

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.

Project stage:
Kickstarting your project

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



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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 – Use student tick list to keep team on task – Delegate tasks so that every team member makes a contribution – Complete the competition entry form with your team in November 	<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 – Create the 3 visualisation sheets 	<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 target market – Develop marketing ideas to sell your product to potential buyers – Lead pitch that you will use to present your team's final idea to the judges 	<ul style="list-style-type: none"> – Make sure you understand the finance 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 to get the best value – Complete finance template showing the budget for your team's competition entry 	<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 the final price of your product will be around £10, so the total cost to manufacture should be no more than £5 in order to make a profit

All team members should...	<ul style="list-style-type: none"> – Help come up with initial ideas – Agree on a name for your team and your product – Give positive feedback to other team members 	<ul style="list-style-type: none"> – 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
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