

Getting to Maybe

Make-up task | Workshop March 2nd

Deadline: Friday March 20th | May be handed in as a hard-copy or emailed to asc@csduppsala.uu.se

At the workshop we completed a human-centred design process, where we designed social innovations that might increase engagement for sustainability issues amongst Uppsala students.

We followed the workshop guide that can be found below. Follow the instructions, and adapt them to doing the process by yourself, or with somebody else who missed the workshop. When doing the interview, find a fellow Uppsala student (does not need to be a student in our class) and interview them. If you're doing this in a group, interview each other.

Complete the workshop guide and hand it in, together with the prototype you create. You can hand in your completed workshop guide in digital or physical form. (If your prototype is large or difficult to transport, take a picture of it, and hand that in).

If you're unsure of the process, ask us or one of the students that was at the workshop.

To warm up:

- Watch Dave Meslin's TED talk on the Antidote to Apathy:

[www.ted.com/talks/dave meslin the antidote to apathy](http://www.ted.com/talks/dave_meslin_the_antidote_to_apathy)

- Take a look at the slides from the workshop (under presentations on the Cemus course portal)

- To learn more about human-centred design, check out: ideo.org and designkit.org.

Please remember to hand in your make-up task on time!

Good luck!

Ingrid & Alexis

Name:

WORKSHOP GUIDE

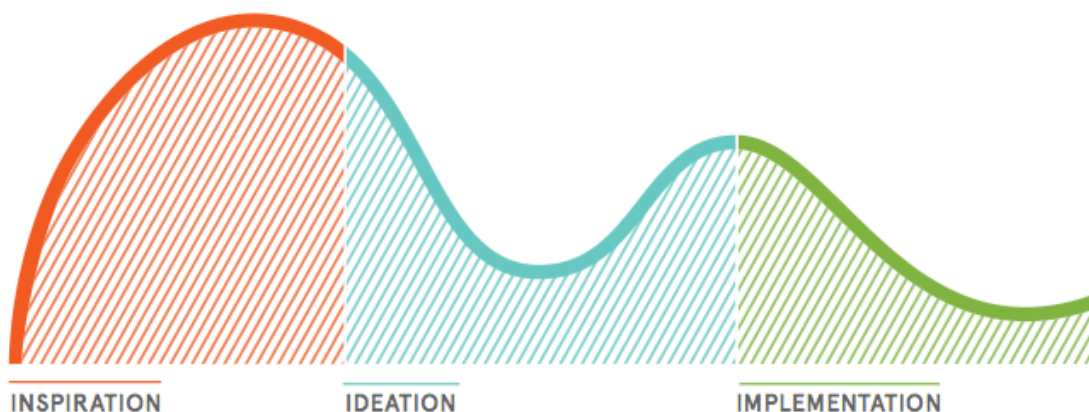
Getting to Maybe workshop | March 2nd

Human-centered design (adapted from IDEO.org):

Human-centered design is a creative approach to problem solving. It's a process that starts with the people you're designing for and ends with new solutions that are tailor-made to suit their needs. Human-centered design is all about building a deep empathy with the people you're designing for; generating tons of ideas; building a bunch of prototypes; sharing what you've made with the people you're designing for; and eventually putting your innovative new solution out in the world.

Human-centered design has three phases: In the Inspiration phase you'll learn directly from the people you're designing for as you immerse yourself in their lives and come to deeply understand their needs. In the Ideation phase you'll make sense of what you learned, identify opportunities for design, and prototype possible solutions. And in the Implementation phase you'll bring your solution to life.

Read more at: designkit.org // ideo.org



MINI-DESIGN CHALLENGE:

How might we increase engagement for sustainability issues amongst students in Uppsala?

Human-centered design begins with in-depth interviews and qualitative research. This helps us get a better sense for the people we're designing for. As Uppsala students, you will be each other's sources of information for this mini-challenge.

STEP 1 | INSPIRATION

Interview: 20 minutes (10 minutes each)

Divide into groups of two. Interview your partner and then switch. Keep track of the time allotted for each portion of the activity.

Try to gain an understanding of what makes her/him feel engaged (or not) about sustainability issues. What makes them care? What makes them act upon their engagement? Find out how things make them feel, what they enjoy, what gets in their way. Your job is to listen and learn, so don't be afraid to ask "Why?". At the 10-minute mark, start transitioning—if you were interviewed first, now take a hand at being the interviewer, and vice versa.

Possible questions (feel free to make up your own):

- What is something you feel engaged about? What do you think makes you feel that engagement?
- Have you ever stopped feeling engaged about something you used to care about? Why?
- Think of something you don't feel engaged about (perhaps, collecting buttons or pension funds?). What would make you feel engaged about that thing?
- Try asking "Why?" in response to five consecutive answers from your partner.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

STEP 2 | IDEATION

Interpreting needs and behaviors: 5 minutes

Take five minutes to read over your notes from the interview. Write down answers to the questions below.

What are three aspects of your partner’s engagement for sustainability that struck you as unique?
 What are three needs that must be met if your partner is to feel engaged about an issue?

.....

.....

.....

.....

.....

.....

.....

.....

STEP 3 | IDEATION

Brainstorm: 20 minutes

Now’s your chance to imagine some new solutions that might address your partner’s needs and behaviors. Work with your partner and draw **six to eight radical** new ways to increase engagement for sustainability issues amongst Uppsala students, using yourself as guinea pigs. You should focus on ideas for your partner and your partner should focus on ideas for you. However, work collaboratively and try to come up with a few ideas that might increase engagement for both of you. Don’t worry about being perfect, draw your ideas quickly to capture them. Use more paper if you need it!

IDEOs tips for better brainstorm:

1. Defer judgment

Creative spaces don’t judge. They let the ideas flow, so that people can build on each other and foster great ideas. You never know where a good idea is going to come from, the key is make everyone feel like they can say the idea on their mind and allow others to build on it.

2. Encourage wild ideas

Wild ideas can often give rise to creative leaps. In thinking about ideas that are wacky or out there we tend to think about what we really want without the constraints of technology or materials. We can then take those magical possibilities and perhaps invent new technologies to deliver them.

3. Build on the ideas of others

Being positive and building on the ideas of others take some skill. In conversation, we try to use *and* instead of *but*...

4. Stay focused on the topic

We try to keep the discussion on target, otherwise you can diverge beyond the scope of what we're trying to design for.

5. Be visual

Nothing gets an idea across faster than drawing it. Doesn't matter how terrible of a sketcher you are! It's all about the idea behind your sketch.

6. Go for quantity

Aim for as many new ideas as possible. In a good session, up to 100 ideas are generated in 60 minutes. Crank the ideas out quickly.

7. Are you stuck?

Try brainstorming from the perspective of a specific person, for example Mother Teresa, Steve Jobs or Homer Simpson. How would they increase students' engagement for sustainability issues?

Sketch your ideas...

STEP 4 | IDEATION

Prototype: 25 minutes

Get back into your group of four. Briefly share one or two of your own favorite brainstormed ideas with the group. In your group, decide on one idea and make a prototype. Making something visual or physical will help you better imagine the possibilities and the pitfalls of your solution, as well as explain it more easily to others. Your prototype can be a model, a diagram, or a more detailed drawing. It's great to grab some Lego, scissors, construction paper, tape, and markers (or anything else around you) and make that idea visual.

STEP 5 |

Feedback: 15 minutes

Share your prototype with another team. Get feedback from them. Don't sell your ideas; explain them simply, and find out what they really think. What excites them about your ideas? How would they change or improve them?

.....

.....

.....

.....

.....

STEP 6 |

Individual reflection: 5 minutes

Usually, you would repeat the prototyping and feedback steps of the Ideation phase as you continue to integrate feedback and iterate on your idea. For now, write down a personal reflection on what you thought went well and what you would like to do differently the next time you do a human-centered design process.

.....

.....

.....

.....

.....

.....

Want to learn more about Human centered design? Check out IDEOs free design kit: designkit.org