

# WHATMAKESUSMAKE?

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## PROJECT DESCRIPTION

Starting the process of making something can be an arduous, threatening task, rife with anxiety and fear, yet many are able to work past this stress and produce amazing things. I plan to assess what it is that pushes people to express their creativity (or “make”) and what, if anything, holds them back from the experience of expressing themselves creatively. Based on this inquiry, I hope to gain insights that lead me toward either a conceptual solution or an experiential product/service offering that relates to my area of research.

### project inquiry:

- » *why do we “make”?*
- » *what can prevent us from “making”?*
- » *how does “making” influence us?*
- » *what characterizes the experience?*
- » *what would improve the experience?*
- » *what makes one an ex-maker?*

## PROJECT PLAN

To explore **WHATMAKESUSMAKE?**, I will follow a multi-step design process. I have already completed the first phase, **DEFINE**, which is assessing the problem space and defining it as clearly as possible. I will then **RESEARCH** my target audience, which I have defined as makers and ex-makers. I will also speak to subject matter experts and conduct ethnographic studies, and explore related analyses of the creative process, motivation and anxiety.

Based on insights gathered from my research, I will brainstorm and **CREATE** sketches and prototypes of potential solutions. After developing concepts, I will **TEST** to see which most effectively solves the problem defined in the first stage of the design process. Once I have created something that meets the users’ needs and addresses the problem I have defined, I will **REFINE** the identified concept to develop a high-quality, finished product.

