

Role descriptions

In this project you will work in a team of 4–6 people. Specific roles are outlined below. Designers and entrepreneurs often work as teams because individuals rarely have all the skills needed to make an idea work.

As a team, think about your talents and interests to work out who would suit each role best.

Project stage:
Launch



**DESIGN
VENTURA**
2022–23

the
**DESIGN
MUSEUM**

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BORN TO BE

The Deutsche Bank youth engagement programme



Role	Description	Do	Don't
Project Manager	<p>A good all-rounder who can plan, manage their time and help others work together.</p> <ul style="list-style-type: none"> ▶ Has an overview of the whole project ▶ Delegate tasks so that every team member makes a contribution ▶ Complete the competition entry form with your team 	<ul style="list-style-type: none"> ▶ Make decisions ▶ Prioritise tasks ▶ Be a good listener ▶ Inspire and motivate the team 	<ul style="list-style-type: none"> ▶ Be bossy ▶ Expect everyone else to do all the work
Design Manager	<p>Creative people who are skilled at problem-solving and exploring creative ideas.</p> <ul style="list-style-type: none"> ▶ Lead the development of creative ideas ▶ Draw designs – from initial sketches to final designs ▶ Make models and prototypes ▶ Oversee the creation of the A3 sheets with input from the rest of the team 	<ul style="list-style-type: none"> ▶ Help other team members to contribute ideas ▶ Identify potential design problems and investigate solutions 	<ul style="list-style-type: none"> ▶ Ignore the financial and communication aspects of the idea ▶ Forget to get feedback on your ideas and to listen to others
Communications Manager	<p>Confident and good at summarising ideas, understanding other peoples' points of view and presenting.</p> <ul style="list-style-type: none"> ▶ Help the team to understand all aspects of the brief ▶ Carry out research into the target audience and existing products on the market ▶ Develop marketing ideas to sell your product to potential buyers ▶ Lead the pitch that will present your team's final idea to the judges 	<ul style="list-style-type: none"> ▶ Make sure you understand the financial and design aspects of the project ▶ Think about your product's Unique Selling Point (USP) 	<ul style="list-style-type: none"> ▶ Do all the talking and no listening
Finance Manager	<p>Someone who is good with facts and figures, and with excellent research skills.</p> <ul style="list-style-type: none"> ▶ Develop ideas and plans that could make your team's idea profitable ▶ Research the costs of materials and manufacturing and try to find the best value options ▶ Complete your team's budget template (optional) showing the costs for your product 	<ul style="list-style-type: none"> ▶ Keep your financial plan simple and realistic ▶ Contribute to the creative ideas and communications aspects of project 	<ul style="list-style-type: none"> ▶ Choose low cost over good value ▶ Forget to consider sustainable options when sourcing materials and researching manufacturing methods. Sometimes cheaper options cost the environment.

All team members should...

- ▶ Help come up with initial ideas
- ▶ Agree on a name for your team and your product
- ▶ Give positive feedback to other team members

- ▶ Consider the environmental aspects the final idea
- ▶ Decide which charity to donate profits from the sale of your product to
- ▶ Contribute to the final pitch