

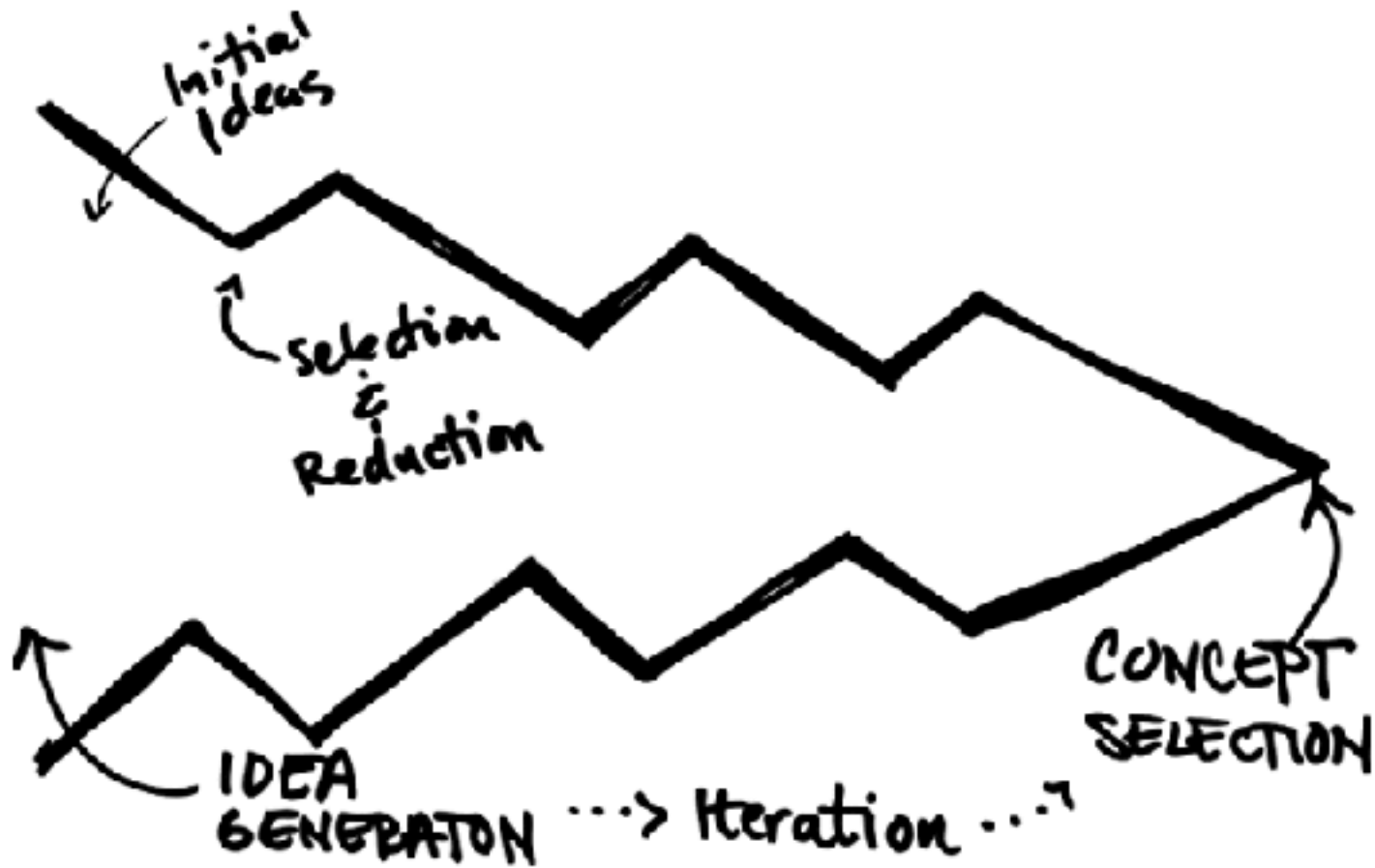
Design Studio





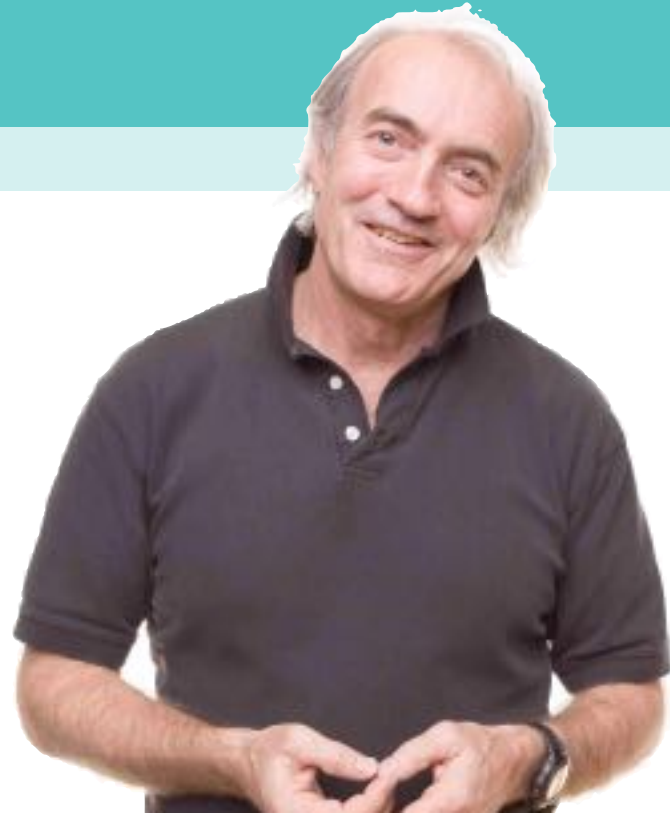
Not a physical space ...

The design funnel ...



Getting the right design, and getting the design right

(Bill Buxton)



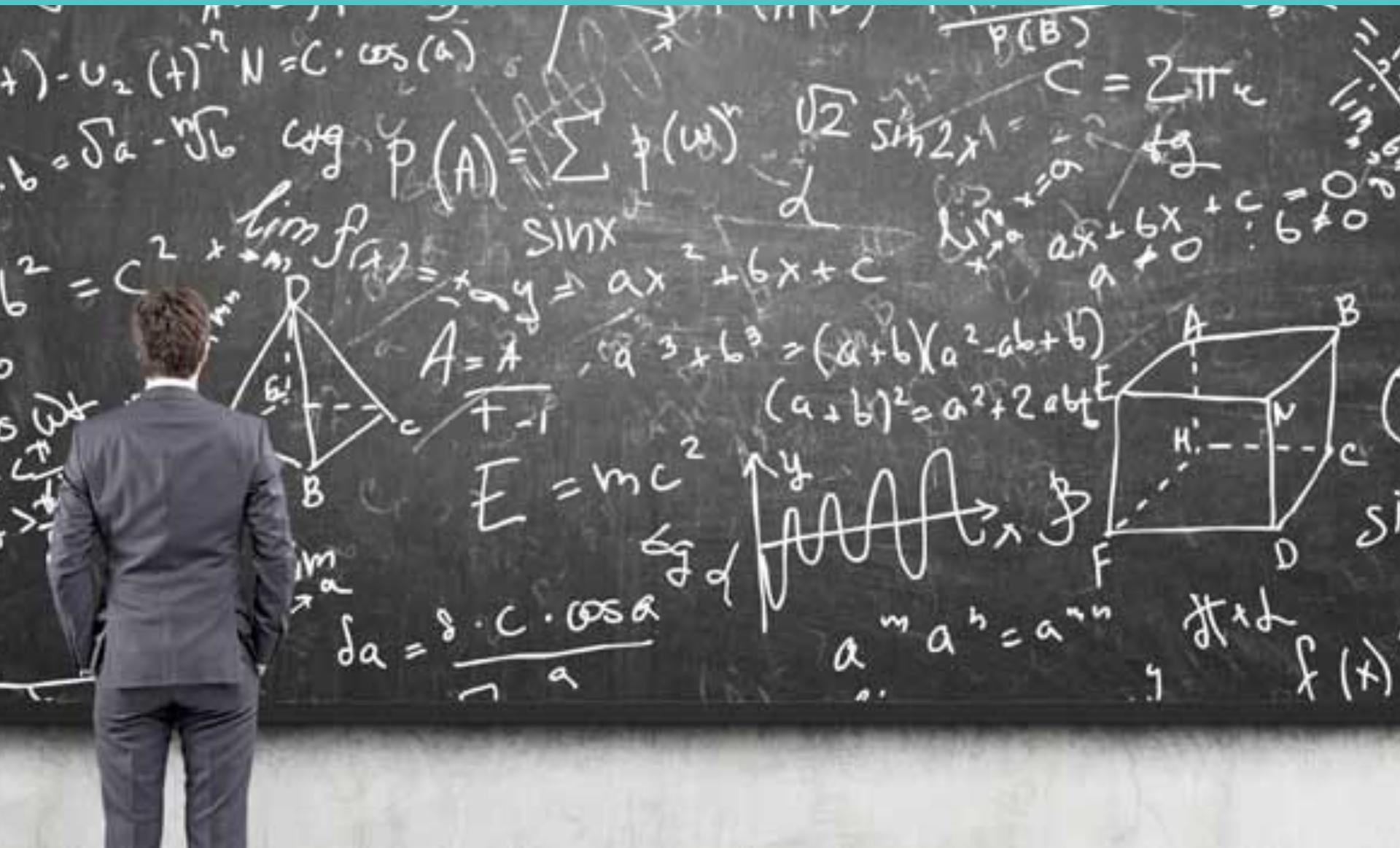
It's this:

- Generate many ideas quickly in a group setting
- Refine and iterate through sketching and critique

Why not just ... brainstorm?

- Group think
- No visualization → no shared understanding
- No chance to build upon ideas by others

How does it work???



Preparations ...

- Present challenge
- Have a persona (or some other means for describing the user/customer/...)
- Build teams
- Explain sketching

The schedule ...

1.	Sketch alone	5min (4up)
2.	Present & critique	2min/team
3.	Sketch together	5min
4.	Present & critique	2min/team
5.	Sketch together	5min
6.	Present & critique	2min/team