DESIGN THINKING WORKSHOP
MAKE-A-THON | APRIL 6

INSTRUCTIONS
LET'S DO IT!

ICE BREAKER | 5 MIN

Task & Goal

- Get to know each other and your group

Process (5 Minutes)

- Each person gives **three keywords** that are meaningful to themselves & give others some insights about their profile

Time

5 Minutes

Resources

Tipps & Tricks

- Be creative and think not only about your daily work

GETTING TO KNOW THE PERSONA | 10 MIN

Task & Goal

- Getting to know your citizen and understanding what drives them.

- The aim of this exercise is to gain a better and more empathetic understanding of the needs, challenges and emotions of the persona for whom the NTN innovation teams will design a solution.

Process (10 Min)

- Take 2 Mins to read the persona template in silence (**1 Min**)

- Have a group discussion about what you think are the **most important aspects of your persona** (preferences, specific needs, challenges, etc.). Expand on them with your own ideas (**4 Min**)

- Define the persona's **core problem** (your own version of the "how might we…"-challenge statement → note the core problem on a post-it in your own words (consensus-based decision in your group) (**5 Min**)

Time

10 Minutes

Ressources

- Persona Template

Tipps & Tricks

- Try to engage with the persona and don't focus on your own needs

Wukong
The mobility Economist

WHO AM I?

I am a young professional living in the city. I love to play the game Fortnite and have therefore only limited time capabilities other than that. For me, the climate change and sustainability are not the most important motivation factors for my choices but rather efficiency and costs.
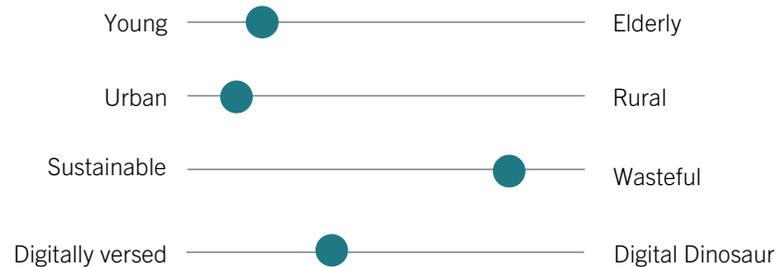
NEEDS

- Wants to switch from his car to a cheaper solution
- Wants to connect his health goals with his mode of transportation
- Wants to be as efficient as possible (doesn't want to get stuck in traffic jams)

CHALLENGES

- Money is a restrictive factor
- Doesn't have time for workouts due to job and gaming
- Health insurance is super expensive
- Isn't motivated by sustainable aspects of new mobility solutions

PROFILE

Young	Elderly
Urban	Rural
Sustainable	Wasteful
Digitally versed	Digital Dinosaur

Smart Living   Smart People   Smart Mobility

How might we question(s):

- How might we support Wukong in getting healthier by moving from A to B in a multi-modal e-Mobility sharing system?
- How might we support Wukong in changing his mobility-behaviour towards a healthier and more sustainable lifestyle?

Anita
The social oldie

Smart Living Smart People Smart Mobility

WHO AM I?

Hi, my name is Anita. I have recently turned 66 years old and am thus retired. I was once a teacher and always very interested in technology, I have always considered myself as someone who is curious to try and test out new things, even as I have been approaching retirement. I have one daughter and two grandchildren, who live quite far away in another city. I have had a big life change, because me and my husband had to move to a different neighborhood into a new home that is more suited to the illness of my husband who has ALS.

NEEDS

- High Quality of Life
- Feeling rooted and connected in a place
- Being part of the community, not feeling left out

CHALLENGES

- Feeling at home in a new environment
- Feelings of being unsafe / not being cared for when alone
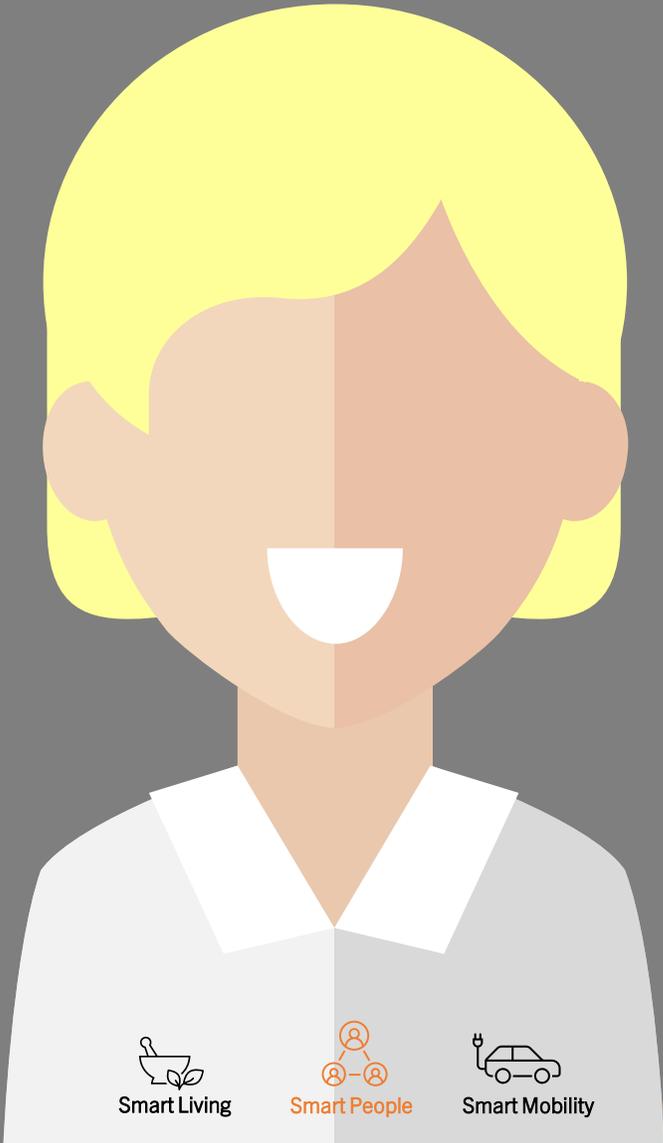- Keeping up a social network

PROFILE

Young	———————●———	Elderly
Urban	———●—————	Rural
Sustainable	———●—————	Wasteful
Digitally versed	——●————————	Digital Dinosaur

How might we question(s):

How might we help [Anita] to stay connected and socially included across life stages?

Paula
The new born retiree

WHO AM I?

Hi, I'm Paula, the new born retiree. Born and raised in the big city Zürich. Finally, I made it to my pension! I spent most of my working life in offices and now it's time for adventures and new experiences. During my work I gained so much experience I would like to share with young people. Honestly, I'm a digital dinosaur, but I'm basically interested in technology & digitalisation! But I do like more the exchange with other people, meeting up for discussions and exploring new things in my environment! And I do like golf and hitting the gym.
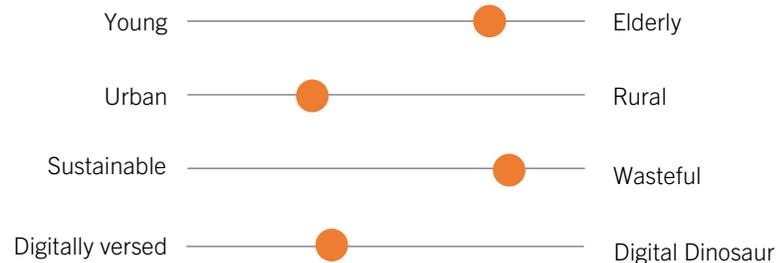
NEEDS

- Participation at the community & city development
- Communication with people, sharing knowledge and life experience
- Caring about the social environment, taking an active part in the community
- Reducing the feeling of loneliness
- Involvement in education and gaining more knowledge

CHALLENGES

- Human-centric approach – not only digital technologies, but also analog solutions are requested. Combination of different approaches.
- Involvement of all citizens independent from their user skills regarding technology.
- structural change at the transition into the last phase of life
- User friendly solutions without fundament technology knowledge

PROFILE

Young	———————●———	Elderly
Urban	—●—————————	Rural
Sustainable	————————●—	Wasteful
Digitally versed	———●————————	Digital Dinosaur

How might we question(s):

- How might we get to know Paula's & friend's needs and "usable" knowledge better?
- How might we support Paula in her new life cycle?

Smart Living   Smart People   Smart Mobility

PROBLEM TREE & OPPORTUNITY | 20 MIN

Task & Goal

- The task is to draw and fill out a **problem tree** that provides you with more understanding of the challenge at hand; to be able to narrow down on the **opportunity** for finding solutions

- The goal of doing the problem tree exercise is to better understand the **root causes of a problem**. This exercise helps to deepen our critical thinking and analysis.

Process

- Put the post-it with the problem you've identified in the previous part on the trunk of the tree (**1 Min**)

- Then, consider the **roots** of your problem first: Investigate possible **causes** – issues, situations, factors of phenomena that have led to the problem. Try to think about the **causes of causes**; the multiple layers of factors that contribute to the problem (**10 Min**)

- Next, go to the **leaves** of the tree, where you explore the **effects**; the results created by the problem. Same as with the roots, try to understand how the effects are multi-layered. Always ask: "And then what happens?" (**5 Minutes**)

- Finally, try to identify (by consensus) a root cause that interests you the most / which you consider represents an especially good **opportunity** to find solutions. Highlight this root cause (**4 Min**)

Time

20 Minutes

Resources

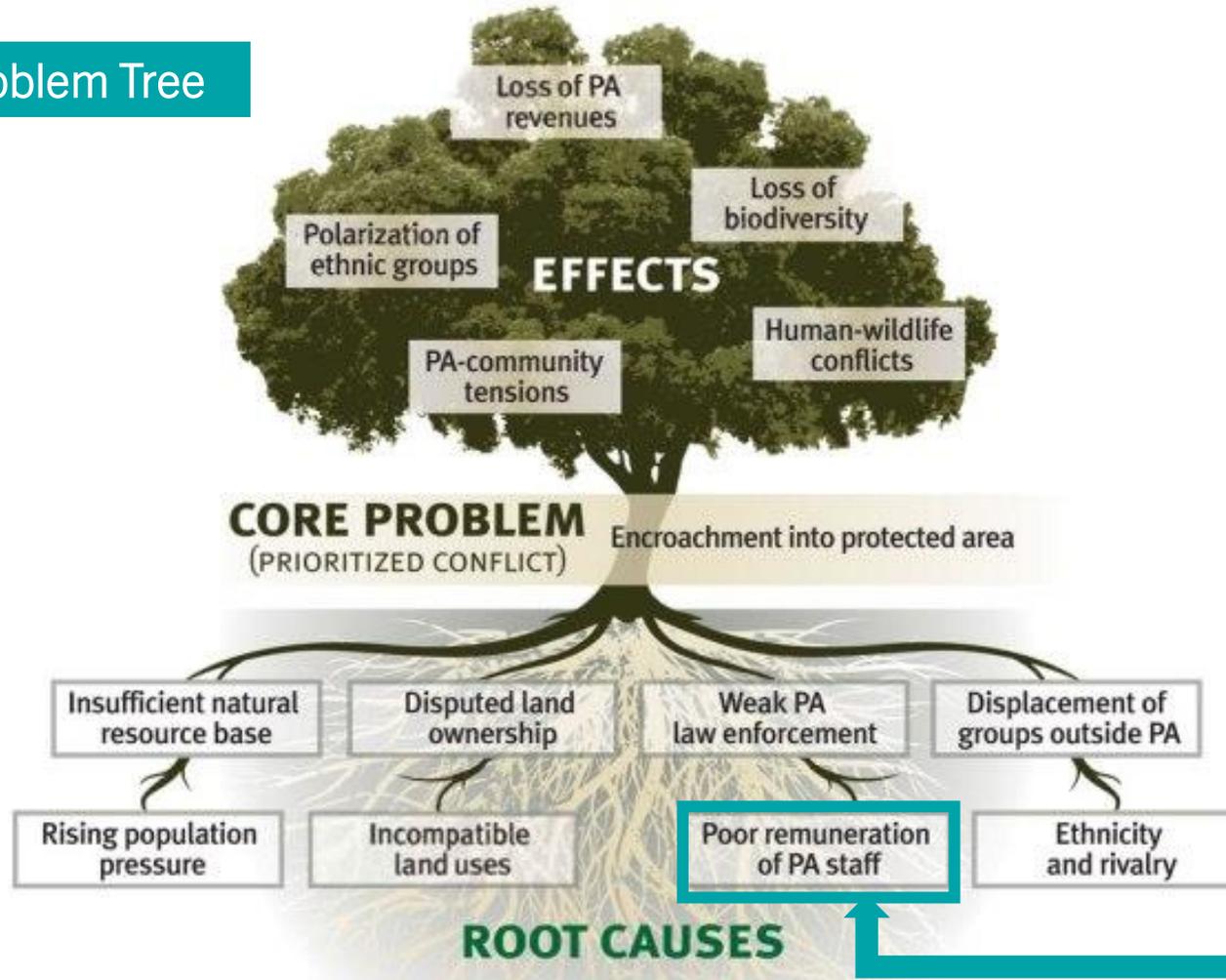- Template & Persona
- Post-its

Tipps & Tricks

- Our brain is trained to always go to the solution first, but here we want to stay on the problem-side – the goal is to "fall in love with the problem"

PROBLEM TREE & OPPORTUNITY

Example of a Problem Tree

There is an **opportunity to improve the poor remuneration of PA staff** to decrease encroachment into protected areas leading to a loss of biodiversity.

CRAZY IDEAS BRAINSTORMING | 20 MIN

Task & Goal

- Let your ideas run free and generate ideas to solve your opportunity

Process

- Think individually about **as many ideas as possible** for your persona. No idea is too wild, try something new! Quantity over quality - generate as many ideas as possible, but don't lose focus on the question (**5 Min**)

- In the plenary, stick each post-it on the flipchart and briefly **explain your crazy ideas to the group** and describe what is so cool about them (**15 min**)

Time

20 Minutes

Resources

- Post-Its
- Crazy Ideas Template

Tipps & Tricks

- One person speaks at a time.
- One idea per Post-It
- Be inspired by the world around you - think of great solutions, projects or technologies.
- Keep a record of all ideas

BUILD YOUR IDEA | 15 MIN

Task & Goal

- Great innovations are often built on existing ideas that are transformed in a visionary way.
- This exercise is about building on the different ideas of your group members and getting inspiration from each other.
- At the end, you define the final idea.

Process

- **Listen to & Build on** each other's suggested solutions (**10 Min**):
  - Is there a way to use their idea to improve your own?
  - Could solutions be combined?
  - Try to cluster the different ideas on the flipchart into thematic groups
- Then the teams **choose the best developed / consolidated concept** (**5 Min**)

Time

15 Minutes

Resources

- Post-its
- Template

Tipps & Tricks

- There is always only one person speaking.
- Use "Yes and..." instead of "No but...".

VISUAL PROTOTYPING | 20 MIN

Task & Goal

- Refine your ideas using the template

- Create a prototype (early version) of your solution: prototypes are simple representations of your idea that help you bring it to life, refine it, get customer feedback

Process

- You have to **upload at least a title and a short description of your idea** on the innovation platform https://innobooster.org – designate 1 person to do this (**1 Min**)

- The others: use whatever you can to **create a prototype**: a visual or a physical representation of your solution! Ideas for visualization (**19 Min**)
  - Draw mock-ups of your (technical) solution
  - Draw a storyboard; make a (very short) short film
  - Build your solution with **Legos**
  - Draw your solution (e.g., process flow)
  - Act out your solution

Time

20 Minutes

Resources

- Legos
- anything you want to use ☺

Tipps & Tricks

- Be creative - don't use a PowerPoint presentation

- QR-Code to Hype:

PITCH & FEEDBACK

PITCH! | 3 MIN PER TEAM

Task & Goal

- Pitch your solutions to the other teams

Process (3 Min)

- One team member presents the idea to the plenary:
  - Remind the plenary of the **challenge** / **problem statement** you've developed in the first part
  - What was the **root cause** you decided to focus on?
  - Explain your **crazy idea** and the **impact** it could have, making use of the prototype(s) you've developed in the last round
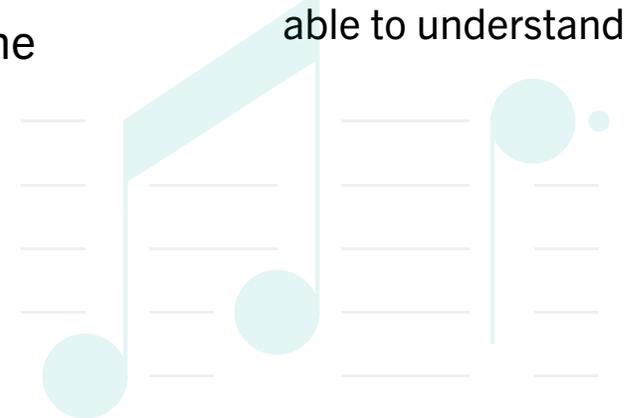
Time

3 Minutes per Team

Resources

- Prototypes

Tipps & Tricks

- Try to be as precise as possible for others to be able to understand

EVALUATION | 5 MIN

Task & Goal

- Feedback from the city representatives
- Celebrating the "best" solution

Process

- Go to www.menti.com or scan the QR code provided by the organizers
- Use the code provided by the organizers
- 5 minutes: Choose your winner & maybe receive your prize ☺

Time

5 Minutes

Resources

- Mentimeter

Tipps & Tricks

- Be fair – your solution might not be the „best" one…