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**Shopping Cart Redesign Design Brief**

Extend Your Understanding (Optional)

Engineers need to know what problems they are addressing. They must have an idea about the degree to which the solution should be carried out, along with what the solution should do to solve the problem. The engineer must also work within constraints, such as time and budget. A design brief is a tool that is used to concisely identify the problem, solution expectations, and project constraints. The engineer will often return to the design brief throughout a design process to assess the progress and validity of his or her creative work.

Imagine that you are part of that design team. The project leader has given you the responsibility of creating a **design brief** that defines the problem, states the expectations that the solution must meet, and identifies the project criteria and constraints. Your design brief will serve as a guide to the team as they work through the design process.

From your observations of the video, record your information in the design brief on the following page or in your engineering notebook.



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| **Shopping Cart Redesign Design Brief** |

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| **Client:**  *Who is the customer or client that is paying for the design service?* |  |
| **End User:**  *Who is going to use the new product?* |  |
| **Designer(s):**  *Who was responsible for the design of the revised grocery cart?* |  |
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| **Problem Statement:**  *What was the problem that the design team was trying to solve? Write your answer as a complete sentence.* |  |
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| **Design Statement:**  *To what degree was the solution to be realized? Was the design team’s intention to merely sketch an idea and be done? Was the intention to come up with an idea, build it, and stop there? Or, was it the design team’s intention to design, build, and test an idea? What expectation(s) did the design have to meet before it would be considered a successful solution to the problem? In other words, what did the solution have to do?* |  |
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| **Criteria & Constraints:**  *What criteria did the solution have to meet? What limitations did the design team have to work with? Was there a time constraint to get the project finished?* |  |
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