

Design Assessment Toolkit

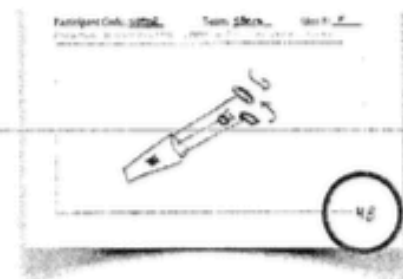
Participation: *Individual Activity*

Overview:

You have recently generated and selected a few promising designs as a team. In the following activity, we will be introducing you to two methods for selecting early designs. The first method relies heavily on your individual intuition and experience to select the best designs to invest your team's time and efforts. The second method relies on you selecting words to describe each design and using these words to calculate numeric scores. By comparing these two methods, you will learn how to support your design selections using persuasive language and quantifiable data.

Instructions:

- 1.) Sit with your team and spread out all of the designs you are considering to move on in the design process in the middle of your table, sketch side up, so all team members can reach all designs.
- 2) Count how many concepts are in your team's pile and write that number here ____.
- 3.) Next, each team member should write their name and team name on the their **DAT concept evaluation sheet** (next page).
- 4.) Once this is complete, each team member should pull one design from the deck and individually evaluate the design for its innovativeness and feasibility by placing 'X's on the two lines of the **DAT concept evaluation sheet (next page)**- see example below. Important: use the number in the bottom right hand corner of the design concept you are evaluating.



Design #48	
Not	Innovative
-----X-----	
Not Feasible	Feasible
-----X-----	

- 5.) When you have finished evaluating your first design's innovativeness and feasibility, return the idea sketch side up in the middle of the table. Repeat step 4 until you have evaluated every design in the pile once. Double check that your total number of designs evaluated matches the number of total designs in step 2. Once complete please wait for instruction.

DAT Individual Judgement

Participant Code: _____

Team: _____

Instructions:

Please place a X's on the lines below between the two extremes that most appropriately represents how innovative and feasible each of your team's designs are.

Design #: 42-example

Not Innovative |-----X-----| Innovative

Not Feasible |-----X-----| Feasible

Design #: the number on the bottom right corner of each sketch.

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

DAT Individual Judgement

Participant Code: _____

Team: _____

Instructions:

Please place a X's on the lines below between the two extremes that most appropriately represents how innovative and feasible each of your team's designs are.

Design #: 42-example

Not Innovative |-----X-----| Innovative

Not Feasible |-----X-----| Feasible

Design #: the number on the bottom right corner of each sketch.

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Design #: _____

Not Innovative |-----| Innovative

Not Feasible |-----| Feasible

Once you have completed the ratings, please order your designs by their number from most effective to least appropriate solution.

Least									Most

DAT Exercise Form

Participant Code: _____

Team: _____

Participant code: Last character of first name, 2 digits of day of birth, last 2 characters of birthplace

Design #: The number on the bottom right corner of each sketch.

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	Average Weights
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	Average Weights
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	Average Weights
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	Average Weights
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

DAT Exercise Form

Participant Code: _____

Team: _____

Participant code: Last character of first name, 2 digits of day of birth, last 2 characters of birthplace

Design #: The number on the bottom right corner of each sketch.

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	Average Weights
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	Average Weights
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	Average Weights
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	Average Weights
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

DAT Word Selection

Your Name: _____

Team: _____

Participant code: Last character of first name, 2 digits of day of birth, last 2 characters of birthplace

Design #: The number on the bottom right corner of each sketch.

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Average Weights
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Average Weights
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Design #: _____

	Word 1:	Word 2:	Word 3:	Word 4:	Word 5:	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Average Weights
W1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
W2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
						+ Total

Once you have completed the ratings, please order your designs by their number from most effective to least appropriate solution.

Least									Most

DAT What do you think? (continued)

Participant Code:

Team:

5.) Please complete the following chart by putting an 'X' in the appropriate box below.

This activity was more:	Rating Scale Method	Word Selection Method
useful		
fun		
efficient		
effective		
objective		
accurate		
insightful		

Provide rationale for your ratings below.

6.) If given the choice in the future, which activity would you use to effectively evaluate design concepts? Why?

Design Assessment Toolkit

Participation: *Team Activity*

Overview:

Now that you have completed the individual activity, the next activity will involve some teamwork. You will be reviewing each team member's design scores and calculating an overall score for each design. This activity will give you an opportunity to see the words that others have chosen and to think about the message each design has communicated.

Instructions:

- 1.) Briefly discuss within your team the words each of you has chosen.
- 2.) Next, review the ***DAT exercise team summary*** form. Have one person write the Design # (number on the bottom right of sketch) for each of your designs and your team's name on the the ***DAT exercise team summary***.
- 3.) Have each teammate take a turn and write their total design scores into the blanks under the corresponding Design # (number on the bottom right corner of sketch).
- 4.) Afterward, select one teammate to compute the average score of each design and write the calculated values in the final row of blanks corresponding to the Design #(number on the bottom right corner of sketch).
- 5.) Briefly discuss the final scores for each design.
- 6.) Finally, return to your individual ***Design Assessment Toolkit*** packet and complete the remaining questions individually.

Deliverables:

- A completed ***Design Assessment Toolkit*** packet from each teammate and one for the team's overall scores.

DAT Exercise Team Summary

Team:

Design #: the number on the bottom right corner of each sketch.

Design #

Teammate 1				
Teammate 2				
Teammate 3				
Teammate 4				
Teammate 5				
Averages				

Design #

Teammate 1				
Teammate 2				
Teammate 3				
Teammate 4				
Teammate 5				
Averages				

DAT Exercise Team Summary

Participant Code: _____

Team: _____

Design #: the number on the bottom right corner of each sketch.

Design #

Teammate 1				
Teammate 2				
Teammate 3				
Teammate 4				
Teammate 5				
Averages				

Design #

Teammate 1				
Teammate 2				
Teammate 3				
Teammate 4				
Teammate 5				
Averages				

DAT What does your team think?

Rankings of your team's designs based on team averaged word scores.

Most									Least

1.) How do these ratings differ from your team's initial ratings formed in the discussion session (with the iPads / post-its)?

2.) Does your team agree with these new ratings? Why or why not?

3.) Based on all of the evaluation activities completed, which design, or designs, will you prototype?