

**XCOR 1012 New Orleans Innovation**  
**Spring 2019**  
**Professor Shayna T. Blum**

**Project: 2<sup>nd</sup> / Midterm**  
**Product Design**

(Research Methods, Design Process, Collaboration, Product Design, Innovation)

Steps

**Class 1:**

- Organize:
  - Students divide into three groups of seven students
  - Each student is assigned a role on the team: Captain, Co-Captain, Secretary, Visualizer, Team Player.
  - Brainstorm initial project ideas.

**Class 2:**

- Brainstorm Session:
  - Students work together visualizing their ideas in a large scale mind map.
  - Students are asked to utilize basic question words: Who, What, When, Where, Why, How, to help the mind mapping process.
- Critique:
  - Teams present ideas to peers in an informal critique.
  - Students are asked to provide feedback for each team.
- Assignment:
  - Each student will select two examples of a similar product and/or idea from the team's design. This will be discussed in class 3.

**Class 3:**

- Analysis:
  - Teams will analyze each students' example. What works with the product? What does not work for the product?
- Evaluate:
  - How can you make your product better?
- Survey:
  - Create a list of questions about the product which will be used to survey potential product users.
  - Each student from the team will survey 3 people

**Class 4:**

- Visualize:
  - Create an infographic to represent the data from the survey.

- Report:
  - In a typed report, discuss the project process and final outcome. In the report, included artifacts from the project evolution: Images of notes, sketches, photos of brainstorm, survey, visualization.