My ideal project

Think of software/web projects that you've worked on that made you proud of.
What made you proud? How did the process help make it so great? How did the end result look like?
How could the process and end result be even better? What didn't happen but you wished it happened?

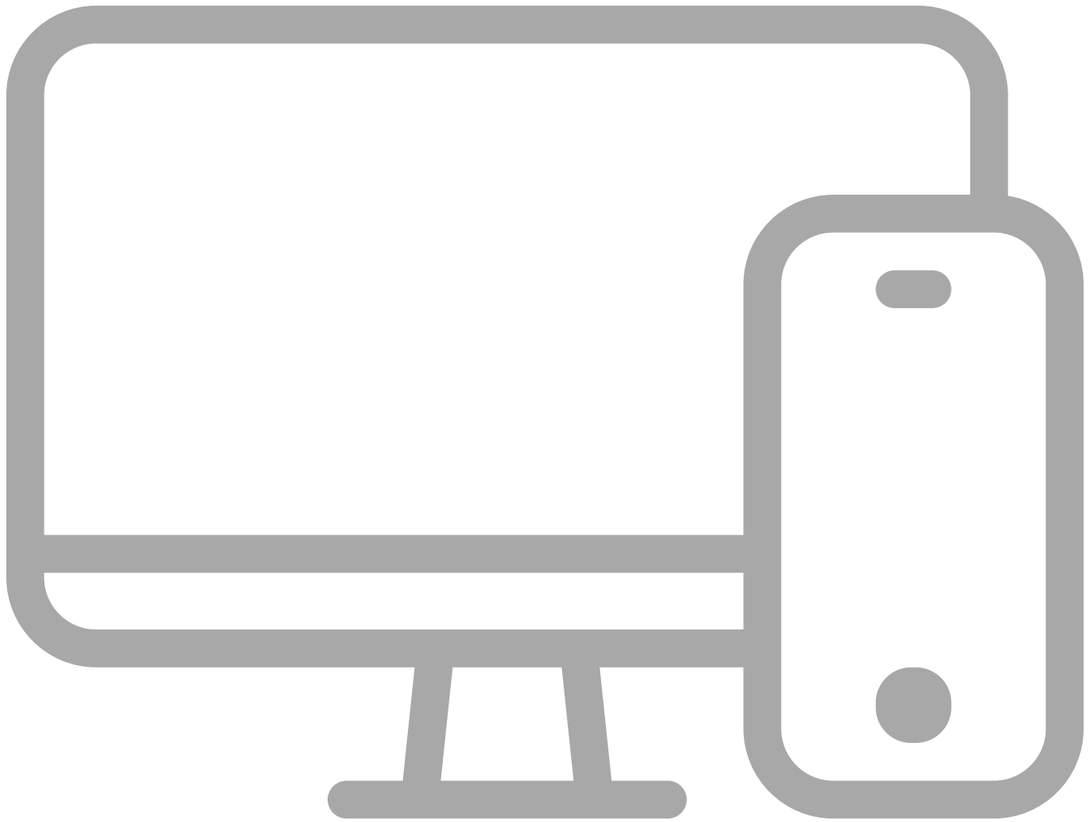
10min • Individually • Use post-its and place them under each column (1 and 2)
10min • Discuss and group post its by themes

1

The process

How did the process help achieve a great end result? What made the process enjoyable, inspiring, or efficient?

Consider:
• Who was involved in the process? How often were they involved?
• When and how did the team members communicate? How was the communication with customers? How often were the users involved?
• Were there iterations of the product?



2

The end result

What made it excellent?
Focus on:
• User experience
• Usability / accessibility
• Interface

What would make it win an award?
What is good design?

Our design values

Based on the themes from the previous exercise, write down what design values it highlights. (For example: If in the previous exercise you said that meeting users during the process helped achieving great result, your value might be "We value meeting users often because it ensures what we design fits the purpose".

15min • Discuss and write in post-its
5min • At the end, I'll ask your team to present these values to the room.

We value... because...

We value... because...

We value... because...

We value... because...

We value... because...