Design Flow Map

Defining the Problem

& the Design Challenge

What is the success criteria?

Delay in Judgment

concepts
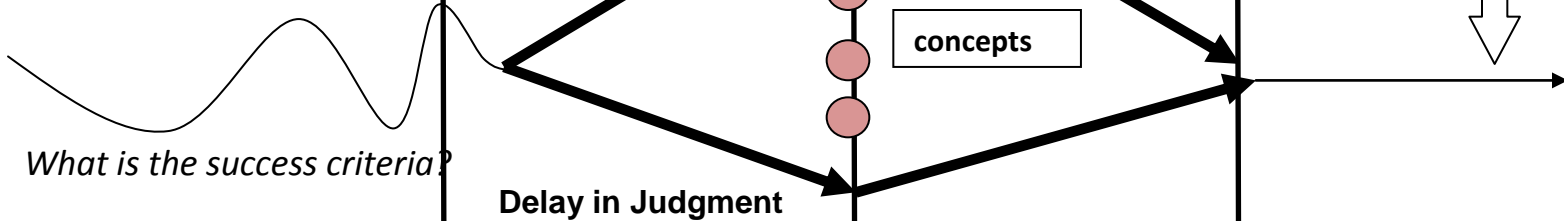
Priming	Generative	Convergent	Defining
Story Mapping	Brain Writing	Discussion of Pro/Con	Gallery Sketches
Needs	Morphological Analysis	Shaping	Modeling/Building
Problem Framing	Shaping	Requirements	Posters
Values	Brain Storming	Decision Matrix	Presentation
Constraints (science)	Scamper	Add "Math" connection	
Others , 5 Why			Success Criteria judgment

Listen to the needs and values of the characters in the story

1. Generate raw ideas for a given challenge

2. Select an idea that is particularly interesting

3. Identify the requirements for that concept

4. Come up with multiple solutions that meet the requirements

5. Select a solution, based on the requirements

The need to be right all the time is the biggest bar there is to new ideas

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EngineeringLens