ALL GIRL CHALLENGE

DESIGN TEAM WORKBOOK

Our Design Challenge:

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. This products could be physical things that consumers buy, or they could be software like web apps or smartphone apps.

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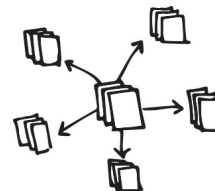
Your team could also consider designing a service to help address the challenge. Examples of services include transportation services (subway, commuter rail, taxi service,) meal preparation services (e.g., caterers,) and medical assistant services.

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 4-7 of this workbook as best you can. You can put your sticky-notes into this workbook to save time.
BRAINSTORM SESSION (35 MIN) / FLESHING OUT IDEAS (1 HR 15 MIN)

☐ Document your idea on page 8 of this workbook.
FLESHING OUT IDEA (1 HOUR 15 MIN)

☐ Test your idea by interviewing the experts and documenting their feedback (use the form on page 9.)
FLESHING OUT IDEA (1 HOUR 15 MIN)

☐ Have a team discussion about the feedback and decide how to modify your idea based on the feedback (use page 10.)
FLESHING OUT IDEA (1 HOUR 15 MIN) / CREATING PROTOTYPES (1 HOUR)

☐ Create prototypes of your idea using Inkscape (see page 11.)
CREATING PROTOTYPES (1 HOUR) / FINALIZE PROTOTYPES & CREATE TEAM PRESENTATION (1 HOUR 40 MIN)

☐ Create presentation to share your product or service concept to the All Girl Challenge judges
FINALIZE PROTOTYPES & CREATE TEAM PRESENTATION (1 HOUR 40 MIN)

☐ Make your presentation! GOOD LUCK!
PRESENTATIONS + AWARD CEREMONY (1 HOUR)

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

HOW MIGHT WE ...

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 a possible; don't worry about quality!

Our Team's Idea:

Fill out the details of your final selected idea below:

Sticky Note Storage / Doodle Space
Stick your sticky notes here or use the space to doodle.

Brainstorm: Refining Your Idea

Sketch out the End Goal(s)

What will our challenge solution do?

END GOALS

Define Indicators of Success

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

MEASURES

Doodle Your Idea

What will your idea look like? If it's a product, is it a physical product or is it software? What does it look like? If it's a service, who will need to be involved? How will it work? Can you draw inspiration from other existing products/services that relate to your idea?

DOODLE SPACE

Describe Your Idea

Create a concept description for your selected idea to prototype.

CONCEPT NAME

SKETCH

HOW DOES IT WORK?

WHAT NEEDS OR OPPORTUNITIES DOES IT ADDRESS?

ONE-SENTENCE CONCEPT DESCRIPTION

WHO WILL THIS CONCEPT HELP? WHOSE HELP WILL YOU NEED?

Test Your Idea
It's time to get feedback on the idea. Show your concept documentation on page 8 to the experts and ask them for feedback to make it better!

QUESTIONS TO ASK ABOUT YOUR CONCEPT:

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INTERVIEWEE

Grace Teo, Open Style Lab Founder

INTERVIEWEE

John Moon + Rainbow / NEADS

INTERVIEWEE

Janelle Diaz, UMASS Counselor

FEEDBACK/NOTES

FEEDBACK/NOTES

FEEDBACK/NOTES

Integrate Feedback

What were the original goals of your concept? Review the feedback from your testing. Based on the feedback, does the concept's goals need modification / refinement?

REFLECT

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According to your feedback, what do you think is most important for your idea's success? How might you improve it? Can you emphasize what was well received about your concept?

FEATURES TO ITERATE

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Doodles/ Notes / Etc.

DOODLE SPACE