



User Group Event Activity

Title: Design Concept Challenge – Water Cooler (Phase I)

Abstract:

This challenge is an interactive, group activity designed to look at an initial proposal for the design for a table top water cooler. This activity allows group members to share ideas and experiences and learn from one another.

Attendee Benefits:

- Network, learn, and share ideas with other group members
- Learn from a real world example

Setup:

People: 1 Facilitator (Project Manager), 1 Timekeeper (Project Account)

Materials: Each group will need a whiteboard or pad of paper and markers. Paper should be a minimum of 11x17 for readability. This will be used to document the ideas and present these ideas to the group

Organization: When the meeting starts, determine how many teams will be required. Keep the team size to 4-6 people.

Presentation: This document is available via a PowerPoint presentation so the teams can not see the next step during the event.

Information:

- Requirements are set by and judged by the facilitator
- The project requirements will be described during the process
- Each group will discuss and present their thoughts and solutions
- Teamwork and group participation will count in the final evaluation
- Encourage group participation and discuss the tasks and requirements in a brainstorming manner. Time permitting; each group can refine their solutions and comments
- This will be a fast paced project. Groups must work together and work effectively to succeed
- **Most Importantly:** Get to know other in your group, work together, and have fun

Rules:

- The facilitators rules and judgments are final
- The time keeper will keep track of time portion
- The facilitator can change the rules at any time
- Groups will be judged at the end for originality, teamwork, attitude, and quality of work

Time Required:

90 Minutes with a 15 minute break

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Plan:

0:00 – 0:05

Introduction by the facilitator

- Description of project (see **Abstract**)
 - ACME Home Cooler Company wants to introduce a new version of their popular cooler for the home market
 - The new home version should have an easy to handle bottle
 - There will be multiple capacity bottles available (2 and 5 gallons)
 - The internal design group will consist of three people:
 - Bottle design
 - Cover and Drip Tray
 - Frame (design lead)
 - The external group includes:
 - Plumbing
 - Electrical
 - Design for manufacturability
- Describe the rules (see **Rules** section)
- Break into teams (facilitator to count out # of teams). Assign to groups by counting off (1 - # of teams).



0:05 – 0:10

Break into teams and...

- Introduce yourself
- Pick a team spokesperson
- Note: Teams that do not finish within the timeframe will be penalized and the facilitator will pick a leader

0:10 – 0:12

Start

- Each group to announcement their spokesperson
- Facilitator to describe the requirements (see **Requirements** section)



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- 0:12 – 0:27 *Where to start?*
Be able to present your ideas on the following:
- Where do you start with the project?
 - How will you capture the design intent through the early conceptual design process?
 - How will you collaborate internally?
 - What issues do you foresee or need to investigate when dealing with the outside vendors?
 - What are the major design elements?
 - How will they be documented?
 - How will design reviews be conducted with all stakeholders, internal and external?
 - What formats and technology could be used to accomplish this task?
- 0:27 – 0:30 *Change*
1) Management has decided to take the design of the outside cover to an outside industrial design firm.
2) The mounting pattern between the plumbing and frame modules changes.
How would you address the following issues:
- How to handle knowledge transfer and design intent
 - How to handle data management and transfer
 - How will change management be addressed?
 - How will your organization insure that the parts fit and the latest changes have been made correctly?
 - What other potential issues should management be aware of?
- 3) Pass out the requirements document.*
- 0:30 – 0:50 *Continue with the review process...*
- How will the changes effect what has been proposed?
 - Finish up and determine what will be presented (~5 minutes / group)
- 0:50 – 1:05 *Break*
- Groups will be ready to go **on time**.
- 1:05 – 1:25 *Group reviews*
- Each group shall present and discuss their ideas
 - Each group shall be limited to ~5 minutes for their presentation.
- 1:25 – 1:30 *Q&A and wrap-up*
- Facilitator names the group that displayed the best ideas, comments, and displayed the best teamwork