



to be **persuasive**

we must be **believable**

to be believable, we must be **credible**

to be credible, we must be **truthful**

Edward R. Murrow

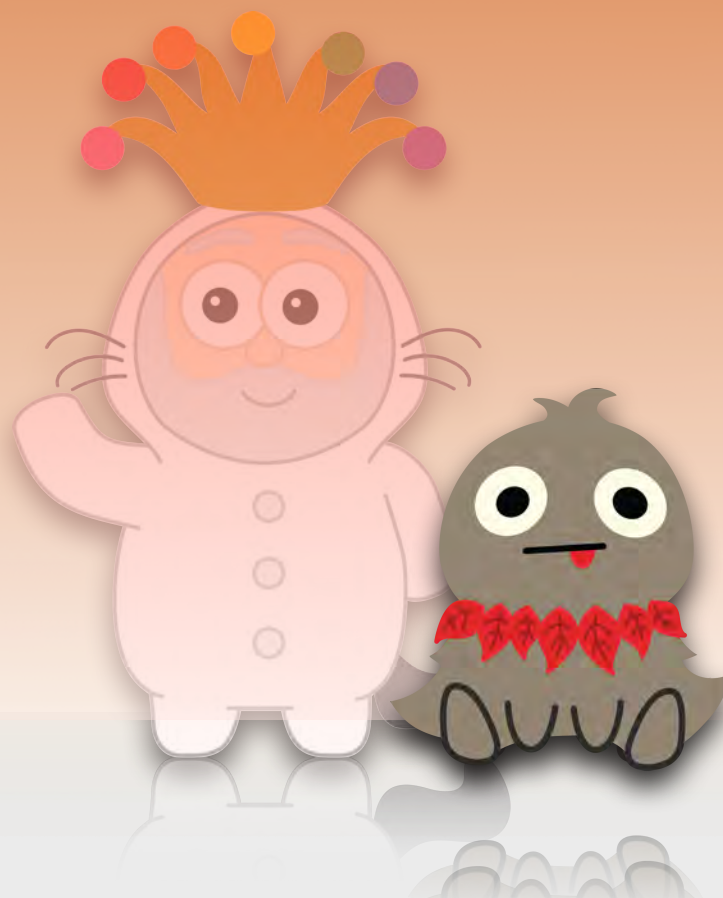
1908-1965

television news pioneer





























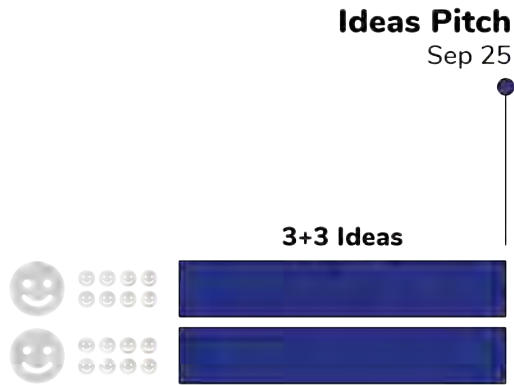




Sept 25

Process

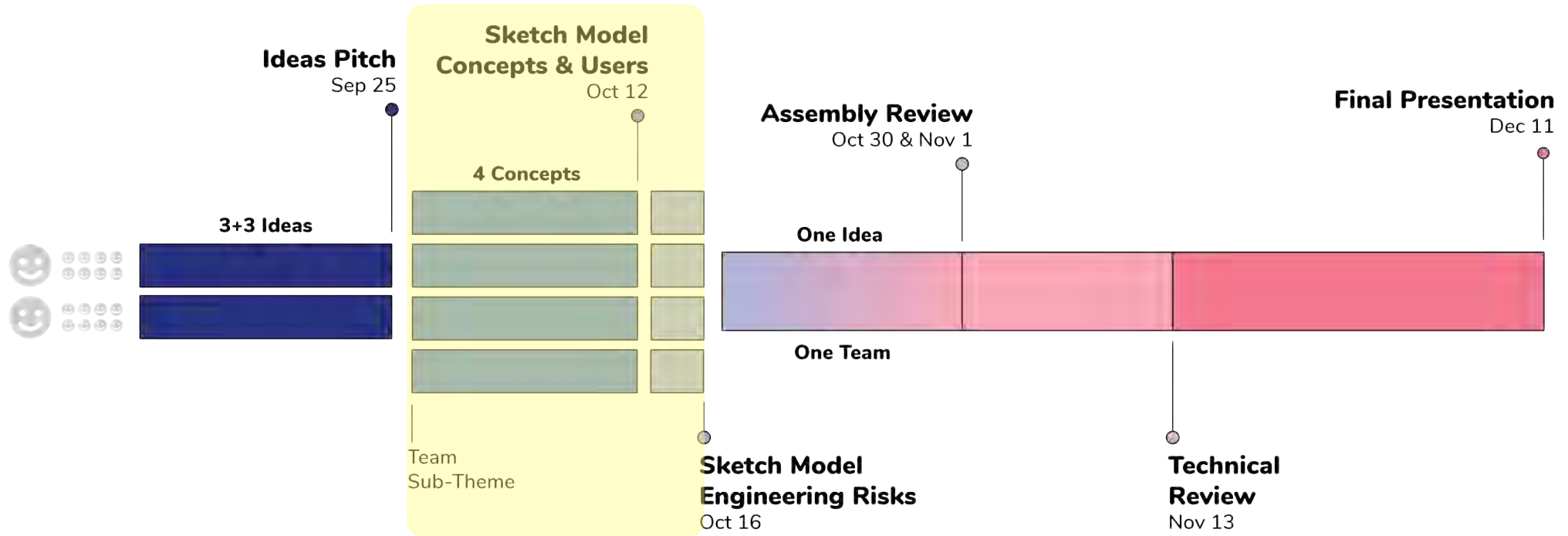
opportunity phase



6 PM
Sept 25

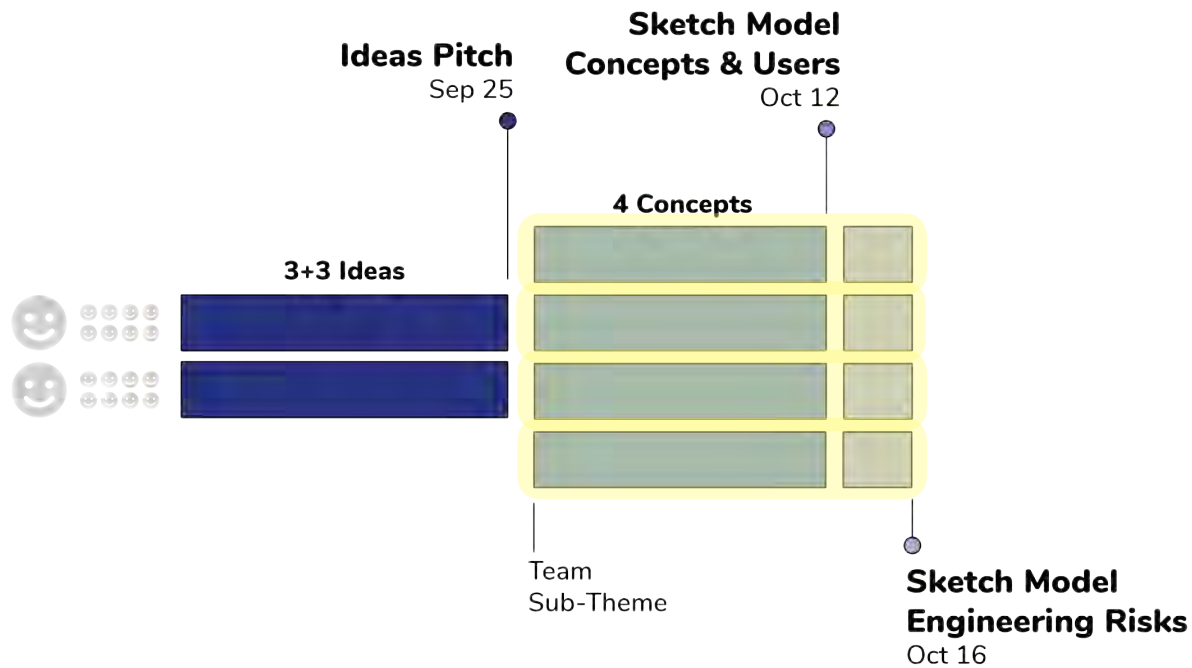
Team
Sub-Theme

Process opportunity phase



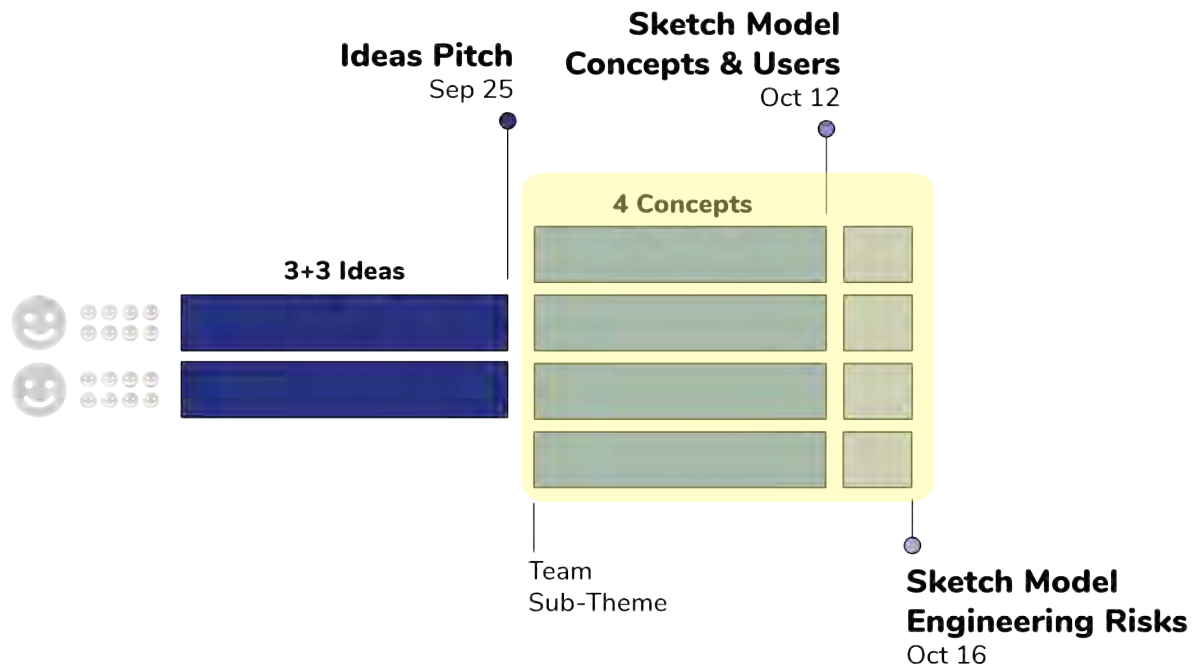
Process

concept generation phase



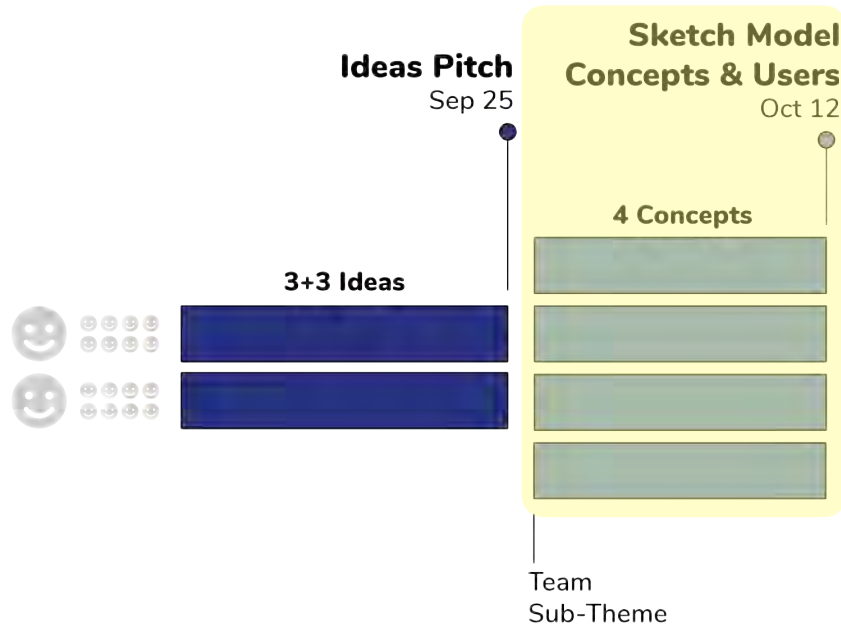
Process

concept generation phase



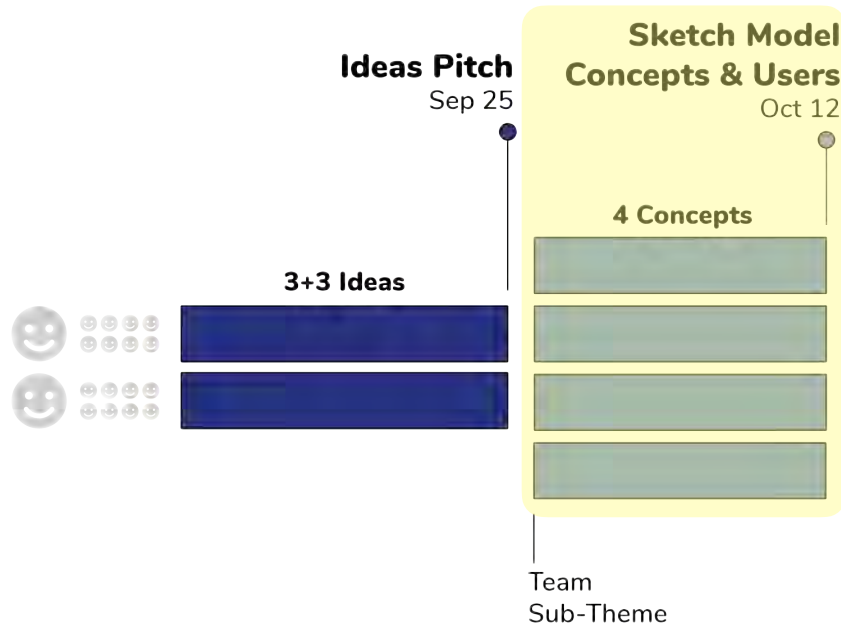
Process

concept generation phase



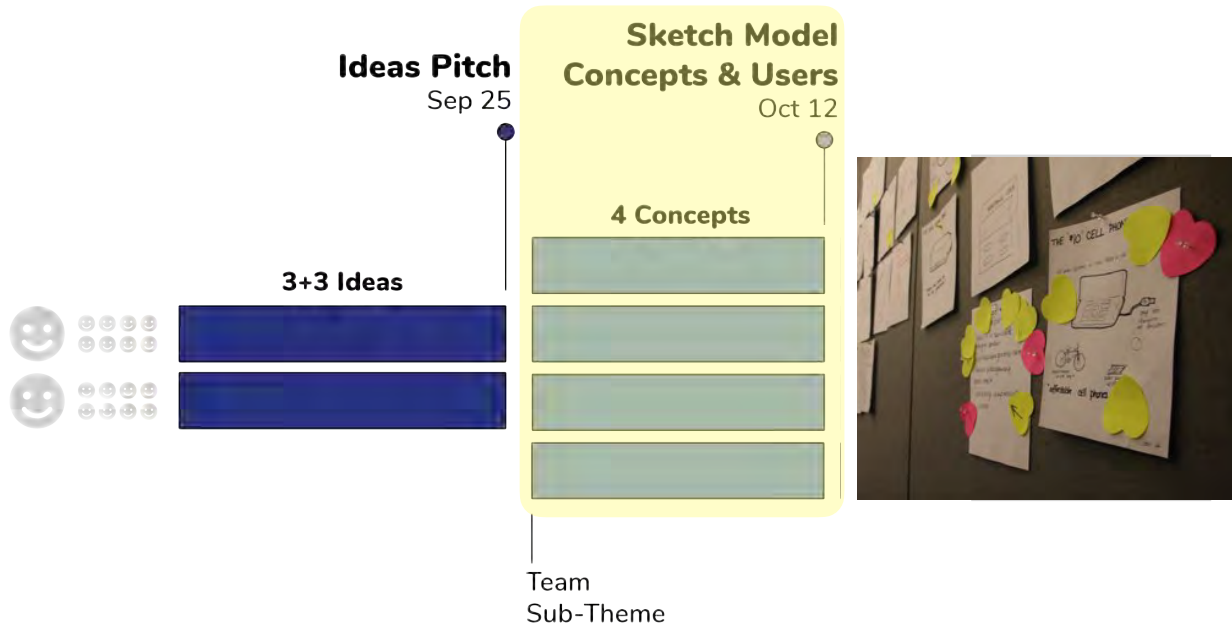
Process

concept generation phase



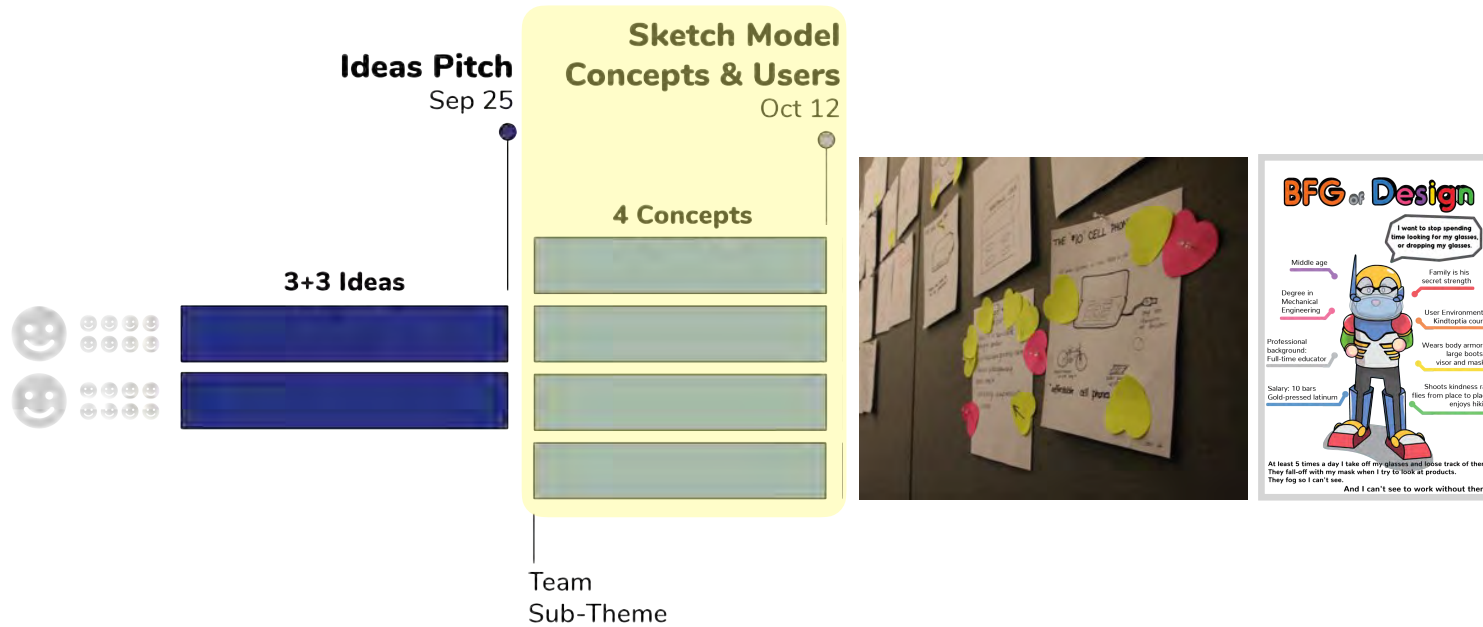
Process

concept generation phase



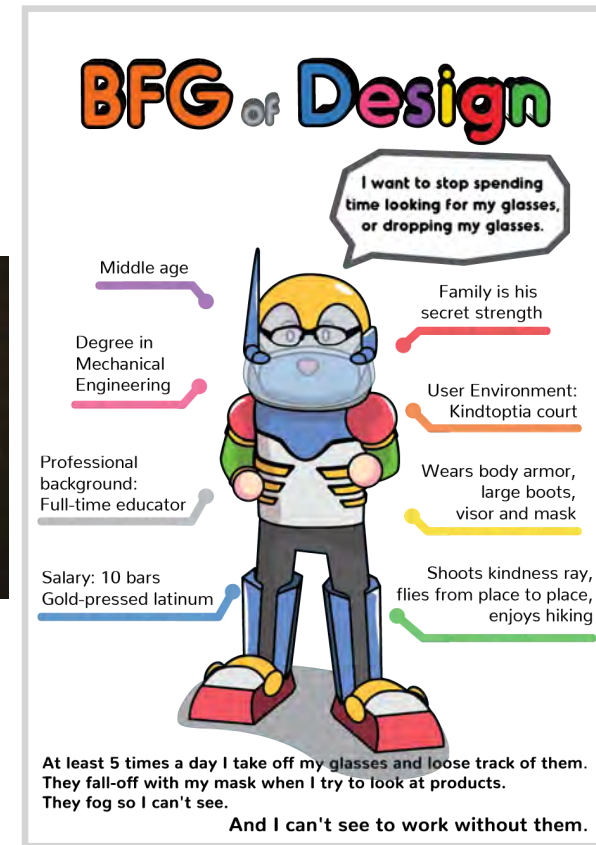
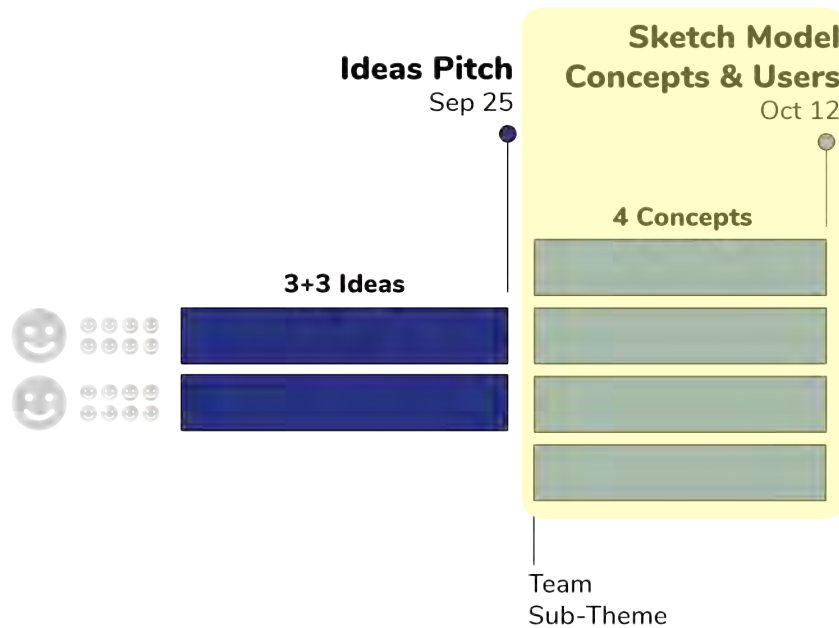
Process

concept generation phase



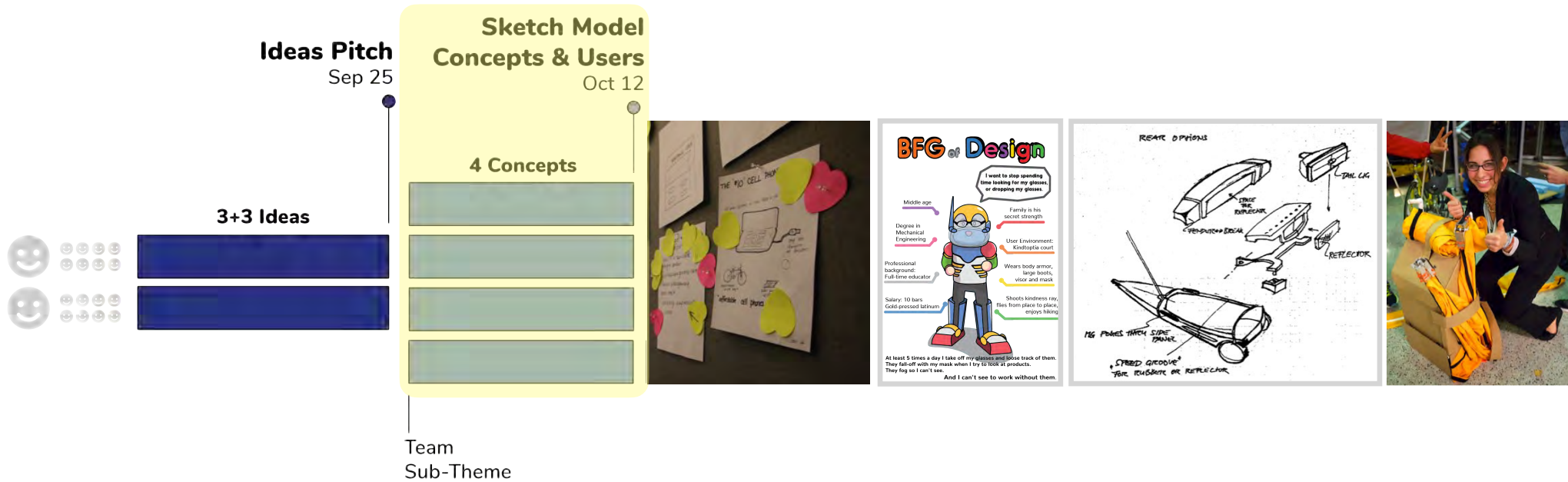
Process

concept generation phase



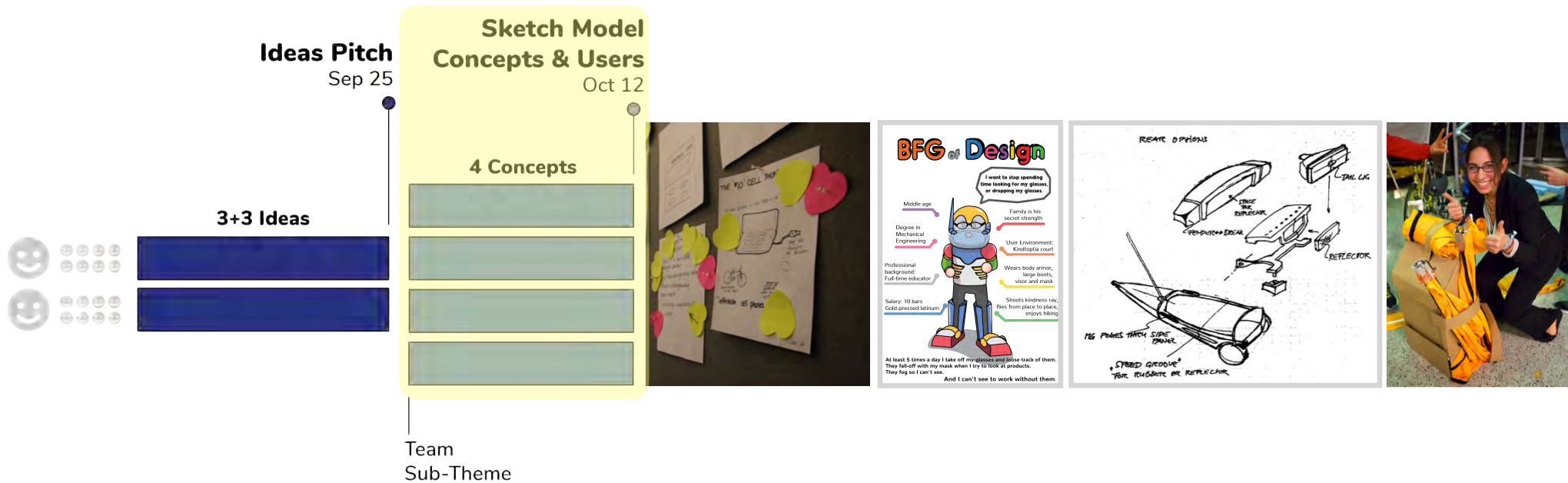
Process

concept generation phase



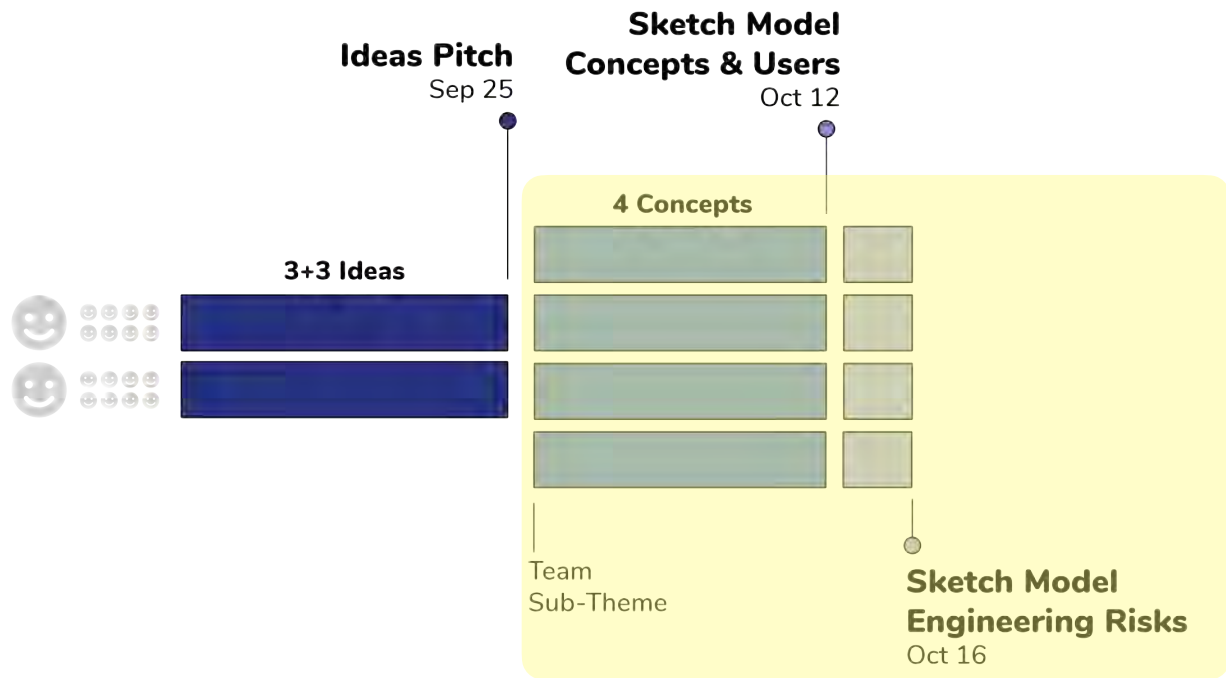
Process

concept generation phase



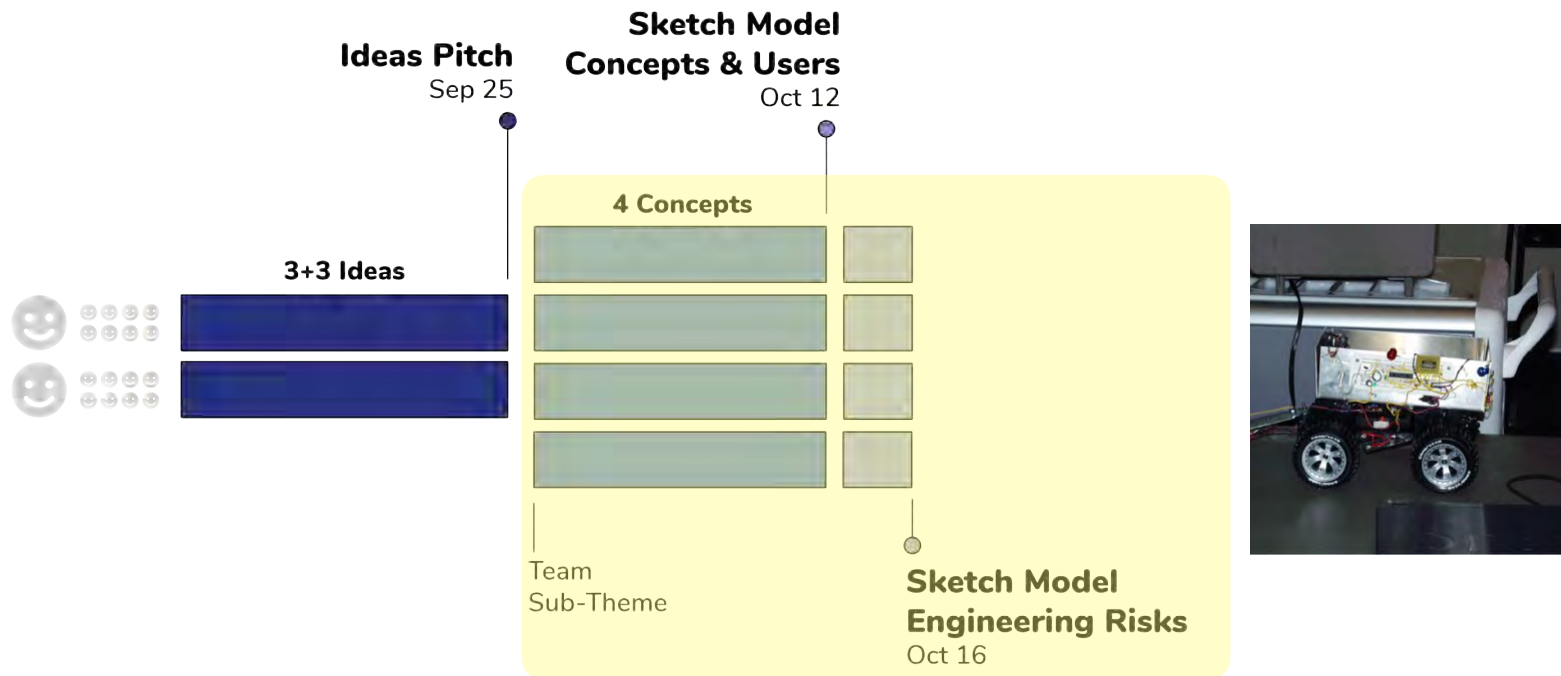
Process

concept generation phase



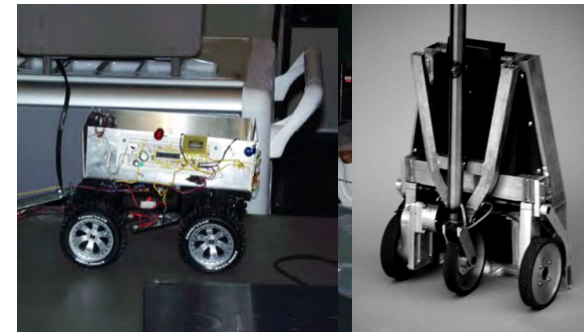
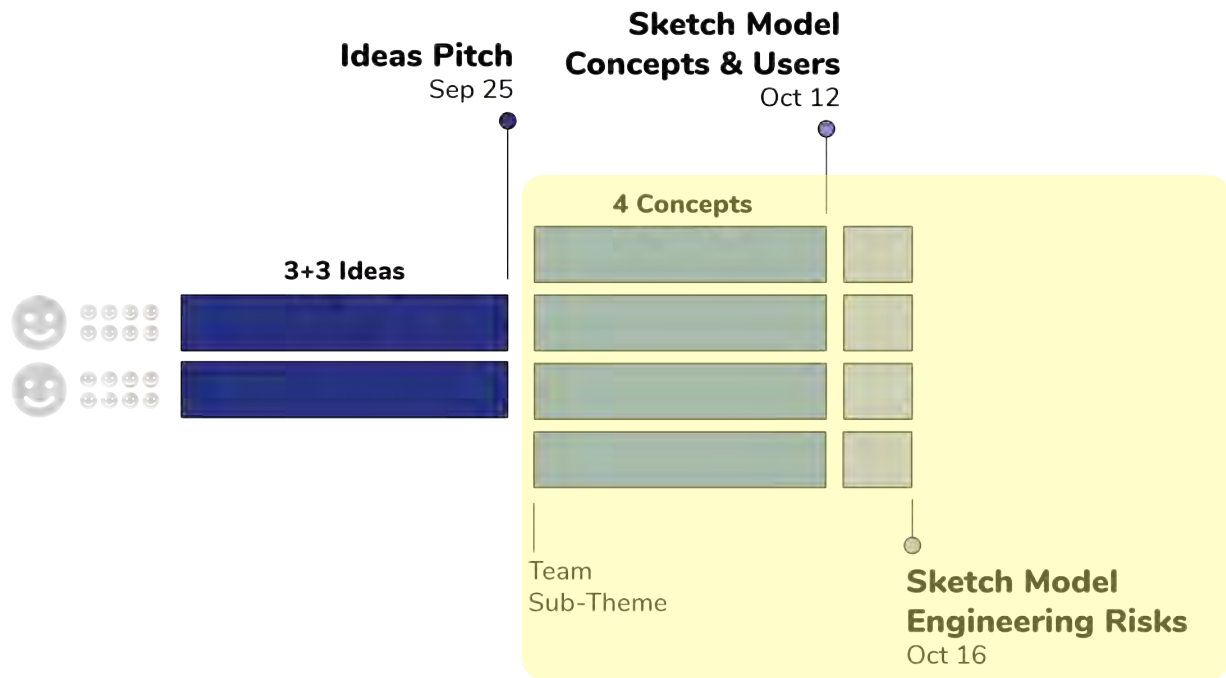
Process

concept generation phase



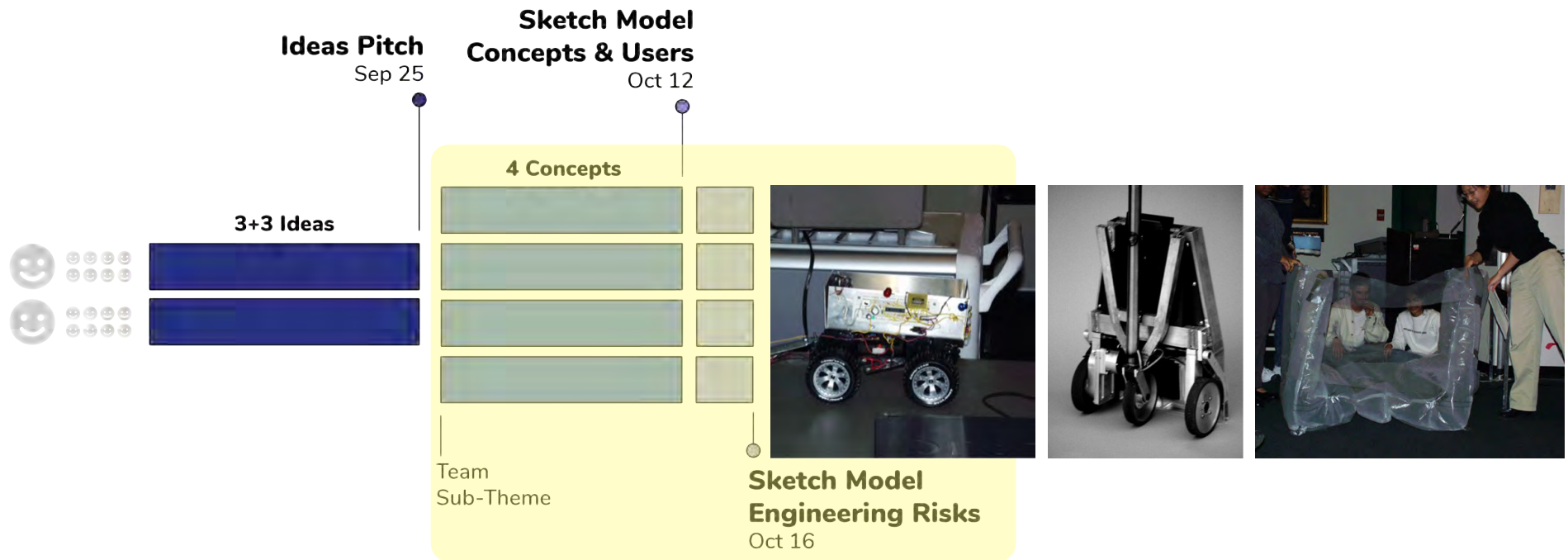
Process

concept generation phase



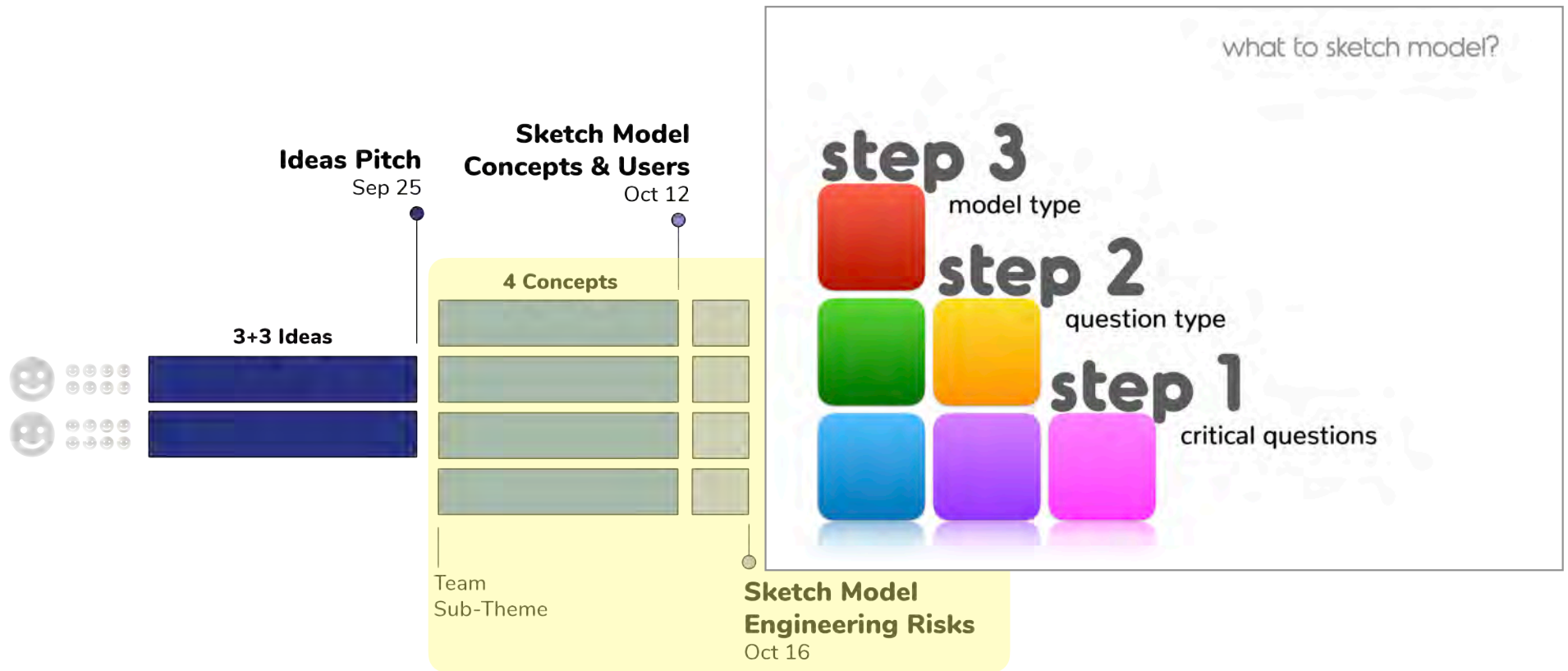
Process

concept generation phase



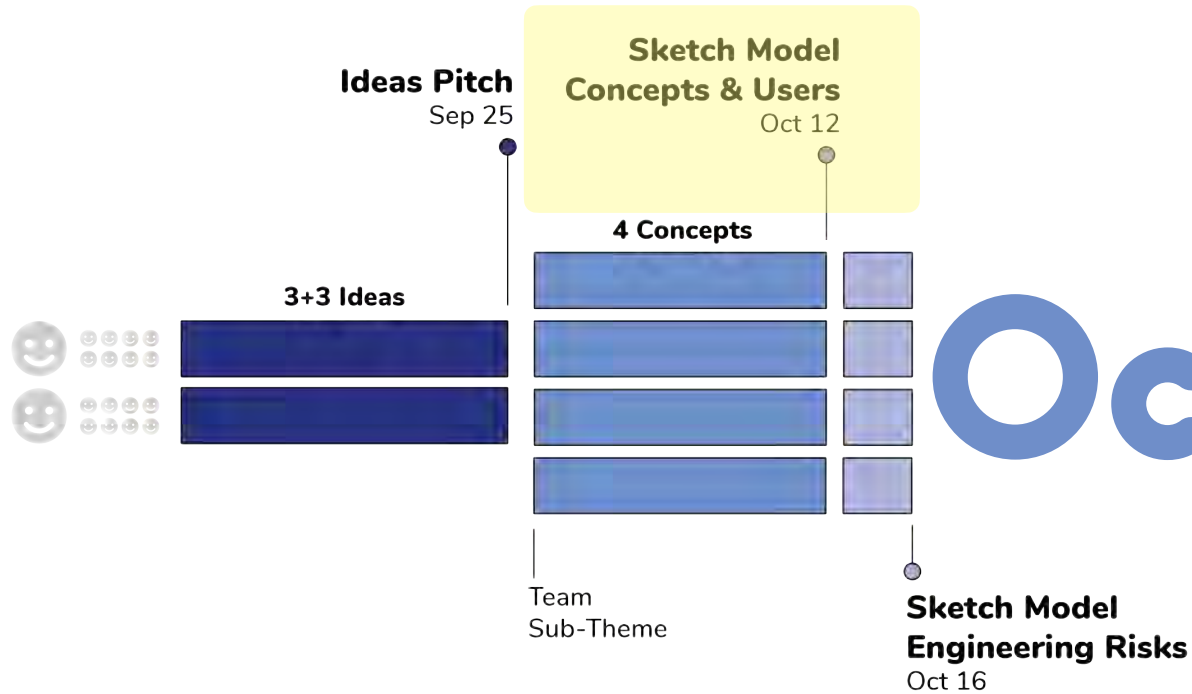
Process

concept generation phase



Process

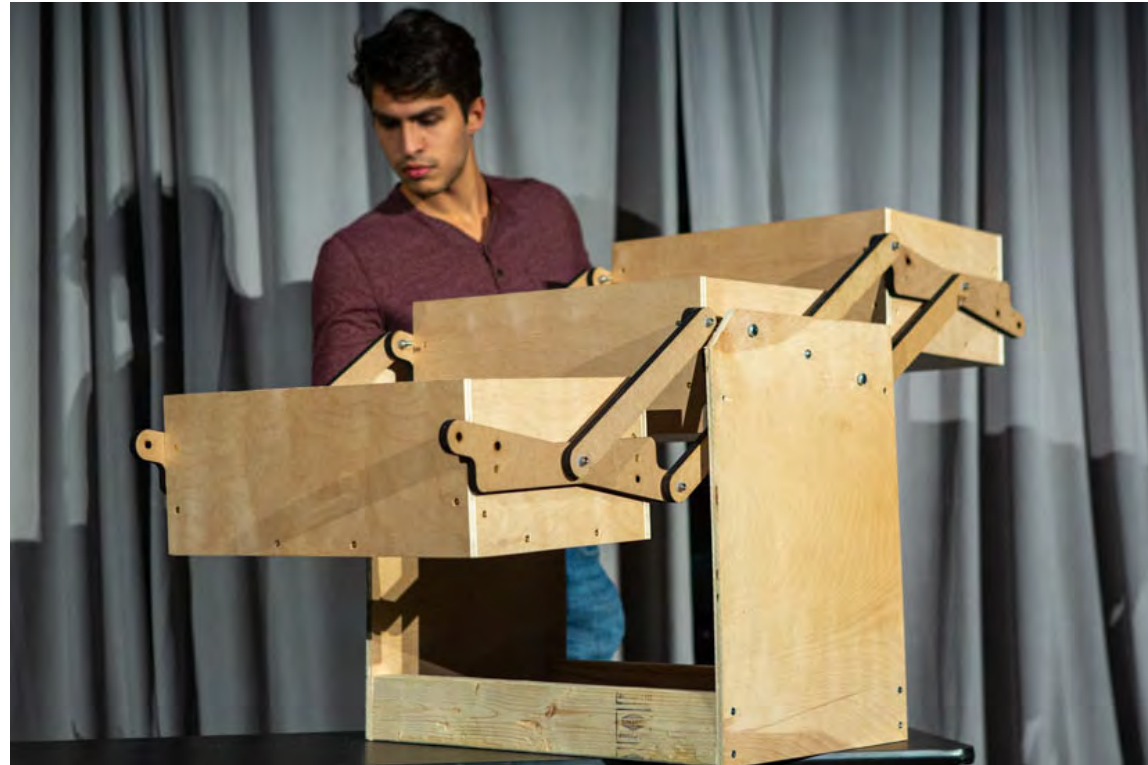
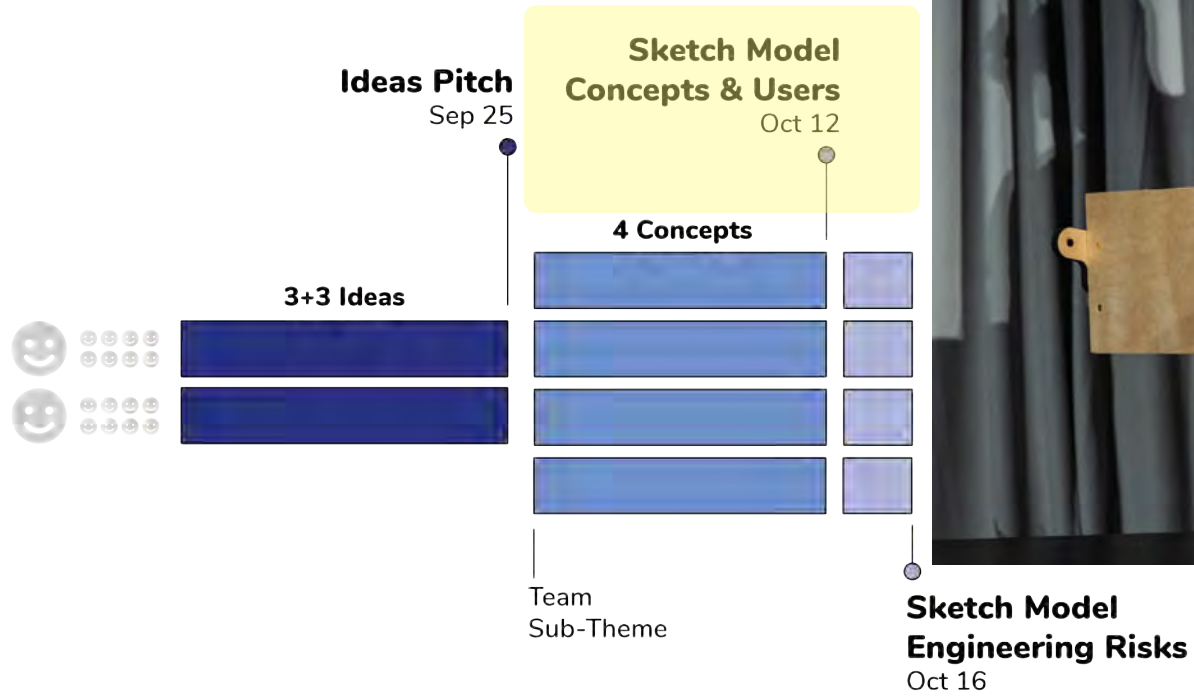
concept generation phase



October 12

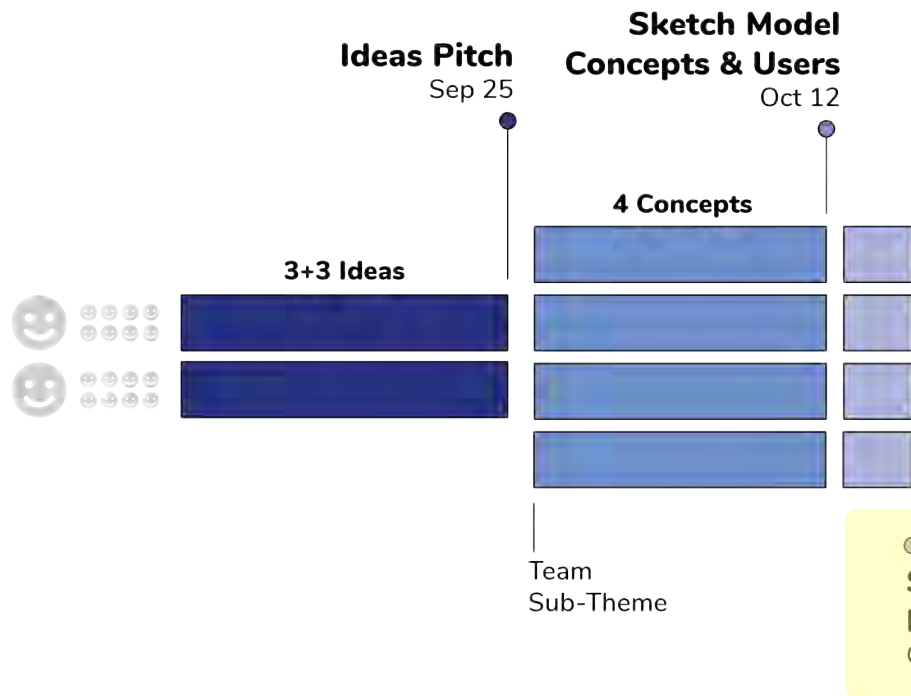
Process

concept generation phase



Process

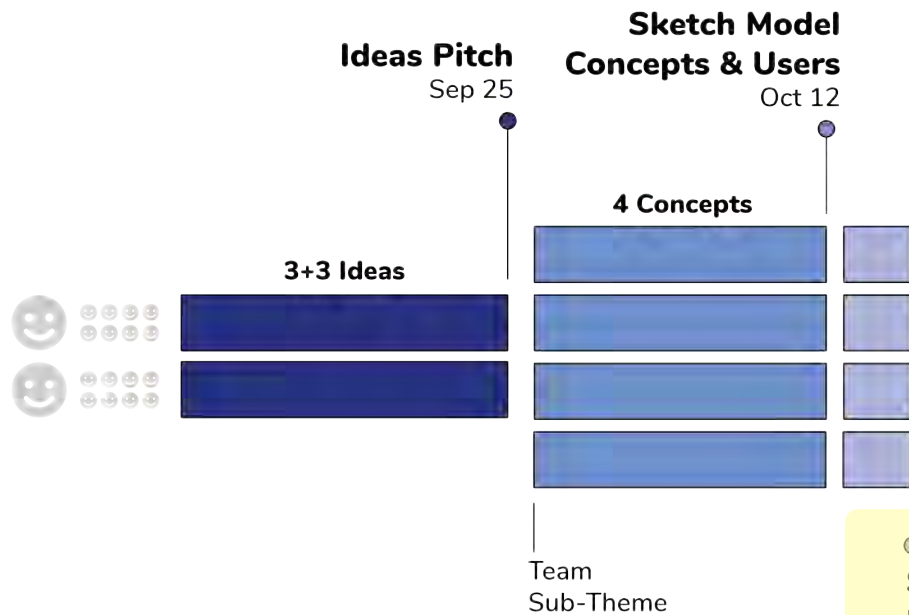
concept generation phase



October 16

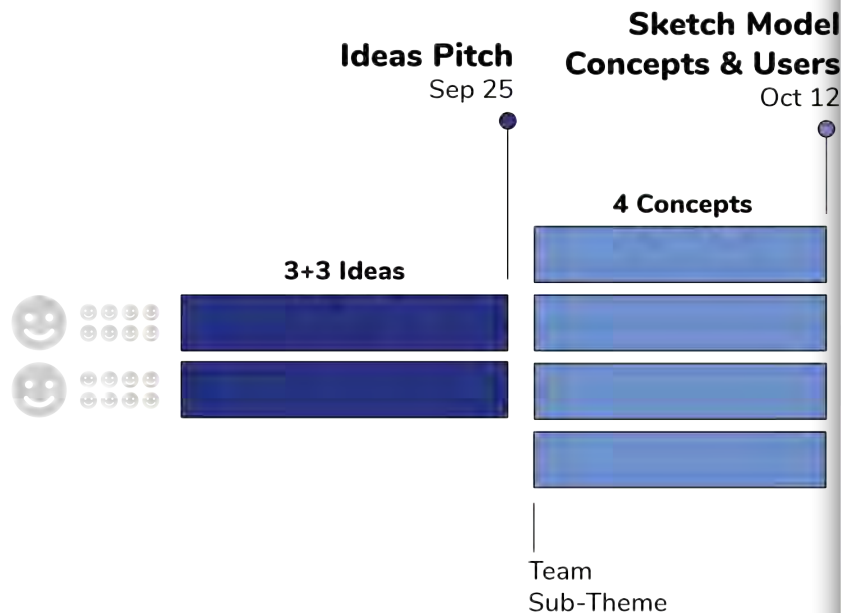
Process

concept generation phase



Process

concept generation phase



2.009
INFORMATION
SCHEDULE
PROJECT INFO
TEAMS
TEAM MANUAL
RESOURCES
GALLERY
LOGIN

Developing product concepts

Wed, 9/27: Lecture 9: Sketch Modelling Techniques, Reviews and Bias

Next milestone: Sketch Model Review [Part 1: Concepts and Users](#) (Oct 12) and [Part 2: Engineering Risks](#) (Oct 16)

To-dos

- by Wed, 9/27, midnight: enter your [timesheet](#) data for the ideas presentation phase and [close out the timesheet in the dashboard](#)
- by Thu, 9/28, midnight: upload your [digital notebook submissions](#) on the [dashboard](#) for your student portfolio (click on picture from your team's page under the [TEAMS](#) menu)
- extra Pappalardo lab hours this week: Tue-Thu, 6-10 PM. Please [sign up](#) by 5:00 PM the day of to attend. Lab will not be staffed if no students are signed up.

Labs Week of September 24

Lab 3: Subtheme Opportunities, One More Time

Lab preparation:

- Please review the [Team Meeting 3 notes](#)
- After the ideas presentation, update your [design notebook](#) with your [milestone reflection](#)
- After your sub-theme has been assigned, brainstorm ideas in your sub-theme area and prepare **two concept ideas** for pin-up

Resources

Lecture 7: [Sketch Models, What's your question?](#)

[Sketch Model worksheet](#)

Lecture 6: [1st Order Modelling and a Challenge](#)

Note: Prior lecture notes and materials can be found under the [SCHEDULE](#) menu.

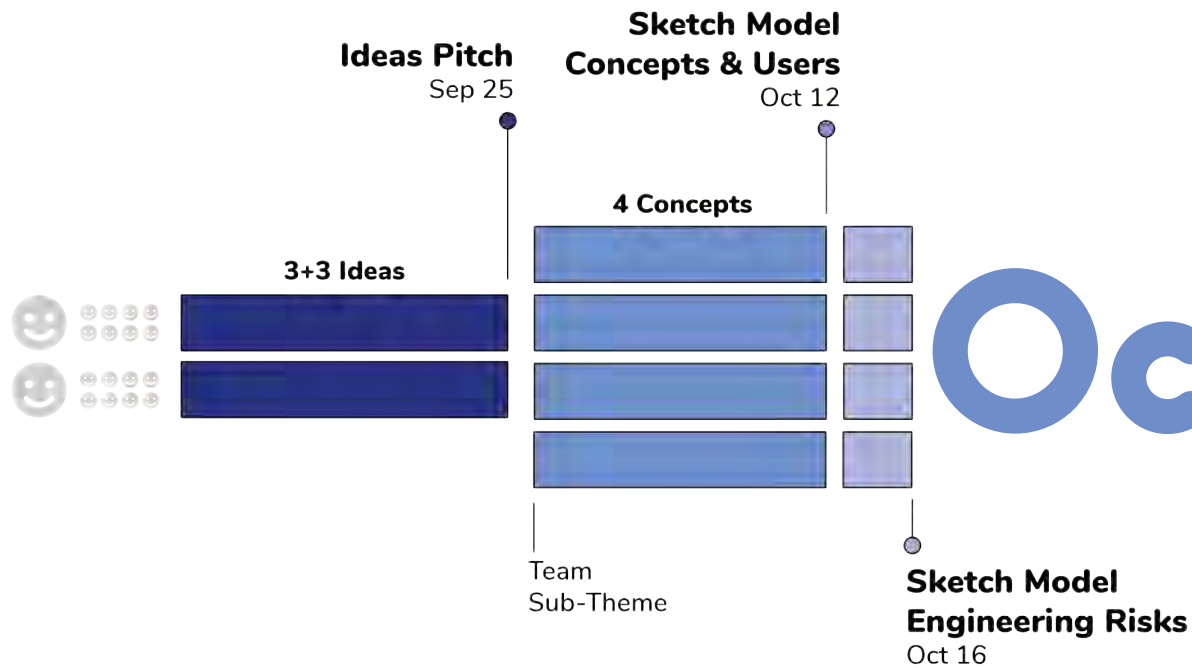
If you miss a class, please request a recording from 2009recordings@mit.edu

Of Interest

Watch the theme reveal [narrative](#) or theme reveal [highlights reel](#)!

Process

concept generation phase



October 17

Process

decision week

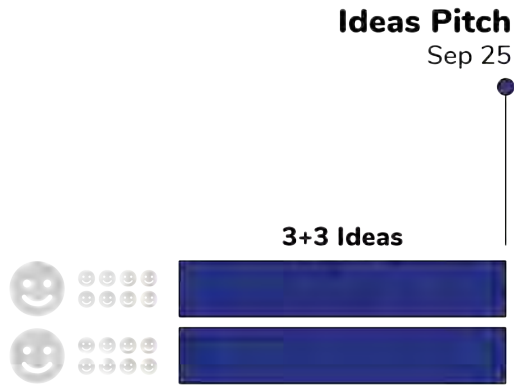
Ideas Pitch
Sep 25

3+3 Ideas



Process

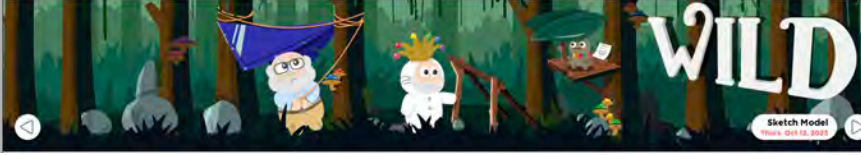
opportunity phase



6 PM
Sept 25

Team
Sub-Theme

Process opportunity phase



WILD

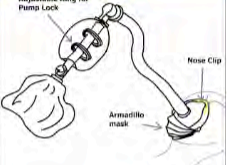
Sketch Model
Yves, Oct 18, 2022

Yellow A Ideas Presentations

ResQAir - Better Bag Valve Mask

ResQair

Emergency



Features
Adjustable mask, better seal, and adjustable pump rate

Consumers
Hospitals, EMS, and volunteer rescue organizations

Feasibility
Simple plastic parts and expandable ring

Market
Reach \$799 million by 2030

Yellow A

[Yellow A Appendix \(.pdf\)](#)

Idea Feedback

Idea, Customer, Market, Feasibility, Contact

optional

Presentation Feedback

Poster Design, Communication

optional

noon Tuesday

Ideas Pitch
Sep 25

3+3 Ideas

Process

opportunity phase

Ideas Pitch
Sep 25

3+3 Ideas



Wednesday

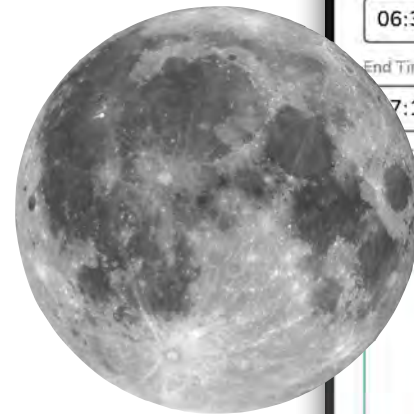


Process

opportunity phase

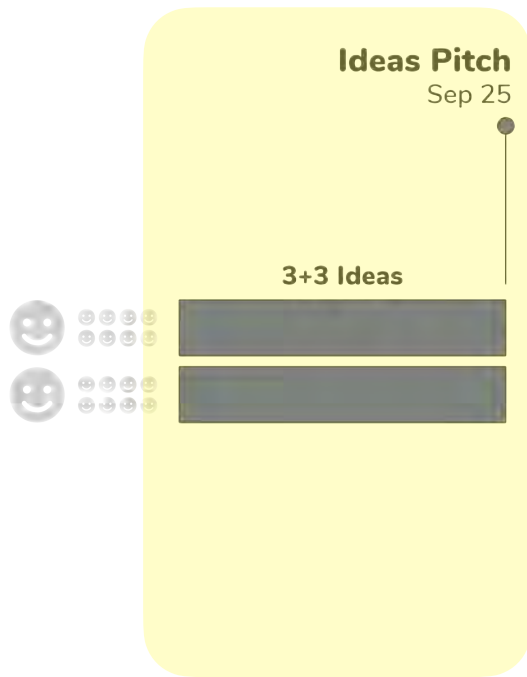


Wednesday

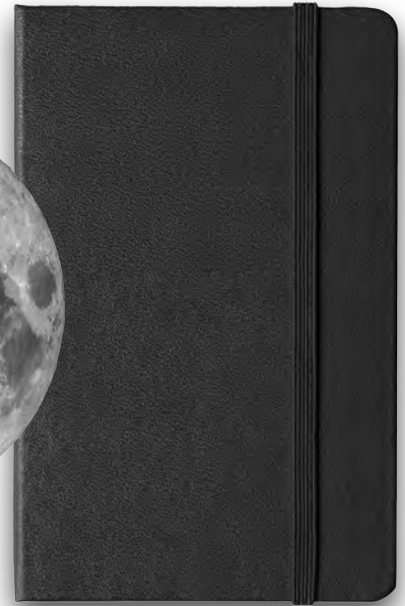


Process

opportunity phase



Thursday

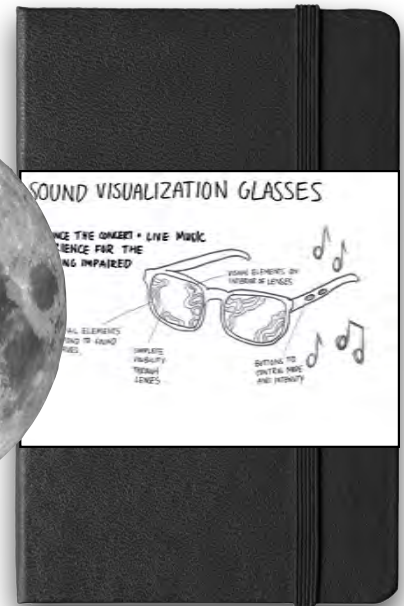


Process

opportunity phase



Thursday



Process

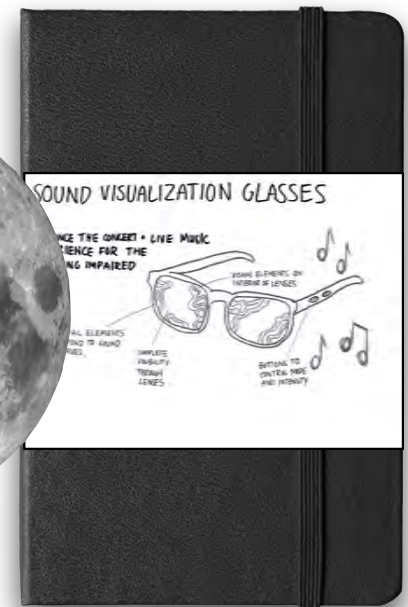
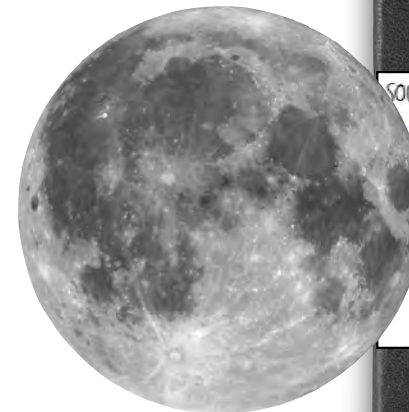
opportunity phase

Ideas Pitch
Sep 25

3+3 Ideas

Two horizontal bars representing idea slots.

Abvinsg dgrb



Process opportunity phase

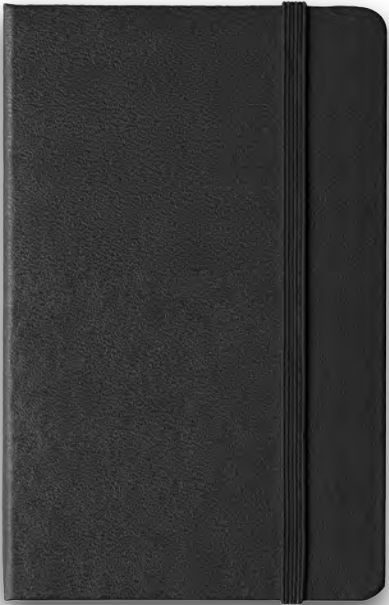
Ideas Pitch
Sep 25

3+3 Ideas

Two horizontal bars representing idea slots.

during Ideo

Process



Milestone Reflection

Background

Reflection is thinking about a recent experience and linking it to earlier ones. The thinking involves looking for commonalities, differences, and interrelations between the recent experience and prior experience. Critical reflection is an important part of consolidating a learning experience, and we would like to use the results of each project milestone review as an opportunity for such reflection.

Structure

After each course milestone, we would like you to think about how you and your team performed during the milestone phase.



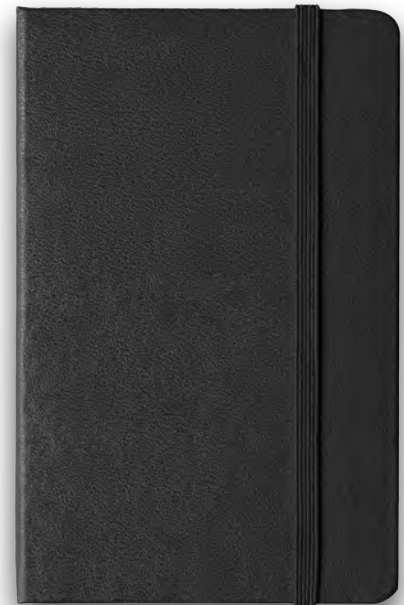
Ideas Pitch

Sep 25

3+3 Ideas

Process

opportunity phase





Ideas Pitch
Sep 25

3+3 Ideas

2.009
INFORMATION
SCHEDULE
PROJECT INFO
TEAMS
TEAM MANUAL
RESOURCES
GALLERY
LOGIN

Developing product concepts

Wed, 9/27: Lecture 9: Sketch Modelling Techniques, Reviews and Bias

Next milestone: Sketch Model Review [Part 1: Concepts and Users](#) (Oct 12) and [Part 2: Engineering Risks](#) (Oct 16)

To-dos

- by Wed, 9/27, midnight: enter your [timesheet](#) data for the ideas presentation phase and [close out the timesheet in the dashboard](#)
- by Thu, 9/28, midnight: upload your [digital notebook submissions](#) on the [dashboard](#) for your student portfolio (click on picture from your team's page under the [TEAMS](#) menu)
- extra Pappalardo lab hours this week: Tue-Thu, 6-10 PM. Please [sign up](#) by 5:00 PM the day of to attend. Lab will not be staffed if no students are signed up.

Labs Week of September 24

Lab 3: Subtheme Opportunities, One More Time

Lab preparation:

- Please review the [Team Meeting 3 notes](#)
- After the ideas presentation, update your [design notebook](#) with your [milestone reflection](#)
- After your sub-theme has been assigned, brainstorm ideas in your sub-theme area and prepare **two concept ideas** for pin-up

Resources

Lecture 7: [Sketch Models, What's your question?](#)

[Sketch Model worksheet](#)

Lecture 6: [1st Order Modelling and a Challenge](#)

Note: Prior lecture notes and materials can be found under the [SCHEDULE](#) menu.

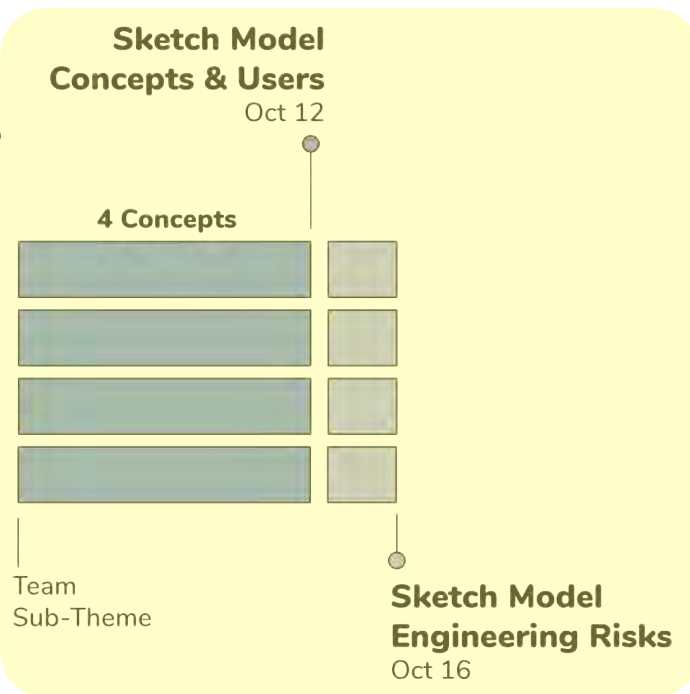
If you miss a class, please request a recording from 2009recordings@mit.edu

Of Interest

Watch the theme reveal [narrative](#) or theme reveal [highlights reel!](#)

Process

opportunity phase



2.009 INFORMATION SCHEDULE PROJECT INFO TEAMS TEAM MANUAL RESOURCES GALLERY LOGIN

Developing product concepts

Wed, 9/27: Lecture 9: Sketch Modelling Techniques, Reviews and Bias

Next milestone: Sketch Model Review [Part 1: Concepts and Users](#) (Oct 12) and [Part 2: Engineering Risks](#) (Oct 16)

To-dos

- by Wed, 9/27, midnight: enter your [timesheet](#) data for the ideas presentation phase and [close out the timesheet in the dashboard](#)
- by Thu, 9/28, midnight: upload your [digital notebook submissions](#) on the [dashboard](#) for your student portfolio (click on picture from your team's page under the **TEAMS** menu)
- extra Pappalardo lab hours this week: Tue-Thu, 6-10 PM. Please [sign up](#) by 5:00 PM the day of to attend. Lab will not be staffed if no students are signed up.

Labs Week of September 24

Lab 3: Subtheme Opportunities, One More Time

Lab preparation:

- Please review the [Team Meeting 3 notes](#)
- After the ideas presentation, update your [design notebook](#) with your [milestone reflection](#)
- After your sub-theme has been assigned, brainstorm ideas in your sub-theme area and prepare **two concept ideas** for pin-up

Resources

Lecture 7: [Sketch Models, What's your question?](#)

[Sketch Model worksheet](#)

Lecture 6: [1st Order Modelling and a Challenge](#)

Note: Prior lecture notes and materials can be found under the **SCHEDULE** menu.

If you miss a class, please request a recording from 2009recordings@mit.edu

Of Interest

Watch the theme reveal [narrative](#) or theme reveal [highlights reel!](#)

Process

concept generation phase

Sketch Model Concepts & Users

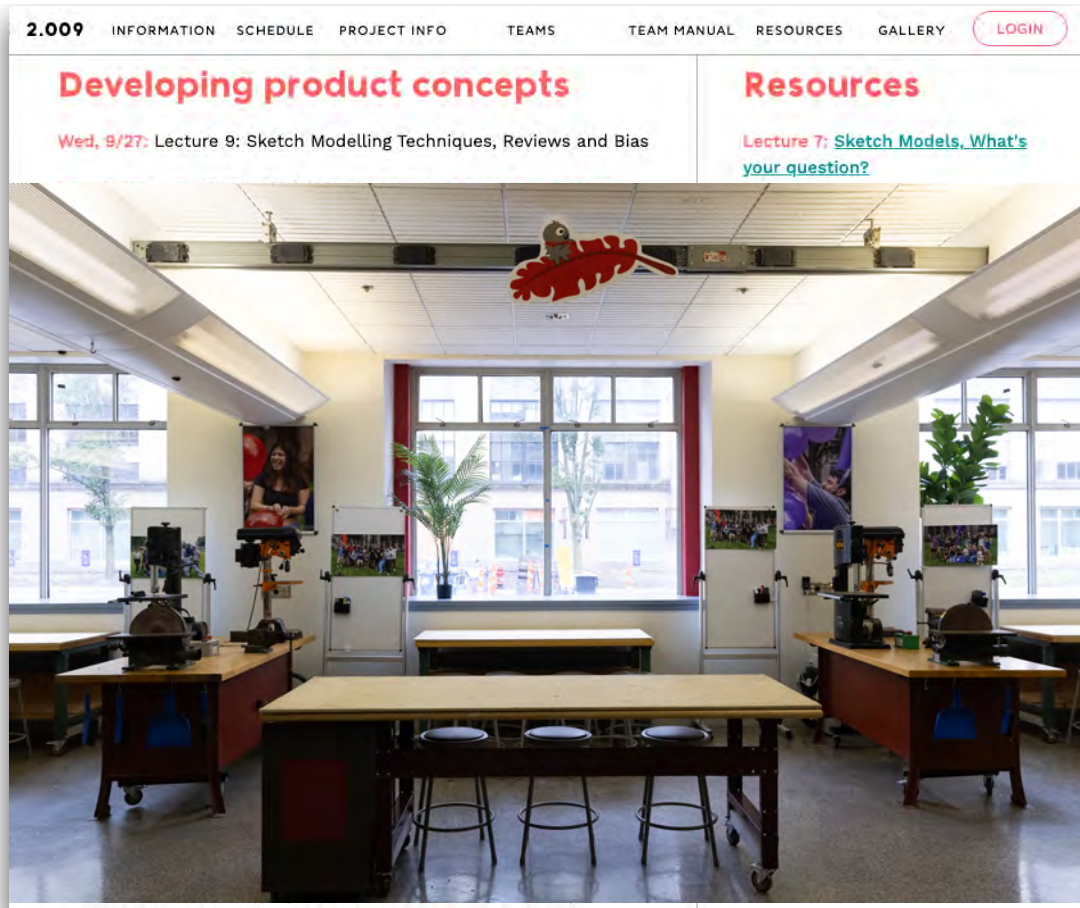
Oct 12

4 Concepts

Team
Sub-Theme

Sketch Model Engineering Risks

Oct 16



Process

concept generation phase

Sketch Model Concepts & Users

Oct 12

4 Concepts

Team
Sub-Theme

Sketch Model
Engineering Risks
Oct 16



Sketch Model Concepts & Users

Oct 12

4 Concepts

Team
Sub-Theme

Sketch Model
Engineering Risks
Oct 16

2.009

INFORMATION

SCHEDULE

PROJECT INFO

TEAMS

TEAM MANUAL

RESOURCES

GALLERY

LOGIN

Developing product concepts

Wed, 9/27: Lecture 9: Sketch Modelling Techniques, Reviews and Bias

Next milestone: Sketch Model Review [Part 1: Concepts and Users](#) (Oct 12) and [Part 2: Engineering Risks](#) (Oct 16)

To-dos

- **by Wed, 9/27, midnight:** enter your [timesheet](#) data for the ideas presentation phase and [close out the timesheet in the dashboard](#)
- **by Thu, 9/28, midnight:** upload your [digital notebook submissions](#) on the [dashboard](#) for your student portfolio (click on picture from your team's page under the [TEAMS](#) menu)
- **extra Pappalardo lab hours this week:** Tue–Thu, 6–10 PM. Please [sign up](#) by 5:00 PM the day of to attend. Lab will not be staffed if no students are signed up.

Labs Week of September 24

Lab 3: Subtheme Opportunities, One More Time

Lab preparation:

- Please review the [Team Meeting 3 notes](#)
- After the ideas presentation, update your [design notebook](#) with your [milestone reflection](#)
- After your sub-theme has been assigned, brainstorm ideas in your sub-theme area and prepare **two concept ideas** for pin-up

Resources

Lecture 7: [Sketch Models, What's your question?](#)

[Sketch Model worksheet](#)

Lecture 6: [1st Order Modelling and a Challenge](#)

Note: Prior lecture notes and materials can be found under the [SCHEDULE](#) menu.

If you miss a class, please request a recording from 2009recordings@mit.edu

Of Interest

Watch the theme reveal [narrative](#) or theme reveal [highlights reel!](#)

Sketch Model Concepts & Users

Oct 12

4 Concepts

Team
Sub-Theme

Sketch Model
Engineering Risks
Oct 16

2.009

INFORMATION

SCHEDULE

PROJECT INFO

TEAMS

TEAM MANUAL

RESOURCES

GALLERY

LOGIN

Developing product concepts

Wed, 9/27: Lecture 9: Sketch Modelling Techniques, Reviews and Bias

Next milestone: Sketch Model Review [Part 1: Concepts and Users](#) (Oct 12) and [Part 2: Engineering Risks](#) (Oct 16)

To-dos

- **by Wed, 9/27, midnight:** enter your [timesheet](#) data for the ideas presentation phase and [close out the timesheet in the dashboard](#)
- **by Thu, 9/28, midnight:** upload your [digital notebook submissions](#) on the [dashboard](#) for your student portfolio (click on picture from your team's page under the [TEAMS](#) menu)
- **extra Pappalardo lab hours this week:** Tue-Thu, 6-10 PM. Please [sign up](#) by 5:00 PM the day of to attend. Lab will not be staffed if no students are signed up.

Labs Week of September 24

Lab 3: Subtheme Opportunities, One More Time

Lab preparation:

- Please review the [Team Meeting 3 notes](#)
- After the ideas presentation, update your [design notebook](#) with your [milestone reflection](#)
- After your sub-theme has been assigned, brainstorm ideas in your sub-theme area and prepare **two concept ideas** for pin-up

Resources

Lecture 7: [Sketch Models, What's your question?](#)

[Sketch Model worksheet](#)

Lecture 6: [1st Order Modelling and a Challenge](#)

Note: Prior lecture notes and materials can be found under the [SCHEDULE](#) menu.

If you miss a class, please request a recording from 2009recordings@mit.edu

Of Interest

Watch the theme reveal [narrative](#) or theme reveal [highlights reel!](#)



