

Feb 21-23
2020

Designathon

Apparel (APP)

DESIGN CHALLENGE

Design of Apparel for OKC Zoo personnel

- Propose design solutions to improve comfort, functionality etc.
- Interview & Observation
 - Could interview and observe multiple individuals
 - Tyler Boyd, Curator of Carnivores
 - Rachel Sides, Carnivore care technician
 - Ambre Cool, Carnivore care technician
 - Roby Elsner, Curator of Primates
 - Stephanie Smith, Primate care technician
 - Brian Whitsitt, Hoofstock care technician
 - Brian Frank, Lead Animal Caretaker Hoofstock
 - Design apparel including shoes and hat

PARTICIPATION

Friday (10:00am-12:00pm), Oklahoma City Zoo

- Investigate problem & define challenge

Saturday (8:00am-6:00pm), Mixed Reality Lab

- Design
 - Mentoring on specific topics available as needed
 - Creative/Critical thinking, designing, use of technology etc.

Sunday (8:00am-4:00pm), Mixed Reality Lab

Design & present

- Mentoring available as needed
 - Timeline and budget breakdown, target market, presentation etc.

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DELIVERABLE

Designathon

Power Point Presentation

- ~7-10min

Slides

- Title slide with team # & names + Creative name for team
- Design challenge
- Use of creative & critical thinking
 - Brainstorming and any other tools used
- Design concept
 - Catchy name for design concept
- Inspiration for design concept
- Sketches of apparel (including hat and shoes)
- Timeline & budget estimate
- Target market
 - Why they would like it
- What was fun & challenging
- If you had the keys → next step