



ENERGY SAVER

HOW MIGHT WE MAKE
SAVING ENERGY
MORE FUN?

design project 1

All of us use energy every day – for transportation, cooking, heating and cooling rooms, manufacturing, lighting, entertainment, etc. The choices we make about how we use energy impact our environment, our lives, and the future of our planet. The United States is the world's largest consumer of energy. We use electricity, mainly gas and oil to light and heat our buildings and run our cars. The demand for energy is growing. At the same time our dependence on fossil fuels negatively impacts the environment through the release of CO2 gases.

Finding a way to save energy is critical to our future. Your team's task is to design and build a new, playful way to save energy. Your new product, service, marketing campaign, etc. should fit seamlessly into people's everyday habits and routines. Your idea should also be something that can realistically be implemented into the world.

THE ASSIGNMENT

1. Investigate and observe.
2. Conduct at least two interviews with relevant users.
3. Develop a point of view based on your observation insights.
4. Design, build, and then present your ideas in class.

THE PRESENTATION: TUESDAY APRIL 12

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're about showing the idea and getting feedback in the best possible way. Foam core, simple springs, foam cubes, rubber bands and other common materials are great for accomplishing this goal.

KEY DATES AND DELIVERABLES

April 5th One-page observation report from two interviews and an accompanying interview poster.

April 12th Each group will have 5 minutes to present. Each group must have a 2-minute video of the concept in action.