THINK! DESIGN

D'source Project

Open Design School

MoE's Innovation Cell

Personas and OIOR Table

Design Thinking & Innovation Project

Section: P8, Week 8

THINK! DESIGN

Design Thinking & Innovation (DT&I)

Section: P8

Week 8

THINK!
DESIGN

Design Thinking
&
Innovation
(DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay

DT&I Project

P8   **Personas and
OIOR Table**

Module P8:

Project:

Content

P8.1:   Create Persona/s + Make OIOR Table

P8.2:   Redefine the Problem Statement

P8.3:   Mid Course Report + Presentation Submission - week 1 to 8

P8.4:   Documentation details – References and Acknowledgements

P8.1

DT&I Project: Personas and OIOR Table

DT&I Project – Creating Personas:

Create a Persona to represent an archetypical typical user from a user segment related to your problem space. You can **define the Personas by his or her characteristics.**

You can create several Personas to represent different types of users relevant to your topic.

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Persona building Steps:

1. Make a list of users connected with your topic. You could refer to **User Participant Mapping** in section C4.2

2. Select the most important users relevant to your problem space

3. Write down the typical characteristics for each of the users + You could **choose an image** for the user

4. You could **create a User scenario depicting the user activity.**

DT&I Project – OIOR Table:

OIOR refers to:

1. Observations (O)

2. Inferences (I)

3. Opportunities for Design (O)

4. Recommendations for Design (R)

Create an OIOR Table starting from **Observations (O)** to making **Inferences (I)** to finding **opportunities (O)** to outlining the **recommendations (R)** for design.

This is the right stage to **Redefine the Problem Statement.**

OIOR Table Steps:

1. List the relevant Observations connected with your topic

2. Make a list of Inferences from your study

3. Make a list of the opportunities for design thrown up by the inferences

4. Make a list of recommendations for design based on opportunities for design

5. Do the above **four steps in form of a Table**

6. Based on the table, one can **redefine the problem statement**

P8.2

DT&I Project: Redefine the Problem Statement

DT&I Project – Redefine the Problem:

At this stage, **Redefine the Problem Statement.**

Redefining the Problem Statement could include:
- what is being designed
- whom is it being designed
- how is it being designed
- where is it being used
- which materials or process does it involve
- etc.

Redefined problem statement:
Design an engaging 'Play and Learn' Constructive Toy for Children in the age group of 3 to 6 with features of Collaboration, Sharing and Storytelling, to be used at home and playschool, using Sustainable Materials.

P8.3

DT&I Project Deliverables: week 1 to 8

THINK! DESIGN

P8.3-011

DT&I Project (DT&I) Deliverables:

DT&I Project week 1 to 8 Report + Presentation:

Week 1 to 8 Report:
- the report documents the summary progress of the project from week 1 to 8 mainly in text format
- the report should include 1 page for every week
- the report is of A4 size, vertical format, 11 point type, Line spacing should be 1.5 spacing times the font size.

Week 1 to 8 Presentation Slides / Pages:
- The presentation documents the summary progress of the project from week 1 to 8 in visual format
- The presentation should include 2 slides / pages for every 2 weeks
- the presentation slide is of 254mm x 143mm or 16:9 ratio, horizontal format, 14 point type, single spaced
- the presentation should include the mappings and tables
- Minimum 1 tool for every 2 weeks

DT&I Project (DT&I) Deliverables:

DT&I Project week 1 to 8 Report + Presentation Content:

Week 1 to 8 Report:
- Title of the Design Project
  + Listing of Content
- Introduction – why this project
- Summary of Secondary Research
- Summary of Primary Research
- Analysis part 1 and 2 (inferences to recommendations)
- Redefining the Problem Statement
- Full References
- Acknowledgments
- **Submit as one PDF document**

Week 1 to 8 Presentation Slides /Pages:
- Page 0: Cover page with the Title of the Design Project
- Page 1 + 2: Secondary Research (with Tool/s)
- Page 3+ 4: Primary Research (with Tool/s)
- Page 5+ 6: Analysis part 1 (with Tool/s)
- Page 7 + 8: Analysis part 2 and Redefining the Problem Statement (with Tool/s)
- Page 9: Full References + Acknowledgments
- **Submit as one PDF document**

DT&I Project (DT&I) Deliverables:

DT&I Project week 1 to 8 Report: Sample page of the report.

Your Design Project Title
Subtitle: If applicable.

Roll Number

Abstract: In this paper we describe the formatting requirements for report for your design project and offer recommendations on writing for the worldwide readership. Please review this document carefully even if you have submitted to other reports before. These include the formatting of table and figure captions and the formatting of references. Every submission should begin with an abstract of maximum 150 words, followed by a set of keywords.

Key words: Paper Template, Guides, instructions, author's kit, report guidelines.

1. Introduction
This format is to be used for design project t report submissions. Please follow some simple guidelines. Essentially, you should format your report exactly like this document. The easiest way to do this is simply to download a template from the course web site, and replace the content with your own material. This template file contains specially formatted styles naming (e.g., Abstract, Heading, roll number, Figure No, Table No, Reference, Text, Table Text) that will reduce your work in formatting your submission.

DT&I Project (DT&I) Deliverables:

THINK! DESIGN

DT&I Project week 1 to 8 Report:

Sample page of the report.

Your Design Project Title
Subtitle: If applicable.

Roll Number

Abstract: In this paper we describe the formatting requirements for report for your design project and offer recommendations on writing for the worldwide readership. Please review this document carefully even if you have submitted to other reports before. These include the formatting of table and figure captions and the formatting of references. Every submission should begin with an abstract of maximum 150 words, followed by a set of keywords.

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2. Page Document
2.1 Page Size
On each page your material (including the page number) should fit within the type area of A4 size, with a 2.5 cm top-margin, 2.5 cm bottom-margin and 2.5cm margins left and right. The text is left aligned. Beware, especially when using this template on a Apple devices, Word can change these dimensions in unexpected ways.

2.2 Typeset text
Prepare your submissions on a word processor. Please note that the page layout may change slightly depending upon the printer you have specified.

2.3 Text
Please use Trebuchet Font for text in 11 point. All line spacing should be 1.5 spacing times the font size.

2.4 Number of Words
The total number of words (including the title, abstract. Keywords, main text, acknowledgements and the references) should be roughly 300 words per page.
We request you to submit 1 page per week.

2.5 Table
Here is shown a sample of the table – it should be left aligned.

Sample1	Sample2	A	B	Std.	Differences	Others
Title 1	Design	0	0	0	0	Hongik University of Design and Science
	Design	0	0	0	0	
	Design	0	0	0	0	
Title 2	Design	0	0	0	0	Hongik University of Design and Science
	Design	0	0	0	0	
Title 3	Design	0	0	0	0	Hongik University of Design and Science
	Design	0	0	0	0	
	Design	0	0	0	0	

Table 1. Sample

2.5 Figure
Here is shown a sample of a Figure - – it should be left aligned.
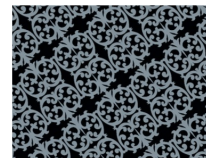
Figure.1 Sample

6. Conclusions
It is particularly important that you state clearly what you have done, not merely what you plan to do, and explain how your design is and what is the unique contribution that your design project makes to the field?
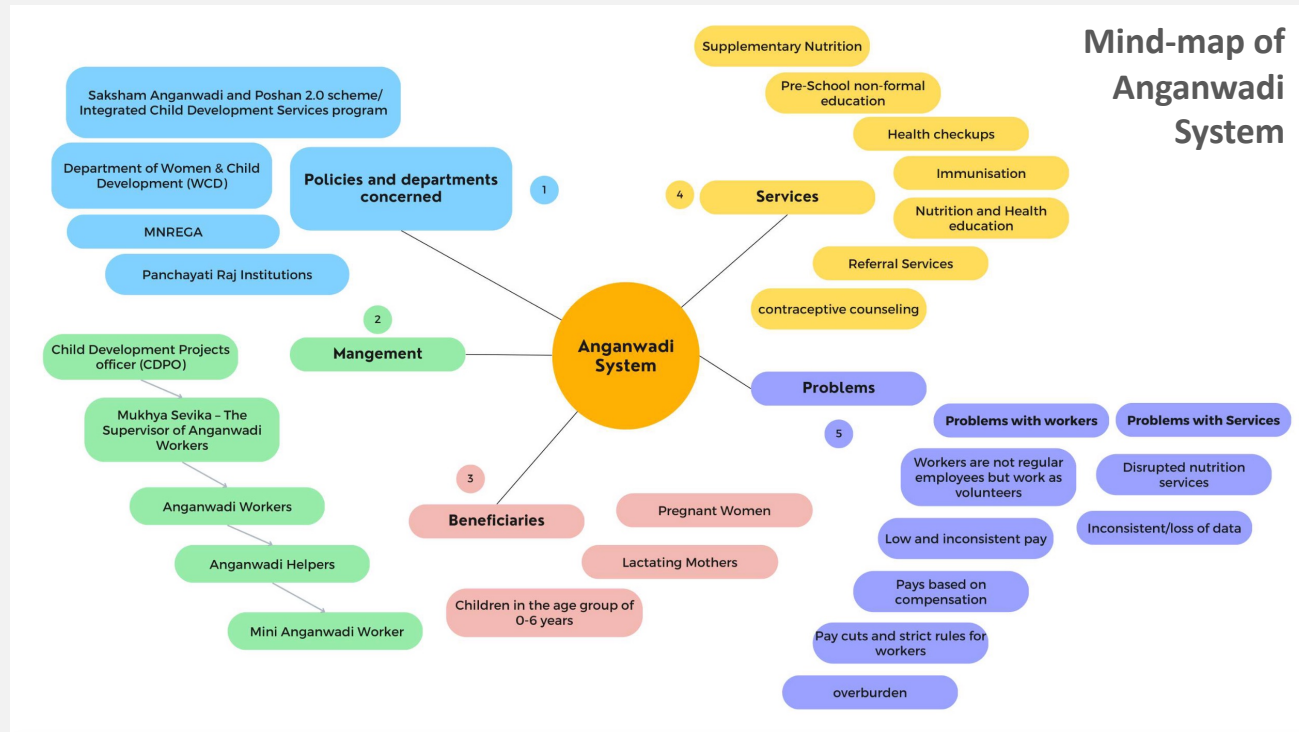
DT&I Project (DT&I) Deliverables:

DT&I Project week 1 to 8 Presentation: Sample slide page of the presentation.

By Parthkumar Prajapati
as part of
https://dsourcechallenge.org

Anganwadi Centre- Field Visit

Primary Research

📍 **Chirag Delhi, Delhi**

👪 **No. of beneficiaries- 22**

Rakhi Rani (Anganwadi Worker)
Age: 36 years
Education: Bachelors
Family Member: 2 Sons
Experience: 15 Years

Mukesh Kumari (Anganwadi Helper)
Age: 57 years
Education: Illiterate
Family Member: No one
Experience: 15 Years

A8.4

References and Acknowledgments

How to do Referencing . . .

- In the Harvard system, references are be cited in the text or below the image within brackets **(e.g. (author, year), (author, year))** or numbered in brackets and listed at the end of the paper/report/presentation in the order in which they appear in the text. i.e., **(Bharucha, R., 2003)**

- References are listed in the following format as shown here:

   References: book

   Bharucha, R. (2003) Rajasthan an Oral History. Penguin Books, India.

- **References: Downloaded PDF**
   Bruner II, G. C. and Kumar, A. (2007) Attitude toward Location-Based Advertising [Online PDF]. Available at <http://www.jiad.org/vol7/no2/bruner/Attitude%20toward%20 locationbased%20advertising.pdf> [Accessed 18 April 2024]

How to Acknowledge? (repeat from section A3.6-023)

- During the research phase, there are **many who help and support you.** It is **important to acknowledge their assistance.**

- For example:

  - Faculty members and mentors

  - Librarian or an expert in your topic

  - Institutions and Organisation that helped you with research

- First Name, Last Name,

  Name of Institution/organization,

  email address (optional)

  (B. Ramesh Kumar, Indian Institute of Technology Bombay, India, ramesh_b@iitb.ac.in)

Thanks for Listening

DT&I Project
Section: P8
Week 8

DT&I Project – Week 1-8:

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Week 1
> Select Project
> Brain-Storming

Week 2
> Select Project Title
> Mind-Mapping

Week 3
> Sec. Research 1
> 5W + 1H Questions
> 5W + 1H Matrix

Week 4
> Sec. Research 2
> User Participant
  Mapping

Week 5
> Primary Research
> Contextual Inquiry

Week 6
  Primary Research
> Questionnaires
> Talking to Subject
  Experts

Week 7
> Analysis
> Use of Artifact /
  Activity / Spatial
  Mappings

Week 8
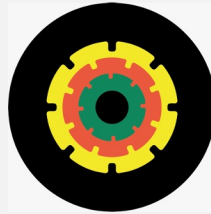> Data Analysis
> Creating Personas
> Making OIOR Table

DT&I Course – Week 8:

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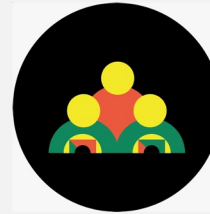## DT&I Process
(20%)

> Data Analysis Part 2
> Inferences to Recommendations

DT&I Tools
(20%)

> Personas
> OIOR Table

DT&I Project
(50%)

> Data Analysis
> Creating Personas
> Making OIOR Table

DT&I Cast Study
(10%)

> Case Study Project:
The Indian Medicine System

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Supporting Organizations:

D'source Project

Open Design School

MoE's Innovation Cell

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Credits:

Presented by:
Prof. Ravi Poovaiah

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Credits:

Think Design Animation:
Rajiv Sarkar

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Credits:

Graphic Icons:
Shweta Pathare

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Credits:

End Title Music:
C P Narayan

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