Final Project: Designing for Impact

Congratulations! As you’re working to become a programmer for social good, we want you to harness your creativity skills to **design your own project** to help people. We know all of you have at least **one issue you care about**, and we want you to address that as best you can. We’re trying to keep this as flexible as possible -- you can make your impact through direct service, indirect service (donating resources from the company -- e.g. Toms), or advocacy.

**Project Sections**

The project will consist of five major steps:

1. **Empathize**. Understand the needs of people in the community/problem space you’re trying to solve. Demonstrate what you learned about people that you did not know before. There are four ways to do this, discussed in the empathy slides. This can be the most rewarding portion of the project, and it’ll pay off (personally) if you put effort into it!
2. **Define.** Identify an issue you see the partner struggling with. Be careful to not insert your own bias, stating an issue you thought they would be struggling with. Instead focus on what you learned about the community and work to identify patterns in what could be improved in people’s experiences.
3. **Ideate**. Think of as many ideas as possible to address the problems your target population faces. After generating a list of ideas, discuss and evaluate them to pick one.
4. **Design / Prototype**. Consider what technologies would go into making this product. How are you going to make this? What will it look like when it’s done? Create a powerpoint presentation with images, descriptions or videos to illustrate and “pitch” your solution to the community partner and your classmates.
5. **Report your findings.** Present your process, solution and feedback findings to your class.

Depending on time in your classroom, you might also work on the following steps:

1. **Seek feedback.** Share / present your proposed solution to your community partner and receive feedback on what could be improved or how it could be taken further / implemented.
2. **Plan for the future**. Create a timeline for this summer for how you could feasibly learn the technologies necessary to implement this project.

**Deliverable**

The deliverable for this project will be a five minute presentation that touches on all five sections. Using a visual aid, such as a video or PowerPoint, your goal is to demonstrate the thought and effort you put into designing for social impact.

**Presentation**

The presentation should discuss:

* The problem space -- why did you pick it?
* The empathizing process -- what did you do, and what did you learn about people?
* Ideation -- what other ideas did you come up with, and why did you choose yours?
* Design -- what is your project and what technologies will go into making it? Include a sketch (can be hand drawn or through an app prototyping software).
* Future plans -- what is a timeline for this project over the summer?

Each section will be graded out of 10 points, and there will be several opportunities for extra credit. (Some of these include: conducting interviews/in-person observation for the empathizing, or using InVision to make your paper prototype an even better design demo).

**Resources**

<https://static1.squarespace.com/static/57c6b79629687fde090a0fdd/t/5899326a86e6c0878c6e63f1/1486434929824/crashcourseplaybookfinal3-1-120302015105-phpapp02.pdf>