Tikkun Olam Makers
by the Reut Group

Design Brief Questionnaire

Project Name _____

Project Team Members

_____

_____

Who is the User?

Name_____ Occupation_____

Age_____ Gender_____

Location_____ Marital Status_____

Notes_____

_____

_____

The User's Daily Schedule

_____

_____

_____

What and Why Analysis of Activities - What are the tasks needed to be done? What does he/she want to do? What are his/her challenges?

_____

_____

_____

Why?

_____

_____

What does the user want the product to do?

_____

_____

Why?

_____

_____

How does the user function today? What devices/solutions does he/she use today (if there are any)?

_____

_____

Describe the user's daily schedule and try and identify the point where the device and your involvement could make a difference in order to help you characterize the device.

_____

_____

What does the rest of the group want the device to do?

_____

_____

An important question for the user

In an imaginary world with no time, money, or technology constraints, what would your dream device do?

_____

_____

Based on what you've written so far, please describe your project in **one sentence**:

_____

Joint Decisions **Guidelines and Emphases**

Guidelines

The guidelines will guide you during the planning process and the first steps of characterizing your solution. Pick the three characteristics that are most important to you from the list below (feel free to add):

The guidelines will facilitate functionality, safety, visibility, ease of usage, aesthetics, weight, rehabilitation help, storage, portability, foldability, stability, sound, presentation, ergonomics, cleanliness, hygienic, modularity

1. _____ 2. _____ 3. _____

Emphases

The emphases need to stand out in the final device, choose three out of following list (feel free to add):

Rehabilitation, customization, intimate, be just like everyone else, enjoyment, happiness, motivation visibility, practicality, sustainable, price point, ease of usage, practice, creativity, encourages employment

1. _____ 2. _____ 3. _____

How (research and brainstorming)

What's available in the market?	Positives	Minuses
1.		
2.		
3.		
4.		
5.		

Are there various devices and products available that offer relevant solutions to the challenge?

_____

_____

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Suggest ten different avenues of development:

(the different avenues need to from different content areas; low tech, high tech, creative and functional, hacks, ergonomic, and they need to preserve or strengthen usage rather than depleting it):

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Good Luck!

The TOM Team