

Finding a Moment

{DFA 2013}



Steps

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1. Identify an topic [Completed]

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2. Research the realities [In Progress]

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3. Find the Moment

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4. Verify with Users

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5. Design!!



Topic

{Your passion + their need}

Research

{Persistence + due diligence}

A large pile of food waste, including vegetables and bread, in a compost bin. The waste is piled high and appears to be in the process of decomposing. The background shows a concrete wall and a building.

The Moment

{Impactful + accessible}

STREET-ZA

BY THE SLICE

New slices, same low prices.
ONLY \$3.75
each pizza, topped with \$1 more.

NEW CRISPER / / slice
PEPPERONI / / slice
MUSHROOM / / slice
HOT WINGS / / slice
A SLICE OF PEPPERONI / / slice

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Verify

{Transparency + honesty}





Design

{Rethink + communicate}



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- Important

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- Small

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- Designable

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- Explicable

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- Exciting

More moments...