



DESIGN VENTURA 2021-22

Bringing the business of design
to life with Deutsche Bank

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Design Ventura 2021-22 Brief Criteria Student Check List

Team Name:

Date of Review:

You have:

Tick

- Addressed one of the specified target user groups
- Come up with an original idea that 'improves everyday life'
- Produced an idea appropriate for the Design Museum Shop
- Produced a product that looks nice (aesthetically pleasing)
- Produced a product that works well and meets a need
- Conducted research to support your idea
- Tested your idea with your target audience
- Identified a USP for your product
- Created a name for your product
- Come up with marketing ideas that will attract your target audience
- Identified materials for the production
- Identified manufacturing processes for batch production
- Considered ethical and environmental implications
- Included steps to minimise the negative impact on the environment
- Produced sensible and evidenced costings for your product
- Shown how you will make a profit from the sale of your product

Ideas for improving your product based on the above:

the
DESIGN
MUSEUM

+

BORN TO BE

The Deutsche Bank youth
engagement programme

