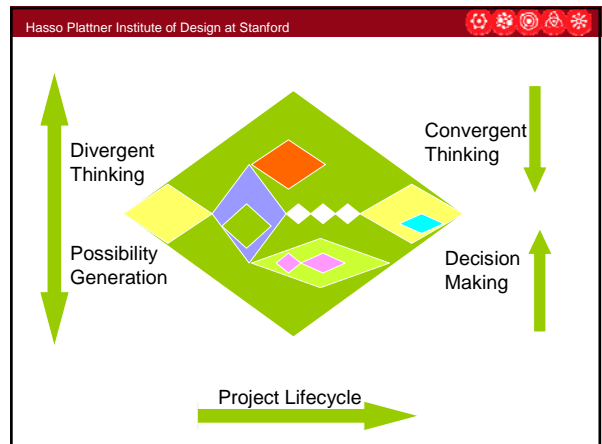
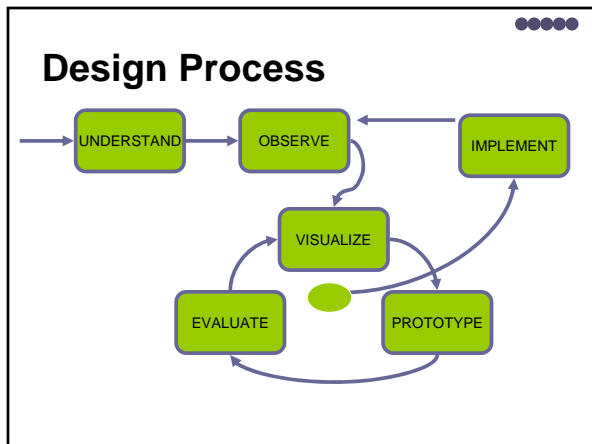
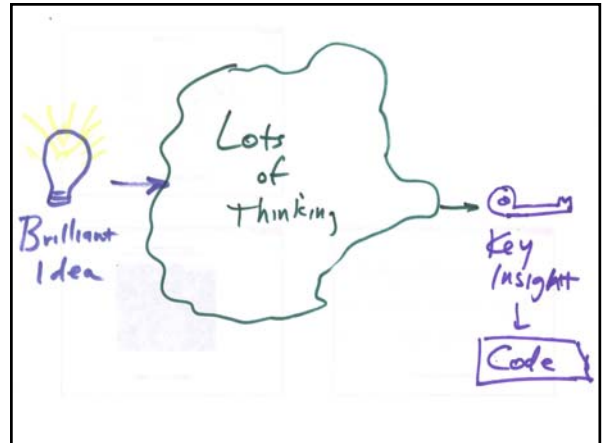
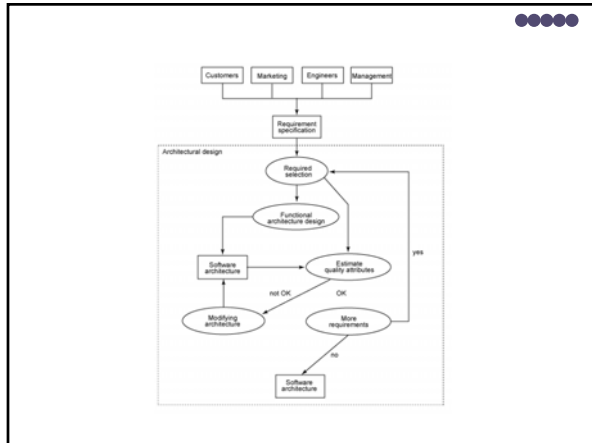
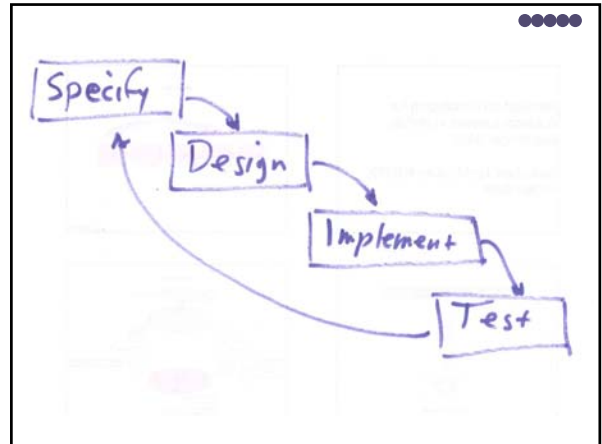






# The process of Design

Terry Winograd,  
September 19, 2007




When Design thinking gets out of hand...

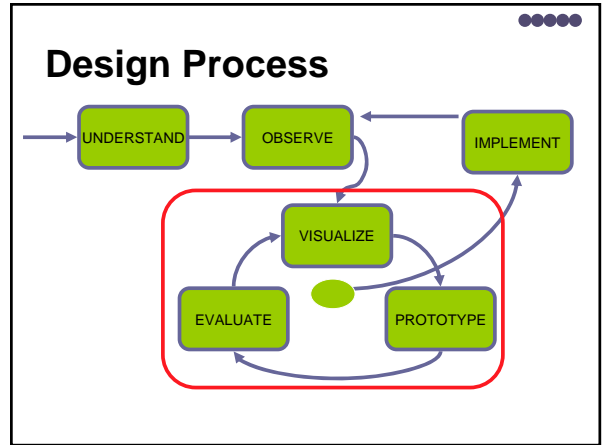
Find a **Point of View:**

**d.Fountain**



**The Challenge**  
 You are soda jerks at the inaugural d.school fountain, open for three hours from 12:00 – 3:00 on Saturday the 21<sup>st</sup>. Your team will design a spectacular sundae experience for seventy people. While you will have plenty of time to design and experiment, you will have five minutes to make the sundaes and deliver the experience on Saturday. You can deliver any kind of "sundae" experience you want (flavor, type, shape, etc.) but it must:

- Be bite-sized (ok, maybe two bites, ok maybe three ...)
- Have more than three ingredients
- Require assembly during your five minute time limit
- Spend no more than \$40 dollars for all edible and non-edible expenses combined
- Deliver an amazing experience to the fountain patrons




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