WELCOME TO DAY 2
A DAY OF DESIGN
WHY IS DESIGN IMPORTANT?

The strength of good design lies as much in the steps taken to create it as in the final result.

The process demonstrates the effort you’re willing to take on behalf of the customer and is pretty much guaranteed to develop a good result.

Behind the solution to any challenge are the hours and multiple ideas that were birthed in search of a solution.

People who don’t push through multiple solution concepts are not really engaging in solving the problem but appear to be more concerned with getting the job over with.

It’s very tempting to love your first idea, declaring it the best solution and then try to “sell” it to the customer, but its very unlikely you’ll have found a valuable or meaningfully solution to their challenges.

Link to video?
LEARNING OBJECTIVE

Your goal is to develop a solution that you believe will solve your customers challenge in a way this is both meaningful and useful to them.

At the end of the day you’ll be able to work through a design process from setting a design challenge to creating a physical or digital example of a solution that you can present for further feedback.

SUCCESS CRITERIA

You’ll know you have achieved this when you have;

- Defined the challenge as a How Might We … ? Challenge question.
- Brainstormed a number of crazy and obvious possible solutions.
- Created a number of different detailed Solution Concepts, and
- Turned one of the Solution Concepts into a Minimum Viable Solution Prototype.
# SCHEDULE OF ACTIVITIES

<table>
<thead>
<tr>
<th>Time</th>
<th>Design Activity</th>
<th>What You’ll Be Doing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>How Might We…?</td>
<td><strong>Activity 1:</strong> Review your work from yesterday and identify the customers desired outcomes and experiences to create a How Might We…? challenge question.</td>
</tr>
<tr>
<td>Late Morning</td>
<td>Ideation</td>
<td><strong>Activity 2:</strong> Being creatively courageous and quickly creating lots of ways to answer your teams How Might We…? challenge question.</td>
</tr>
<tr>
<td>Midday</td>
<td>Solution Concepts Development</td>
<td><strong>Activity 3:</strong> Developing and discussing more detailed solution concepts until you have a potential solution that your team will turn into a solution prototype.</td>
</tr>
<tr>
<td>Afternoon</td>
<td>Prototype Development</td>
<td><strong>Activity 4:</strong> Designing and building a physical or digital prototype of your teams solution to include as part of your pitch.</td>
</tr>
</tbody>
</table>
Welcome Back to Your Office
ACTIVITY 1: HOW MIGHT WE...?

Learning Objective: At the end of this activity you’ll be able to frame your customer’s challenge as an open ended question based on the experiences and outcomes your customers desired to help you think of multiple possible solutions.

Success Criteria: You know you’ll have achieved this when you’ve created a How Might We…? challenge question that takes into account the customers desired outcome and their experience needs.

To help you with this you’ll be using the following tool to guide your discussions...
Experiences and Needs relate to the interaction the customer has with the product, services, event, situation, etc on an emotional, rational or physical level. i.e. delightful, simple or hot, etc

Desired Outcomes relate to a difference or change that matters to an individual, community or group. i.e. less noisy, fewer accidents, more people, etc
## TIME TO SET YOUR CHALLENGE

<table>
<thead>
<tr>
<th>Step</th>
<th>Actions</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Review the customer profile, experience map, trend map and I reckon… hypothesis statement to remind yourselves of the work you did yesterday.</td>
<td>10 mins</td>
</tr>
<tr>
<td>2</td>
<td>Using the HOW MIGHT WE…? template discuss and write a simple How Might We…? challenge question.</td>
<td>10 mins</td>
</tr>
<tr>
<td>3</td>
<td>Brainstorm and write down descriptions of the outcomes you believe the customer is trying to achieve.</td>
<td>20 mins</td>
</tr>
<tr>
<td>4</td>
<td>Brainstorm and write down descriptions of the types of experiences you believe the customer is looking for.</td>
<td>20 mins</td>
</tr>
<tr>
<td>5</td>
<td>Brainstorm multiple new How Might We…? challenge questions until you think you captured the customers desired outcome and desired experience in relation to your I Reckon... hypothesis statement.</td>
<td>20 mins</td>
</tr>
</tbody>
</table>

**REMEMBER:** Your goal is to create an open-ended question that allows for as many possible solutions as possible. NOT a question that only one has one or two right answers.
Frame the Problem as a Challenge Question

Potential solutions change depending on what you know, how you think and talk about a problem.

Write the problem as a SHORT & SIMPLE question based on what you know about the experience and context to stimulate new thinking and new possible solutions.

Framing “How Might We...?” Problem Questions
Rule 1. Starts with How Might We...
Rule 2. Focused on Desired Outcomes
Rule 3. Accounts for Experiences and Needs

Take a stab at framing the problem as a question...

What are the key desired outcomes the person is trying to achieve?

What are the person's key experiences and needs that must be considered?

<table>
<thead>
<tr>
<th>Desired Outcomes</th>
<th>Experiences and Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young people have strong natural support networks to help them in social situations.</td>
<td>Support service need to be less reactive, more accessible and help them find connections.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Too Broad</th>
<th>About Right</th>
<th>Too Narrow</th>
</tr>
</thead>
<tbody>
<tr>
<td>How might we...Help young people with relationships?</td>
<td>How might we...Proactively help isolated young people find and strengthen positive social relationships?</td>
<td>How might we...Help 16-18yo do more with their best friends in the evenings?</td>
</tr>
</tbody>
</table>

Review your original question and write a few that you believe account for the outcomes and experiences your customer is looking for?
Learning Objective: At the end of this activity you’ll be able to be creatively courageous and let your imaginations loose to find obvious, stupid, crazy and breakthrough ideas that might lead you to solutions the customer wants.

Success Criteria: You know you’ll have achieved this when you have created lots and lots of ideas descriptions, drawing and sketches that have made you laugh, roll your eyes and get excited. This shows you’ve really committed to exploring how you might solve your customers challenge.

To help you with this you’ll be using the following tool to guide your brainstorming
TIME TO BE CREATIVE …

<table>
<thead>
<tr>
<th>Step</th>
<th>Actions</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Review the teams HOW MIGHT WE…? challenge question.</td>
<td>5 mins</td>
</tr>
<tr>
<td>2</td>
<td>In your team, in groups or individually start to write, draw, sketch as many possible quick ideas as you can.</td>
<td>15 mins</td>
</tr>
<tr>
<td>3</td>
<td>Discuss the most interesting and crazy ideas as a team and highlight the ones you like, for whatever reason.</td>
<td>10 mins</td>
</tr>
</tbody>
</table>

REMEMBER: Your goal is to be a little crazy and have fun, if you get stuck (which you will) try moving about, a different pen or imagining what an acrobat, doctor, carpenter, etc might do…? The trick is to just keep going.
Possible Solutions

Coming up with ideas you like is easy. Finding ideas others want is harder. Start by being as creatively courageous as you can. The more ideas you write down the easier it is to have more ideas!!

Draw, describe, sketch ideas as many ideas as you can that might help solve the challenge. Start with the obvious ideas but also record the stupid ideas to get them out of your head. This helps you to find the counterintuitive, novel, innovative and new ideas. This is where the breakthroughs happen.
ACTIVITY 3: SOLUTION CONCEPTS

Learning Objective: At the end of this activity you’ll be able to turn simple ideas into concepts that have enough detail to be able to show and tell someone else about and get their feedback to improve it.

Success Criteria: You know you’ll have achieved this when you’ve created a solution concept that describes how it might work, sketched a simple image that shows what it might look like and created a simple and short pitch to capture people’s imagination.

To help you with this you’ll be using this simple tool to guide you.
When creating a solution concept it’s tempting to try and add all the features & functions and bells & whistles you can think of. Instead try to think of a good place to start as the idea will change and develop as you talk about it, play with it and build the 1st version of it…. So Think Big, Start Small

Remember: You’re not coming up with concept solutions you like, but potential solutions you think the customer will like that have a chance of being turned into a real product, service or event. To achieve that your concept solutions needs to be these three things…
TIME TO FIND POSSIBLE SOLUTIONS…

<table>
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<th>Step</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Review the highlighted ideas from the IDEATION Session that you liked</td>
<td>5 mins</td>
</tr>
<tr>
<td>2</td>
<td>In groups, or pairs, describe and sketch as many possible solution concepts as you can.</td>
<td>30 mins</td>
</tr>
<tr>
<td>3</td>
<td>Each person show and tell the team about one possible solution concept you created. As a team used the Round Robin tool to critique and improve each concept. (5 mins for each person)</td>
<td>35 mins</td>
</tr>
<tr>
<td>4</td>
<td>As a team pick one possible solution concept that you will spend the afternoon developing into a prototype as part of your pitch tomorrow.</td>
<td>10 mins</td>
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</table>

**REMEMBER:** Your goal is to find a solution your team thinks will solve the customers challenge. If more than one solution would work vote or play rock-paper-scissors until you have one solution to focus on prototyping.
Possible Solution Concept

The goal is to help solve the challenge as simply and effectively as possible.

A successful “Possible Solution Concept” is ...

Desirable - something they'll want, Feasible - something they can do and Viable - something we should do.

Based on the initial ideas created, as a team, sketch one possible solution to your challenge in more detail. Write down and draw the details below.

It’s not going to be perfect, that’s OK. It will be a great start and something to build on.

Remember: Your possible solution concept must answer your “How Might We...?” question.

**HOW...will your revised idea work?**

**VISUAL...Bring your idea to life**

What assumptions have you made that are required to make the solution possible? i.e. high speed internet, shared location, etc

This is a new product/service/event idea called (Solution Idea Name) ____________________________

aiming to help (customer) ____________________________ with (challenge) ____________________________

by (possible solution short description) ____________________________
### Round Robin Review

Show and tell the team about the solution concept you have created. How it might work and what it might look. Record the feedback you get below.

<table>
<thead>
<tr>
<th>Pitch your possible solution concept.</th>
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<tbody>
<tr>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>What about your concept does your team think <strong>will work?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>What about your concept does your team think <strong>will not work?</strong></th>
</tr>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>What about your concept does your team think <strong>needs to change to make it work?</strong></th>
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</tbody>
</table>
Time for Lunch

Be back by 1340
ACTIVITY 4: PROTOTYPE DEVELOPMENT

Learning Objective: At the end of this activity you’ll be able to turn a basic concept into a simple physical or digital form that allows people to understand better how it works or even experience part of the possible solution so that they can give you better feedback about what they think of the solution.

Success Criteria: As a team you will have created some kind of prototype that builds on the solution concept and allows people to interact with the teams idea.

To help you with this you’ll be using these is simple prototype approaches

[Diagram of prototype approaches]
A prototype is more than a concept but it’s still only an early sample or model to test your concept or act as an experience to be learned from. It can take many forms so just be creative as this is not the final version.
TIME TO CREATE YOUR SOLUTION...

<table>
<thead>
<tr>
<th>Step</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Review the different prototyping options as a team and decide which one you will use.</td>
<td>10 mins</td>
</tr>
<tr>
<td>2</td>
<td>As a team plan out the basic steps you will take to create / build your team's prototype.</td>
<td>10 mins</td>
</tr>
<tr>
<td>3</td>
<td>Get to work (you’ll have some time tomorrow to finish your prototype and work out how you’ll integrate it into your pitch)</td>
<td>50 mins</td>
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</tbody>
</table>

**REMEMBER**: Your goal is to create a way to allow someone to understand your team's possible solution better and/or experience what it might be like when the solution is finally developed into a finished solution.
Prototype Design
The goal is to sketch, design, build, mock-up a demonstration of the solution so that your consumer can experience at least part of it and provide you feedback.
Be creative and have fun!

Digital Prototype
Creating a simple digital prototype of your web/app can help test the flow and style of your solution to see if people “get it”.
First hand draw the screens that your web/app might have, including instructions, pictures and buttons. Make the drawings the same size as the device screen, e.g. iphone.
Then map which buttons link to which pages.

Creating the Digital App
1. Download the Marvel App
2. Sign in to get a free account
3. Create a new project
4. Take pictures of your screen drawings
5. Add links and select transition style
6. Test App flow and style on people

Experience Prototype
Create or act out a life size simulation of the service experience using simple props and role play.
Helps to convey experiences and emotions at a human scale, and communicate the intent of the experience or service.

Paper Prototype
Paper prototyping aspects of the service helps makes emerging ideas tangible and sharable at a human scale.
Use pen, paper and post its to mock up parts of the service that people can interact with to test out the service concept and gather feedback.

Desktop Walkthrough
Use props and objects on a table to provide a simulation of a service, journey or experience.
Users can walk through and explore the space, share their expectations and experiences.

Storyboard/Sketch
Use a storyboard structure to build a story about someone interacting with your service.
How do they interact with the service (when, where, why, how)
How do they feel when they are doing it? What is the outcome?
How are things different for that person as a result?
You can also visually represent the components, steps and stages of your idea through a sketch.
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Time to go Home

See you back here 0900 for a day of Delivering Solutions!