

ME553 Spring 2014 Important Dates

	Date	Lectures/Project Deadlines	Related Readings & Videos
Week #1	1/14	Course outline and introduction	R1: Time for Design [Liedtka & Mintzberg] R2: Analysis-Synthesis Bridge Model [Dubberly, Hugh]
	1/16	Design thinking and mental models of design	R3: Design Thinking [Brown, Tim] R4: Design Thinking for Social Innovation [Brown & Wyatt] V1: Tim Brown on Innovation V2: IDEO Shopping Cart
Week #2	1/21	Sweet Water Discussion	R5: Sweet water [Everett, Thomas] R5.1: HBR – The Case Method R6: Great Transition: The Promise and Lure of the Times Ahead [Raskin et al] V3: Water Filter TED
	1/23	Interpreting: Meaning Based Design	R7: Interpreting [Verganti, Roberto] R8: The Innovator’s DNA [Dyer, Gregersen & Christensen]
	1/24	Project Phase #0 Due: Group Formation	
Week #3	1/28	Identifying Product Opportunity Gaps	R9: The White Space and Business Model Innovation [Johnson, Mark] R9.1: New Business Models [Eyring, Johnson & Nair] V4: Charles Leadbeater on user-centric design
	1/30	Blue Ocean Strategy, Empathic design	R10: Blue Ocean Strategy [Kim & Mauborgne] V5: Yves Behar on Designing objects that tell stories V6: Timothy Presteron on Design for people, not awards
Week #4	2/4	Blue Ocean Revisited	R10.1: Five Competitive Forces [Porter] R10.2: Le Crique Case [DeLong & Vijayaraghavan]
	2/6	Bottom of the Pyramid	R11: The Fortune at the Bottom of the Pyramid [Prahalad & Hart] R12: Why sustainability is now the key driver of innovation [Nidumolu, Prahalad & Rangaswami] R13: Serving the World’s Poor Profitably [Prahalad & Hammond] R14: The Tragedy of the Commons [Hardin, Garrett] V7: Josh Silver on socially conscious design
	2/7	Project Phase #1 Due: Opportunity & Scenario Identification	
Week #5	2/11	Value Engineering	R15: Understanding User needs [Stein & Lansitit]
	2/13	Storyboarding and Visual Thinking	
Week #6	2/18	Diagramming Techniques	

	2/20	Sketching User Experience I	
	2/21	Project Phase #2 Due: Value Opportunity Analysis	
Week #7	2/25	Sketching User Experiences II	
	2/27	Play & Inhibition	
	3/1	Off-campus Conference Calls #1	
	3/2	Off-campus Conference Calls #1	
Week #8	3/4	Innovation and Brainstorming + SCAMPER	
	3/6	Toy Workshop	
	3/7	Project Phase #3 Due: Understanding the Opportunity	
Week #9	3/11	Sketching Workshop I	
	3/13	Sketching Workshop II	
SPRING BREAK	3/18	NO CLASS – SPRING BREAK	
	3/20		
Week #10	3/25	Guest Lecture 1 – John McNett on Intellectual Property	
	3/27	Concept Generation	
	3/28	Individual Project Assignment Due	
Week #11	4/1	Business Model Generation	R16: New Business Models in Emerging Markets [Eyring, Johnson & Nair] R17: How GE is disrupting itself [Immelt, Govindarajan & Trimble]
	4/3	IDEO Case Study	
	4/4	Project Phase #4 Due: Opportunity Conceptualization	
Week #12	4/8	Business Model Design Process	
	4/10	Guest Lecture 2 – Dr. Umesh Patel	
Week #12	4/15	Design Embodiment, Morphology Chart	
	4/17	TRIZ	
Week #13	4/22	Guest Lecture 3 – Tom Malott	
	4/24	Product platforms and architecture	R18: Planning for Product Platforms [Robertson & Ulrich]
	4/25	Project Phase #5 Due: Product Modeling and Rapid Prototyping	
Week #15	4/29	On-Campus Student Final Presentations – Part 1	
	5/1	On-Campus Student Final Presentations – Part 2	
	5/3	Off-Campus Student Final Presentations - Part 1	
	5/4	Off-Campus Student Final Presentations - Part 2	