



DESIGN  ODYSSEY

2-Day Design Innovation Program with Mahidol University

// 30 April - 1 May 2018 //

Angela Ho
SUTD-MIT International Design Centre

  J.P.Morgan



SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN
A Better World by Design


SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN
Established in collaboration with MIT

Established by SUTD-MIT International Design Centre, in partnership with the J.P. Morgan Chase Foundation, Design Odyssey 2.0* aims to be the model of innovation incubators of the future. Design Odyssey provides the platform of integration between academia, industry and society, in order to facilitate a seamless transition for students to professional practice by developing a human-centric focus rooted in design, innovation, social awareness.

What is Design Odyssey?

* Design Odyssey 1.0 was inaugurated in 2016 – 2017, established in partnership with J.P. Morgan Chase Foundation

Learning Mindsets

Be beautiful,
Be Yourself

Dare
to try

Respect One
another



Agenda for Day 1

Welcome, Get to Know Each Other Team Forming, Rapid Design Methods	9:00am-11:00am
Pre-Community Briefing	11:00am-11:30am
Lunch	11:30am-12:30pm
Travel to Community for Visit	12:30pm-1:00pm
Community Overview	1:00pm-1:30pm
Community Visit	1:30pm-4:15pm
Wrap - Up	4:15pm-5:00pm

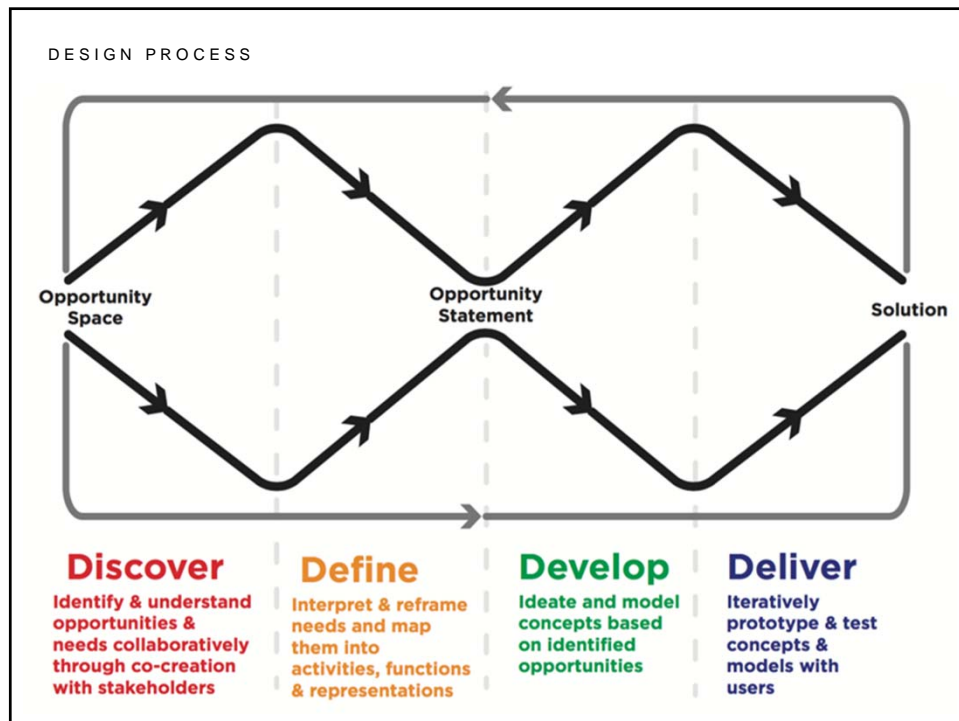
5

Agenda for Day 2


Team Hands-On Prototyping and Presentation Preparation including Lunch	9:00am-1:00pm
Admin: Presentation Setup & Arrival of Guests	1:00pm-1:30pm
Group Presentation to Community Leaders	1:30pm-4:30pm
Wrap - Up	4:30pm-5:00pm

6

How Social Innovation can increase the crops in the community or scale up their local products in the community.



PROJECT SCOPE



WE'RE DESIGNING FOR:

Please specify your user segment

WHO HAVE THESE NEEDS:

What do you think are the needs of these users, with respect to your space? It's okay if these are your assumptions for now.

HMW PROJECT STATEMENTS?

What is 1 or 2 HMW statement that will scope the project for these users?

WE HAVE THESE BIG QUESTIONS:

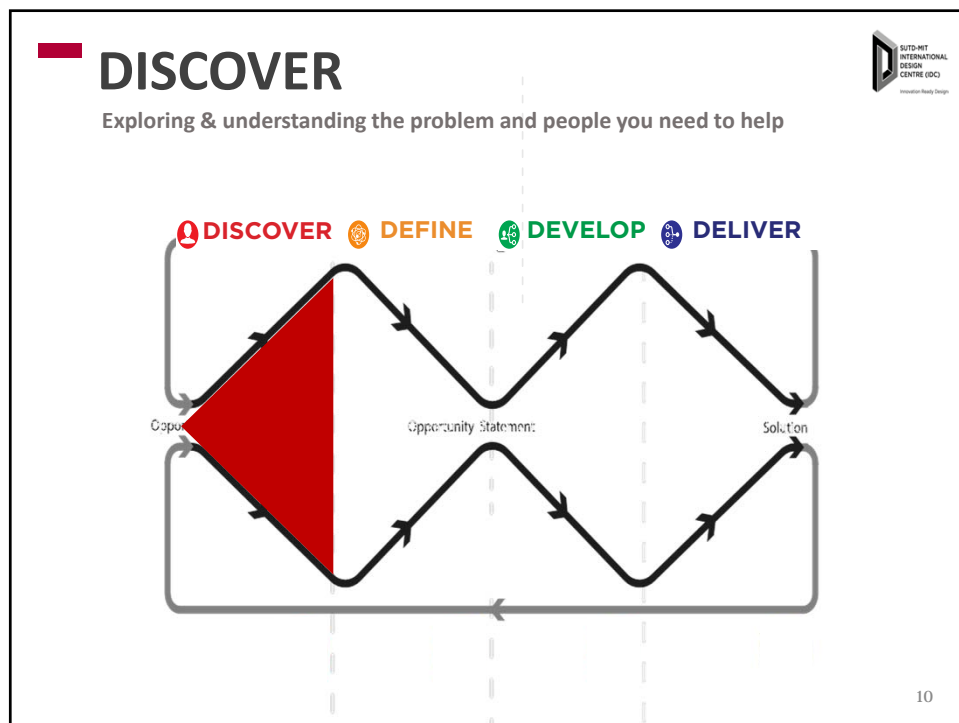
List down the big questions or hypothesis you have about these users that you would like to find out.

TO LEARN MORE,

What user research would you do? Interviews? Observations? Where and how can you recruit your users?


THIS IS WHAT WE ENVISION:


Draw out what you envision the solution to be. Here we are doing minor ideating



POEMS Framework

A way to frame our observations





People – Who is there?
demographics, roles, relationships,
behavioral traits, quantity of people,


Objects – Items people are interacting
with, including furniture, devices,
machines, appliances, tools, etc.

Environment – Observations about the mood, architecture, lighting, furniture,
temperature, atmosphere, etc.

Messages / Media – What messages/media is there? What languages are used, the tone of
message, signs, etc

Services – All services, apps, tools, and frameworks used

OBSERVATION TEMPLATE



<p>PEOPLE</p> <div style="border: 1px dashed gray; height: 100px; margin-top: 10px;"></div> <p style="font-size: small; text-align: center;">Take notes, and photos. In particular, anything interesting?</p>	<p>OBJECTS</p> <div style="border: 1px dashed gray; height: 100px; margin-top: 10px;"></div> <p style="font-size: small; text-align: center;">Take notes, and photos. In particular, anything interesting?</p>	<p>INSIGHTS</p> <div style="border: 1px dashed gray; height: 100px; margin-top: 10px;"></div> <p style="font-size: small; text-align: center;">An insight is a statement with creative tension "_____ but/ yet _____"</p>
<p>ENVIRONMENT</p> <div style="border: 1px dashed gray; height: 100px; margin-top: 10px;"></div> <p style="font-size: small; text-align: center;">Take notes, and photos. In particular, anything interesting?</p>	<p>MESSAGES / MEDIA</p> <div style="border: 1px dashed gray; height: 100px; margin-top: 10px;"></div> <p style="font-size: small; text-align: center;">Take notes, and photos. In particular, anything interesting?</p>	<p>PROJECTED NEEDS OF USERS</p> <div style="border: 1px dashed gray; height: 100px; margin-top: 10px;"></div> <p style="font-size: small; text-align: center;">Who are the users? What are their needs?</p>
<p>SERVICES</p> <div style="border: 1px dashed gray; height: 100px; margin-top: 10px;"></div> <div style="display: flex; justify-content: space-between; font-size: small; margin-top: 10px;"> <p style="text-align: center;">Take notes, and photos. In particular, anything interesting?</p> <p style="text-align: center;">Name of place, Date, time, day of observation?</p> </div>		



TALK TO PEOPLE

A way to discover



Draw a timeline

How Ask your users to tell you a specific story and how it unfolds over time. It can be a timeline of one's day, week or even entire life, depending on your scope.

Why This allows the user to stay focus and recall details of a specific incident more accurately.



Five Whys?

How Ask "Why?" questions in response to the user's answers (without being too annoying like a 3-year old kid).

Why This allows you to dig deeper and understand the primary reasons for people's behaviors and attitudes.

CIRCLING QUESTIONS

To help you evoke general stories



- What's a **typical** day like?
- What's a bad day like?
- What's a good day like?
- Were there times you felt _____?
- What kind of problems do you **mostly** encounter?
- What do you **usually** do?
- What got you here?
- What's the journey like?

15

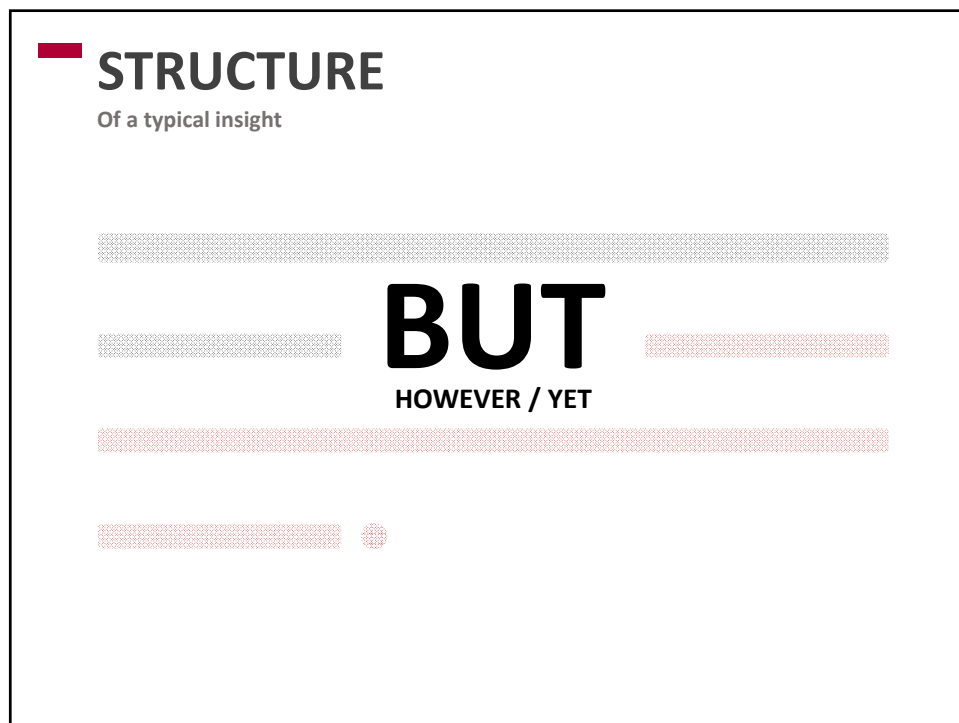
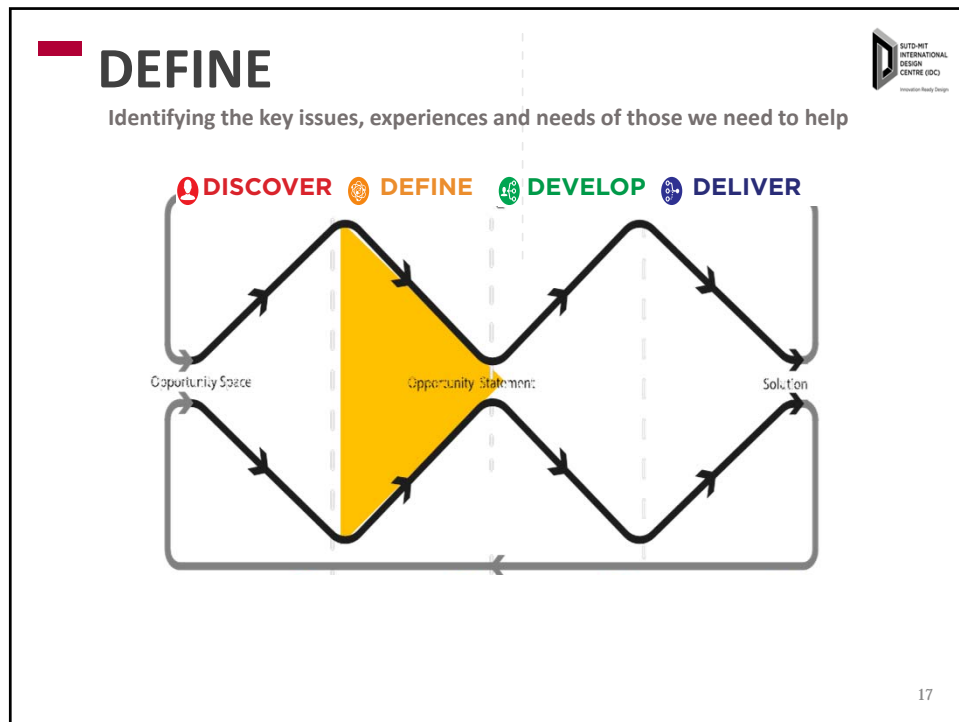
DEEPENING QUESTIONS

To help you evoke specific questions



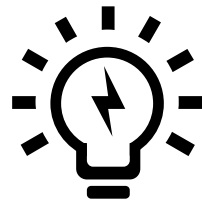
- Tell me about the **most recent** experience.
- Tell me the **worst/best** experience.
- Why did you _____? What happened then?
- Can you draw the timeline? What happened?
- What happened before/after that?
- What were you doing?
- Tell me a **story** about...

16



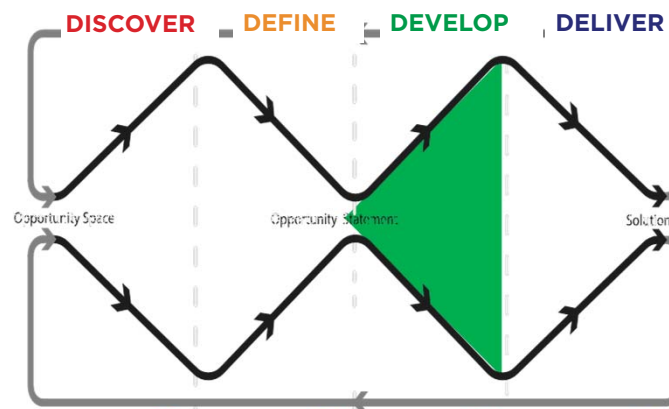
A good insight invokes a
reframe and encourages
problem solving

HOW MIGHT WE?



DEVELOP

Using your Opportunity Statement to then generate many
ideas & build them into strong solution concepts



BRAINSTORMING RULES



DEFER
JUDGMENT



ENCOURAGE
WILD IDEAS



BUILD ON THE
IDEAS OF OTHERS



STAY FOCUSED
ON THE TOPIC



ONE CONVERSATION
AT A TIME



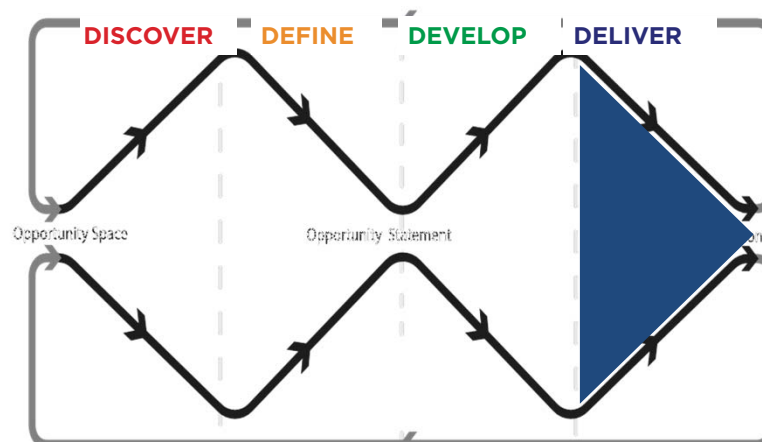
BE VISUAL
& SKETCH!



GO FOR
QUANTITY

DELIVER

Create Prototypes and Test!



PAPER PROTOTYPING

A prototyping method

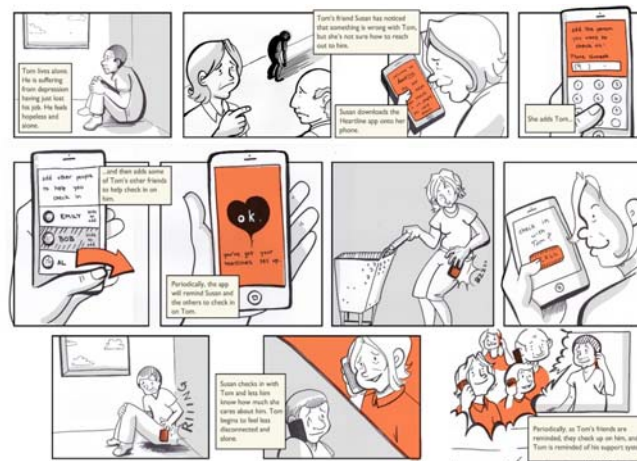


Great for digital concepts. You don't need coding!

23

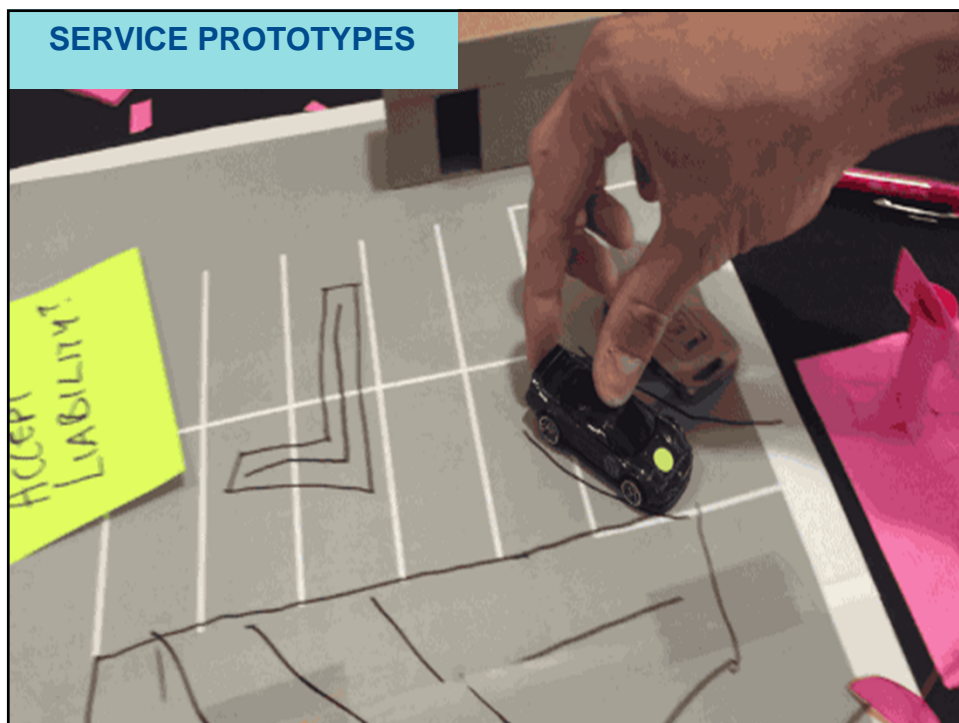
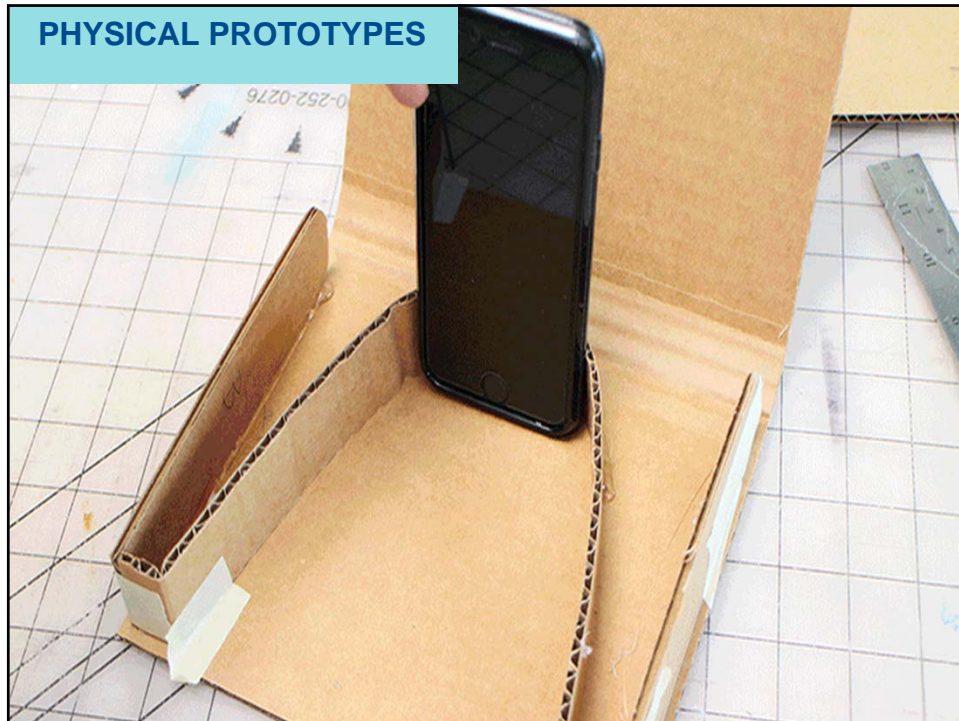
STORYBOARDING

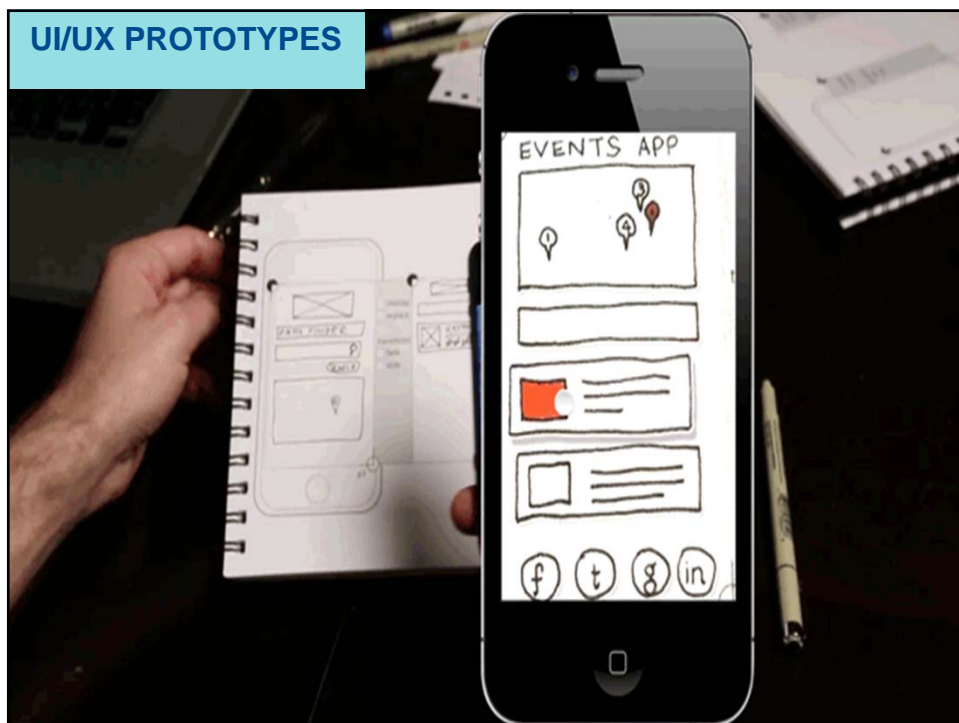
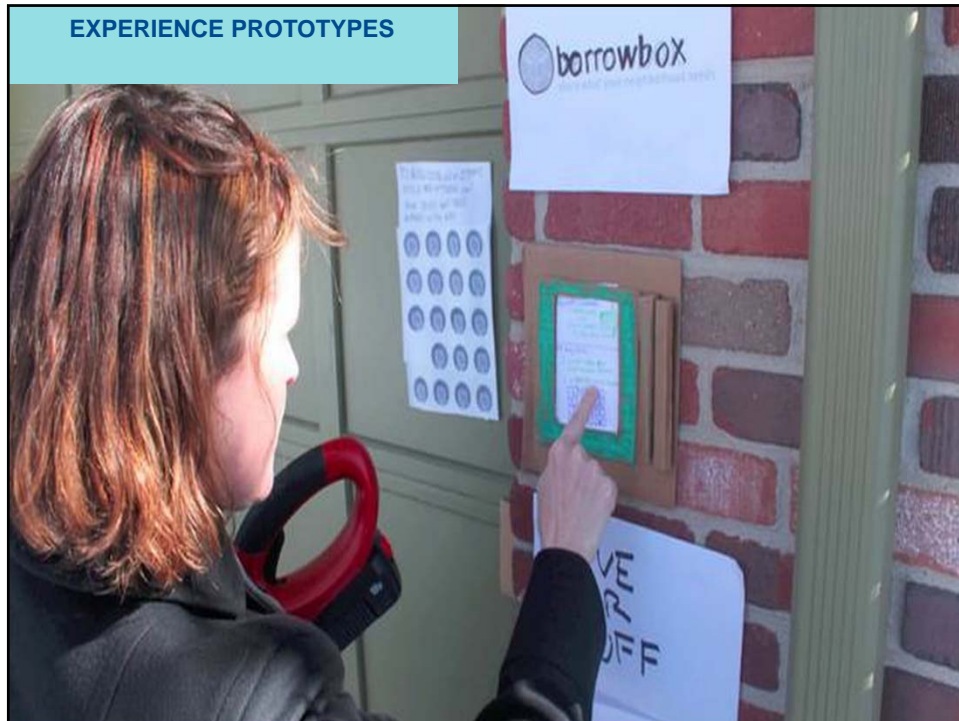
A prototyping method



Illustrate how your digital concepts will be used along the user journey.

24





What's Next

- This afternoon: immerse into community for visit and understand the needs of people; be curious!
- Take lots of photographs!
- Tomorrow, till 2pm: you can work on the prototype and presentation in the community
- Each team: 5 minute presentation
 - What is the problem you hear from the community? What are their needs? Who are the users?
 - What is the prototype you have developed to help solve their issue? Why is this beneficial?
 - Next steps?
 - Tell a compelling story about your users!



DESIGN  ODYSSEY

DAY 2

2-Day Design Innovation Program with Mahidol University

// 30 April - 1 May 2018 //

Angela Ho
SUTD-MIT International Design Centre

Agenda for Afternoon Presentation

Agenda is subject to change

Slides Upload and Arrival of Guests	1:00pm-1:30pm
Opening & Welcome of Guests	1:30pm-1:45pm
Project Presentation Time: Group 1- 6	1:45pm-2:45pm
Break & Exhibition Showcase	2:45pm-3:15pm
Project Presentation Time: Group 7- 12	3:15pm-4:15pm
Closing by Guest-of-Honour and Departure of Guests	4:15pm-4:30pm
Wrap – Up	4:30pm-5:00pm

31

Let's

 Our guests





35