

NAME: _____

ASK + IMAGINE

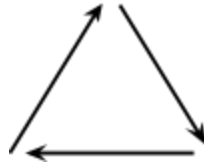
The designers begin by asking “how can we make the shopping cart better?” What problems with shopping carts do they talk about?

Some designers go talk to grocery store owners and workers. Others designers talk to or watch grocery shoppers. Why do you think the video says the owners, workers, and shoppers are experts? What are they experts about?

What issues do these experts identify?

What wild ideas do the engineers imagine? Why are these ideas important?

IMPROVE



PLAN + CREATE

What ideas do the engineers combine in order to optimize/make the best possible shopping cart?

Why should you fail often to succeed sooner?

How do the engineers plan the cart?

What do the groups create?
