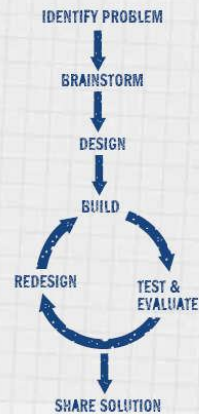


Exploring Technology Systems Design Process Models

THE DESIGN PROCESS

Every aspect of *Design Squad*—the television show, the Web site, and the outreach campaign—reinforces the design process, which is central to engineering.

Use the design process to encourage kids to expand their thinking, become more innovative, and learn from their mistakes. Since you can approach almost any challenge using the steps of the design process, share this with the kids at your events and workshops.



<http://pbskidsgo.org/designsquad/engineers>

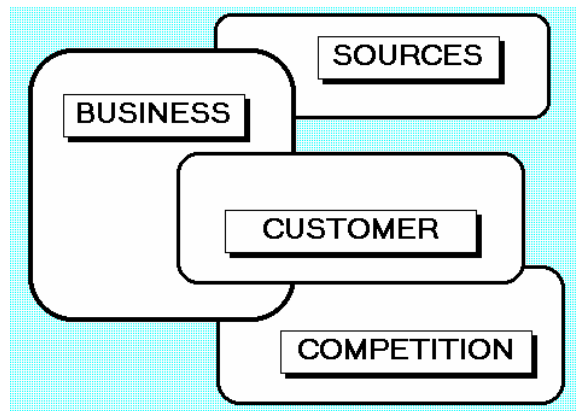
Metaphors for 21st Century



*New Ways of Thinking
Inside & Outside the BOX!*

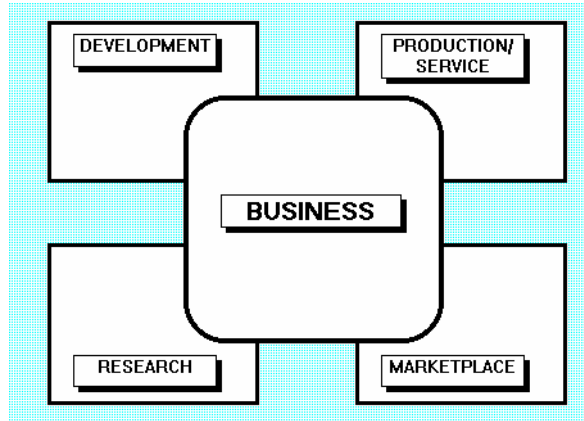
lhbaxley@ieee.org

Focus on Marketplace ...



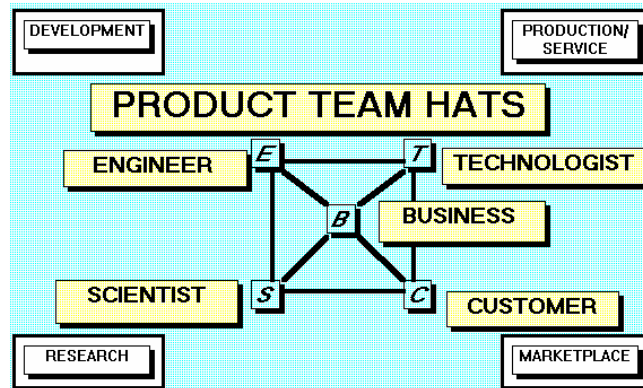
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Focus on Business Engine ...



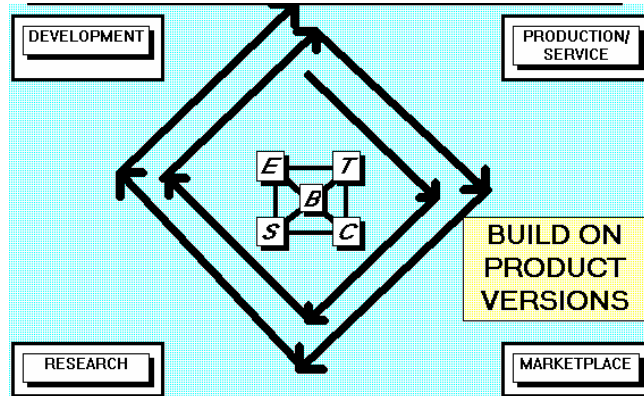
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Focus on Innovation Team ...



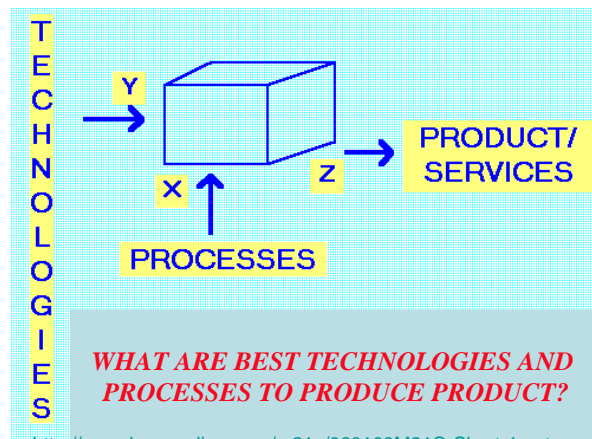
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Focus on Continuous Improvement



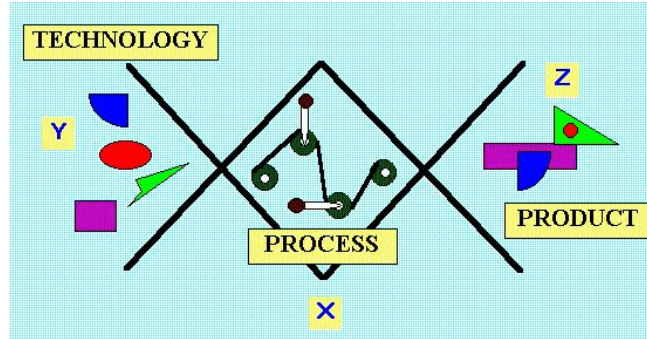
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Focus on Technology to Product



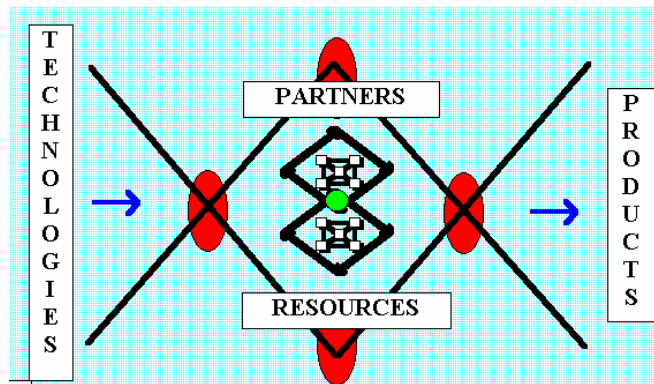
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Technology to Product Example

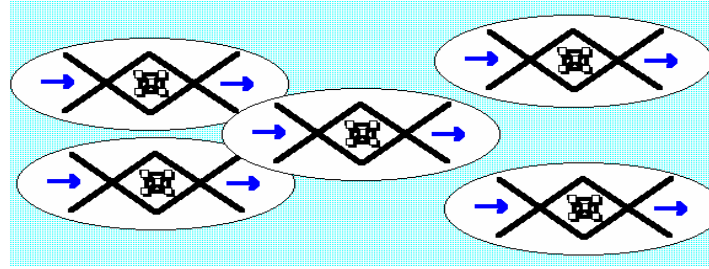


<http://www.bcswnline.com/m21c/060109M21C-Short-1.ppt>

Focus on Cluster Entity Linkages



Focus on Supply Chain

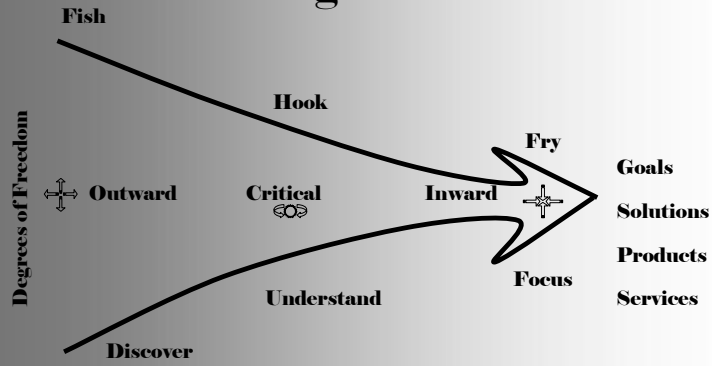


Sources

Business

Markets

Thinking Phase Views



| | | | |
|----------------------|-------------|--------------|-------------|
| Research | Development | Production | Marketplace |
| Scientist | Engineer | Technologist | Customer |
| Innovative Team Hats | | Business | |