AN EVENT BY CREATE PURPOSE AND ATUTU
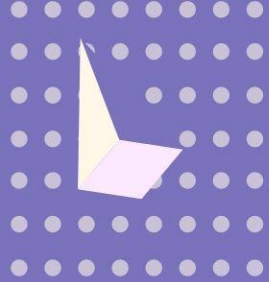
Atutu & Create Purpose

ATUTU

Non-profit organization that works directly with communities Myanmar, Mexico, and India to develop change from within

CREATE PURPOSE

Based in Mexico, wants to provide hands on education for young students so they can carry this knowledge throughout their life

create purpose

Create purpose mission statement

Promote sustainable and equitable community development through research and educational programs for children and adolescents in vulnerable situations that facilitate their integral development and identification of their life purpose.
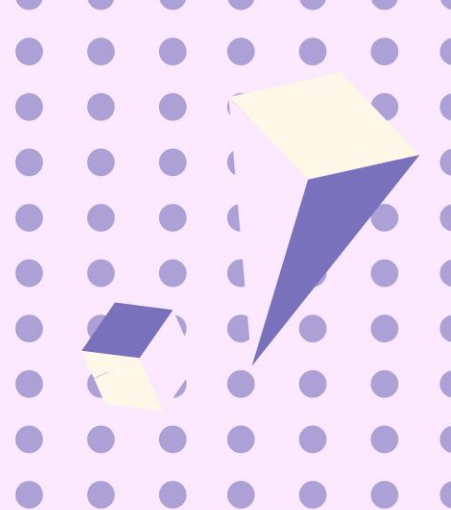
Promover el desarrollo comunitario sostenible y equitativo mediante la investigación y programas educativos para niñas, niños y adolescentes en situación de vulnerabilidad que faciliten su desarrollo integral e identificación de su propósito de vida.
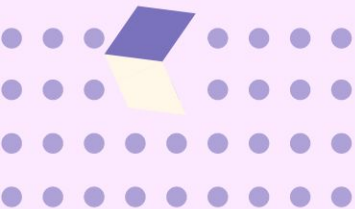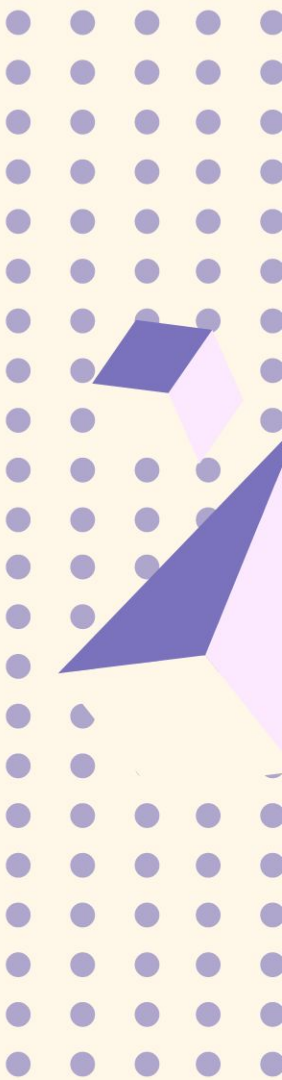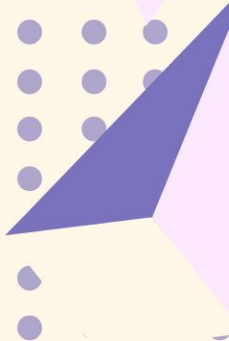
Introduction

We welcome you and thank you for joining us in the design experience!

You will be guided and instructed through the stages of what we call

THE DESIGN THINKING PROCESS

We'll use the process to design a product or system that benefits the community or solves a problem among the individuals we interview. You can be as creative or as practical as you feel is necessary in this project, and we encourage you to push the limits of what you think you can achieve. Never used design thinking before? Don't worry, we've fashioned this presentation to help you every step of the way. To kick us off, here is a video to demonstrate how design thinking works.

Community Empowerment

Community empowerment refers to the endeavor of giving people the **power** to seize **control** over their own lives and **affect change** over their own circumstances. This idea of "empowerment" is defined by not only giving them the **skills** and **resources** necessary to affect change, but also to **inspire** the members of said communities to take on the responsibility of **becoming their own change makers**. Community empowerment is the process by which a community can gain new skills and assets, **build higher capacities for problem solving** and **speaking out for themselves**, gain access to partnerships, teamwork, networking, and exposure, and **eliminate the need to rely on charities and outsiders** in order to **gain control** of their own situation. It creates a sense of **ownership** and implies a **call to action** that explicitly aims at **necessary social, political, and economic change**. Community empowerment is a way of giving individuals the power to **make such change for themselves** and **design solutions for their own community**.

Empowering

Collaborating

Involving

Consulting

Informing

Design Sprint Video

You may have to go through several rounds of prototyping and testing over and over again in order to find the best solution

a story made with moovly

Overall Schedule

Day 1:

1. Map
2. Interviews
3. Observations
4. Sketch
5. Decision

Day 2:

1. Recap & Refresh
2. Prototyping
3. Testing
4. More Prototyping & Testing
5. Presentation

Schedule
Day 1

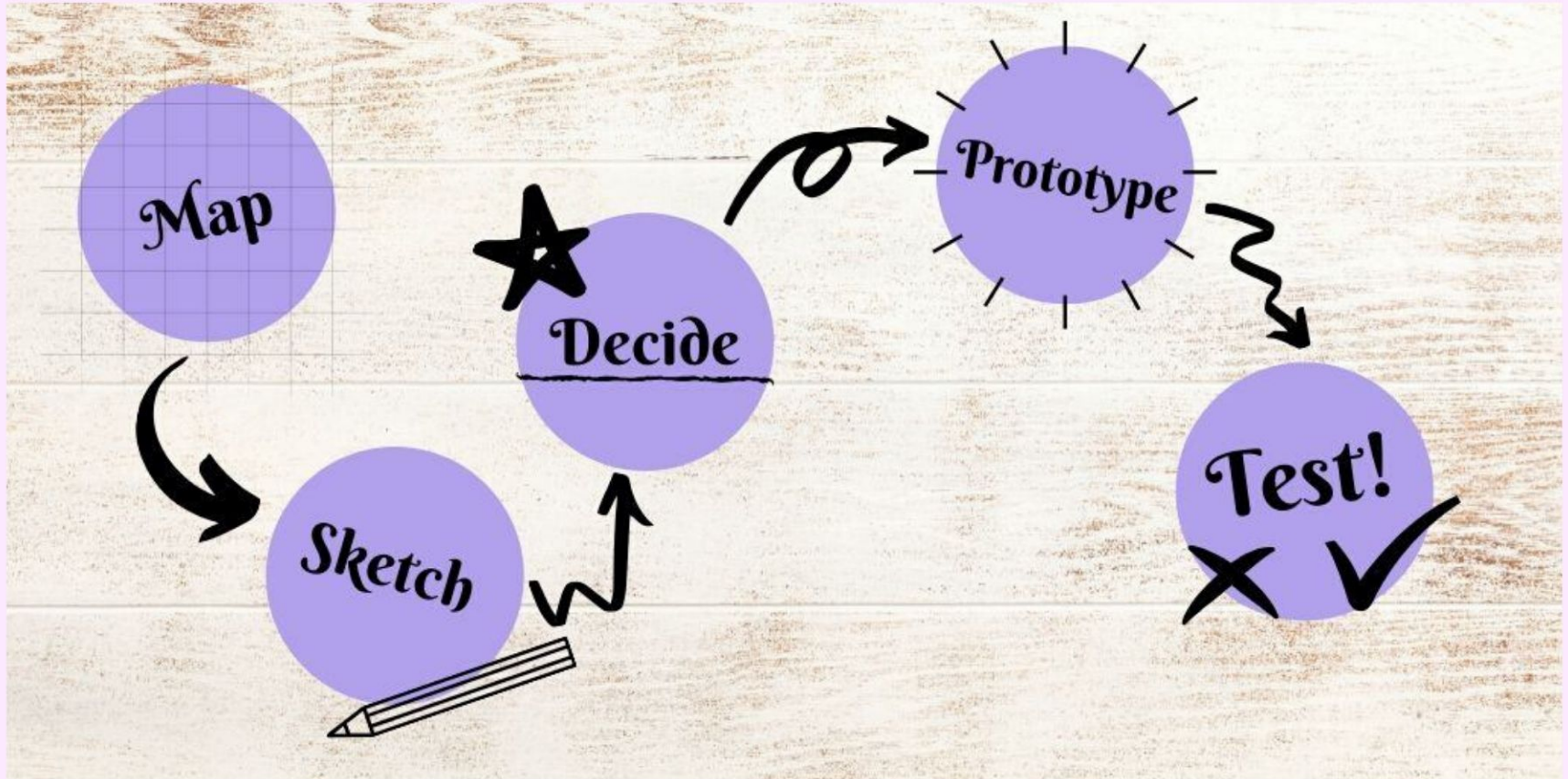1.) Create Ecosystem Mapping

2.) Visit Orphanages

3.) Interview & Observations

Let's put this process into practice!

Map

Understand the problem at hand and map out the critical areas to focus on:

- Who are the users?
- What are the users' needs?
- What is the context?
- Competitor reviews
- Formulate strategy

Understand to be understood. The first part of the Design Sprint requires inviting the "right" people to share business goals, technology capability, and user needs. The goal of this stage is to expand the understanding of the product and project.
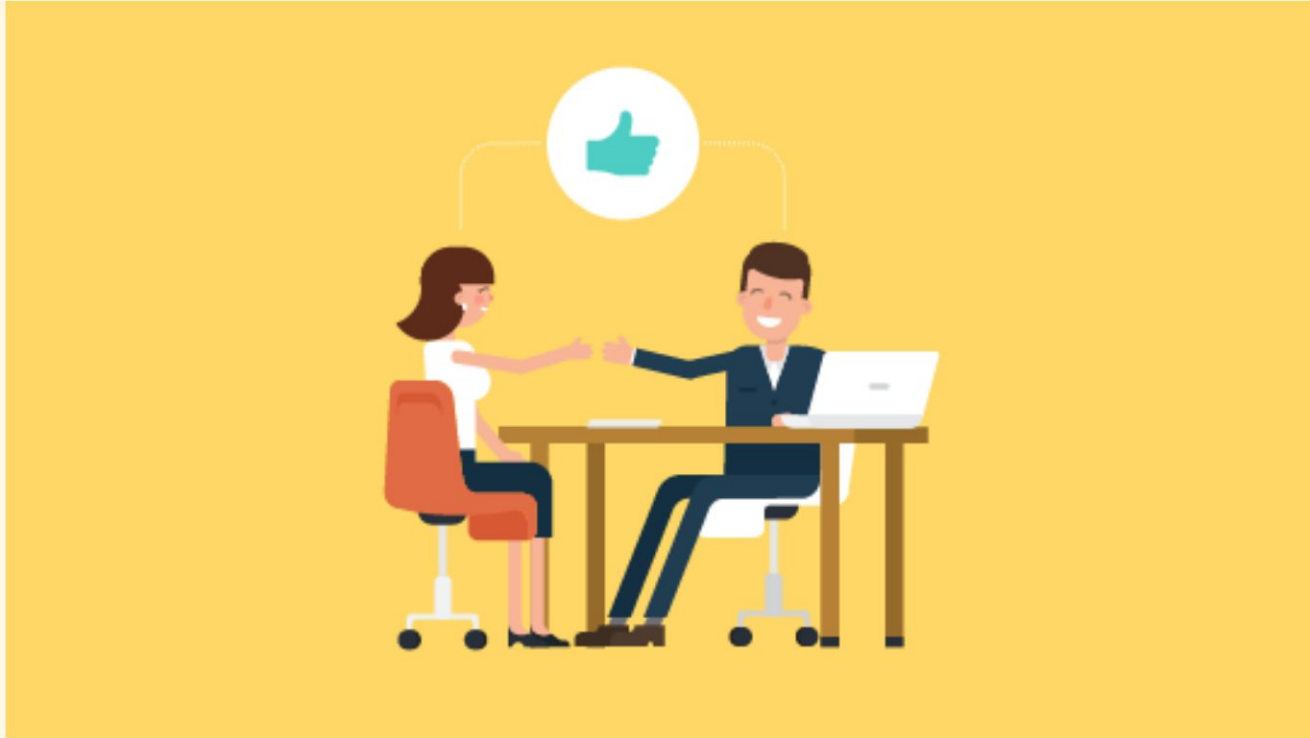
You Map

- List out all the problems
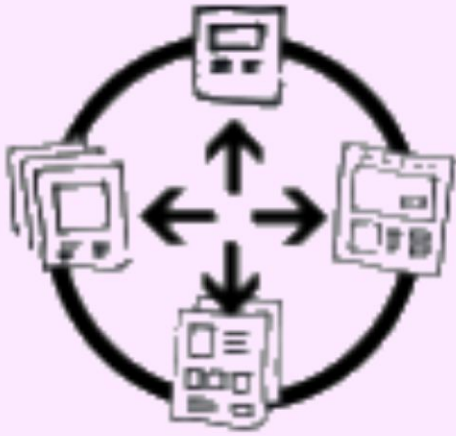- Create a shared knowledge base across all participants
- Pick a target

How Might We..

utilize user location to show relevant results?

Interviewing & Observations

Sketch & Ideate

Ideate. Sketch out competing solutions on paper.

Generate a broad range of ideas, and narrow down to a select group. Team members are given time and space to brainstorm solutions on their own: they can look to comparable problems for inspiration, take note, boost idea generation, share and vote, and narrow down to one well defined idea per person, creating their own detailed Solution Sketch.

You Sketch

- Start by looking for inspiration, such as solutions in alternative spaces

- Individually generate and share a broad range of ideas

- The team narrow down ideas as group to a single, well-articulated Solution

- Sketch per person
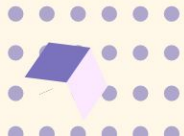
Decide

- Turn your ideas into testable hypothesis

- Decide as a team what to prototype to answer your sprint questions.

- After the presentation of individual solution sketch, the team will identify the assumptions it wants to test, vote, and select a direction.

You Decide

Select the strongest approaches from the sketches and combine them into a storyboard to guide the way your prototype will work
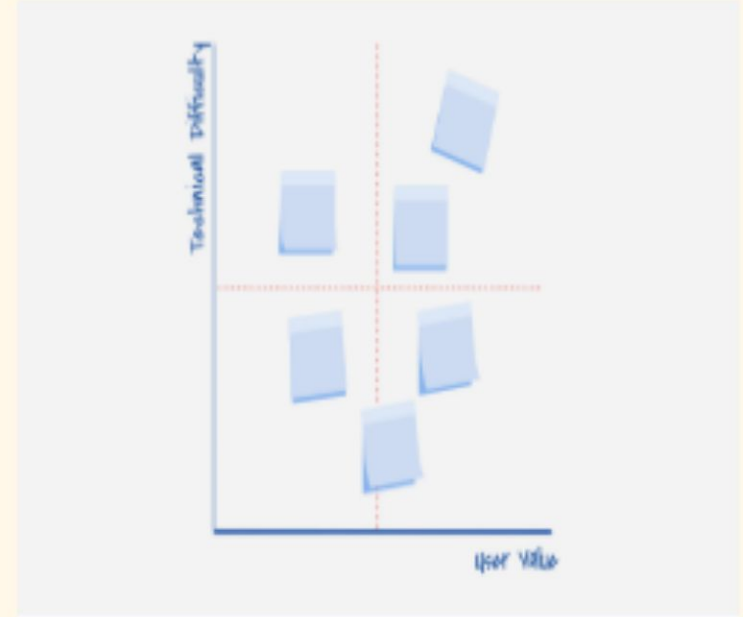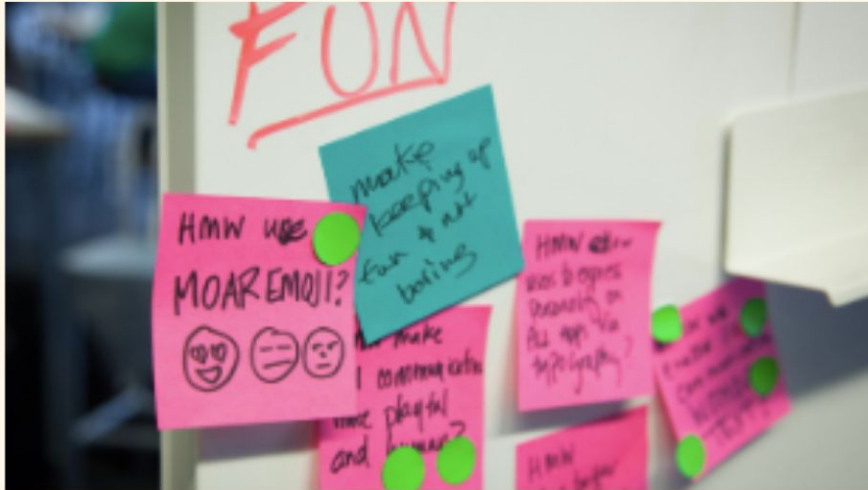
Recap of Day 1

What we learned yesterday:

- Mapping

- Sketching

- Deciding

Schedule Day 1

1.) Create Ecosystem Mapping

2.) Visit Orphanages

3.) Interview & Observations

Schedule
Day 2

1.) Prototyping

2.) Testing

3.) Present your finished design

Prototype

- In a design sprint prototype you want to create a product that does not have to be fully functional
- It needs to deal with a problem that you have mapped out earlier and can lead to testing
- Does not have to be perfect this is why we prototype so we can continue to improve our product

You Prototype

Put your sketch and ideas to life with a Prototype

IDEA
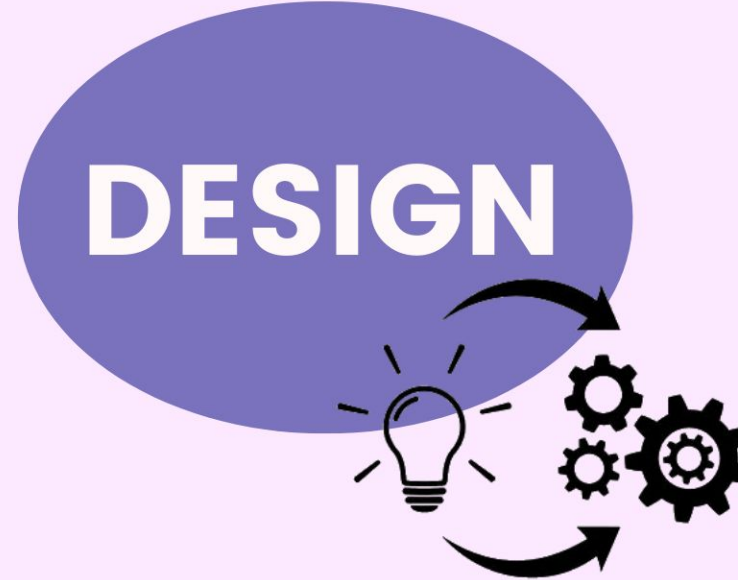
DESIGN

Test

- The main point of testing is to get feedback from your audience it helps to ask people that are similar to the end user
- The easiest way is to ask close friends or family so they can give you comments to improve your design
- For the design sprint if you validate your assumptions or did not validate it, you still have made significant progress

You Test

You can ask the group next to you see how you can improve your design!

Conclusion

WHAT AN INCREDIBLY DESIGNED SOLUTION!

We hope you are proud of what you achieved here and that you are prepared to present your design and your use of the design thinking process with joy and confidence. Now that you understand design thinking, we hope you continue to use this process in any career path you may choose, and in any aspect of your life. We set out to equip you with a specific solution building mindset, did we succeed? Go out and use these skills to change the world!

Thank you again for designing with us!

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