

DESI10147

Design Identities: roles and ecologies

Assignment 1 – research proposal

Due for week 5 supervision tutorial feedback and approval

STUDENT NAME and NUMBER:

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DATE of TUTORIAL:

14:00-14:45

I have another course before this slot

APPROVED (tutor signature and date):

Research Theme

Neri & Hu design and research office
What is their key ethos and the way of working on a project

Tutor comments:

Approach to the case study

Search any materials on the internet about Neri & Hu
Pick some particular work project and analysis them

Tutor comments:

Use of visual service/design thinking tools

Design thinking process
Mapping journeys
Business model templates
Focus group

Tutor comments:

Likely outcome format

A report with some graphics and case detail analysis

Tutor comments:

Plan of action and key milestones

If it is possible, I may try to online meeting one of Neri & Hu staffs
Or visit their company

Tutor comments: