India Design Book

The Case-Study Template

1 - The Title (10 words)

2 - The Problem (50 words)

A brief description of the problem.

How did this problem impress you as a challenge? Why was this problem worth solving? Did the problem solving also result in good business opportunities?

2 - Assumptions for design solutions (50 words)

It is important to lay out your (and your clients) assumptions.

3 - The Plan (100 words)

The Plan is where you describe how do you end up with solution. The plan should be well researched and backed with adequate knowledge.

4 - Discovering (100 words)

Discovering is based on knowledge assimilated for primary and secondary research, the expertise and experience of the designer. Some methodologies or knowledge sources may be described to arrive at the likely solutions.

5 - The Turn (80 words)

It's the "Aha!" "Eureka!" moment! The section deals with identifying the unique design solution out of a bouquet of likely solutions – the most befitting solution may be dealt with a little detail.

6 – Designing (100 words)

Designing is a process and logical method of arriving at the most likely solution.

7 – Delivery (100 words)

Please highlight the aspects of productivity, manufacturability, cost and likely impact on the environment.

8 - Looking Back (50 words)

All creative work demands a growth mindset. You should conclude a case study with what you learned, what the outcomes were (e.g. where the client stands today). Also, could you improvise the solution, could you bring in some mid-life changes in the product to reposition the same in the market.

India Design Book

9 – Client Speak (30 words)

A testimonial from the CEO/Founder/Senior official.

10- Contact Info

Company Name
Company Address
Name of Contact Person
Contact Number
Email Address
Website Url

11- Company Logo

Please share your company's logo with dimension 1.5 inches x 0.7 inches.

12- Pictures

Please share **four** pictures of the product, the images are required to be high resolution open files to unable the designer to modify the size of the image for placing them randomly in the book.

Kindly note: You may consider merging the content for assumptions and the plan section on need basis.