



DESIGN VENTURA 2024-25

Bringing the business of design
to life with Deutsche Bank

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

Design Ventura 2024-25 Brief Criteria Student Check List

Team Name:

Date of Review:

You have:

Tick

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

Ideas for improving your product based on the above:

the
DESIGN
MUSEUM

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Deutsche Bank