-techniques
- To realize a concrete project via project oriented team work
- To elaborate and present results
- To reflect on the applied methods and the evolving design

# Mode

- The course is based on method-guided group work sticking to a chosen (annual) theme
- Students are working in groups of 4 (max.) - You may choose your team freely!
- There will be lectures and materials (e.g. method-sheet) teaching each method and technique including context and examples
- Your progress will be accompanied by presentations showing the team-progress, insights, intermediate results, milestones, evaluations of outcomes and reflection regarding the applied methods



# Design Journal



The **Design Journal** is a collaborative design-diary for your team.

Therein will be a growing collection of ideas, thoughts, sketches, annotations, decisions and discussions. It supports you in reflecting, developing, decision making and archiving your progress.

Any additional materials and information will be part collected within your **Design Journal**.

The **Design Journal** is a design-artifact keeping record of your discussions and making your design process transparent. It is NOT meant to contain just final decisions!

! Bring your **Design Journal** for every teamwork and feedback session.

You may store it at the institute.

# Design*Box*



Keep everything in your **Design*Box***:

**Design*Journal*** including group-discussion protocols, sketches, notes, materials, (discarded) ideas, design-decisions, mockups, hardware, etc.

! Bring your **Design*Box*** for every teamwork and feedback session.  
You may store it at the institute.

# Mode: Teamwork & Feedback-sessions

- Each group presents the Status Quo of current work shortly (10-15 min) each week (informal discussion)
- Tell in detail, what you are working on and what your current challenges are
- Other teams are supposed to participate!
- The **Design Journal** is used to keep record of discussion and feedback.
- The lecturers will provide input from practice commenting the current „**Try Do**“s and decide next-steps together with the team.
- Artifacts and materials will be always brought along in your **Design Box**.

# Theme: **Grab a Theme**

The theme allows for a broad interpretation, different focus points and approaches. Using a set of methods you will explore your team's interpretation of the theme.

The theme encompasses different aspects, such as:

- New forms of narratives,
- Combinations of different media: text, videos, images, sketches and interactions
- Time
- Validation, authenticity, correctness of data
- How did you achieve your results?
- How are you presenting your results?

## Theme: **Grab a Theme**

- Each team will focus on it's own theme and explore it
- What will be investigated? Context, interactions including people, devices, software, hardware etc., collaboration, communications, use of public or private space,...
- The „Big 5“: How, Where, When, Who, Why...  
To explore, investigate, analyze and finally find answers.

# Use methods to...

Explore the theme in detail to

- investigate and document your team's chosen interpretations of the theme
- use design generating methods according to the theme
- develop creative approaches and put design methods into practice
- evolve your idea into a concrete concept and from there into a functional prototype for a designed product

# Grading

- Teamwork (collaboration of your group)
- Individual grading → keep record of your work
- Input of the lecturers regarding the application of the taught methods: Introduction (with examples) + Method-Sheet
- Reflection regarding the methods and transfer of these results into design decisions
- Quality of the work (documents, artifacts, etc.)
- Presentations (each student presents at least once)
- Remember to put your names and team's name on your assignments.

# Grading

The grade you will achieve consists of the design-work and the utilization of methods you have learned, 3 presentations of your team and the analytical documentations you hand in with your assignments

Prerequisite for positive grading are presence and participation during the scheduled course dates (mandatory).

Grading Key:

95-100 P = S1

86-94 P = U2

73-85 P = B3

60-72 P = G4

0-59 P = N5



# DeTh Ideation: Assignments and Presentations

- PR1 Presentation of the theme's interpretation (2 per group) (6P)
  - HA1 Execution and analysis of a Literature Review (8P)
  - HA2 Execution and analysis of Expert Interviews (8P)
  - HA3 Construction of a Portfolio (8P)
  - HA4 Development and analysis of Cultural Probes or Provocative Requisites (8P)
  - PR2 Intermediate Presentation (10P)
  - HA5 Development und analysis of Design Games (8P)
  - HA6 Development and analysis of Scenarios (8P)
  - HA7 Development and analysis of a Narrative Poster (8P)
  - HA8 Participation and analysis of a Design Workshop (8P)
  - PR3 Final Presentation Ideation → Design idea(s) (10P)
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- TWI Participation within the Team and during Feedback sessions – Ideation (10P)

# Outlook *DeTh* Explorative Prototyping

- Development and analysis of Sketches/Wireframes/Mockups
- Development and analysis of Technology Probes
- Development and analysis of a Prototype Concept
- Development and analysis of a Functional Prototype
- Development and analysis of the Product
- Initial, intermediate and final presentation → Product

# Assignments

- Assignments are specified during lectures, within the method sheets and in the TUWEL course (structure, contents,...), where they are supposed to be handed in before the respective deadlines.
- Always put your individual names & the team's name on the cover sheet (Cover sheets are NOT part of the assignments' minimum page count requirements)

# Additional course information and news

- TISS

<https://tiss.tuwien.ac.at/course/educationDetails.xhtml?semester=2018W&courseNr=187B09>

- TUWEL Online Course

<https://tuwel.tuwien.ac.at/course/view.php?id=15883>

# Today...

- Forming a Team
- Team-Brainstorming – Associations & Sub-Themes
- Lecture “Literature Review”
- Lecture “Talks & Presentations”

Up Next:

- Initial presentation of 2 Ideas of your team regarding the theme
- Collection of chosen media & materials supporting your idea (Images, Objects, News paper articles, projects, movie stills, etc.)
- Process and Elaborate on Associations regarding the 2 ideas → helps defining and detailing your ideas more in-depth
- min. 10 associations per team-member
- presentations: max. 5 min per Team – digitally and/or physical (e.g. Collage, Mash-Ups, etc.)