

Inquiring and Analyzing

Explains the problem
(*Explain - Give a detailed account including reasons or causes.*)

What is the problem?

Who is it a problem for?

Where is the problem occurring?

What is the cause of the problem?

What effect is the problem creating?

Why do I need to design something?

What are the problems that I see arise that could be helped with design?

Justifies the need for a solution to a problem for a client/target audience
(Justify - Give valid reasons or evidence to support an answer or conclusion)

- Identify a target user by applying brainstorming or mind-mapping techniques

Brainstorm different ideas for a design

<p>Justifies the need for a solution to a problem for a client/target audience</p> <p>You could do some of the following:</p> <ul style="list-style-type: none">• Interview, survey and/or poll potential clients• Collect data from experts to confirm there is a real need for a solution to the problem <p>OR GO TO NEXT PAGE</p>	<p>If you choose to do an interview OR to collect data from experts, what will your questions be?</p> <p>Question1:</p> <p>How will the answers inform your project? The answer to this question will tell or help me:</p> <p>Question2:</p> <p>The answer to this question will tell or help me:</p> <p>Question3:</p> <p>The answer to this question will tell or help me:</p> <p>Question4:</p> <p>The answer to this question will tell or help me:</p> <p>Question5:</p> <p>The answer to this question will tell or help me:</p>
	<p>Who will you interview?</p> <p>Why have you chosen them?</p> <p>Who else will you interview?</p> <p>Why have you chosen them?</p> <p>Summarize what sources say about the problem? (Citations needed)</p> <p>What do you think of what this source says about the problem?</p>

Justifies the need for a solution to a problem for a client/target audience

You could also do either of these:

- Observe, film and/or photograph users interacting with a product
- See the situation from the user's/client's point of view

(as an example, refer to "Paul Bennett finds design in the detail" at www.ted.com).

Put your observation notes, photos, videos, or video links here:

Summarize what these observations tell you about how you can help the problem?
If you have talked with a client (Citations needed)

What do you think of what this source says about the problem?

EXAMPLE Nature of Problem to be addressed & Area from which to identify a problem

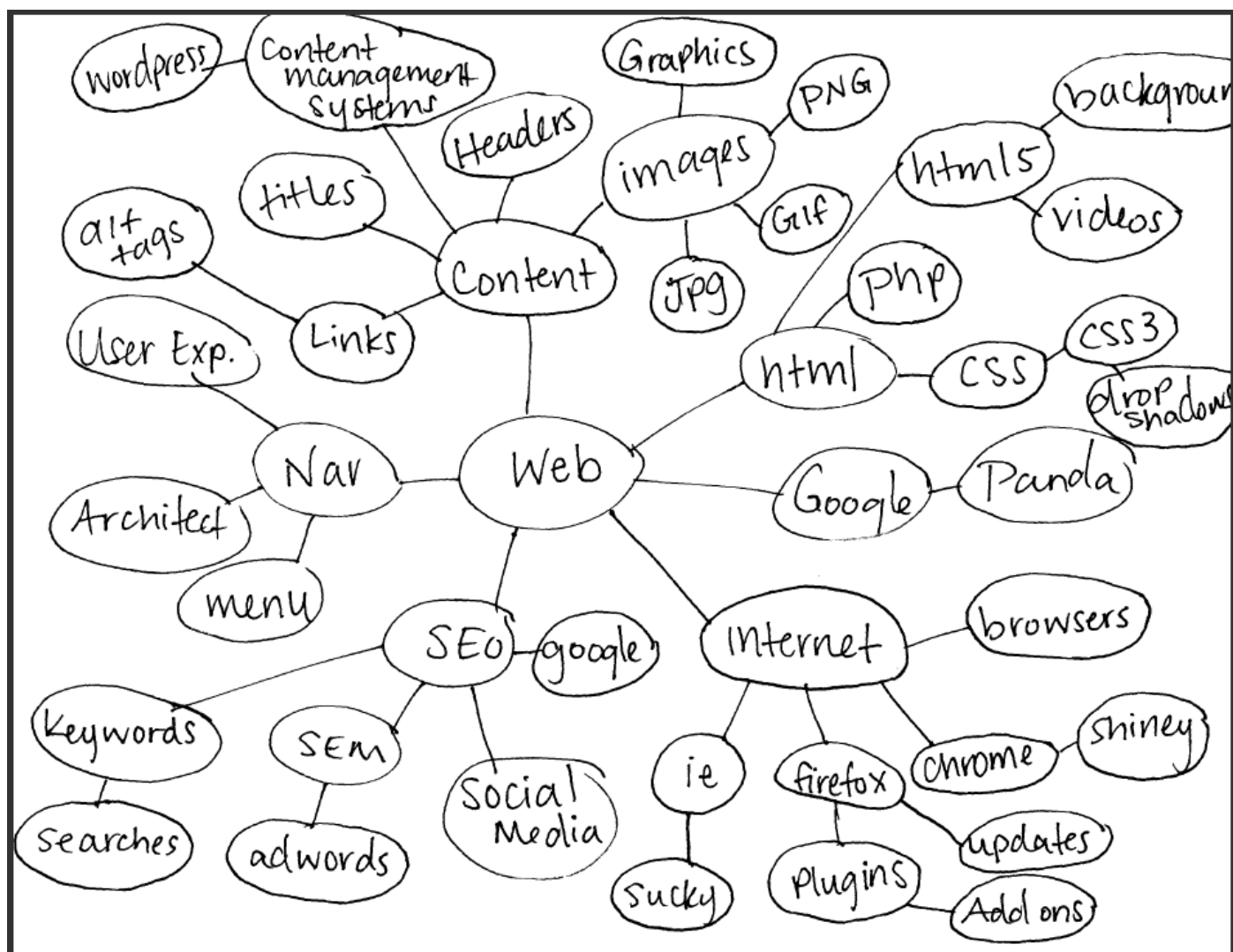
Nature of Problem to be addressed

Large national museums are often packed full of interesting items and interactive media. However, smaller museums don't always have enough funding to make their exhibits as informative or interactive as they would like. Identify an exhibit in a museum and create an interactive experience that will inform visitors about an individual or group of interesting artifacts.

Area from which to identify a problem

The global population is rising and there are increasing demands on living space. As the cost of building land increases, new houses become smaller and the demand for products that effectively use the space available increases. Design a product that will utilize space effectively.

EXAMPLE - Brainstorms



EXAMPLE Establishing Problem

My mom's desk is scattered with pens, pencils and other tools, such as glue sticks, scissors, rulers, tape, hole punchers, staplers, etc., she needs while doing paperwork. Therefore I want to solve this problem for her, by creating a storage device, which she can put on her desk and use to store everything that is momentarily lying across her desk. It shouldn't take up too much space, but be big enough to store everything that she needs.

This is a photo of her messy workspace:

This problem is caused, because the containers that she is using momentarily are not big enough to hold all of her tools/equipment. A custom made storage device for her needs would be perfect for her.

President of Energy Design and author of "Feng Shui: So Easy a Child Can Do It", writes the following on the topic of a clean work space increasing work efficiency:

“Whether you are working in a huge corporation or a one-person office, there are several benefits to uncluttering and organizing:

Increase productivity and profitability increase

Keep information confidential and secure

Reduce mental overload and stress

Reduce workplace accidents and spills

Save time and improve effectiveness”

(<http://www.reliableplant.com/Read/16652/reduce-office-clutter-to-increase-productivity,-efficiency-profitability>)

Considering these points, if my mom were to get a custom made storage device, she would be able to get a lot more done in a lot less time. She would be less stressed looking for her stuff and what she needs. There would be less accidents or things falling to the floor as she is searching for a pen. That way she would be done with her work a lot quicker, would be able to complete more on one day, and be much more relaxed overall.



The Problem...

[General Information]

MOLTEN BASKETBALLS

- Not advertised in an interesting method
 - Website does not appeal to a large target audience
 - ↳ very dull, and has a "car repairing" theme.
 - Small Variety of products

- no billboards
 - no TV commercials
 - no posters
 - no "shop" for selling
- in Thailand
- It is more of the FUNCTION and PURPOSE of the balls, rather than the FASHION and style → but no media is used to advertise them.

+ Explanation

* Why is it a problem?

- I find that molten basketballs are very good for basketball training purposes. This is because the quality of the leather, the procedure used to sew the ball together, the grip given for users, and the overall 'feeling' that the ball gives to the users all satisfy the users training "wants". Basically it is a high quality that is appropriate for 'serious' and 'advanced' basketball.
- * However, the problem is that even though it is a high quality sporting equipment, not many people recommend molten basketballs for their teams (for training purposes). I think that this is a great profit loss for 'Molten' because the products produced are made for specific purposes, and as a result from the lack of publicity and advertising, Molten basketballs are not well-known, world-wide.

* Why do you wish to do it? (Personal)

I personally feel that Molten is a very successful company, in terms of their products function and quality, however lacks the strength in advertising, and perhaps the "fashion" and style of the products. I think that it is a loss for the company's profit to manufacture such high quality basketballs, but unable to sell a lot, and advertise the product, to make the product more popular. I wish to do this because by choosing a ^(re-launching) ~~not~~ unwell-known sports brand, there are many options and areas for me to select and work on. e.g. developing the website (redesigning it), emphasize advertising (creating products such as posters, billboards, commercials), designing recreational products, and so on. I would like more teams in either elementary, middle school, high school, college, etc to purchase and use MOLTEN basketballs, because it is better for an individual to use a better quality ball.