HOW MIGHT WE MAKE BEING THE **DESIGNATED DRIVER** FUN!

design project 3
collaboration with AB InBev

Getting out and celebrating with friends can be a lot of fun. Making sure one friend is the designated driver is key to a group being safe and responsible. Driving while under the influence can have horrific consequences. How might we make the designated drive the most playful spot for a group of friends?

Socializing with friends by imbibing has been going on for centuries, however with the introduction of the car over one-hundred years ago a lethal combination is in the making every time someone drives under the influence. By reinventing the designated driver experience, this class might just revolutionize the future, increase play all while saving lives!

Over the next 4 weeks, your team's task is to gain an in-depth understanding of social activities and the designated driver. You should research and understand what the alcohol industry and society is currently doing about this issue. Look for and understand analogous experiences. Use your connections to find real users, and interview and observe them in context. Once equipped as "social and designated driver" experts, teams will identify user needs, brainstorm concepts, and then prototype and iterate upon your team's lead concept.

This project asks you to identify and address the many design thinking related issues associated with a playful and fun designated driver experience. In addition to the overall experience, teams will want to consider functionality, ease of use, cost, as well as some of the more visceral concerns.

THE ASSIGNMENT

1. Investigate and observe social and designated driver interactions

2. Conduct at least four interviews with relevant users.

3. Develop a clearly articulated point of view based on your observation insights.

4. Design, build, and then present your ideas in class.

THE PRESENTATION: JUNE 2ND

The purpose of this assignment is to give you an opportunity to practice your design thinking skills. Therefore, your presentation should include a clear explanation of how your team progressed through the design thinking process. Remember that you will be communicating with other design thinkers, but even designers can get bored and distracted if a concept needs too much explaining and "hand waving."

Depending on what you uncover in the process, your presentation and solution could include props, skit/movement activity, or even a physical device. Feel free to use d.school materials and tools in making what you need.

Keep in mind good prototyping practice – we are concerned with showing ideas and getting feedback in the best possible way. You'll be amazed by what you can do with the resources that the d.school has!

KEY DATES AND DELIVERABLES

May 12th Kick off of DP3

May 17th Experts at the d.school to discuss project and answer foundational questions – bring a list of questions with you.

May 24th Poster of user insights along with a one to two page observation report from interviews. Feedback from faculty and AB-InBev experts.

May 31st Prototype check-in. Bring your prototypes to present to the class for feedback.

Final Presentation June 2nd at 1:15pm Presentation of your concept! Plan for an 8-10 minute presentation, including a 2-3 minute video that demonstrates your solution / experience.