



# ALL GIRL CHALLENGE

## DESIGN TEAM WORKBOOK

**Our Design Challenge:**

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**Team Members:**


## What is Design Thinking?

Design Thinking is about believing we can make a difference, and having an intentional process in order to get to new, relevant solutions that create positive impact.

Design Thinking gives you faith in your creative abilities and a process for transforming difficult challenges into opportunities for design.

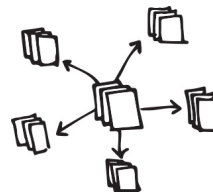
There are different ways to tackle the All-Girl Challenge. Here's two main ways to do it:

### PRODUCT DESIGN



In order to help address the challenge, your team may want to think about potential products or a family of potential products that could be designed, developed, and sold. These products could be physical things that consumers buy, or they could be software like web apps or smartphone apps.

### SERVICE



Your team could also consider designing a service to help address the challenge. Examples of services include transportation services (subway, commuter rail, taxi service,) meal preparation services (e.g., caterers,) and medical assistant services.

## Brainstorm: Define Your Team's Specific Challenge

**You are going to be lead through an exercise to better understand the challenges that people living with disabilities face, first-hand. What difficulties or problems-to-solve did each of you discover?**

**Next, flip these problem statements into possible design challenges. Begin your question with "How might we..." - this turns the problems you saw into opportunities for design!**

## PROBLEMS TO SOLVE

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## HOW MIGHT WE ...

[illegible]

## Brainstorm: What Will Your Team Build?

### Brainstorm Ideas

Take a look at your "How might we..." list on page 3. Read this list out loud - each team member should write out ideas to answer reach "How might we..." with one product or solution idea per sticky note. Fill out as many sticky notes as you can, and don't forget the brainstorm rules! Stick the notes up on a whiteboard or on the wall. Take 10 minutes to do this.

### Choose an Idea

Look over the sticky notes that your team has posted up. Are there any related or duplicate ideas? Move them together to "cluster" them. Then, use different whiteboard marker colors or dot stickers to "vote" on your favorites. Each team member can get 15 votes, and they can vote multiple times for any one idea. When you are finished voting, count the votes and determine the team's favorite idea!

### BRAINSTORM RULES

1. Defer judgment - save your critique for later.
2. Encourage wild ideas - crazy ideas are good brain food!
3. Build on the ideas of others.
4. Stay focused on the topic at hand.
5. One conversation at a time.
6. Be visual. Draw and describe.
7. Produce as many ideas as possible; don't worry about quality!

### Our Team's Idea:

Fill out the details of your final selected idea below:

## Brainstorm: Refining Your Idea

### Sketch out the End Goal(s)

What will our challenge solution do?

#### END GOALS

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### Define Indicators of Success

How will we know that our solution works? How can we test it?

#### MEASURES

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## Write a Design Brief

**Write up a short "brief" that clarifies the specific challenge your team has decided to address. Write it as if you were handing it to someone else to design with. Capture thoughts on why this is a problem, and what the opportunity for design will be. If you are stuck, review your end goals and success measures.**

## DESIGN BRIEF

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings present.

## Example Brief

The elderly and those living with disabilities are facing challenges due to the snow we received this winter. Roofs are leaking and water is damaging homes and they are unable to clear their sidewalks. It is difficult for the elderly and those living with disabilities to clear the snow and ice; the result damage to homes and injuries to sidewalk users. We believe there are a number of design opportunities in this situation:

- We can help the elderly and those living with disabilities identify potential issues with their roof.
- We can help willing volunteers locate homes of people who need help to clear snow & ice.
- We can provide incentives and training for volunteers to clear snow & ice.
- We can provide those in need of help an easy way to indicate to volunteers that they need assistance.

## DESIGN BRIEF TIP

**Keep the challenge simple and optimistic. Make it broad enough to allow your team to discover areas of unexpected value, and narrow enough to make the topic manageable.**

## Timeline and Checklist

It's going to be important to keep track of your team's time during the Challenge to make sure you make it to the end! Here's a rough timeline of the Challenge that you'll want to keep in mind to make sure you're on track!

### TIMELINE

BRAINSTORM SESSION (35 MIN)	FLESHING OUT IDEAS (1 HR 15 MIN)	CREATING PROTOTYPES (1 HR)	FINALIZE PROTOTYPES AND CREATE TEAM PRESENTATION (1 HR 40 MIN)	PRESENTATIONS + AWARD CEREMONY (1 HR)
FRI 6:25-7:00 PM	SAT 9:45-11:00 AM	SAT 11:00 AM-12:00 PM	SAT 2:20 PM-4:00 PM	SAT 4:00 PM-5:00 PM

### CHECKLIST

- ☐ Using the brainstorming techniques you learned in the Design Thinking lesson, fill out page 3-5 of this workbook as best you can. You can put your sticky-notes into this workbook to save time.  
BRAINSTORM SESSION (35 MIN)
- ☐ Also using the brainstorming techniques you learned in the Design Thinking lesson, fill out pages 3-5 of this workbook as best you can. You can put your sticky-notes into this workbook to save time.  
BRAINSTORM SESSION (35 MIN)