

« C O M M U N I T Y of Design

Developed by Zoey Andreas

Community of Design™

Real-world design.
Autonomy.
Iteration.

Design Challenge: Human-Centred Innovation

A design exploration focused on real-world impact through creativity, autonomy, and iteration

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Your Challenge

Design a concept that has the potential
to improve people's everyday lives.

Approach

- Generate a **wide range of ideas**

- Explore **multiple possible solutions**

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- **Prototype** and **test** concepts quickly
- Reflect on **outcomes** and **insights**
- **Refine and improve** your prototype

Step 1 – Choose a focus



Social Impact

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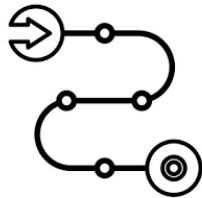
Accessibility



Wellbeing



Sustainability



Future Design



AI Design°

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Step 2 – Identify problems



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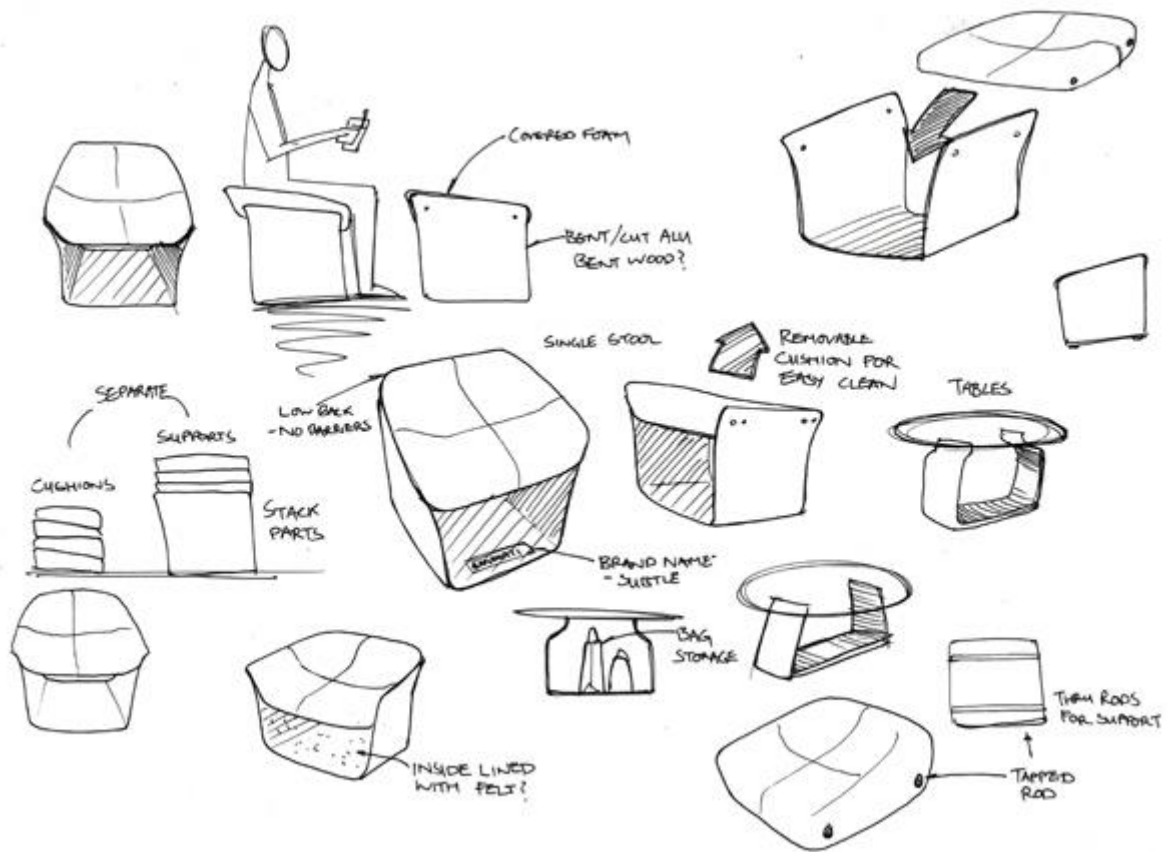
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Think about:

- What problems exists?
- Who experiences these problems?
- Why is it important?

Step 3 – Generate Ideas

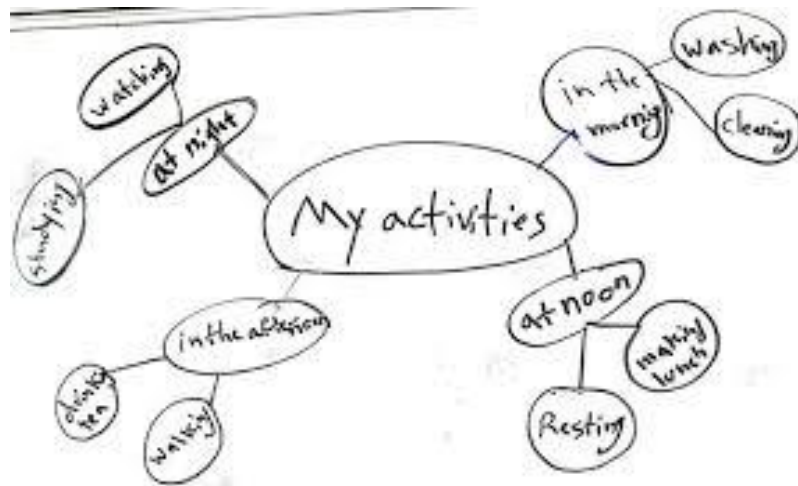
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Sketch at least 3-5 possible ideas

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Step 4 – Select and develop ideas



Step 5 – Create Quick Prototypes

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Create simple prototypes or models of
your ideas (for example: cardboard, paper
models, digital sketches)

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Step 6 – Reflect and Improve

Evaluate your prototypes and identify
what works well and what could be
improved

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Step 7 - Refine your design



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Develop an improved version of your
prototype based on your reflections
and feedback

Step 8 – Present your Final Concept

- The problem your design aims to solve

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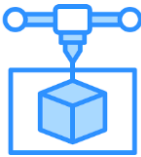
Skills you develop through this challenge



Independent thinking – Develop a design focus and explore original ideas



Creative problem solving – Identify real-world challenges and design possible solutions



Rapid prototyping – Test ideas quickly through sketches, models, or simple concepts



Iteration – Refine designs through feedback, testing, and reflection



Communication – Present design ideas clearly and effectively

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Design portfolio development – Create work that contributes to a
professional design portfolio