Recitation Preference

Please fill out the online survey by **Wednesday, Jan. 23** to indicate your recitation preference.

[www.coe.montana.edu/engr310](http://www.coe.montana.edu/engr310)

Recitation Sections will be assigned on **Friday, Jan. 25**.
IDEO Video

ABC Nightline Episode:

“The Deep Dive”

Take notes on how the team approaches design problems
Discussion

• Create a list of characteristics that describe IDEO’s design approach.

• How does this approach compare to your experience with the paper bridge design challenge?
Call out: The IDEO Approach

- Not afraid to fail
- Worked toward a set of goals
- Encouraged unorthodox ideas
- Researched problem areas
- Everyone on an equal plane
- Encouraged individuality
- Multidisciplinary
- Everyone voted on best ideas
- Work environment: open, flexible, dynamic
- Reserved criticism of ideas
• Hired people not afraid to disagree with boss
• Set a time constraint
• Surveyed users and “experts”
• Encouraged wild ideas
• Combined best parts of different ideas to get an even better one
• Had a quit time each day
• Made prototypes of ideas to better visualize
  – One for each problem they were focusing on
• Kicked-off with almost a cheer session; celebrated
Call Out, cont.

- Seemed to focus less on mathematical analysis and more on creative ideas
- Leader was not the best designer; was a good people person.
- Division of labor
- “Focused chaos”
- Anti-bureaucracy
In Your Journal

Summarize your key take-away’s from today’s video and following discussion.