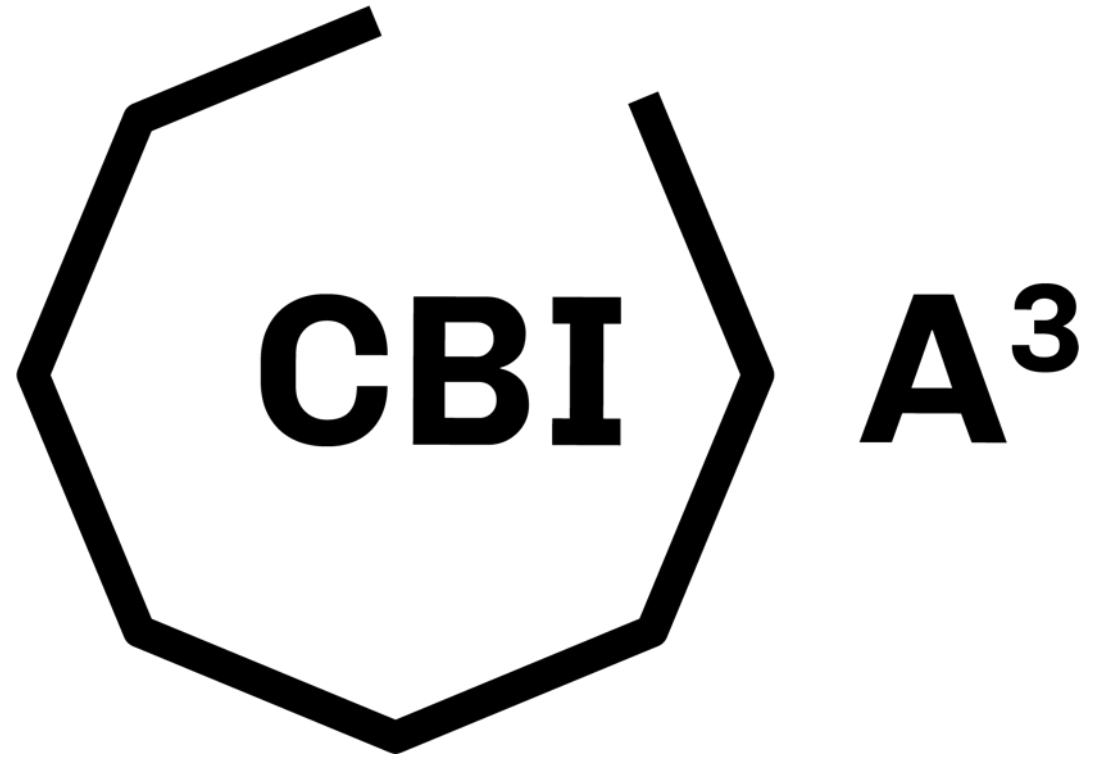


**Tuesday 1st
November**





Today's schedule

TUESDAY, 1 NOVEMBER



08:00 → 09:00 **Teaching Team Meeting**

📍 3179/R-E06

09:00 → 09:30 **Warm-up & instructions for the day**

🕒 30m 📍 3179/R-E06

09:30 → 11:00 **Problem Space Exploration, From HMW to POV**

🕒 1h 30m 📍 3179/R-E06

11:00 → 12:30 **Why are we here? Talk by Markus Nordberg**

Speaker: Markus Nordberg (CERN)

🕒 1h 30m 📍 3179/R-E06

12:30 → 13:30

Lunch

🕒 1h 📍 3179/R-E06

13:30 → 15:45 **Design Innovation**

Speaker: Neal Stone

🕒 2h 15m 📍 3179/R-E06

15:45 → 16:00

Coffee Break

🕒 15m 📍 3179/R-E06

16:00 → 18:00 **Rapid Ideation: SDG cards**

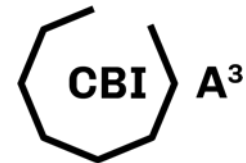
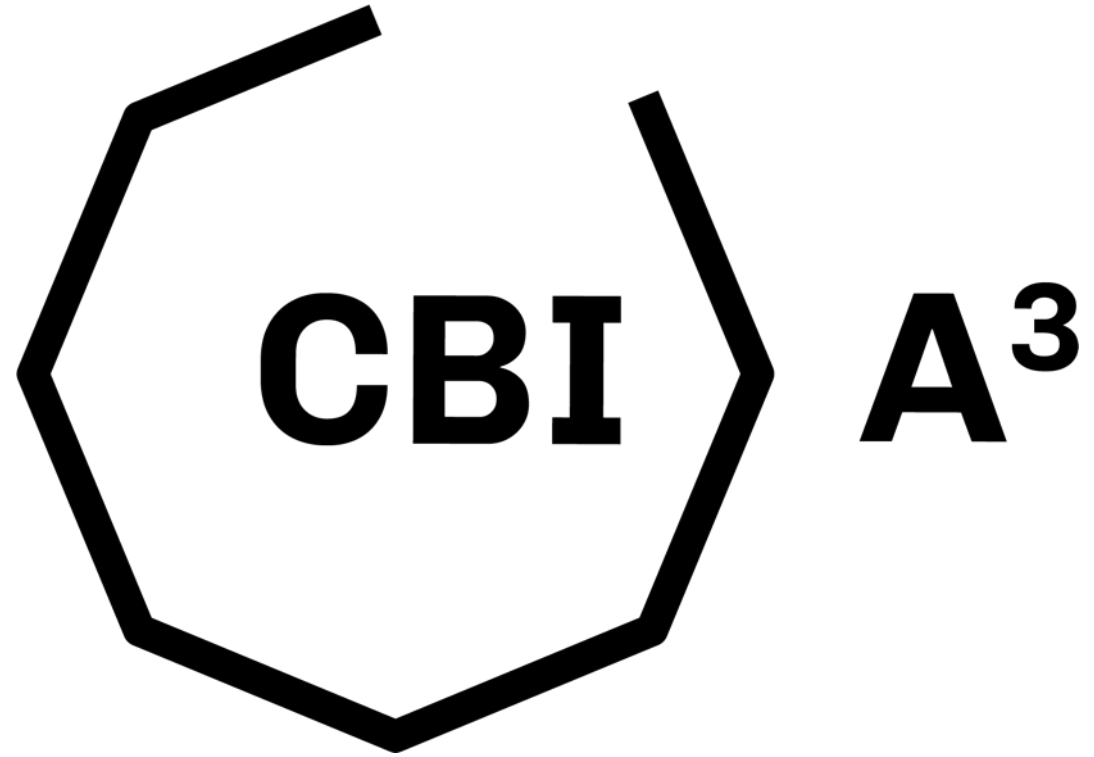
🕒 2h 📍 3179/R-E06

18:00 → 18:30 **Reflection**

Reflection and Information for tomorrow

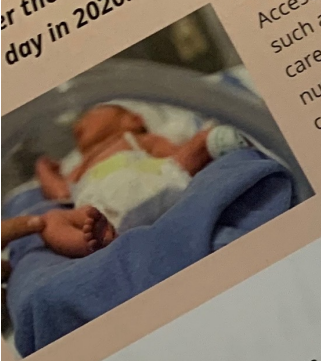
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**Problem Space
Exploration**



...the under-five mortality rate, ... of age, expressed per 1,000 live births.

...on children ... age died. ... to 13,800 ... the age of 5 ... day in 2020."



2-3 KEY USERS:
Mila's son John suffers from cystic fibrosis and has been prescribed long antibiotics.
Elsa was born pre-term due to complications in the pregnancy and was diagnosed with perinatal asphyxia within hours of birth.

Globally, infectious diseases, including pneumonia, diarrhoea and malaria, along with pre-term birth, birth asphyxia and trauma, and congenital anomalies remain the leading causes of death for children under five.

Access to basic health services such as skilled care, breastfeeding, and common infections in many young children.

CBI A³ OPPORTUNITY CARD

WHAT IS THE ISSUE?

Perinatal mortality rate among babies born to Indigenous women has remained high and unchanged between 2006 and 2019

SIGNIFICANCE OF ISSUE:

Between 2015-2019, the perinatal mortality rate among babies born to Indigenous women was 10.5 per 1,000 live births.

Low birthweight attributed to malnutrition was the largest mortality to babies born to Australian mothers, with stillbirths the largest cause.

The Department of Health has developed a National Plan which places cultural

CBI A³ OPPORTUNITY CARD

WHAT IS THE ISSUE?

Air pollution is a major health concern for especially for Poles. In Warsaw, treatment of air pollution costs around 6 billion PLN

SIGNIFICANCE OF ISSUE:

Around 3 000 people die prematurely from air pollution every year in Warsaw. That's more than in car accidents across the country. A Warsaw resident, breathing an average of two hours a day with a local air, smokes the equivalent of over 1 200 cigarettes a year.

Despite reductions in air pollution since 2010, most of the UE's urban population is still exposed to levels of air pollution that are damaging to health. In 2019, 96% of the urban population in the EU was exposed to concentrations of PM_{2.5} above the WHO guideline of 5 µg/m³. One of the main causes of air pollution in Europe is heating. In Warsaw, PM₁₀ and PM_{2.5} concentrations exceeded the WHO guideline of 10 µg/m³ and 5 µg/m³ respectively.

2-3 KEY USERS:

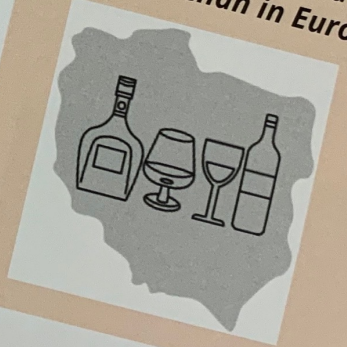
- City dwellers
- Physically active people

CBI A³ OPPORTUNITY CARD

WHAT IS THE ISSUE?

Alcohol consumption is a unique risk factor for population health as it affects the risks of many diseases and injuries (both intentional and unintentional). In many of today's societies, alcoholic beverages are a routine part of the social landscape for many in the population.

The average alcohol consumption in Poland is higher than in Europe



According to WHO data, in 2016 there was an average of 10.4 liters of pure ethyl alcohol per capita in Poland, which makes this country one of the leading European countries in terms of alcohol consumption. Alcohol abuse affects over 2.5 million Poles. 3-4 million Poles live in families with alcohol problems, including 1.5-2 million children. In Poland, the most common drinks are: beer (56%), vodka (36%) and wine (8%). In Warsaw, the average alcohol consumption per capita is 50% higher than the national average. However, in the capital, 25% of total consumption is wine.

2-3 KEY USERS:

- Adults addicted to alcohol or consuming it occasionally
- Children consuming alcoholic beverages
- Influencers/media

2-3 POINT OF VIEW STATEMENTS:

- Adam (51 y.o.): „Another bad news on TV. I should drink something not to think about all of it.”
- Gabriel (16 y.o.): „I didn't want to drink alcohol at the party on Saturday, but everyone pushed me to do it. Eventually I drank a shot of vodka.”

Purpose:

to set up solid foundations for ideating, by creating prompts for future ideation sessions based on your Opportunity cards, and getting clear on stakeholder assumptions

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to set up solid foundations for ideating, by creating prompts for future ideation sessions based on your Opportunity cards, and getting clear on stakeholder assumptions

1. What is at stake for the stakeholder?
2. From POV to HMW....

1. Stakeholders

What are our assumptions?

A) Pick 1 x opportunity card per person

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C) Use 5 why methodology to identify where you might be making assumptions

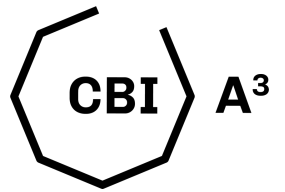
1. Stakeholders

What are our assumptions?

- A) Pick 1 x opportunity card per person
- B) Follow prompts to explore what is at stake for your 2-3 stakeholders
- C) Use 5 why methodology to identify where you might be making assumptions
- D) Discuss in your team your assumptions

OPPORTUNITY CARD: _____

TEAM NAME: _____



STAKEHOLDER: _____

<p>What is at stake? Why does this problem matter to them?</p>	<p>.....And why is that?</p> <p>.....And why is that?</p> <p>.....And why is that?</p>	<p>List your Assumptions</p> <p>1.</p> <p>2.</p> <p>3.</p>
<p>What actions do they take? <i>Eg. Providing care, paying, making decisions</i></p>	<p>.....And why is that?</p> <p>.....And why is that?</p> <p>.....And why is that?</p>	<p>1.</p> <p>2.</p> <p>3.</p>
<p>What are key feelings they experience? What emotions are involved? <i>E.g. sad, resentful, elated, ambivalent, joyful...</i></p>	<p>.....And why is that?</p> <p>.....And why is that?</p> <p>.....And why is that?</p>	<p>1.</p> <p>2.</p> <p>3.</p>

A) Select a card

One per person in your team (1 min!)

B & C) What is at stake for your stakeholders?

Use the supplied canvas and work through for each of the users/stakeholders you have identified (~15 mins)

1) ***What is at stake?*** Why does this problem matter to them? And why is that? And why is that? And why is that... Continue the 5 whys technique until you reach an assumption. Write down the assumption. If you find multiple, write multiple.

2) Repeat step 1 with ***What actions do they take?*** and What are key feelings they experience?

D) Discuss in teams your assumptions

(10 mins)

Where you surprised by any?

Can you easily test/fill gap of assumption with some quick desktop research

2. From POV to HMW

**Point of View
(POV)**

**How might we...
(HMW)**

Point of View (POV)

Statement

Concisely describes the essence of a problem

Defines the scope of a user/stakeholder need

How might we... (HMW)

Question

Frames a challenge to invite idea generation

Defines the scope of solution space to address a user/stakeholder need

Point of View (POV)

Statement

Concisely describes the essence of a problem

Defines the scope of a user/stakeholder need

How might we... (HMW)

Question

Frames a challenge to invite idea generation

Defines the scope of solution space to address a user/stakeholder need

Work in synergy with each other!

What makes a good HMW?

The Goldilocks Principle

Inspire your team with the right questions

**Abstract &
Systemic**

*How might we
improve air travel?*

Just Right

*How might we make air travel
more delightful and convenient
for parents and children?*

**Specific &
Uninspiring**

*How might we get passengers to use
their own tech instead of bothering
flight attendants?*

examples...

POV statement:

John, a recent college graduate still living at his parents house in the suburbs, needs to feel confident that he will get to work on time at his new job in downtown Philadelphia because his lack of punctuality with past jobs always seems to run the risk of making him look inept

examples...

POV statement:

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HMW questions:

How might we help people like John gain confidence in arriving on time when driving into the city to better help people who are not comfortable with driving in urban areas?

How might we help people like John find faster information on traffic and parking conditions before they actually have to start stressing about parking spots?

How might we help local businesses use their storefront parking spots as a way to tie into social media to advertise their products?

examples...

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Prepare 3 HMW statements for your selected card:

How might we...

***<insert challenge issue>* because
<insert user/stakeholder> needs to
*<insert need description>***

e.g.

How might we...
improve water quality because
John the camper needs to
fish for food