DESIGN PROMPTS . . .
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What makes a good prompt? For a workshop?
What makes a good prompt? For a workshop?

- User group (unlike-self)
- Solution space (varied possibilities, looks fruitful)
- Scope (scaled to time and ability)
- Suitable for design thinking (human challenge)
- Hook (exciting, meaningful)
DESIGN PROMPTS . . .

What makes a good prompt? For a real project?
DESIGN PROMPTS . . .

What makes a good prompt? For a real project?

- Reality of current challenges
- Market potential (spot a opportunity)
DESIGN PROMPTS . . .

What makes a good prompt?

- User group (unlike-self)
- Solution space (varied possibilities, looks fruitful)
- Scope (scaled to time and ability)
- Suitable for design thinking (human challenge)
- Hook (exciting, meaningful)
DESIGN PROMPTS . . .

What makes a good prompt? For a real project?

- User group (current or expanding market)
- Solution space (looks fruitful, match with capabilities)
- Scope (scaled to time and constraints)
- Suitable for design thinking (human challenge)
- Hook (exciting, meaningful)
CHARETTES

Thinking it through by doing it through
CHARETTE GOALS

- Gauge the enthusiasm of the team
- Work out avenues for gaining empathy
- Get a sense for the potential of the solution space
- Estimate the end outcome, given the timeline
HEADLINING THE PROMPT

Redesign the __________________________experience
for __________________________
in a world where __________________________
Leverage the capabilities and brand of Nike to Redesign the **SPORTS AND FITNESS** experience for **THE SERIOUS BUT AMATEUR ATHLETE** in a world where **THESE USERS ARE BEYOND CONSUMER-LEVEL GOODS BUT ARE NOT YET PROS** and **THIS USER GROUP IS OFTEN OVERLOOKED IN THE MARKETPLACE**
Leverage the capabilities and brand of Nike to Redesign the **ATHLETIC SHOE BUYING** experience for **THE SERIOUS BUT AMATEUR ATHLETE** in a world where **THESE USERS ARE BEYOND CONSUMER-LEVEL GOODS BUT ARE NOT YET PROS** and **THIS USER GROUP IS OFTEN OVERLOOKED IN THE MARKETPLACE**
CHARETTING

- A series of scaffolded brainstorms, followed by discussion, voting, etc.
CHARETTING

- A series of scaffolded brainstorms
- A hack-a-thon?
- A quick cycle? (<5% of project time)
Leverage the capabilities and brand of Nike to redesign the **SPORTS AND FITNESS** experience for **THE SERIOUS BUT AMATEUR ATHLETE** in a world where **THESE USERS ARE BEYOND CONSUMER-LEVEL GOODS BUT ARE NOT YET PROS** and **THIS USER GROUP IS OFTEN OVERLOOKED IN THE MARKETPLACE**