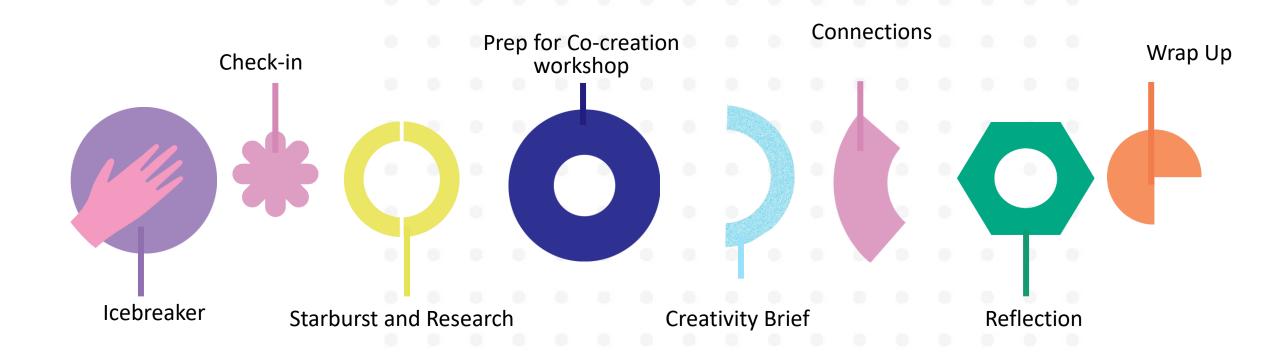


Design Factory Week 2





This Session



Icebreaker

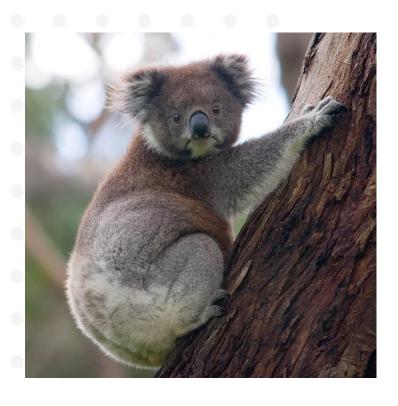




If you had to choose between being one of these animals then what would you choose:

Kangaroos or Koalas

Make some others up...





Checking In...

- Q & A?
- Reviewing our Values
- 16 Personalities



Sharing

As a team...

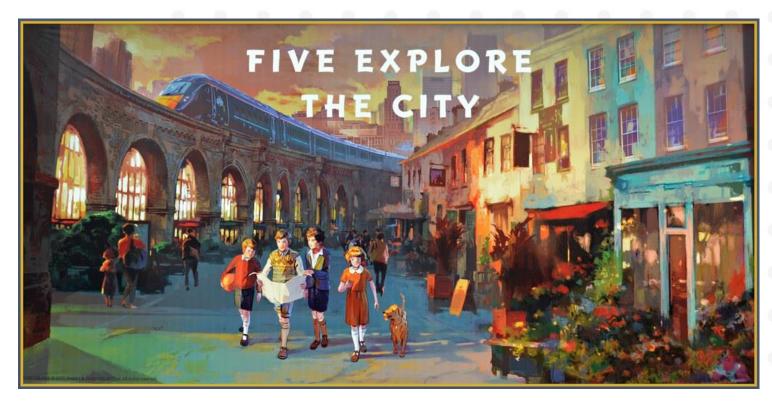
 Take 2 minutes to discuss the most important things you want to share with the rest of the class

Then sharing as a class...

- 1 minute to share your problem statement and what you understand about it so far
- 1 minute for you to share all of the most important things you've been thinking about/finding out/researching/etc.



Let us take a walk



This Photo by Unknown Author is licensed under CC BY-SA

What are the main questions you have for industry?



- What are the main questions you want to ask your industry partner
- Identify the main questions that are critical for you to ask industry (open questions are the best e.g. what are the key drivers that are creating this challenge, or when did you notice this as a challenge?)



Create one question per group member

Preparing for today's Cocreation session with industry





Practice your elevator pitch

You should all have an elevator pitch:

- Succinct,
- memorable
- 20-30 seconds long
- Practice it with a partner
 - Your name
 - What you are currently studying
 - Your problem is _____ and you find it interesting because

Session Prep: Set up & Clarify



Lets get ready for industry

- Set up in a space around the room
- Pin up the creativity brief questions
- Leave room for standing
- Ask questions to understand how we will run this session

"By failing to prepare, you are preparing to fail." — Benjamin Franklin

Week 3 Co-Creation Welcome to our Industry Partners!



The Plan

- Some Introductions
- The Creativity Brief
- Interview Guideline
- Communication Methods





<u>This Photo</u> by Unknown Author is licensed under <u>CC BY-NC</u>

Introductions



- Each group to form a circle
- Pass an object around a circle (not next to each other) and state your name, role and a place you want to visit.
- The next person says their name, role and place to visit
- Repeat until everyone has had a go.
- Next try and do it again in the same order that you just did it in
- How fast can you do it in...





Tell us about the challenge

Let's have a chat about the challenge

We'll create some context

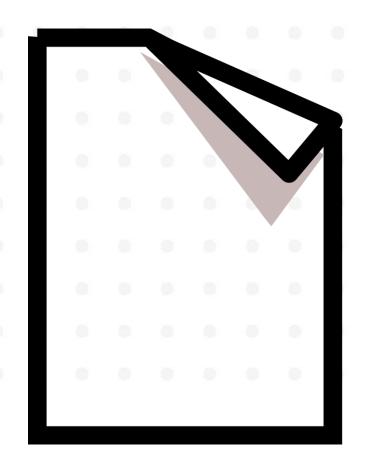
Then we will have a bit of Q & A

Everyone remember to take notes.



The Creativity Brief

- The Creativity Brief is a document to help guide the design process.
- Essential at the beginning of a design process – to identify assumptions, metrics, audience and more!
- Will be done together first as a canvas, then into a single document.



Creativity Brief v1 – on the wall!



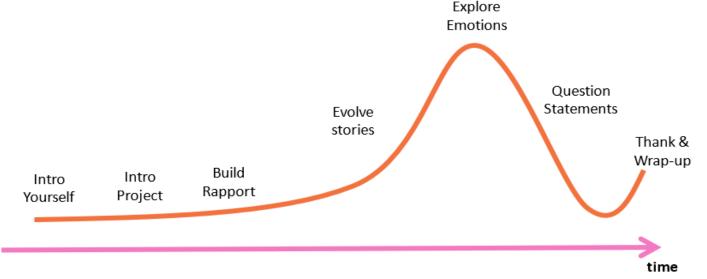
- Around the room is your problem statement and questions/themes that will help us to understand the problem and our scope
- 2. The suggestion is to start at 1 and continue the way around though feedback into previous questions as you need.
- 3. The DF tutors will help out as we go

35 minutes9 questions4 mins perquestion

Who should the students interview?



What connections do we currently have?
What are the types of people the students should interview
Who can the student's interview?
What names/contacts do we have so far?
What other people do we need to find (and how)



20 minutes

Communications



What are the expectations for communication between industry partner and students?

Frequency?

Medium?

Student spokesperson?

Facilitator involved?

- When will the next communications be?
- When will students do an industry visit?

Honest
communication is
built on truth and
integrity and upon
respect of the one
for the other.

Benjamin E. Mays

15 minutes

Thank you so much for your time!

We look forward to talking again with you soon!





Great work

Reflect on the experience

- What did you like
- What went well
- What would you do differently next time?



Research Map

Take your research so far...

- Highlight important parts
- Place some information on post it notes with the source
- Place on a big bit of brown paper (don't head it up yet – or head it up using the larger post it notes)
- This will be carried on in our next session – so keep researching





Reminder:

- Read through your tasks for week 2
- Make a plan for this week's coaching session
- Make commitments for what will be achieved during the week

