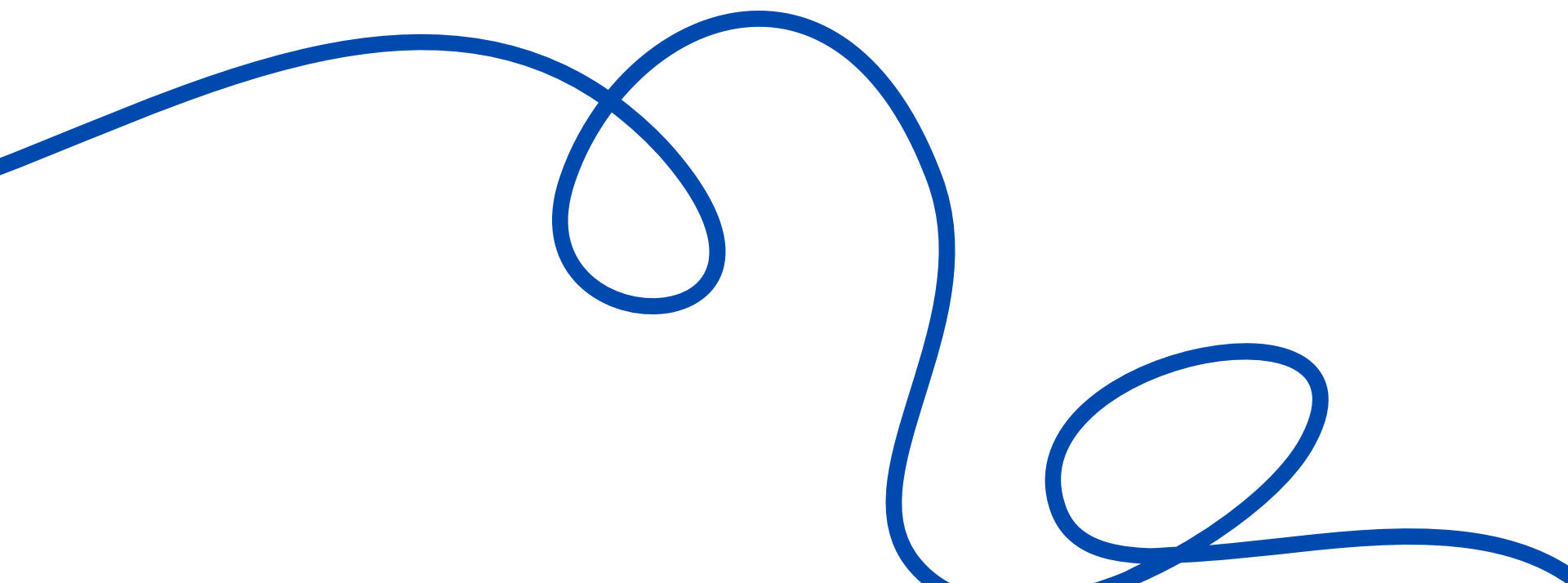


EVolve

Design Thinking & Ideation Workshop





Land Acknowledgement

We wish to acknowledge this land on which the University of Toronto operates. For thousands of years it has been the traditional land of the Huron-Wendat, the Seneca, and the Mississauga's of the Credit. Today, this meeting place is still the home to many Indigenous people from across Turtle Island and we are grateful to have the opportunity to work on this land.

ICE-BREAKER QUESTION

Share what campus/school/institution
you and your team are from

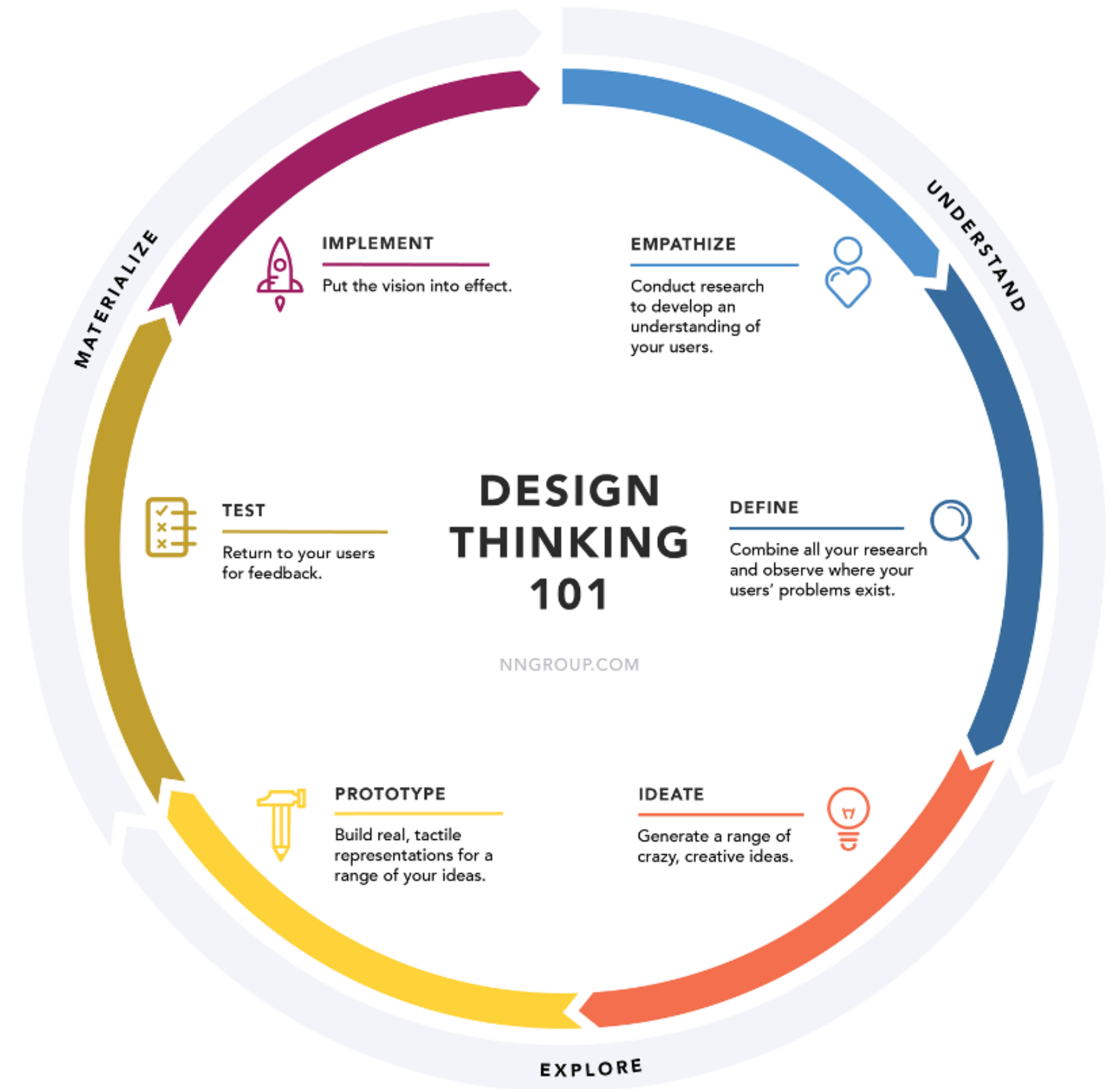
If your team formed here at the hackathon, please share
all your locations?





Design Thinking for Innovation

A process for creative problem solving



Empathize

We are in this together!



Empathy Map Template

Use this as a guide when working on a larger kraft paper template

Name (group/role):

What does the person

See?

...in their environment?
...people around them?

What does the person

Think & Feel?

...what really counts?
...pre-occupations?
...worries & aspirations?



What does the person

Say & Do?

...attitude in public?
...behaviours towards others?
...what language do they use?

What does the person

Hear?

...from colleagues and friends?
...messaging from media?
...second-hand?



Define

Challenge Statement



I want to clarify my priorities
by focusing on key critical issues

PROBLEM DEFINITION

What is the key issue you are trying to address and why is it important?

Who is it a problem for?

What social/cultural factors shape this problem?

What evidence do you have that this is worth the investment?

Can you think of this problem in a different way? Can you reframe it?



"Problem-Framing Statement"

How might we _____
(action) _____
(what)

for _____
(group being designed for)

in order to _____?
(resulting change or impact)

Keep in mind...

Example, too broad: How might we improve math scores?

Example, too narrow: How might we help students keep track of their math homework by making sure that they write in their agendas?

Example, just right: How might we empower learners to manage their own learning?

Tip: A great question does not mention a specific solution, technical requirements, monetary returns, or product specifications!



Ideate

Share ideas, build creativity



IDEATE: Explore Possibilities VS. Deciding What To Do?

DIVERGENT THINKING

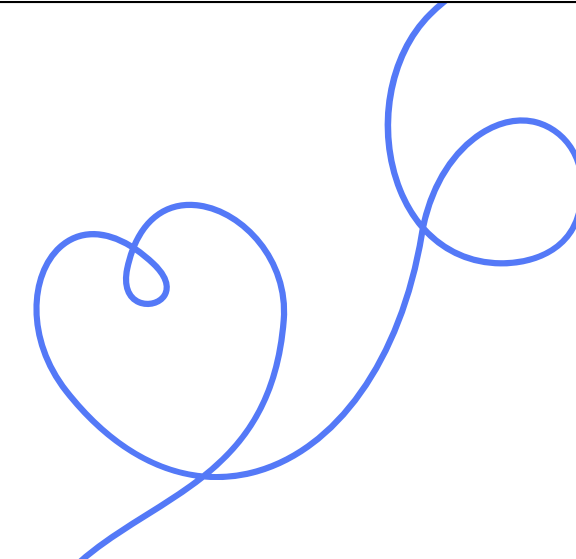
CREATE CHOICES
GENERATE MULTIPLE
IDEAS & POSSIBLE
SOLUTIONS.

RESEARCH,
ANALYZE, GENERATE
OR DESIGN INDEPENDENTLY
WITHOUT DISCUSSING THOUGHTS
OR FINDINGS WITH OTHERS.

CONVERGENT THINKING

MAKE CHOICES
EVALUATE AND SELECT
FROM ALTERNATIVES.

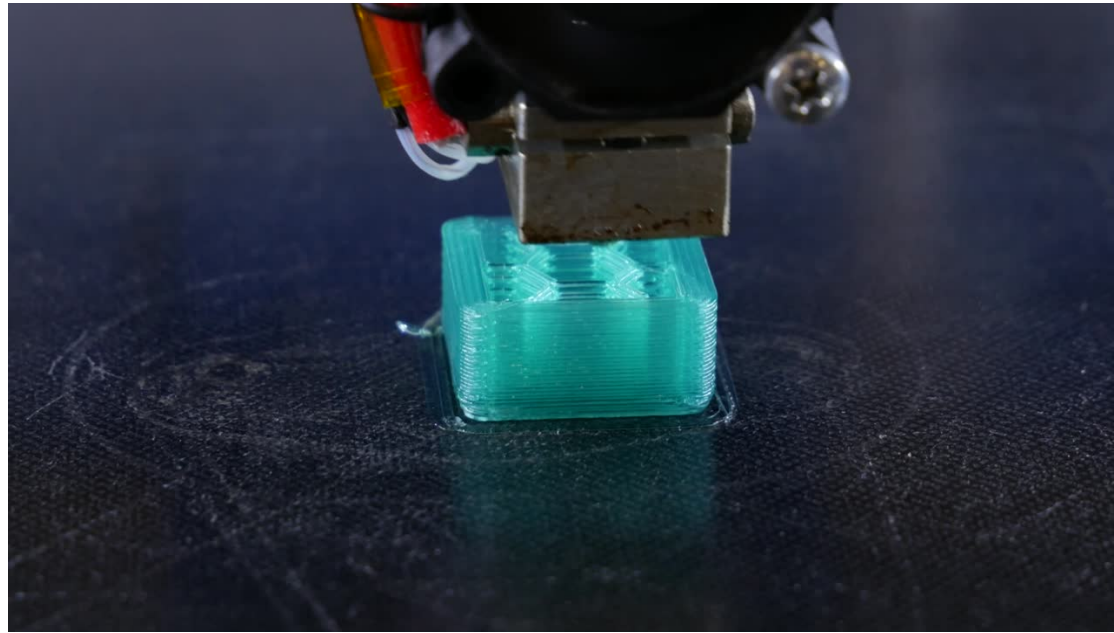
SHARE YOUR
FINDINGS, INSIGHTS &
IDEAS OR DESIGNS WITH
ONE ANOTHER.



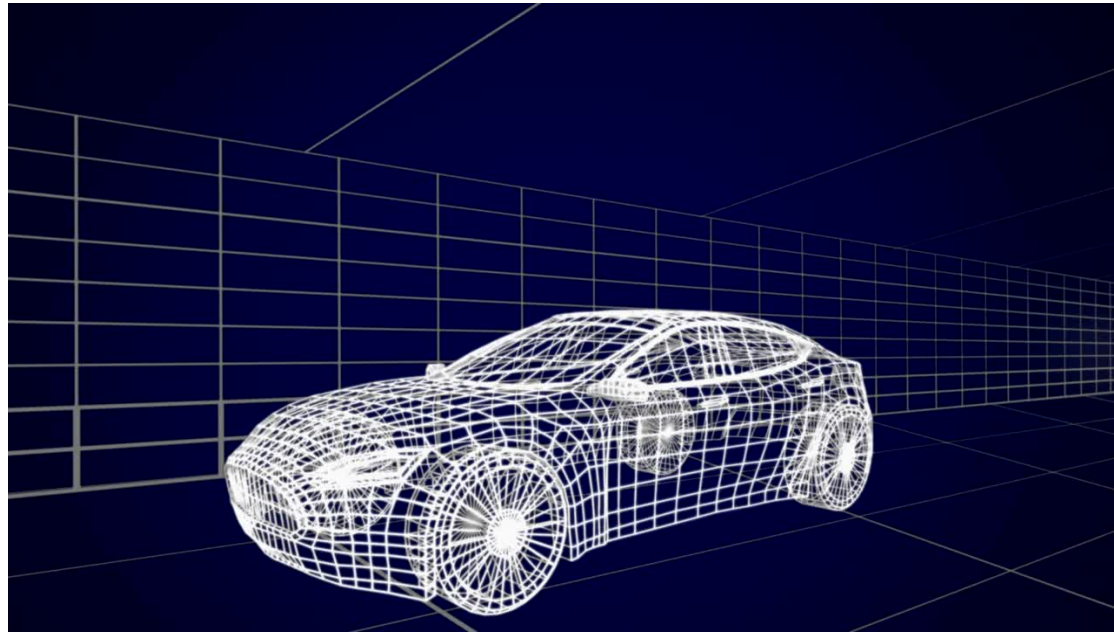
Prototype

Solutions and concepts into mock-ups

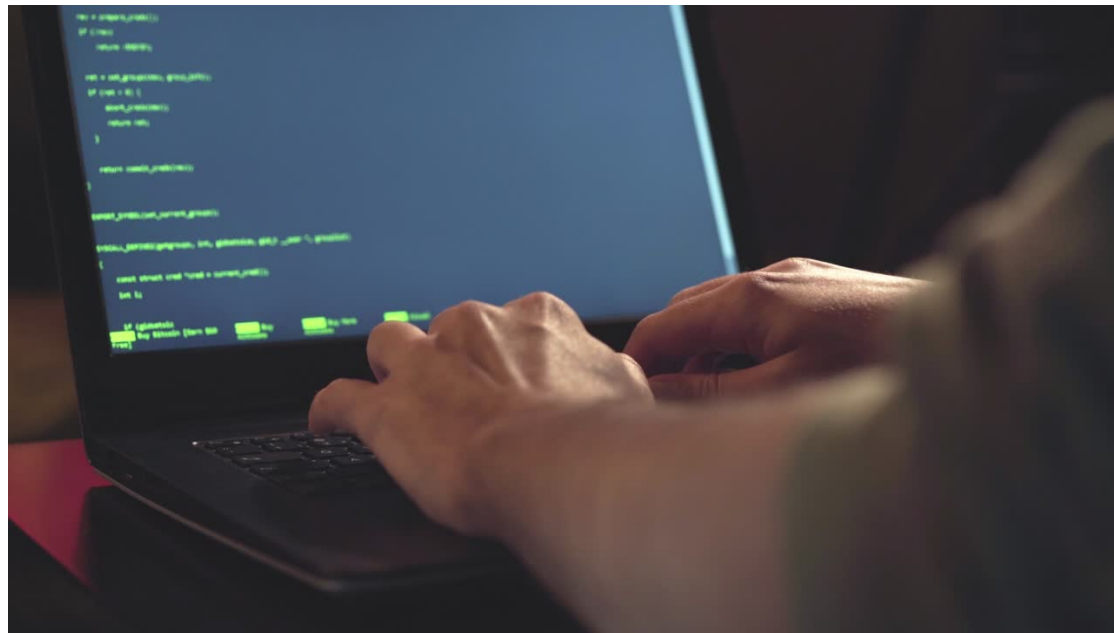




3D Printing



Sketch/Drawing/Map



Web/Mobile App



Test & Implement

Test > Feedback > Iterate



You'll have 2 final products today to help you put a pitch deck together

Concept Poster

What is it called?		
Who is it for?	What problem does it solve?	What is the big idea?
Illustrate how it works		
Why might it fail?	What should we prototype & test?	How might we measure success?



Ad-libs are a great way to quickly shape alternative directions for your value proposition. They force you to pinpoint how exactly you are going to create value.

OBJECTIVE
Quickly shape potential value proposition directions

OUTCOME
Alternative prototypes in the form of "pitchable" sentences

Our _____
Products and Services

help(s) _____
Customer Segment

who want to _____
Jobs to be done

by _____
verb (e.g., reducing, avoiding) and a customer pain

and _____
verb (e.g., increasing, enabling) and a customer gain

(unlike) _____
Competing value proposition



\$4 TRILLION

wala

A new way to pay

Avoiding The Debt Trap

wala

wala

wala



Wala - CEO
12345 | 123456789

How does it work?

- 1. Step 1
- 2. Step 2
- 3. Step 3
- 4. Step 4
- 5. Step 5

wala

IMPROVING CREDIT PRODUCTS

- 1. Step 1
- 2. Step 2
- 3. Step 3
- 4. Step 4
- 5. Step 5

Pitch Deck Fundamentals

- Some Background
- Problem Statement
- Solution
- Model your Product/Service
- Explain who your Target Market(s) is?
- Business Model - How are you going to make money?



Thank you!
See you at the
Finals!