

# Product Design Project

Design a product that enhances personal efficiency...

The screenshot shows the Kickstarter homepage. At the top, there's a navigation bar with 'KICKSTARTER' in green, 'Discover great projects', 'Start your project', a search bar, and links for 'BLOG', 'HELP', 'SIGN UP', and 'LOG IN'. Below this is a banner with the text 'A NEW WAY TO Fund & Follow Creativity' and logos for featured media like CNN, WIRED, GOON, Pitchfork, NPR, and The New York Times. A 'Blog' section on the right offers 'Interviews, updates, and tips from the Kickstarter team.' and a link to 'New Projects Are Filled With Sweets'.

The main content area features three project cards:

- PROJECT OF THE DAY:** 'The Id of the Grid' by Hither Yon. Description: 'Design collective Hither Yon have been creating their own imagined cities on paper. Now, they are asking you to submit images of your favorite places to incorporate into their next design, which will be constructed as a 3D model and exhibited in Berlin.' Location: Berlin, Germany. Funding: 91% FUNDED, \$4,576 PLEDGED, 7 DAYS LEFT.
- DANCE:** 'UpSwing Performance Company Invited to NY Aerial Festival' by Cherie Carson. Description: 'UpSwing Performance Co. is invited to perform in the 2011 NY Aerial Dance Festival produced by Fly-by-Night Dance Theater (Nov & Berkeley, CA)'. Funding: 101% FUNDED, \$2,540 PLEDGED, 5 DAYS LEFT.
- NARRATIVE FILM:** 'LUST FOR LOVE' by Joss Whedon. Description: 'A team of recent alums from Joss Whedon's'. Funding: 101% FUNDED, \$2,540 PLEDGED, 5 DAYS LEFT.
- TECHNOLOGY:** 'Why let technology control you, when you can control'. Funding: 101% FUNDED, \$2,540 PLEDGED, 5 DAYS LEFT.

... suitable for submission to  
Kickstarter.com

# Product Design Brief Assignment

**Design a product that enhances personal efficiency**

## Objectives

- Write a design brief that can be given to a 3<sup>rd</sup> party (concept-focused) engineering design firm
- Apply conceptual models, research tools, your engineering design skills and experience

## Constraints (“Musts”)

- Present your team’s engineering framing of the problem
- Include stakeholders and objectives
- Be no more than two (2) legible pages of text in length, **exclusive of** references or graphical elements
- Be a physical item (i.e. not a process, policy, or virtual entity)
- **Should not** specify a coffee cup sleeve or lid

## Criteria (“Judged on”)

- How well the brief enables divergent conceptual design
- The quality of the engineering arguments in the brief as a way of justifying the requirement for a design
- The clarity of textual and graphical communication
- Readiness to be handed to a third-party ESC 101 Student design team with minimal re-framing