

Activity: Getting To Better

Introduction:

Think about all the devices that you interact with every day. Toothbrushes, Clothes, Bookbags, video games, etc. There are likely things about these products that you liked...What makes you want to buy shoes that you want to wear? Was it a commercial or Ad that sold you on the item? No matter what the reason, design plays an important part in the creation and marketing of just about any product.

Challenge:

You will design, build, and market a new and improved water bottle based off the current water bottle designs to appeal to the masses.

Equipment:

- Paper
- Water Bottle (1 per class)
- Pencil

Procedure:

In teams of 3-4 use the materials provided to brainstorm improvements to the student water bottle. Communicate your design for a **new water bottle** through sketches and or models.

Group Recorder: _____

Group Speaker: _____

Brainstorming (5 minutes). During this time your team will generate as many ideas as possible. Team members may inspect the materials only at this time. That means you will not cut, bend, tear or otherwise alter your supplies at this time. As a team you will determine which ideas to pursue. Assigned recorder will make a list of all mentioned ideas. Remember that changes/improvements are not limited by cost so brainstorm as many wild design ideas as you can.

Brainstorming Sketch 1	Brainstorming Sketch 2	Brainstorming Sketch 3	Brainstorming Sketch 4	Brainstorming Sketch 5

Select Idea Based of Decision Matrix (5 minutes). Establish qualities from your criteria and constraints and score each idea utilizing the Decision Matrix Template (i.e. Time, Difficulty, Availability of Current Tech etc).

Decision Matrix				
	Quality 1	Quality 2	Quality 3	Total
Idea 1				
Idea 2				
Idea 3				

Full Annotated Sketch/ Mockup (10 minutes). You may now alter your materials and/or sketch your potential change or enhancement to the water bottle. Be sure to note necessary changes to your original ideas as they present themselves.

Annotated Sketch	Reflection

Present. Each team will present their changes/enhancements to the class. This could be done through sharing your sketches, presenting concept mockup, or if time permits a simple presentation.

Scoring:

Scores are based off the following criteria:

Design: Up to 10 points for design creativity

Team Spirit: Up to 10 points measuring how well the team works together

Test Results: 1 point if it successfully held the weight

Conclusion:

1. How did you know that your change or enhancement would reach most users?
2. What strategy did your team use for brainstorming? Explain.
3. Why do you think it is important to communicate design ideas through sketching?