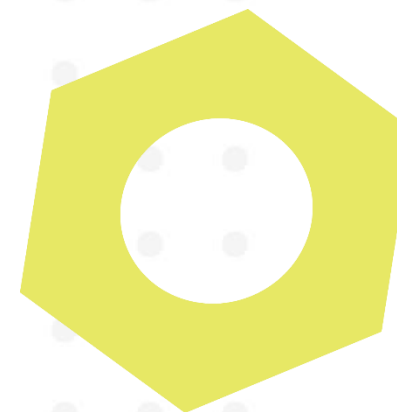
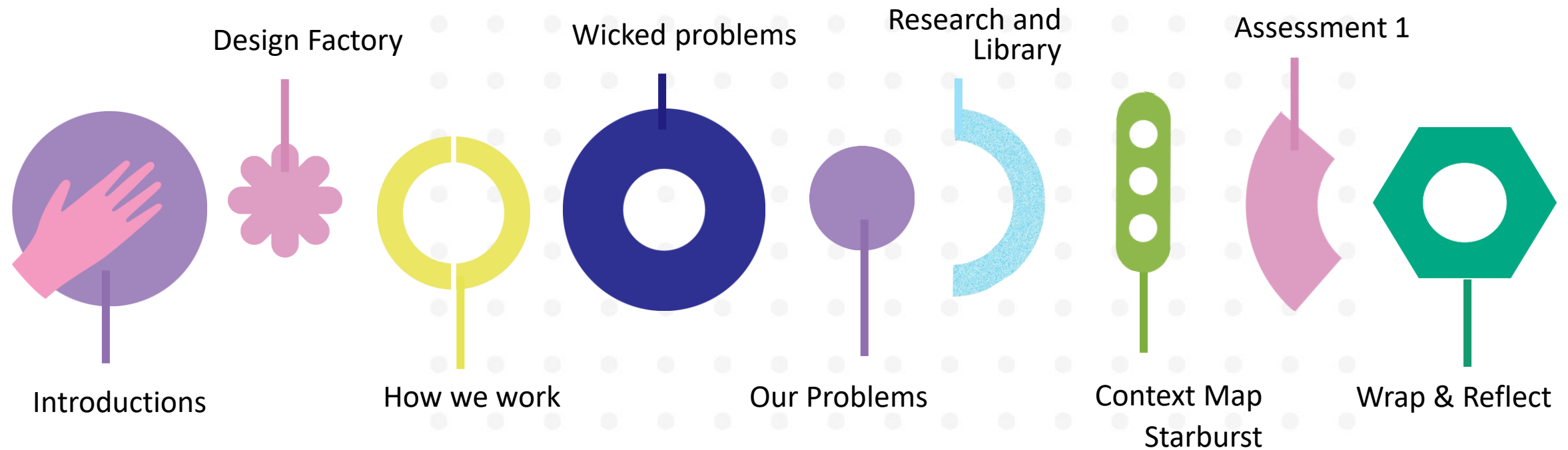


Design Factory Semester 2 2020





Welcome



Hello and Introductions



Design Factory coach, teach, and coordinate team:

- Margi Moore
- Aidan Bigham
- Elna Fourie
- Rebekah Harman
- Mira Cornes

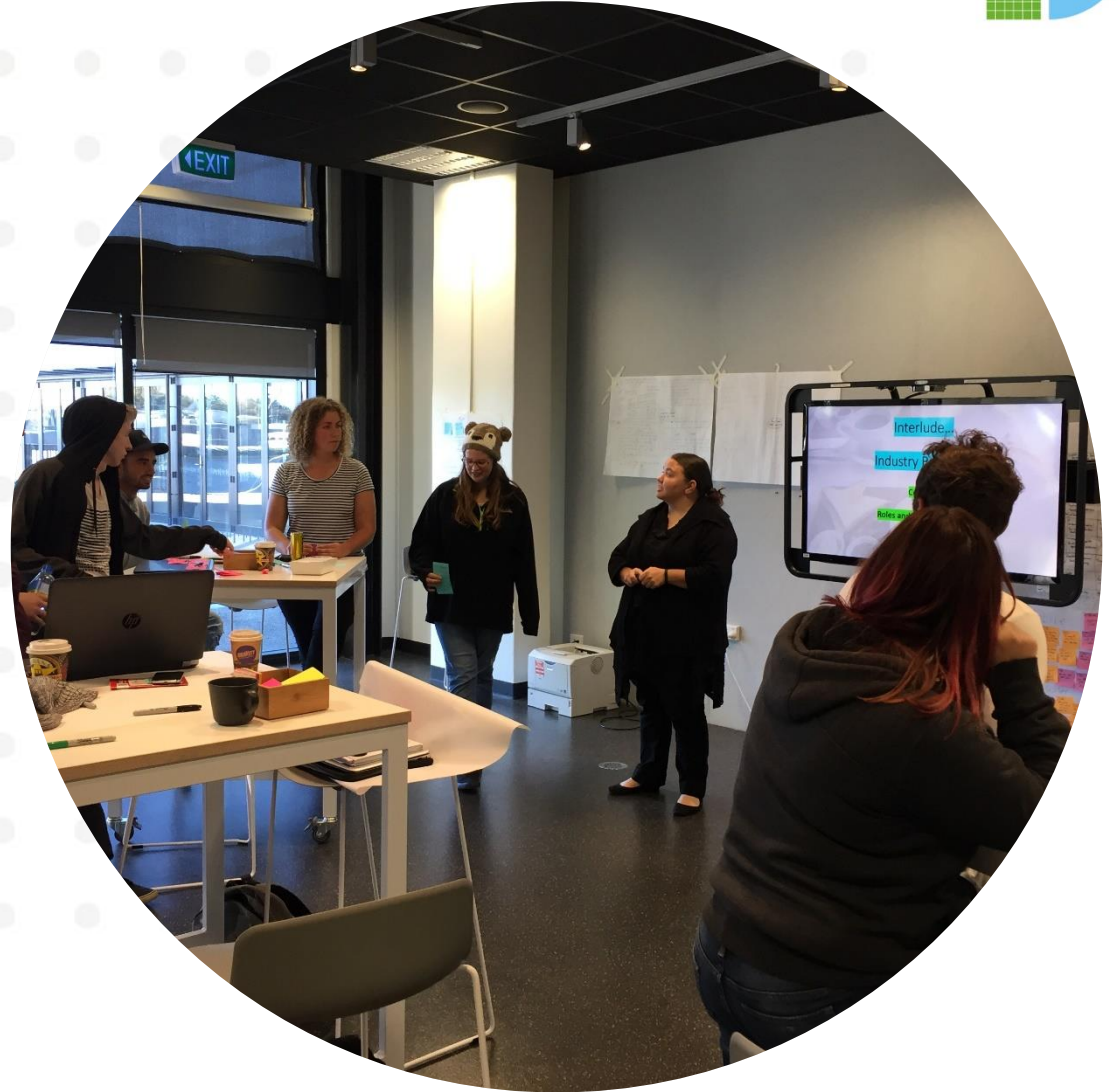
Design Factory transients, co-inhabitants, and enthusiasts:

- Henk Roodt
- Blair Hoad
- Leanne Ryan
- Debbie Preston
- Jeremy Suisted

Straight Into it



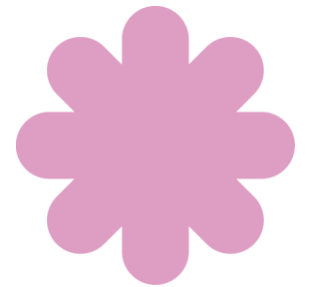
- 1. Interview someone you don't know yet (2 ½ minutes each)**
 - Who are they?
 - What do they value?
 - What can you find out about them?
- 2. Build a prototype to represent that person (5 minutes)**
- 3. Introduce your partner to the class (1 minute each)**



Design Factory 2020, Semester 1



- What we are doing over the next 15 weeks
- Our Design Factory New Zealand Moodle site
- Learning Outcomes and Assessments



How we do things here



Values of Design Factory New Zealand.



Ways of working together



“How do we want to do things in the design factory?”

This relates to our class' values and culture.

1. Individual brainstorm – one idea per post-it about what each Design Factory value means to you
(move from station to station - 1 minute 30 seconds per station)
2. In small groups, read through the statements and talk about some meaningful actions that represent the Value. How could you show this value in the Design Factory. (6 minutes)
3. Create/write/draw 2-3 items that demonstrate the value (6 minutes)
4. Share them back to the class (30 seconds per team)

Lets talk about the Library!

- Welcome Dawn Carlisle



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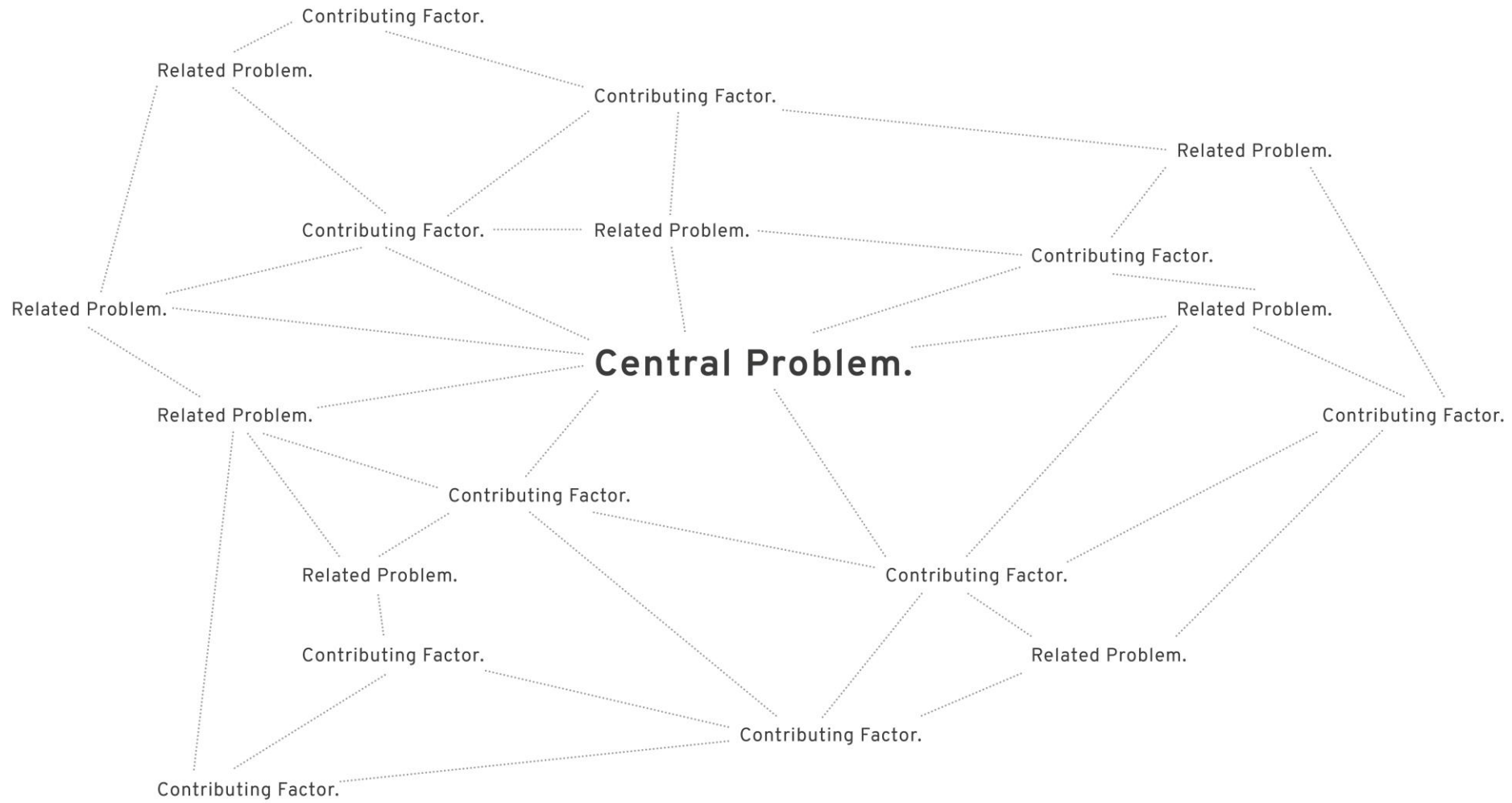


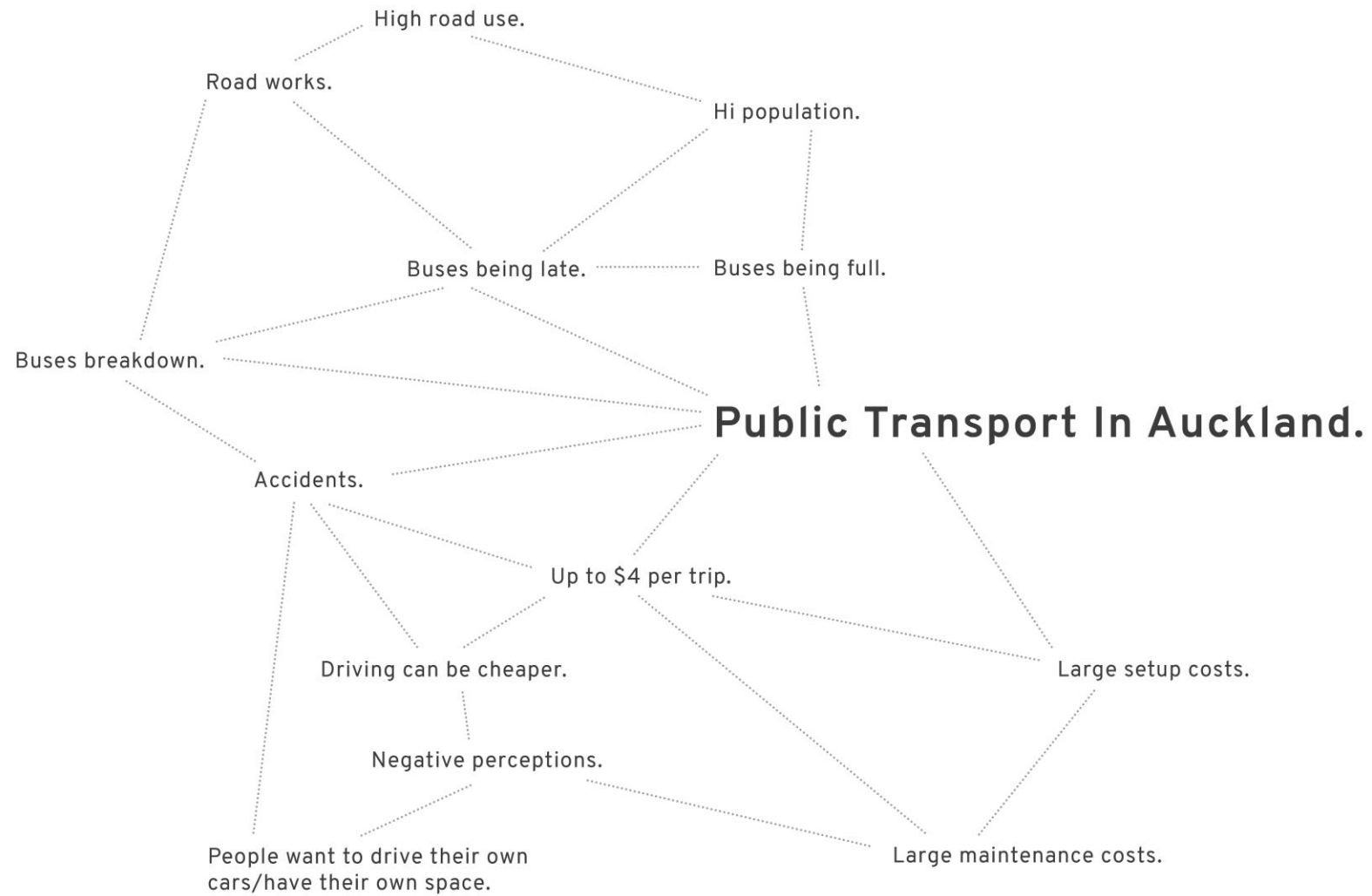
WICKED PROBLEMS...



Wicked Problem

- Solutions are not right or wrong. Just better or worse.
- Every problem is essentially unique.
- The problem is not clearly understood at the beginning.
- Wicked problems don't have a clear stopping point. They are never clearly finished.





Wicked Problems



No Quick Fixes – they are often impossible to fully solve. Mitigate instead.

Understanding and framing them is often half the battle



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Wicked Problem or Simple Problem?



- Baking a cake.
- Raising a child.
- Reducing homelessness in the Waikato.
- Finding the diameter of a circle.
- Building a bridge over a river.
- Solving issue of a community separated by a river.

Monday's Wicked Challenge

How might we make Hamilton's central city a desirable destination space?

Or

How might we use information technology to support Hamilton central city to become a desirable destination space?

Our Industry Partner:

The Hamilton Central Business Association



Tuesday's Wicked Challenge

How might Thames households reduce or re-use their food waste?

Or

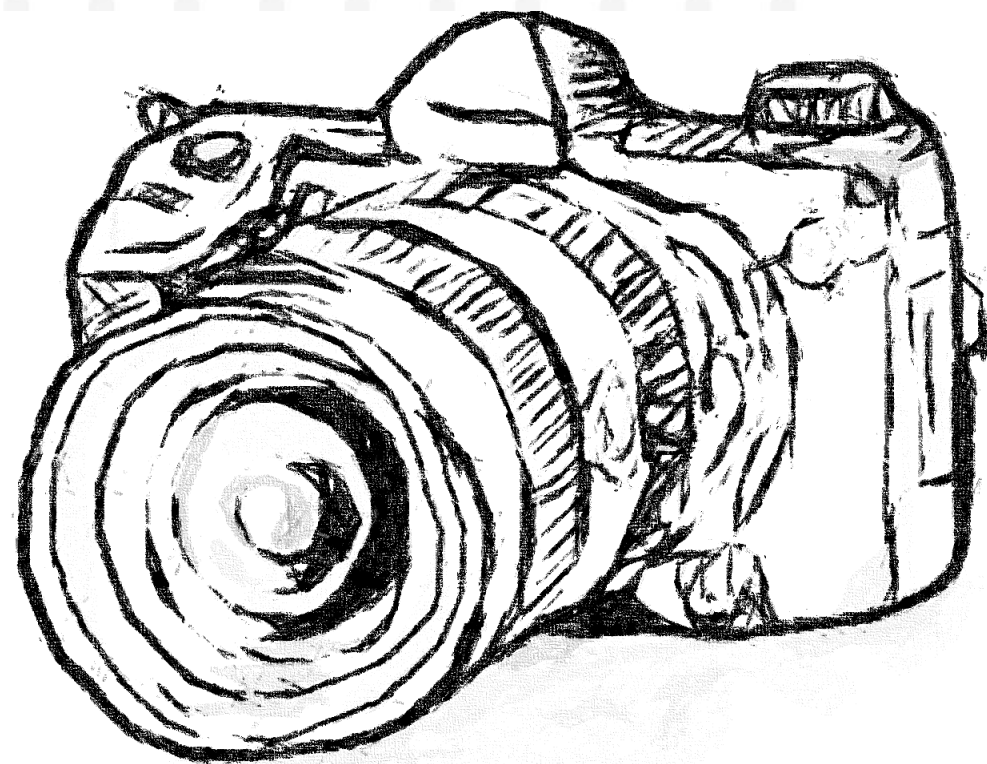
How might we incorporate the use of information technology to limit the amount of food waste in Thames households?

Our Industry partner:
Thames Food Waste Group



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Take a Break/Take a photo

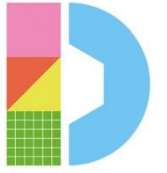


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Design Thinking

A reminder...

What is Design Thinking?



“Design thinking is an approach to designing that supports innovation and intelligent change.”

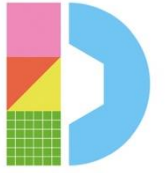
“Design thinking is a human-centred approach which is driven by creative and analytical thinking, customer empathy, and iterative learning.”

“It involves a toolkit of methods that can be applied to different problems by cross-disciplinary groups or by individuals.”

“Anyone can use design thinking. It can be fun.”

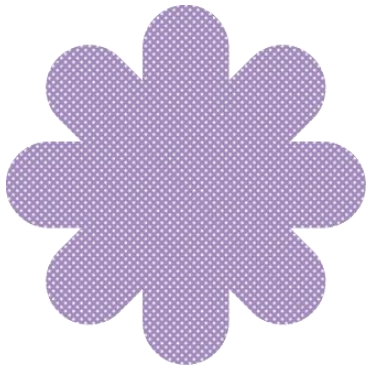
Curedale, R. (2016). *Design Thinking Process and Methods*. (3rd ed.). Los Angeles, CA: Design Community College. p.62.

Benefits of Design Thinking



- Human-centred
- Holistic or multiple perspectives
- Reduce duplicated efforts
- Enhance synergies
- Integrated and better targeted solutions
- Reality checks at early stages
- Higher chance to deliver more complete, resilient solutions

One Approach



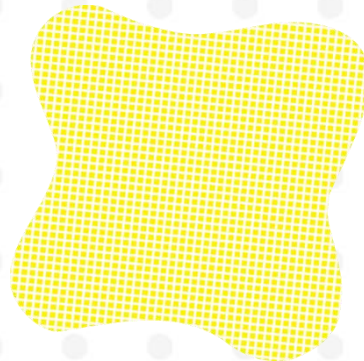
Empathise

Develop a deep understanding of your end users using ethnographic research methods.



Define

Make sense from your research. What are the insights? What is connected? What are unmet needs and desires of your audience?



Ideate

Create 75 to 120 potential design solutions. Select the best solutions from the view of people, technology and business.



Prototype

Create a series of fast prototypes to test your design direction.



Test

Get feedback from end users and a variety of stakeholders.

First tool/s – Context map & Starburst



- Grab a big piece of brown paper...
- Divide into 7 sections and head up each section with the following:

Demographic	Technology	COVID learnings
Rules/Regulations	Global	
Environmental	Anything Else	

- You may place your wicked challenge in the centre if it helps
- Use starbursting to create questions to help your team further understand the challenge.
- If there is information you already know then place this on the paper too



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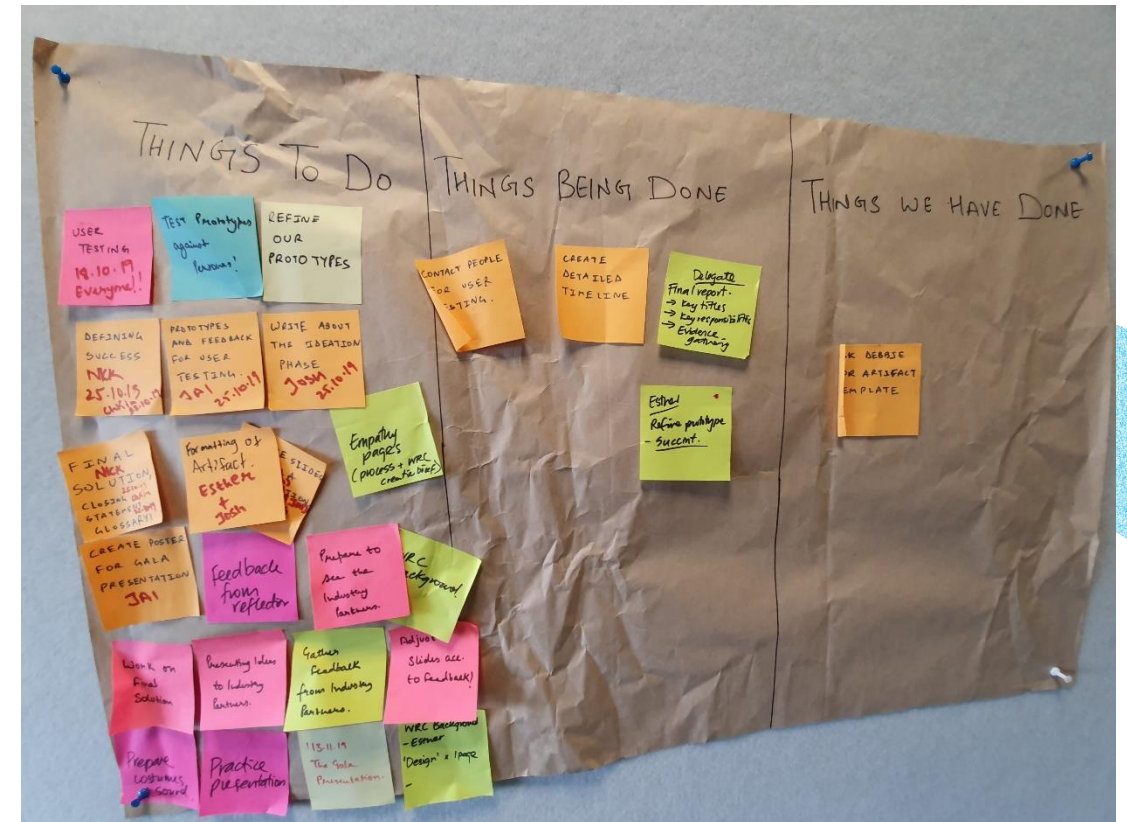
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Group Housekeeping



Project Group discussion

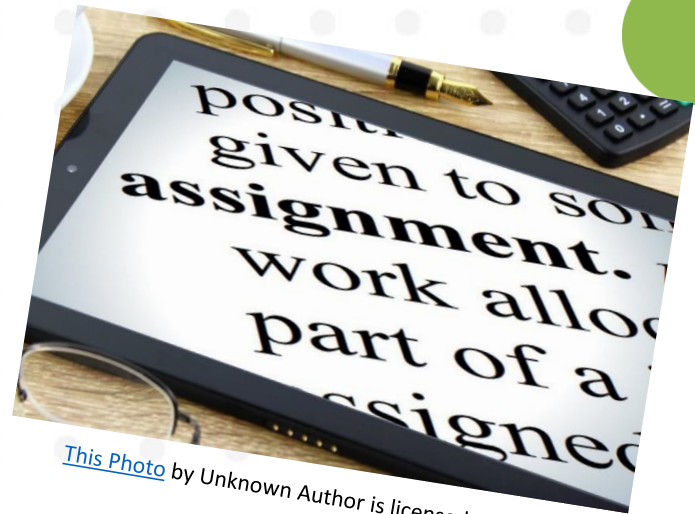
- Decide as a team on your second 4-hour DF session.
 - Wednesday morning, or sometime on Fridays
- How will your group communicate with each other?
- Make a 'to do' list for what you want to achieve next time you meet.



Assignment 1

Personal Development Plan (Reflection Assignment)

- Google Doc to be shared with you by end of this week (non IT)
- Check out Week 1 task (online questionnaire link in Moodle). If there's time now, make a start 😊



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Before you go...



All agreed on next 4-hr slot?

Any questions?

Post-it your thoughts please!

- 2-3 things you've learnt
- Anything you're unsure of

