Design in Management: Concepts & Methods of Practice

**DESIGN PROJECT SCHEDULE**

**FALL SEMESTER**

**Introduction**

Th. Sept 16  Overview of the Project
Project Identification & Team Selection
Overview of Process & Practice

**Phase 1: Contextual Research**

Th. Sept 16  Begin Contextual Research
Background Study of the Organization: Profile & Market Position

Th. Sept 30  Present Report on the Background of the Organization

Th. Oct 12  Present Report on Current Situation & Issues Facing the Organization that Motivate this Project
Begin work on Problem Identification

Th. Nov. 4  Report on Problem Identification
Begin work on the Design Brief

Th. Nov. 11  Present the Design Brief

**Phase 2: Explore the Brief**

Th. Nov. 16  Begin Exploration of the Design Brief
Review Issues, problem, goals & objectives
Begin building user profile to probe the brief

Th. Dec. 2  Present Results: Key issues, goal, & potential features

**SPRING SEMESTER**

**Phase 3: Conception: Invention & Judgement**

**Phase 4: Realization: Development & Evaluation**

**Phase 5: Delivery**