



DESIGN ODYSSEY

UNCERTAINTY / PATTERNS / INSIGHTS      CLARITY / FOCUS



RESEARCH      CONCEPT PROTOTYPE      DESIGN

# DESIGN INNOVATION BOOTCAMP

A 2-day workshop in the key concepts of design innovation & the human-centered problem solving approach

**Angela Ho & Industry Friends**

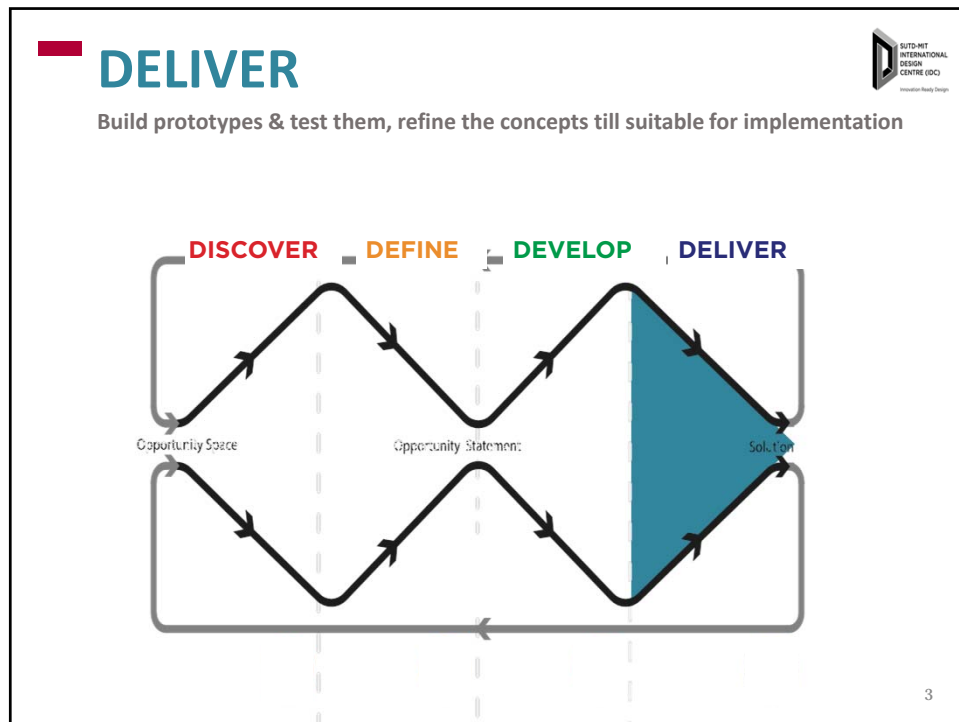
  J.P.Morgan



INNOVATION READY DESIGN



# Deliver Phase




**DELIVER**

Objectives are to:

- Identify your best ideas and build them into good concepts
- Choose your strongest concepts and build them into low-resolution mock-ups or prototypes
- Design questions for their test sessions. Run the session and get valuable feedback.
- Run co-creation sessions to get feedback from users and stakeholders. Use the feedback to improve the concepts and decide how the best concepts will get implemented

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SUTD-MIT  
INTERNATIONAL  
DESIGN  
CENTRE (IDC)

# Non-Attachment

Not to hold onto, or grasp tightly, what is considered as me or mine (e.g., my ideas, my solutions)

Please refer to separate deck of  
prototyping & testing.

Please refer to separate deck for Do's  
& Don'ts of Pitching.

# Pitch

**Pitch this Friday for  
Funding.**

Each Group 5 minutes.

Criteria has been sent to  
you.

Continue to work on  
your project and refine it  
based on what you  
learnt these 2 days



**Convince someone  
to trust you with  
their money/support**

**Content**

**Elevator**

Opportunity Solution Progress Team Conclusion

**“Hook” the audience, get them excited for the pitch**

**<30 seconds, 1-2 sentences**

**Capture the key idea – what does your company do?**

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Elevator

**Opportunity**

Solution Progress Team Conclusion

**What is the problem you are solving for your users?**

**What is the market size? How big is this problem?**

**How do you know this problem is real? Show us evidence of user research.**

**Who are your users (show us Persona), and what are your user needs?**

**What is the potential value of solving the problem?**

**Tell a story!**

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Elevator	Opportunity	<b>Solution</b>	Progress	Team	Conclusion
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**What is your big idea?**

**How do you address the opportunity?**

**How is it unique and defensible?**

**How effective is your solution?**

**Why is now the right time for your solution?**

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Elevator	Opportunity	Solution	<b>Progress</b>	Team	Conclusion
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**What have you accomplished so far?**

**Talk about successes**

**Have you validated your solution? Impact and evidence!**

**Build confidence in your idea and your team**

**Demos are better than slides!**

**What's your project management plan?**

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Elevator	Opportunity	Solution	Progress	<b>Team</b>	Conclusion
<p><b>Can you pull this off?</b></p> <p><b>Are you trustworthy?</b></p> <p><b>Who's in the team and what are each member roles?</b></p>					

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Elevator	Opportunity	Solution	Progress	Team	<b>Conclusion</b>
<p><b>What are you asking for?</b></p> <p><b>What is the highlight?</b></p>					

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Practice  
Practice  
Practice  
5-minute hard stop

See you at 2pm  
sharp on Friday!



(tip: be seated by 1.50pm ready to go)



# SUMMARY OF DAY 2: DELIVER PITCHING BEST PRACTICES

