**RULES OF OPENIDEO**

**Together**

* People design better, together

**Participants**

* Principle 1: Inclusive
  + Enable all levels of participation
* OpenIDEOers are
  + Veteran designer
  + New guy who just signed in
  + MBA
  + Active participant
  + Curious lurker
* User = optimistic and creative
* All creative thinkers are welcome
* Real value in diversity
* We know you like multi-tasking

**Community**

* Principle 2: Community-centered
  + Strong, vibrant and lively community
  + Focusing on community is essential
* As always, we’re keen to recognize the constructive role our entire community has played in creating winning ideas
* At OpenIDEO, we celebrate our community and the ideas generated together
* Community members can join whatever way works best for them
* Keep innovating & prototypes coming! OpenIDEO is now a community effort & you’re part of the team
* Our OpenIDEO community is quite motivated, passionate bunch
* Concepts generated are as good or bad as the community
* It’s up to you guys to spark and build

**Collaboration**

* Principle 3: Collaborative
  + Choose collaboration over competition
  + Build on ideas of others
* It’s a collaboration
* OpenIDEO is a collaborative platform
* Collaboration is how we roll

**Attitude**

* Principle 4: Optimistic
  + Stay optimistic!
* Stay optimistic, positive and respectful
* Positivity & the fact that someone is practically guaranteed to comment positively
* As designers we need to find balance between pragmatism and optimism
* You’re eager to participate
* Have fun
* Happy optimism and “we can do it” attitude
* Don’t feel shy
* We love when OpenIDEATors pitch in to help each other out
* We’re in a celebratory mood this week!
* Positive tone
* Optimistic outlook
* Respectful dialogue
* Exitement always reigns as we switch phases
* Just because something hasn’t worked doesn’t mean it couldn’t work
* Let’s not emphasize past, but reframe on where we’re heading

**Conversation**

* Collaboration loves conversation
* Goal is to keep conversation optimistic, solution-focused and inclusive
* Feel free to ask!
* Keep discussion to the target, to not diverge beyond the scope
* In conversation use and instead of but
* Kind of conversation sets the tone for the ideas designed together
* We’re a chatty bunch at OpenIDEO
* Your comments will fuel onwards development of concept – everyone has a place on the table
* Remember your comments are as valuable as concepts
* Good story deserves to be told well

**Goals**

* OpenIDEO is an online platform for creative thinkers who care about social good
* We seek to be inclusive, community centered, collaborative, optimistic and always-in-beta
* Organizations and individuals can sponsor a challenge for social or environmental good
* This is the place we’ll be celebrating translation of stellar skills into real world action
* Social impact is the big focus of our collaborative community at OpenIDEO, right?
* As always, we’re keen on transformation of ideas to impact

**Sharing**

* Only trough sharing idea morphs, changes and becomes something strong

**Ownership & recognition**

* All concepts are shareable, remixable & reusable, similar to creative commons
* Contributors own the concepts, licensed to challenge host
* Remember: High-flyers rest on the shoulders of everyone who’s participated in this challenge
* Use quotation marks and give a link to a source
* Don’t forget to link up inspirations to concepts by using build on this feature
* Build on this –button!!
* Encourage folk by letting them know you’re including their feedback
* You’ll get more DQ points & help connect the dots

**Innovation process**

* Innovation is a learning process
* As always on OpenIDEO, challenges represent journeys where each plays an integral part in shaping the outcome
* Innovation process is a little bit about relinquishing control to that sacred idea you never shared

**Timelines**

* Less than a week to go to post your examples
* Extending concepting phase: more time for folks to mix and mingle in creative thinking

**Inspiration**

* To be innovative we need to know as much about the problem as possible
* Remember: inspiration phase is about exiting initiatives, examples & insight
* “Before jumping head in with solutions it would be important to understand the problem”
* We have to learn about the problem
* Research, learning, questioning, exploring – these are all actions of inspiration phase
* Unpack your inspiration for community
* Inspiration phase of a challenge is not the idea phase
* While it’s tempting to start thinking of ideas now… (don’t!)
* Inspiration phase: jot down your idea and park it for now
* Only then do we start thinking about how we might help
* Designing with user needs in mind
  + Inspiration phase used to learn more about who they are

**Concepting**

* You’ll get to change to exercise your concepting dexterity in next phase
* Concepting phase – it’s about having trust in collaboration
* As always on OpenIDEO, these starter concepts are here to build upon
* Think bottom-up, top-down and side-to-side
* Embrace out of the box notions & build, build, build
* We pose questions & provocations so that ideas can get to a better place

**Brainstorming**

Brainstorm = art form

Setting creative space

* People can say anything, be wild, not be judged
* Think of it as a live, vibrant online brainstorm!
* Rules of traditional brainstorming applied to virtual world

Brainstorm rules

* Defer judgment
* Encourage wild ideas
* Build on ideas of others
* Stay focused
* One conversation at a time
* Be visual
* Go for quantity
* One conversation at a time vs. lots of conversations at once
* Having focus during brainstorm is very important
* We prefer to pick a topic in the form of “How might we…”
* The broader you go the more possibilities we’ll have to consider
* Exploring widely we gain diverse perspectives
* Uploading the most important & challenging part of the mission
* Use Brainstorm-in-a-box: Guidelines for brainstorm
* Big, small wild ideas all welcome!

**Applause**

* Inspirations, comments and concepts can be applauded
* Applause let’s user’s know others support them
* Applause is not a popularity poll, but about appreciation

**Decision making**

* Knowing we can’t decide the shortlist on our own, we also looked to you during applause phase

**Refinement**

* Bring clarity and specifity to your concept
* Refining is as much about adding more detail as it’s adding clarity

**Evaluation**

* Have you got what it takes?
* Evaluate all shortlisted concepts
* Evaluation is not a popularity poll
* Focus your evaluative goodness on what matters: increasing social impact

**Implementation**

* As the sign says: implementation = hard work ahead
* Remember: challenge may have ended, but the conversation continues
* Sharing stories of implementation: we all know this is a significant part of pursuit for social good
* Impact stories, big or small, are all worth celebrating
  + Others inspired to action

**Design and challenge principles**

* Keen on agenda concepts promoting discussion beyond problems, towards innovative solutions
* Environment and people equal parts of the equation
* This context requires extremely low-cost solutions
* Technology plays a major role in this challenge
* Big need for innovation is actually connecting supply to demand
* Everyone loves human-centered idea, right?

**Design constraints**

* Reduce up-front capital costs
* Rethink where we vote
* Focus on distinct moments, not the entire journey
* Improve the experience
* Educate everyone
* Design for flexibility
* Offer various price points
* Technology is limited
* Consider minimum viable product
* Labor-heavy solutions are acceptable
* Don’t forget about the people
* Support independence
* Constraints in low-income communities are severe and must not be ignored
* Rather than designing for everyone, let’s focus on which moment in time we’re really aiming
* We need constantly think what is possible and what is realistic
* Let’s be really clear about who our ideas are helping
  + Adapt design to meet needs of others?
* As we design concepts let’s see how we can include elements that speak to the personas
* Especially keen on ideas to increase real-world impact
* Technology can take many forms from social media to RFID to pigeons
* Close attention to success stories on how to manage e-waste

**Visualization and prototypes**

* Be visual, it’s all about the idea behind the sketch
* Remember: the more visual you can make your post, the better
* All good things start with an prototype
  + Might be rough, but we know you’re forgiving

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