I WANT TO START A NEW PROJECT

In the first steps of a new project you can use the Deck cards and WHAT IF questions to inspire your research

0. IDENTIFY YOUR STARTING POINT AND MAIN DESIGN CHALLENGE/QUESTION

Situations will vary but you will surely have a starting point and specific stakeholders, e.g. *answer to a design brief for an university project, design a smart product with a specific function, design a solution for a specific need, design a new product for a specific brand ...*

1. EXPLORE THE TOPIC

You need to dive into the theme and create your own background of knowledge

SOURCES OF INFORMATION
What are the best sources that deal with this topic? e.g. *scientific journals, books, websites, institutions and experts, users on forums and social networks*

KEY PLAYERS
Which are the best brands and companies that deal with this topic?
Which products do they develop?
Which technologies do they use?

TRENDS AND EXPERIMENTATIONS
How is this topic evolving? What are the most recent innovations and experimentations?

2. GATHER DATA ... ON USERS, CONTEXTS, NEEDS

Regarding to the analyzed topic, try to identify your **user personas** and their **user journeys** in different contexts of use.

Start an **user research**
What do users think about existing solutions? What are the main pain points and unsolved needs? How does the context impact usage?

| U&C	EX	I	**Be inspired by cards**

...ON MARKET NEEDS AND DIFFERENTIATION

Through **benchmarking**, identify what are the **market trends.**
(e.g. most common technologies, expected features, used materials...)

Select **relevant case studies** and success stories.
Identify positive and negative characteristics, to keep as reference and inspiration.

"I WANT TO ANALYZE SMART PRODUCTS" Guide	S	M	D
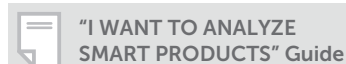
...AND IDENTIFY THE MOST PROMISING TECHNOLOGIES AND COMPONENTS

For designing, you may have to become an headhunter/scout for technologies.
By knowing what is feasible you can create new scenarios.

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Benchmarking of standard and innovative **technologies and components**. What are the technologies commonly exploited for that function (product, market ...)?
And which are the most innovative?

Price and Performance should be aligned with product requirements.
To have a clear **overview of the available technologies/ components**, map your findings. Point out positive and negative aspect of evaluated elements.

Desirability: What do your user personas think about these technologies? Are they accepted? What are the concerns? Which do they prefer?

3. FROM RAW DATA TO MEANINGFUL INSIGHTS

Analyze the gathered data. **Visualize and highlight** the most relevant findings (e.g. *60% of user reviews highlights a common pain point in disassembling the product*)

Transform insights into **product requirements.** Concepts will provide possible solutions to these requirements. (e.g. *the product is often put away after use -> possible ways to keep the cord in order*)