

# ENGR 310

Lecture 3

23 JAN 2008



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# 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.



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# IDEO Video

ABC Nightline Episode:

“The Deep Dive”

*Take notes on how the team approaches  
design problems*



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# 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



# Call Out, cont.

- 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.



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