

# Instructions:

- Rules
- Game materials
  - Topic cards back covers
  - Topic card content
  - User cards back covers
  - User card content
  - Design inspiration cards
  - Judging rubric

For all the game materials, print out the card PDFs and cut each card out. You'll need to print double-sided cards for topics and users. On one side, it should be the "user" word, and on the other side the user information itself. Same thing for the topic cards. Also print out the judging manual and cut out the design inspiration cards. Have fun!

# The Maker's Minute: Rulebook for Creative Design Challenge

## Game Components

- **Topic Deck:** Cards representing everyday objects, systems, or experiences (e.g., airplane, toothbrush, backpack).
- **User Deck:** Cards representing people with accessibility needs (e.g., someone who is blind, has dyslexia, limited hand strength, or uses a wheelchair).
  - Each User card includes:
    - A short definition of the user's accessibility challenge
    - One numerical fact and one user story
- **3 Design Philosophy Cards:**  
Inspirational principles players can reference for creative direction. (Keep them face-up in the center of the table.)
- **Judging Rubric.** Used by the Judge to evaluate each design based on:
  - **Creativity & Originality**
  - **Empathy & User Fit**
  - **Clarity & Communication**
- **Drawing Cards & Pencils:**  
Each player takes one blank drawing card and a pencil each round.
- **2 Timers:**
  - 1-minute timer for the Design Phase
  - 20-second timer for each player's Pitch Phase

## Setup

1. Shuffle the **Topic** and **User** decks separately and place them face down in the center of the table.
2. Place the **three Design Philosophy Cards** face-up beside the decks.
3. Give each player a **blank drawing card and pencil**.
4. Choose a **starting Judge** — it's whoever ate pizza most recently 🍕.
5. The **pitching order** moves **clockwise**, starting with the player immediately clockwise to the Judge.
6. Each player starts with **no User cards** (these will be collected when won).

## Gameplay

### 1. Draw Phase:

- The Judge draws **one User card** and **one Topic card**, reads them aloud, and places them face up in the center of the table.
- These cards stay in play — they'll rotate later using the "**one in, one out**" rule.

### 2. Design Phase (1 minute):

- All players (except the Judge) use their **drawing card and pencil** to sketch a design that connects the **Topic** and **User**.
- Players can reference the **Design Philosophy Cards** for inspiration.
- Focus on **accessibility, usability, and empathy** for the User.
- Some combinations will feel **simple** and intuitive — not every Topic needs to be reinvented.
- Others will seem **wildly unrelated** — use your imagination to rethink the product, system, or experience entirely.
- The goal is to **think beyond the obvious** and design with creativity and understanding.

### 3. Pitch Phase (20 seconds per player):

- Starting clockwise from the player next to the Judge, each player has **20 seconds** to present their design.
- Explain how your design works, how it helps the User, and what makes it creative or accessible.

### 4. Judging Phase:

- The Judge uses the **Judging Rubric** to decide which player wins that round
- The Judge considers **Creativity & Originality, Empathy & User Fit, and Clarity & Communication**.
- The **winning player keeps the "rotated-out" card** as their point for that round.

### 5. Rotate Judge:

- After each round, **replace only one card**:
  - i. First, replace the **Topic card** and keep the same User.
  - ii. Then, next round, replace the **User card** and keep the Topic.
  - iii. Continue alternating — one card swapped per round.
- Rotate the **Judge clockwise** each round.

**Winning the Game:** The player with the **most topic/user cards** when all cards run out wins



**TOPIC**



**TOPIC**



**TOPIC**



**TOPIC**



**TOPIC**



**TOPIC**



**TOPIC**



**TOPIC**



**BACKPACK**



**WATER BOTTLE**



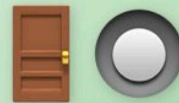
**UMBRELLA**



**CHAIR**



**LIGHT SWITCH**



**DOOR HANDLE**



**PEN / MARKER**



**NOTEBOOK**



**TOOTHBRUSH**



**EATING UTENSIL**



**MUG / CUP**



**JACKET / COAT**



**SHOES / SNEAKERS**



**KEY & KEYCHAIN**



**WALLET / CARD  
HOLDER**



**ALARM CLOCK**



**TRASH CAN**



**SHOPPING BAG**



**PILL BOTTLE**



**RESTAURANT MENU**



**USER**



**USER**



**USER**



**USER**



**USER**



**USER**



**USER**



**USER**

## Blind / Low Vision

### SITUATION

Partial or complete sight loss

### BY THE NUMBERS

Only 10% of blind people read Braille today.

### STORY

"Screen readers are my window to the digital world."

## Deaf / Hard of Hearing

### SITUATION

Partial or total hearing loss

### BY THE NUMBERS

80% with hearing loss don't use sign language.

### STORY

"Sound is light you feel," say Deaf designers.

## Color-Blind

### SITUATION

Difficulty distinguishing certain colors

### BY THE NUMBERS

1 in 12 men are color-blind worldwide.

### STORY

"Color-coded maps feel like guessing in the dark."

## Dyslexic

### SITUATION

Struggles with reading and text decoding

### BY THE NUMBERS

Dyslexic readers process text about five times slower.

### STORY

"Letters flip like fish when fonts are bad."

## Limited Hand Strength

### SITUATION

Reduced grip or pressing force

### BY THE NUMBERS

2B people experience hand strain or arthritis pain.

### STORY

"Opening jars feels like a boss fight."

## One-Handed Use

### SITUATION

Must perform tasks with one hand

### BY THE NUMBERS

1 in 8 text only with one hand.

### STORY

"One-thumb design is real UX mastery."

## Hand Tremor

### SITUATION

Involuntary hand shaking or movement

### BY THE NUMBERS

200M people live with chronic hand tremors.

### STORY

"I steady my arm just to tap a screen."

## Wheelchair User

### SITUATION

Limited reach or height accessibility

### BY THE NUMBERS

75M wheelchair users face daily reach barriers.

### STORY

"Top shelves are where accessibility dies."



## Memory Challenges

### SITUATION

Difficulty recalling steps or details

### BY THE NUMBERS

55M people worldwide live with dementia.

### STORY

"Familiar icons feel like city landmarks."



## Left-Handed

### SITUATION

Prefers reversed motor orientation

### BY THE NUMBERS

10% of the population is left-handed.

### STORY

"I flip the world in my head daily."



## Low Precision

### SITUATION

Limited fine motor coordination

### BY THE NUMBERS

8% of adults have fine-motor impairments.

### STORY

"Tiny buttons are my digital enemies."



## Carrying Infant

### SITUATION

One arm always occupied

### BY THE NUMBERS

7 in 10 caregivers multitask while holding babies.

### STORY

"True innovation works with one thumb."

## Small Hands

### SITUATION

Short reach or smaller grip span

### BY THE NUMBERS

40% of women can't grip large smartphones easily.

### STORY

"Most tools feel built for giants."

## Large Hands / Gloves

### SITUATION

Needs bigger controls and spacing

### BY THE NUMBERS

20% of workers wear gloves every day.

### STORY

"Typing feels like texting in oven mitts."

## Non-Native Speaker

### SITUATION

Uses language not first learned

### BY THE NUMBERS

60% of the web is in English only.

### STORY

"Icons are my universal language online."

## Allergies / Sensitivities

### SITUATION

Reacts to materials, scents, or coatings

### BY THE NUMBERS

1 in 5 react to common scents or materials.

### STORY

"Walking into stores feels like breathing perfume."

## Sensory Sensitive

### SITUATION

Overreacts to sound, light, texture

### BY THE NUMBERS

1 in 6 kids have sensory processing issues.

### STORY

"Fluorescent lights buzz inside my brain."

## Low-Light Conditions

### SITUATION

Operates in dark or dim areas

### BY THE NUMBERS

80% use phones before bed in darkness.

### STORY

"Bright screens feel like digital flashbangs."

## Cold / Wet Conditions

### SITUATION

Reduced dexterity or slippery grip

### BY THE NUMBERS

50% of winter injuries involve grip loss.

### STORY

"Wet handles feel like catching a fish."

## Time Pressure

### SITUATION

Requires rapid, low-friction interaction

### BY THE NUMBERS

80% quit tasks that take over two minutes.

### STORY

"Slow designs feel like death by loading bar."

# DESIGN INSPIRATION CARDS



## "Form Follows Function"

Louis Sullivan / Bauhaus

### IDEA

Start with purpose — let how it works shape how it looks.

### USE WHEN DRAWING

Focus on what the user needs to do, not how it looks first. Sketch how your idea functions clearly and logically; decoration comes later.

### QUICK REMINDER

If it works beautifully, it'll probably look beautiful too.



## "Less, But Better"

Dieter Rams

### IDEA

Simplify. Remove everything that doesn't serve the user.

### USE WHEN DRAWING

Try to design with fewer parts, cleaner shapes, and one clear action. Ask yourself: Can I make this easier, faster, or calmer to use?

### QUICK REMINDER

Good design feels obvious once you see it.



## "Design with Emotion"

Don Norman / Emotional Design

### IDEA

Make people feel something — safety, joy, curiosity, empathy.

### USE WHEN DRAWING

Think beyond utility. How can your design comfort, surprise, or delight your user? Consider colors, shapes, or interactions that express a feeling.

### QUICK REMINDER

People forget instructions, but they remember how your design made them feel.



# The Maker's Minute Judging Rubric

Use this rubric to guide your choice for the winning design each round. Evaluate each player's idea based on how well it demonstrates creativity, empathy, and clarity in solving for the chosen user.



## 1. Creativity & Originality

- The design shows imaginative thinking and a unique approach.
- The player took risks, explored new ideas, or reimagined an everyday object.
- The topic and user are connected in a surprising or thought-provoking way.

### ASK YOURSELF:

*"Does this design feel fresh, inventive, or delightfully unexpected?"*



## 2. Empathy & User Fit

- The design clearly responds to the user's specific needs, limitations, or preferences.
- The player demonstrates understanding of the user's experience or accessibility challenge.
- The solution feels thoughtful, inclusive, and genuinely useful for the person described.

### ASK YOURSELF:

*"Would this design truly help or improve the life of this user?"*



## 3. Clarity & Communication

- The drawing and pitch clearly convey how the design works.
- The idea is easy to understand even without detailed explanation.
- The player communicates confidently and uses their limited time effectively.

### ASK YOURSELF:

*"Could someone understand this idea instantly just by seeing or hearing it?"*

**Remember:** The best designs balance all three criteria—creativity, empathy, and clarity. Trust your instincts and choose the solution that best serves the user while showcasing innovative thinking.