



WELCOME!

CREATIVITY CAMP

Mini Entreprises 2021-2022

„Design Thinking“ Methodology

for coaches



Coaches & support team

Experts,
JEL-Team,
Teachers,
Coaches
& your neighbour... !?

Goals for this afternoon

- To help you to discover how the mini-enterprises can be helped to get started.
- Understand, communicate and apply the methodology of "Design Thinking"
- To be able to explain and use different "tools" during the process.



120 minutes schedule

00:00 – 00:05	Introduction Claudia da Silva – Jonk Entrepreneuren asbl Context und programme
00:05 – 00:15	Jan Glas – yellow ball Procedure and goals of today
00:15 – 00:25	Get to now each other
00:25 – 00:55	Design thinking methodology
16:50 – 17:10	Working method & pedagogical experiences/ideas
17:10 – 17:15	Mini break
17:15 – 17:25	Tools - creativity, problem solving, inspiration
17:25 – 17:50	Small active exercise - "Break-out session"
17:50 – 18:00	Conclusion



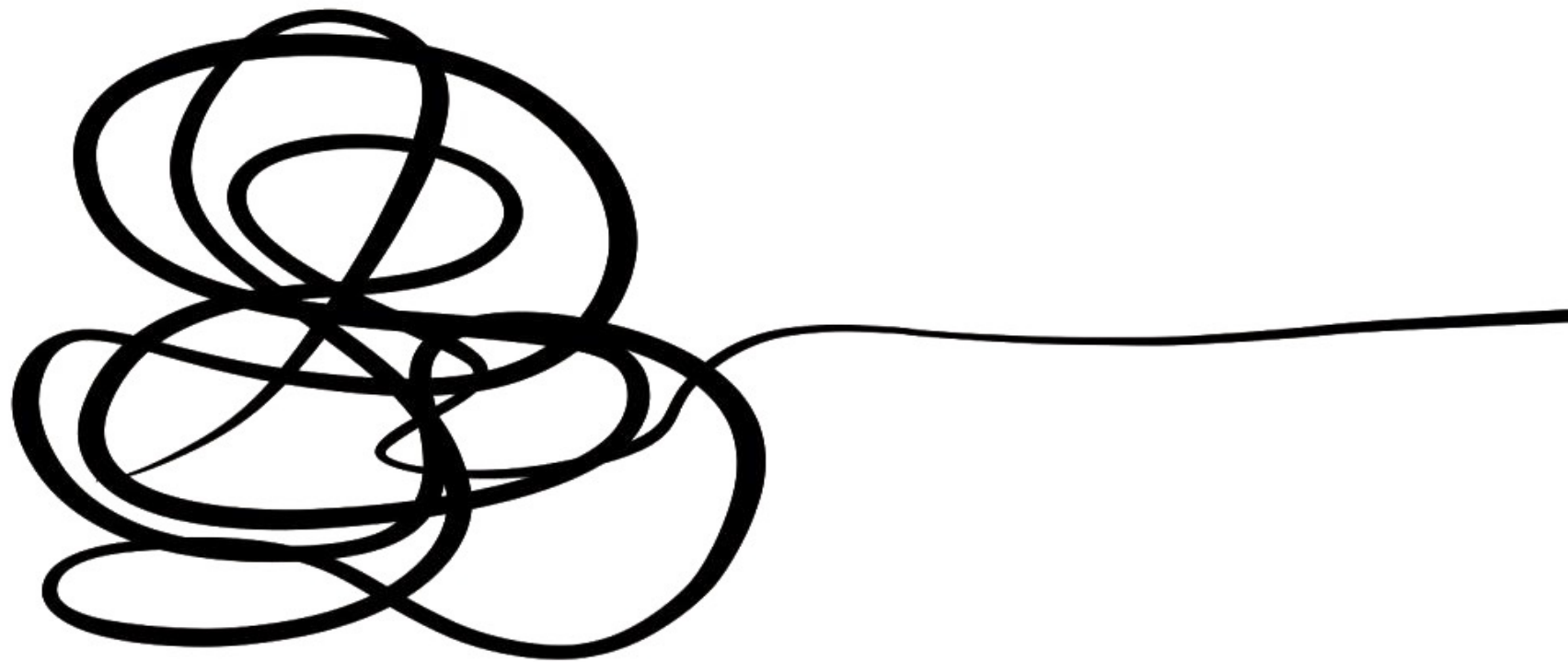
Mini-Entreprise...

Great idea!!!

But what now?!

Where do you start...?



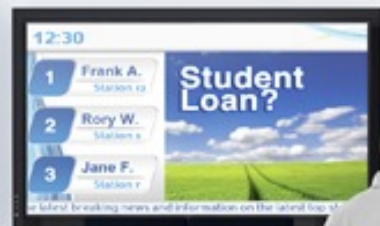


What is design?





What is the best way to organise the queue?







Design is:

Solving problems

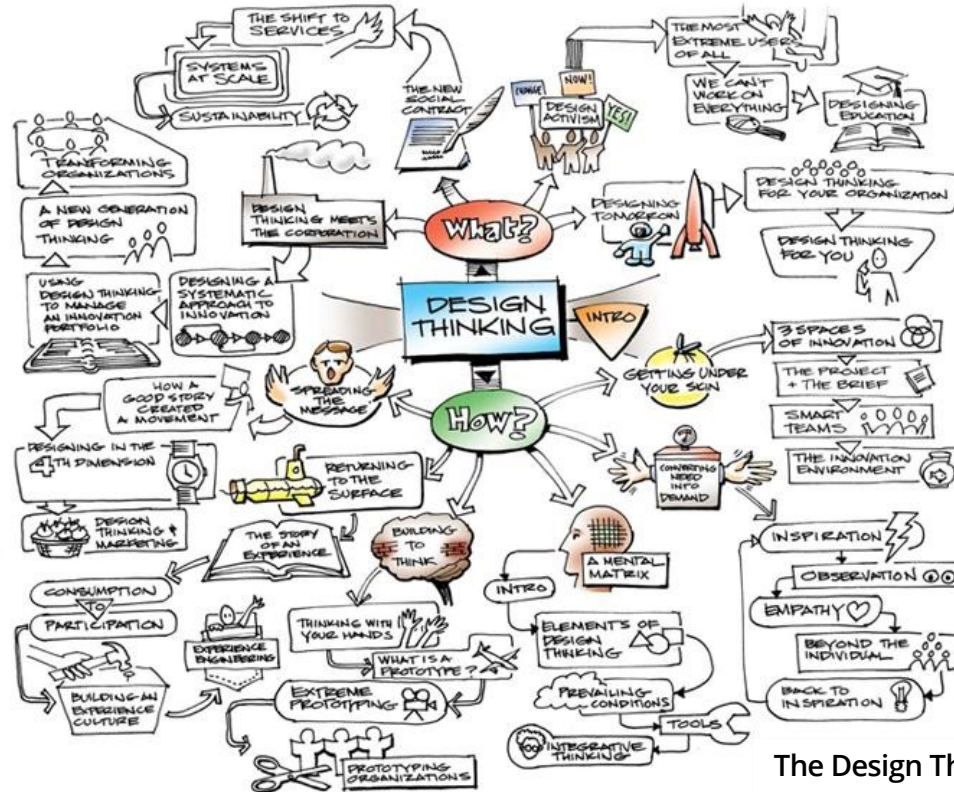
User-centered

Cooperation

Self-explanatory

Context-dependent

What is Design Thinking?

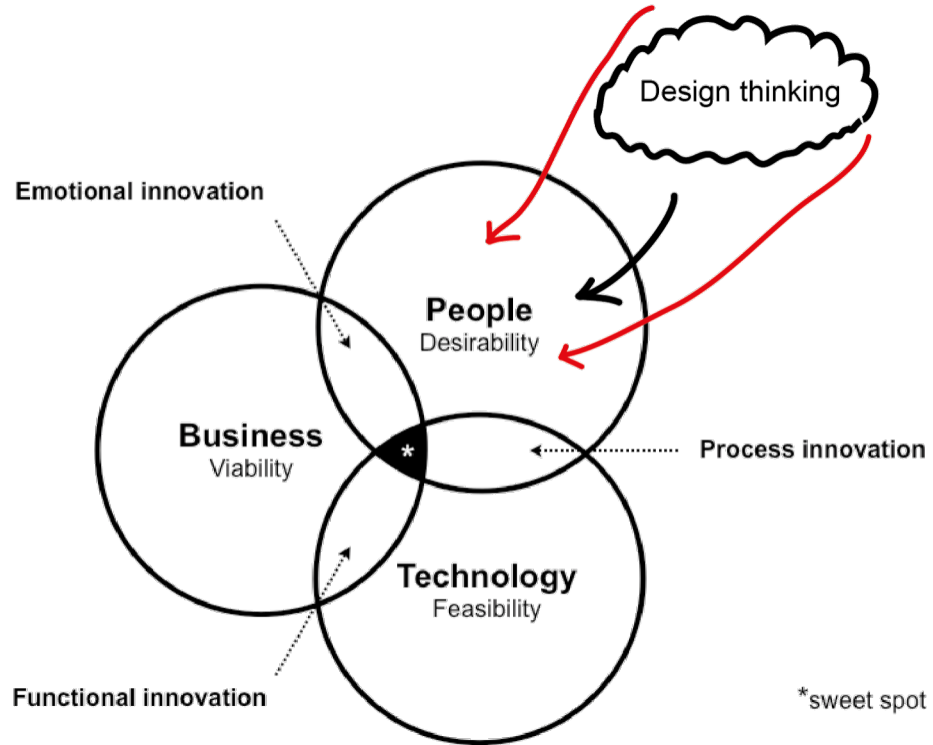


The Design Thinking approach

DESIGN THINKING IS A
HUMAN CENTERED APPROACH
TO INNOVATION THAT DRAWS FROM THE DESIGNER'S
TOOLKIT TO INTEGRATE **THE NEEDS OF**
PEOPLE, THE **POSSIBILITIES OF**
TECHNOLOGY, AND THE **REQUIRE-**
MENTS FOR BUSINESS SUC-
CESS.

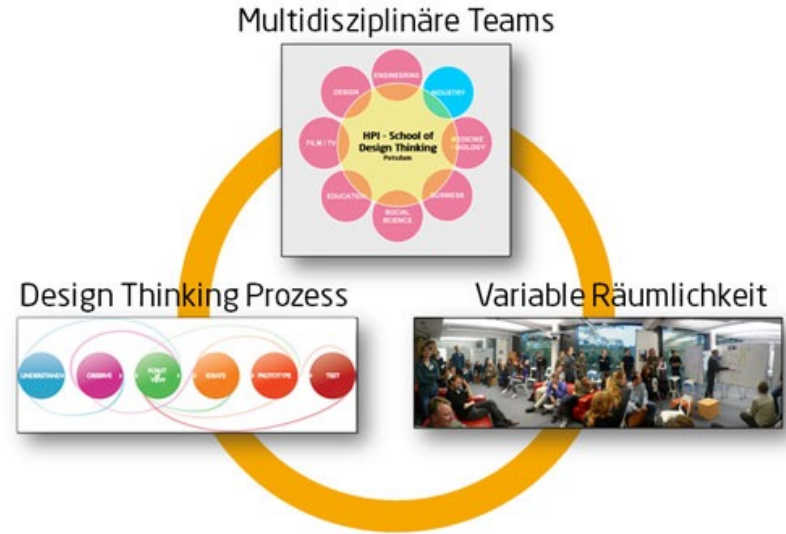
Tim Brown, IDEO

A Human Centered Design Approach



Design Thinking

- It's Human-Centered.
- It's Collaborative.
- It's Thinking like a Designer
- It's Multidisciplinary.
- It's Workspace dependant
- It's Process driven
- It's Optimistic.



www.hpi.uni-potsdam.de/d_school

Variable workspaces



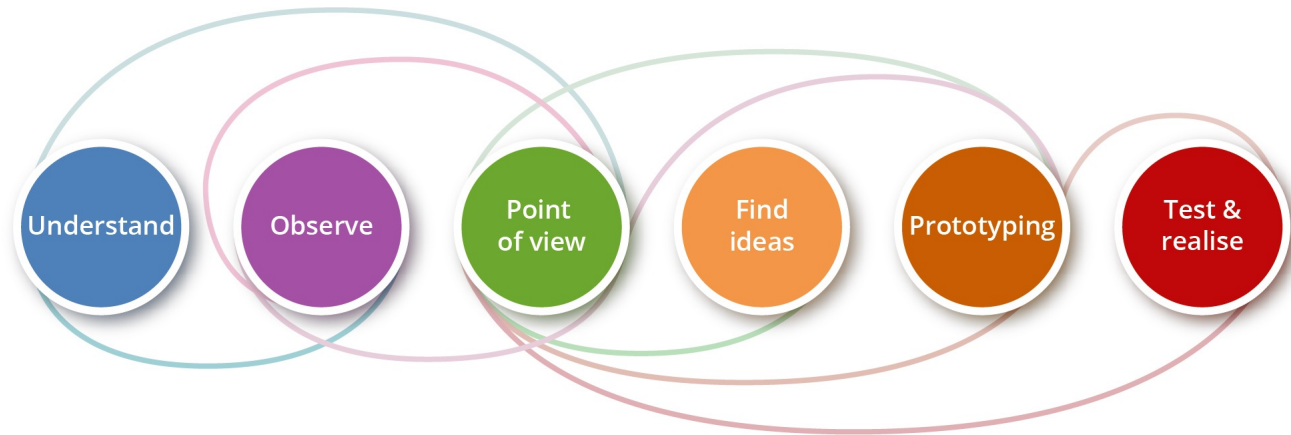
Variable workspaces



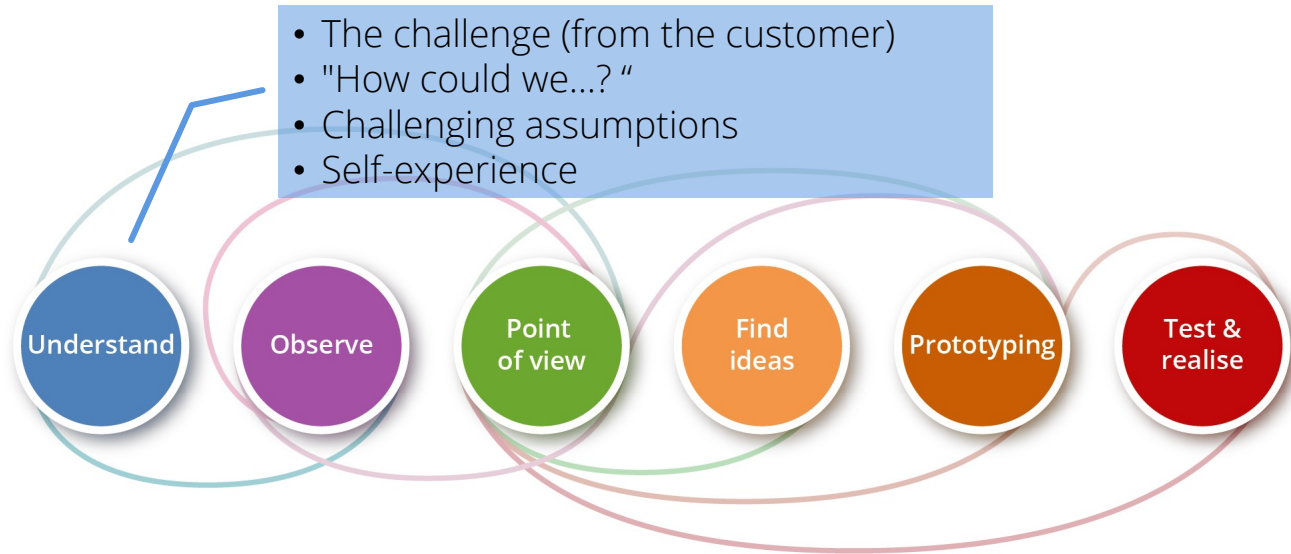
Space for
communication



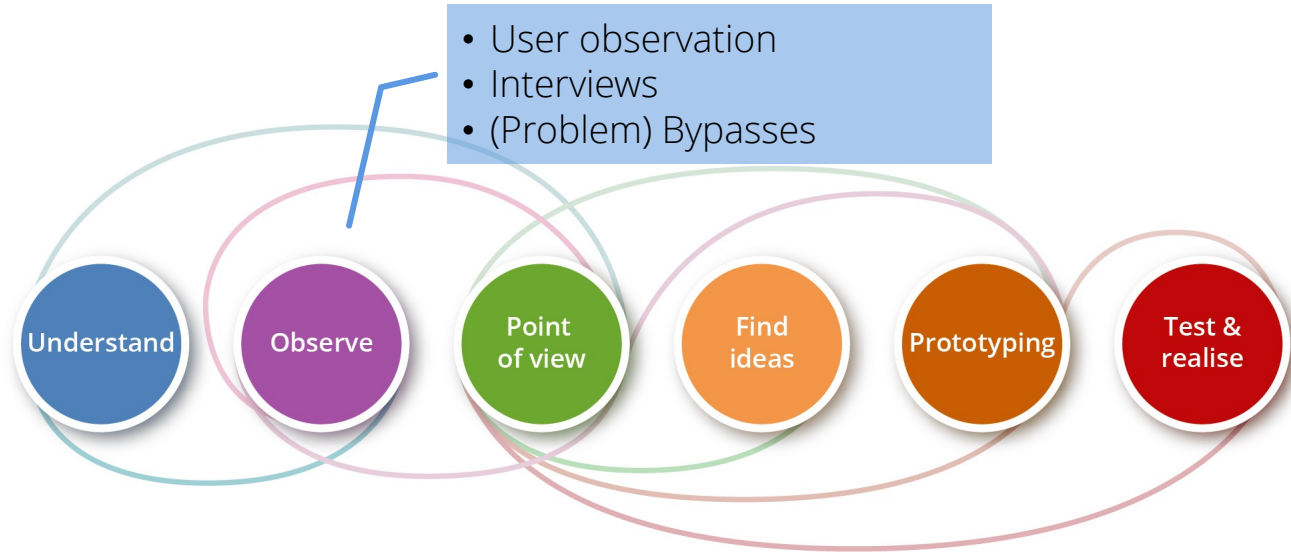
Design Thinking – the process



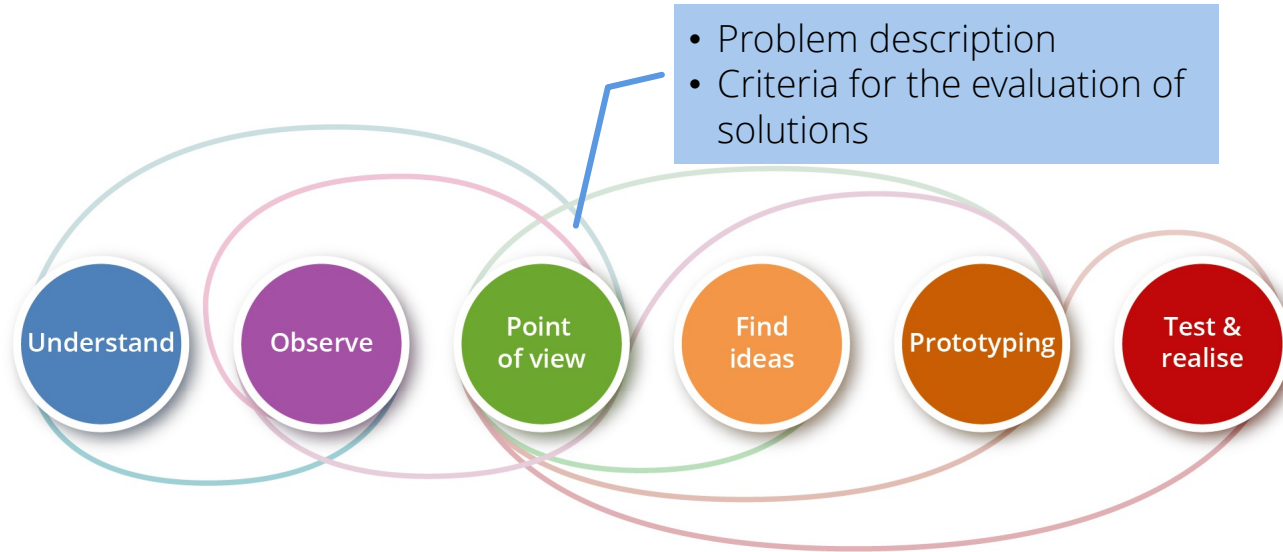
Design Thinking – the process



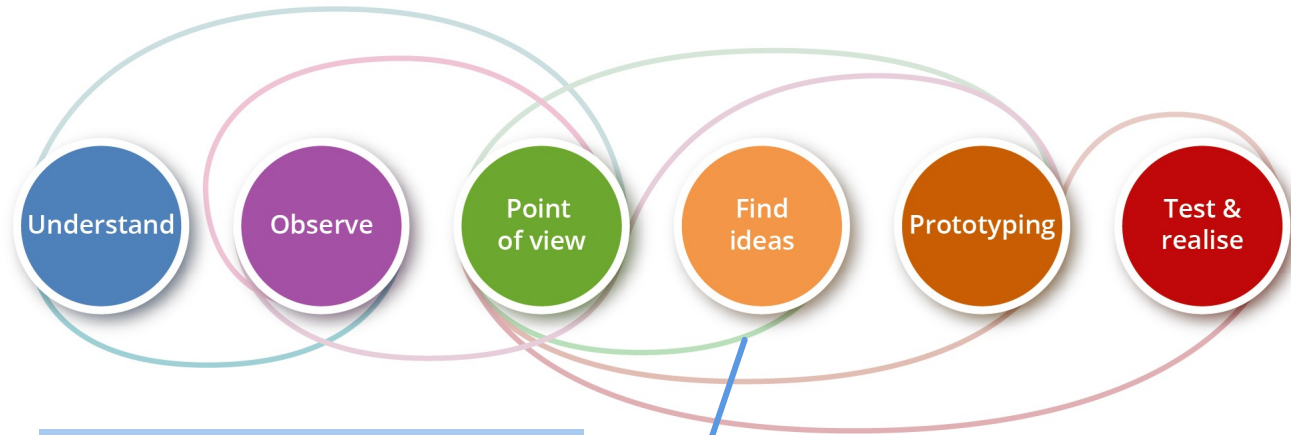
Design Thinking – the process



Design Thinking – the process

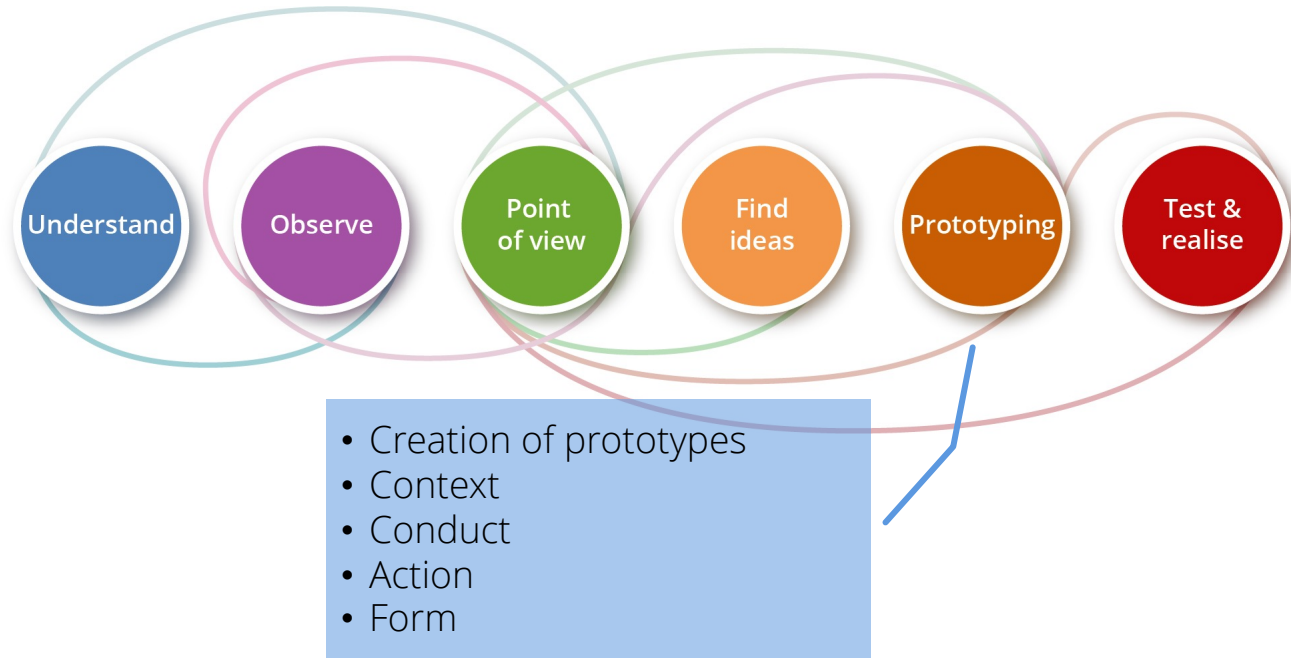


Design Thinking – the process

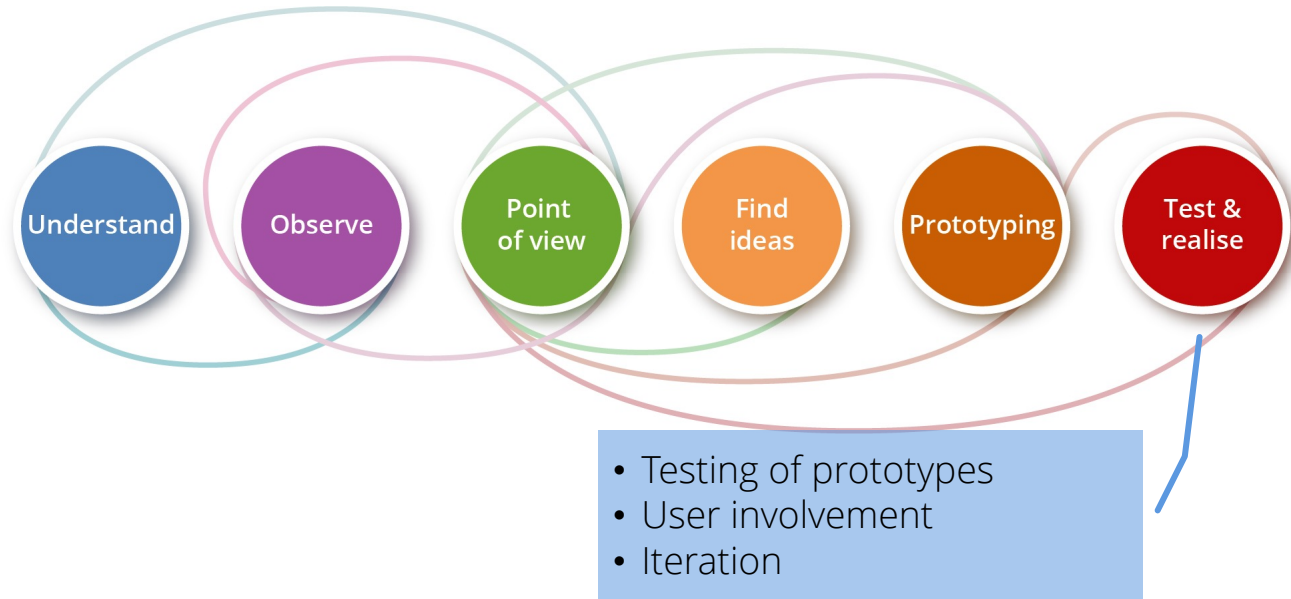


- "How can we...?"
- Generation of (many) Ideas
- Brainstorming
- Qualitative selection

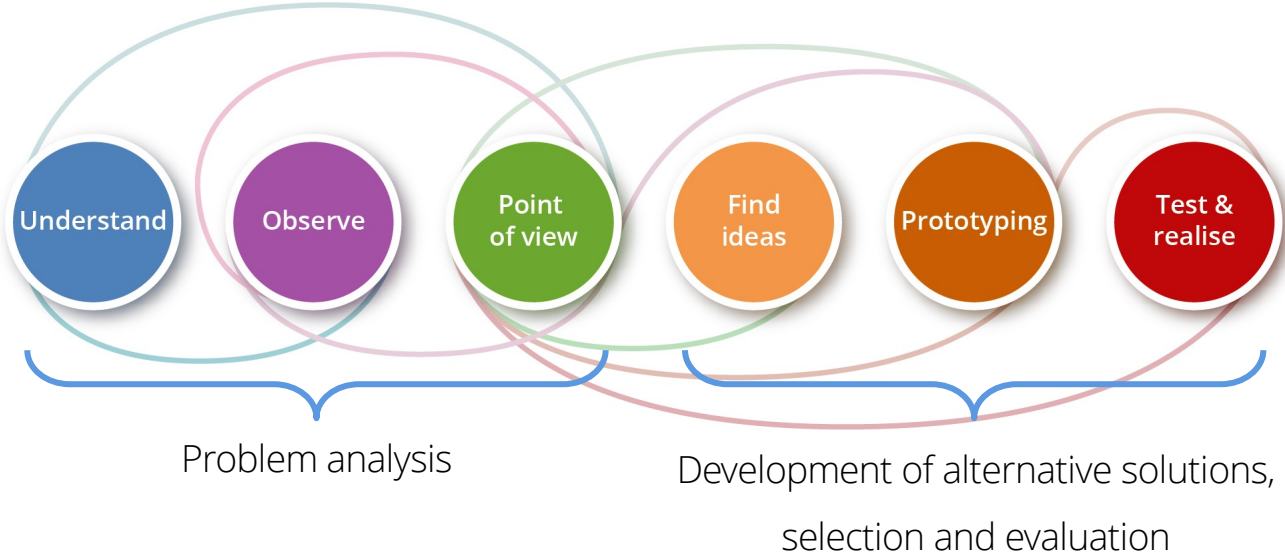
Design Thinking – the process

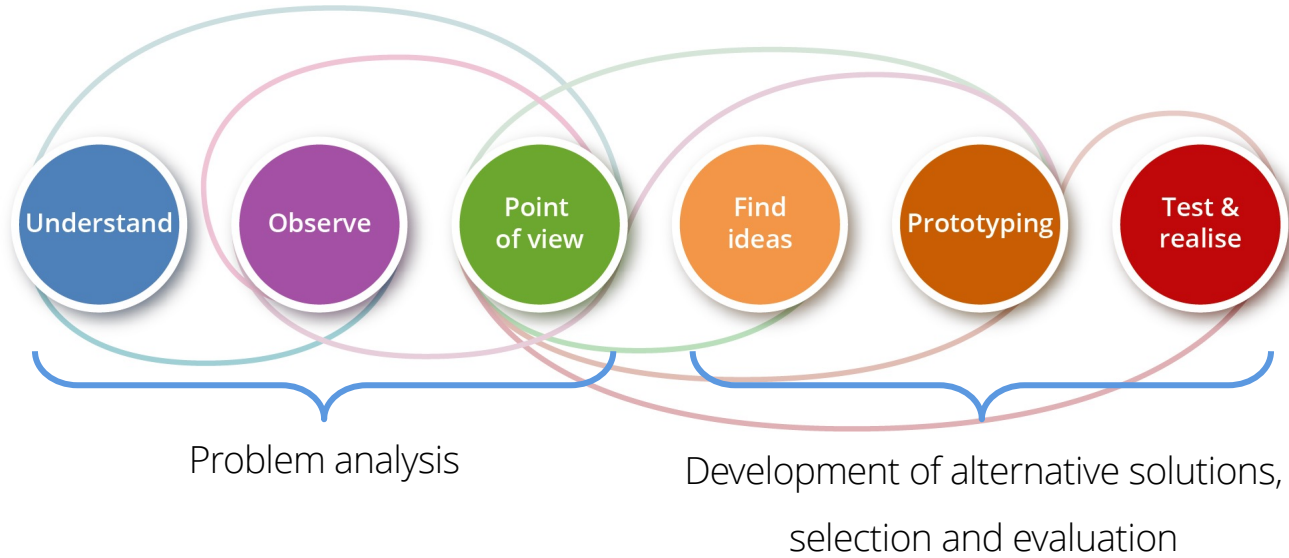


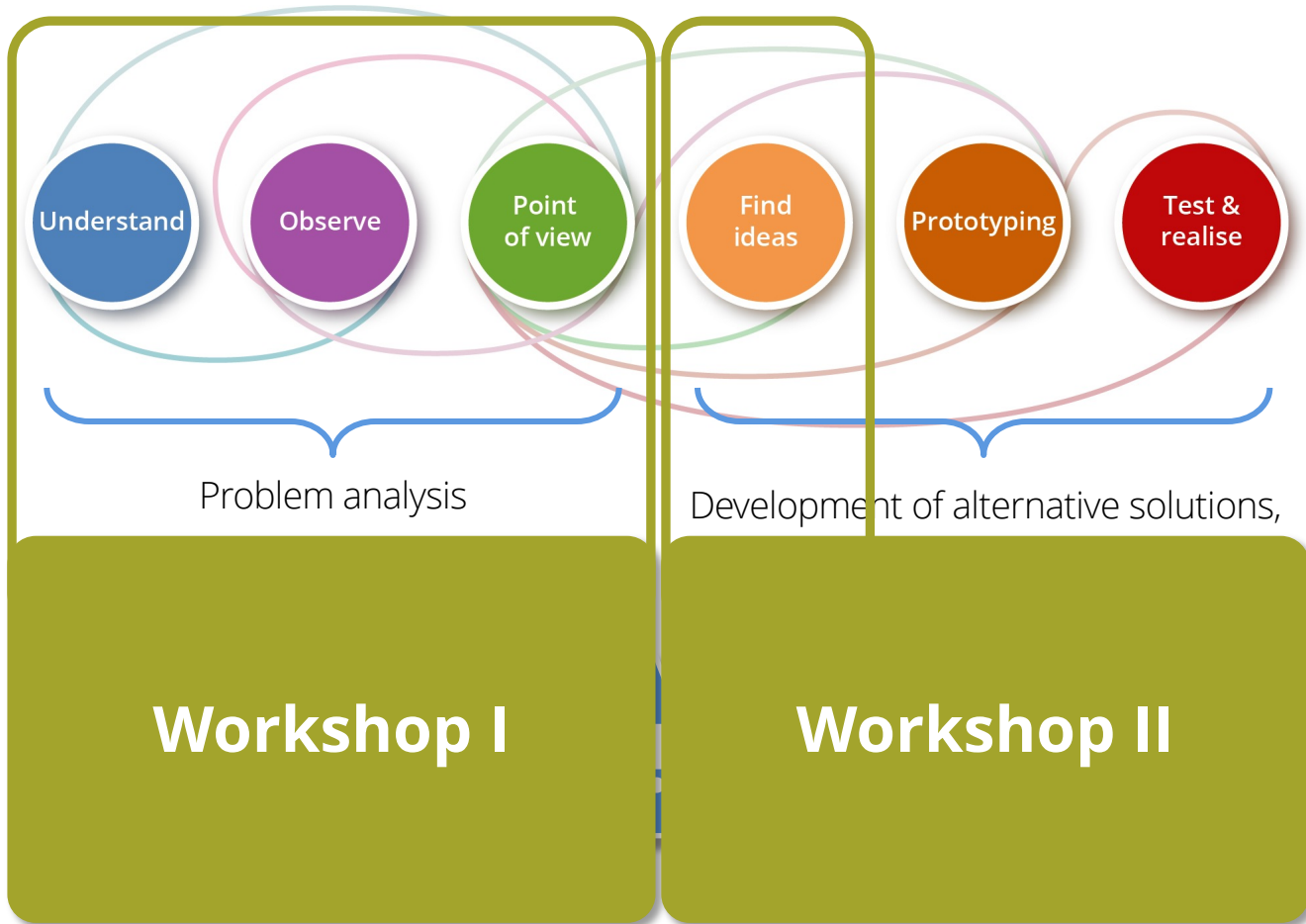
Design Thinking – the process



Design Thinking – the process







The Design Process


PHASES




DISCOVERY



I have a challenge.
How do I approach it?



INTERPRETATION



I learned something.
How do I interpret it?



IDEATION




I see an opportunity.
What do I create?



EXPERIMENTATION



I have an idea.
How do I build it?



EVOLUTION



I tried something new.
How do I evolve it?

STEPS

1. Define the Challenge



2. Prepare Research



3. Gather Inspiration



4. Tell Stories



5. Search for Meaning



6. Frame Opportunities



7. Generate Ideas



8. Refine Ideas



9. Make Prototypes



10. Get Feedback



11. Evaluate Learnings



12. Build the Experience



METHODS

Understand the Challenge

Before you start your challenge, you will gather your questions and help to bring on track through the process. Start with your team to create a common understanding of what the challenge is.

Share Inspiring Stories

Share with you something that you learned to be done, not just general statements. This gives you common knowledge that your team can use to engage, question and challenge.

Facilitate Brainstorming

Brainstorming is a great way to generate fresh thoughts and new ideas. Create a safe and positive atmosphere for your team to use the imagination when creating ideas or solutions.

Create a Prototype

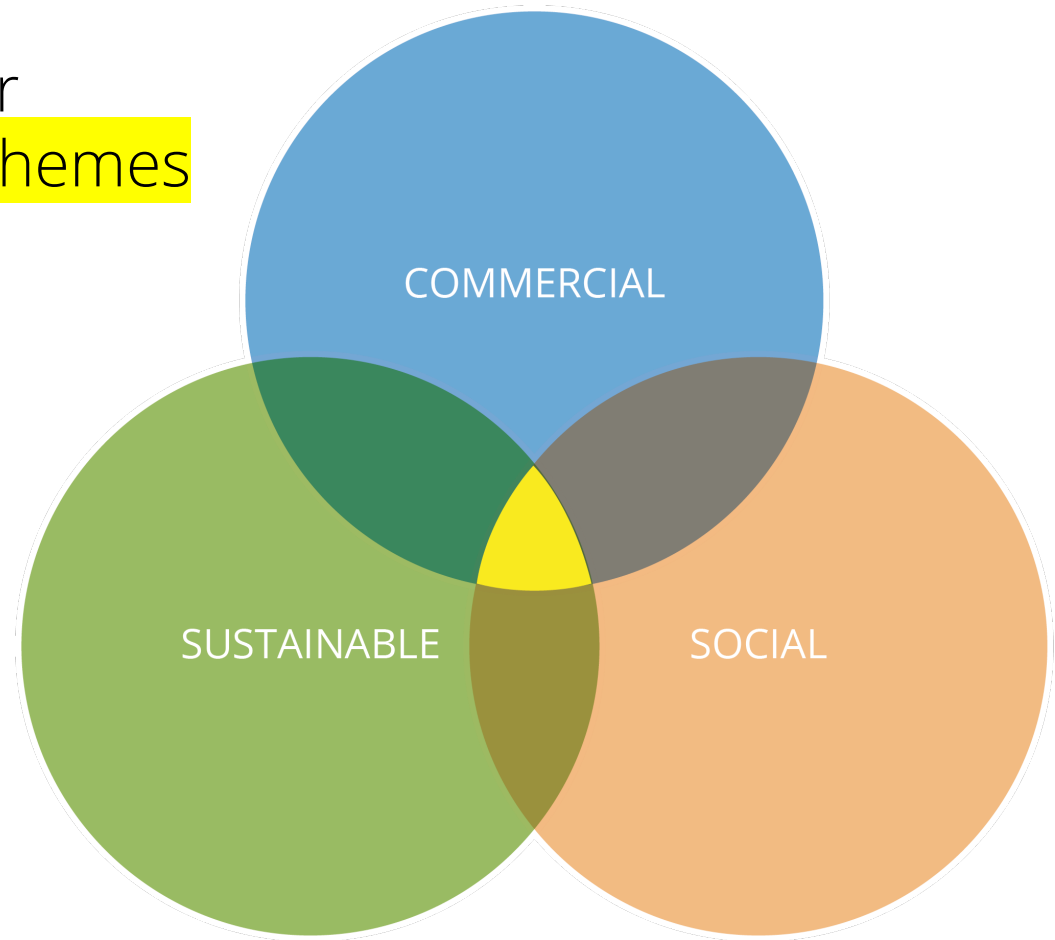
Share your ideas with others and use them to generate new ideas and solutions for the challenge. Try to create a prototype for your team to use to test and refine. Choose the best idea and your team to build the prototype.

Identify What's Needed

Use the resources that you have and use them to create a plan. Identify the resources that you need and use them to create a plan. Identify the resources that you need and use them to create a plan.



The Challenge, or Finding Project Themes



L'ÉCONOMIE SOCIALE ET SOLIDAIRE

- Fournir des réponses aux défis sociaux et sociétaux
- Associer des objectifs économiques à des objectifs environnementaux, durables et/ou sociaux
- Importance de l'humain plutôt que de l'argent
- Contribuer à une croissance inclusive, intelligente, durable, des emplois de qualité, à la cohésion sociale et au développement local et régional



Contacts/Liens utiles



- ✓ Ministère du Travail, de l'Emploi et de l'Economie sociale et solidaire
26, rue Ste Zithe
L-2763 Luxembourg
secretariat.sis@mt.etat.lu
- ✓ Portail www.guichet.lu
Rubrique "Sociétés d'impact sociétal"
- ✓ <https://meetanentrepreneur.lu/topics/impact/>



SUSTAINABLE DEVELOPMENT GOALS



2030

2030



SUSTAINABLE DEVELOPMENT GOALS





Suggestion

däin Dag



Waking up

- What happens before you get out of bed?
- What is the first thing you do?
- and then?
- ...

On the way to school

- What are you encountering?
- What is going well? What is not going so well?
- ...

At school

- Is there anything that could be better?
- ...

Out of school

- Are there things that are not right?
- Does everyone have the same chances?
- How do people treat the environment?
- ...

däin Dag

Working method





Guidelines

- Everyone is equal
- Everyone has the right to speak
- All ideas are allowed
- One idea per post-it
- Drawings, diagrams and words are often clearer than sentences
- Brief presentation or explanation
- Do not forget to have fun!



Build a team

Participants: 4-6 per group (if possible)

Give them the
responsibility of
choosing



Ideal combination or conditions:

- based on mixed competences (actual or aspiring)
- common language
- not knowing each other well, often produces surprising results



Skills & competencies (for the team)

- *What am I good at?*
- *What is the best role for me to work in?*
- *What is my added value?*
- *What would I most like to do?*



BUT!

**Do this before
starting to form
the groups**



Creative team-modell

VISUALISER

Uses visual thinking to connect people, projects, meetings and events

PRODUCER

Engages, manages, connects, seeks, solves, pushes, inspires, guides, nurtures

RESEARCHER

Looks at what is underneath, questions everything, gets to the core of a problem

ENGINEER

Knows "how to do it"

PSYCHOLOGIST

Teambuilder, connects, thinks and solves

???

I can do
and would like to be responsible for



BUT!

**Do this before
starting to form
the groups**

**Write it down on
your badge!**



Workshop I

*Which problem do we want to solve and
earn money with it?*

Or: How can we create a positive effect
with which we earn enough?

5 minutes –
work individually.
Then discuss ideas
in the group



Setting up moments
of self-reflection (not
talking...)

Problem analysis and definition

~30 min.

*Clearly identify the problem or challenge
and write it down.*

Notes, post-its, ideas -> Large sheet

~30 min.

You have to Define the Challenge!

Clearly identify the problem or challenge and write it down.

Notes, post-its, ideas -> Large sheet

Go for quantity!

Crazy ideas – Simple ideas – Smart

ones... no limits



Discovery

*Discovery builds a solid
foundation for your ideas.
Creating meaningful solutions.*

*-> Ask family and friends
When there's time enough!*



Present/share your ideas

- *Share your ideas(findings) with your team*
- *Discuss (constructively)*
- *Take notes and add new ideas that come to your mind*
- *Try to group & structure them*



For the new Challenge!

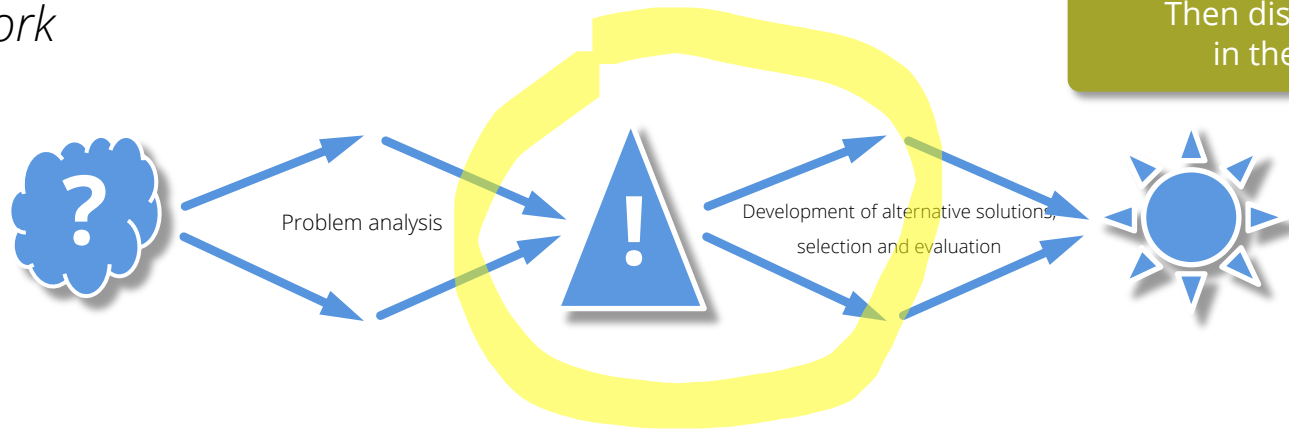
Workshop II

What approaches of ideas/solutions do we have?

Develop many (crazy) solutions to problems...

Group work

5 minutes –
work individually.
Then discuss ideas
in the group



EXCHANGE!

15 min.

Let them steal
from each other!



Select your ideas and choose



- *Categorize*
- *Prioritize (give points if necessary)*
- *Discuss*
- *Find consensus*
- *Write down the conclusions (avoid just talking)*
- *Start doing...*



How can you try/justify your idea(s)?

By testing...

Make prototypes



Get feedback





Speed-Prototyping



"build" as soon as possible ;-)

Get feedback

1. Make a test plan
2. Identify sources for feedback
3. Invite feedback participants
4. Build a question guide
5. Facilitate feedback conversations
6. Capture feedback learnings
7. On and off-line

Live interviews can be
“game changers”!

Evolution and Presentations

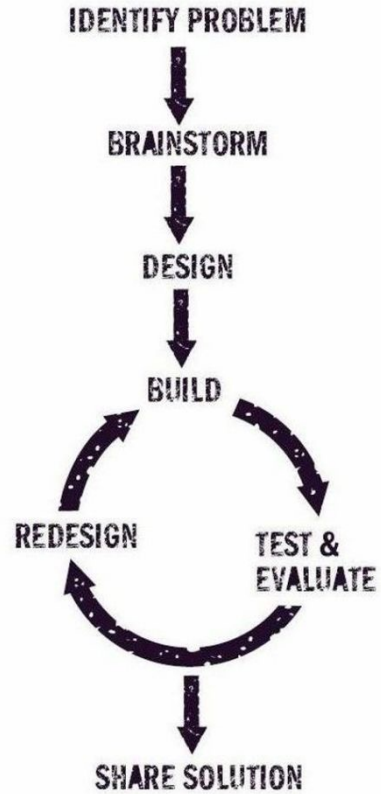
- Presentations on a regular basis, helps to make things clear to the team
- Helps reaching deadlines
- Try to present to new audiences



**Design Thinking is
learning
by trying
by failing
by doing.**



THE DESIGN PROCESS



Recommendations & Tools for insights

- Insights
- Mindmap
- Affinity map
- Empathy mapping
- Customer behaviour – “Customer journey”
- Planning
- & some guidelines

Apply them what and
as you think is best



Insights – possible activities

- Research
- Empathy mapping
- User observation
- User interviews
- ...

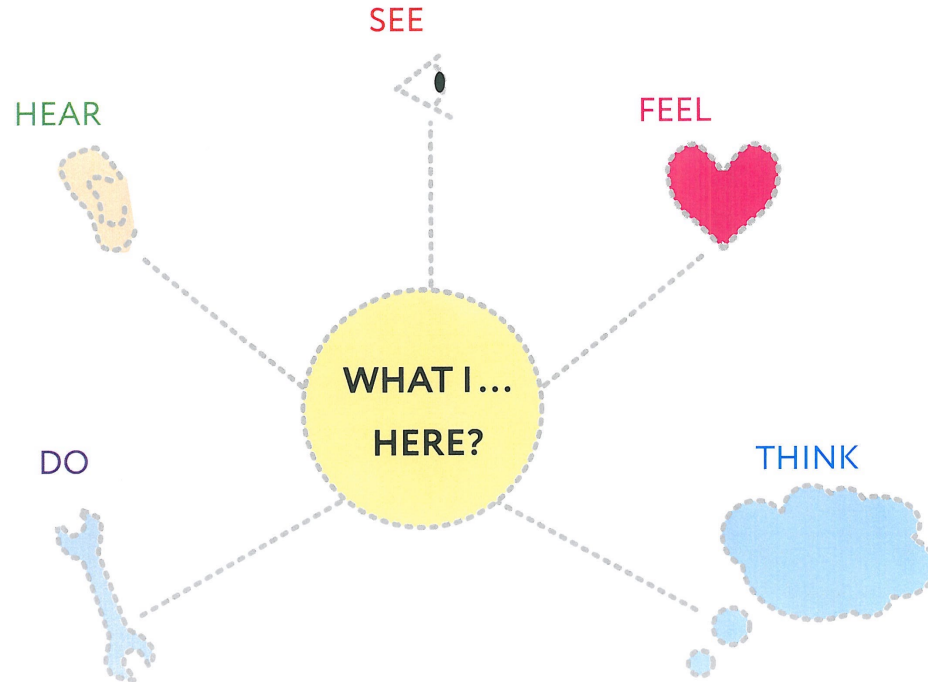
But stay critical. A conclusion does not always have to be right.



Observation and empathy mapping

Observation focus:

- Human behavior
- Emotions
- Space
- Activities





Empathy map (and also very good for creating ideas)

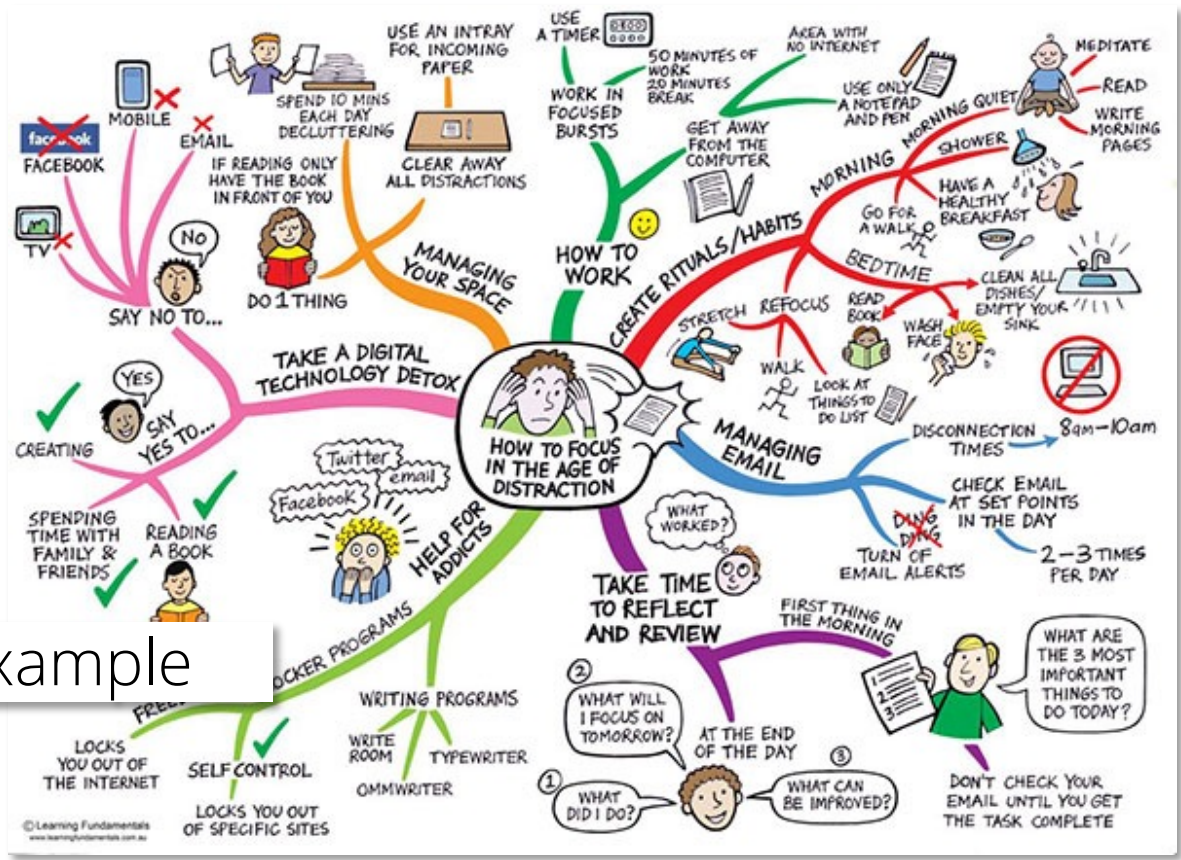


Customer survey (empathy): a critical look



«If I'd asked customers what they wanted they would have said a faster horse»
H. Ford, ca. 1908

Recommended for 1st phase



Mindmap example



Mindmap

Basic example

Who?

What?

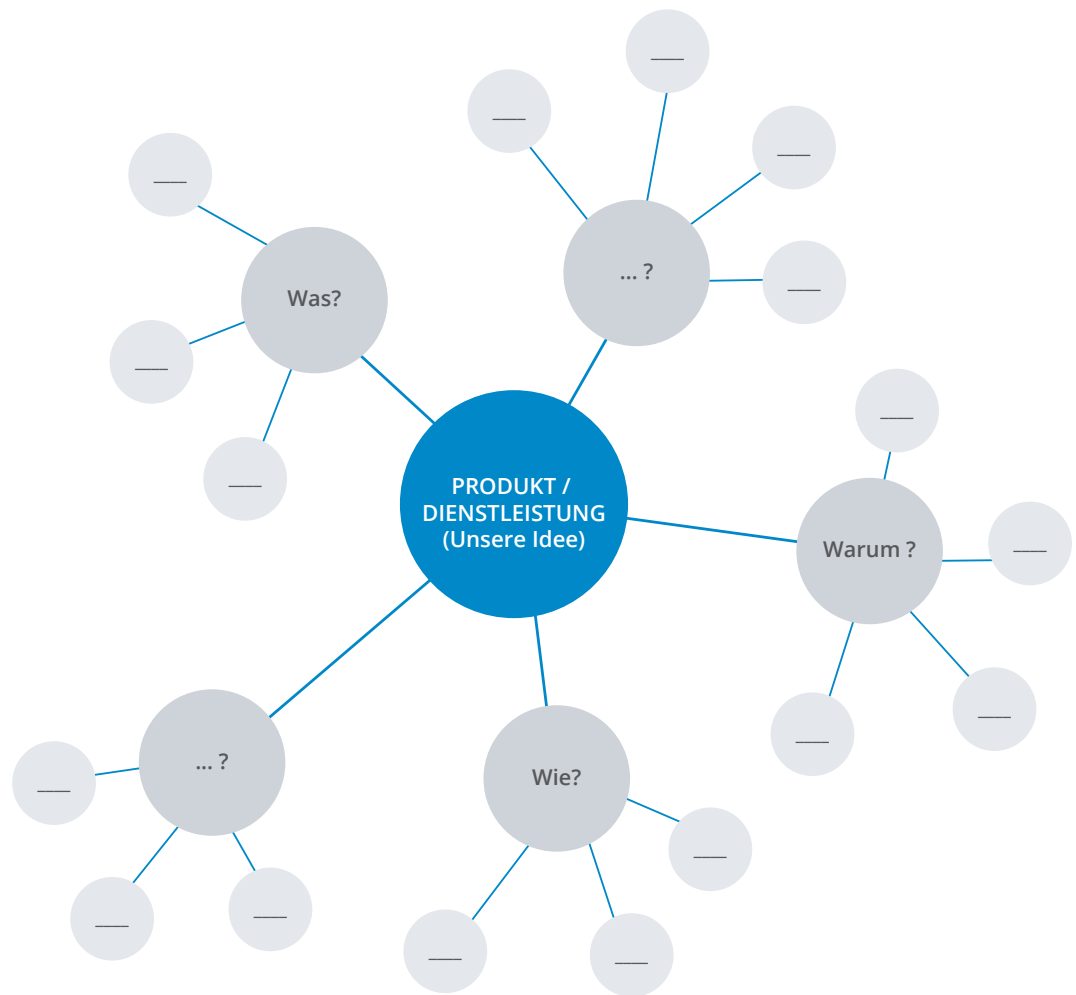
When?

Where?

Why?

... ?

But can also be different ;-)



Affinity map (or grouping ideas)

- Write any information (idea, insight, ...) on **an individual sticky note or card**
- Spread the notes on a wall / table. Visible for all
- (Silence) **Place notes that fit together**
- **Repeat until** all notes are **grouped**.
- Unrelated notes are OK
- You can move notes multiple times
- If an ink note is associated with multiple clusters, make a duplicate
- **Discuss the result** of the previous step in the group
- **Search for patterns**
- Discuss if you disagree with the relationship of the notes
- You can change the arrangement of the notes
- **Select headings for the note groups**





Try to avoid these – stay positive

- "Yes, but..."

- "The market is not ready yet"

- "It already exists"

- "Our customers won't like that!"

- "We don't have time!"

- "There is no budget..."

- "It's too difficult to master..."





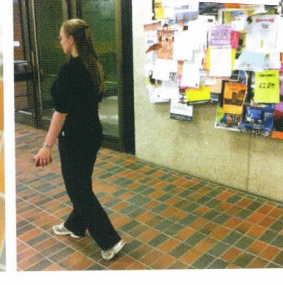
Set up a planning together

- To do's versus time
- Define targets/ deadlines
- Estimate how much time is needed
- Who does what?
- Check and adapt at every meeting

	Mi	Di	Mi	Di	Mi	Di	Di	Mi	Di	Di
RECHERCHE	13.3	19.3	20.3	26.3	27.3	2.4	23.4	24.4	30.4	7.5
ZIELGRUPPE *										
AUSWAHL										
DETAILLIERUNG * DRAUßSICHT, DETAILLEN										
MAYA *										
RENDER_S *										
MODELL										



Storyboarding





Customer behaviour

Attract How do you create awareness?
Anziehen Wie schafft man Bewusstsein?

Choose
Wahl

How do you get them to take action?
Wie kriegt man sie dazu eine Wahl zu treffen?

Use
Gebrauch

How do you respond to their needs?
Wie reagieren Sie auf ihre Bedürfnisse?

Retain

Kundenbindung

How do you keep the relationship going?
Wie kann die Beziehung behalten bleiben?

Support

Kundenbetreuung

How do you deal with queries or questions?
Wie gehen Sie mit Anfragen oder Fragen um?



Useful for business model, marketing and communication

Tips for working with the students

- Be a coach and do not work for them
- Make them “Forget the rules of the school” ;-)
- Give them “hints” and where they might find information or “tools” that could help (Possibly keep an eye on the planning)
- Observe if the team is a team. Try to find solutions together with them. Let them decide. (If a team lacks of “internal chemistry”, act fast!)
- Give each individual space for his/her role and platform – *Everybody seeks recognition*
- Does each of them have at least one responsibility?
- Be the “client” of their venture/solution. Stay positive and give constructive critique. They have to find out if it works or not.
- Unsuccessful ventures are successful learn experiences!



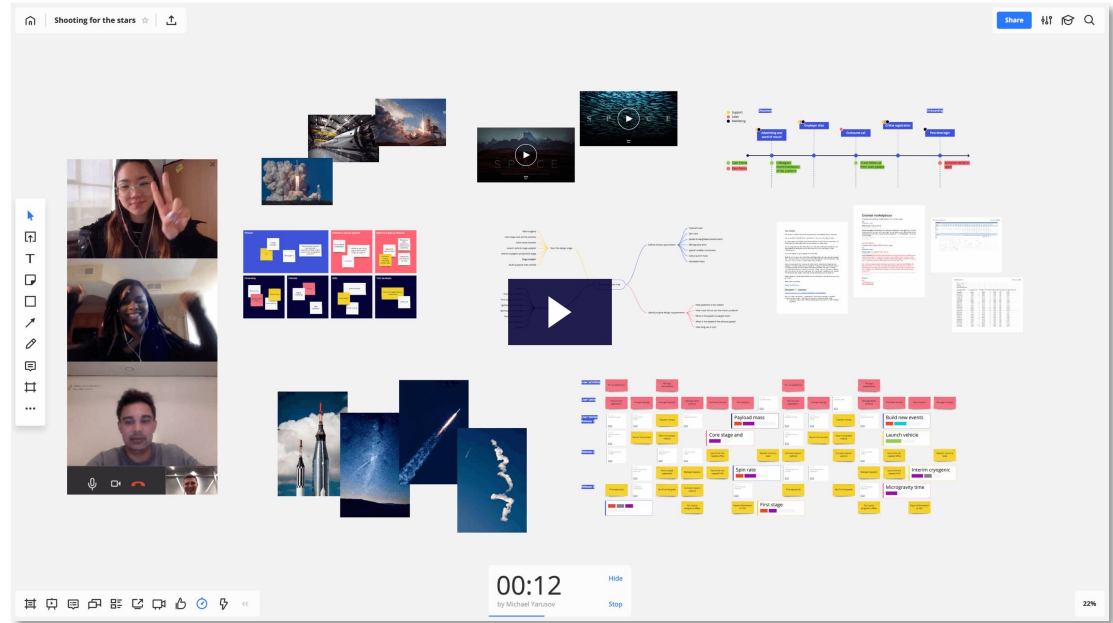
Remote or Online working

Miro.com

Online whiteboard
Works very well with Teams, Zoom

Or mural.com, klaxoon.com ...

miro



Videos

Youtube

- Channel: Stanford d.school, IBMorg, IDEO U
- “Design Thinking”
- [The Design Thinking Process – Sprouts](#)
- David Kelley, Tim Brown (IDEO)

Avoid “UX” in search ;-)



Docs & resources

- DesignThinking_toolkit_for Educators (.pdf)
- Design thinking www.ideo.com
- Open Ideo – Design for Impact www.openideo.com
- D Schools (Hasso Plattner Institute of Design) <https://dschool.stanford.edu/>
- <https://hpi.de/>
- & much much more....



The „Luxembourg in Transition“ project aims to become CO₂ neutral by 2050

Part of the proposed strategy is to consume less animal products.
How can we achieve this?

Phase I:

Observation & Experience

-> Define a common point of view

Phase II:

-> Create many (crazy) ideas



CREATIVITY CAMP

Mini Entreprises 2020-2021

Design Thinking

MERCI!
& good luck ;-)

September 2020

yellow ball ■

Jan Glas

jan@yellowball.lu

It's a journey