

Designing with intention – Discussion guide



Design forum

1. What does intentional design mean to you?
2. In the past few months, have you used any products, services, or features that felt unintentional? Why did they feel that way?
3. Several of the articles mention techniques that infuse your work with more purpose. Which of these, if any, have you tried. Which would you like to try?
4. Have you ever created something that ended up having a different purpose than what you intended? What was it?
5. What's a product, service, or experience you've used that takes ethics seriously?
6. How do you test assumptions you have about your work, ideas, or designs?
7. Are there any products or services, physical or digital, that have shaped your behavior? How so?
8. In architecture, the design of the environment is used to shape behavior and interactions. Think about some buildings or spaces you go to often—how do they influence you?
9. The media theorist Marshall McLuhan famously wrote, "The medium is the message." He meant that the characteristics and form of media or technologies—not the content itself—shape our behavior. How do you think things like social media, genAI, and other digital products shape our behavior? Do you think this is intentional or unintentional?