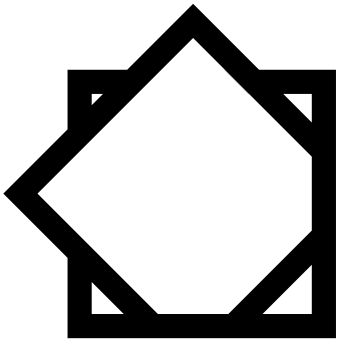


DIDI

DUBAI INSTITUTE
OF DESIGN
AND INNOVATION

**DIDI PROJECT DESIGN SPACE
DESIGN HANDBOOK
2021 — 2022**



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**DUBAI INSTITUTE
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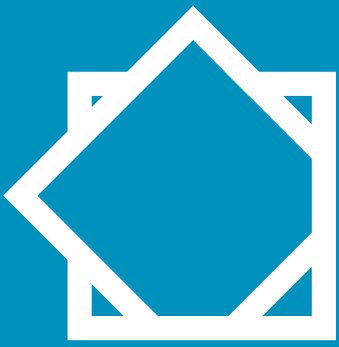
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SECTION 1

In this section, the following topics will be explored. Click to navigate:

1. [Introduction](#)
2. [Defining Design](#)
3. [Designer's Journey](#)
4. [Design Modes and Methods](#)

Introduction
to Project
Design Space



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Design
is not just
what it looks
like and feels
like. Design is how it
works.

~ Steve Jobs

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INTRODUCTION

Welcome to Project Design Space

DIDI Project Design Space is a program for high school students across the GCC region. DIDI Project Design Space sets itself apart from other innovation programs by offering students like you the rare opportunity to work on real design projects for actual clients, including government bodies, corporates and non-profits. Your teacher sponsor will virtually coach you through the process. The program finishes with a Boot Camp and Finals Event, where select teams will be invited to pitch their ideas to the clients.

This guide was created to walk you through the design journey. We hope that you find this resource useful. Thank you for participating, and please reach out to didi.designspace@didi.ae with any questions.

This section of the book introduces you to the key program concepts:

- **Defining Design**
- **Designer's Journey**
- **Design Modes and Methods**



DEFINING DESIGN

What Is Design?

Use the box below to write your own definition of design.
Update your definition as you develop new ideas.

DESIGNER'S JOURNEY

Innovation in Four Phases

The Designer's Journey has four phases:

1. **Initiation**
2. **Discovery**
3. **Development**
4. **Delivery**

Initiation is the very beginning of your journey. You'll initiate your project by forming a team, picking a design brief to solve and learning as much as you can about your challenge.

Discovery comes next. You'll conduct research and learn about your challenge from new perspectives.

Development is the heart of your journey. You will generate lots of potential solutions and develop your ideas through multiple rounds of prototyping and testing.

Delivery is the final phase of the journey. You'll create your final prototype and film a video in which you and your team pitch your solution.

DESIGNER'S JOURNEY

Checkpoints Along the Way

There are checkpoints and deliverables to complete in every phase of the Designer's Journey.

1. INITIATION CHECKPOINTS

Checkpoint 1: Orientation

- Discuss Designer's Journey
- Discuss Modes and Methods
- Discuss Session Structure
- Set Club Agreements

Checkpoint 2: Analyze Briefs

- Read and Discuss the Briefs

Checkpoint 3: Form Teams

- Discuss Teamwork Concepts
- Discuss Project Management
- Discuss Success
- Set Team Alliance



2. DISCOVERY CHECKPOINTS

Checkpoint 1: Kickoff

- Identify Success Criteria
- Discuss Modes

Checkpoint 2: Conduct Research

- Identify Discovery Goals
- Create and Carry Out Discovery Plan

Checkpoint 3: Synthesize Research

- Share Research with Team
- Craft Your Design Question

Checkpoint 4: Reflect

- Complete Discovery Reflection



3. DEVELOPMENT CHECKPOINTS

Checkpoint 1: Kickoff

- Identify Success Criteria
- Discuss Modes

Checkpoint 2: Ideate

- Brainstorm
- Select Top Ideas

Checkpoint 3: Prototype

- Build First Prototype
- Test First Prototype
- Iterate

Checkpoint 4: Reflect

- Complete Development Reflection



4. DELIVERY CHECKPOINTS

Checkpoint 1: Kickoff

- Identify Success Criteria
- Discuss Modes

Checkpoint 2: Finalize Prototype

- Assess Current Prototype
- Prioritize and Finalize

Checkpoint 3: Create Video Pitch

- Identify Key Messages
- Turn Key Messages into a Story
- Write a Script
- Film, Edit and Submit

Checkpoint 4: Reflect

- Complete Delivery Reflection

DESIGN MODES AND METHODS

Think and Work like a Designer

There are five modes (ways) of working like a designer. There are many methods (processes) for working in each mode.

Methods can be found in the back of this handbook.

1. Research

- The research mode is used to gather information. It's how designers learn, listen and test their assumptions.
- **Research Methods** are processes that designers use to gather information, synthesize findings and discover insights.

2. Ideation

- The ideation mode is used to come up with new ideas. It's how designers get unstuck and imagine new possibilities.
- **Ideation Methods** are processes that designers use to generate new ideas and ways of doing things.

3. Prototyping

- The prototyping mode is used to build and test models. It's how designers make their ideas real and refine their ideas.
- **Prototyping Methods** are processes that designers use to make their ideas tangible, develop their ideas and get feedback on their ideas.

4. Meeting

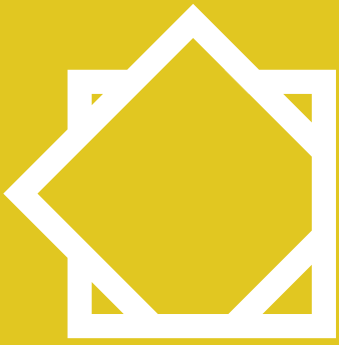
- The meeting mode is used to connect with your team, your clients and others. It's how designers share their perspective, discuss ideas, reflect, align, persuade and move forward together.
- **Meeting Methods** are processes that designers use to connect and communicate.

5. Project Management

- The project management mode is used to manage a project successfully. It's how designers make sure that they're achieving their goals on schedule.
- **Project Management Methods** are processes that designers use to ensure that they are achieving their project goals.

Design Modes and the Designer's Journey

In each phase of the Designer's Journey, you will use all five modes to pass through the checkpoints.



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SECTION 2

In this section the following topics will be explored. Click to navigate:

1. [Your Design Team Notebook](#)
2. [Phase 1: Initiation](#)
3. [Phase 2: Discovery](#)
4. [Phase 3: Development](#)
5. [Phase 4: Delivery](#)

The
Design Team
Notebook



You
can't use
up creativity.
The more you
use, the more you
have.

~ Maya Angelou

YOUR DESIGN TEAM NOTEBOOK

Introduction to the Notebook

This section of the handbook will guide you through the Designer's Journey. The pages of this section are interactive. You can work through them with your team or alone. Think of this section as your design workspace.

Be creative in how you use this document to collaborate with your team.

The Design Team Notebook includes four parts aligned to the four phases of the Designer's Journey:

- **Initiation**
- **Discovery**
- **Development**
- **Delivery**



YOUR DESIGN TEAM NOTEBOOK

Track Your Progress

Use this page to track your design journey. The design journey looks like a step-by-step process, but in reality, phases overlap. If your design journey doesn't look like a straight line, that's OK! Being a designer is all about trying things out, seeing what works and adapting.

1. Initiation Checkpoints

Checkpoint 1: Orientation

Discuss Designer's Journey

Discuss Modes and Methods

Discuss Session Structure

Set Club Agreements

Checkpoint 2: Analyze Briefs

Read and Discuss the Briefs

Checkpoint 3: Form Teams

Discuss Teamwork Concepts

Discuss Project Management

Discuss Success

Set Team Alliance



2. Discovery Checkpoints

Checkpoint 1: Kickoff

Identify Success Criteria

Discuss Modes

Checkpoint 2: Conduct Research

Identify Discovery Goals

Create and Carry Out Discovery Plan

Checkpoint 3: Synthesize Research

Share Research with Team

Craft Your Design Question

Checkpoint 4: Reflect

Complete Discovery Reflection



3. Development Checkpoints

Checkpoint 1: Kickoff

Identify Success Criteria

Discuss Modes

Checkpoint 2: Ideate

Brainstorm

Select Top Ideas

Checkpoint 3: Prototype

Build First Prototype

Test First Prototype

Iterate

Checkpoint 4: Reflect

Complete Development Reflection



4. Delivery Checkpoints

Checkpoint 1: Kickoff

Identify Success Criteria

Discuss Modes

Checkpoint 2: Finalize Prototype

Assess Current Prototype

Prioritize and Finalize

Checkpoint 3: Create Video Pitch

Identify Key Messages

Turn Key Messages into a Story

Write a Script

Film, Edit and Submit

Checkpoint 4: Reflect

Complete Delivery Reflection

PHASE 1: INITIATION

Set Yourself Up for Greatness

Welcome to the beginning of your DIDI Project Design Space journey! This is your introduction to the program and it is meant to set you up for success.

Estimated Time to Complete:

4 - 6 hours

Initiation Checkpoints

Checkpoint 1: Orientation

	Discuss Designer's Journey
	Discuss Modes and Methods
	Discuss Session Structure
	Set Club Agreements

Checkpoint 2: Analyze Briefs

	Read and Discuss the Briefs
--	-----------------------------

Checkpoint 3: Form Teams

	Discuss Teamwork Concepts
	Discuss Project Management
	Discuss Success
	Set Team Alliance

INITIATION CHECKPOINT 1: ORIENTATION

Discuss Designer's Journey

Review the **Designer's Journey** page of this notebook.

Questions to discuss together:

- What are the steps of the journey?
- When have you used a process like this before?
- What about this journey feels new or exciting?

Write down the key takeaways from your discussion below:



INITIATION CHECKPOINT 1: ORIENTATION

Discuss the Modes and Methods

Review the **Design Modes and Methods** page of this notebook.

Questions to discuss together about the modes:

- What is a design mode?
- Which of these modes have you used before?
- How might each mode show up in each phase of the design journey?

Questions to discuss together about the methods:

- Which methods have you heard of
- Which methods are new to you?
- Which methods are you most excited to try out?

Write down the key takeaways from your discussion below:



INITIATION CHECKPOINT 1: ORIENTATION

Discuss the Session Structure

You are designers. Part of being a designer means designing how you use your time. This is your club, and you can structure your time together however works best for you.

Look over the following session structure together and discuss if this structure will work for you.

Feel free to adapt (or completely redesign) the structure to meet your club's needs.

Agenda	Description	Time
Welcome	Participate in quick check-in or icebreaker	10 mins
Agenda	Share agenda, decide where you are in the journey	10 mins
Whole Team Time	Engage in group discussion about information, tools and concepts needed to complete next steps	10 mins
Working Time	Work in small teams on chosen next steps	30 mins
Come Back Together	Check back in with the whole team to share insights, questions, observations, progress, etc.	45 mins
Action Items	Review tasks that need to be completed prior to next meeting	5 mins
Closing	Choose a team ritual to check out for the day	5 mins

INITIATION CHECKPOINT 1: ORIENTATION

Set Club Agreements

It's important to agree on expectations for this club.

Agreements concern:

- How you treat one another
- The mindset you bring to the club
- How you will run the club
- Anything else to make a positive experience

Questions to discuss together:

1. What do you hope to get out of this club?
2. What do you hope to contribute to this club?
3. What will help us achieve our goals?
4. How do we want this club to feel?

Write your club agreements below:



INITIATION CHECKPOINT 2: ANALYZE BRIEFS

Read and Discuss the Briefs

Review the briefs.

Questions to discuss together for each brief:

- What is this brief really about?
- What are the deliverables?
- Who does this project affect?
- Who is the client and what do they want? Why?
- What questions do we need to ask?
- Which brief is most interesting to you? Why?

Take notes in the space below:



INITIATION CHECKPOINT 3: FORM TEAMS

Discuss Teamwork

Professional designers work in teams. Working with others means that it's possible to get more done. But that's not the only reason why teams are important.

Questions to discuss together:

- Think about the most successful team(s) you've been a part of. What made those experiences successful?
- What does it feel like to be on a great team?
- How would you describe your ideal team member?
- What do you need from your team in order to feel supported and motivated?
- What can you do to help others on your team feel supported?

Write down the key takeaways from your discussion below:



INITIATION CHECKPOINT 3: FORM TEAMS

Discuss Project Management

Project Management is getting things done! It's how designers make sure that they're achieving their goals on schedule. Take notes below:

Questions to discuss with your team about past projects:

- What's the biggest project or assignment you've ever worked on (individually or as part of a team)?
- How did you stay organized?
- Did your system work? Why or why not?

Questions to discuss with your team about this project:

- What is our objective?
- What are the deadlines?
- What are the milestones?
- What is our schedule?
- How will we manage this project as a team?



INITIATION CHECKPOINT 3: FORM TEAMS

Discuss Success

It's important to have a clear picture of what success looks like. Think about what you would like to achieve.

Review the rubric that will be used for judging and selection.

Questions to discuss as a team:

- Success criteria are standards that people use to judge the quality of work. What are our success criteria for ourselves?
- What questions will we ask along the way to ensure that our work is up to our standards?
- What structures can we put in place to ensure our work is up to our standards?
- What actions will we take if we realize our work is not meeting our standards?

Write down the key takeaways from your discussion below:



INITIATION CHECKPOINT 3: FORM TEAMS

Set Team Alliance

A team alliance is a document that outlines how you will work together as a team.

Use the discussions that you've had about teamwork, project management and success as well as the questions below to create your team alliance.

Questions to discuss together:

- What are each of our natural strengths?
- What kind of work do we each love doing?
- What kind of work do we each not like doing?
- How will we help each other feel safe and supported?
- What do we expect from one another?
- How will we resolve conflict on our team?

Write down the key agreements from your discussion below:



PHASE 2: DISCOVERY

Get Inspired!

Discovery is all about gathering information, getting inspired and seeing your challenge from new perspectives.

Estimated Time to Complete:

10 - 15 hours

Discovery Checkpoints

Checkpoint 1: Kickoff

Identify Success Criteria

Discuss Modes

Checkpoint 2: Conduct Research

Identify Discovery Goals

Create and Carry Out Discovery Plan

Checkpoint 3: Synthesize Research

Share Research with Team

Craft Your Design Question

Checkpoint 4: Reflect

Complete Discovery Reflection

DISCOVERY CHECKPOINT 1: KICKOFF

Identify Success Criteria

Discovery is where the fun really begins! Discovery is a “divergent” process. This means that it’s a time to think broadly, ask lots of questions and seek new perspectives.

Questions to discuss together:

- What is the goal of the Discovery phase?
- How will we know that we did a good job in this phase?
- What outcomes will make us proud of our work?
- What types of activities might we need to complete in order to reach these outcomes?
- What would make the difference between good and great?

Write down notes from your discussion below:



DISCOVERY CHECKPOINT 1: KICKOFF

Discuss Modes

Brainstorm how you might use each mode during discovery:

Research

Ideation

Prototyping

Meeting

Project Management

DISCOVERY CHECKPOINT 2: CONDUCT RESEARCH

Identify Discovery Goals

Start by identifying what's most important to learn, and come up with a plan for how you will gather that information.

Discuss the following questions as a team to identify your research questions:

- What do we need to learn about the people affected by this challenge?
- What do we need to learn about the context for this challenge (e.g., historical, cultural, economic factors)?
- What can we learn from others who are tackling this problem?
- What do we need to learn about the challenge sponsor (e.g., values, perspective, how this fits into its larger strategy)?

Record your discovery goals below:



DISCOVERY CHECKPOINT 2: CONDUCT RESEARCH

Create and Carry Out Discovery Plan

Review the **Research Methods**. Decide how you will gather the information, understandings and perspectives that you need.

Write down your plan for gathering information about each of your discovery goals:

1. We will learn about...

By...

2. We will learn about...

By...

3. We will learn about...

By...

Now it's time to execute your plan. Use the **Action Plan** method to align on a plan.

DISCOVERY CHECKPOINT 3: SYNTHESIZE RESEARCH

Share Research with Team

As you conduct your research, you may confirm your intuitions, realize you were wrong about something, uncover surprising insights or develop new questions.

Questions to discuss with your team throughout the research process:

- What have we learned since we last met?
- What themes and patterns are we noticing?
- What new questions do we have?
- What else do we need to learn?

Other methods that can help you synthesize your research:

- **User Persona**
- **Point of View Statements**
- **Design Principles**

Record key insights each time you meet and update your **Discovery Plan** as needed.



DISCOVERY CHECKPOINT 3: SYNTHESIZE RESEARCH

Craft Your Design Question

At the end of your Discovery Phase, you will consolidate your new understandings into a Design Question. This is a question that you will use to brainstorm solutions.

Design questions usually start with three powerful words - “How might we...” - followed by the impact that you want to create. They also:

- Reflect the insights that you’ve uncovered through your research
- Are specific enough to focus your brainstorm
- Are not so specific that they needlessly limit your creativity or suggest predetermined solutions
- Feel exciting

Here are some examples of challenges that have been turned into “How Might We” Questions:

Challenge: Kids don’t like going to the doctor’s office

Question: How might we create a sense of joy in the doctor’s office waiting room?

Challenge: Students at our school are really stressed out

Question: How might we get our school to promote and encourage self-care practices among students and faculty?

Challenge: Diabetes rates are increasing

Question: How might we inspire families to get more physical activity when it is hot outside?

DISCOVERY CHECKPOINT 3: SYNTHESIZE RESEARCH

Craft Your Design Question

Use the **“How Might We” Questions** method to brainstorm a list of questions.

Record your best “How Might We” Questions below:

DISCOVERY CHECKPOINT 4: REFLECT

Complete Discovery Reflection

Questions to discuss together:

- In what ways did we use each mode (research, ideation, prototyping, meeting and project management) during this phase?
- What worked well?
- What would we do differently next time?
- What did we learn about design?
- What did we learn about teamwork?

Record the key takeaways from your discussion below:



PHASE 3: DEVELOPMENT

Turn Ideas into Reality

Develop a universe of possible solutions, filter them, prototype some and converge on your final concept.

Estimated Time to Complete:

20 - 40 hours

Development Checkpoints

Checkpoint 1: Kickoff

Identify Success Criteria

Discuss Modes

Checkpoint 2: Ideate

Brainstorm

Select Top Ideas

Checkpoint 3: Prototype

Build First Prototype

Test First Prototype

Iterate

Checkpoint 4: Reflect

Complete Development Reflection

DEVELOPMENT CHECKPOINT 1: KICKOFF

Identify Success Criteria

Development is where you use everything that you learned in Discovery to generate lots of potential solutions to your challenge. You'll pick your favorite idea to develop further through multiple rounds of prototyping and testing.

Questions to discuss together:

- What is the goal of the Development phase?
- How will we know that we did a good job in this phase?
- What outcomes will make us proud of our work?
- What types of activities might we need to complete in order to reach these outcomes?
- What would make the difference between good and great?

Record your notes from your discussion below:



DEVELOPMENT CHECKPOINT 1: KICKOFF

Discuss Modes

Brainstorm how you might use each mode during development:

Research

Ideation

Prototyping

Meeting

Project Management

DEVELOPMENT CHECKPOINT 2: IDEATE

Brainstorm

Generate lots of ideas with a **Brainstorming Meeting**.

Record the results of your brainstorm below.

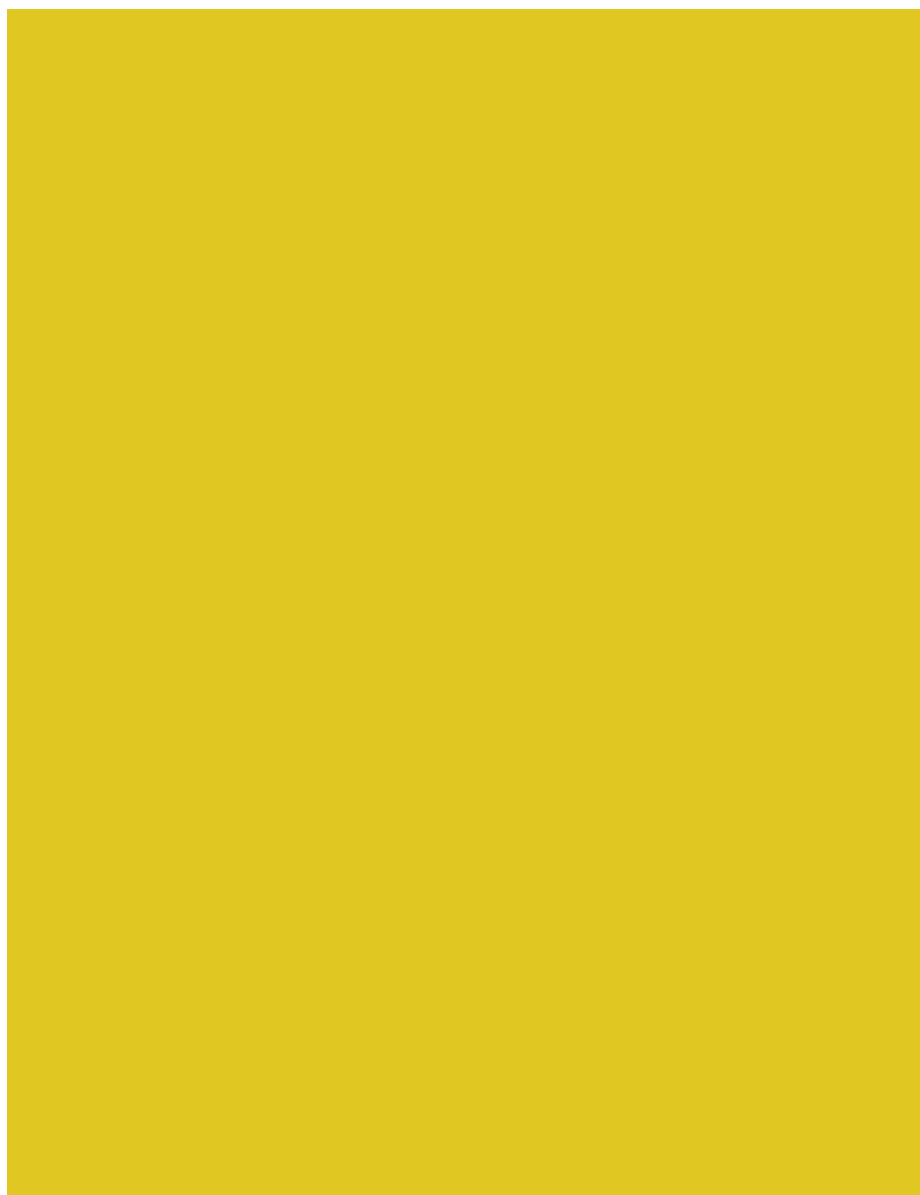
DEVELOPMENT CHECKPOINT 2: IDEATE

Select Top Ideas

Use the **Affinity Clustering** method to organize your ideas and identify themes.

Use the **Theory of Change** method to determine which idea(s) you plan to develop through prototyping.

Record the idea that you've selected to develop below:



DEVELOPMENT CHECKPOINT 3: PROTOTYPE

Build First Prototype

Prototypes are preliminary models of ideas. Designers build prototypes to develop their ideas. Early prototypes are rough and cheap - made quickly from simple materials like paper. Later prototypes are more refined, take longer to build and more closely resemble the final product.

Prototypes can take different forms. They can be drawings, physical objects or experiences. Yet, it might be more useful to think of prototypes as tests or research experiments. All prototypes are built to test specific hypotheses that designers have about the solutions that they are developing. Each prototype should help designers learn whether the idea that they have could work (and should be developed further) or won't work (and needs to be reconsidered).

Start by brainstorming the hypotheses about your solution that you want to test through prototyping.



DEVELOPMENT CHECKPOINT 3: PROTOTYPE

Build First Prototype

For each hypothesis, brainstorm what you might build to test that hypothesis. Review the **Prototyping Methods** for ideas.

Record your ideas. Under “We will test...”, record the hypothesis that you want to test. Under “By...”, record:

- The prototype that you will build
- Who you will share it with
- How you will ask people to interact with it

1. We will test...

By...

2. We will test...

By...

3. We will test...

By...

Pick the one question that you want to answer first, then build your prototype.

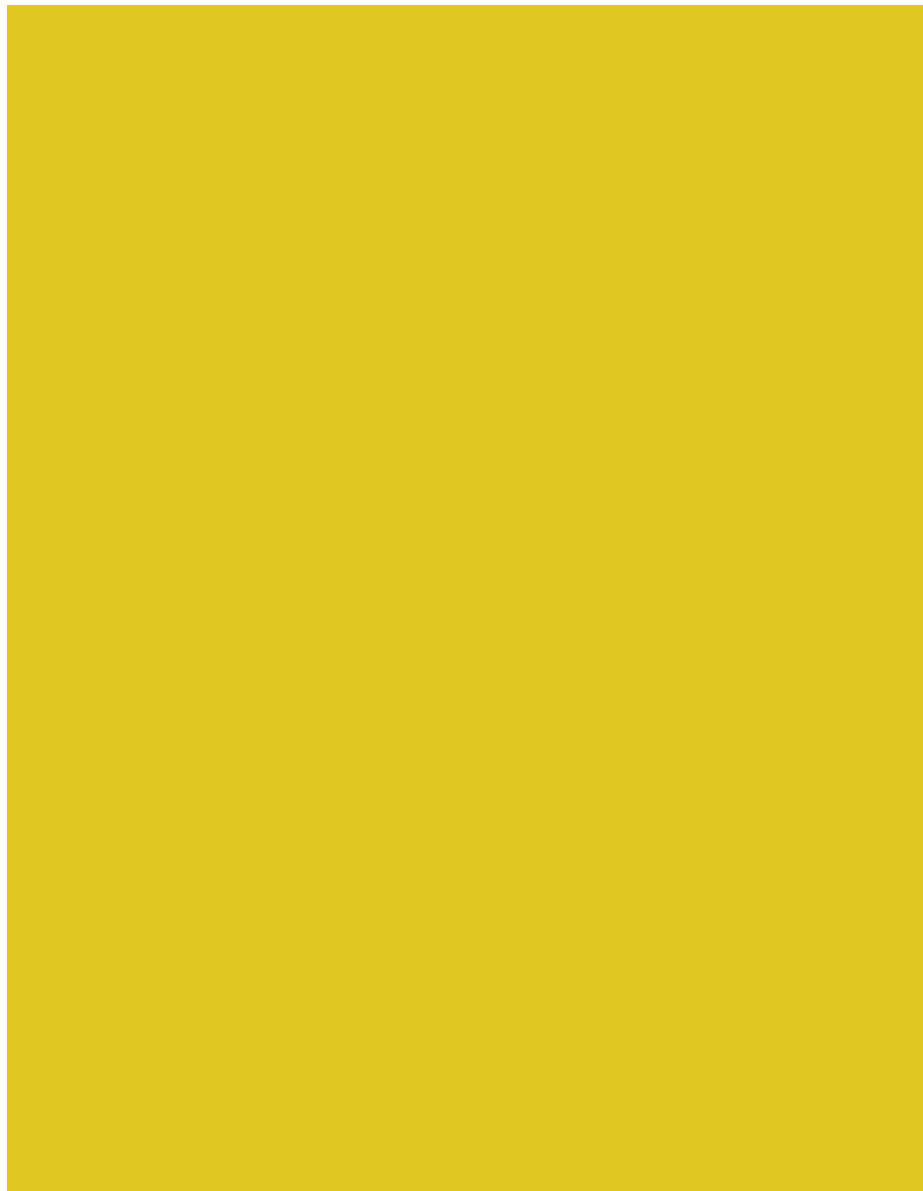
DEVELOPMENT CHECKPOINT 3: PROTOTYPE

Test First Prototype

Use the **Feedback Session** method to test your prototype.

Reflect back on your original question. Were you able to find an answer to your question? What did you learn?

Record your learnings below.



DEVELOPMENT CHECKPOINT 3: PROTOTYPE

Iterate

Your first prototype is only the beginning. Based on what you learned through testing your first prototype, it's time to repeat the process.

Based on what you learned, update and add to the **Prototype Brainstorm** that you generated earlier. Review the following research methods for additional ideas about how you might test follow-up prototypes:

- **Interview**
- **Focus Group**
- **A-B Testing**
- **Users-as-Designers Workshop**
- **Pilot**

Pick the hypothesis that you want to test next and build your next prototype.

After you test your next prototype, reflect back on your hypothesis. Did you find an answer? What did you learn? What new questions came up?

Repeat the steps on this page over and over. Use this process to refine your solution. This is the heart of development!

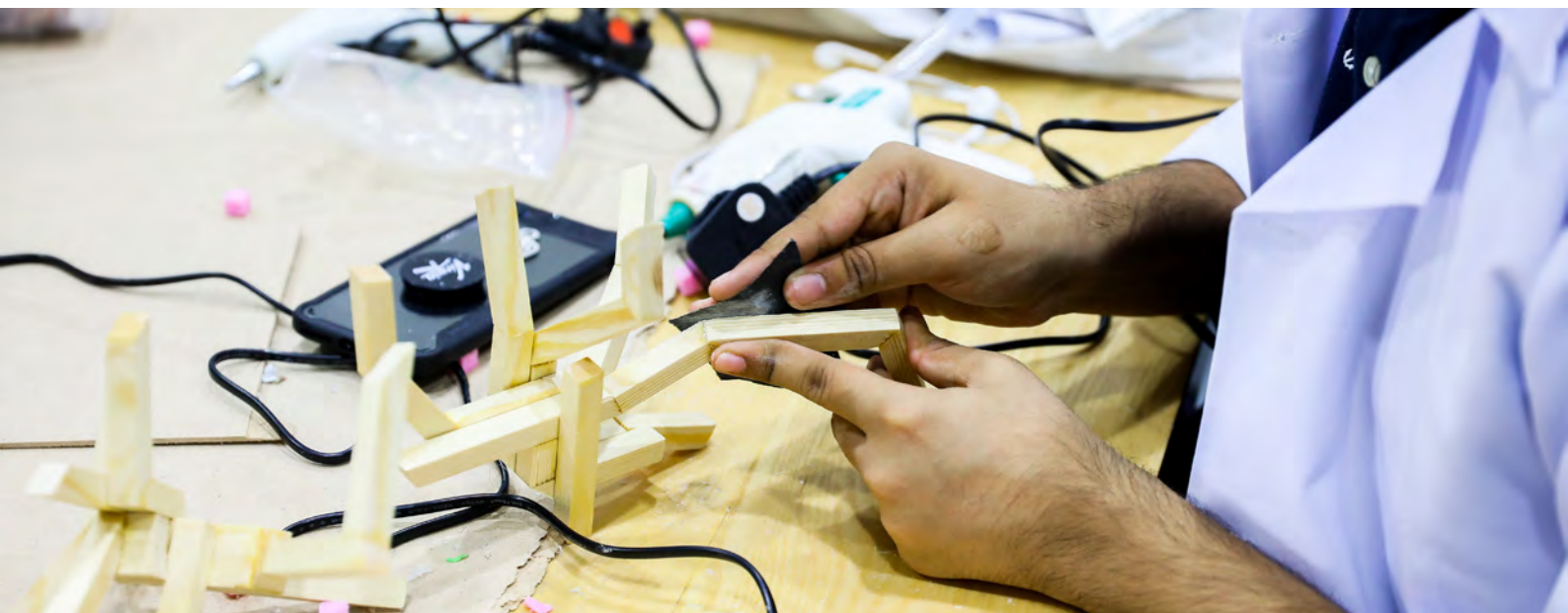
DEVELOPMENT CHECKPOINT 4: REFLECT

Complete Development Reflection

Questions to discuss together:

- In what ways did we use each mode (research, ideation, prototyping, meeting and project management) during this phase?
- What worked well?
- What would we do differently next time?
- What did we learn about design?
- What did we learn about teamwork?

Record the key takeaways from your discussion below:



PHASE 4: DELIVERY

Finish Strong!

Put your work out into the real world!

Estimated Time to Complete:

10 - 20 hours

Delivery Checkpoints

Checkpoint 1: Kickoff

	Identify Success Criteria
	Discuss Modes

Checkpoint 2: Finalize Prototype

	Assess Current Prototype
	Prioritize and Finalize

Checkpoint 3: Create Video Pitch

	Identify Key Messages
	Turn Key Messages into a Story
	Write a Script
	Film, Edit and Submit

Checkpoint 4: Reflect

	Complete Delivery Reflection
--	------------------------------

DELIVERY CHECKPOINT 1: KICKOFF

Identify Success Criteria

This is where you share your solution. You'll create your final prototype and come up with a captivating story that excites people about your solution. Then, you'll film a video in which you and your team pitch your solution.

Questions to discuss together:

- What is the goal of the Delivery phase?
- How will we know that we did a good job in this phase?
- What outcomes will make us proud of our work?
- What types of activities might we need to complete in order to reach these outcomes?
- What would make the difference between good and great?

Record notes from your discussion below:



DELIVERY CHECKPOINT 1: KICKOFF

Discuss Modes

Brainstorm how you might use each mode during delivery:

Research

Ideation

Prototyping

Meeting

Project Management

DELIVERY CHECKPOINT 2: FINALIZE PROTOTYPE

Assess Current Prototype

Use the rubric to assess the state of your current work. Assign yourself a score of 0, 1, 2 or 3 for each category:

- 0 = Does not fulfill this criteria at all
- 1 = Barely meets criteria
- 2 = Adequately fulfills criteria
- 3 = Goes above and beyond criteria

Then calculate your final score (out of a possible 18).

Record your assessment of your current prototype below.

Criteria	Score
Potential Impact of Solution	
Relevance to Brief	
Feasibility	
Creativity	
Prototype Quality	
Level of Completion	
Total	

DELIVERY CHECKPOINT 2: FINALIZE PROTOTYPE

Prioritize and Finalize

Consider the amount of time that you realistically have left to devote to finalizing your prototype and determine your priorities.

What is most important to refine or solve?



Use the **Action Plan** method to create a plan for finalizing your prototype, then carry out your plan.

DELIVERY CHECKPOINT 3: CREATE VIDEO PITCH

Identify Key Messages

The number one thing that your pitch should do is explain your solution in a way that is exciting and easy to understand. Your pitch needs to articulate:

- What your solution is
- How your solution solves the challenge
- What makes your solution unique

Before you write your script, you need to align with your team on the key messages that you want to convey through your video pitch.

Brainstorm the key messages that you want to include in your video and record them below.



DELIVERY CHECKPOINT 3: CREATE VIDEO PITCH

Turn Key Messages into a Story

Now that you know what you want to convey, it's time to decide how you will convey it. One great way to do that is through story.

Below, you will find three classic story structures that work well in design pitches. Review the structures and discuss whether one of the following would work for your pitch.

The Designer's Story	The User's Story	The Sector's Story
<p>This is the story of your solution from your perspective. It communicates who you and your team are and why this challenge matters to you.</p> <ul style="list-style-type: none"> • Your team encounters a problem: ____. • It feels impossible to solve because: ____. • The problem is important to you because: ____, so you work hard to solve it. • You overcome obstacles such as: ____ and ____. • Eventually you find a solution: ____. • The solution is great because: ____. 	<p>This is the story of your solution from your user's perspective. It communicates the value that your solution provides to the people it reaches.</p> <ul style="list-style-type: none"> • The main character has a problem: ____. • This problem affects his/her life by: ____. • The character tries to solve the problem by: ____ and ____. • Nothing works. • Eventually, your user discovers your solution, which is: ____. • Your user tries it, and it solves the problem by: ____. 	<p>This is the story of how your solution will transform your sector. It communicates how your solution fits into a larger historical, social and economic context.</p> <ul style="list-style-type: none"> • Businesses in this sector all follow the same, outdated set of rules: ____. • These rules are problematic because the world is changing in the following ways: ____. • There is a need for innovative approaches and solutions, such as yours: ____. • Your solution is special because: ____.

DELIVERY CHECKPOINT 3: CREATE VIDEO PITCH

Turn Key Messages into a Story

Once you've picked a story structure, adapt it to tell your story. Put the story in your own words.

Check to make sure that your story:

- Communicates your **Key Messages**
- Is tailored to your audience and highlights the points that they will find powerful, persuasive and exciting

Record your story outline below.



DELIVERY CHECKPOINT 3: CREATE VIDEO PITCH

Write a Script

Read the tips below to create a powerful and compelling pitch.

- **Tailor to your audience.** Communicate how your proposal addresses what matters to the challenge sponsor. Convince them that your solution would help them achieve their goals and be feasible and cost effective to implement.
- **Use storytelling.** Whether you share a true story or a hypothetical scenario, add an engaging narrative into your pitch.
- **Show your prototype.** Share how you developed and tested your idea and demonstrate how it works.
- **Be crystal clear.** Make sure that someone who knows nothing about your project will understand everything in your pitch.
- **Be authentic.** Audiences want to connect with you. The more of your personality that you share, the more audiences will relate to you and your idea.
- **Convey positive energy.** Communicate genuine excitement and viewers will feel excited too. Speak with confidence. Look directly into the camera.
- **Use good audio quality.** Make sure that everyone who speaks in the video is easy to understand. Minimize background noise and music.
- **Get inspired!** Check out pitch platforms like [kickstarter.com](https://www.kickstarter.com), [indiegogo.com](https://www.indiegogo.com) and [iFundWomen.com](https://www.ifundwomen.com). Pay attention to what you like and emulate it.

DELIVERY CHECKPOINT 3: CREATE VIDEO PITCH

Write a Script

Videos include two key channels:

- Visual - What your audience sees
- Audio - What your audience hears

Decide how these two channels will work together throughout your video.

Time	Visual	Audio

DELIVERY CHECKPOINT 3: CREATE VIDEO PITCH

Film, Edit and Submit

Use the **Action Plan** method to create a plan for filming your video, then carry out your plan.

Edit your video.

Submit your video on or before the submission deadline.

DELIVERY CHECKPOINT 4: REFLECT

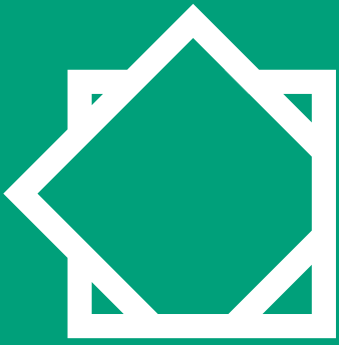
Complete Delivery Reflection

Questions to discuss together:

- In what ways did we use each mode (research, ideation, prototyping, meeting and project management) during this phase?
- What worked well?
- What would we do differently next time?
- What did we learn about design?
- What did we learn about teamwork?

Record the key takeaways from your discussion below:





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SECTION 3

In this section, the following topics will be explored. Click to navigate:

1. [Research Methods](#)
2. [Ideation Methods](#)
3. [Prototyping Methods](#)
4. [Meeting Methods](#)
5. [Project Management Methods](#)

Design Methods

A person wearing a blue lab coat and a watch is holding a complex mechanical model. The model features a transparent container, various levers, gears, and a wooden frame. The person's hand is visible, and they are wearing a watch with a blue dial and a metal link bracelet. The background is a blurred laboratory setting with technical drawings on a wall.

Creativity
is
inventing,
experimenting,
growing, taking risk,
breaking rules, making
mistakes and having fun.

~ Mary Lou Cook

RESEARCH METHODS

Methods for Research

Use the methods from the table below to gather information and build insights.

Method	Description
Recruitment	Identifying and reaching out to research participants
Observation	Observing activities, environments, interactions, objects and users
Interview	Speaking one-on-one with stakeholders
Focus Group	Speaking with a group of stakeholders
Survey	Collecting written feedback from a large group of stakeholders
A-B Testing	Sharing two options and soliciting feedback
User Persona	Developing fictional characters that represent your various target stakeholders
Secondary Research	Gathering context including data, key stats and benchmarks
Analogous Inspiration	Collecting success stories from outside your specific challenge

RESEARCH METHODS



Recruitment

Many steps in the design process involve talking with people. Recruitment is the process of finding the right people for your interviews, observations and research.

Steps

- 1. Define Your Goal.** Before you start your outreach, identify what information and insights you hope to learn. What do you want to learn?
- 2. Define Target Participants.** Think about who can provide you with this information. Consider recruiting people of different ages, ethnicities, genders, life circumstances and levels of expertise. Who can provide you with this information or understanding?
- 3. Reach Out.** Reach out to target participants. Briefly explain your project and goals. Ask if they would be willing to participate or if they could connect you with anyone who could help.
- 4. Schedule.** Schedule a time to meet with each participant. Keep track of your schedule in one place. Send a courtesy reminder one day in advance.
- 5. Thank Your Participants.** After the meeting, send a thank you note.

RESEARCH METHODS



Observation

One of the best ways to learn about your challenge is to observe the people affected by it. Observations can provide insights into your challenge that ultimately lead you to better solutions than you could have come up with on your own.

Steps

1. Define Your Goal. What do you want to learn from this observation?

2. Plan Your Observation. You will need to pick a time and a mode of transportation. What do you need to do to make this observation happen?

3. Explain the Context. It's important to help the person that you're observing feel comfortable. Provide brief background information on the project and explain what you would like to observe him/her doing.

4. Record Your Observations. Take notes on anything that you find interesting. Notice what people are doing, saying and trying to accomplish. Look for supports that are making things easier and barriers that are making things harder. Ask lots of questions. If you have permission, take photos and videos.

RESEARCH METHODS



Interview

One of the best ways to learn about your challenge is to talk with the people affected by it. Interviews can provide deep insight into an individual's perspective, helping you design a solution that will actually meet people's needs and fit into their lives.

Steps

- 1. Define Your Goal.** What do you want to learn from this conversation?
- 2. Plan Your Interview.** Write questions that are clear and open-ended. You can also use your interview time for other activities.
- 3. Conduct Your Interview.** Build rapport by explaining why you wanted to talk with him/her. Have a conversation. Ask follow-up questions. Take notes.
- 4. Reflect.** What new understandings, questions, confirmations or insights did this conversation provide?

RESEARCH METHODS



Focus Group

A focus group is an interview with a group of people. Speak with a group in order to understand trends in a group's behaviors or feelings about your challenge topic.

Steps

- 1. Define Your Goal.** What do you want to learn from this session?
- 2. Plan Your Focus Group.** Write questions that are clear and open-ended. You can also use your interview time for other activities. What will you ask?
- 3. Run the Group.** Build rapport by explaining why you wanted to talk with them. Make sure everyone has a chance to contribute. Take notes.
- 4. Reflect.** What new understandings, questions, confirmations or insights did this session provide?

RESEARCH METHODS



Survey

Surveys can give you a window into the thoughts and opinions of the people for whom you are designing. While they may not provide the same level of detail as one-on-one or group interviews, surveys can be a great way of gathering data from lots of people quickly.

Steps

1. Define Your Goal. What do you want to learn from this survey?

2. Draft Your Survey Questions. Think about how you will use the information that you get back. Make sure that you are asking questions that provide you with information that helps you better understand your topic. What will you ask?

3. Edit Your Survey. Before you send out your survey, show it to someone for feedback. Ask if anything about the survey is confusing or unclear. Revise your survey based on any feedback that you receive.

4. Conduct Your Survey and Analyze the Results. Share your survey with your target audience. When you have enough responses, analyze your data. Record your insights.

RESEARCH METHODS



A/B Testing

It is often difficult to know the right design choices to make. A/B testing lets you give two groups of people different versions of a prototype. A/B testing helps you decide which version of a prototype is better.

Steps

- 1. Define Your Goal.** What do you want to learn from this test?
- 2. Create Two Versions of Your Prototype.** What feature will be different?
- 3. Plan Your Test.** In order to understand which version of your prototype works better, everything about the testing sessions should be the same - except for the prototype. How will you use your time with your testers?
- 4. Conduct Your Tests and Analyze the Results.** What new understandings, questions, confirmations or insights did this session provide?

RESEARCH METHODS



User Persona

Before you can design an effective solution, you need to understand your users. User personas help you create a full picture of the people for whom you are designing. User personas are a useful way to process what you learned in an interview or observation. They can help you identify gaps in your understanding and indicate where you might need to conduct additional research.

See the [following page](#) for a template.

Steps

1. Define Your User. Decide if you will create a persona based on a specific person, or an amalgam of multiple people combined into one representative user.

2. Fill Out Your User Profile. Reflect on the research that you've conducted (e.g., interviews, observations). Fill out the following categories on your user persona.

- **Photo:** Image of the user
- **Headline:** Phrase that encapsulates the essence of this person
- **Name:** User's name
- **Key Statistics:** User's age, profession, marital status, living situation and/or any other relevant facts that help make your user feel real
- **Goals:** User's hopes, worries, needs, feelings, motivations, etc.
- **Pain Points:** Barriers that prevent your user from accomplishing his/her goals
- **Behavior Patterns:** Key activities or actions that your user does regularly
- **Notable Quotes:** Quotes from the user
- **Other:** Any other features that are relevant to your challenge

3. Discuss. As a team, review the persona that you created and identify themes. Add new categories as needed. Identify the insights and new questions that this activity brings to your attention.

User Persona Template

Develop fictional characters that represent your various target stakeholders.

Photo of User	Name	
	Headline	
Key Stats	Goals	Pain Points
Behavior Patterns	Quotes	Other

RESEARCH METHODS



Secondary Research

Effective solutions take into account the context in which the challenge exists. Arming yourself with background information can help you make the most of your primary research and ultimately design solutions that work.

Steps

- 1. Define Your Goal.** What do you hope to learn or understand better (e.g., historical data, demographic data, sociocultural trends, market trends, competitors and best practices, etc.)?
- 2. Set Up a System.** How will you track and organize your data?
- 3. Conduct Research.** Take notes. Track your sources.
- 4. Share.** What insights will you share with your team?

RESEARCH METHODS



Analogous Inspiration

Inspiration can come from anywhere. Proactively seeking out inspirational stories, best practices and frameworks from other fields can lead to novel solutions to your challenge.

Steps

1. Brainstorm Examples. Imagine surprising connections. Brainstorm a list of innovative products, experiences, companies, locations, stories and topics that are related to your brief in surprising or unexpected ways.

2. Conduct Research. Go exploring! Research these examples. Identify the inspiring, effective or innovative elements of each. Check out websites, social media feeds, articles, books and videos.

3. Connect Back to Your Challenge. Review your inspiration research and think about how you can apply it to your challenge. What connections can you see? How is your challenge related?

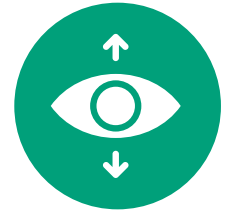
IDEATION METHODS

Methods for Ideation

Use the methods from the table below to start ideating.

Method	Description
Point of View Statement	Defining the user's point of view
"How Might We" Question	Framing your challenge as a generative prompt
Obvious to Wild	Mapping ideas on a spectrum from obvious to wild
Role Play	Getting into character and acting out interactions or scenarios
Mash-ups	Combining the best ideas together
Affinity Clustering	Noticing themes that emerge
Design Principles	Identifying overarching guidelines and truths to guide your design decisions
Theory of Change	Clarifying what you believe will lead to change

IDEATION METHODS



Point of View Statement

A point of view statement defines who you are designing for and what they want. It takes the form: “User” wants “X” because “Y” but “Z.”

Steps

- 1. Define Your User.** For whom are you designing?
- 2. Define What User Wants.** What is your user’s goal?
- 3. Define the Need Behind the Want.** Why does it matter?
- 4. Define the Barrier.** What’s getting in the way?
- 5. Write Point of View Statement.** Fill in the blanks.

wants

because

but

.

IDEATION METHODS



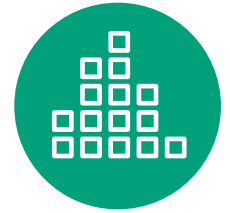
“How Might We” Question

“How might we” questions frame your challenge in a way that inspires your team to come up with lots of solutions. Good “how might we” questions focus your team while still leaving room for creative answers. They help your team hold a productive brainstorming session.

Steps

- 1. Brainstorm.** Generate lots of “how might we” questions. Look at the **point of view statements** that you generated. Try putting the words “how might we” in front of different challenges contained within each point of view statement.
- 2. Improve Your Questions.** Are your questions well-balanced? Strike the right balance between being narrow and broad. Review the statements that you generated. If they are too broad, try to make them more focused. If they are too specific, try to open them up.
- 3. Select Your Best Question.** Which is your favorite? As a team, decide which statement you want to use to seed your brainstorming session.

IDEATION METHODS



Obvious to Wild

Map the ideas you generated onto a spectrum from obvious to wild. Lining your ideas up along a spectrum can encourage you to generate more creative, “out-of-the-box” solutions.

Steps

- 1. Set Up.** Hand out sticky note pads and pens. Note: If your team is working remotely, you can use an online digital collaboration platform that includes digital sticky notes, such as **Miro**.
- 2. Clarify the Topic.** Post the topic of your ideation session at the top of your board. For example, this might be a **“how might we” question**.
- 3. Create an Obvious to Wild Spectrum.** Draw a line. Label one end “obvious” and one end “wild.”
- 4. Place Ideas Along Your Spectrum.** List all of the ideas you can think of from the most obvious to the wildest.
- 5. Reflect and Add On.** Notice if there are gaps in your spectrum. If most of your ideas are clustered around one part of your spectrum, try to fill in the empty parts. What new insights did this activity generate?

IDEATION METHODS



Role Play

Get into character and act out interactions or scenarios in order to generate ideas. Acting out different ideas, scenes or scenarios can help designers empathize with users, identify details they may have missed and try new perspectives that lead to innovative solutions.

Steps

- 1. Identify the Scenario.** What are you acting out?
- 2. Choose Roles.** Assign who will be playing each role. It can be helpful to also have at least one observer.
- 3. Gather Props.** If needed, gather or create any props or costumes that you will use.
- 4. Role Play.** Act out the scenario.
- 5. Debrief.** What did you learn?

IDEATION METHODS



Mash-ups

Merge the best elements of your brainstorm and discard the rest in order to generate stronger ideas.

Steps

- 1. Collect Your Ideas.** Gather your best ideas together. It's good to have a mix of different ideas, even crazy ideas.
- 2. Identify the Best Parts.** Consider each idea that you generated. Even if part of that idea doesn't work, seek out the part of the idea that has potential or excites you. Record those elements on new sticky notes.
- 3. Mix and Match the Best Parts.** Consider ways that you might combine the elements that you like best by asking questions such as:
 - How might we combine ideas X and Y?
 - What might a solution that incorporates A and B look like?
- 4. Record.** What new hybrid ideas emerge?

IDEATION METHODS



Affinity Clustering

Affinity clustering is the process of rearranging ideas into themed groups. Affinity clustering can help your team make sense of a brainstorm session and identify trends, important characteristics or principles.

Steps

- 1. Gather Ideas.** If you haven't already, record all of your ideas on sticky notes. Then, start with one sticky note. Put it on a wall.
- 2. Create Clusters or Groups.** Take another note. If it is like the first note, place it in the same area. If it is different, create a new group.
- 3. Continue Sorting.** Continue this process until you have grouped all the notes.
- 4. Identify Themes.** Pick a descriptive name for each group and notice what patterns have emerged.
- 5. Record.** Record the themes below.

IDEATION METHODS



Design Principles

The design process isn't always straightforward. When you're in the middle of developing ideas or ideating, it's possible to lose sight of what really matters. Distilling your research into design principles can help you stay focused and check whether you're on the right track when you're in the thick of the design process.

Steps

1. Brainstorm Design Principles. Use the following prompts to hold a discussion with your team to identify design principles that you will follow.

- When we were conducting research, we heard multiple people say ...
- One theme that keeps coming up is... and it suggests that we need to ...
- Every solution that we design should ...

2. Modify Your Principles. Consider each principle that you identify. Is it useful? Is it clear? Is it relevant to your challenge? If not, rewrite them.

3. Record. What are your design principles?

IDEATION METHODS



Theory of Change

Create a map that shows how the different aspects of your solution will solve your challenge. A theory of change diagram can help your team strategize, coordinate your efforts, avoid mistakes, measure your progress and create meaningful impact.

See the **following page** for a template.

Steps

- 1. Identify Impact.** Add a statement of the precise, long-term change that you want to achieve at the top of your map.
- 2. Identify Preconditions.** Add the intermediary shifts that you believe are needed to achieve your desired impact (e.g., changes in behavior, attitude, knowledge, etc.) to your map.
- 3. Identify Interventions.** Add the actions that you believe must be taken in order to achieve the preconditions to your map. These are the concepts that you will eventually prototype (e.g., activities, programs, content, etc.). Note that some interventions may help you achieve more than one precondition.
- 4. Identify Indicators.** Add the outcomes that you will track and measure to determine whether the interventions are working and the preconditions are being met to your map.
- 5. Identify Assumptions.** Add your evidence-based explanation for how the recommended interventions will lead to the suggested preconditions and impact to your map.

Theory of Change Sample Template

Use this page to develop a theory of how change might happen. Modify as needed.



PROTOTYPING METHODS

Methods for Prototyping

Use the methods from the table below to start prototyping.

Method	Description
Concept Sheets	Drawing a quick sketch with a catchy headline
Physical Construction	Creating a model of an object
Experience Prototype	Creating a model of an experience
Experience Map	Mapping out a user's experience over time
Wireframe	Creating a model of a digital solution
Users-as-Designers Workshop	Including your users in the prototyping process
Pilot	Testing a mini-version of your solution under real conditions
Feedback Session	Gathering feedback on your prototype

PROTOTYPING METHODS



Concept Sheets

To avoid wasting lots of time and energy, designers test their ideas early. A concept sheet is one of the quickest and easiest ways to get feedback. Testers' reactions can give you valuable data about whether you're on the right track early on. Use rapid prototyping methods like concept sheets to test ideas early - creating prototypes cheaply and quickly.

Steps

- 1. Sketch Quickly.** Take one minute to draw a rough sketch of your concept on a half-sheet of paper.
- 2. Add a Headline.** Write a word or phrase at the top of the sheet that captures the essence of your concept.
- 3. Repeat.** Create additional concept sheets with variations on your concept.
- 4. Present.** Briefly explain your concept sheets to your testers.
- 5. Ask for Feedback.** At this early stage of development, you may want to simply ask users to finish the following prompts about each concept that you present.

I like...

I wish...

I wonder...

PROTOTYPING METHODS



Physical Construction

Physical models can help you test or validate physical aspects of your solution such as size, shape, scale, proportions, aesthetics, usability. They also give you an opportunity to physically interact with your idea.

Early physical prototypes take less time to construct and are made out of easily available materials. They have a low level of fidelity (resemblance) to the final product. Prototypes made at the end of the development phase have a high level of fidelity to the final product and are made from materials that more closely resemble the materials in the final product.

Steps

- 1. Gather Materials.** Gather whatever materials you have available. Use materials that won't distract from your overall goal (e.g., clean, white poster board).
- 2. Construct Prototype.** In later prototypes, use good craftsmanship. You don't want the quality of your prototype to distract from your overall goal.
- 3. Test Prototype.** Refer to the **Feedback Session** method for suggestions on how to ask for feedback.

PROTOTYPING METHODS



Experience Prototype

People are unique and unpredictable. When you share the program, interaction or experience that you are designing with users, they may not behave as you expected. The more you are able to validate about the experience in advance, the more likely you will be to design an effective final solution that works well for your intended audience.

Steps

1. Determine the Scenario. What's going to happen?

What?

Where?

When?

2. Identify Participants. Decide who is involved in creating the experience, and assign members of your team to play each role. Consider having some members of your team be observers.

Roles

Actions

Players

3. Set Up. Prepare the space, gather props and get ready to record the testing.

4. Test Prototype. Refer to the **Feedback Session** method for suggestions on how to ask for feedback.

PROTOTYPING METHODS



Experience Map

Whether your solution is a physical product, a digital product, a brand or an experience, it's helpful to think about your user's entire experience with your solution. An experience map can help you improve your product, your marketing, your user experience and your implementation plan.

See the **following page** for a template.

Steps

1. Choose Personas. Decide whose experience you will map. Use the **User Persona** method to develop a user persona.

2. Structure Timeline. Outline your user's timeline. Decide what the different phases of your user's experience are. For example, if you are developing an app, the phases might be: 1) Discovering the app, 2) Signing up for a free trial, 3) Signing up for a paid subscription, and 4) Renewing your annual membership. If you are designing an event, the phases might be: 1) Learning about the event, 2) Buying tickets to the event, 3) Attending the event, and 4) Reflecting on the experience.

Add these phases chronologically across the top of your map.

3. Map Experience. Consider your user's experience at each phase of the experience. Discuss the following questions with your team:

- **Goals:** What does your user want to accomplish at this point?
- **Actions:** What is your user doing at this point?
- **Thoughts and Feelings:** What is your user thinking and feeling at this point?
- **Pain Points:** What is difficult about this phase for your user at this point?
- **Opportunities:** How might you improve this phase of the experience for your user?

Experience Map Template

Use this page as a template to map user's experience with your solution.

	Phase 1	Phase 2	Phase 3	Phase 4
Goals				
Actions				
Thoughts and Feelings				
Pain Points				
Opportunities				

PROTOTYPING METHODS



Wireframe

Working digital prototypes are costly and time consuming to create. But you still need to determine how to organize text, images, buttons and other content. A wireframe is a blueprint that shows how a user will navigate through your digital solution.

Wireframes help you learn how users will interact with your interface. You can use that information to plan out the information hierarchy of your product before you make decisions about colors, typeface and other aesthetic considerations.

Wireframes can be hand-drawn or digital. You can use software such as **Balsamiq**, **UXPin**, **Wireframe.cc** or **InVision** to build a digital wireframe.

Steps

- 1. Create a High-Level Sketch.** Outline how users will navigate from screen to screen.
- 2. Identify Goals.** For each screen, identify the user's goals and the client's goals.
- 3. Build the Wireframe.** Sketch a layout of each screen based on your answers to the following questions:
 - What content is needed to support the goals identified above (e.g., text, images, buttons, etc.)?
 - What is the most logical and intuitive way to organize the content?
 - What information should the user encounter first? Second?
 - What might the user expect to see on different parts of the screen?
- 4. Design Recurring Features.** To ensure consistency, decide where you will place features that occur on multiple pages (e.g., logo, menu, search box, log in). Follow usability conventions.
- 5. Test Prototype.** Refer to the **Feedback Session** method for suggestions on how to ask for feedback.

PROTOTYPING METHODS



Users-as-Designers Workshop

No one knows what they need or want better than your users. Including them in the design process can help you refine and develop your ideas further.

Steps

1. Identify Your Goal. What part of the process would you like users to help you design?

2. Plan Your Workshop. Write an agenda. For example, consider facilitating any of the following methods with users in the role of co-designers:

- **Brainstorming Meeting**
- **Theory of Change**
- **Concept Sheets**
- **Physical Construction**
- **Experience Prototype**

3. Convene Participants. Refer to the **Recruitment** method to invite participants to participate in the design process.

4. Set Up Recording Equipment. Capture the workshop so that you can share the results with the other members of your team and talk about it later.

5. Run Workshop. Welcome users to the session. Explain that you value their expertise and would like them to help you co-design solutions. Facilitate the session.

6. Debrief. Refer to the **Share Out Meeting** method to discuss what you learned with your team. Let the ideas that were generated influence your next steps.

PROTOTYPING METHODS



Pilot

You've probably prototyped each individual part of your solution, but you may not know how the whole system works together. A pilot is an opportunity to stress test your entire plan under real conditions. A pilot can tell you a lot about the feasibility and viability of your solution and help you identify if there are parts that you need to change or hadn't considered before you launch your solution at scale.

Steps

- 1. Identify Your Goal.** What hypothesis do you hope to test or validate?
- 2. Determine Pilot Scale.** Decide the scale and scope of your pilot (run time, location(s), number of participants, etc.).
- 3. Define Indicators.** What data will you track? How will you collect it? The indicators you measure should provide you with insight into the hypothesis that you are testing.
- 4. Prepare.** Set up any logistics that are required (e.g., obtaining permission to use a space, printing signage, renting chairs, etc.).
- 5. Launch.** Along the way, if something doesn't go as intended, try something else.

PROTOTYPING METHODS



Feedback Session

Learn what works and what doesn't by testing your prototype with stakeholders.

See the **following page** for a feedback grid template.

Steps

- 1. Provide Context.** Explain that you are looking for feedback on a prototype and that you are testing the prototype, not the participants. Their honest reactions will make your prototype better.
- 2. Share the Prototype.** Have testers interact with or experience the prototype.
- 3. Observe.** Notice how testers react to the design, paying attention to the following:
 - Do they understand how to use the prototype?
 - Does the prototype do what it's supposed to do?
 - Do testers seem confused by anything?
 - Do testers seem distracted by anything?
 - Are testers reacting in the way that you expected?
- 4. Ask for Feedback.** Some of the questions that you might want to ask include:
 - How does this prototype compare to your expectations?
 - If you had a magic wand, what would you add to this prototype?
 - What would you remove from this prototype?
 - What would you change about this prototype?
 - How do you feel when you use this prototype?
 - How likely or unlikely would you be to use this prototype in real life?
- 5. Capture Feedback.** Record the feedback that you receive.

Feedback Grid Template

Use this template to record feedback from your prototyping and testing.

What Works	What Doesn't Work
Questions	New Ideas

MEETING METHODS

Methods for Meeting

Use the methods from the table below to connect with your team and stakeholders.

Method	Description
Brainstorming Meeting	Generating as many ideas as possible with others
Share Out Meeting	Sharing your work or ideas with others
Feedback Meeting	Seeking feedback on your work
Team Check-in	Aligning with your team and making a plan to move forward
Client Meeting	Checking in with clients for feedback and to share progress

MEETING METHODS



Brainstorming Meeting

To come up with effective solutions, you need to push past the obvious. Brainstorms are a great way to generate the seeds of what will later blossom into full-fledged solutions.

Steps

- 1. Select a Generative Question:** If you don't have one yet, use the **“How Might We” Question** method to write a generative question. Display this question prominently.
- 2. Appoint a Group Facilitator.** This person's role is to:
 - Review and enforce the **Brainstorming Meeting Agreements**
 - Help capture ideas
 - Keep track of time
- 3. Set Time.** Decide how long you will brainstorm (e.g., 30 minutes) and set a timer.
- 4. Generate Ideas.** Come up with as many ideas as you can. Try using the following methods:
 - **Obvious to Wild**
 - **Role Play**
- 5. Keep a Record.** Capture your ideas with sticky notes or on a digital collaborative platform, such as **Miro**.
- 6. Discussion.** When time is up, build on the results of your brainstorm by following up with other ideation methods including:
 - **Mash-ups**
 - **Affinity Clustering**
 - **Design Principles**

Brainstorming Meeting Agreements

Set your meeting up for success by having participants agree to these rules.

We agree to...

- Defer judgment of yourself and others; in brainstorming, every idea has merit.
- Encourage wild ideas.
- Look for connections; build on each other's ideas.
- Keep the energy level high by not sticking with any one idea for too long.
- Capture every idea; jot down words and sketch pictures, then move on.
- Groups are smarter than individuals; if someone hasn't spoken up, ask what he or she thinks.
- If the conversation gets off track, bring it back to the generative question.

MEETING METHODS



Share Out Meeting

When you are on a team, there are parts of the work that people do separately. Share out sessions are opportunities for teams to come back together, update one another and make sure that everyone on the team sees the full picture. Share out sessions can be used to share the results of a prototype testing session, takeaways from an interview, an interesting source of analogous inspiration or anything else.

Steps

1. Pick a Facilitator. One person should take charge of leading the meeting. This person's role is to:

- Create an agenda
- Hold space for discussion
- Track time

2. Prepare. In advance, each team member with something to share should prepare any materials that s/he wants to share (e.g., photos, stories, video clips). Members should let the facilitator know what they plan to share and how much time they think it will take.

3. Create an Agenda. The facilitator should create an agenda and share it with the team in advance of the meeting. If the agenda is missing anything, team members should let the facilitator know.

4. Meet. Run the meeting. A sample agenda can be found below. Adapt yours as needed.

- **Introduction** - Meeting facilitator reminds everyone of the meeting goal.
- **Share Outs** - Each team member with something to share takes a turn sharing.
- **Reflection** - Team members discuss what was shared.
- **Closing** - Team creates **Action Plan** based on what was shared.

MEETING METHODS



Feedback Meeting

When you are the one designing a solution, it's hard to see your design objectively. Inviting team members, mentors, peers and others to give their observations, questions and critiques will make the overall design stronger.

Steps

1. Pick a Facilitator. One person should take charge of leading the meeting. This person's role is to:

- Refocus the discussion if it gets off track
- Track time

2. Provide Context. Share background information to help your audience understand the prototype or work about which you are asking for feedback. State your goal for the feedback session. Tell your audience what you need feedback on. For example, "Right now, I'm looking for feedback on the user journey and experience, not the color palette." You might ask for feedback on:

- Feasibility of a concept
- Overall cohesion of design
- User journey or experience
- A specific feature of a prototype

3. Keep an Open Mind. Review the following guidelines:

- Notice the questions being asked; they may indicate that something about the design needs to be clarified.
- Try not to take critiques personally; even if you disagree, listen for the .1% of truth in the feedback.

4. Capture Feedback. Record the feedback that you receive. See the [following page](#) for a feedback grid template.

Feedback Grid Template

Use this template to record feedback from your critique.

What Works	What Doesn't Work
Questions	New Ideas

MEETING METHODS



Team Check-in

Maintaining open communication with your team and regularly aligning your workflow is essential to successful design projects.

Steps

- 1. Set Meeting Agenda.** Go over the main topics to be covered in the meeting. Let each team member contribute agenda items if s/he has something important.
- 2. Take a Temperature Check.** Ask team members how they are feeling and doing. Address any concerns or conflicts.
- 3. Give Progress Updates.** Team members update on progress and things that are tracking on schedule.
- 4. Share Obstacles and Next Steps.** Team members check in on obstacles and challenges that they are facing. The team brainstorms ideas for how to solve these challenges. Then decide on the next steps to take.
- 4. Record.** Record the feedback that you receive. See the **following page** for a team check-in template.

Team Check-in Template

Use this template to take notes during team check-ins.

Obstacles	Next Steps

MEETING METHODS



Client Meeting

Meeting with clients to share work in progress is a great way to keep the clients happy and to stay aligned. It is also an essential way to get feedback from them.

Steps

- 1. Plan and Prepare.** What do you want to achieve in the meeting? Consider what the client might ask. Consider what the client might be worried about. Prepare to address those concerns.
- 2. Pick a Date.** Invite clients to meeting and send calendar invitations. Pre-send materials for them to review, if appropriate.
- 3. Align with Your Team.** What will your roles be during the meeting? Give team members roles, including note taker.
- 4. Listen.** In the meeting, listen as much as possible. Try to see things from the client's perspective. What do they care about? What are they really saying to you?

PROJECT MANAGEMENT METHODS

Methods for Project Management

Use the methods from the table below to manage your work.

Method	Description
Success Criteria	Identifying how you will measure project success
Action Plan	Determining what the next steps are and who will do each one
Scheduling	Ensuring the project is completed on time

PROJECT MANAGEMENT METHODS



Success Criteria

If you don't know where you're going, it's unlikely that you'll ever get there. Project managers work with their teams to clearly establish the required deliverables and the criteria for successful completion of the project.

See the **following page** for a success criteria template.

Steps

1. Identify Deliverables. List the deliverables that you plan to produce. Determine the criteria that you will use to measure their quality.

2. Identify Quality Assurance Checks. Discuss the following questions:

- What questions will we ask to ensure that our work is up to our standards?
- What structures can we put in place to ensure our work is up to our standards?
- How often will we do a quality check throughout the design process?
- What actions will we take if we realize that our work is not meeting our standards?

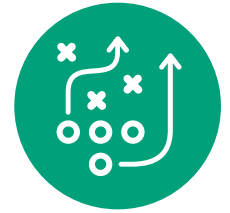
3. Record Your Takeaways. What actions will you take to ensure project quality?

Success Criteria Template

Use this template to define the success criteria for each deliverable you plan to produce.

Deliverable	Success Criteria

PROJECT MANAGEMENT METHODS



Action Plan

Successful teams make sure that everyone understands what needs to happen, who is responsible and what the timeline is. Align on what the next steps are and who will do each one.

Steps

1. Fill Out an Action Plan. Identify the actions (or steps) that you need to take between now and your next session or another deadline. Break big actions into smaller pieces. Each action should be simple, specific and achievable. Make sure the workload is evenly distributed amongst team members.

Action or Step	Person Responsible	Support or Resources	Deadline Date

PROJECT MANAGEMENT METHODS



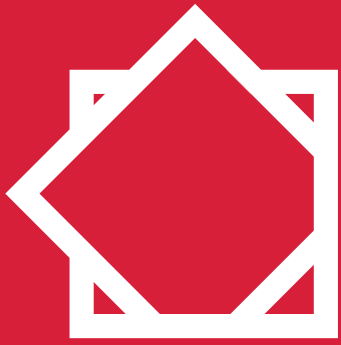
Scheduling

Make sure that your project is completed on time by breaking big deliverables into manageable steps. Mapping those steps onto a timeline ensures that you will complete your goals in an organized manner without having to cram all of your work in at the last minute.

Steps

1. List Project Key Dates, Deadlines and Milestones. Include the project submission deadline and any holidays, school test dates or other scheduling conflicts that you will need to work around.

Deadlines & Milestones	Due Dates



DIDI


DUBAI INSTITUTE
OF DESIGN
AND INNOVATION

SECTION 4

In this section, the following topics will be explored. Click to navigate:

1. [About DIDI](#)

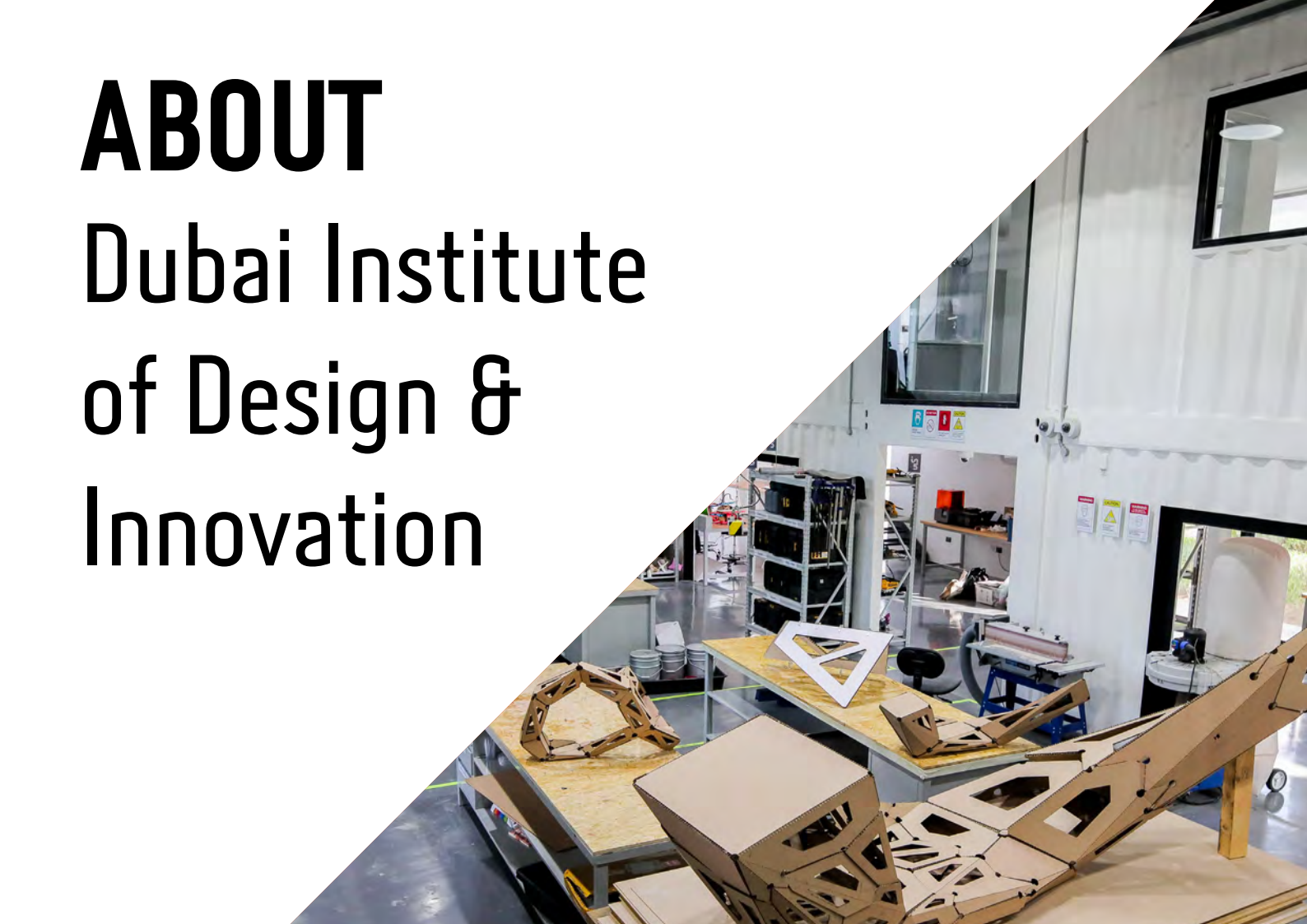
About DIDI



Education
is our
passport to
the future, for
tomorrow belongs to
the people who prepare
for it today.

~ Malcolm X

ABOUT Dubai Institute of Design & Innovation



ABOUT

Dubai Institute of Design and Innovation (DIDI) has been established to address the growing need for talented designers and innovators in the UAE and beyond – today's students who will be tomorrow's innovators. Global in outlook, bold in our approach, the University instills students with the confidence to take risks, push boundaries and challenge ways of thinking and making. All of this converges through our Bachelor of Design. The first integrated BDes of its kind in the region, students map their own educational journey by exploring two concentrations from a possible four: Product Design, Multimedia Design, Fashion Design and Strategic Design Management.

OUR VISION

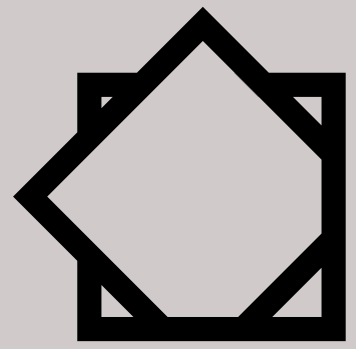
DIDI will be the design university of choice in the UAE that contributes to the advancement of humanity by making everyday living better.

OUR MISSION

DIDI will provide a world-class design education in an international learning environment to advance knowledge, research and innovation opportunities for the next generation of designers.

EXCELLENCE IN COLLABORATION

The Dubai Institute of Design and Innovation has collaborated with two of the world's leading universities for design innovation, teaching and research: Massachusetts Institute of Technology (MIT) and Parsons School of Design. Our ambitious University curriculum places students at the forefront of innovative design education, allowing students to map their own degree paths.



DIDI

DUBAI INSTITUTE
OF DESIGN
AND INNOVATION

**TODAY'S
STUDENTS**

**TOMORROW'S
INNOVATORS**

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