



DIGITAL MAKERS SERIES

Hands-on Tech Skills to Build Your Startup



Every Wednesday, 5:00pm – 7:00pm.
Liverpool Council Library - Attend
one or all!





UNSW FOUNDERS

We are **Australia's leading university-based entrepreneurial support program.**

We help UNSW students, staff, researchers, and alumni translate ideas into great businesses and amazing start-ups, all the way **from developing an idea to raising millions**. And now, *our services are available to you for **FREE!***

Liverpool Innovation Entrepreneurship Program

Helping South West Sydney turn ideas
into impact



Meet **SAM**

Programmer, teacher
and founder



The screenshot shows the Perseus website. At the top, there are tabs for 'Perseus', 'Docs', 'Comparisons', and 'Plugins'. Below the header, there's a large purple and blue graphic with the text 'THE RUST FRAMEWORK FOR THE MODERN WEB'. A 'GET STARTED NOW' button and a 'GITHUB' button are visible. On the right side, there's a code editor window titled 'Excerpts' showing Rust code, and a 'Full' tab. The code includes annotations like '#[derive(Serialize, Deserialize, Clone, ReactiveState)]' and '#[tx(aliases = "IndexStateRx")]'. Below the code editor, there's a section about decentralization and a quote from Sam: 'The Quantorium is building the foundations of a new paradigm of decentralization that looks beyond blockchain to achieve spectacular new possibilities.'

The screenshot shows the The Quantorium website. At the top, there's a green header with 'The Quantorium' and a 'Blog' link. Below the header, a large green banner says 'Welcome to the future of the internet.'. To the right, there are two boxes: one for 'Kolaris' (a decentralized ledger) and one for 'Miriar' (a decentralized append-only ledger). Both boxes contain brief descriptions and logos.

The screenshot shows the Resdemou website. It features a large grid of small black dots on a white background. In the center, the word 'RESDEMOU' is written in a bold, sans-serif font. Below it, there's a smaller line of text: 'Building solutions for matters of the people.' There's also a 'Sign up for our mailing list' form with fields for 'Your email' and a 'Submit' button.



It all begins with community

**Our aim is to foster the next generation of digital
makers across Western Sydney**

PLAN

- Build a community
- Help you all build something!
- Give constructive feedback to each other
- Learn about designing and prototyping solutions to real problems

01 WELCOME!

02 DESIGN THINKING AND LEAN CANVAS

03 FIGMA #1

04 FIGMA #2

05 FRAMER

06 SHOPIFY

07 AI FOR ENTREPRENEURS



PITCH AT SOUTHWEST

Snacks and introductions, one skill-building workshop, open feedback, then open networking

WHAT WILL YOU GET?

EXPERIENCE PROTOTYPING

In Figma, Framer, and Shopify. You'll learn the tools you need to explain your ideas visually to others.

COMMUNITY

A community that holds you accountable to making progress and that gives you rich and constructive feedback.

MENTAL MODEL FOR INNOVATION

An understanding of the design thinking framework and the lean canvas to help you go from seeing a problem to building a solution.

WHAT WE'RE LOOKING FOR

PROGRESS AND LEARNING

How much has your idea, and/or your understanding of the tools and frameworks we're teaching grown over the program?

COMMUNITY CONTRIBUTION

How much are you helping others and adding value to the community?

CREATIVITY AND INNOVATION

Has your understanding and appreciation of innovation and creativity, and how to foster and implement them in the real-world, improved?

No idea? No worries.

Come anyway, and check out the UN *Sustainable Development Goals* to find one to contribute to in some way.

What do you need?

1. Yourself (*and team*)
2. Your laptop (*and charger!*)

Let's get a bit uncomfortable...

Design a *shitty* Tinder

WHAT DOES IDEATION LOOK LIKE?

- 01 REVERSAL**
- 02 EXAGGERATION**
- 03 MASHUP**
- 04 LITERAL INTERPRETATIONS**
- 05 HYPER NICHE**
- 06 UNWANTED SOLUTIONS**
- 07 MISINTERPRETATIONS**
- 08 OVERCOMPLICATION**
- 09 OBSOLETE TECH**

Design a *shitty* Tinder



10 minutes:
Ideating

Design a *shitty* Tinder

Use the paper and markers on your tables!



15 minutes:
Drawing

WHAT IS A PROTOTYPE?

A *simulation* of an end feature or product.

SAMPLE

A mockup of a product to test.

MODEL

Can be used to test a hypothesis.

DEVICE

Mimics an end feature.

Anything else?

A prototype is *not* an MVP!

**Prototyping is the process of *testing*,
refinement, and *risk mitigation***

THE JOURNEY OF A GOOD IDEA...

Is not linear!

DISCOVERY

Ideas, stories, markets, customers, personae, journeys...

LOW FIDELITY

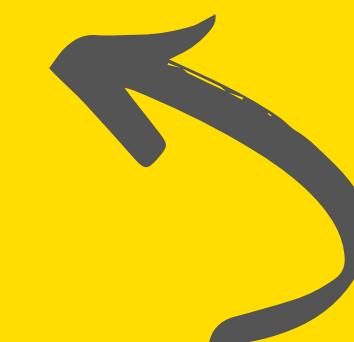
Sketches, drawings, illustrations, breadboarding, cardboard, ...

HIGH FIDELITY

Simulated apps, interactive prototypes, 3D printed models, PCBs, ...

MVP!

This is *after* prototyping!



Don't be afraid to fail

Prototype so you fail *before* launch!

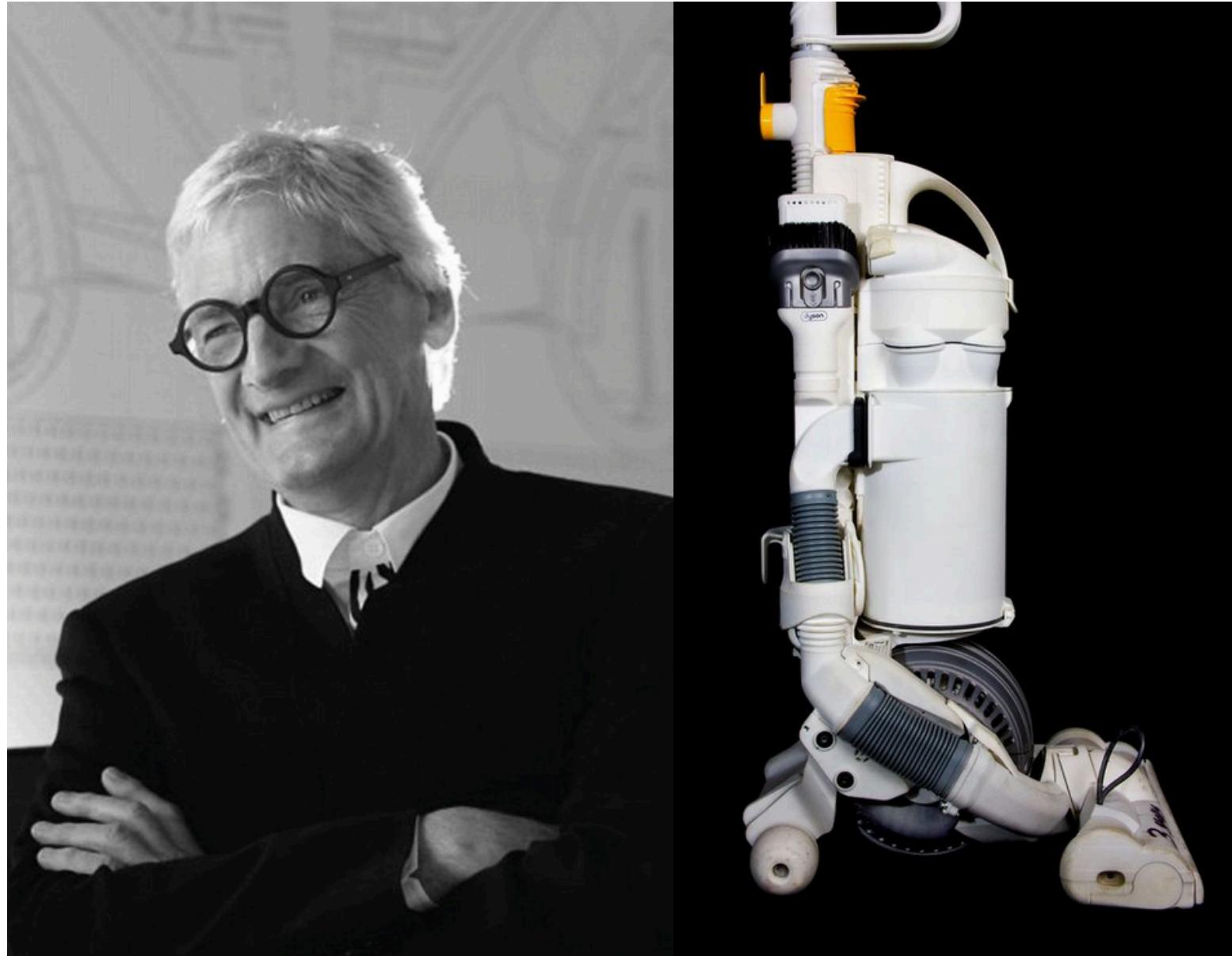
Don't be afraid to fail



*“I didn’t fail 1,000 times,
the light bulb was an
invention with 1,000
steps.”*

Thomas Edison
1,093 patents

Don't be afraid to fail



“Sometimes, just having a good idea isn’t enough”
Sir James Dyson
130 patents
5,126 failed prototypes

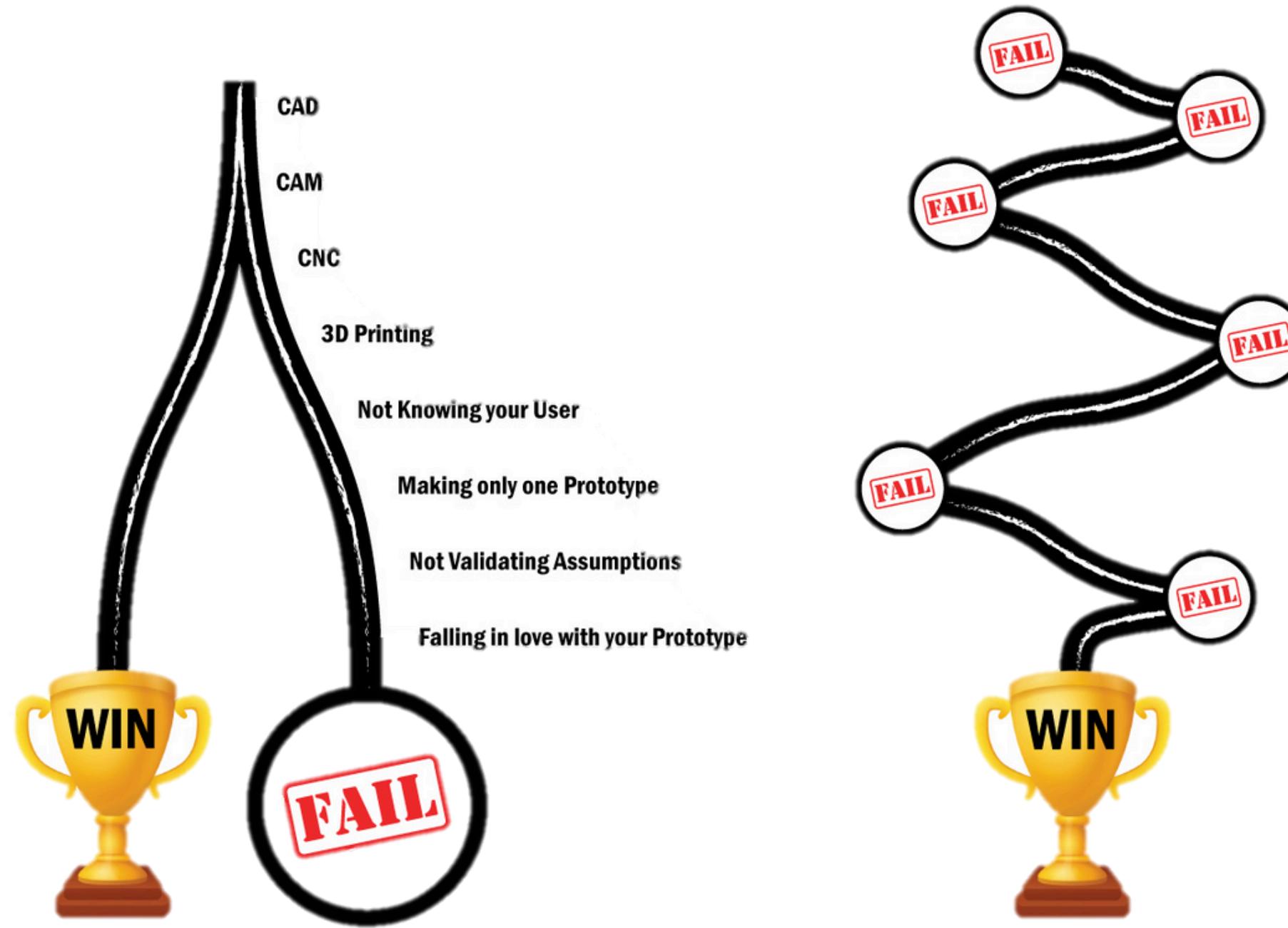
Don't be afraid to fail



*"I think it's also important to show that failure is a part of the process. It can sometimes be the end goal. **People are very obsessed with building useful things and I think often that also stops people from getting started."***

Simone Giertz
Queen of Shitty Robots

The journey of a good idea is not linear!



WHY SHOULD YOU PROTOTYPE?

- 01** REDUCE TIME/COST
- 02** GET USERS INVOLVED EARLY
- 03** GATHER ACCURATE REQUIREMENTS
- 04** EXPLORE THE PROBLEM SPACE DEEPLY

WHAT CAN YOU PROTOTYPE?

AESTHETICS

Test how something *looks*.

FUNCTIONALITY

Test how something *works*.

INTERACTION

Test how people *interact* with it.

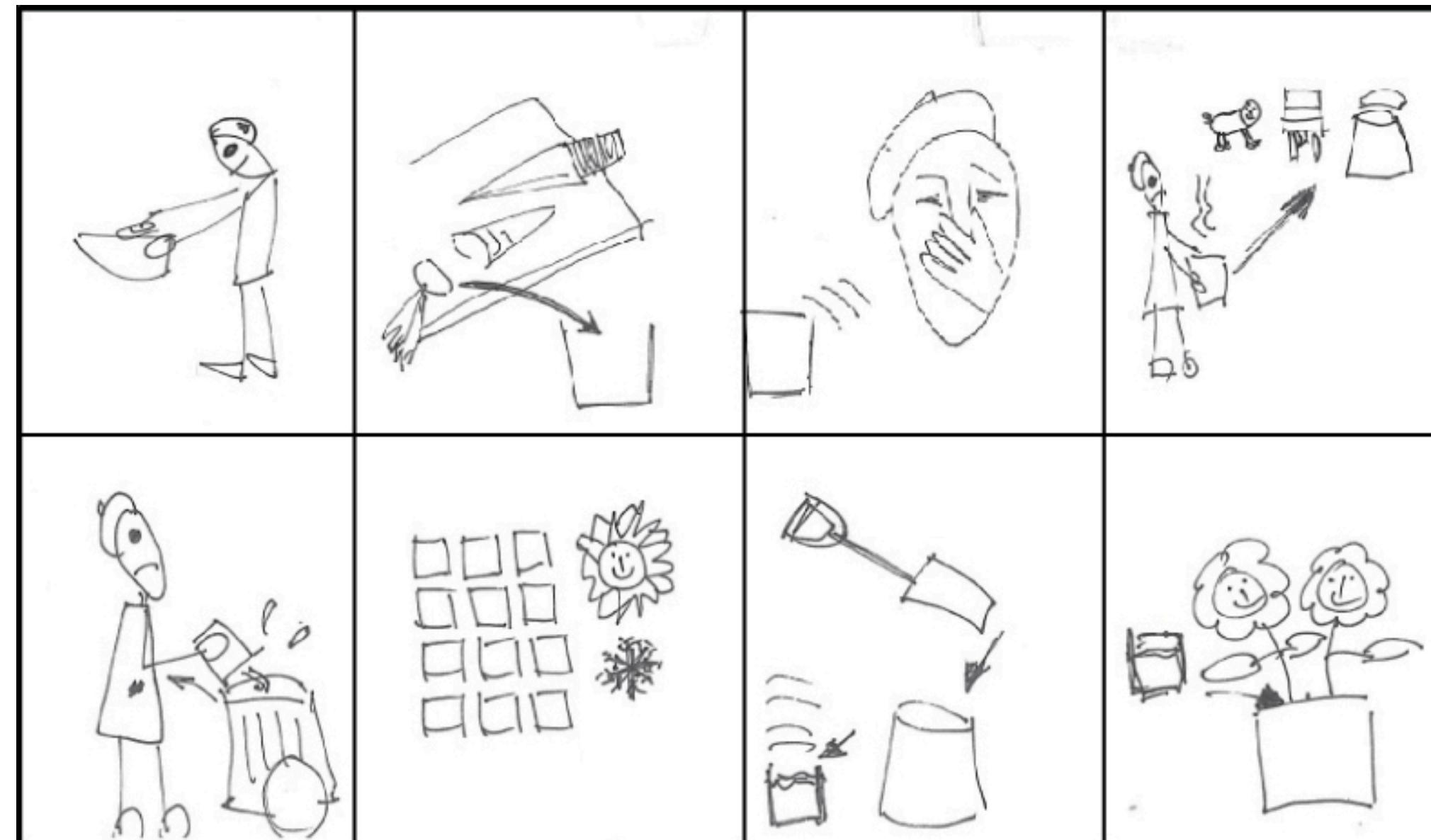
DELIVERY

Test how something is *made, produced, or delivered*.

COMMON PROTOTYPING MISTAKES

- 01 GETTING EMOTIONALLY ATTACHED**
- 02 REQUIRING EXPLANATION**
- 03 FEELING DISCOURAGED BY FAILURE**
- 04 SEEING IT AS A WASTE OF TIME**

USER JOURNEY MAPPING

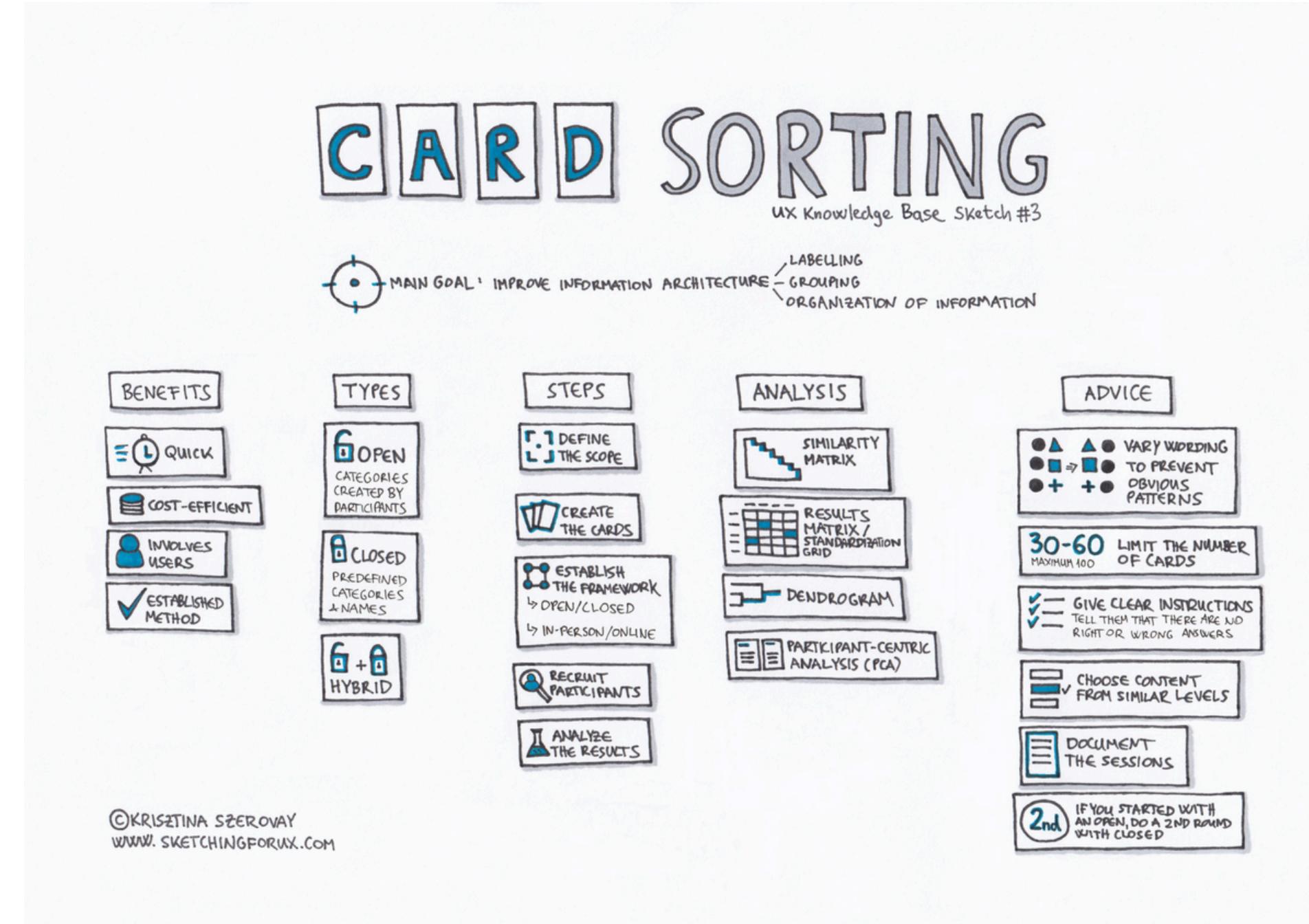


Low

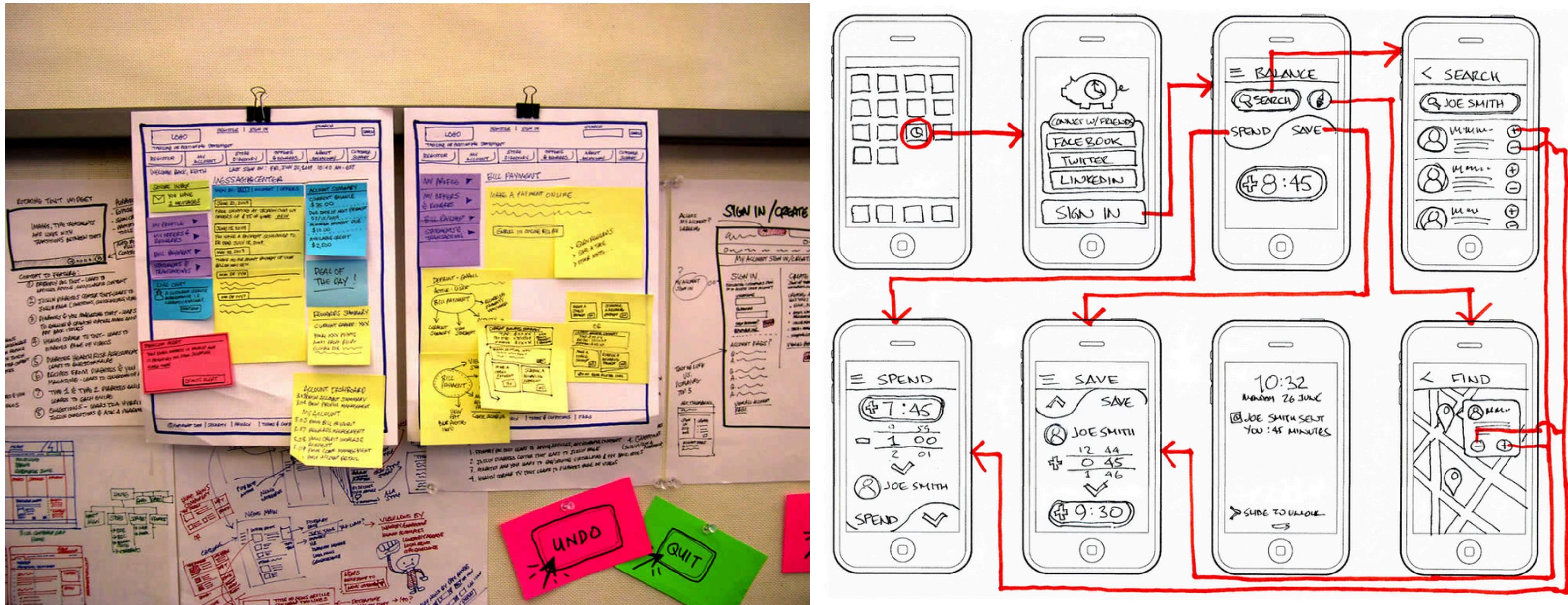
Fidelity

High

CARD SORTING



APP SKETCHING/MAPPING

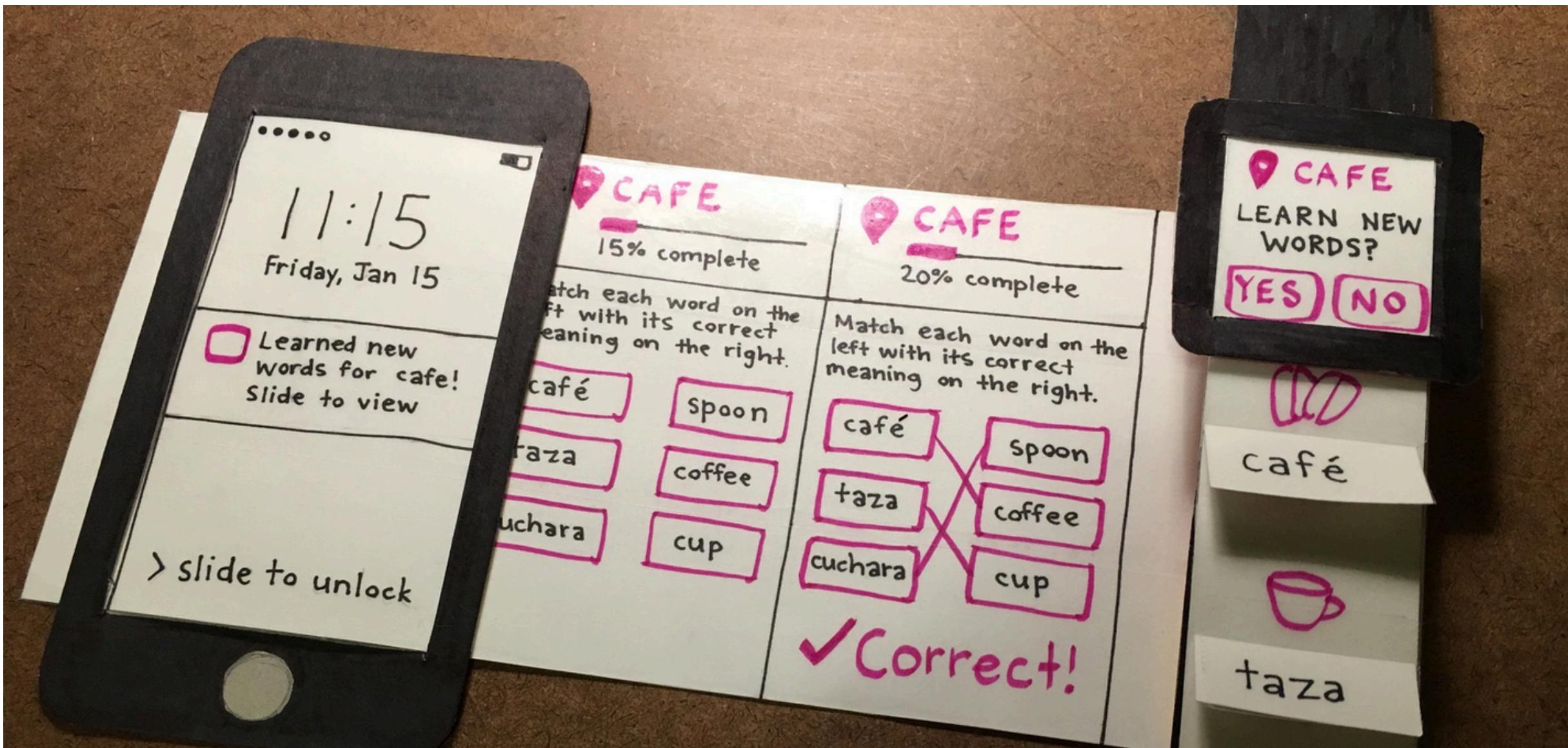


Low

Fidelity

High

LOW FIDELITY APP TESTING

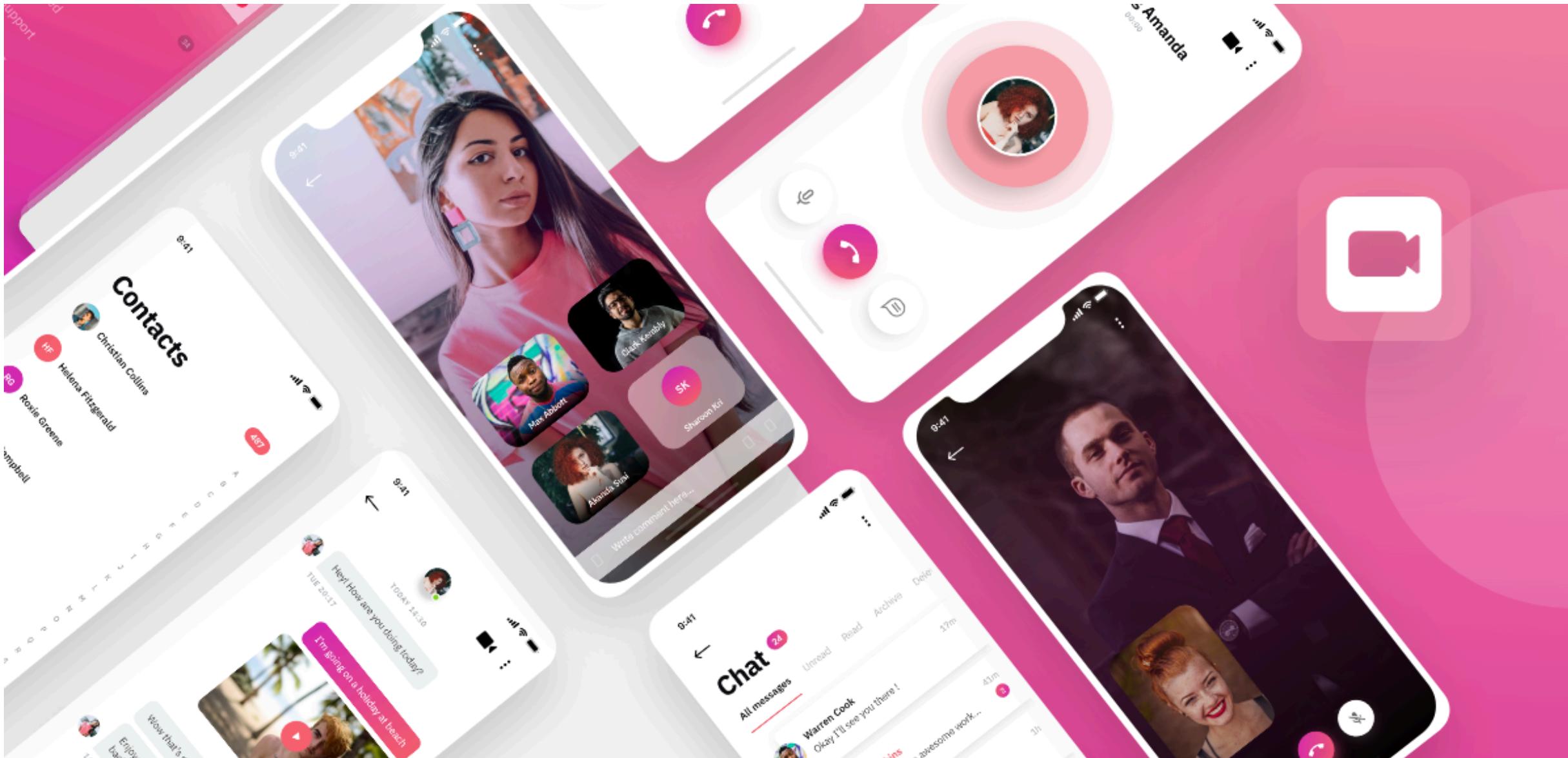


Low

Fidelity

High

DIGITAL WIREFRAMING



WIZARD OF OZ MOCKING



LOW FIDELITY PROTOTYPING RULES

WORK ROUGH

Just get the minimum level of detail.

WORK RAPID

Go for many prototypes testing many hypotheses rather than few in great detail.

WORK RIGHT

Always focus on the Key Value Proposition and what the customer wants.

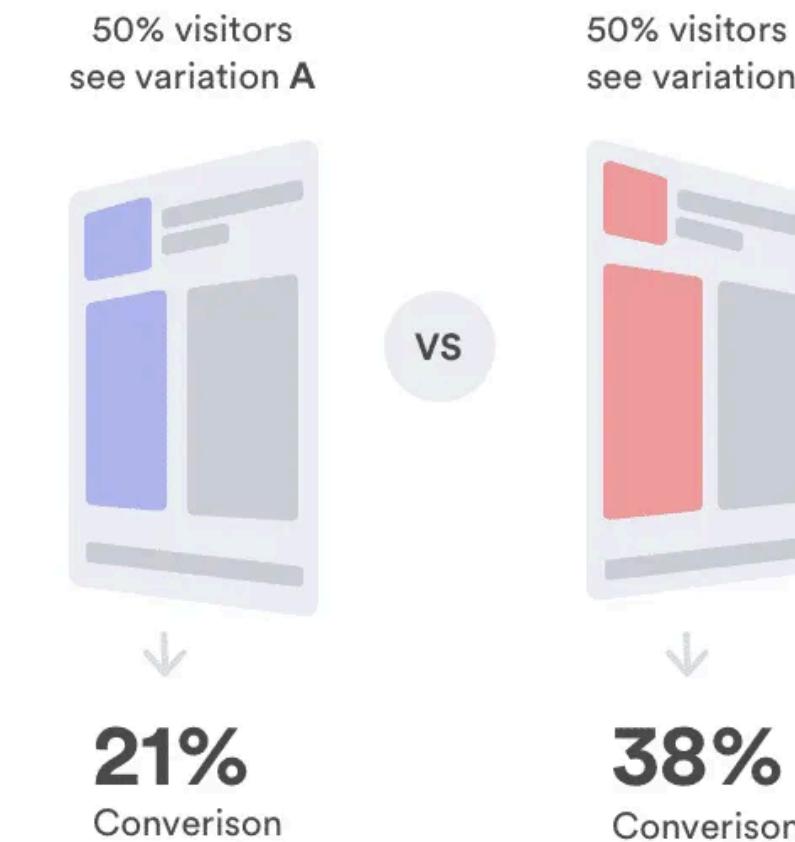
WORK CHEAP

Be able to make many variations and rapidly iterate at low cost.

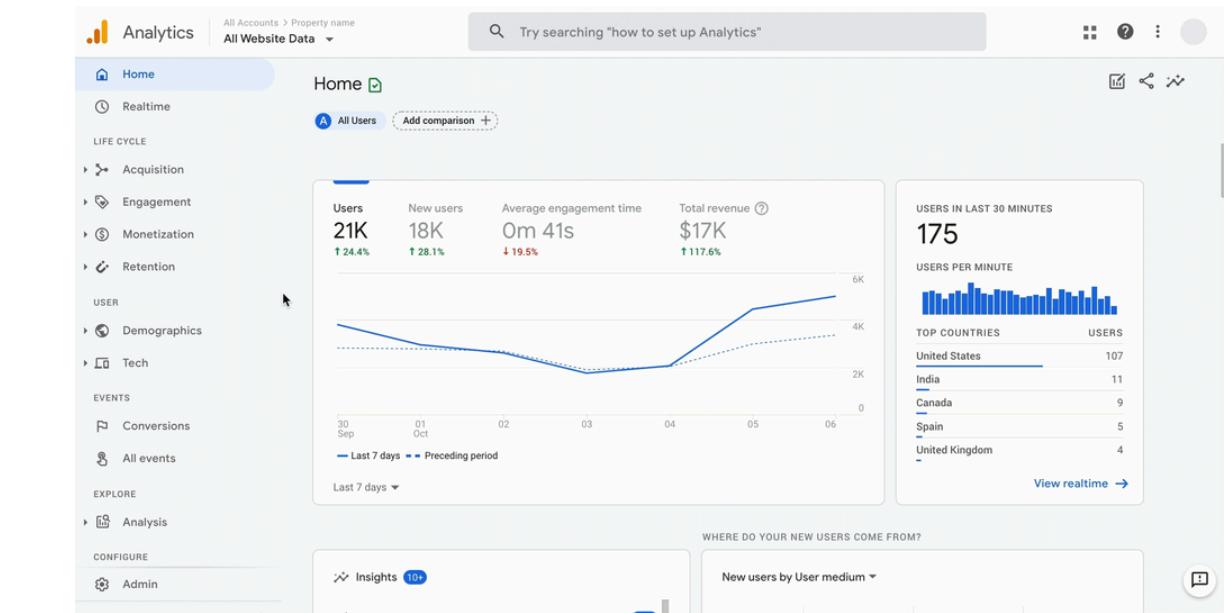
TESTING



Interviews and Observation



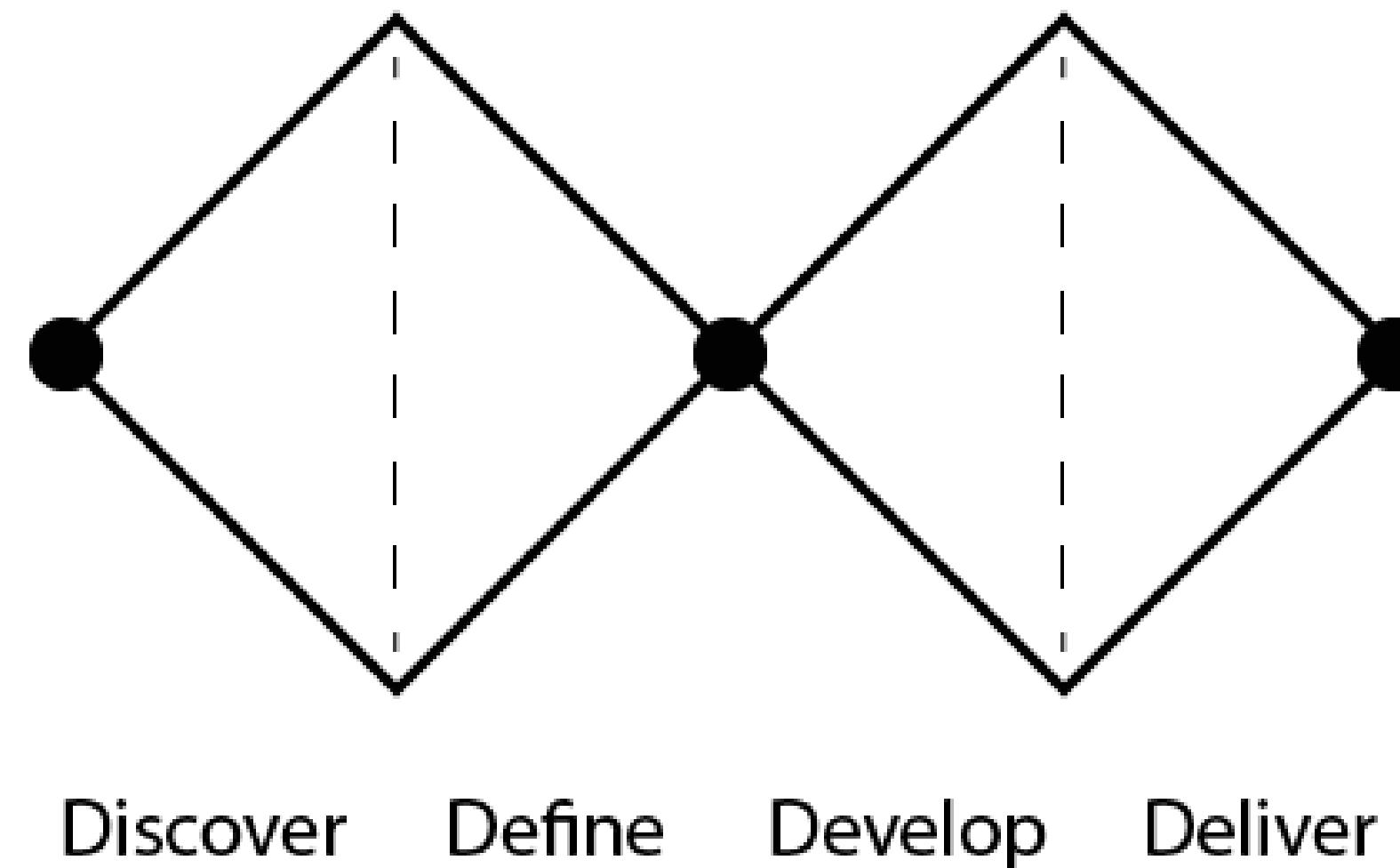
A/B Testing



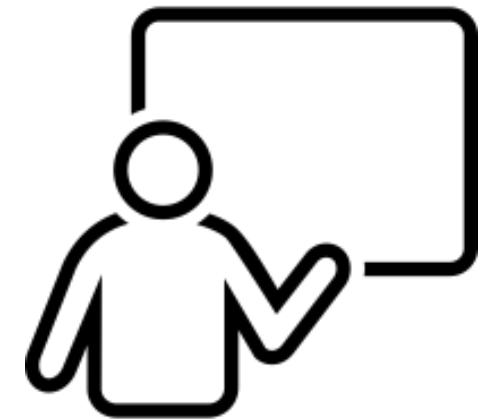
Analytics

Low **Fidelity** High

What is iteration?



Giving constructive feedback



Learn about the idea
and the prototype



Ask lots of questions!



Write your thoughts
on sticky notes

And stick those on the table!

Gather Feedback

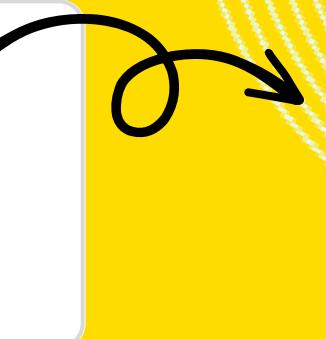
Tour the room and give others feedback on their designs!

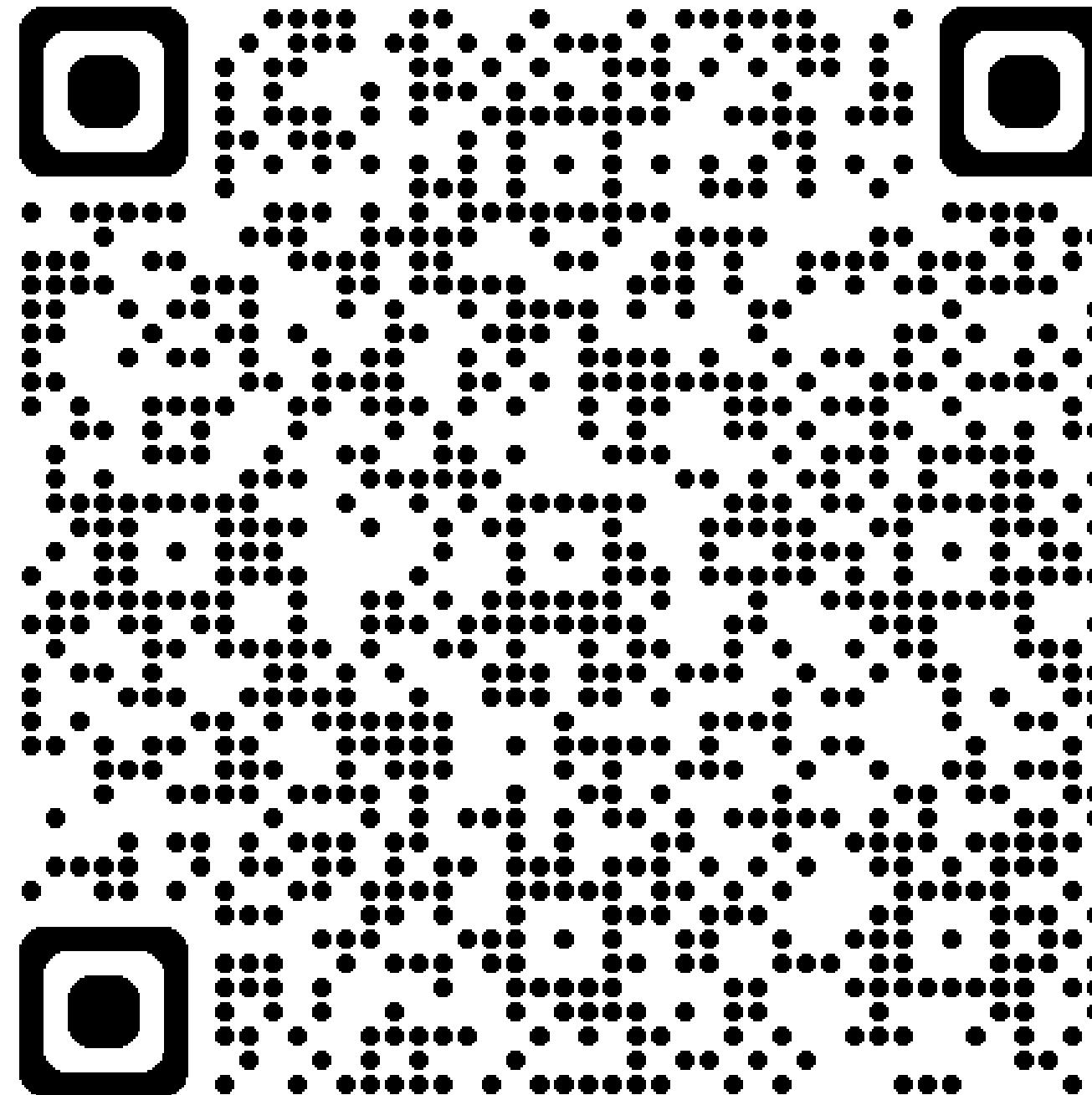


20 minutes

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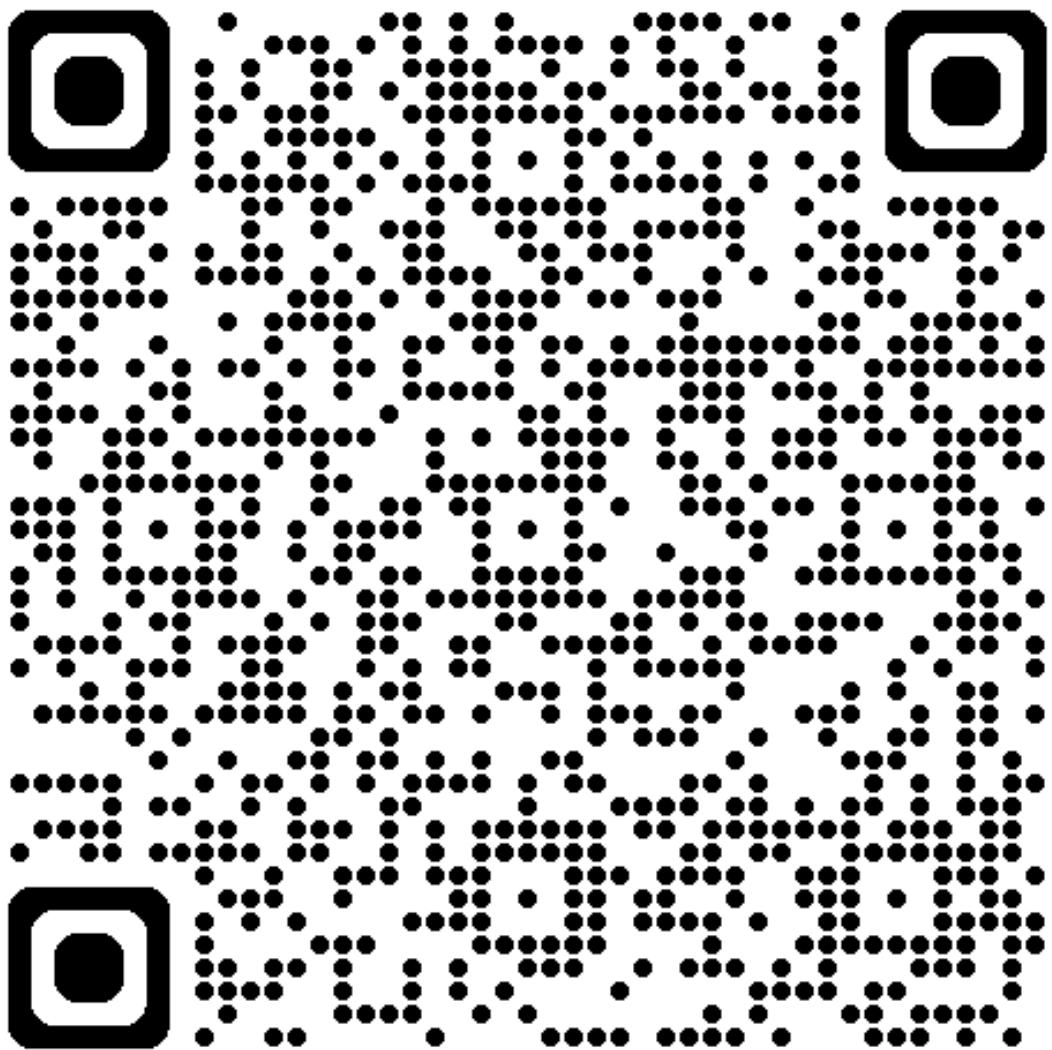


Scan to give feedback

**YOUR
FEEDBACK
MATTERS!**

THANK YOU!

Next time: *Design thinking and the lean canvas*



**Scan to register for the
next workshop!**