

nordstar* - 10:00

Creating a winning entry



The Event

During the Innovation Hothouse you will get the chance to tackle a real-world problem from Education or Healthcare which have been outlined in the videos shared in the run up to this event.

As part of the Innovation Hothouse, additional sessions will take place to help you along the way and give you inspiration for your solution. As well as this we have expert speakers on each of the days who will give their expertise to guide and inspire you.

In this session we will walk through the stages of design thinking and give some detail on what to do at each stage along with recommending resources that will help you on your way.

We are not looking for perfect solutions, we are more interested in the process you go through and the ideas you generate, so enjoy it!

What is Design Thinking

Design thinking, at its core, is a way of creating solutions for problems by focussing on putting yourself in the customer's shoes.

It forces you to focus on what is truly important and start from first principles. This results in novel solutions to real world problems unencumbered by what we assume today.

By applying these principles during this week you will equip yourself to tackle problems in future.

It is a five stage process consisting of:

Empathise

Define

Ideate

Prototype

Test

Empathise

- Understand your customer
- Create an empathy map
- Understand the problem



Customer Empathy Map

Do

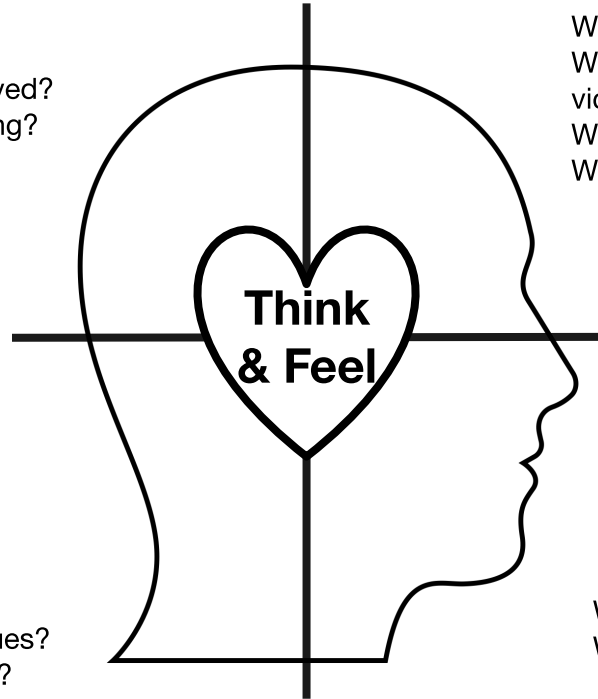
What do they do today?
What behaviour have we observed?
What can we imagine them doing?

Who

Who are trying to understand?
What is the situation they are in?
What is their role in the situation?

Hearing

What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?



Seeing

What do they see in the marketplace?
What do they see in their immediate vicinity?
What do they see others saying and doing?
What are they watching and reading?

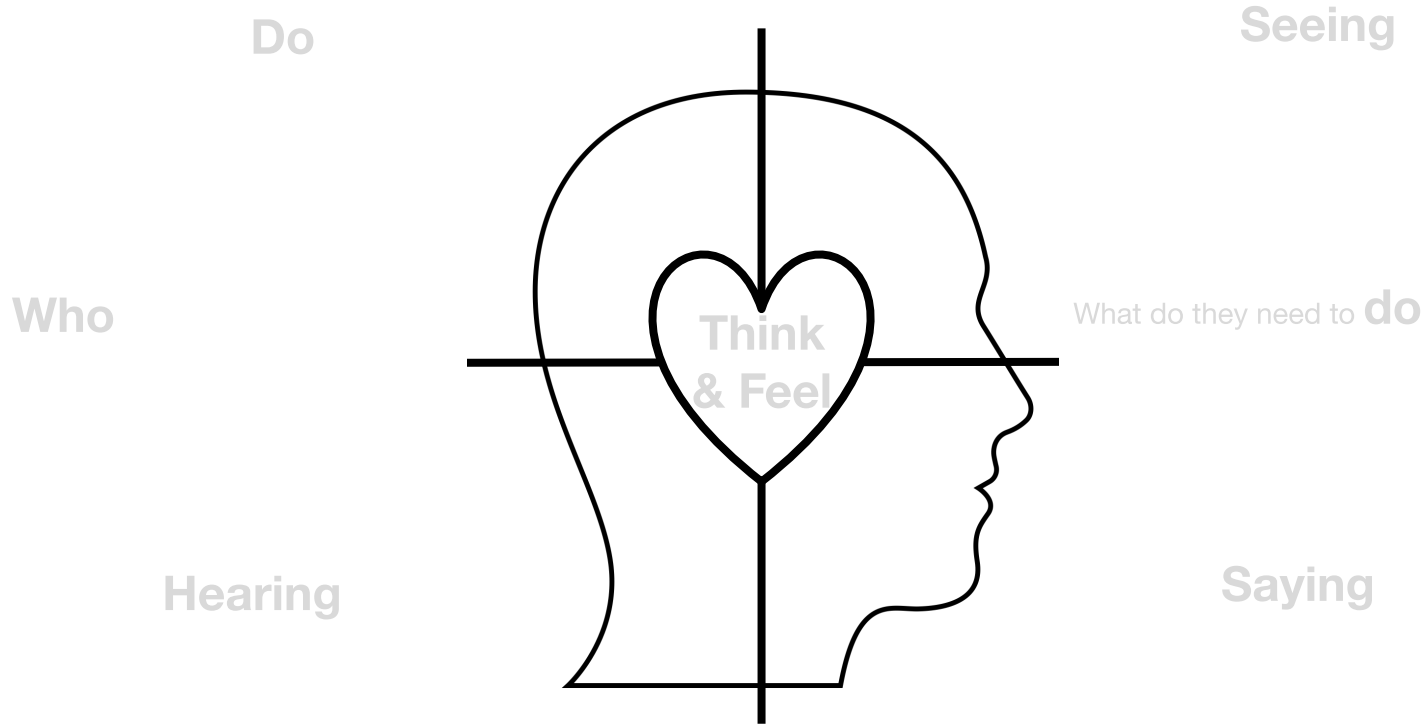
do

What do they need to **do**?
What do they need to do differently?
What do they want to get done?
What decisions do they need to make?
How will we measure their success?

Saying

What have we heard them say?
What can we imagine them saying?

Customer Empathy Map Template



Define



- Define and clarify the problem
- Build a persona for your user or customer
- Document your understanding

Make them real

Name: Annie

Occupation: Bike Shop Owner

Bio: Self employed, working mum, 2 Children under 5, employs 3 staff, busy schedule that frequently changes, needs to be able to buy online or while on the move, wants delivery next day.

What else?



Customer Persona Template

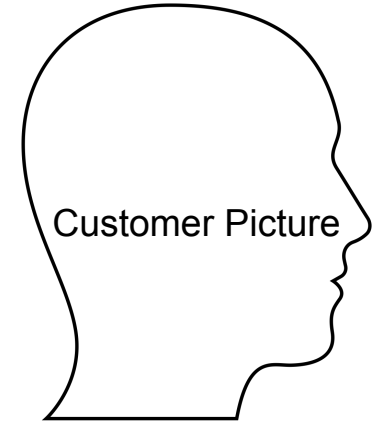
Name:

Occupation:

Bio:

Goals and Challenges:

What happens in a typical day:



Problem Statement

A problem statement functions to encapsulate the issue you are trying to solve as a team.

Ideally the problem statement should be SMART - Specific, Measurable, Achievable, Realistic and Time-bound.

The statement can then be used as a reference point for the team to clarify their interpretation of problems outlined in the videos from our stakeholders.

In addition to the problem statement and to help you, it can be useful to outline your goal or 'goal statement'.

Problem Statement Template

Problem Statement:

Goal Statement:

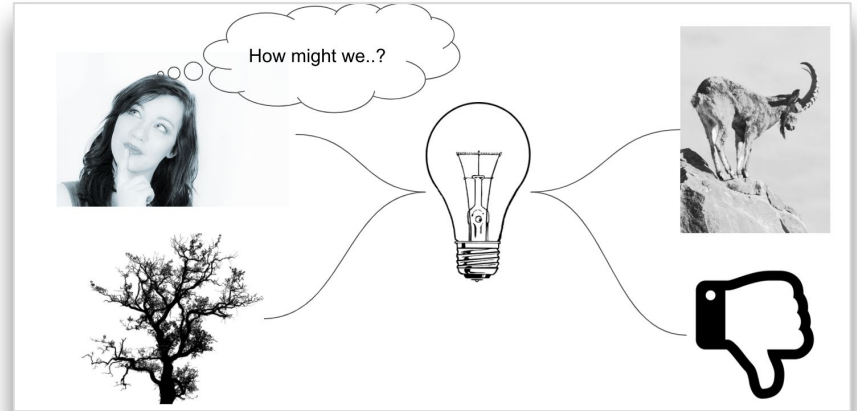
Ideate

- Generate ideas for solutions
- Volume is good
- No bad ideas



Ideation - Tools

- Based on what you have learned
- Inspire free thought
- Constraints can be helpful



Prototype

In the Prototype phase, the aim is to look for solutions to the problems you have found and start to bring them to life in 'minimum viable solutions' which are scaled down versions of the end product. This could be as simple as a paper prototype.

MVP Illustration



Test


This is your chance to 'test' your work with the judges from the KCOM, Education and Healthcare. You may get this right first time or need to go back and revisit your solution, this is normal and is all part of the design thinking process.

Final Output

Each team will be required to present a single slide, as part of a 5 minute presentation prior to the final awards.

We would also like all teams to send us prototypes, material, url's, wireframes, mood boards or anything you want!

Next Steps

If you need more help you can direct message us on the CHAT  function and book a session with one of our consultants to get some more insights and ask more questions