



Centre for
Entrepreneurship



Our Team



Gerard Quinn
Director

Lisa Martin
Innovation Lead

Vaughan Broderick
Impact Lead

Pete Howard
Student Innovation Lead

Mary Cunningham
Community & Clubs Lead

Ben Arnold
Administrator

Carmen Roscoe
Support Intern

Kaden Adlington
Makerspace Intern

Why we exist...

We believe everyone can make a difference in the world.



Centre for
Entrepreneurship



A group of students are gathered around a wooden table in a modern study space, working together on assignments. In the foreground, a young woman with glasses and a green shirt is looking down at her work. Next to her, a young man in a black t-shirt is also focused on his task. In the center, a young woman with a ponytail and a pink shirt is smiling and looking towards the right. To her right, a young man in a white t-shirt is writing in a notebook. The background shows more students working individually or in small groups. The room has large windows and a wall decorated with various informational posters and charts.

Connect

Challenge

Support

impact.

Disrupt Challenges

UCE Club Exec. Support

Hatchery Incubator

Summer Startup



TRY SOMETHING

TRY SOMETHING
LEARN SOMETHING

TRY SOMETHING
LEARN SOMETHING
MAKERSPACE

Makerspace



Future of Health

Disrupt Challenge

Sat 2nd & Sun 3rd August 2025

\$6,000
prize pool*

Open to all tertiary
students in Canterbury

Registrations due: Wednesday 23rd July 5pm

Challenge Info & Briefing Session: Tuesday 29th July 5-7pm

*Total cash & in-kind prize pool - awarded amongst winning teams and subject to terms & conditions



Centre for
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*Help create
a Sustainable Health System...*

- Prevention
- Promotion
- Environment



What we'll be doing today...

- Intro to The DUCTRI Model
- Discovering Tools
- Understanding Tools



Overview & The DUCTRI Model...



Imagination

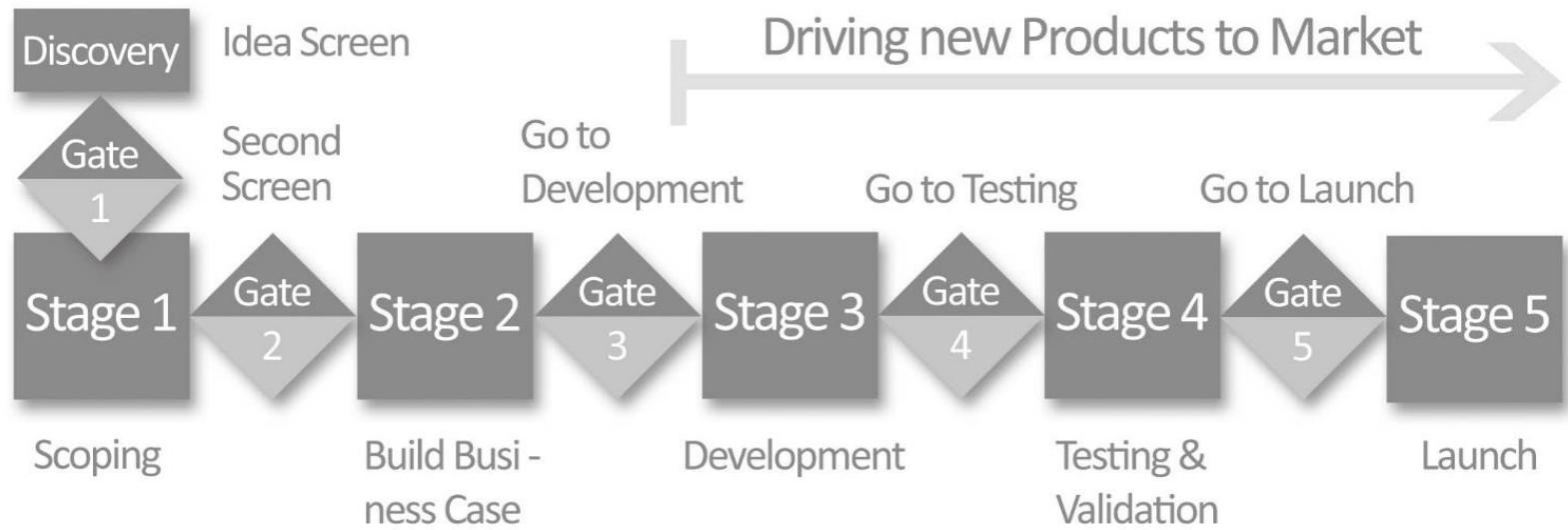
Envision what does
not exist

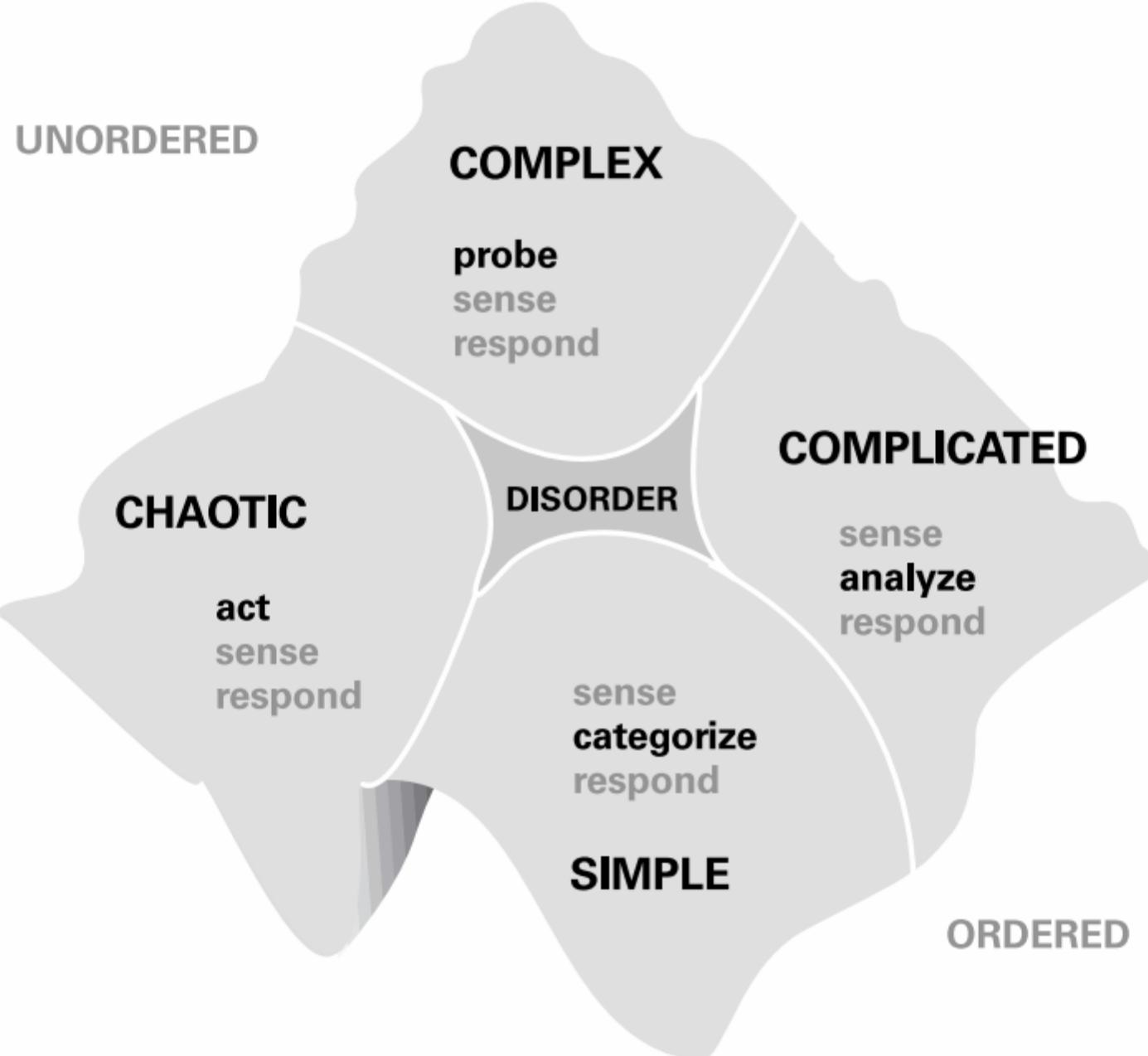
Creativity

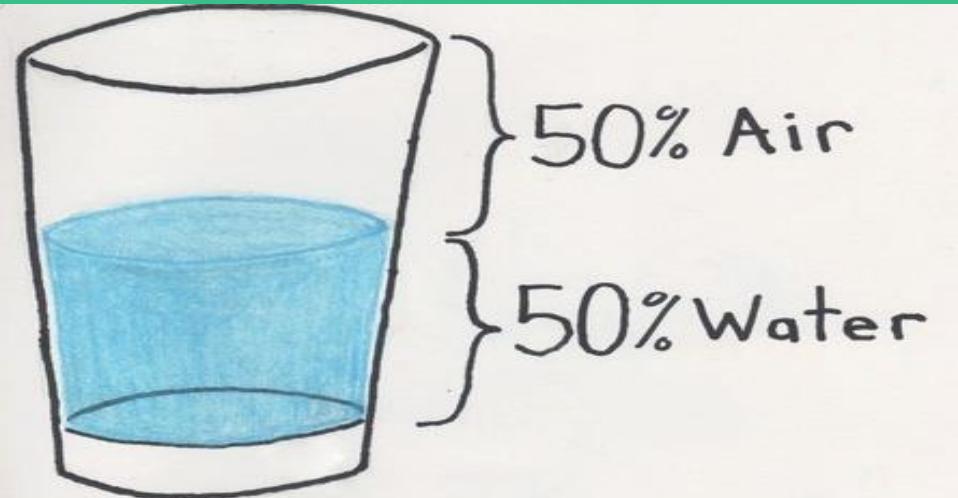
A process of having
original ideas that
have value.
(Applied
imagination.)

Innovation

Implementation of
creative ideas.
(Applied creativity.)

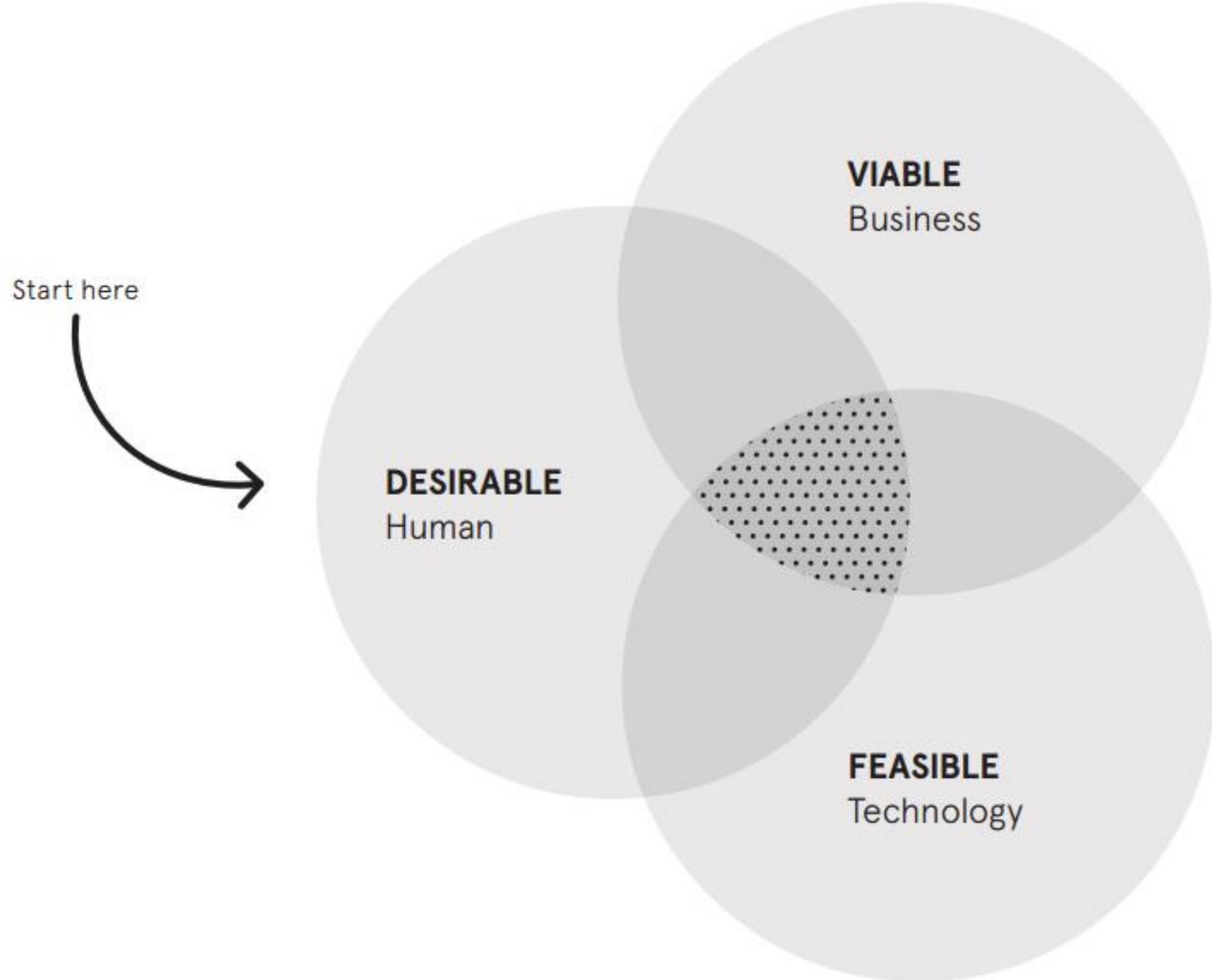


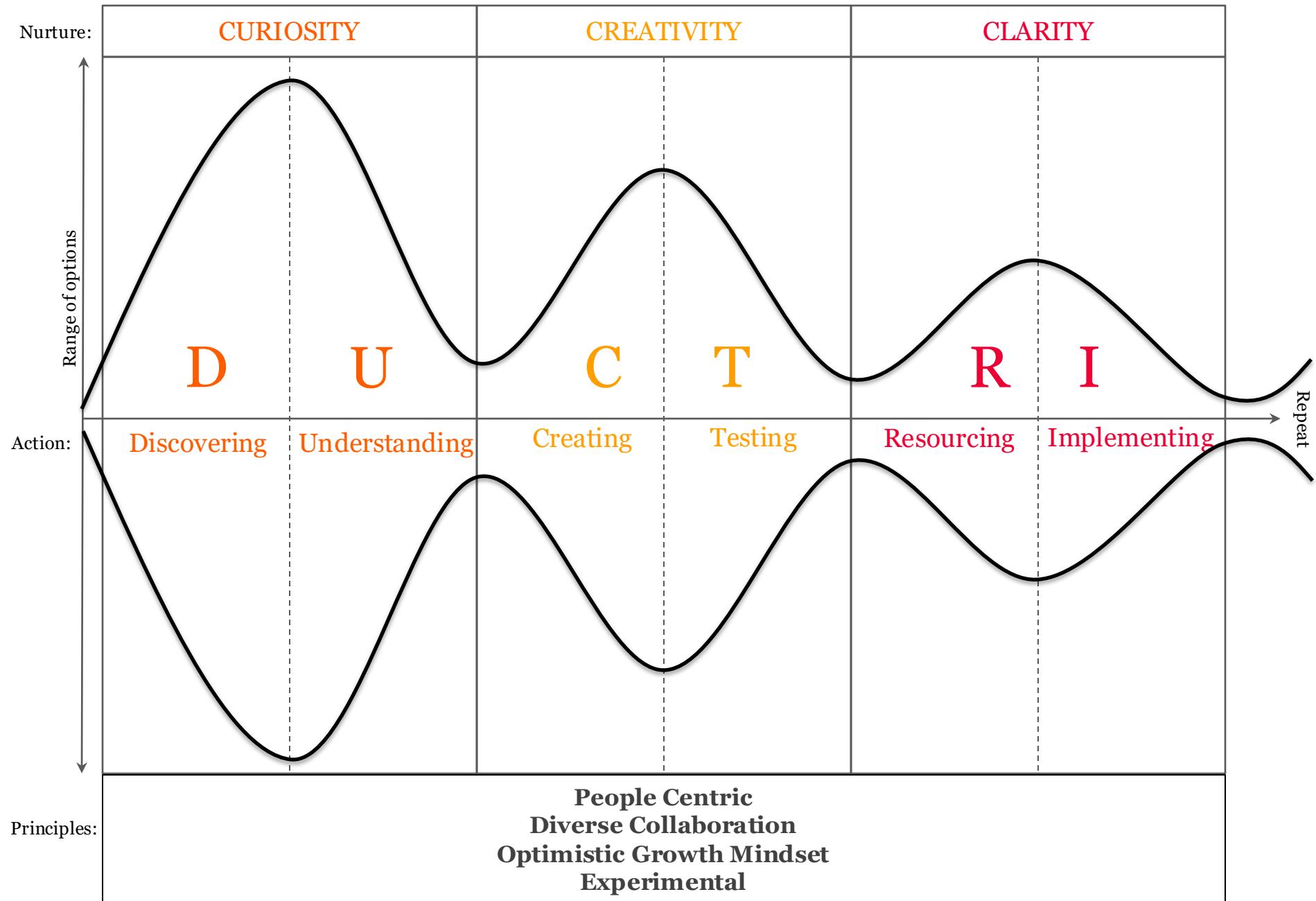




Technically,
The Glass is Completely Full.







Heroes For the day: The masks putting young cancer patients at ease

Putting on a radiotherapy mask that covers your face, stretches over your shoulders and fastens to a treatment bed to hold you in place can be a claustrophobic experience for most adults, and even worse for children.

But thanks to some creativity and artistry from staff at Christchurch Hospital's Oncology Department, this is no such longer an issue for children receiving treatment in Canterbury. Some of the hospital's radiotherapy masks have been given a makeover, transforming their young patients into little superheroes, with Spiderman™ and the Black Panther™ now regular visitors to the department.

Senior Radiation Therapist Barrie Greene says the Radiation Oncology team had seen the idea on social media and showcased at Oncology conferences.

"The team began to see these mask transformations more and more online and I got asked to have a go at painting one of ours. I started with a cat and that ended up looking slightly weird...so we quickly changed tack to superheroes which turned out much better.

"My first attempt was a Spiderman™ mask. When I was finished painting, one of the kids walked past the desk where the mask was sitting and they were very intrigued by it. They asked if they could use it for their upcoming radiation therapy, and this is where it all started," Barrie says.



The Spiderman™ and Black Panther™ masks.



Back row (staff) L to R: Radiation Therapist Natalie Davidson, Treatment Supervisor Radiation Therapist Penny Willocks, Treatment Supervisor Radiation Therapist Kimberley Gallagher, and Radiation Therapist Genevieve Macilquham.
Front row (Manai'a's family): Laura, Tui, Manai'a, Taika and Tahu.

super excited to see his mask before the treatment began.

"Manai'a's mask was painted to look like Black Panther™ so this set the superhero tone for chats and the feeling and vibe of his therapy sessions – he went from being extremely anxious about the treatments to being totally at ease," Laura says.

Staff in the Oncology Unit are rapt with the results the masks are having for their young patients.

Radiation Therapist Natalie Davidson, who was Manai'a's 'buddy' throughout his treatment journey, says the change she saw in him was remarkable and they're now seeing this with other kids.

"It's heart-warming to see that a

Discovering Tools...



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Discovering tools



Tool 1: **Compassionate conversations**

Rapport
Active listening
Impartial
Shut up
Invoke emotions
Next steps

A group of four cartoon gorillas are sitting in a lush green jungle setting. Three adult gorillas are in the back row, and one baby gorilla is in the front. They are all looking towards the camera with various expressions of surprise or concern. The background is filled with dense green foliage and trees.

Tool 2:
Field
observations

Design a kids toothbrush.

[video](#)



Average adult male hand: 189mm long, 84mm wide

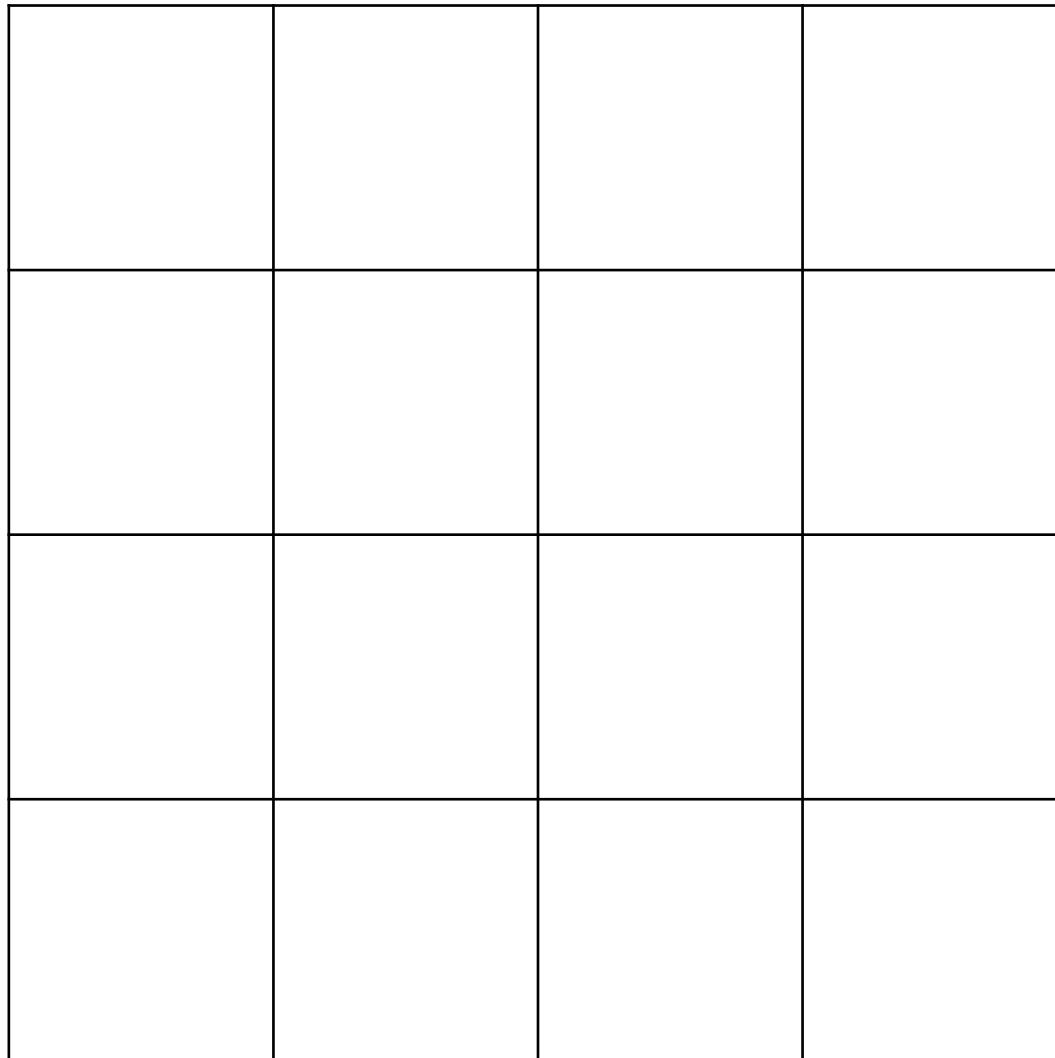
Average adult female hand: 172mm long, 74mm wide

Average child hand: 140mm long, 70mm wide



Adult toothbrush:
184mm long, 13mm wide

How many squares are there?



**Tool 3:
Comparable
contexts**





Tool 4: Collective Curiosity Map

Tool 5: Wins, Bins, Crystal Ball



Other Discovering tools...

Lego Serious Play



Extreme users

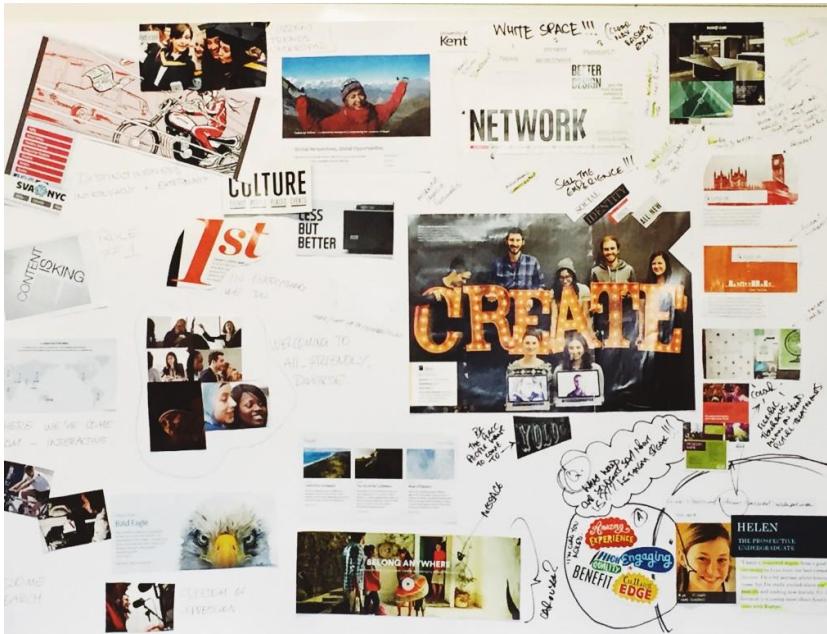
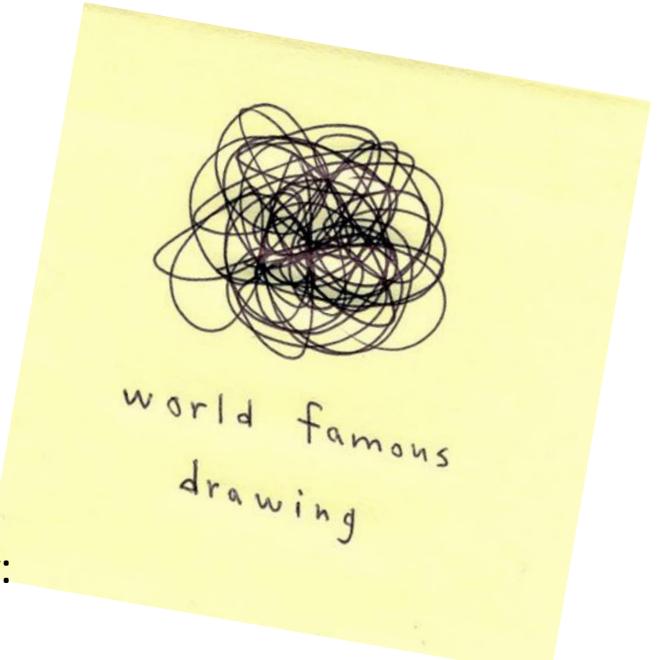




**Focus /
Unfocus
groups**

Try:

<https://quickdraw.withgoogle.com/>



Understanding Tools



Tool 1: Crazy Wall / Affinity Map



Tool 2: CALM Personas



DOLBY.COM CONSUMER PERSONAS



TIM the ESCAPIST

SKILLFUL SOLITARY IMMERSIVE

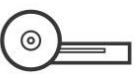
"Perfecting audio settings is a stress reliever."

► DEVICES TIM USES



GAMES

Tim plays immersive games online for a couple of hours to unwind.



MOVIES

Another immersive experience Tim loves is playing movie Blu-rays on his surround system.



AUDIO

He's looking for perfectly tuned settings and a clean sound.



MOBILE

Even his headphones sound awesome. He'll put these on when working.

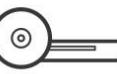


MEGAN the ENTERTAINER

COMMUNITY ATMOSPHERE COMPATIBILITY

"I want to be in the middle of the action with my friends and neighbors."

► DEVICES MEGAN USES



TV & MOVIES

She hosts parties to watch the big game or the latest Blu-ray on her flatscreen and surrounds.



MOBILE

Occasionally she'll listen to music on-the-go.



GAMES

Sometimes she'll play casual games when groups of friends come over.



AUDIO

She uses her nice quality surround system to play the game on TV or for background music.

TO TIM, DOLBY MEANS **ALGORITHMS**.

DOLBY SHOULD MEAN:

Perfectly calibrated sound for complete escape.

► CORE DIMENSIONS OF TIM'S PERSONALITY

TECH CAPABILITY **EXPERT**

SHOPPING **EVALUATIVE**

ENTERTAINMENT MOTIVATION **SELF**

TO MEGAN, DOLBY MEANS **THEATER STUFF**.

DOLBY SHOULD MEAN:

A way to provide the next best thing to being there.

► CORE DIMENSIONS OF MORGAN'S PERSONALITY

EQUIPMENT DESIRES **LATEST**

ENTERTAINMENT MOTIVATION **SOCIAL**

TYPE OF QUALITY **EXTREME**





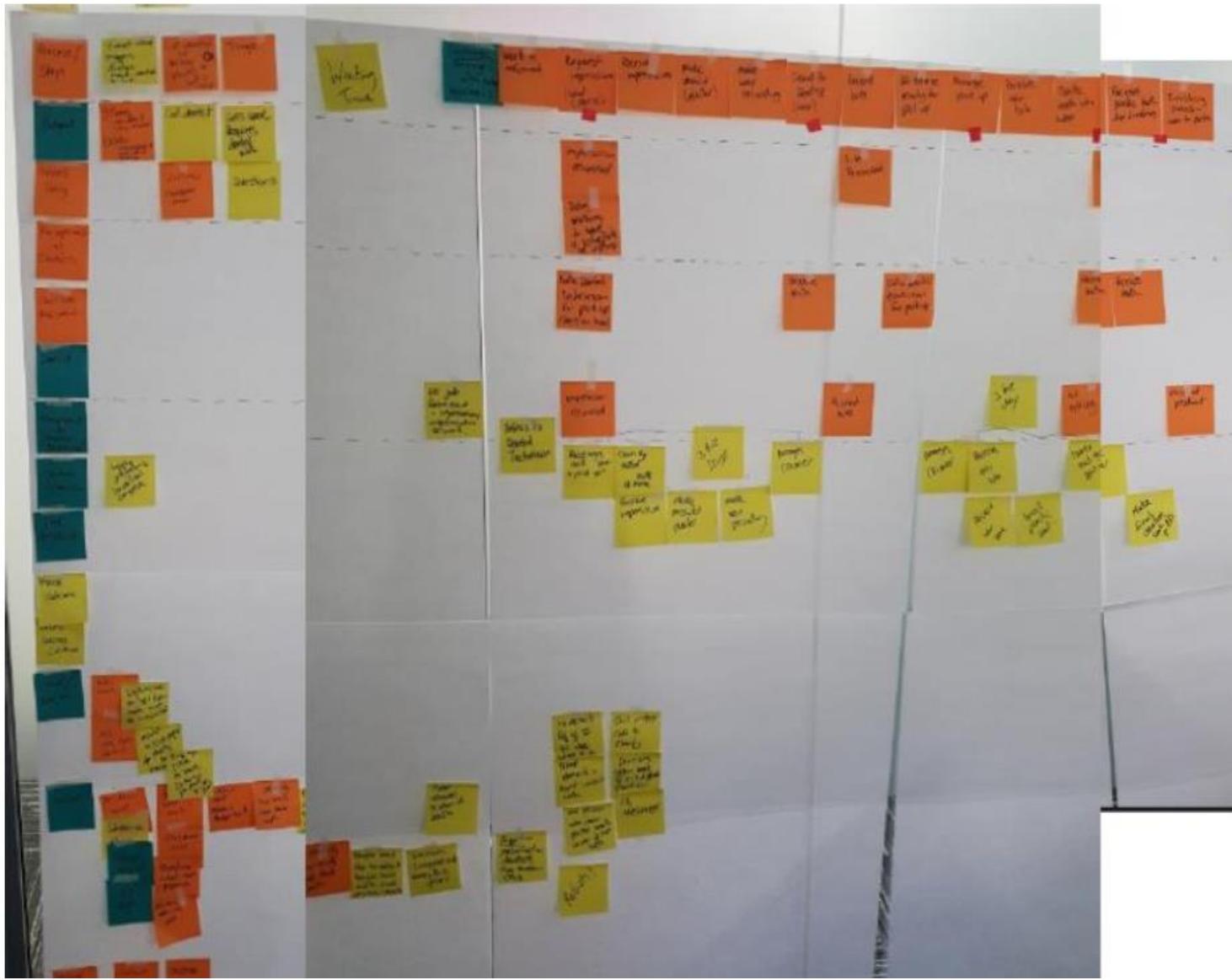
"

**...you're the people here
representing 'Agnes' –
and 'Agnes' is what
we're all here for.** "

Alliance Leadership Team Chair

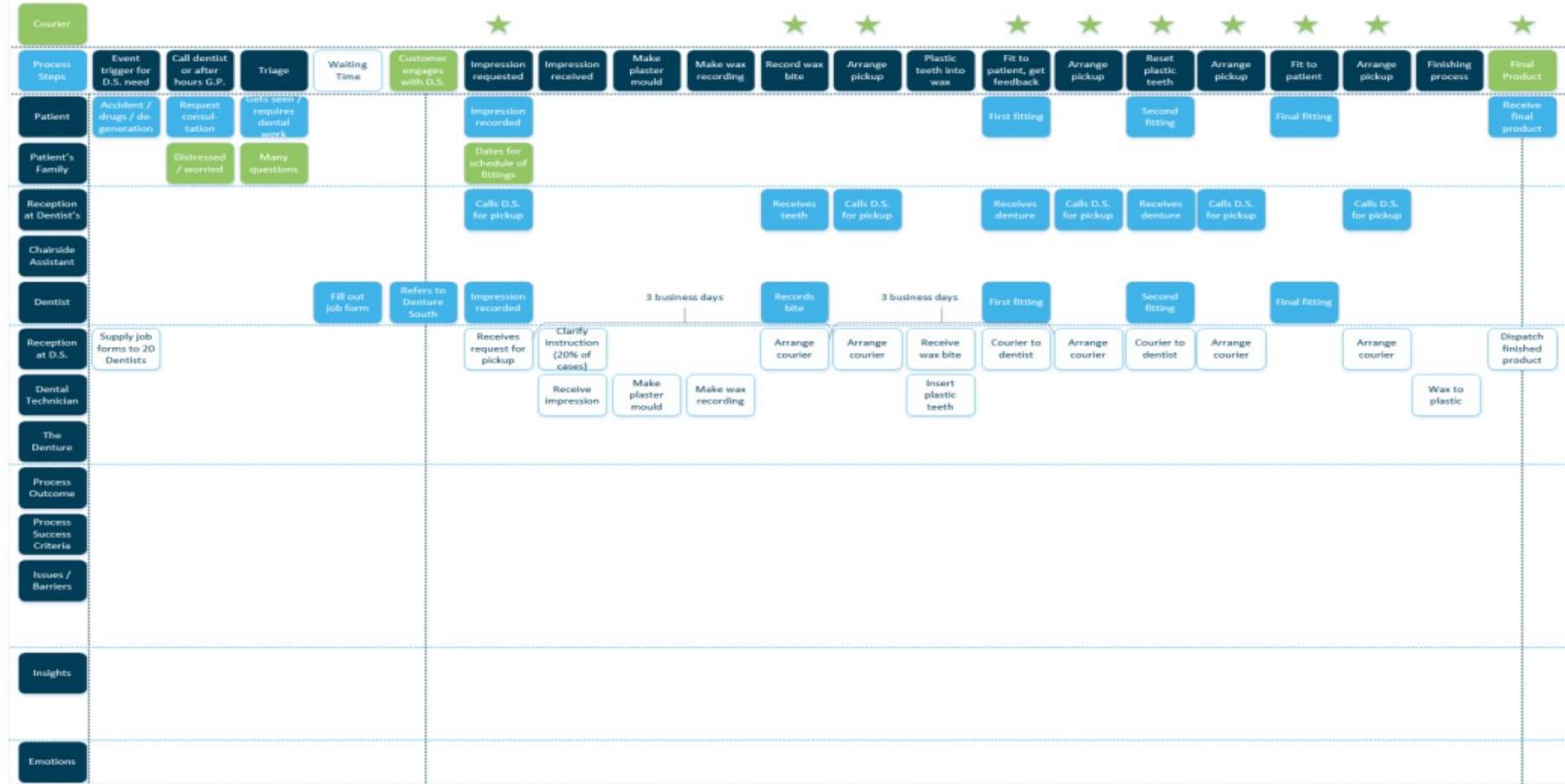
Tool 3: Journey Map

Customer Journey for Denture South: First Cut





Denture South Journey Map



Rail Europe Experience Map

Guiding Principles

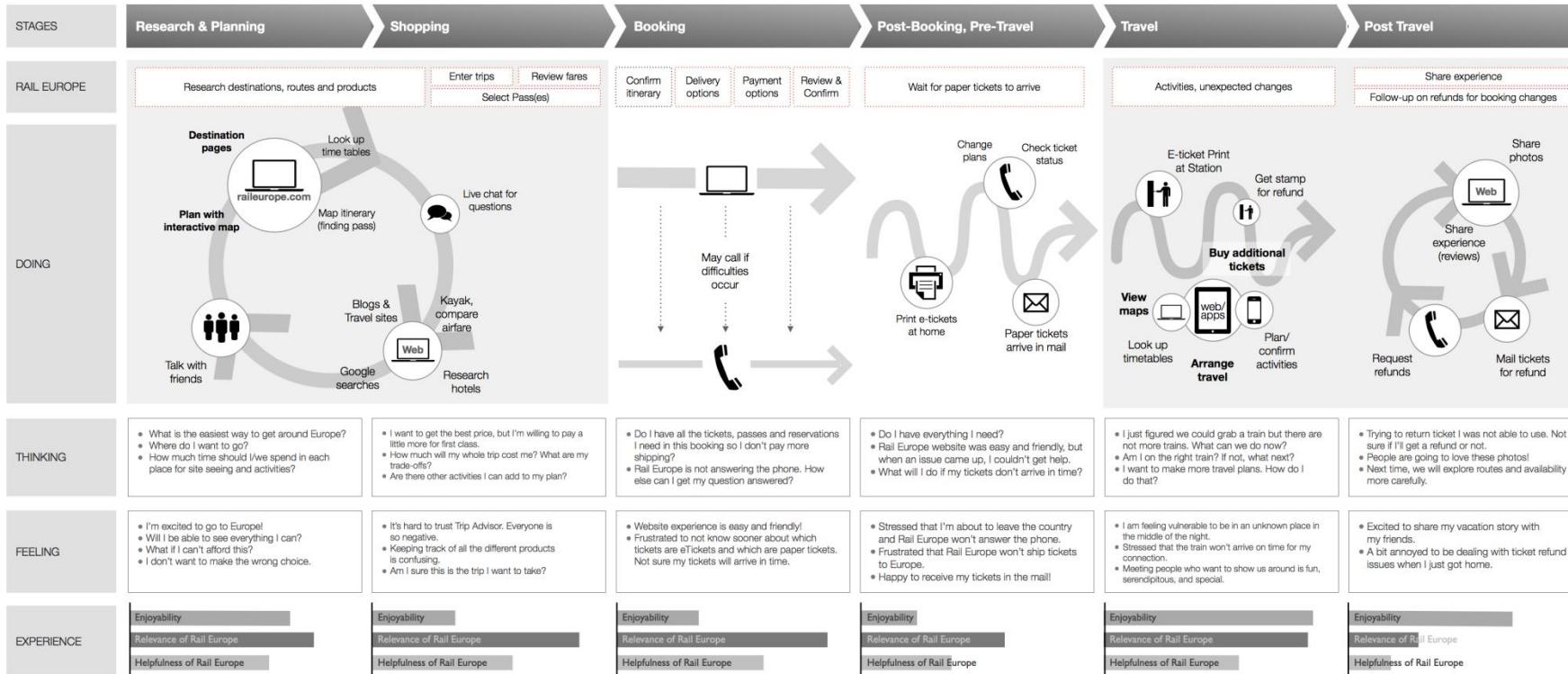
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL I

Communicate a clear value proposition.

STAGE: Initial visit

Help people get the help they need.

STAGES: Global

Support people in creating their own solutions.

STAGES: Global

Make your customers into better, more savvy travelers.

STAGES: Global

Engage in social media with explicit purposes.

STAGES: Global

PLANNING, SHOPPING, BOOKING

Enable people to plan over time.

STAGES: Planning, Shopping

Visualize the trip for planning and booking.

STAGES: Planning, Shopping

Arm customers with information for making decisions.

STAGES: Shopping, Booking

POST-BOOK, TRAVEL, POST-TRAVEL

Improve the paper ticket experience.

STAGES: Post-Booking, Travel, Post-Travel

Accommodate planning and booking in Europe too.

STAGE: Traveling

Proactively help people deal with change.

STAGES: Post-Booking, Traveling

Communicate status clearly at all times.

STAGES: Post-Booking, Post Travel

Information sources

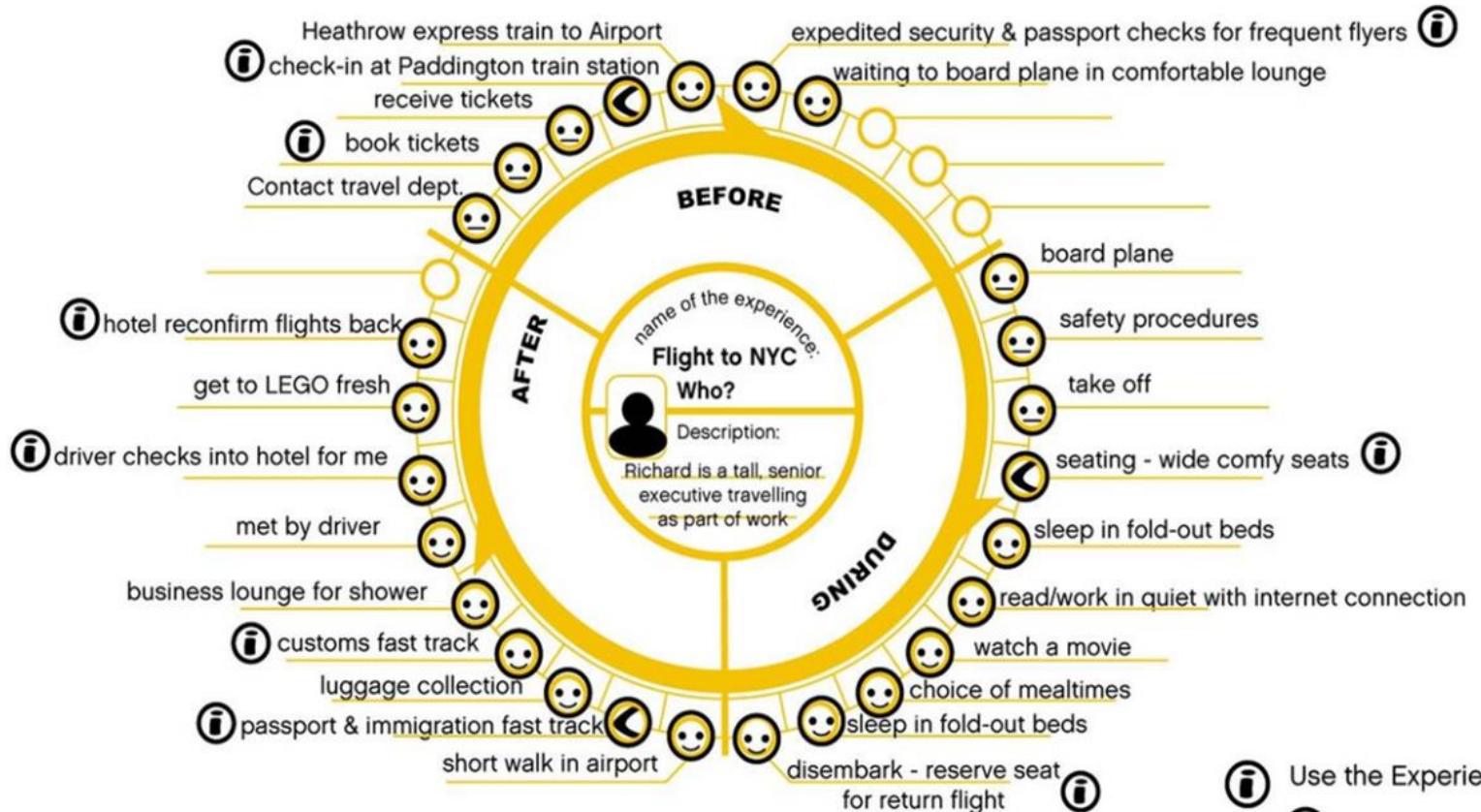
Stakeholder interviews
Cognitive walkthroughs

Customer Experience Survey
Existing Rail Europe Documentation





Designing the Experience - Example WOW



Use the Experience Icons:

Smiley face icon: How can this be a positive experience?

Circular arrow icon: Make or break moment - what can we do to make sure consumers come back time and time again

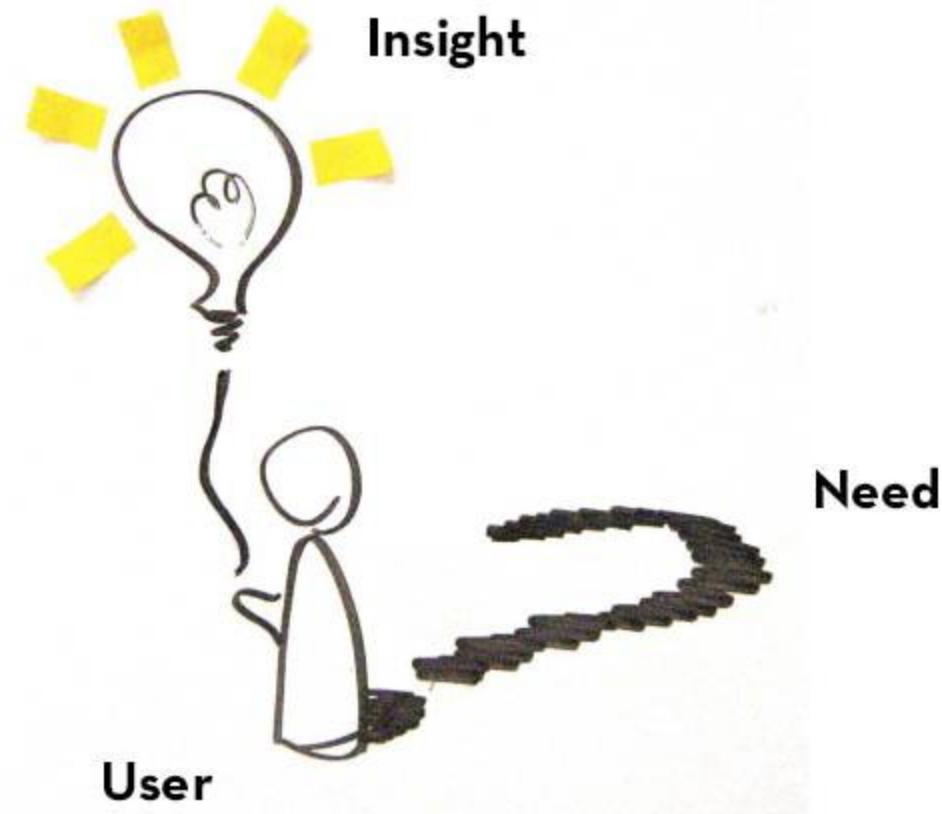
Information icon: Where do we need data to help deliver the experience?

Tool 4: Jobs to be Done

Customer/user persona			
Situation			
Jobs to be done	Functional job	Social job	Emotional job
Insights			

Articulate the problem behind the problem (APP)

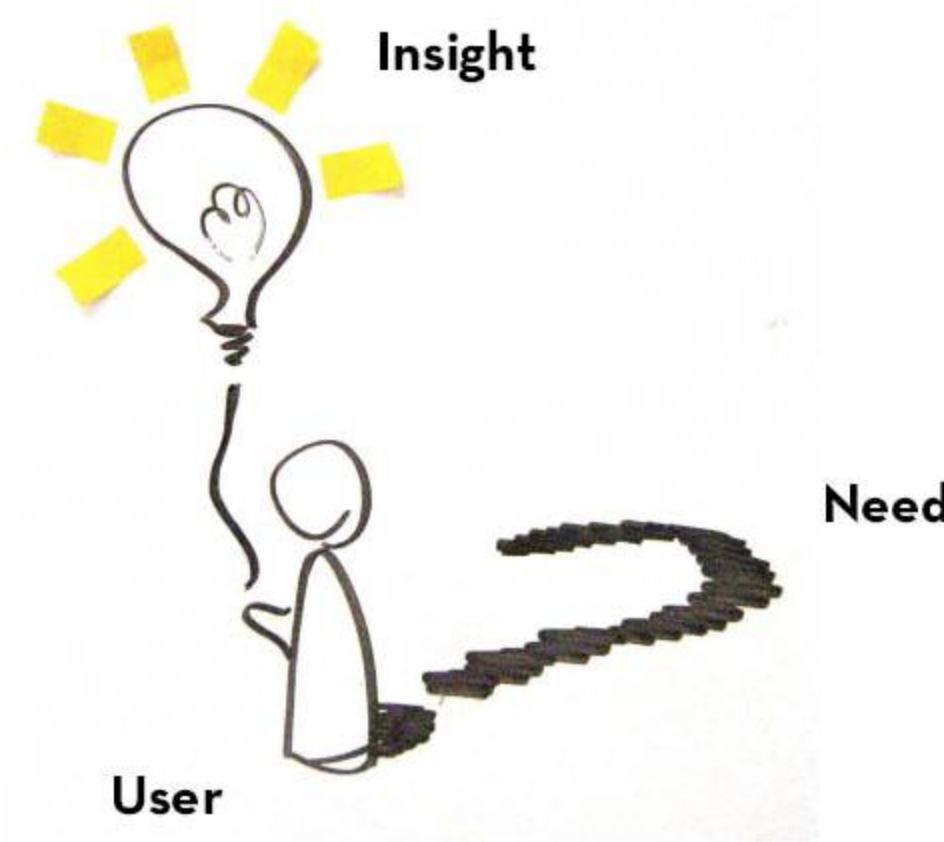
a) Point of view statements



[User] needs to [users need] because [surprising insight].

Articulate the problem behind the problem (APP)

b) Job stories



When [situation] I want to [job to be done] so I can [pain/gain].

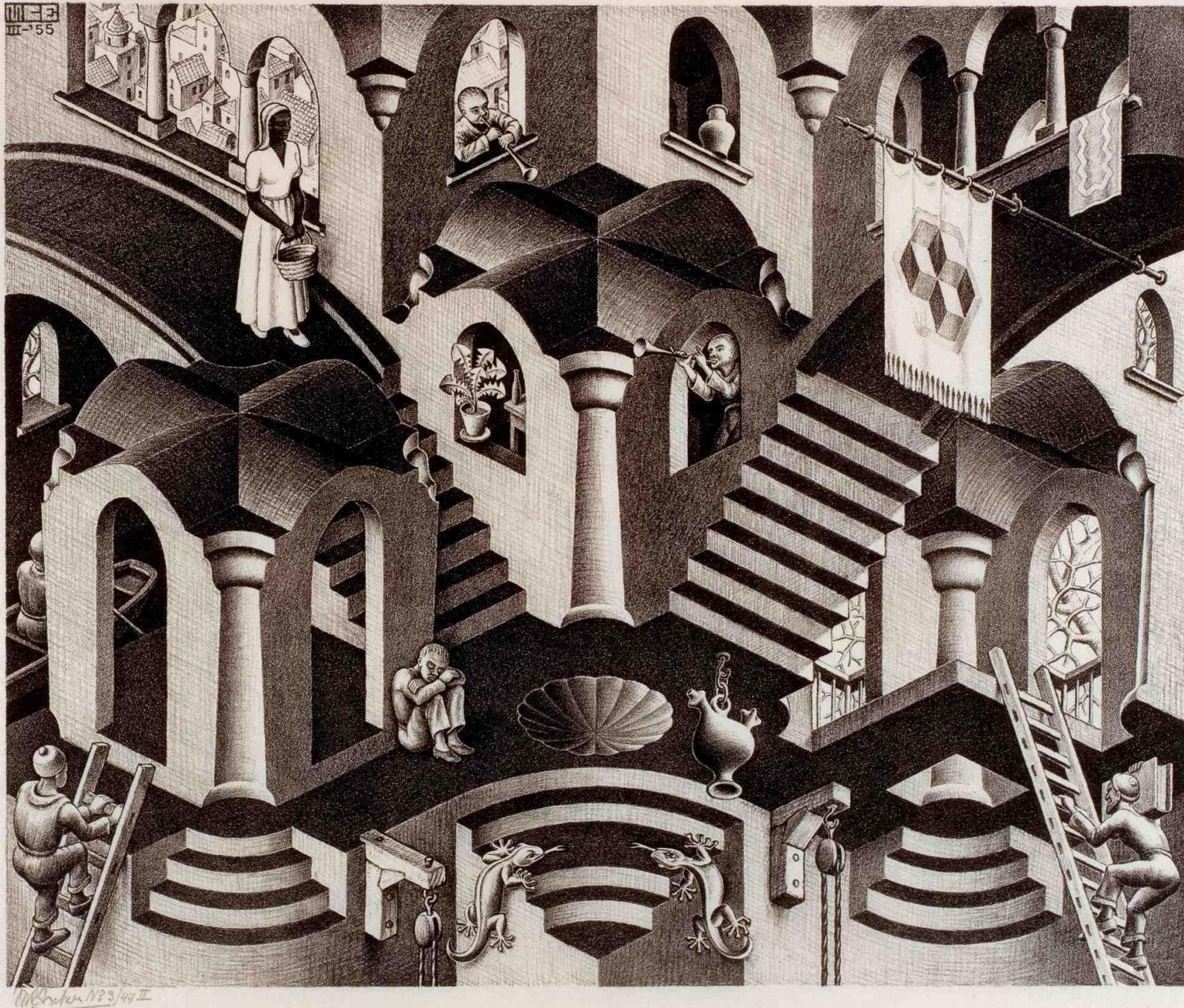
Articulate the problem behind the problem (APP)

c) Guiding Principles

GUIDING PRINCIPLES V.3		APRIL '13
2 BEHAVIOR <ul style="list-style-type: none">- enable active participation/ownership of health by pt - education...- incert wellness behaviors - eating, sleeping- incert mobility/activity - walks, movement, rehab...- enable family participation/support - big families, cultural sensitivity...	3 SAFETY <ul style="list-style-type: none">- reduce harm to pts and staff. falls, injuries, errors, infections, readmissions, length of stay...- enhance compliance- going beyond compliance	4 NATURAL LIGHT <ul style="list-style-type: none">- ample natural light where people spend their time.- increase for staff, pts and families.- mechanism/strategy to control amount is needed - ie. glare, sleep...- must balance w/ artificial light strategy.
1 PERSONAL CONTROL/ CHOICE <ul style="list-style-type: none">- ability to engage or disengage others and activities - family, provider, entertainment- preference of nourishment - food, drink- preference of comfort options - light, temp, posture, noise, music, air flow ...- enhanced dignity - exams, convo, farting...	9 LEAN <ul style="list-style-type: none">- time spent w/ patient increased.- access to supplies, meds...convenience- travel distances reduced.- standard layouts/processes/zones.- right people doing the right task.- reduction of rework/redundancy.	5 UNIQUELY CHRISTCHURCH <small>(or Canterbury)</small> <ul style="list-style-type: none">- strong sense of community- the "garden city" - landscape, our light...- our culture - how we think, work, ed u ...- a lovely past, an innovative future.
6 FUTURE PROOFING <ul style="list-style-type: none">- integration of future technologies.- accommodation of future processes and workers.- maximum flexibility & adaptability.- seismic ideals	7 "LINE OF SIGHT" <small>comfort issue</small> <ul style="list-style-type: none">- patients feel connected to staff.- staff awareness of all pts location/wellbeing- sense of community/connectedness for staff- track tracking/communication of staff's location at any given time (ie. rfi)- opportunity for staff to step "off stage" (mobile)	8 WHANAU <ul style="list-style-type: none">- space considerations - ie. no food/drink in room where pt is passing.- deep understanding/support of the dying process.- communication of bad news.

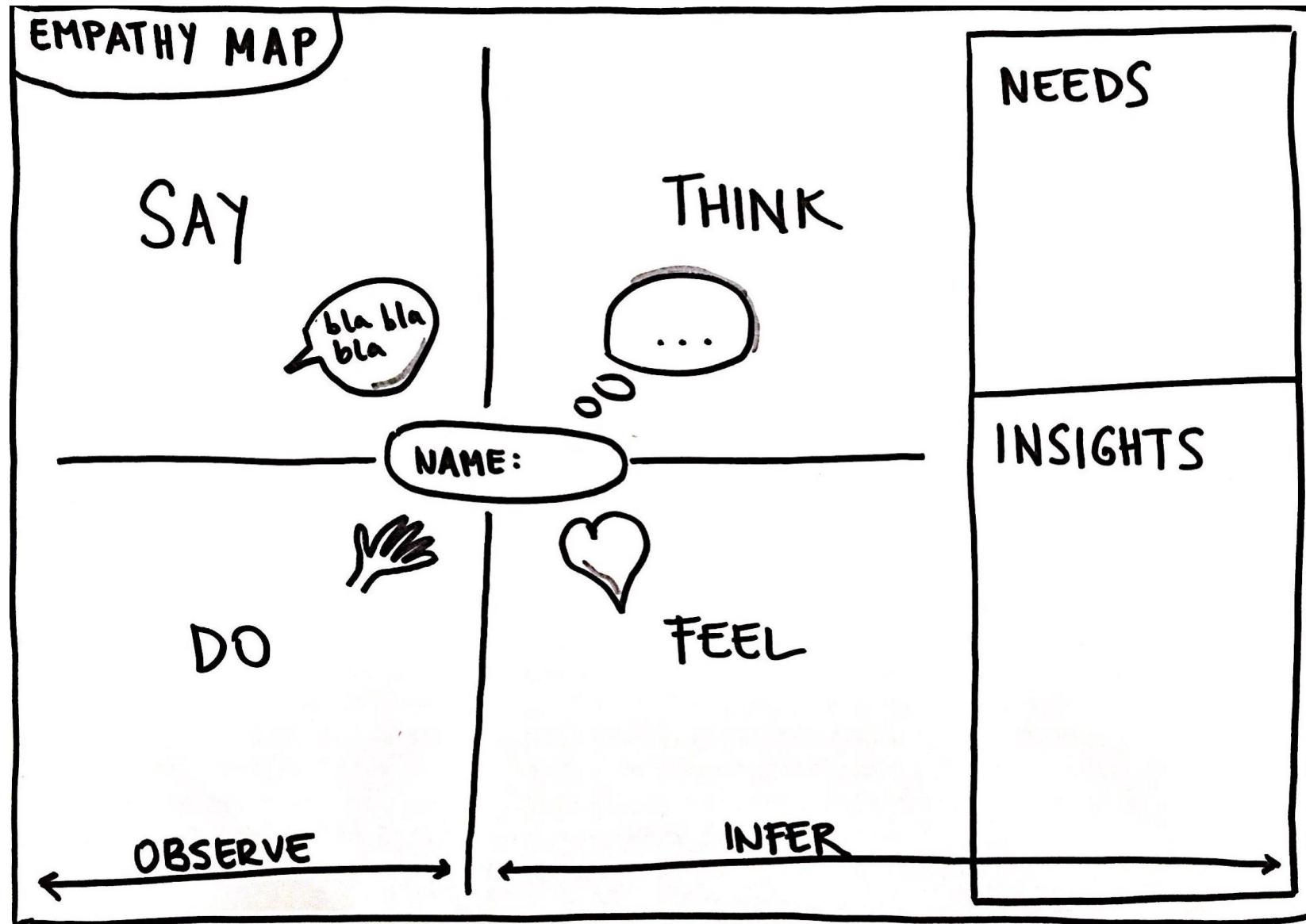
Articulate the problem behind the problem (APP)

d) Reframing



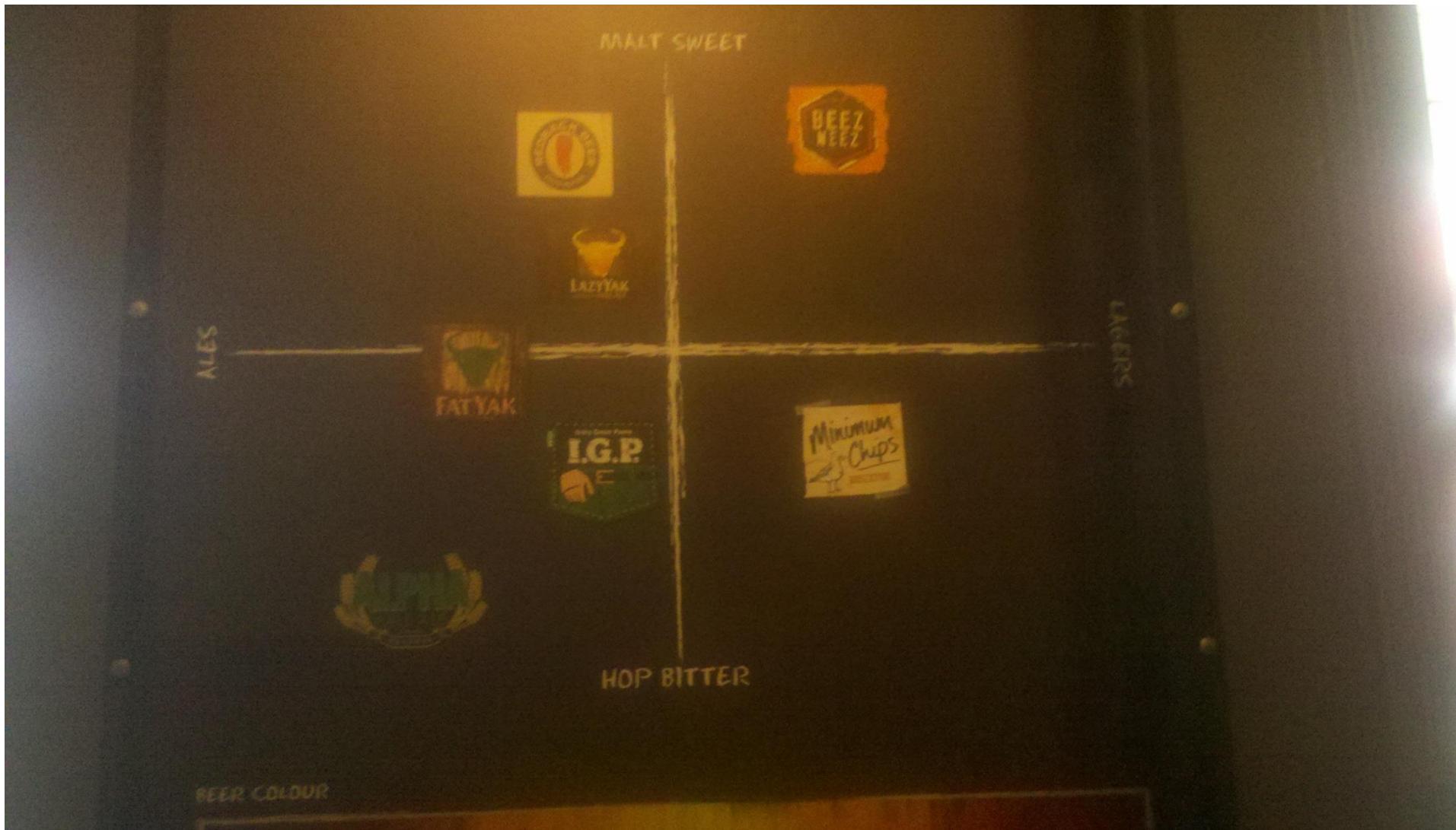
Other understanding tools...

Say/Do/Think/Feel (empathy map)



Other understanding tools...

Two by two matrices



Next Steps

- *As a team, decide what Challenge question and particular problem you want to explore*
- *Undertake discovering activities*
- *Ensure all team members are registered for the Challenge*
- *Attend the Challenge launch*
- *Get ready for the Challenge!*



Thank You!

Any Questions?



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