**“CSI Gives Back” Design Challenge**

Challenge: design and market an innovative product for an individual or group facing adversity\*.

\***adversity** is a noun that means a difficult situation or condition, and in some cases, misfortune or tragedy. When circumstances or situations work against you, you face **adversity**. Refugees from war-torn countries encounter terrible **adversity**. Adversity can lead to an individual or group being disadvantaged\*\*.

\*\***disadvantaged** is a generic adjective for individuals or groups of people who face special problems such as physical or mental disability, lack [money](https://en.wikipedia.org/wiki/Money) or resources or economic support, and are politically deemed to be without sufficient [power](https://en.wikipedia.org/wiki/Power_%28sociology%29) or other means of influence

**Engage in the Design Thinking Process:**

Empathize 🡪 Define 🡪 Ideate 🡪 Prototype 🡪 Test

**Due Date: Friday, November 20th**

**Process**

**Empathy:** Identify your individual or group: observe, engage, watch, and listen

**Define:** Capture findings, define challenge statement

**Ideate:** Explore a wide-range of ideas to meet the needs of your user and gather feedback

**Prototype:** design, build and gather feedback

**Test:** gather feedback, repeat

**Schedule Outline/Overview:**

Roll out: Thursday 10/29/15 (9:00 – 10:00)

Empathize: Thursday 10/29 – Monday 11/2

Define: Monday 11/2

Ideate: Monday 11/2-11/4

Design/Build/Prototype: 11/4-11/19

Test: 11/4-11/19

Due Date: 11/20