**OpenIDEO Tasks**

OpenIDEO tries to be very transparent about the process

**INSPIRATION**

Inspiration instructions

* Watch the intro video to find out why revitalisation means so much to Steelcase
* Check out tips at inspiration : The Low-down
* Join in to share and discuss across our range of missions
  + List of missions
* COPY PASTE MISSIONS HERE!!
* We’d love to hear employers and business perspectives on the challenge
* Swing by inspiration phase
  + Add examples
  + Join conversations
  + Help tease out the topic
* Why don’t you add it as an inspiration here: <link>?
* Chime in on our inspiration phase <link>
* Don’t forget: \*real\* conversation going on over the inspiration phase <link> we’d love if you join
* List of how might we questions
  + Let us know what you think and join conversations
* Questions, we’d like you to answer:
  + What’s clean?
  + What innovations?
  + What analogies?
  + What business models?
* I wonder what inspirations might point to what’s working. I’m going to try surface examples, maybe you can join me?
* Exercise your concepting dexterity in the next phase
* Example: post inspirations on long distance travel and confined places to gain further insights
* Think about what existing inspirations might start conversations which could feed your idea & improve it in long run
* Feed the idea & let it grow
  + Jot down your thoughts and park them for now

**SYNTHESIS MEETING (team)**

* Between inspiration and concepting phases team makes a synthesis
  + Step back
  + Review community progress
  + Figure out how to best move forward to concepting
* We assembled great group for synthesis meeting
  + We recruited help of a few IDEO folks
* Preparing meeting
  + Took stock of 345 inspirations
  + Started thinking about common themes
  + Grouped inspirations to 8 challenge themes
* We chose the most strongest and most representative inspirations to include
* Team developed 5 themes for concepting phase
* (Team) We’ll add details about current state of sanitation as our own inspirations + design constraints
* (Team) Provide design constraints

**CONCEPTING**

Preparing for concepting

* Check out all the goodness collected during the inspiration phase
* Check it out and swing by with your ideas inspired by the real-world needs the personas illustrate
* Don’t forget to link up inspiration posts to your agenda concept using build upon feature
* Check out latest youth employment challenge news

Join concepting phase

* Swing by, take a look, join conversations, generate fresh posts
* Take everything we learned during the inspiration phase & use insights to develop our own innovative ideas to challenge question
* …Looking forward to hearing your ideas in the concepting phase

Direct

* Maybe you’d like to post a fresh concept on that?
* Perhaps you might like to take up an aspect of the work by Nesta to inspire a new idea?
* Join in on conversation & posting ideas over on the actual challenge <link>

Concepting instructions

* Let’s get thinking about questions that could unlock discussion on pressing issues
* Worth checking out our guiding principles for this challenge <link>
* Head over to the challenge and check the 6 themes for the phase
* Check out our tips for concepting part 2
  + Watch and listen for more clues to inform ideating
* Check in on their reflections if you’re planning your own OpenSTORM
  + Use Brainstorm in a box tookit

Concept design constraints

* Tell us about low-cost, sustainable solutions that help address sanitation issues in Ghana
* Think: products, services, business models and systems
* Identify low-cost and effective tools and figure out how to encourage better access to them
* Consider: costs, distribution & delivery, and adoption
* (Take into account design constraints, such as offer various price points, support independence and don’t forget about the people)

Brainstorming concepts

* Take some time to sketch out your thoughts
  + Consider refining to share your process
* Use this guide to brainstorm on your own while riding the train to work
* Give an OpenSTORM a try!
* Grab some friends, the toolkit and hold your own OpenSTORM and join the fun!
* Check out more tips & get the lowdown on OpenSTORM and get active to let the ideas pour in

Brainstorm tasks

* Gather participants & materials
* Send out email
* Organize brunch
* Start with warmup exercise
* Rapidly brainstorm!
  + Brainstorm 15-30 min on each topic
  + Go for quantity
  + Defer judgement
  + Read the rules
* Build on ideas of others
  + Use and instead of but
* Be visual
  + Use colorful post-it notes
  + Try sketching
  + Mock up on computer
* Encourage wild ideas
  + Embrace most out-of-the-box notions & build, build, build…
* Upload the concepts to OpenIDEO afterwards!
  + Most challenging
  + Scan concept sheet at work
  + Take photos
* Brainstorming rules: maybe you can contribute some in the comments
* Looking forward on hearing from folks about collaborating offline and then joining online over OpenIDEO

Visualization

* Sketches & illustrations: keep ‘em coming

Collaboration

* Contribute more of your thoughts either as concepts or joining in conversation on other concepts
* Comments are as important as concepts
* Bring on the collaboration!

**APPLAUSE**

* We’ll ask you to help us choose the shortlist by applauding and commenting on your favorite concepts
* Have a little think about the applause you give
* Keep up those conversations – they’ll fuel fresh thinking

**SHORTLIST (team)**

* Make a shortlist for refinement
* Reviewing the concepts and what our community has to say about them
* Announcing a shortlist of OpenIDEATORS who will be asked to refine their concepts further with the help of community

**REFINEMENT**

* We’re anticipating discussions to flourish here and your ideas to evolve
* Editing is just as important as adding, if not more
* Get ready to fine-tune your submissions add virtual team members, create visuals, or experiment early prototype
* Get ready to hit that update entry button and iterate your concept even further
* We’ll focus our efforts on iterating, editing and prototyping our top 20 shortlisted concepts
* We’ll be asking you to collaboratively strengthen our shortlisted ideas, helping them achieve even greater impact
* During refinement, let’s consider how local businesses might be incentivized to be part of this venture
* Let’s bring an eye for clarity and specificity to our efforts in refinement, remember that sometimes less is more
* Thinking about viability, barriers and opportunities for implementation plus what success might look like
* Further develop your idea to make it more robust
* Bring clarity and specificity to your concepts
* Update your posts based on discussion and suggestions
* Click button that says build on this and say and or leave comment with a new build
* Build away!

Join refinement phase

* Join the debate around the concepts in refinement as well <link>
* Continue hacking on the make-a-thon briefs

Design constraints

* Focus on distinct moments, not the whole journey
* Rather than designing for everything, let’s focus on which moment in time we’re really aiming to impact
* Focusing on the core yet functional aspects of each idea, rather than all the imaginable features
* Consider minimum viable product
* We’ll have to consider here important aspect: anonymity is key concern <link>

Clarification

* Keen to hear from others on this
* Looking forward to your and others building upon this brilliant start and teasing out the details
* I’m curious to see how this evolves with time. Thanks!
* Keen to hear thoughts of others on this too – bring on the conversation!
* Would be great if you can put your heads together & think about how this idea might function
* Have folks got ideas on some activities that would support your list of workshop topics?
* An area discussed in our workshops that you might like to explore further: potential co-location with community kitchen
* How you might develop this as either an app or a physical object?
* I wonder if we might also consider a public-private partnership on this?
* … interesting to see more details on low-tech system and how … could work without website access
* I’m encouraging debate on this concept around how to help support building tech skills or making it easier for entrepreneurs
* I’d love to see discussion on organizing information safely in oppressive regimes
* I’m keen to understand…
  + Couple of questions
* Can you explain a bit more about what you mean by “breaking points”?
* Could this be SMS enabled? An accessory? How do you envision it looking?
* How would you connect this to resources for supporters such as A-Z guide?

Combinations etc.

* We have also named some concepts as honorable mentions we felt could be incorporated into the shortlist concept to make it stronger and better

Synergy

* You might want to look at the work at Allen Interaction is doing to build the concept <link>
* Make sure to check out my concepts to see how these ideas could work together
* Check out this inspiration from earlier challenge <link>
* Be sure to check out the concepts I build upon => help make yours better <link>
* Here are 2 other concepts you might find interesting to check <links>
* Here are a few related concepts you might find inspiring <link>
* OpenIDEO user you might find interesting along these lines: <link>

Combination

* <link> you might add a non-virtual build to your idea with something along these lines
* What if we connected this with Amjad’s A-Z Guide for families
* You might be able to use some ideas from Khan Academy who has done a lot gamify learning

Information

* Check this out for more info <link> and be sure to weight in over user forums <link>
* Check this out for more info <link>

Work on this / team building

* You should look at my concept, and please if you can add details <link>
* …if you could give some similar feedback on a similar concepts we’re thinking about <link>
* Best concept to chip in on is this one <link>
* <link> might well benefit from your perspectives as an entrepreneur

**EVALUATION**

* Help us select winners from the diverse top 20 concepts
* View the evaluation video
* Spread the word and help OpenIDEO + Steelcase select the challenge winners!
* Evaluation: get friends and family “on board” and encourage them to participate
* Objectively evaluate ALL shortlisted concepts
* Think first about how a particular concept fits the needs of the challenge and then how concepts fit together
* Assess our shortlisted concepts for impact, feasibility & scalability
* Points were allocated to each answer and the scores were aggregated
* The community evaluated all top 40 concepts against specific criteria
  + List of questios

**SELECTING WINNERS (Steal this idea)**

* Job of OpenIDEO team to sort trough the concepts
* Represent great content & simplify so it can stand alone
* For selected few showcased collaborative process
  + Comments
  + Collaboration maps
* Pore trough inspirations, concepts, comments, evaluations
  + Yes, we read them all
* Delved into 40 final concepts
  + Grouping to opportunity areas
  + Added business analysis
* In addition Jamie and his team listed Jamie’s seven special picks
* Announcement of winners

**IMPLEMENTATION**

* Challenge ended, but our collaboration efforts and conversations continue!
* What happens next? This is where your come in
* Build on the concepts you see here
* Share this with an entrepreneur
  + Steal this idea!

Project work

* I would appreciate you guys helping me with Spanish and French if you have some time available <link>
* Contribute to creating translated versions of our intro video
* Check out the original video for reference
* Would you be interested in helping to translate and record yourself saying those lines?
* Consider using SoundCloud to record and share your voiceovers <link>
* Join in the SoundCloud group and record yourself saying a single line
* Take part and I’ll volunteer to edit the video!

Diffusion

* Realisation will enable to share implementation progress with OpenIDEO community
* Let’s not forget about challenges which are now in realization
* We’re keen to help you share developments via our upcoming realization phase
* Has this challenge inspired you to take action in your own community? Email use at <address> and let us know