

# Design Thinking for Women's Health + Wellbeing

## Final Presentation + Proposal

### Final 10 min. Presentation: December 18th, 7pm – 9pm

#### Overview

Prepare a 10 minute presentation to pitch your final idea and provide an overview of the work you completed throughout this course. Presentations should include slides, which should be well-designed, clear, and comprehensive.

#### Grading

15% of final grade, team assignment

#### What to Submit

Present in class during the final exam time and upload slide deck to Slack. The presentation should include an overview of your observations, interviews, immersive research, insights, frameworks, opportunity areas, concept ideation, and final concept.

### Final Proposal – Due: December 19th, 11:59pm

#### Overview

Write a 3+ page, single-spaced proposal and include the following sections:

1. **Idea Pitch** (½ page)
  - Provide details to thoroughly describe your idea and discuss your target audience.
2. **Design Thinking Process** (2–3 pages)
  - Describe the steps of the design thinking process you took each week to develop your final idea. Synthesize your interviews, observations, secondary research, and feedback and include an overview of your ideation process.
3. **Implementation Plan** (½ page)
  - What would the next steps be in making your idea a reality? What resources (financial, people, time, space, etc.) do you need? What entrepreneurial resources at Illinois might you consider pursuing?  
\*It is not a requirement to continue working on your idea, but it can be beneficial to think about what it would take to take initiative and implement!

#### Grading

10% of final grade, team assignment

#### What to Submit

Submit on Compass 2g by 11:59PM on the day after the final presentations

## **Final Reflection – Due: December 19th, 11:59pm**

### **Overview**

Write a 1-2 pages, single-spaced proposal and respond to the following questions in paragraph form.

1. What did you learn through your experience completing observations?
2. What did you learn through your experience interviewing and creating interview questions?
3. What did you learn through completing immersive research?
4. Things you found to be challenging?
5. How you would like to improve if you went through this process again?
6. Reflect on your experience working with your group.
7. Reflect on the work of your classmates, beyond your immediate teammates.

### **Grading**

Individual, required for course completion.

### **What to Submit**

Submit on Compass 2g by 11:59PM on the day after the final presentations