Questions/Fill in the blanks 1-16 **USE BLUE FONT TO ADD YOUR RESPONSES**

1. "From the buildings in which we live and work to the cars we drive, or the knives and forks with which we eat, everything we use was designed to create some sort of marriage between _____ and _____."

2. The folks at IDEO state that they are not experts in any given area. But they do claim to be experts on the _____, which they apply to the innovation of consumer products.

3. After the team of designers is brought together, introduced to the problem, and informed that they have five days to "pull it off," what phase of the design process do they immediately engage in?

4. Give two examples of what the team members did during this phase.
    a.
    b.

5. List five rules of thumb that IDEO employees follow when they share ideas during the brainstorming phase:
    a.
    b.
    c.
    d.
    e.

6. Why should wild (and sometimes crazy) ideas be entertained during the brainstorming phase?

7. After the brainstorming phase was over, the team narrowed down the hundreds of ideas by _____ for those ideas that were not only "cool" but also _____ in a short period of time. Which phase of the design process includes brainstorming and narrowing ideas?

8. IDEO believes that the ideas and efforts of a _____ will always be more successful than the planning of a lone genius.

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9. Once the ideas were narrowed down and divided into categories, the group was split into four smaller teams. For which phase(s) of the design process was each of these groups responsible?

10. The leaders at IDEO believe that _____ behavior and a _____ environment are two important reasons their employees are able to think quickly and creatively to produce innovative results.

11. Sometimes, people come up with great solutions that work by trying their ideas first and asking for _____ later.

12. Design is often a process of going too far and having to take a few steps back. What phase(s) of the design process would the critique of the four mock-ups come under?

13. Upon critique of the four teams' models, it was obvious that none of the teams had developed an optimum solution. However, the people at IDEO believe that it is important to _____ often in order to _____ sooner.

14. What percentage of the entire week's time did it take to fabricate the final prototype?

15. Instead of showering his design team with a tremendous amount of praise, what did the boss require his employees to do with their new design?

16. Of all the things that we are surrounded by every day, what has not been placed through the design process?

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