

Design Metaphor worksheet

Project: _____

1. Desired **Attributes**

Choose up to five attributes you're looking for in your product

2. Distant **domain**

Choose a domain distant from you're your own (nature, money, travel, sport, computing, education...)

3. Find one or more design **metaphors**

Choose something in the chosen domain that has some of the attributes you're looking for

Metaphor 1:

Why is it suitable?:

Metaphor 2:

Why is it suitable?:

4. Generate **concepts**

Use features of the metaphor to generate design concepts