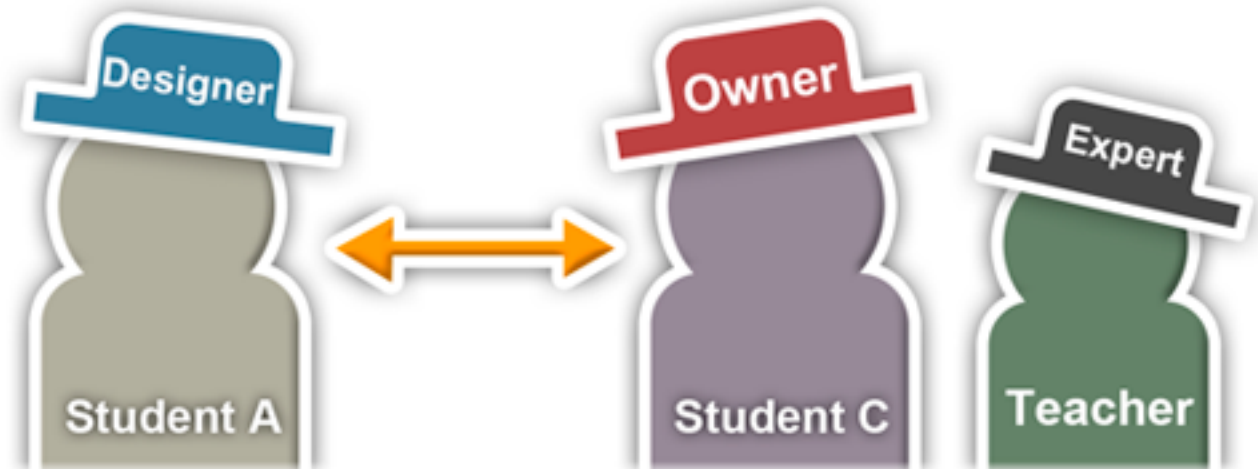


# Teaching Product Design with a Role-Playing Game

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CUHK

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# Background

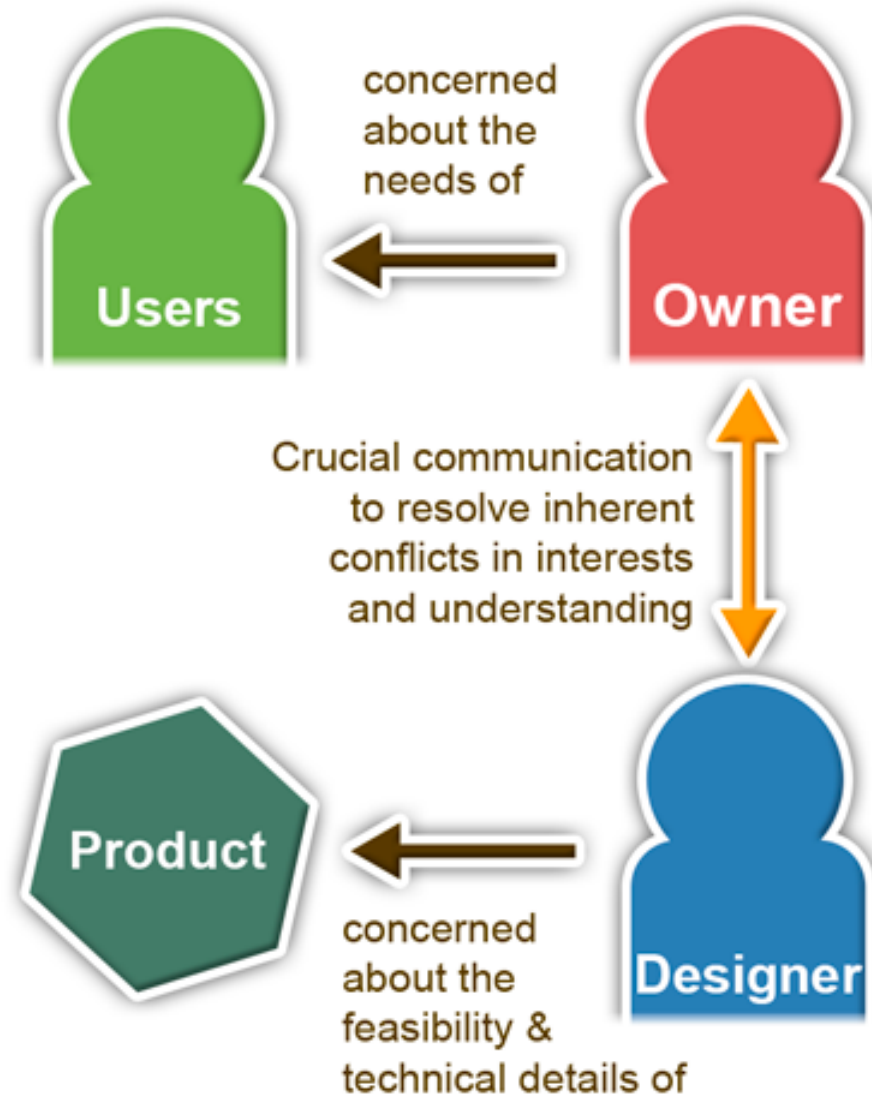


Fig 1. Conceptual model of "Custom Product Design" used in the course

# The Standard Method and Its Short-Comings

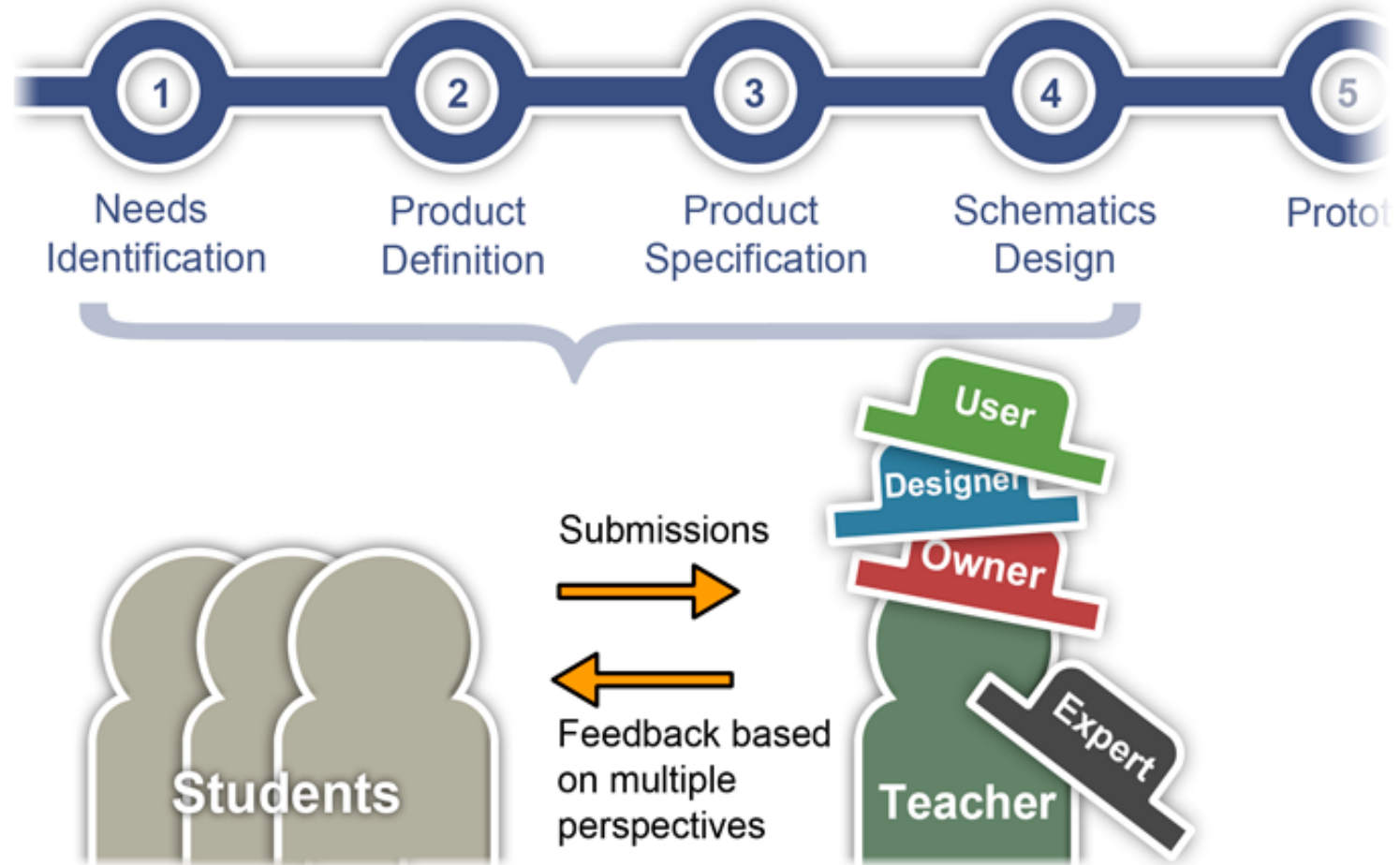
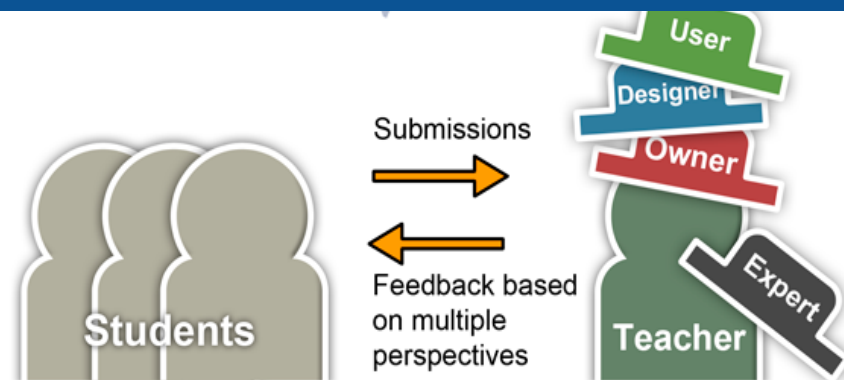


Fig.2 Teacher, as sole assessor, put on different hats during various stages of the course.

# The Standard Method and Its Shortcomings

- - Students misunderstand teacher's feedback as mere comments rather than critique arising from different perspectives
  - Multiple "hats" or roles is demanding to teacher
  - Students fail to think in the shoes of other people involved, especially Owner and User



# The Role Playing Game

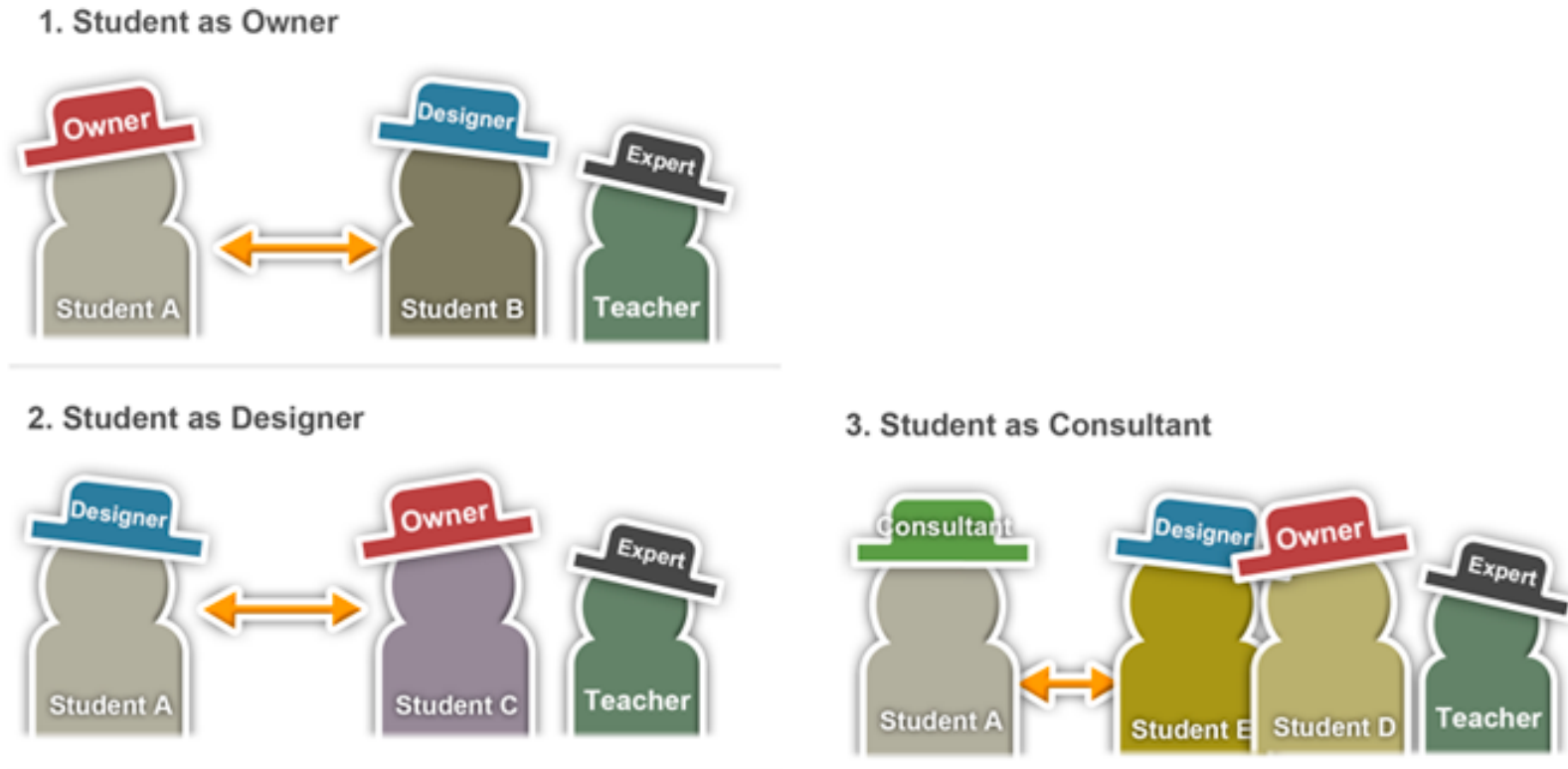
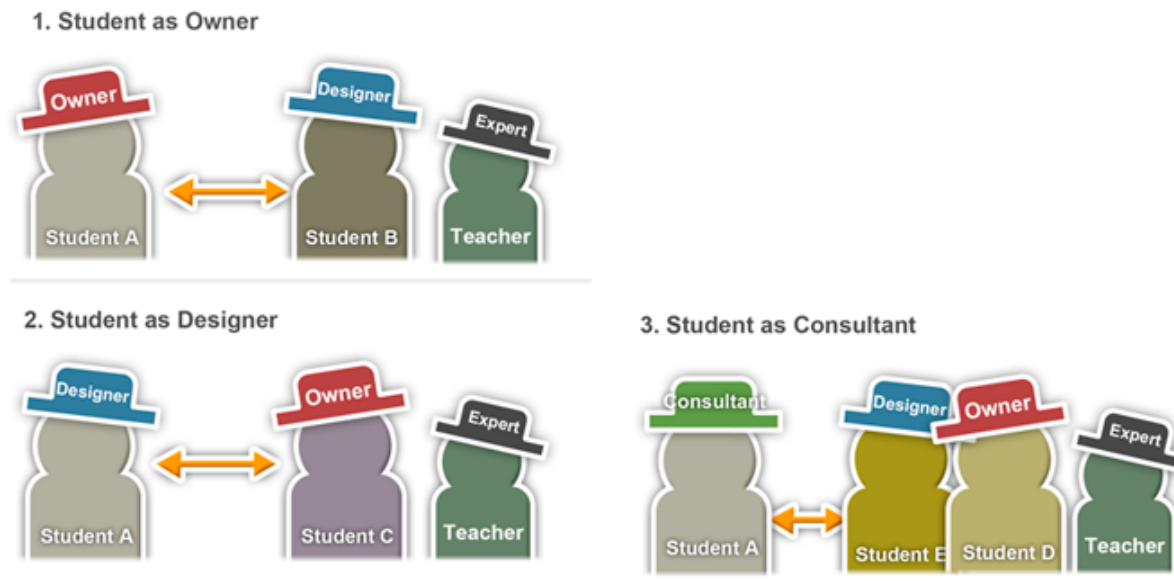


Fig 3. Roles that students will take during the role-playing games

# The Role-Playing Game

## Goals:

- Appreciation of different perspectives in product design
- Experience in the balancing interests of different roles with natural and contending considerations
- Appreciation of the importance of professional communication practices in product designs (e.g. spec and schematics)

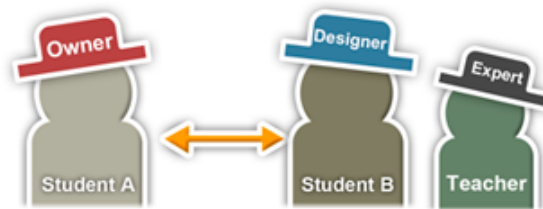


# The Role-Playing Game

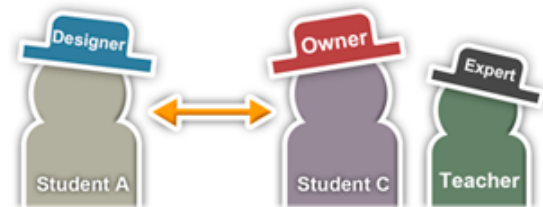
## Advantages:

- Noticeable changes in students' behavior in different roles
- Students show better understanding of the tension between Owner and Designer
- Students gain experience in working with other parties rather than just the teacher, and can now critique designs from different perspectives (even their own!)

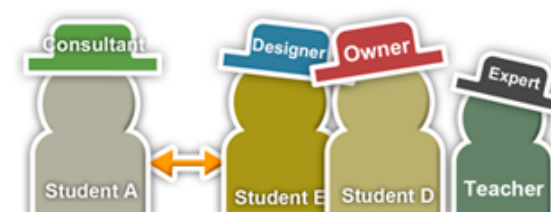
1. Student as Owner



2. Student as Designer



3. Student as Consultant



# Conclusion

- Practical yet fun way to teach and learn product design.
- Role playing reduces idealism and fantasy and provides a reality check efficiently through the tension in role playing.
- Other topics may benefit from the role-playing model

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