Design Project No. 4

Money

1. Understand
2. Observe
3. Synthesize, Prototype, and Experiment
4. Evaluate & Refine
5. Implement
The Goal:

Find new ways to help people begin to take concrete and infectious action around the goal of building the level of money they need through the course of their lifetime.

Design Project Focus Area:

The focus of this design project will be to find ways to help people begin (and continue) a healthy financial journey through life.

We want the class to design their solutions around a point of view which emphasizes:

- Simplicity
- Tangibility
- Community
- Engagement

From a CIA perspective, the solution must be designed to spread, and you should spend time designing a system to spread it. To do so, your design process must address in a deep way those factors that “activate” spending versus saving behavior.

As part of the design process, we really want to emphasize learning from analogous experiences that work well in the world:

- Casinos
- Weight Watchers
- eBay
- Target
- Starbucks

And also to expand upon cool ideas from class:

- Impulse savings
- Sex sells (think Firefoxies)
- Ambient Orbs
- And so on…. Go wild!
Deliverables:

On May 25, bring your prototypes (or documentation of them) to class and be prepared to do generative design work with your classmates. We ask you to come to class with a few questions or problems areas where your team would like help.

On June 1, come to class and present your solution for creating infectious action.

Tell your story via the photos, drawings, videos, words, audio recordings, and artifacts you discovered during your project.

What’s Success?

It’s largely up to you to determine what success means for this project.
What’s a Point of View?

Generating an actionable Point of View (POV) based on your understand and observe activities is the most critical part of this project. Here’s an overview:

POV = user + need + INSIGHT

In our public transportation project in ME313 Fall quarter there was one example:

**user + need**: “young professional commuters need to socialize”

That’s not actionable from a process standpoint. It lacks insight. What insight do you have that gives you a guiding principle to guide and filter your process?

**user + need + insight:**
“young professional commuters need to socialize AND based on our observations, train time is sacred time. Time on the platform is open time, so that’s where we’ll design for socializing.”

That’s a good POV. For more information on POV’s, talk to us, and refer to the *Developing a Point of View* handout found on the course platform.
Process

Remember to use (and believe in!) The Process:

1. Understand
2. Observe
3. Synthesize, Prototype, and Test
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When it comes to figuring out how to creative infectious action around building adequate levels of money for a lifetime, you may need to consider all the stakeholders involved in the process, not just end users.

Ask your coaches for help and guidance. This is where it all comes together. Each of your teams has substantial experience with the design process. And you’ve each been paired with an industry coach who is a world-class expert on getting these types of things done. Combine that mind of the child with an attitude of wisdom, take what you have learned and make it count!

Chip Heath. Hip Hop. Perry Klebahn. Paul Saffo. Firefox. 607. Steve Jurvetson. What are the principles of CIA have you learned to date which can be applied to this challenge?

Please refer to the following project schedule for some suggested milestones:
### MONDAY

**Observe**
Talk to real people in the world. Find out what they’re doing, thinking, and feeling.

### TUESDAY

**Observe + Synthesize**
Write a POV about what you think the problem space should be. Show it to lots of people.

### WEDNESDAY

**Observe + Synthesize**
Refine your thinking

### THURSDAY

**Acceptance**
Come up with a **written plan to succeed.**
Accept the challenge at a personal level.

### FRIDAY

**Understand**
Go out into the world and understand what’s going on with wealth.

### WEEKEND

**13-14**

### MONDAY

**Observe + Synthesize**
Write a POV about what you think the problem space should be. Show it to lots of people.

### TUESDAY

**PROJECT CHECK-IN**
Present your recommended problem space.

### WEDNESDAY

**Observe + Synthesize**
Refine your thinking

### THURSDAY

**Understand & Observe**

### FRIDAY

**Prototype & Experiment**
Say “hi” to your coach

### WEEKEND

**19**

### MONDAY

**Prototype, Experiment, & Refine**

### TUESDAY

**Prototype & Experiment**
Say “hi” to your coach

### WEDNESDAY

**Prototype & Experiment**
Refine

### THURSDAY

**PROJECT CHECK-IN**
Bring your prototypes and get help with challenging areas.

### FRIDAY

**Prototype, Experiment, & Refine**

### WEEKEND

**27-28**

### MONDAY

**Prototype, Experiment, & Refine**

### TUESDAY

**Refine**

### WEDNESDAY

**Refine**

### THURSDAY

**PROJECT DUE**
Last day of class.

### FRIDAY

**Prototype, Experiment, & Refine**

### WEEKEND

**1**

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