

**From Idea to Prototype
Hackathon**

ENCORE

Entrepreneurship
Knowledge Centers to
Foster Innovative
Entrepreneurship
Practices in Education
and Research

**Friday May 4, 2022, from
9 to 14**

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Holmberg**



Agenda



- 9.00 Checking in & grouping
- 9.45 Empathy
- 10.15 Define
- 11.00 BREAK
- 11.30 Ideate
- 12.00 Prototype
- 12.30 Test
- 13.20 Reflections and take-aways
- 13.30 Checking out

Assignment today

- TO DEVELOP A SERVICE IDEA FOR YOUR EKC
- TO PROCESS THE IDEA
- TO MAKE IT A PROTOTYPE TO TEST
- TO GET AND GIVE FEEDBACK



You are going to work in mixed groups now

01

Group 1

02

Group 2

03

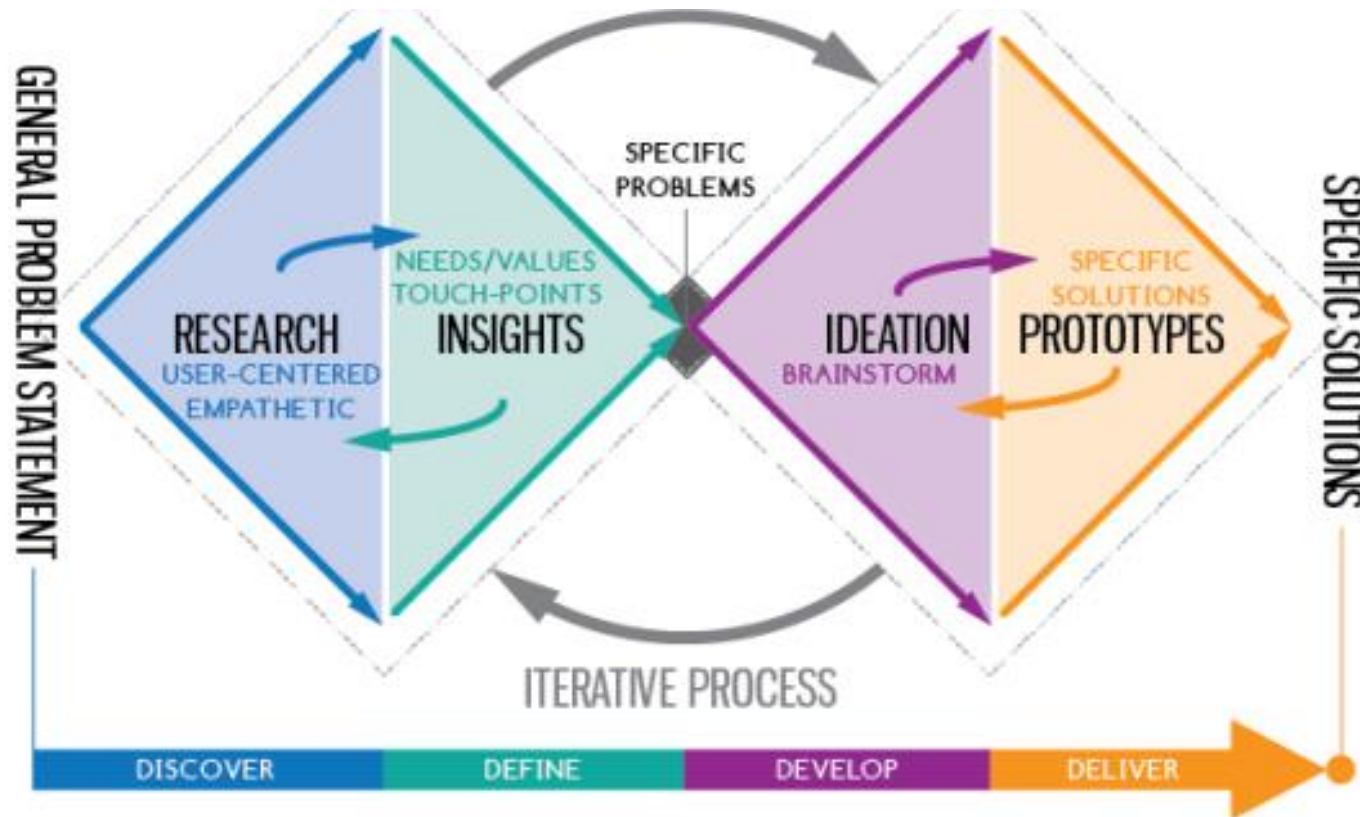
Group 3

04

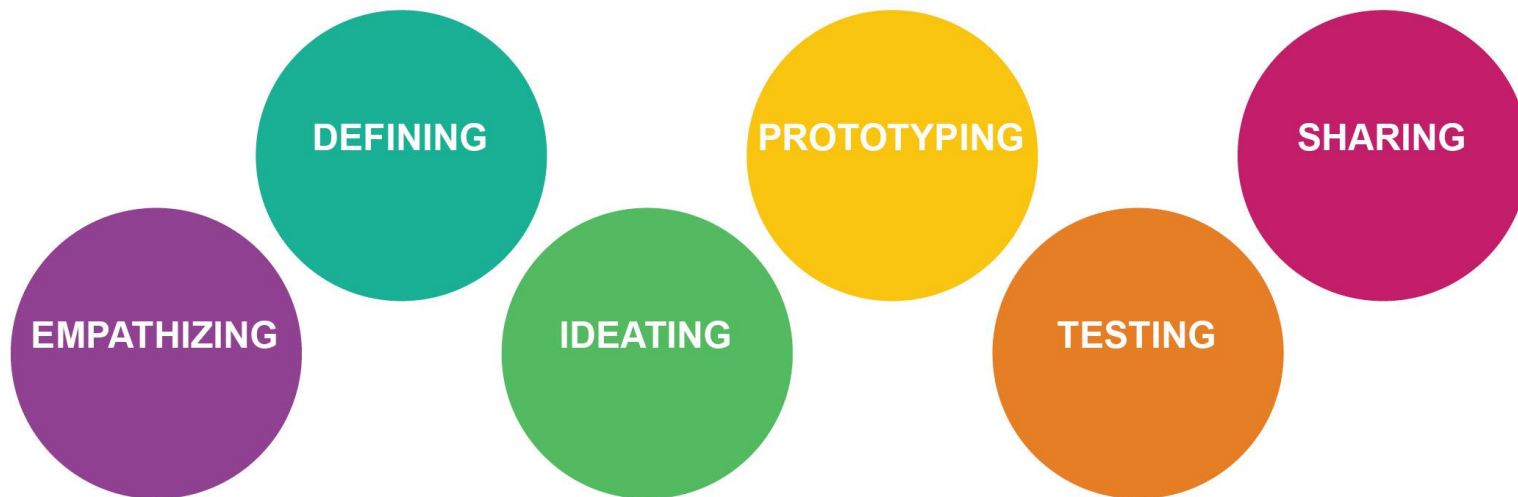
Group 4



Double Diamond, Service Design Vancouver



Design thinking, Stanford



About team work practices

- Give your group a name.
- Decide what will be your problem to solve today.
- Be prepared to document your phases, ideas, and prototypes on computer or paper or whiteboard.

Starting the design thinking process





- 1. D is the customer, who has the problem. A, B and C empathize and interview D.**
- 2. Then, A is a customer, who adopts D's problem as his/her own. B, C & D empathize and interview A.**
- 3. This time, B is the customer, who adopts D's problem as his/her own. A, C and D empathize and interview B.**
- 4. Now, C is the customer, who adapts D's problem. A,B and D empathize and interview C.**

To remember



You work in groups.

Remember to document it all.

Someone has to keep time and observe: 2 minutes/interview.

When you interview: Ask to talk about own experience related to the problem. WHO, WHAT, WHEN?

Second round:



D is the customer, who has the problem. A, B and C empathize and interview C.

Then A is a customer, who adopts D's problem as his/her own. B, C and D empathize and interview A.

Then, B is the customer, who adopts D's problem as his/her own. A, C and D empathize and interview B.

Finally, C is the customer with D's problem. A, B and D empathize.

Dig stories, feelings & emotion. 5 x WHY? Try to understand, what is the actual NEED?

2. Define



Capture your findings.



Define the actual problem by going through your notes.



Everyone defines individually in 3 minutes.



Make your notes.

Create a problem statement in your teams

INSTRUCTIONS FOR THE STATEMENT

- The problem statement presents customer's Point of View (PoV).
- Reframe the actual problem and create a problem statement together (6 min.)
- Prepare to present your PoV to other groups.

STATEMENT

(USER = ONE PERSON)

needs to

(USER'S NEED, VERB)

because

(SURPRISING INSIGHT, WHY?)



**Present your problem
statement 5 minutes**

ALL TOGETHER



@10.50
Break 30 minutes



Ideate





NOW

Sketch radical solutions together.

Generate alternative solutions on paper/computer.

Sketch 3 – 5 novel ways to meet your customers need and problem with your team (5 min.).



ENTREPRENEURSHIP KNOWLEDGE CENTERS TO FOSTER INNOVATIVE ENTREPRENEURSHIP PRACTICES IN EDUCATION AND RESEARCH

MOVING TOWARDS

CHANGE

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Share and capture feedback!

- You get a sparring team and you will spar each other.
- Team X presents its solutions (5 min)
- Team Y provides feedback (5 min).
- Then you swap roles.
- Remember to make notes.

Reflect
and create
a new
solution!





4. Prototype

Build your solution and visualize!

Build

- - Build your concrete solution together with your team.

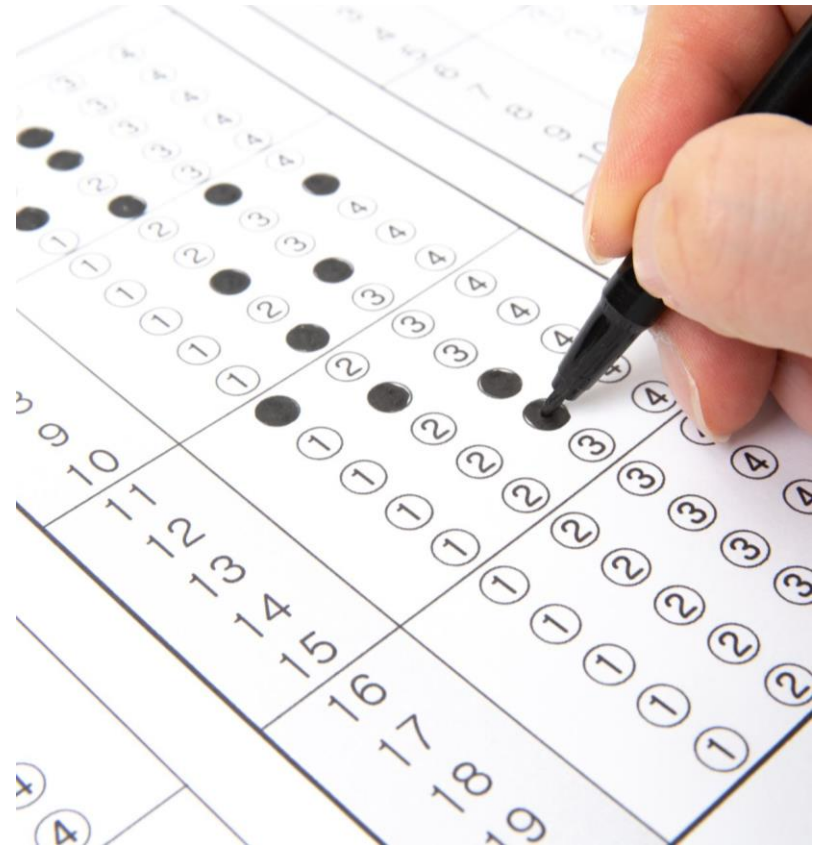
Utilize

- - Utilize visualization and presentation graphics while describing your solution. For example, PowerPoint, Prezi, Canva, Balsamiq, Marvel, Adobe, Pen & paper, photos, Flinga white board, etc. Think about commercials, for instance.

Make

- - Make something concrete that the customer / end-user can engage and interact with. (15 min.)





5. Test

Testing



1. Share your team's prototype (5 min./team)

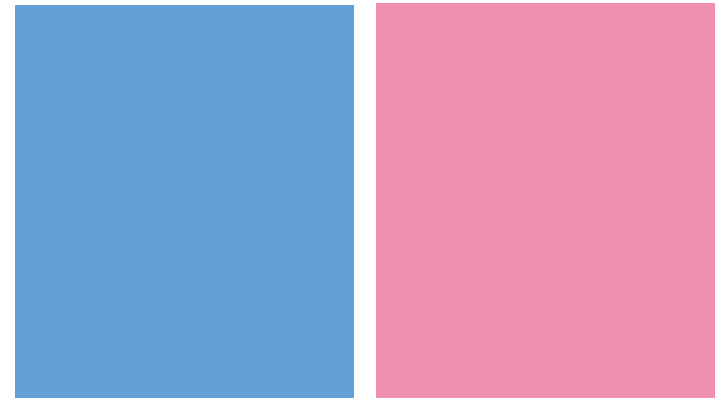


2. Peers and supervisors provide feedback. (5 min./team)

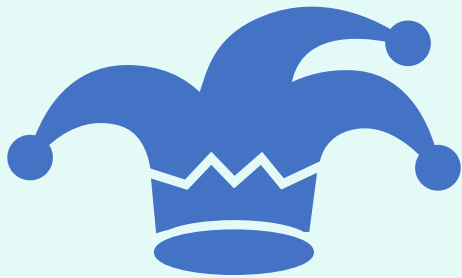


Reflections and takeaways

- De-briefing of the methodology
 - Human-centered design: empathy
 - Experimentation and prototyping: innovations
 - A bias towards action: learning by doing
 - Show – don't tell but experience + visual + story
 - Power of iteration: successful outcome



Questions



1. Which one of the solutions you really liked?

2. Which of the solutions you are most curious of?

3. Which is the hardest to implement?

4. Which of the ideas will make most money?



**THANK YOU
FOR YOUR
EFFORTS
HERE
TODAY!**



05/09/2022

