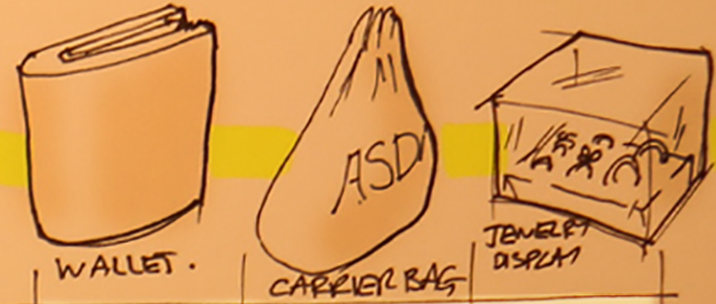


# WHO? WHAT? WHERE? WHY?

- |            |            |          |          |
|------------|------------|----------|----------|
| TEENAGERS  | PAINT      | KITCHEN  | STORE    |
| PARENTS    | DRINK      | STUDIO   | ORGANISE |
| ARTIST     | SOIL       | OFFICE   | DISPLAY  |
| CHEF       | SAUCE      | SCHOOL   |          |
| ENGINEER   | PEPPER     | SHED     |          |
| BEAUTICIAN | SALT       | GARDEN   |          |
| GARDNER    | BRUSH      | BATHROOM |          |
| MUM        | PENCIL     |          |          |
| TODLER     | HEADPHONES |          |          |
|            | TOOTHBRUSH |          |          |

THINK OF WHICH OF THE 3 "WHY" HEADINGS ARE INVOLVED IN THE FOLLOWING PRODUCTS - AND PRIORITISE THEM. #1, 2, 3.



- STORE
- ORGANISE
- DISPLAY

WALLET	CARRIER BAG	JEWELRY DISPLAY

AS YOU MAY HAVE REALISED ITS DIFFERENT FOR EACH ONE -

## POSSIBLE DESIGN BRIEFS

- #1 DESIGN & MAKE A CHILLI PEPPER STORAGE WRACK FOR COOKS @ A BBQ.
- #2 " " " " TODDLERS, TOOTHBRUSH HOLDER FOR THEIR BATHROOM.
- #3 " " " " PENCIL & PEN HOLDER FOR AN ENGINEER IN THEIR OFFICE
- #4 " " " " SALT & PEPPER SET FOR AN ARTIST IN THEIR KITCHEN.
- #5 " " " " BEAUTICIAN'S COSMETIC PENCIL HOLDER FOR THEIR STUDIO
- #6 " " " " SOIL / SEED GROWING SET SPECIALIST GARDNER IN THEIR SHED.
- #7 " " " " CALPOL MEASURED DOSE HOLDER FOR A MUM IN HER FRIDGE.
- #8 " " " " COLOUR RANGE POT HOLDER FOR TEENAGERS @ THEIR SCHOOL
- #9 " " " " DRILL HOLDER FOR AN ENGINEER IN THEIR WORKSHOP.
- #10 " " " " AROMA SAMPLE SET FOR A BEAUTICIAN IN HER BATHROOM
- #11 " " " " COLOURED PENCIL HOLDER FOR TODDLERS IN THEIR SCHOOL

# THIS IS NOT A COMPLETE LIST & YOU MAY HAVE NOTICED THERE ARE SOME "NEW" ELEMENTS IN THE LAST THREE EXAMPLES. THE "MORPHOLOGICAL ANALYSIS" LIST SHOULD NOT BE PRESCRIPTIVE - THE IDEA IS TO GENERATE POSSIBILITIES.

## SPECIFICATION

- THE DESIGN MUST:- BE, HAVE, DO:-
- HAVE A "ACTION" BASED STORAGE SYSTEM.
  - BE SAFE TO USE
  - BE CAPABLE OF BEING MADE IN THE SCHOOL WORKSHOP.
  - HOLD AT LEAST
  - ALLOW EASY ACCESS TO
  - BE SECURE
  - BE EASY TO CLEAN
  - BE FREE STANDING
  - BE SIMPLE TO USE
  - BE CAPABLE OF DISASSEMBLY TO AID RECYCLING
  - BE CAPABLE OF BEING MADE WITHIN
  - RETAIL FOR £ - £
  - BE SUITABLY STRONG

THE DETAIL HAS BEEN LEFT OUT OF MOST OF THIS SPECIFICATION. THIS FRAMEWORK WOULD WORK WITH #1 - #11.