

Design Thinking and Entrepreneurship Workshop

Making the world a *smarter* place



Period of time: 26/06/2023 to 10/07/2023

Our experience

- Interdisciplinary Workshop Formats and Hackathons
- International setups
- Free formats with up to 100 participants and 30 groups
- Real world customers
- 10 to 15 working days
- Online, offline and blended learning formats



Macro Challenge

- UN Sustainable Development Goals
- Real clients
- A series of daily individual challenges
- Importance of team process
- Working agile:
 - professional and lean management methods
 - working in iterations
 - continuous improvement

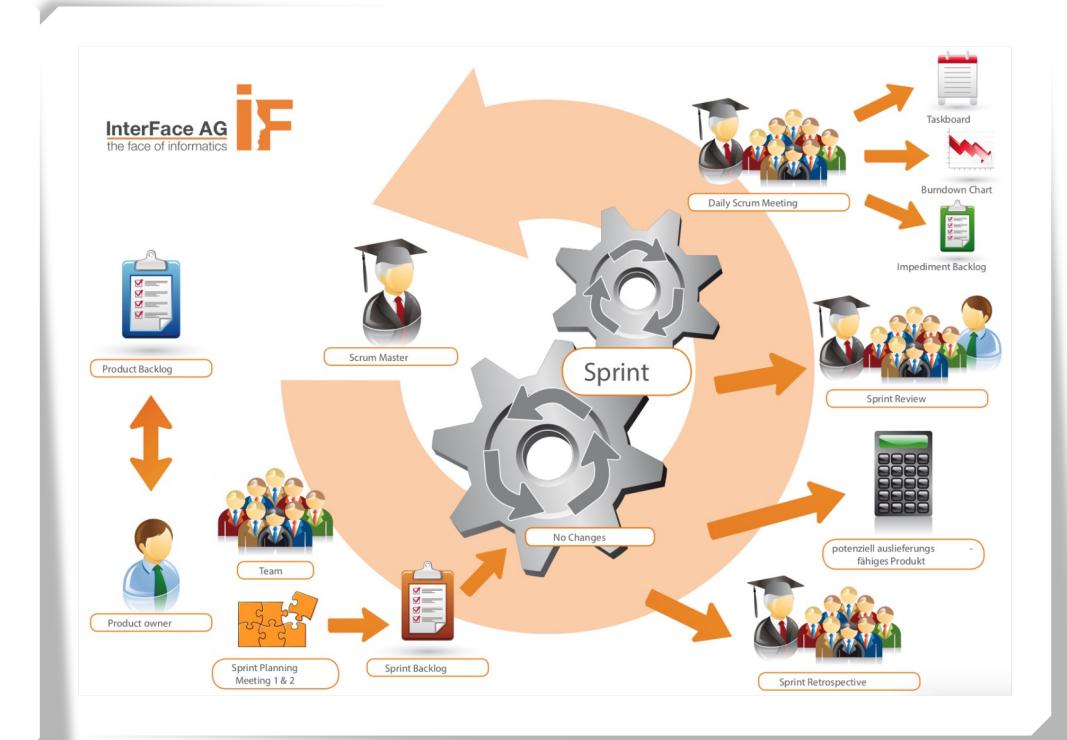
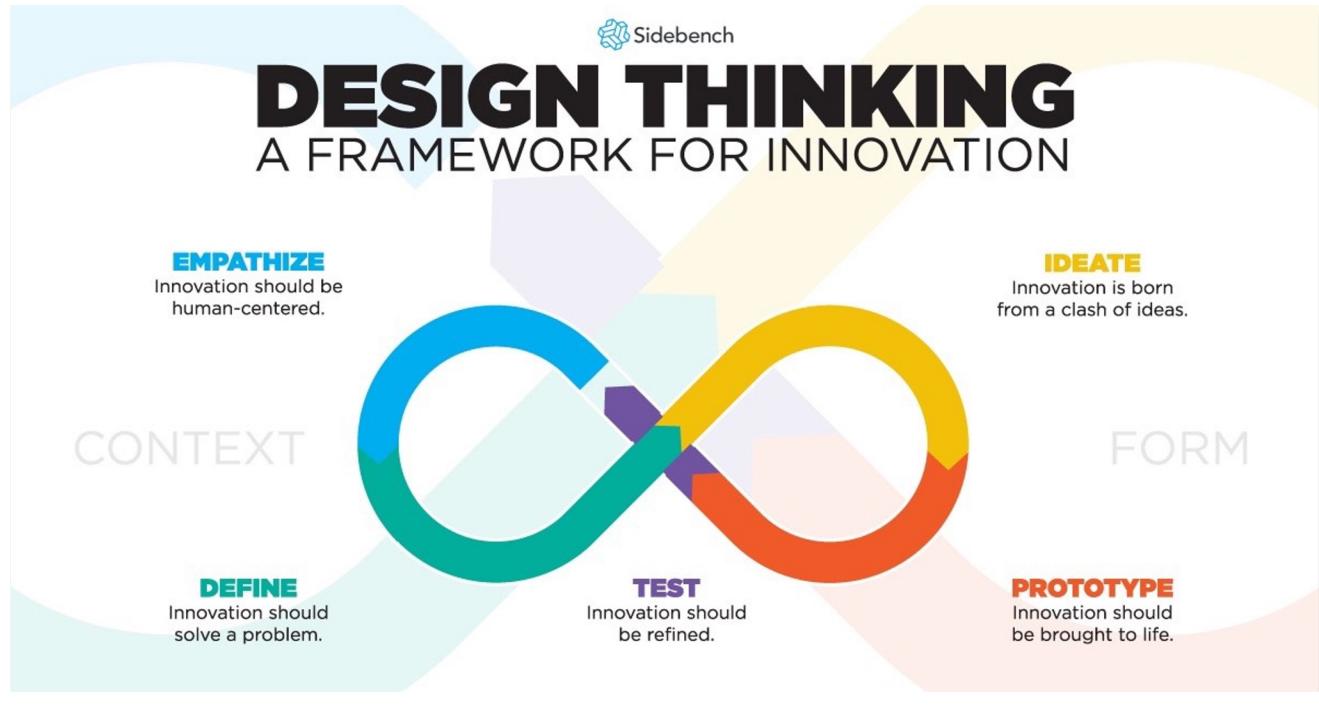




BERUFLICHE SCHULE ITECH
Elbinsel Wilhelmsburg

Workshop Schedule

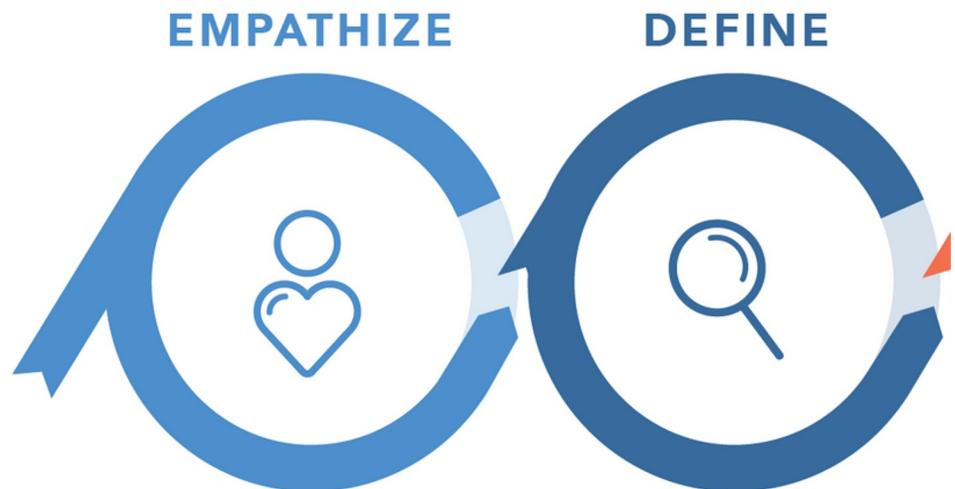
Motivation, Scalability, Manageability



- Easy start with agile methods (our top 4): define "sprints", visualization work packages, daily status, retrospectives

Sprint 1 - 0,75 day

Define your problem



UNDERSTAND

Goals:

- get acquainted with the problem space
- develop initial ideas about possible problems collaboratively

Inputs:

- Project briefing
- Design Thinking process
- Creative techniques

Actions:

- Creative activities
- Group building
- Peer feedback: Each team present their problem [pitch presentation max 5 min]

Deliverables:

- 6 W questions
- A defined problem
- 6-3-5 Brainwriting,
- Persona + Empathy maps

Define your problem examples



Amy Parker

Bio

Amy is a young student and wants to be a nurse and help people, who needs help. She like to read, draw and travel, but she has not so much time to do all her hobbies. She wants a good live for all people, because she saw people in other countries and how they live.

Goals

- ★ Help homeless people and share food with them
- ★ travel more and see more new places
- ★ Increase her positive impact on the world & impact on the world &

Team number:4
Team name: Chocolate Breakfast

Feedback / learnings from first iteration about your deliverables

- could expand empathy map a little
- Personas / customer journeys look clear
- narrow down the problem more toward the scenario

What have you learned so far?

- How bad plastic pollution is
- problem centered thinking
- design thinking techniques

What do you need to improve in your team within the next sprint (1 or 2 action items)?

1. Do some deeper research into AEIOU observation
2. Increase division of labour

Plastic food packaging pollution

"Progress is impossible without change, and those who cannot change are doomed to die."

Have you done following deliverables:

Sprint 1

- Persona & empathy map
- Cultural similarities & differences
- Customer journey
- Design space map

Sprint 2

- Observation AEIOU
- Critical issue definition
- Brain writing*
- 5 minutes pitch of problem

1 Who are we empathizing with?

- 21 Year old - busy college student
- Desire to help others, but doesn't have the time
- Going to Nursing School

6 What do they hear?

- "She has a heart for people".
- "Thank you!"
- "Why does she do this? She gets nothing in return for that".
- "You are very kind".

7 What do they THINK and FEEL?

PAINS	GAINS
<ul style="list-style-type: none"> - become more people against changes - Seeing others suffer and not being able to help them - Wastefulness 	<ul style="list-style-type: none"> -good life for as many people as possible - no needs anymore - see happy faces - all people having equal access healthier food and clean water

GOAL

Empathy map canvas

2 What do they need to do

- Balance her schedule & time
- Self Care, Rest and find time to do things she loves
- Find a way she can give back and make a difference with her busy lifestyle

3 What do they see?

- people in need (also from other country)
- solutions and ideas
- people who don't do anything and don't want changes

4 What do they say?

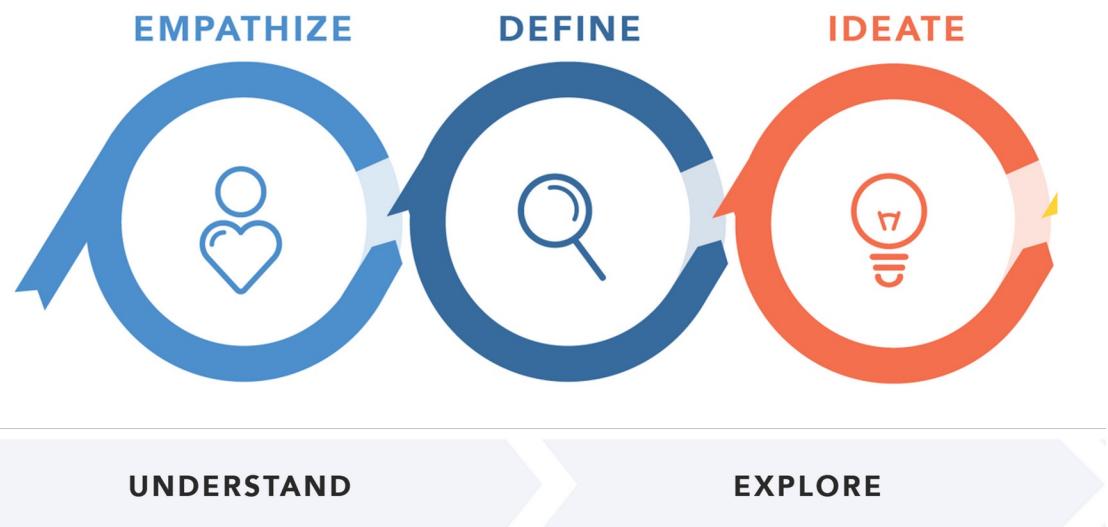
- "Progress is impossible without change, and those who cannot"



A group of people are gathered around a table in a conference room, working on a project. A whiteboard in the background has various notes and diagrams. A large screen on the wall shows a presentation slide.

Sprint 2 – 0,75 day

Sketch out your solution



Goals:

- Define a problem and a suitable approach to solving it
- Development of a product roadmap

Inputs:

- Design Thinking techniques
- Product backlog
- Agile methods

Actions:

- Creative activities
- Get peer feedback
- Expert checkpoint
- Each team present their problem and solution ideas [pitch presentation max 5 min]
- Expert checkpoint
- Backlog grooming

Deliverables:

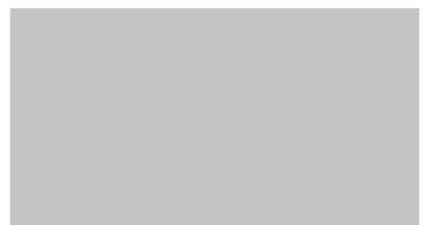
- A defined problem and a defined solution
- 6-3-5 Brainwriting
- Walt Disney Method
- agile planning board
- A groomed backlog

Sketch out your solution

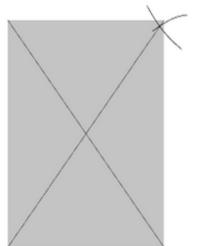
Dreams	Realization (How to make Dreams happen)	Criticism
vegetarian BBQ	Wide variety of products need to be accessible. Customers / Farmers need to be able to communicate beforehand. If a farmer doesn't have enough produce, there needs to be logistics.	
platform to bring organic farmers and customers together	Application needs a certain amount of users / farmers to work well. Good marketing / social media presence needed	Only organic farm maybe a little bit hard to have enough farms organize our party and it may limit the choice of customers. So let customer choose whether they need organic or normal farms --> fair factor idea. I participated
Application in which people can make reservations for BBQ and decide on foods they want to eat	program a website where you can make a reservation and see the offers of the farmers	Some Farm cannot provide all foods customers need to have BBQ
Farmers being able to connect through our solution	need to establish a chain of farms and convince farmers that our project can benefit them in the end	Actually farmers can do their business themselves without our apps

DATE:	PROJECT NAME:	TYPE OF RESEARCH:		
TIME:	RESEARCHER NAME:			
ACTIVITIES	ENVIRONMENTS	INTERACTIONS	OBJECTS	USERS
Live demos by Chefs cooking with leftovers and sampling recipes	Festival Outside	Try some examples about how to use leftovers	Reusable containers	Students Young people
Live demos by Artisans creating handmade items out of waste	College & University Campuses	Participate in activities/games	Leftovers	College/University Students Young Adults
Ultimate Dining Interactive Educational Experience w/ small groups/teams - Cooking Competition	In the Spring or Summer Season	Learning how to save money and live better	Food	Young Adults
Games/Activities/Giveaways & Prizes		Prizes/incentives and giveaways	Trash & Waste	*Their role is to learn to play a part in food sustainability efforts and being an active participant
Live performances and free concert if you BYOC to festival			Reusable Bags	*Extreme Users* Those already living a sustainable lifestyle who desire to learn more & share with friends/family
Movie area presenting documentaries/short films about food sustainability & waste				
Recycling Area/Incentives				

Restaurant Info



Weekly Offering



Dish

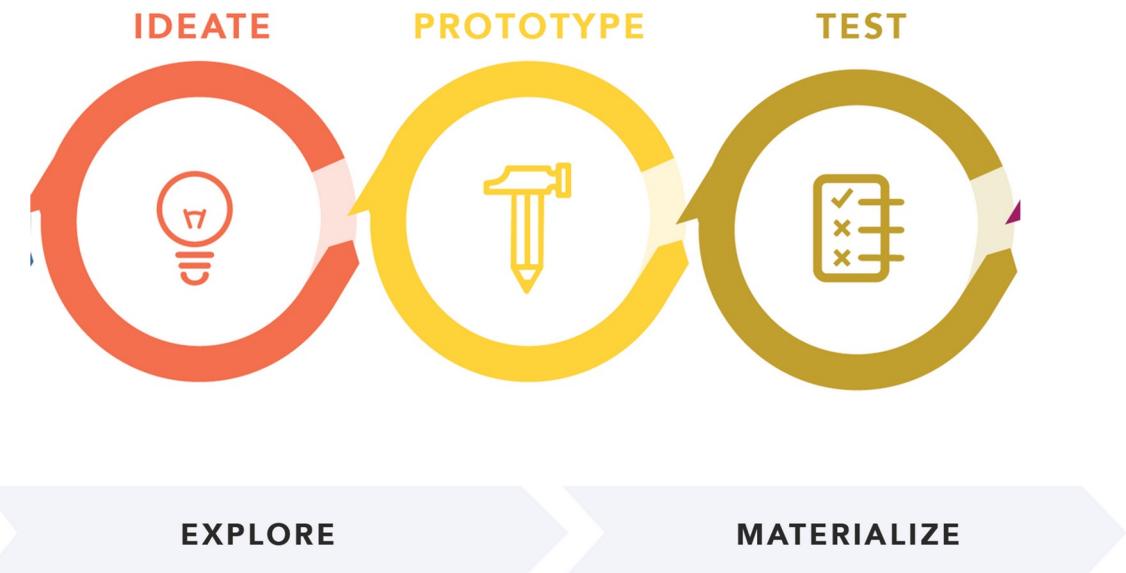
Dish Overview

I

Add

First draft of the editor page

Prototype your solution and getting agile



Sprint 3 – 1,5 days

Goals:

- Prototype your solution
- Getting agile with your team

Inputs:

- Agile methodologies
- Team roles

Actions:

- Prototype your solution: somehow functional
- Define team roles and follow agile principles
- Get peer feedback
- Expert checkpoint

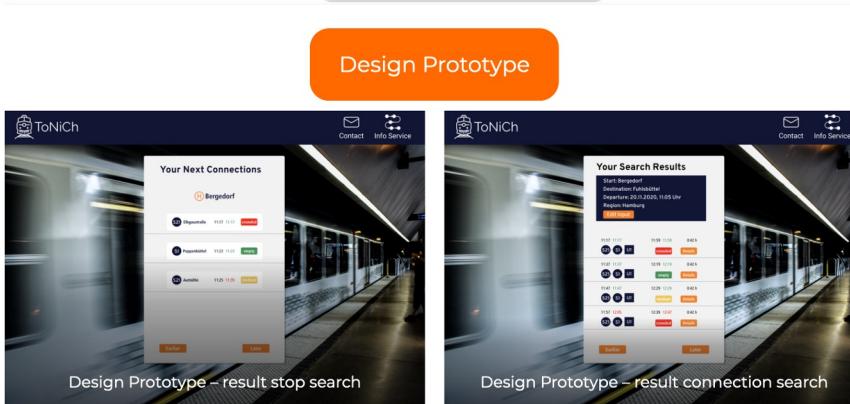
Deliverables:

- A prototype: somehow functional

Prototype your solution and getting agile



Design Prototype



App Prototype



Vending Machine Prototype

- 4 possible themes for events: Modern, Light, Dark, Neutral
- Can place infographics about food waste on the vending machine screen to educate others.

Team Roles

Product Owner

Decides what to do and why

Yann Rakotomalala

Scrum Master

Focus on how to work better

LaShaundra Barnes
Veronika Baierbach

Developer Team

Do the work development

Terry Bolden
Yann Rakotomalala



Group result example

Plascycle

*Are you tired
of all that junk
in public?
Bring the
rubbish to us
and collect
points for
great offers!*

The App – a quick overview

The Website – a quick overview

The Machine – a quick overview

In a nutshell

- Time frame: 26 June – 10 July 2023
- Duration: 2 weeks (combination of structured and free phases)
- Core time: 9 am to 13 pm mandatory (input / exchange) plus individual time for team work
- New teams: 4-5 people, *at least two new group members (!)*
- Macro challenge: Real clients // UN sustainable development goals
- Workshop language is English
- Professional and lean management methods (Scrum)
- **10 July:** Final presentation (fair) with guests (companies, BHH, school etc.)