

What Do We Prioritize?

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There are many reasons people respond to good design, knowingly or not. You engage designed products everyday and likely have your own opinions on them. As a designer, you're always designing for others and have to understand user values through a process of research. This semester, we will engage many types of people in a variety of research methods. This activity will be speculative and hypothetical.

What will you be designing today?

Choose one.

- A Car
- A Child's Toy
- A House
- A Retail Store
- A Digital Product
- A Medical Device
- A Government Service
- A Public Garden

innovation

reliability

sustainability

satisfaction

efficiency

accessibility

status

need

affordability

safety

uniqueness

fashion

beauty

longevity

high tech

function

ease of use

comfort

value

convenience

utility

learning

identity

communication

honesty

community

entertainment