

# DIDI PROJECT DESIGN SPACE

CLIENT BRIEFS  
2024-2025



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# ABOUT THIS DOCUMENT

## Client Briefs

This document serves as a supplement to the DIDI Project Design Space Handbook. It contains information about DIDI Project Design Space that changes every year. Namely, this document contains program dates, the project briefs, background on the project clients, project criteria and a video submission scoring rubric.

# KEY DATES

The DIDI Project Design Space program includes virtual teacher training sessions and virtual student workshops.

**Please note:** the dates below are subject to change based on the availability of DIDI faculty members.

## Teacher Training Sessions

- **15 Jan 2025:** Teacher Training Option 1, 4:30pm – 6:30pm
- **18 Jan 2025:** Teacher Training Option 2, 3pm – 5pm
- **29 Jan 2025:** How to Teach Research, 4pm – 6pm
- **13 Feb 2025:** How to Teach Ideation, 4pm – 6pm
- **27 Feb 2025:** How to Teach Prototyping, 4pm – 6pm
- **9 Apr 2025:** How to Teach Pitching, 4pm – 6pm

## Student Workshops

- **5 Feb 2025:** Research Design Jam, 4pm – 6pm
- **20 Feb 2025:** Ideation Design Jam, 4pm – 6pm
- **6 Mar 2025:** Prototyping Design Jam, 3pm – 5pm
- **14 Apr 2025:** Pitching Design Jam, 4pm – 6pm

## Project Submissions & Finals

- **18 April 2025:** Submission Deadline (11:59pm)
- **10 May 2025:** Virtual Boot Camps\*
- **31 May 2025:** In-Person Finals Events\*

\*The top eight teams per challenge will be invited to attend one Boot Camp and one Finals event.

# THE BRIEFS

## 2024–2025 Briefs

This year, DIDI Project Design Space participants will be given three design briefs and will choose one brief to solve. This year's clients are Amazon Web Services, Mercedes-Benz Brand Center and UAE Ministry of Energy & Infrastructure (MoEI).

## Timeline & Format for Submission

Proposals from all teams must be received by 18 April 2025.

Video submission directions can be found on the DIDI Project Design Space online portal.

# MINISTRY OF ENERGY AND INFRASTRUCTURE BRIEF

## Context

The UAE Ministry of Energy and Infrastructure (MoEI) provides sustainable leadership in the key sectors of energy, water, infrastructure, housing and transportation. The MoEI is committed to organizing, developing and enhancing competitiveness in energy, mining and water resources, as well as implementing innovative global solutions to improve quality of life in Emirati society.

To help fulfill its mandate, MoEI is pleased to announce the UAE National Demand Side Management Program 2050. This sustainability-driven initiative targets three main sectors – energy, water and a National Conservation Campaign aimed at raising awareness under the slogan *Save to Sustain*. This program is aligned with multiple national strategies, including the We the UAE 2031 Vision and UAE Centennial Plan 2071, as well as the UN Agenda 2030 and Sustainable Development Goals (SDGs).

For this year's Project Design Space Challenge, the Ministry of Energy and Infrastructure is challenging participants to create an innovative physical or digital solution that helps people in the UAE save water or electricity at home. Think beyond simple applications of current technologies (such as solar and LED lights) to produce new and compelling ideas for how to help people in the UAE *Save to Sustain!*

## The Challenge

The UAE Ministry of Energy and Infrastructure Project Design Space challenge is to:

**Develop an innovative household solution for reducing energy or water consumption to support the UAE National Demand Side Management Program 2050.**

## The Brief

The UAE National Demand Side Management Program 2050 aims to reduce water consumption by 40% and energy use by 51% in the built environment by 2050, through focusing on the following demographics: students, employees, families, tourists and laborers. Can you research, ideate and develop a practical and innovative solution to help any or all of these groups save electricity or water at home?

### Teams must:

- Research the UAE National Demand Side Management Program 2050 to understand the strategic aims and sustainability goals of the initiative.
- Identify an effective and innovative solution for reducing water or energy consumption at home, focusing on any or all of the following demographics: students, employees, families, tourists and laborers.
- **Please note:** we are looking for innovative solutions to the challenge – not simple applications of existing technologies such as solar, LED lights, etc. If these technologies are used in your solution, think of original, inventive or creative ways of applying them to the problem of saving electricity/water in a new or interesting way.

- Develop a physical or digital prototype of the solution, clearly showing how it works and the impact it will create.
- Document the project development process, including early sketches, mood boards, rough work and other milestones in the creation of the solution.
- Measure the potential savings of their solution by conducting tests and making calculations about power or water use.

### Scope of Work & Deliverables

Teams must deliver a 3-minute video pitch to explain why their proposed solution should be chosen. The pitch video should:

- **Present** a demonstration of the prototype, including how it works and who will use it.
- **Explain** the key research findings that influenced the prototype, including how your solution will promote the goals of the UAE National Demand Side Management Program 2050.
- **Calculate** the energy or water reduction/savings your solution will provide and include this data in your presentation.

### About the UAE Ministry of Energy and Infrastructure

The UAE Ministry of Energy and Infrastructure implements a strategic plan that aims to organize, develop and enhance the UAE's competitiveness in energy, mining, water resources, land and sea transport, roads, infrastructure, housing, construction and sustainability of investment. This is in addition to leveraging partnerships, technology, advanced sciences and innovative global solutions to improve quality of life in Emirati society.

Follow [this link](#) to learn more about the UAE Ministry of Energy and Infrastructure, and read more about its strategic goals and priorities by [clicking here](#).

# MERCEDES-BENZ BRAND CENTER BRIEF

## Context

The Mercedes-Benz Brand Center, located in the trendy Dubai Design District (d3), offers visitors a unique luxury retail experience, focusing on creating customer experiences and memorable brand interactions. Much more than a showroom, the Mercedes-Benz Brand Center is a cultural platform with curated seasonal programming, showcasing the latest trends in lifestyle, design, arts and technology, with rooms and spaces easily configurable to host a variety of events.

This first-of-its-kind development for the region consists of multi-functional experience spaces to enlighten the five senses, including cafes and restaurants, performance spaces and art galleries. There's even an off-road test track where visitors can put their driving skills to the test behind the wheel of a G63.

The Mercedes-Benz Brand Center blends art and retail to provide unforgettable experiences for visitors. To support this enhanced brand interaction, PDS participants are challenged to create a collectible poster that visitors can buy as a memento of their experience of the Mercedes-Benz Brand Center.

## The Challenge

The Mercedes-Benz Brand Center Project Design Space challenge is to:

**Design a collectible poster for the Mercedes-Benz Brand Center.**

## The Brief

The Mercedes-Benz Brand Center represents a bold leap into the future of automotive retail, where customer experiences and brand interactions drive business growth. Play your part in creating unforgettable customer interactions at the Mercedes-Benz Brand Center by designing a poster that visitors will want to take home with them as a memento of their experience.

**Teams must:**

- **Research** the Mercedes-Benz Brand Center, including its performance and gallery spaces, seasonal programming and other important visitor attractions.
- **Construct** a target user profile to identify who will buy your poster and what they are looking for.
- **Get inspiration** from popular local designs, such as the [Dubai High Life](#) series by Clare Napper.
- **Develop** a suitable A2 poster design through sketching, mood boards, rough prototypes, etc.
- **Document** your design process, showing your work in progress and the key decisions taken along the way (graphic elements, colors, copy, typography, etc.).



## Scope of Work & Deliverables

Teams must deliver a 3-minute video pitch to explain why their proposed solution should be chosen. The pitch video should:

- **Present** the poster, including a printed A2-sized prototype of your final design.
- **Explain** your poster design, including the attractions of the Mercedes-Benz Brand Center you have chosen to highlight, your user profile and the inspiration behind your choice of graphics, colours, copy, typography, etc.
- **Demonstrate** the attractiveness of your design by including audience testing, feedback and testimonials in your presentation.

## About the Mercedes-Benz Brand Center

A first-of-its-kind facility in the region, the Mercedes-Benz Brand Centre involves a collaboration between Merc-Benz Brand Design, Heller Studios (a creative studio based in Stuttgart, Germany); Binchy Binchy (an architectural design studio in Dubai) and Macintyre Asset Management (a UAE real estate developer).

[Click this link](#) to watch a short video about the Mercedes-Benz Brand Center, and read more about the design of the center by [clicking this link](#).

# AMAZON WEB SERVICES BRIEF

## Context

Since launching in 2006, Amazon Web Services has been providing world-leading cloud technologies that help organizations and individuals build solutions to transform industries, communities and lives for the better.

The GCC Region is increasingly reliant on data centers, and with that comes a growing demand for energy to power these high-tech facilities. AWS is committed to leading the way in sustainable practices and is constantly exploring innovative ways of promoting energy and cost savings in the region.

The Amazon Web Services PDS challenge invites students to design a solution that shows how photovoltaic (PV) systems can be integrated into existing data centers in the UAE to reduce power consumption. Can you design a solar retrofit solution that demonstrates the potential cost savings, environmental benefits and return on investment of integrating PV systems in data centers in the UAE?

## The Challenge

The Amazon Web Services Project Design Space challenge is to:

**Design a solution that shows how photovoltaic (PV) systems can help data centers in the UAE reduce power consumption.**

## The Brief

The Amazon Web Services project draws from the fields of engineering, technology and business, challenging you to create a solution that demonstrates the potential benefits of retrofitting data centers in the UAE with photovoltaic (PV) systems to save grid energy and promote the use of clean power.

**Teams must:**

- **Design** a retrofit solar solution for data centers in the UAE that considers factors such as sunlight hours in the UAE, roof space and orientation, existing infrastructure, grid connection requirements and necessary equipment upgrades.
- **Research** photovoltaic (PV) systems, including how they work, how much energy they can produce and how they can help data centers save grid energy and reduce their carbon emissions.
- **Analyze** the potential cost savings, environmental benefits and return on investment of implementing this solar retrofit strategy in data centers in the UAE. **Note:** this will include researching data such as energy consumption figures, electricity cost figures, carbon emissions data, PV system cost figures and power efficiency, data about sunlight hours in the UAE, etc.
- **Demonstrate** the viability of the solution by creating a feasibility study that shows potential cost savings, environmental benefits and return on investment from integrating PV systems in data centers in the UAE.

## Scope of Work & Deliverables

Teams must deliver a 3-minute video pitch to explain why their proposed solution should be chosen. The pitch video should:

- **Present** your solution, showing how your plan to retrofit data centers in the UAE will lead to reduced power consumption, cost savings and environment benefits.
- **Explain** the potential cost savings, environmental impact and return on investment of proceeding with the solar retrofit by highlighting key details from your feasibility study and project research.
- **Demonstrate** the credibility of your solution by showing details of your PV system plan, including engineering sketches, process diagrams, implementation plans, budgets and cost-benefit analysis, long-term financial projections, etc.

## About Amazon Web Services

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud service provider, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

[Click here](#) to learn more about Amazon Web Services, and learn more about power consumption in data centers by [clicking this link](#).

# VIDEO SCORING RUBRIC

Please refer to this rubric to understand the judging and selection criteria used to select projects that will move forward to the boot camp and finals stages of the program.

CATEGORY	0	1	2	3
<b>Potential Impact of Solution</b> How many people would this solution touch? How meaningful would the impact be?	No potential impact; people reached would not be affected by this solution in any meaningful way.	Slight impact; people reached would benefit from this solution in some ways.	Moderate impact; people reached would benefit from this solution and will be positively impacted.	Significant impact; people reached will be very affected by the solution and will engage with it in meaningful ways.
<b>Relevance to Design Brief</b> Does the proposed solution answer the full brief?	No, it is completely unrelated to the design brief.	The proposed solution is relevant to some aspects of the brief, but not all.	Yes, the proposed solution is mostly relevant to the brief.	Yes, it is very relevant to the brief and responds exactly to what the client requested.
<b>Flexibility and Feasibility</b> Would it be financially and technically feasible for the client to implement this solution?	No. The proposal is fundamentally unrealistic or prohibitively expensive.	Not in its current form, but it is conceivable that a highly revised version could be.	Yes, with some minor revisions.	Yes. It could be reasonably and easily implemented as is.
<b>Creativity and Originality</b> Is the solution original and exciting?	No, it is completely derivative.	Some aspect(s) of the idea are original or exciting.	Yes, it is original and/or exciting.	Yes, it is so unlike anything I've seen before that it would help the client stand out.
<b>Prototype</b> Is the prototype well developed and persuasive?	No. There isn't a prototype.	The prototype exists but seems hastily conceived or poorly executed.	The prototype is adequate.	Yes! It's clear that the prototype has gone through multiple iterations and it clarifies or validates key aspects of how the solution would work.
<b>Level of Completion</b> Is the idea fully developed? Is the idea specific and clear?	No. The idea is completely unclear or very broad.	Somewhat. The idea was not entirely clear.	Yes, the idea was mostly clear and specific but could use some additional revisions.	Yes. The idea was fully developed and was very clear and specific. Nothing was missing, and I had all the information I needed for this stage.
<b>Presentation Quality</b> Did the team deliver the pitch in a professional and compelling manner?	No. Their voices were monotone or difficult to hear. They lacked energy from start to finish.	Somewhat. The pitch was adequate. There was a nice moment or two, but it was not consistently outstanding.	Yes. They were professional, but it didn't have that extra "wow" factor.	Yes! Their voices were clear. Energy level was high and infectious. Language was enthusiastic and confident. I want to learn or hear more!
<b>Overall Impression</b> Does this project in its entirety strike you as particularly professional, exciting and impressive?	No. The pitch doesn't make sense or doesn't stand out in any way.	It made sense, but there are significant flaws that make this an undesirable solution.	Solid idea. Could potentially see it happening. Minor flaws give rise to some reservations.	Compelling idea that I would be excited to see happen and would feel confident personally backing. The team came together and developed a project that holds together on every level. Professional-grade pitch.

# ABOUT DIDI

## Dubai Institute of Design and Innovation (DIDI)

DIDI is a private, non-profit university that offers undergraduates a unique design education. The first of its kind in the region, DIDI's curriculum has been expertly crafted in close collaboration with the Massachusetts Institute of Technology (MIT) and Parsons School of Design. DIDI is accredited by the Ministry of Education in the UAE and opened its doors to its first cohort of students in the fall of 2018.

At DIDI, we believe that design education ought to be transformative, disruptive and cross-disciplinary, and we intend to become the school of choice for the next generation of changemakers. With design thinking and creative problem-solving firmly embedded in our curriculum, we are preparing the next generation to use design as a tool for positive change.



## Bachelor of Design

DIDI's groundbreaking Bachelor of Design (BDes) program offers students the freedom to design their own degree by combining two of the following four concentrations: Product Design, Strategic Design Management, Multimedia Design and Fashion Design.

In their first year, students are introduced to design thinking, problem-solving, fabrication, visualization and sustainable design concepts. First-year students are supported as they discover their own creative voices and philosophical approaches to design. Second- and third-year students continue developing their skills and their understanding of design through studio-based,

workshop-based and lecture-based coursework. General education courses complement students' creative studies, and students gain real-world experience through a design internship in the summer of year three. In their final year, students work on a culminating thesis.

# ABOUT DIDI

## Vibrant Location at the Heart of Design

Located in the vibrant and creative Dubai Design District (d3), DIDI provides students with access to internships and networking opportunities that give them the best possible start to their careers. No other institution offers such an immersive design education, where students are surrounded by a diverse range of design professionals and innovators.

Moreover, the city of Dubai offers an incredible calendar of design events, including Dubai Design Week and Dubai Design Days. With its golden beaches, deserts and growing arts and street culture, Dubai is a multicultural and futuristic city of innovation that welcomes tomorrow's changemakers.



### Learn More

[www.didi.ac.ae](http://www.didi.ac.ae)

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