



**DESIGN
VENTURA
2024–25**

Bringing the business of design
to life with Deutsche Bank

ventura.designmuseum.org | [@DesignVentura](https://twitter.com/DesignVentura) | [#DesignVentura](https://hashtagevents.com/DesignVentura)

Refining an Idea Activity

To learn how to question and redesign a product

Purpose of activity:

To turn the brief on its head to inform and question

To provide students with different perspective to build on their ideas

For students to identify gaps/opportunities for development for their own designs

The goal:

Students redesign and change an existing product.

How:

Students can do this activity in their teams.

Timing: 30 mins

You need:

Products from the Design Museum Shop (and/or everyday items such as playing cards, clothes pegs, keyrings, jigsaw puzzles, postcards...)

This can also be undertaken straight after watching the Design Ventura brief (available as a film on the Design Ventura Website)

Hygiene, Health & Safety:

Hygiene standards should be considered for activities, including regular hand washing, the use of gloves for object handling and cleaning any shared materials with antibacterial wipes/spray between handlings.

The activity:

Allocate one product per team

Ask every student to sketch their team's product

Undertake a quick SWOT analysis (Strengths, Weaknesses, Opportunities, Threats facing the product)

Challenge teams to adapt the product, making it work in a new way (using the 3 Ps: people, product, pieces)

Undertake another quick SWOT analysis, reflecting on what has changed

Pin up sketches and discuss as a whole class. Can students identify gaps or problems in their design ideas from this activity?

the
**DESIGN
MUSEUM**

+



Deutsche Bank