

Design Challenge Instructions

Team Time Round One



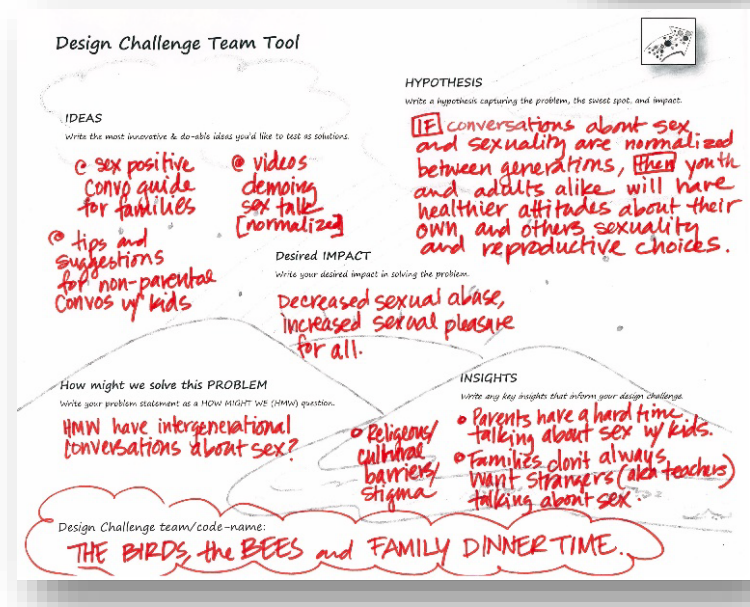
Process: Rapid idea generation

Time: About 60 – 90 min.

Outcome: Clarified team design challenge, including: how might we statement, desired impact, ideas for solutions, and hypothesis.

Process overview

- Step 1: Empathy interview
- Step 2: Affinity mapping
- Step 3: Clarify problem & impact
- Step 4: Idea generation
- Step 5: Look for insights
- Step 6: Idea selection
- Step 7: Hypothesis
- Step 8: Choose name



Instructions

Step 1: Empathy interview (10 min.)

- Review the initial problem statement that the team is working on together.
- Team members pair up and ask each other:
 - o *Why is this a problem?*
 - o *Why do you care about this problem?*
 - o *What would be the impact of solving this problem?*
- Partner A talks and partner B listens, noting key words, insights on stickies (4 min.)
- Switch (4 min.)

Step 2: Affinity mapping (10 min.)

- Full group gathers together thoughts/insights (on stickies), posting on a flat surface.
- Organize, cluster, sort the stickies based on similarities and/or relationships related to:
 - o the problem, the issues, the concern
 - o the outcome or impact the problem has on people's lives
- Refine and narrow in on the overarching themes. Write these on big stickies.
- Create a "parking lot" flip chart, and move anything that doesn't quite fit over to it.

Step 3: Clarify problem & impact (10 min.)

- Review the overarching themes.
- Use dot voting or have a discussion to choose your favorite, overarching theme that captures the problem.
- Write the problem statement as a HOW MIGHT WE (HMW) question on the **Design Challenge Team Tool**.
 - *For example, if the problem is, "Adults are uncomfortable talking about sex with young people and each other" – a HMW for this could be "How might we have intergenerational conversations about sex?"*
- Use dot voting or have a discussion to select the theme that best captures the **impact** that solving this problem would have on the world.
- Write this on the Design Challenge Team Tool.
 - *For example, the desired impact could be "decreased sexual abuse and increased sexual pleasure for all."*

Step 4: Idea generation (10 min.)

- Ideation: take 5 minutes to individually generate as many ideas as possible for how to address the problem. Have a mindset of quantity over quality!
- Take the stickies you've generated and cluster them on your table. Put similar or related ideas together. Everyone is doing this at once!
- Label each cluster with a clever name that conveys meaning on a large sticky.
 - *For example, "The Birds, Bees and Family Dinner Time" or "Sex & Storytime" or "Teenagers and Elders".*
- As a group consider if there are other ways you could have clustered. Feel free to move the stickies around. Does anything from your "parking lot" fit here?

Step 5: Look for insights (10 min)

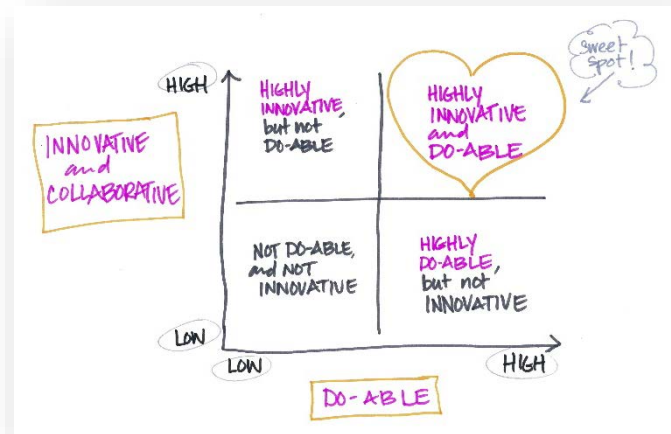
- Look for insights among your clusters. Get curious about what is not obvious.
- Voice and explain patterns in the data:
 - *For example, "I see that most people focused on sex ed, and an outlier idea is about having these hosted at senior homes as part of grandparents day."*
- Find contradictions and make sense of them:
 - *For example, "There seems to be a lack of ideas around conversations within families – but this is the place where these conversations would be most useful – so why is that?"*
- Where might there be an opening or opportunity to do something differently?
- As you're looking for insights, have one or two people capture them on large stickies.
- Choose key insights and write them on your **Design Challenge Team Tool**.

- *Note: you might do another round of idea generation here if your insights generate substantially new perspectives.

Step 6: Idea selection – choose the sweet spot idea (10 min)

- Using the **Innovative & Do-Able** chart at your table, think about and discuss where your ideas fall using these metrics.

- **Innovative, collaborative, and high impact** – which ideas strike you as the most innovative, collaborative, and/or impactful for the movement?
- **Do-able** – which ideas seem that they would be the most do-able in the real world?



- The ideas or clusters that strike you as the most innovative and doable are those that hit the sweet spot.
- You can dot vote, or simply discuss amongst yourself.
- Write your favorite ideas/clusters that fall within (or closest to) the Do-able & Innovative sweet spot on the **Design Challenge Team Tool**.

Step 7: Hypothesis - bring it all together (5 min)

- Develop a hypothesis that captures your problem, your sweet spot idea(s) for solutions, and the desired impact in the format of **"If..., then...."**
 - For example, *"If conversations about sex and sexuality, including consent and pleasure, are normalized between generations, then youth and adults alike will have healthier attitudes about their own and others sexuality and reproductive choices."*
- Write the hypothesis on your **Design Challenge Team Tool**.

Step 8: Choose name (5 min.)

- Come up with a simple, clever team/code name to represent your design challenge.
- Write this on the **Design Challenge Team Tool**.