

Change Project Guide II

Over the next two weeks you will be working on an intensive mini-project on how we might make Uppsala a more sustainable city. In these weeks you'll identify a specific sustainability design challenge, gather information, brainstorm ideas, and then prototype and test one of your innovations (even implement it, if possible!). On May 11th you will present your project to your classmates and a citizen's panel. (We will be using IDEO's human centered design approach, that we tested during the Getting to Maybe Workshop on March 2nd).

BRIEF OVERVIEW OF **Change Project** PROCESS:

Week 1 // April 27th // Inspiration and information phase:

In class: In groups, formulate the sustainability challenge you would like to tackle during the project.

During the week: Gather information and do research

Week 2 // May 4th // Ideation and prototype testing phase

In class: Discuss what you learned during research, brainstorm ideas and pick one idea to prototype and test.

During the week: Test your prototype in the real world. If you can implement your idea during this week, that is of course even better. You will also prepare your presentation, which will include a plan for how your idea could be implemented.

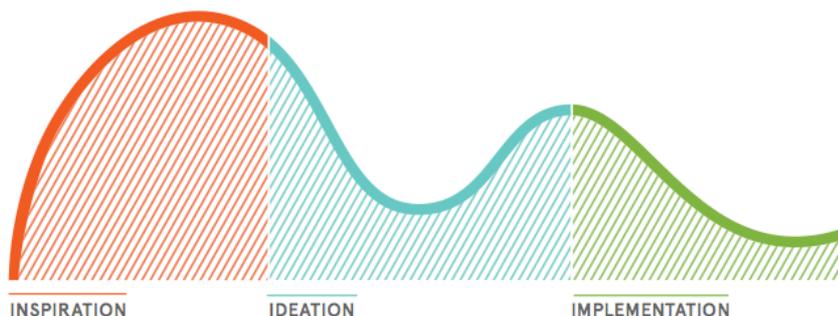
Week 3 // May 11th // Presentations

In class: Presentations in class, with feedback from the Citizen's Panel. They will select a favorite contribution.

During the week: Write an individual reflection on the project and group work

After the Project // Implementation?

The CE//MUSE Sustainability Festival on May 28th could be a great time to test your idea again, or try to implement it. Perhaps there are other ways you could implement your sustainability innovations?



01. Share stories and learning from your research

What did you learn?

Share what you've learned

Share with the team the insights you came to during your research in the past week. Who did you talk to and what did they say? What was interesting and surprising?

Capture What Everyone Is Saying

While you are listening to your teammates tell their stories, write down notes and observations about what they are saying. Use concise and complete sentences that everyone on your team can easily understand. Try capturing quotes—they are a powerful way of representing the voice of a participant. Jot one observation per Post-it note for flexibility in sorting and clustering later. Make sure you write large enough (and neat enough!) so that everyone can read your notes. Remember to be as visual as possible and to put the notes on the table or wall for everyone to see.

Questions to ask:

Did many people mention the same thing? Are there behaviors you saw repeatedly? Which issues were obvious? Did you hear conflicting statements? Is there an explanation for this conflict?

02. Brainstorming

Before you begin brainstorming, consider if it would be useful to create one or two new “How might we...?” questions, that are more specific and narrower than your original design challenge. This can make it easier to brainstorm ideas. If you think your design challenge is specific enough, you don't have to change it.

1. Make Sure you have enough Room, Post-its and markers.
2. Write Questions Largely and Clearly
3. Get Excited
4. Review Brainstorming Rules
5. Gather Your Team around a table or wall
6. Hang the first “How might we...?” question on the Wall
7. Start the Clock (10 min per “How might we...?” question).
- 8. Write one idea per Post-it and be visual**
9. If you have another “How might we...?” question, spend another 10 min brainstorming for it.

Brainstorming Rules

1. Defer judgement
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on topic
5. One conversation at a time
6. Be visual
7. Go for quantity

03. Select Your Best Ideas:

Read over all the ideas you have created. In silence, decide which ideas you like the best, so you are not swayed by other's opinion.

- Vote for what you think are the two most innovative ideas (draw an O in the upper right corner)
- Vote for what you think are the two ideas that are most likely to succeed (draw a checkmark ✓ in the upper left corner)

Take the 5 most popular ideas, and put them at the centre of your table.

Ask yourselves:

- Which idea are you most excited about?
- Is it innovative and different?
- How practical is it – is it possible to implement?

In your team, choose one of the ideas to move forward with. If you can't decide, put it to a vote.

04. Create Storyboard

Now that your design team has selected an idea to prototype, it's very important to break your concept into bite-sized pieces that can be easily made and tested. A great way to do this is by creating a storyboard. A storyboard is a visualization of the end-to-end experience a user might have with your idea over time. We've outlined step-by-step instructions below and completed a worksheet on the following pages. Review our examples complete a storyboard for your idea as a team.

1. As a group, visualize the experience that a person might have with your idea over time. Any idea or service that you create will have a beginning, a middle, and an end. How will this person find out about your idea? What will their first experience with the product or service be like? How does the experience culminate at the end?
2. As a group, identify the ideal type of person you're designing your product or service for. Give this person a name and write down a few characteristics about them—name, age, profession.
3. Place Post-it notes in each of the empty boxes in the space provided. Now draw the key moments that your team has just identified in the journey for a person experiencing your product or service. Rough sketches or cartoons are great. Stick figures are fine too— you don't need to be an artist. You should limit these key moments to six or fewer.
4. As a group, discuss the experience map you've just created. Do you need to rearrange the order of the Post-it notes? Are there key steps in the journey that you've missed? Add them now.
5. For each moment you've sketched, give that moment a title in the space above the Post-it and write a brief description of what's happening in the space provided below the Post-it as modeled in the example on the following pages.

05. Determine what to prototype

The purpose of creating prototypes is to make your idea as concrete as possible, to explore its potential implementability and pitfalls. Remember, there is no better way to test an idea than to implement it!

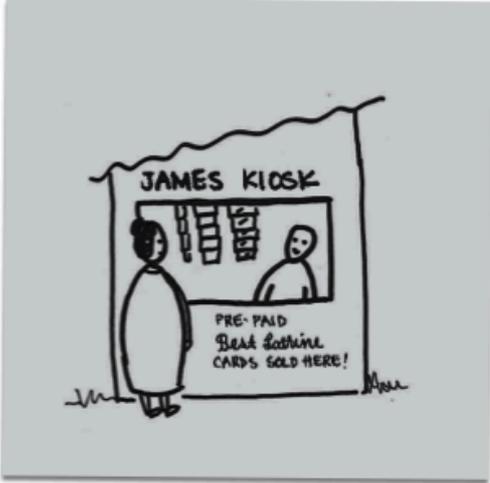
1. Transfer the Post-its on which you sketched your storyboard to a new piece of paper.
2. For each moment in the experience you've identified, there is at least one question that you'll need to answer in order to understand if your idea resonates with people. Write at least one question for each moment in the space provided. (See an example below)
3. Now that you've identified questions you need to answer, work as a group to brainstorm different types of prototypes that will help get

answers to each question. (Examples of prototyping methods are listed below)

4. As a group, decide which questions it makes sense to answer first. For example, you wouldn't worry about a smaller feature related to your idea or service, if you haven't first tested if there is demand for your idea in the community. Prioritize your potential prototypes by numbering them from 1—X in the space provided on the worksheet, with "1" being the most important to prototype first.

EXAMPLE

Title Initial Purchase



What Is the Most Important Question to Answer?
Will people be willing and able to make payments up-front for this toilet service?

How Might We Test It?
Create a mock-up Best latrine card to help people understand the look and feel of our idea. Set up a table and make some posters advertising the Best Latrine service. When people stop by, explain the service and learn if they might be willing to sign up for the card and how much money they would be willing to put on the card.

Priority Ranking # 1

Title Refill



What Is the Most Important Question to Answer?
Is transferring money to a pre-paid account via mobile a feature consumers want or need?

How Might We Test It?
Create mock-ups of how a customer might use their phone to recharge their Best Latrine card by making simple drawings of a proposed user interface on Post-its and sticking them on a mobile phone screen. Learn how much time this might save them or any concerns they might have about using this feature.

Priority Ranking # 6

Title _____

Place Post-It
Drawing Here

What Is the Most Important Question to Answer?

How Might We Test It?

Priority Ranking # _____

Title _____

Place Post-It
Drawing Here

What Is the Most Important Question to Answer?

How Might We Test It?

Priority Ranking # _____

06. Start creating your prototype

If you don't finish this during class, you can continue it later during the week.

Create a Model

Put together simple three-dimensional representations of your idea. Use paper, cardboard, pipe cleaners, fabric, and whatever else you can find. Keep it rough and at a low fidelity to start, and then evolve the resolution over time.

Create a Mock-Up

Build mock-ups of digital tools or websites with simple sketches of screens on paper. Paste the paper mock-up on an actual

computer screen or mobile phone when demonstrating it.

Create a Role Play

Act out the experience of your idea. Try on the roles of the people that are part of the situation and uncover questions they might ask. Consider making simple uniforms and assembling simple props to help users experience your product or service as real.

Create a Diagram

Imagine you are going door-to-door and showing potential customers what your idea or potential service is. Map out the structure, journey, or process of your idea in a way that will be easy for a potential customer to understand.

Create a Story

Tell the story of your idea from the future. Describe what the experience would be like.

Write a newspaper article reporting about your idea. Write a job description. The purpose is to have people experience your idea as if it were real and then respond to it.

Create an Advertisement

Create a fake advertisement that promotes the best parts of your idea. Have fun with it, and feel free to exaggerate shamelessly. Now change the tone of the advertisement to appeal to different types of person.

Be creative Have fun Design to get answers

This part of the workshop is up to you. Remember, the goal of prototyping is to be as creative as possible. Don't feel restricted by the methods listed on the previous page, but do construct prototypes that will help you get real feedback from the community and help your team answer the most important questions that you identified. Don't forget to document your prototyping process with photos to share in your presentation.

During the next week you will be doing the following:

07. Test your prototype and get feedback

Select Locations to Test Your Prototype

Decide what context you want to test your prototype in. Will it be most helpful to first show a rough idea in an informal setting such as your workshop space? Or will you learn the most from testing your prototype in the community where it will be used?

Define Feedback Activities

Based on what you are trying to learn, carefully plan your prototype feedback activities. Arrange for a conversation if you are interested in a first impression. Set up an activity or service as if they are real if you want to observe peoples' actual behaviors. Consider letting people use your prototype over a couple of days over the coming week.

Invite Honesty and Stay Neutral

Introduce your prototype as a work in progress and make sure to present it in a neutral tone. Don't be defensive— listen to all feedback.

Capture Feedback Learnings

Take notes of both the positive and negative comments from people as you test your prototype. The subtle impressions of a participant's reactions are often most important to remember. Use the prompts that we've provided for you on the next page of this worksheet to assist in capturing feedback.

Implementation

If you have the opportunity and time, it is great to implement your innovation during this week. If so, try to gather impressions and feedback on how it went (see next section)

08. Get Feedback:

Who, What, Where?

- Where did you go?
- Who did you test your idea with? • What were you testing for?

The Good?

- What did people value the most?
- What got them excited?
- What convinced them about the idea?

The Bad?

- What failed?
- Were there suggestions for improvement? • What needs further investigation?

The Unexpected?

- Did anything happen that you didn't expect?

09. Implementation

Considering the testing of your prototype and the feedback you got, **how would you go about implementing your idea?** What kind of potential and challenges are associated with it? What kind of funding, partnerships and stakeholders would be involved?

If you already implemented your idea, what could be improved for the future?

In preparation for your presentation, create a convincing pitch for your project.

TIPS ON DRAFTING A GOOD PITCH

- Concentrate on the main thrust of your idea, why it's different, and any call to action you're making.
- Try to succinctly explain it in less than a minute.
- Be clear and unambiguous. Don't get bogged down in the details!
- Get creative with your storytelling format—it could be a pamphlet, website, book, or presentation.

Presentations

On May 11th, you'll be presenting your projects to the ASC specially appointed **Citizen's Panel**. You are free to decide how to do the presentation in order to convey your idea in the best possible way. You will have 10 minutes to present, followed by 5 minutes for questions and feedback.

Your projects will be judged on the following:

1. **The idea:** How innovative is your idea? Is it different and interesting?
2. **Implementation possibilities:** How feasible and possible is it to implement the idea? Will implementation have positive effects?
3. **Quality of work:** Has the group exhibited a high level of quality in their work? Is the idea well developed and presented?