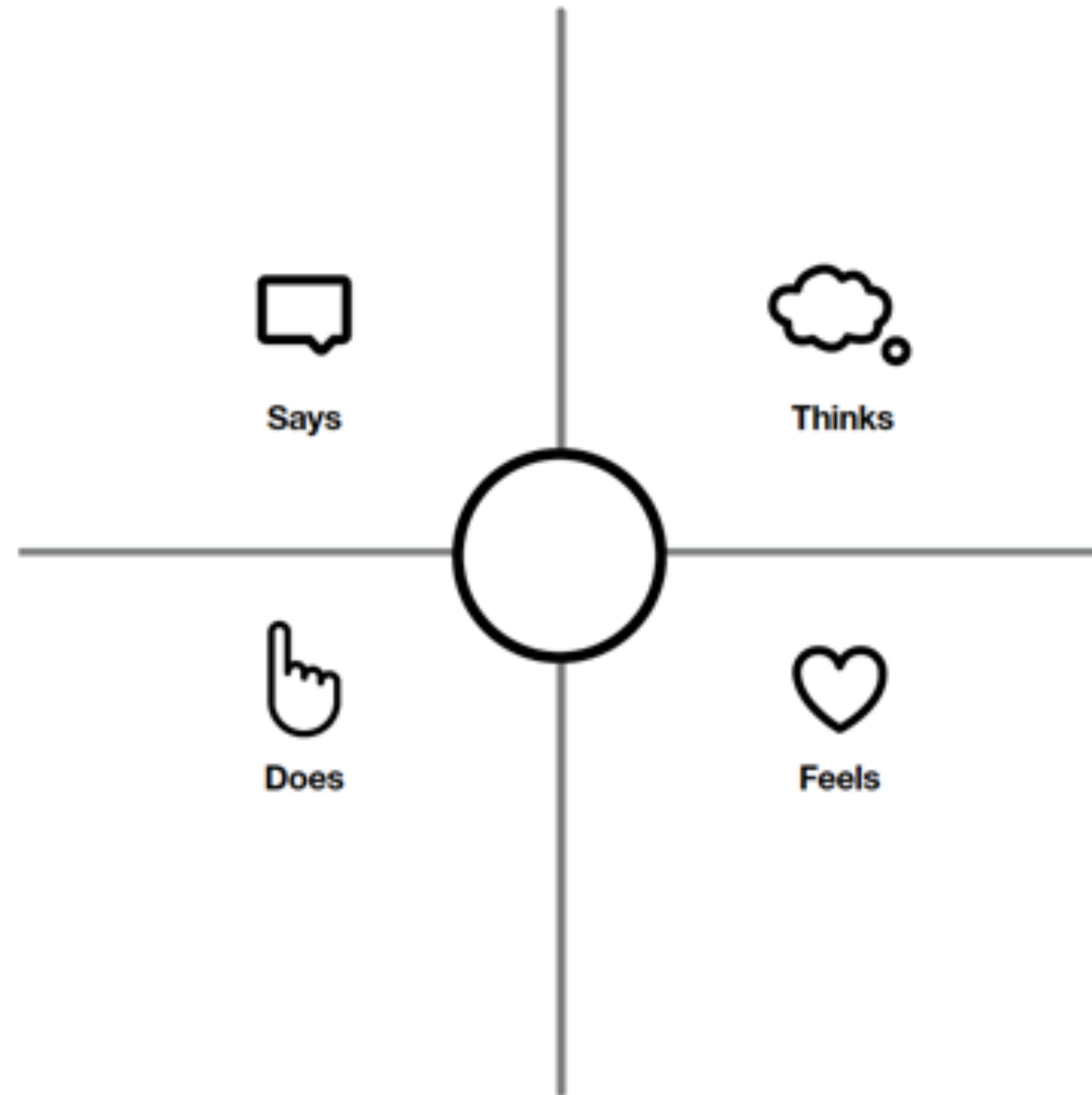




le wagon

# Tech Entrepreneurship Bootcamp

Welcome aboard.



# Empathy

the ability to *understand* and **share**  
the feelings of others

# Tech to Solve Real Problems

...for our user,  
**by understanding our user**



# for the next generation of **entrepreneurs**

Every **7 minutes** in China, a new business is created.  
50% of these businesses are **in tech** (1)

**200,000** out of 7.95 million Chinese college graduates in 2017  
became **entrepreneurs** (2)

*“Pay attention to those who are 30 years old.  
They are the Internet generation.  
They are the builders of the world”*  
– Jack Ma, Alibaba

(1) State Administration for Industry and Commerce, 2016

(2) Report by MyCOS Research and the Chinese Academy of Social Sciences, 2017



# for the next generation of **tech talents**

China's digital economy is likely to create **415 million jobs** by 2035 (1)

A record **8 million Chinese students** will graduate in 2017,  
with most of them saying they'd like to work in the Internet sector (2)

*"The growth in demand for talent is currently exceeding the growth in supply"*

– Tencent HR

(1) Boston Consulting Group and AliResearch Institute, January 2017

(2) Survey by Chinese recruitment platform Zhaopin, May 2017



# Objective

Students will learn and use **design thinking principles** to develop a technical solution to a **real** problem

They'll learn the technical and soft skills necessary to develop and present a viable, **human-centered** solution

# Final Deliverable

Students will develop, pitch and demo a ***clickable prototype*** and ***landing page*** to a “Venture Capitalist” looking to invest in the most promising solution

**Students will be evaluated on:**

- Viable solution to problem
- User experience and design
- Business plan
- Persuasive pitch





搖

吃

嘛



要

吃

馬

？

要

搖

嘛

# THE TEAM



Fabien Martin  
Back-end expert



Grace Yang  
Front-End Designer



Alina Kabirova  
WeChat Mini Program  
Extraordinaire

# FUTURE FEATURES



Data Design



Social



UX/UI

# BUSINESS MODEL

Big Data

Ad Campaigns

Restaurant Group Sales

搖 吃 嘛



# Awesome crew



Dan

- Alumni, Le Wagon Chengdu
- BA, Boston University
- WeChat mini-program developer



Allen

- Founder, Le Wagon Chengdu
- BA, Yale University
- Former Admissions Officer - UC-Berkeley Master of Information and Data Science



Grace

- User Interface (UI) and User Experience (UX) designer
- Alumna, Le Wagon Chengdu
- BA, University of Washington



# Allen Sanchez

Founder, Le Wagon Chengdu  
Yale Class of 2010



Education, entrepreneurship, empowerment

10+ years as a teacher, counselor, coach, mentor, educator

8 years in education in East Asia - Korea, China, Hong Kong

3 years in technology and startups

Former International Admissions Counselor - UC-Berkeley's  
Master of Information and Data Science



# Daily Schedule and Materials

<https://github.com/allenjsx/TechBootcamp>

# Today's Agenda

**10am - 12pm**

IBM Design Thinking Workshop

**12pm - 1:30pm**

Group lunch

**1:30 - 4:00pm**

Design thinking in action - prototyping your app

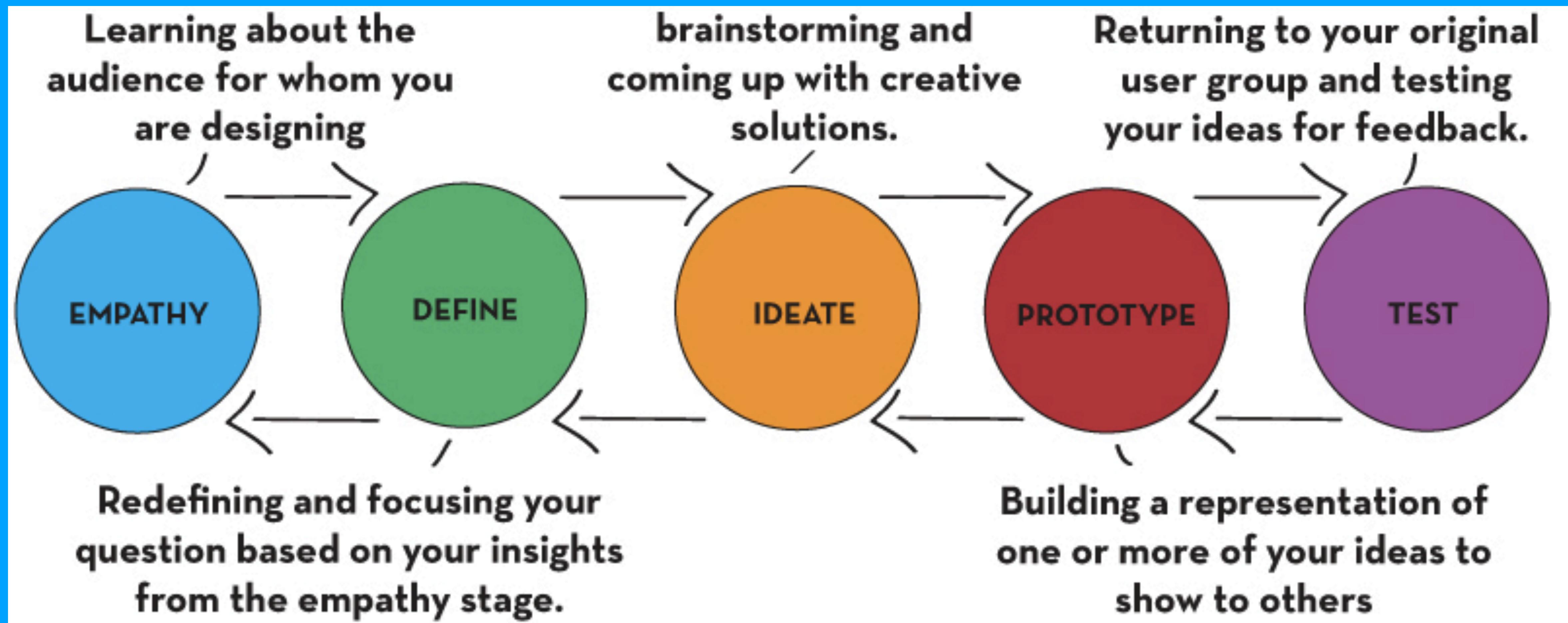
**4:00 - 5:00pm**

Presentations, feedback and retrospective



# What is Design Thinking?

“Design thinking is a human-centered approach to innovation...” - CEO, IDEO



# "Good Design is Good Business"



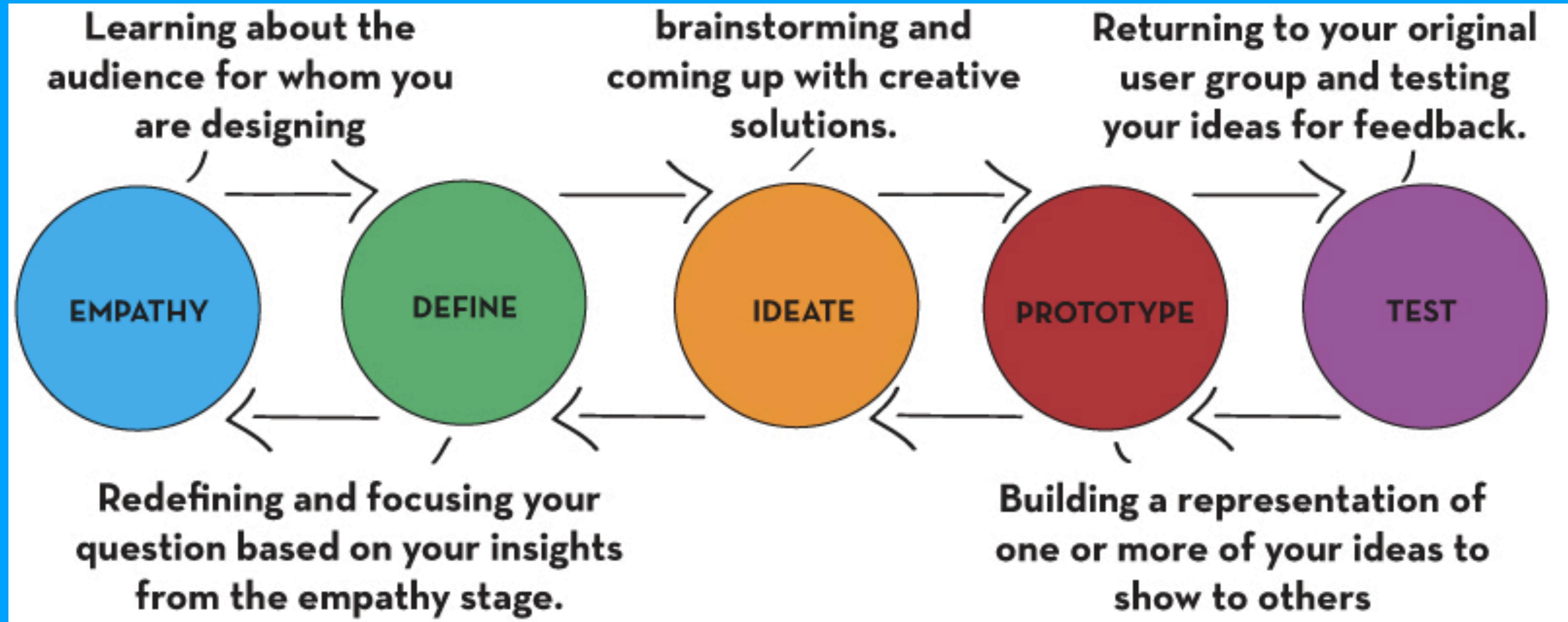
# "Good Design is Good Business"



# "Good Design is Good Business"



# Design Thinking Workshop



# Design Thinking Workshop

- 1.Split into two teams
- 2.Choose an app idea and scenario
- 3.Choose one persona for that scenario
- 4.Create an empathy map for that persona



# Tutor Me

You've been asked to build a mobile app that will help connect students and tutors.

- ▶ **Persona 1:** Jack is a high school student and is focused on maintaining a high GPA to increase his chances of getting into his first-choice college. He is struggling with his Spanish class and wants to find a tutor. He is looking for someone in his neighborhood who he can meet with after school, possibly Saturday mornings.
- ▶ **Persona 2:** Samantha is a Spanish speaking high-school student who would like to make a little extra money by helping other students. She hopes to be a teacher one day and thinks being a tutor would help her gain experience and build her resume. She would like to offer her services to students looking for a Spanish tutor.
- ▶ **Persona 3:** Jasminder is a high-school teacher and has several students struggling with their Spanish assignments. He would like to be able to direct his students to available tutors to help them improve their grades and catch up with the rest of the class. He also wants to be able to check the progress of his students to ensure they are taking appropriate steps to improve.



# Rapid Rescue

You've been asked to build a mobile app that will help people find lost pets.

- ▶ **Persona 1:** Lisa's small dog got scared by a car during a walk, broke the leash, and ran away. Lisa desperately wants to find her precious dog as quickly as possible. She wants to search a list of found pets or post information about her dog so others can help her find him.
- ▶ **Persona 2:** Danny found a lost dog and wants to find the owner. The pet has no tag, so Danny cannot call the owner directly. He doesn't see any flyers in the neighborhood.
- ▶ **Persona 3:** Petra works at a local per shelter and truly cares for the cats and dogs that end up at the shelter. She wants to keep informed of any lost pets in the area in case any of them arrive at the shelter. She wants to be able to identify lost pets and reunite them with their owners before they got added to the adoption web site.



# Style Me

You've been asked to build a mobile app that girls can use to create new outfits from the clothes and accessories they already own and get advice on what to buy to enhance their wardrobe.

- ▶ **Persona 1:** Sarah is a middle schooler who is tired of wearing the same outfits every week. She wants some advice or ideas for mixing and matching the clothes she already owns to create new looks.
- ▶ **Persona 2:** Maya would like to learn more about style and accessorizing her outfits. She owns a lot of clothes and accessories, but isn't always sure what looks good together. She would like help matching tops, pants/skirts, and jewelry.
- ▶ **Persona 3:** Elyse would like to enhance her wardrobe. She wants to purchase items wisely to match what she already has. She wants some advice on pieces she could buy that would work with multiple items she already has.



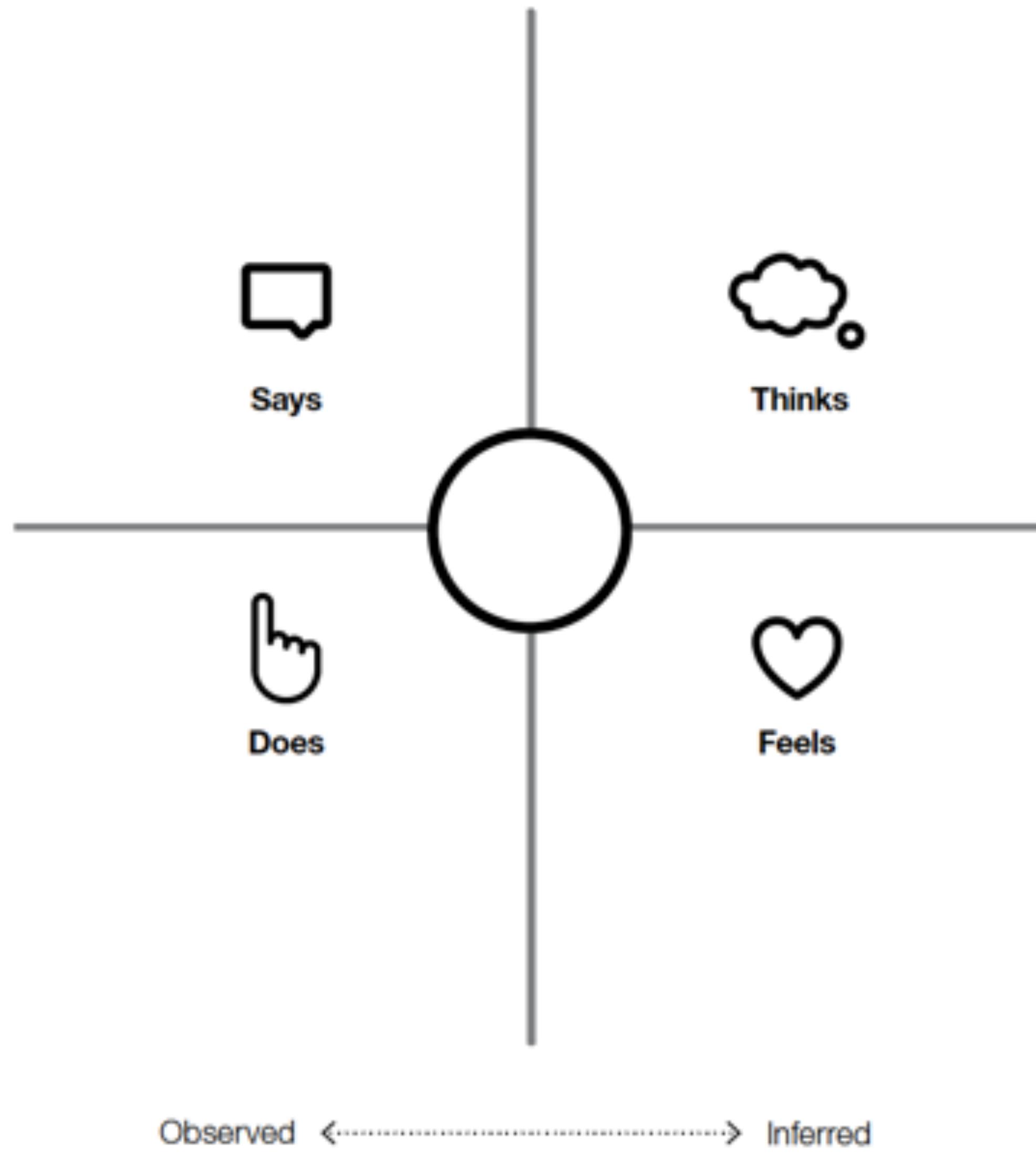
# BullyMeNot

You've been asked to build a mobile app that girls can use to find help when they are being bullied or provide resources to others who want to help prevent bullying.

- ▶ **Persona 1:** Claire is a middle schooler who gets teased daily for one reason or another. She doesn't know how to talk to her best friend, her parents, or her big brother about the stressful situation. She wants to get help to learn how to cope.
- ▶ **Persona 2:** Peyton has a best friend who gets picked on frequently at school. She would like to help her friend and learn more about preventing bullying behavior with her peers.
- ▶ **Persona 3:** Tracy suspects her daughter is being bullied at school, but Sasha denies it when Tracy asks her about her concerns. Tracy would like to find resources for her daughter to help with the stressful situation.



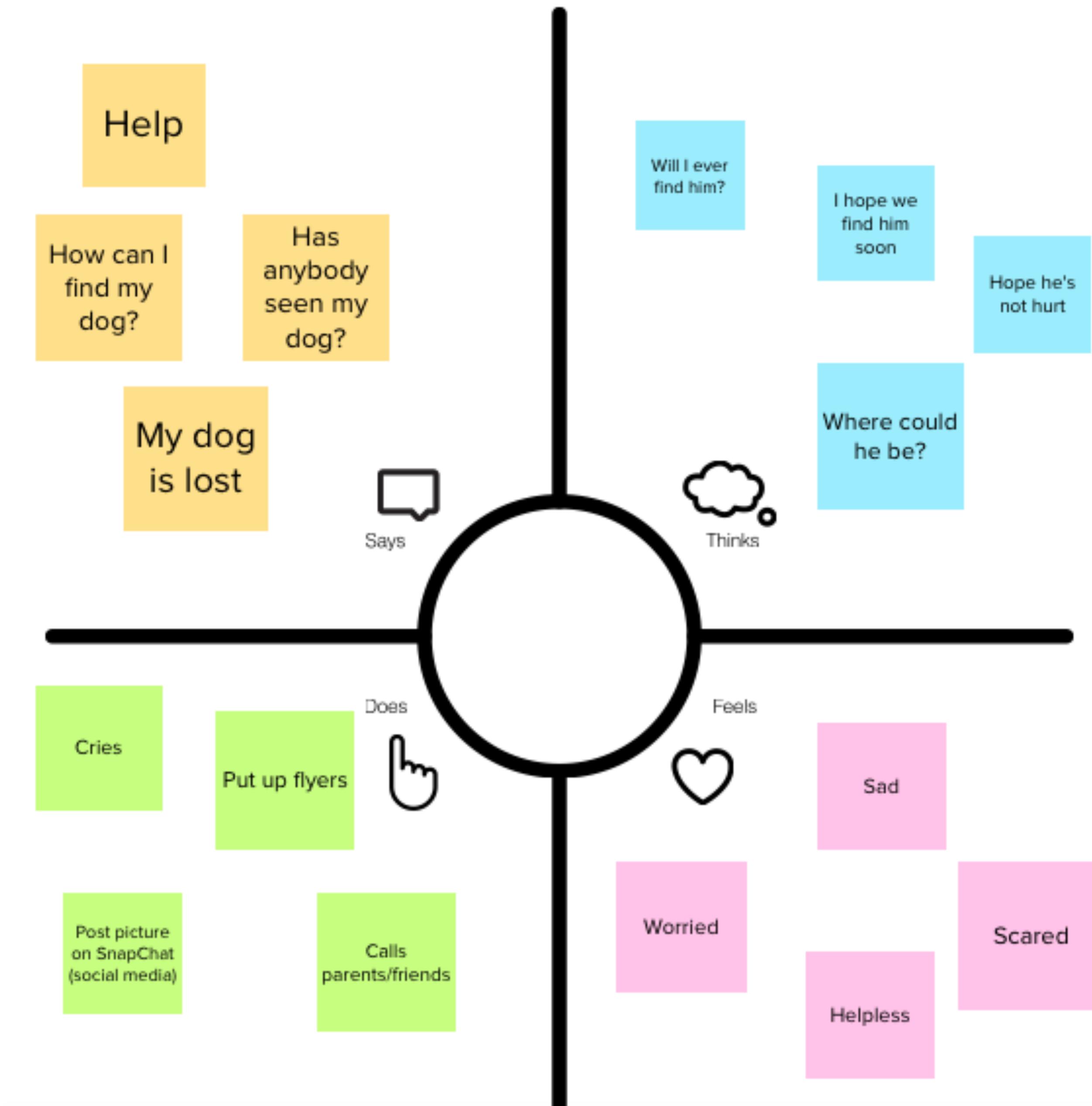
# Develop Empathy through Empathy Map



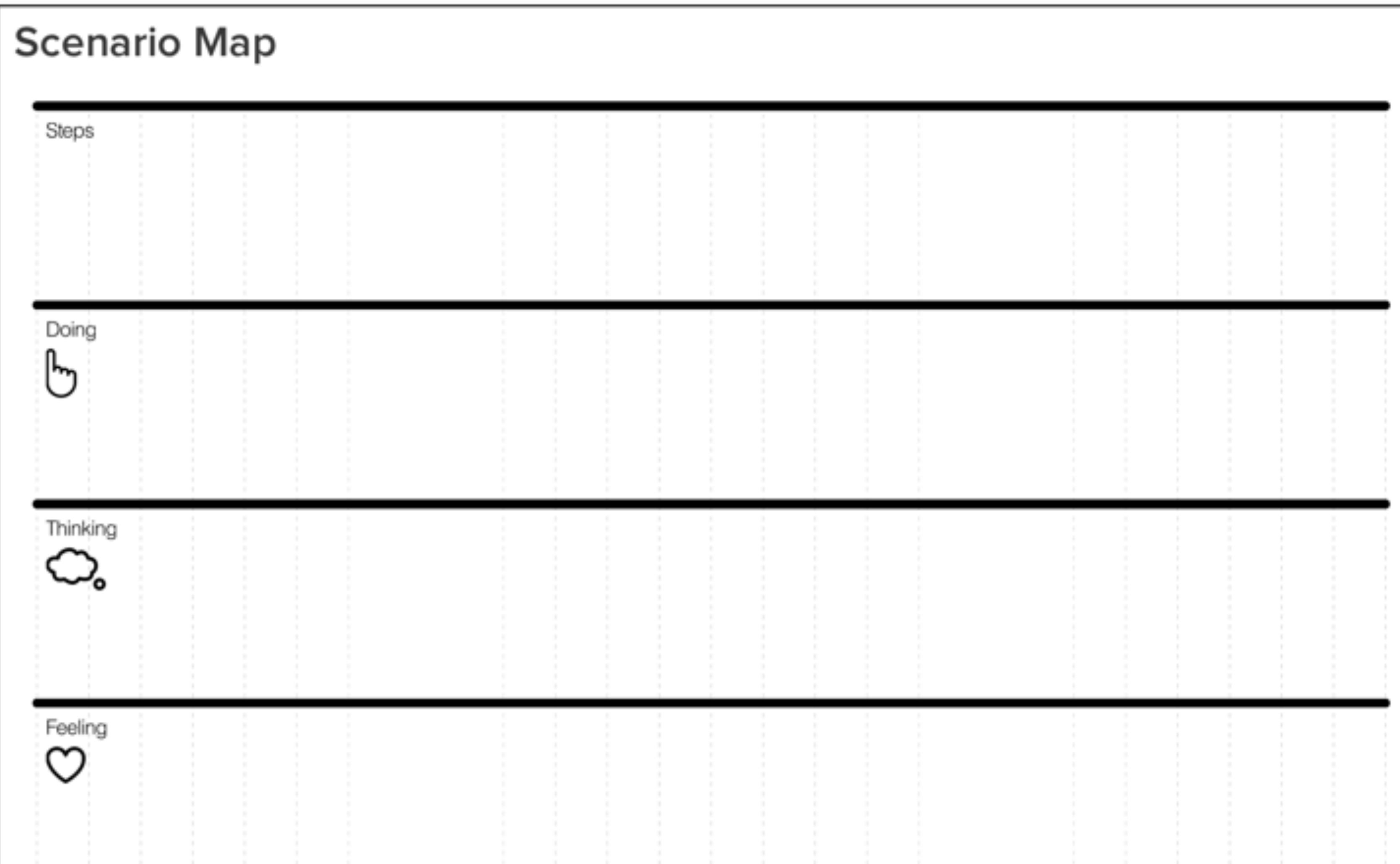
- Jump into the users shoes
  - Put one persona in the middle
  - Each team member write one observation per sticky note and stick it in the appropriate place
  - Do this silently :) - 5 mins



## Empathy Map - Pet Owner



# As-is (currently) Scenario Map

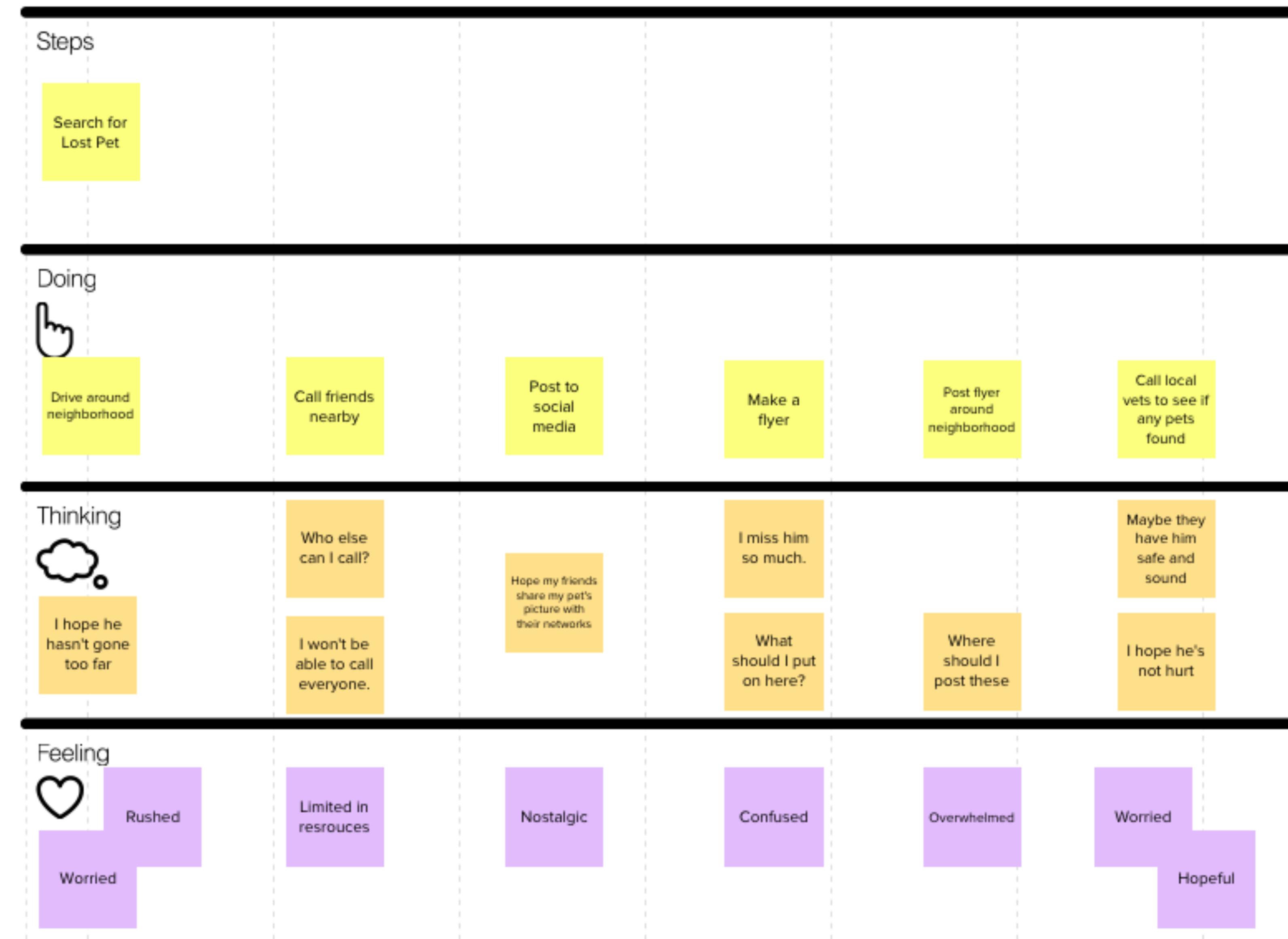


- Document the current experience
  - Fill in the steps - 1 per note
  - Capture actions, thoughts, feelings



# Completed As-is Scenario Map

## Scenario Map - Searching for Lost Pet



## Pain Points in the Scenario

What are some “pain” points in the process? Things that are difficult to accomplish.

What are some opportunities for improvement?



# Summarize Pain Points

---

## Pain Points

Can't communicate  
with everyone that  
might have seen my  
dog

Creating and  
posting a flyer takes  
a lot of time

No way to know if  
someone's already  
found my dog

very  
emotional,  
overwhelming  
search

Limited network of  
people

---

## Opportunities

Offer emotional  
support

Reach a broad  
audience through a  
single app

Quick creation of a  
pet profile

Search for found  
dogs



# Design to Be - Your APP

- Select a single Pain Point to focus on - discuss and vote
- Describe the way the app will address the pain point - write ideas
- What key steps will the user complete?
- What key features are needed?



# Develop Paper Prototype



- Think about how the user will interact with your app
- Consider the flow, features, and transitions
- 25 mins



# Prep for Playback

- 5 minutes presentation per team
- Decide who will describe:
  - Empathy Map
  - As-Is Scenario
  - Summarize Pain Points
  - Walk through 'To Be Design'
  - Demonstrate Prototype



# Playback Presentations



# Retrospective

- What did you learn?
- What was the hardest part?
- How did it feel when you tried to look at the problem from the user perspective?
- How can you use these concepts in your school/life/work?



# Lunchtime!



# Problem Brainstorming

- What are some problems you encounter in:
- Write on sticky note and post on board

Home

School

Neighborhood

Transportation

Shopping

Environment

Extracurricular

Activities



# Selecting the right Pain

- Everybody gets 3 votes; use a colored marker to dot the problems you're most interested in solving with an app
- We will then discuss and choose the top **two**, which we will build this week!



# Task:

1. Define a target user and a problem they have
2. After you have done this, use Design Thinking methodology to develop a solution (paper prototype)
  - Empathy map as a team (for a user persona)
  - “As-is” scenario map as a team
  - Pains and opportunities as a team
  - Design to be - paper prototype
3. Playback presentation at 4pm



# Additional Resources and Readings

- Farnworth, Demian. "Empathy Maps: A Complete Guide to Crawling Inside Your Customer's Head." *Copyblogger*, Accessed October 28, 2015. <http://www.copyblogger.com/empathy-maps/>.
- Tadpull. "Empathy Maps for UX: A Tool for Organizing Users' Thoughts and Emotions." Accessed October 28, 2015. <http://www.tadpull.com/tools/how-to-use-empathy-map-for-user-experience-mapping.php>.
- *The Lean Startup*, by Eric Reis
- *Sprint*, by Jake Knapp
- Examples of sketched UI wireframes: <https://webdesignledger.com/18-great-examples-of-sketched-ui-wireframes-and-mockups/>
- Scenario Mapping: <http://www.uxforthemasses.com/scenario-mapping/>

