



# DESIGN FOR DELIGHT

Bored-19  
Presentation

# CUSTOMER EMPATHY



## Bored-19's Problem Statement:

- Many people staying home (quarantined) due to COVID-19
  - Unconnected with others
  - Feeling bored
  - Repeatedly doing the same things every day, during the last 12 months, has had a negative effect on many

# CUSTOMER EMPATHY



## Customer Observations

- They like family friendly games
- They enjoy variety in games, that makes it interesting
- They like challenges in games (trivia, action, consequence, ect,)

# CUSTOMER EMPATHY



## Customer Values

- They enjoy variety in games, that are interesting
- They like challenges in games (trivia, action, consequence, ect,)
- They appreciate educational aspects in a game

# CREATIVE PROCESS



## Idea Development

- Brainstorming as a group
- Individual experimentation
- Group Presentations
- Outside Input from potential customers
- Results Driven Decision
- Pandemic-19, Board Game

# GO BROAD TO GO NARROW



## Idea Development, The Product

- Product Design
- Sample Game Board
- Card titles

# RAPID EXPERIMENTATION



## - Pototype "Pandemic-19".

- Shared design tasks
- Customer focus groups via family and friends
- During our trade shows we used our sales to see which of our other products we most popular amongst our customers to include elements in Pandemic-19
- -Packages designed for specific customer needs and wants.