* Start with your problem space
* what is the issue,
* why is it important to solve it
* Include one future scenario (e.g., the year 2030)
* how you are proposing to address this issue(concept, implementation & tech)
* What value you have created for the stakeholders

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At the Pace University Pleasantville campus, a problem that has come to our team’s attention is that Choate Pond, a central part of the campus, is underutilized and underappreciated.

(pause for like 5 seconds)

Interviews around the pond revealed to us that many people don’t interact with the pond, and others even saw it as dirty and unkempt.

This is a critical issue to solve, because an essential part of the campus is considered to be boring and is thusly underused.

(pause for like 5 seconds)

Our team has brainstormed a solution to this problem with the construction of an underground tunnel connecting one side of the pond to the other with a trash cleaning robot in the water to keep it clean.

(pause for like 5 seconds)

This underground tunnel would not just be for transportation; it would include a glass ceiling to view the inside of the pond.

Tablets and projectors would be available to provide information about the university, as well as the natural elements of Choate Pond.

(pause for like 5 seconds)

In the future, classrooms could be added for underwater environmental science classes.

With this solution, interest in the pond will increase because the tunnel is something worth seeing.

Our prototype shows what a small section of the tunnel would look like with its see through ceiling and information about the pond to generate student interest

Students will learn a lot from experiencing the pond so closely, as well as simply enjoying the natural wonders the pond has to offer.