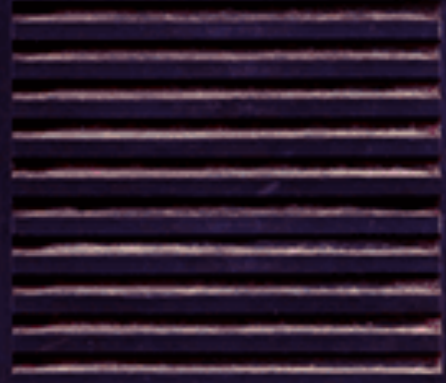


Let's Jam!



Icebreaker

1

My name is I come from
One of the things that I like the most is
..... And one of the things that I
hate the most is
Finally, if I had to describe myself as an animal, it
would be (because)


2

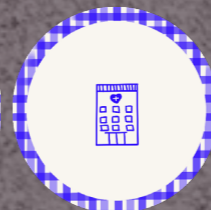
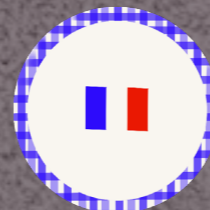
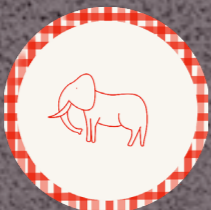
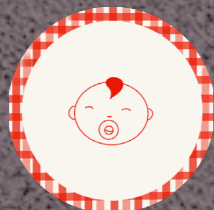
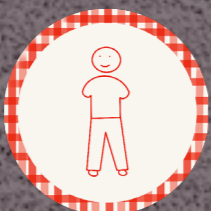


3

My name is I come from
One of the things that I like the most is
..... And one of the things that I
hate the most is
Finally, if I had to describe myself as an animal, it
would be (because)

*Develop respectful and
cooperative communication*

 *What is design* 





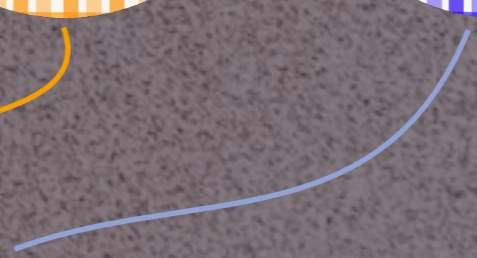
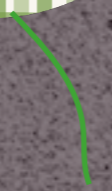
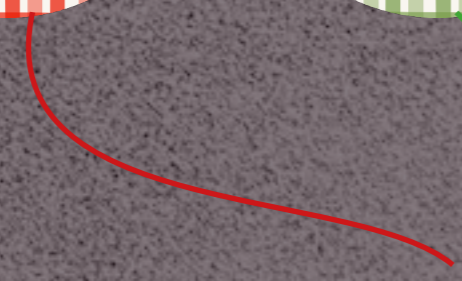
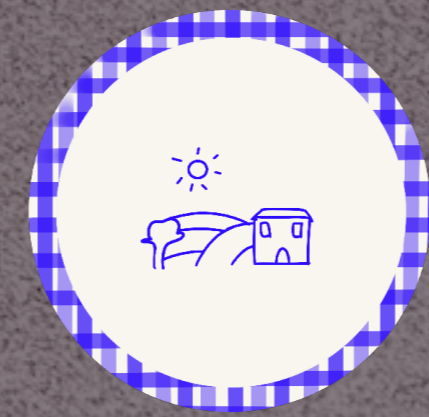
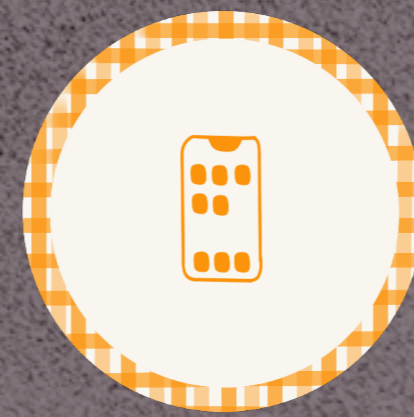
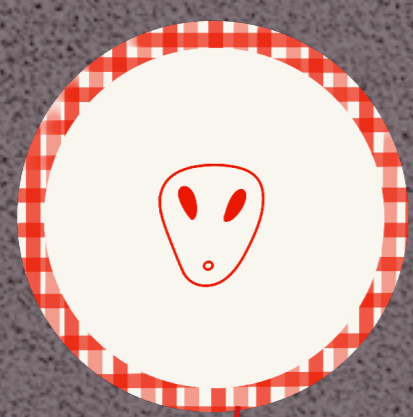
Users

Needs

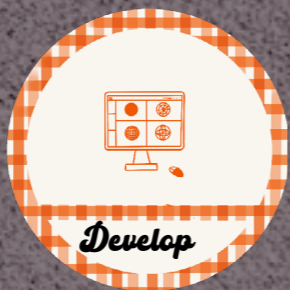
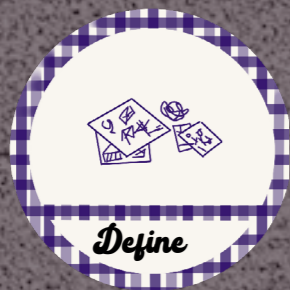
Medium

Contexts

 *What is* 
design



What is design



Phase 1

Phase 2

Phase 3



Definitions

Of keywords



**Design
Dictionary**

Definitions

User



A person who uses or operates something.
Persona que utiliza o maneja algo.
Uma pessoa que usa ou opera algo.





Creative Phase

Ideation

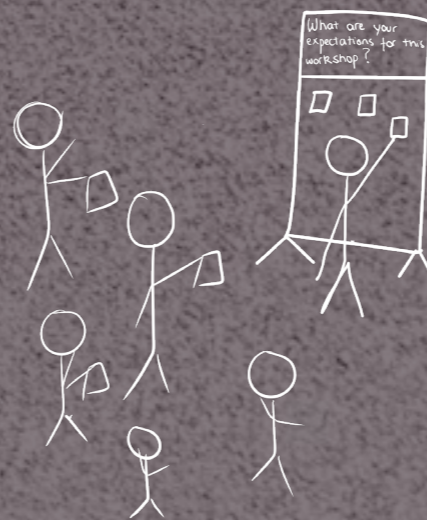


Create your own recipe



Introduction

- 1) What are your expectations from this project ?
- 2) The rules :
 - Try to get out of your comfort zone
 - Communicate and be nice to each other
 - Don't hesitate to ask for our help
 - And have fun and enjoy, you are in a safe place





2 teams

What the jam is your problem ?

5W 1H



1h

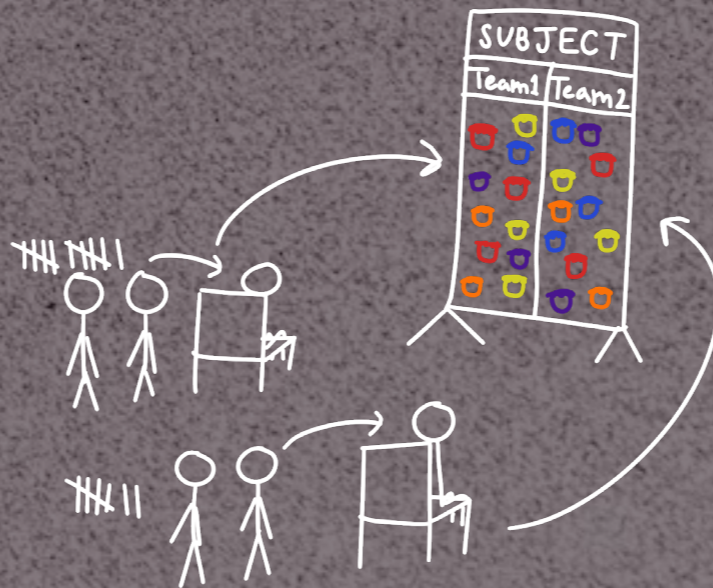
Round 1 : What are the problems related to this subject ?

Round 2 : Where could this subject be taking place ? Name specific examples

Round 3 : When is this subject especially relevant ? When in the day, month, year for instance

Round 4 : Who are the people involved in this subject ?

Round 5 : Why is this subject important ?





2 teams

Cooking up ideas



30min

Develop ideas



Individually

Who did it ?

a designer or a kid

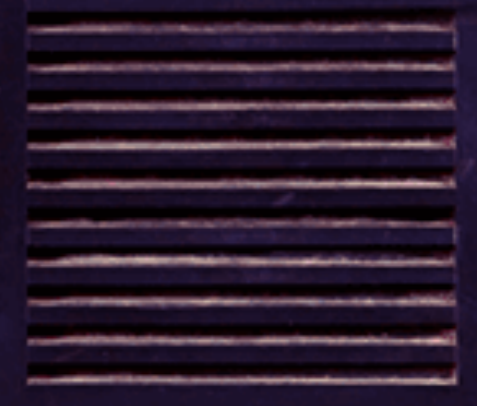


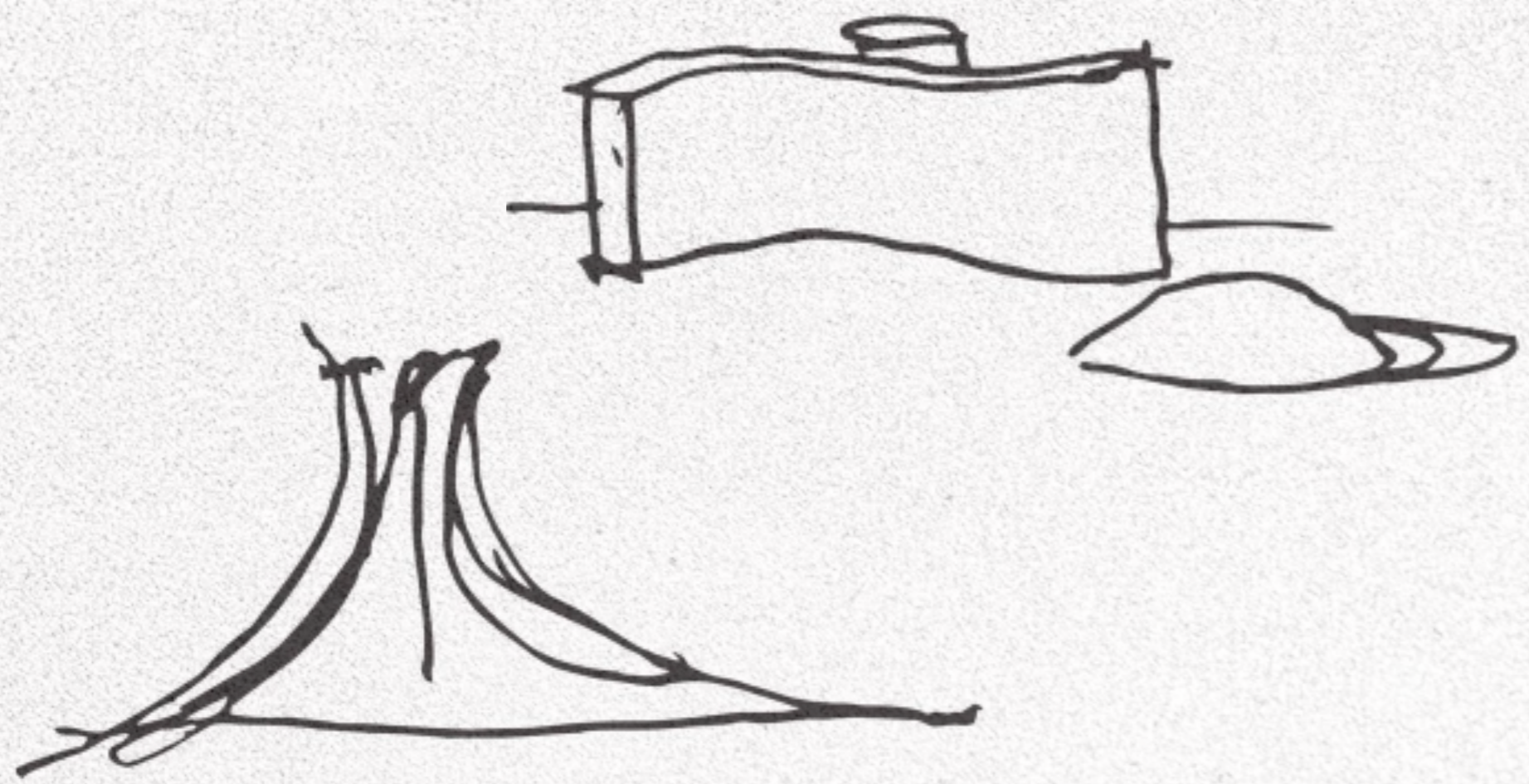
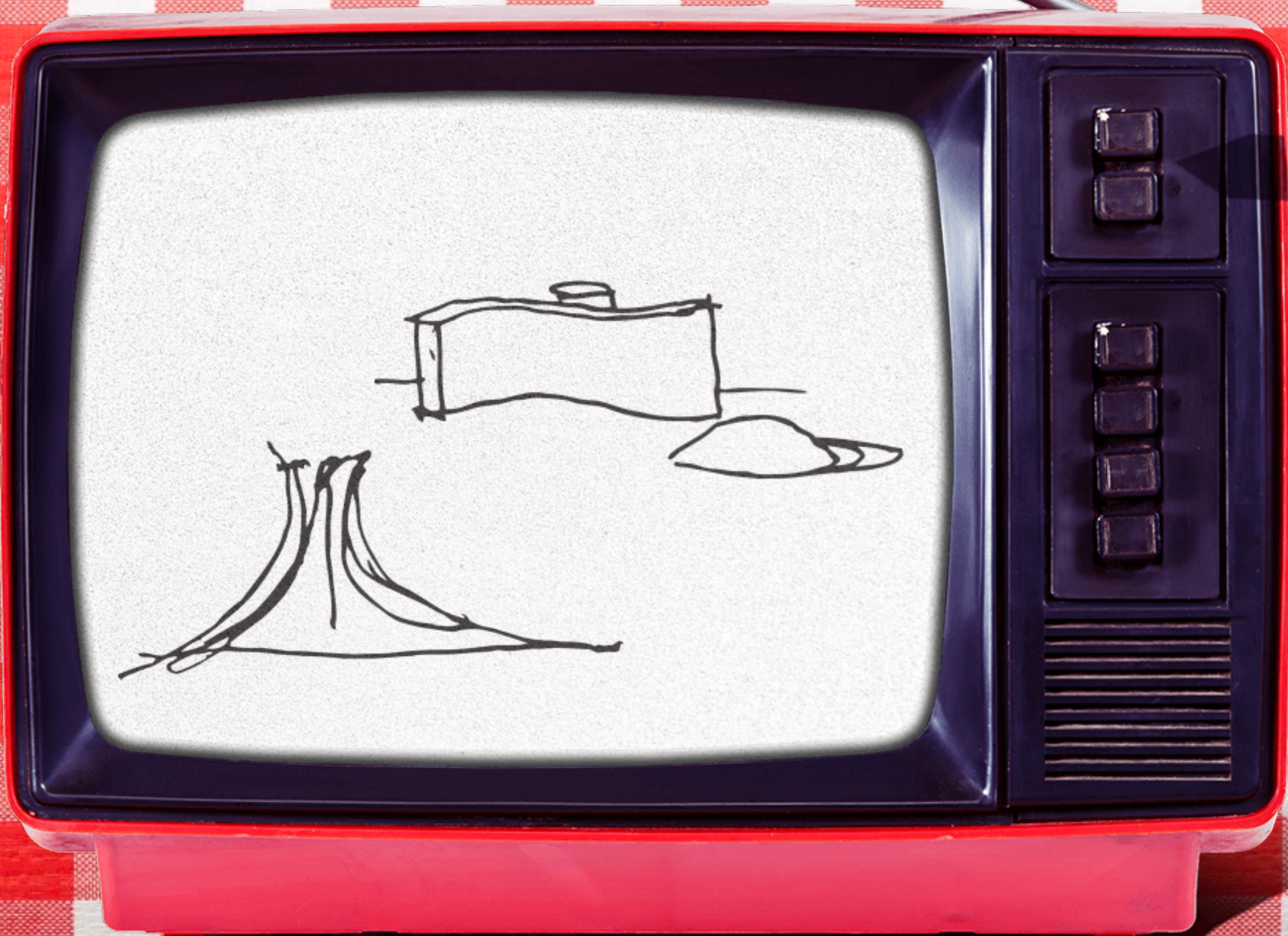
10min













2 teams

Mixing ingredients

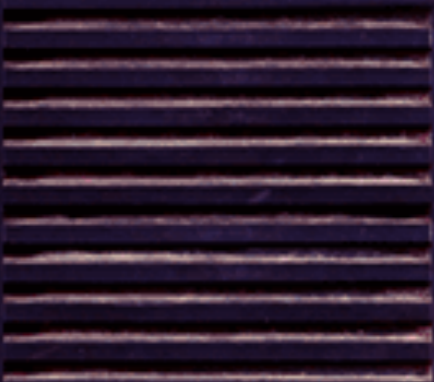
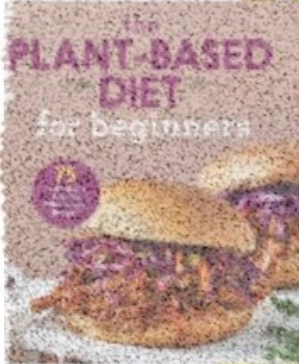
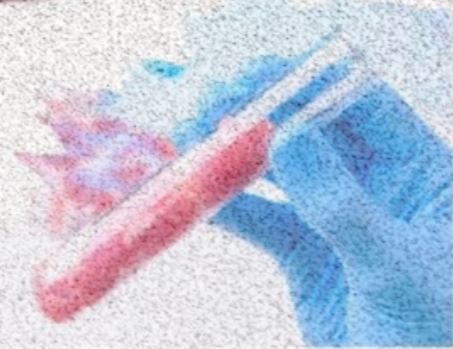


35min

Concept visualisation through moodboard

Greater use of technology:

Technology is likely to play an increasingly ~~important~~ important role in food and dining systems in the future



Finish the Recipe



2 teams



30min

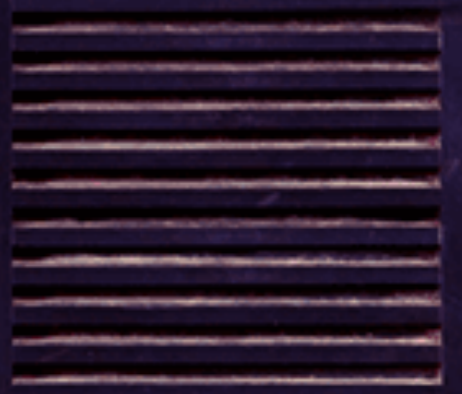
+ Poster to fill

NAME OF PRODUCT:

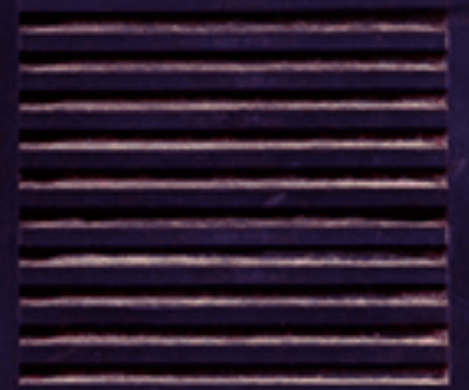
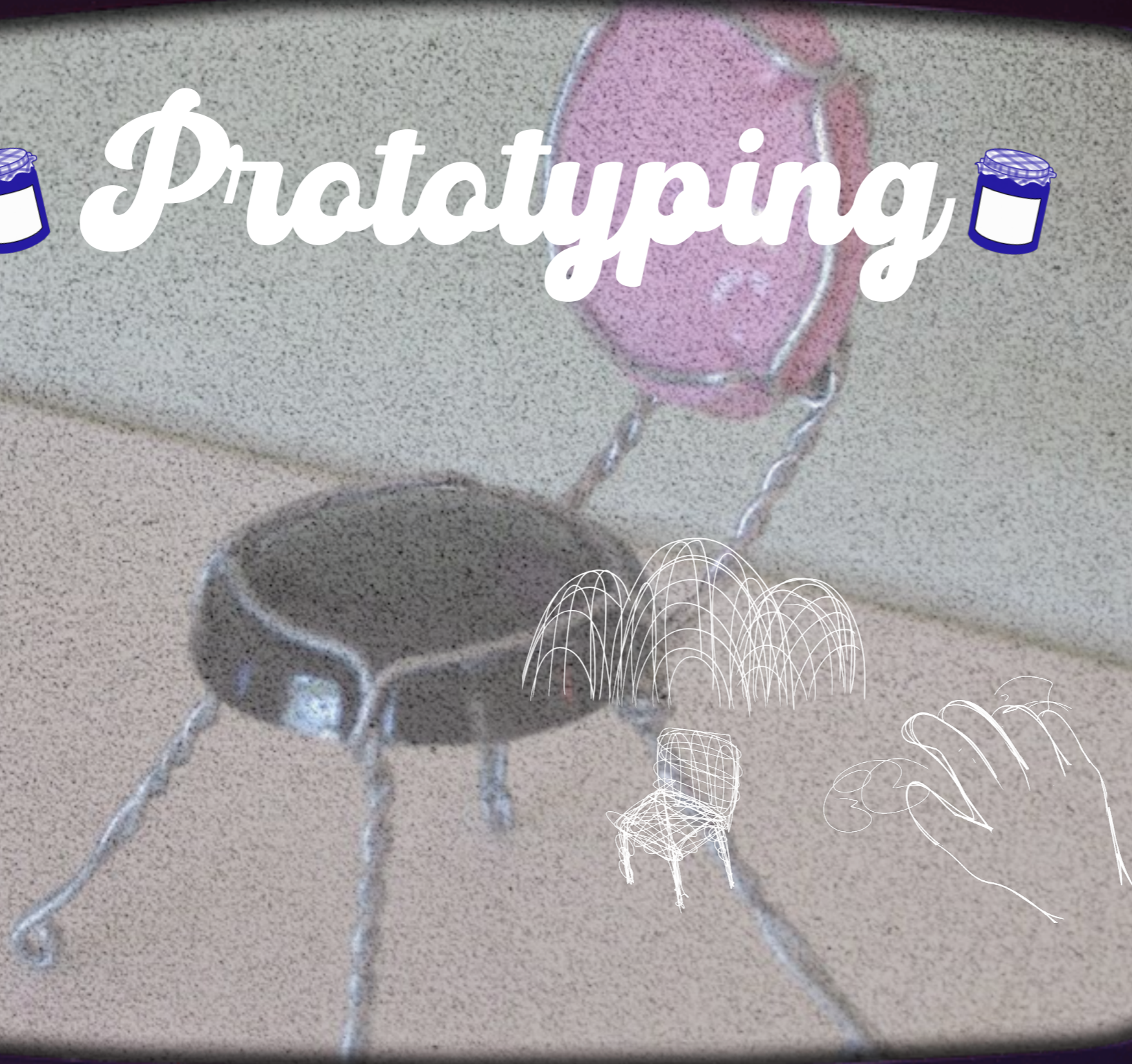
<p>Illustrate (Draw your concept)</p>	<p>Identify Describe your project in adjectives.</p> <hr/> <p>Which color represent your concept.</p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p>Try to think of a logo</p> <p><input type="checkbox"/></p>	<p>Usability In which context people are going to use your idea.</p> <hr/> <p>If you had time to deepen the program, who would you focus on? (Engineer, doctor, architect, ... ?)</p>
	<p>Technical aspect HOW you going to create your concept? Which tool? (.....)</p>	

Our concept "persona" to understand the process of deeper reasearch

Prototyping
to experiment



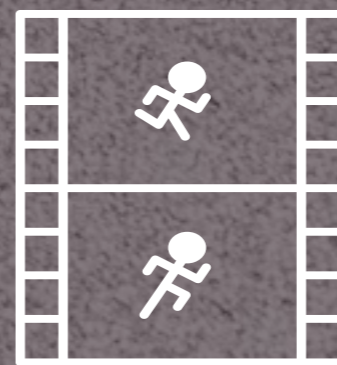
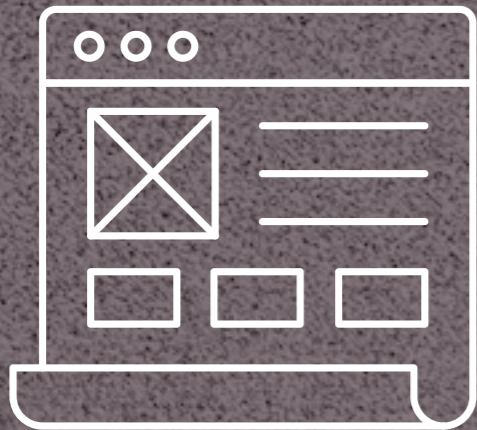
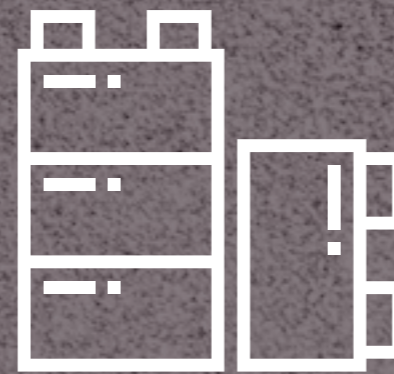
 *Prototyping* 



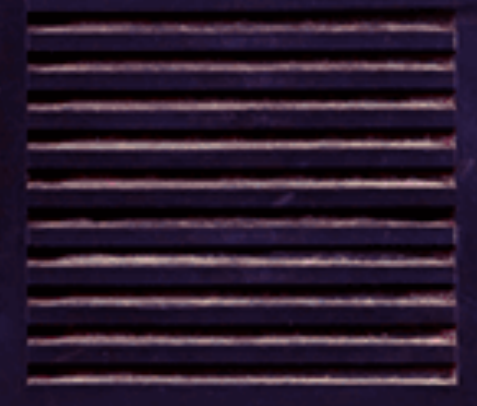
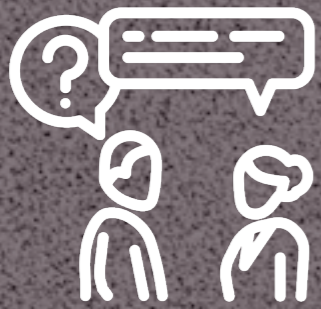


FERRERO
ROCHER

How to prototype



Test your prototype



*Thank You for
baking with us!*

Cooking up ideas

Problematic (Write below)

Guidelines

Select **3 ideas** that the **other team** came up with. You will **develop these 3 ideas**. Through continuous improvements, you will work in your team to make each idea:

- 1** **Relevant** to the problematic
- 2** Include the **user** (WHO does it involve?)
- 3** Include the **context** (WHERE does it take places? Be specific. Ex. school, city, home, rural area)
- 4** Include the other part of context: **WHEN** people can use this solution (Ex. when working out, after school, before bedtime)
- 5** When your idea answers all of the above questions, put the final improved idea in the bottom box.



IDEA 1:

IDEA 2:

IDEA 3:

1

1

1

2

2

2

3

3

3

4

4

4

5

5

5

IDEA 1.1:

IDEA 2.1:

IDEA 3.1: