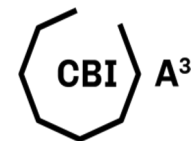


Info About Thursday Presentations



A³ Presentation

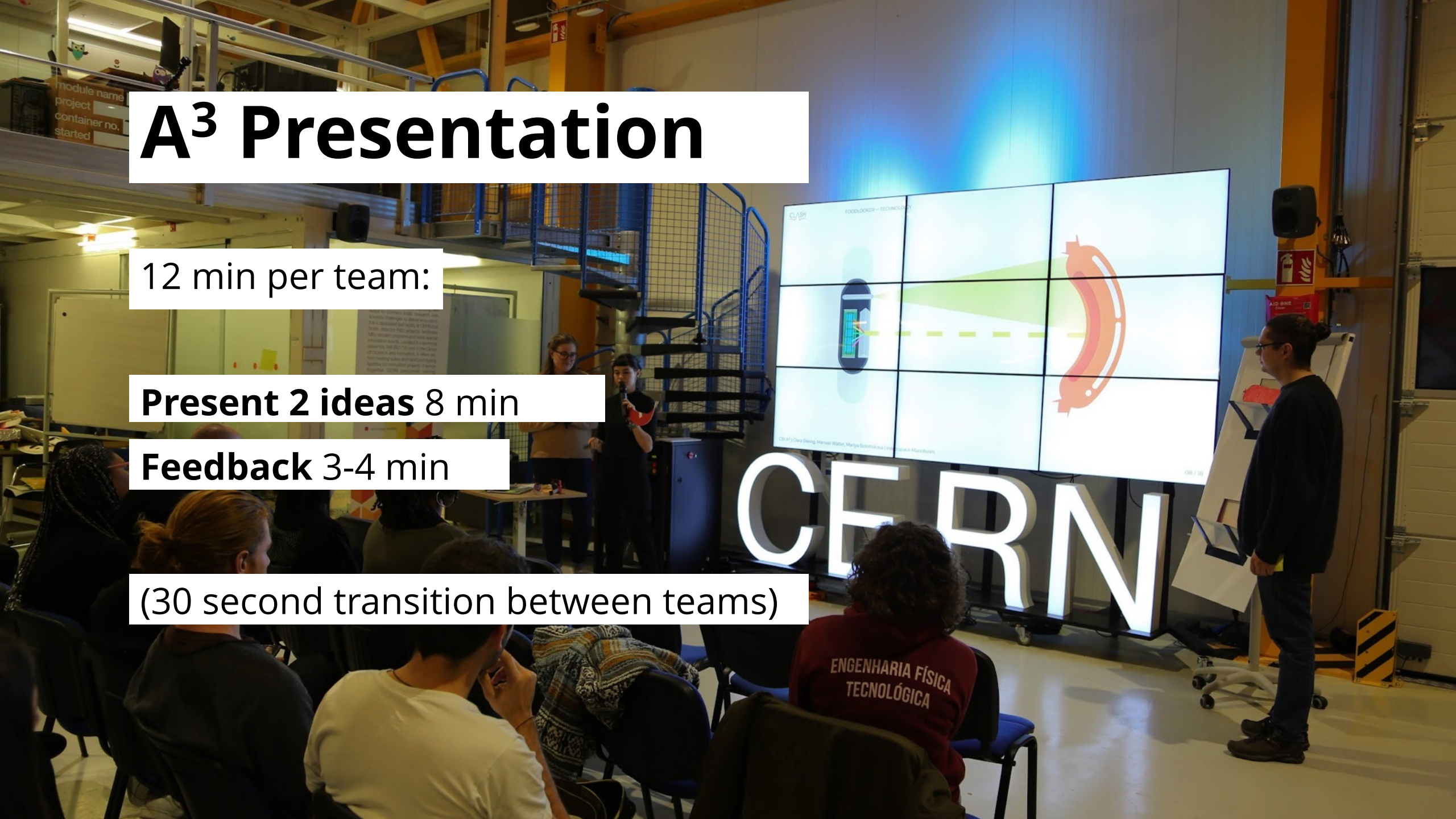
12 min per team:

Present 2 ideas 8 min

Feedback 3-4 min

(30 second transition between teams)

CERN



Share your 2 chosen ideas for feedback

Short format

Clearly explain the problem space you are addressing.

Clearly describe your idea.

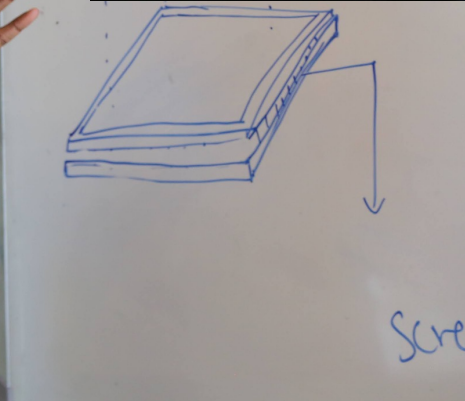
How is it valuable for society?

How do you envision the ATTRACT/CERN tech to be integrated? You can highlight unknowns, share your next steps and present questions you have at this stage to get feedback or thoughts from the audience.

Consider the narrative to engage someone unfamiliar with your idea













A³ Presentation

To start with:



2010

Catarina will introduce IdeaSquare/CBI



DESIGN
MELBOURNE

Aaron will introduce CBI A³ and explain we are early in the journey



A³ Presentation

The audience

CBI community + friends

We will record this presentation and share with ATTRACT, local DF etc.

Opportunity for more feedback on ideas, and to identify areas to explore, consider and unpack in the weeks to come.



A³ Presentation

The starting point



What problem are you trying to address?

Be specific about which area you are focusing on

Why is this important?

Consider quantitative information to illustrate

Add a reference point to back up your ideas

C E R B

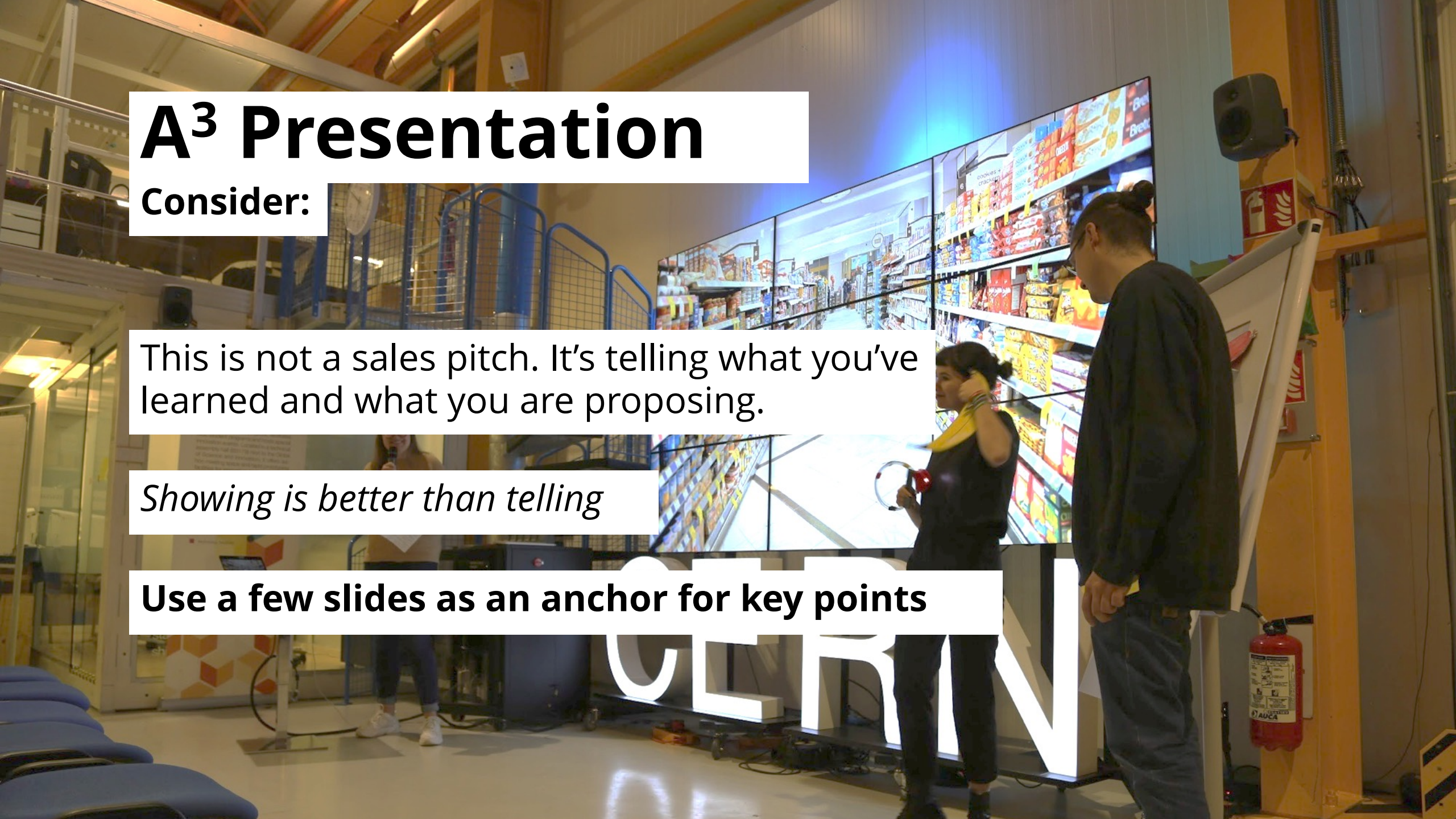
A³ Presentation

Consider:

This is not a sales pitch. It's telling what you've learned and what you are proposing.

Showing is better than telling

Use a few slides as an anchor for key points



A³ Presentation

Slides

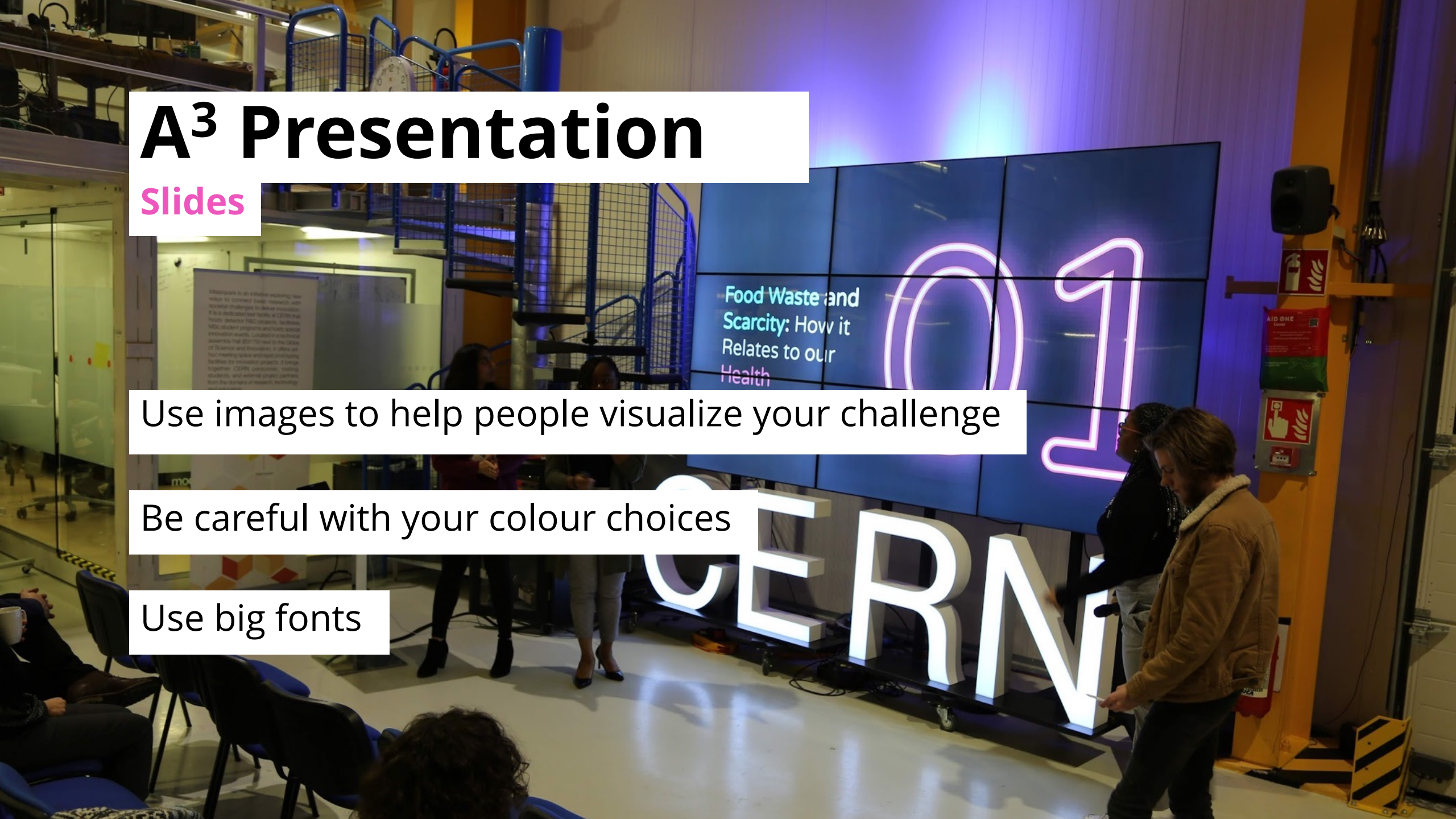
Food Waste and
Scarcity: How it
Relates to our
Health

Use images to help people visualize your challenge

Be careful with your colour choices

Use big fonts

GERN



A³ Presentation

Prototype

Use your prototype demonstration skills

Same resolution prototypes



A³ Presentation

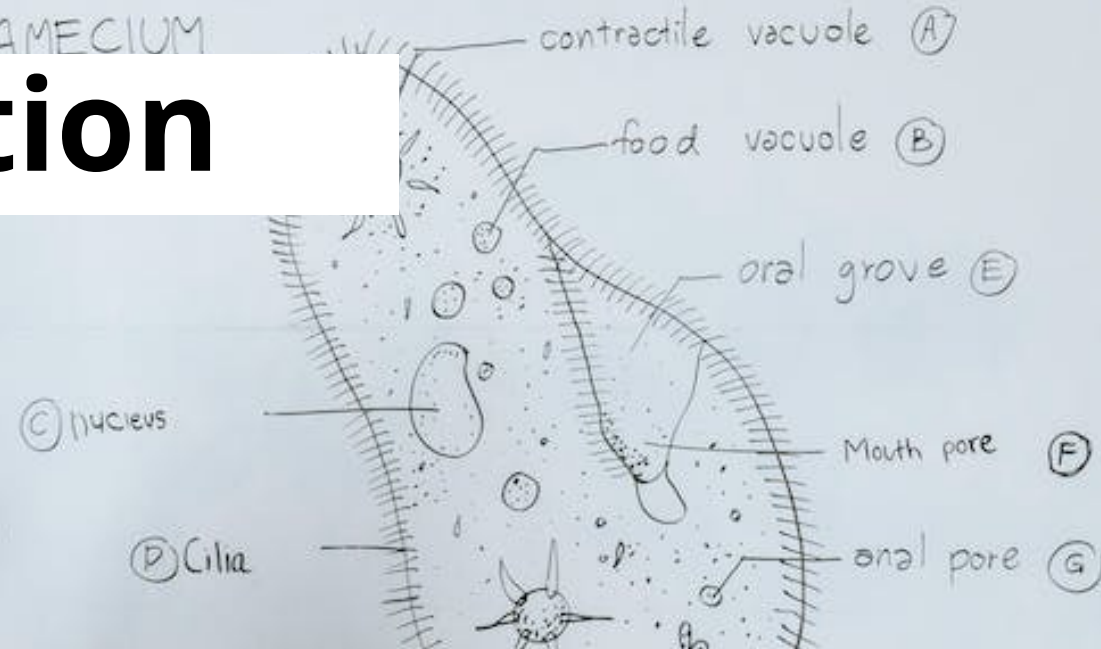
Technique:

Show passion!

Use body language, project your voice, don't be afraid to pause

Practice with others and iterate based on the feedback that you get

PARAMECIUM



A³ Presentation

Feedback

Think before you answer: *Thank you for your question!*

Embrace not knowing

Focus on listening, not on defending your ideas

Keep your answers short

FEEDBACK

Presentation narrative

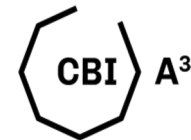
Can you imagine?

a world where...

... what if...



Idea Development





Open Space

You have freedom this afternoon:

Generate more ideas

Develop ideas further

Create more prototypes

Do additional research

~17:00 Check In – what 2 ideas are you thinking of selecting

A person with short dark hair, wearing a grey and black striped sweater, is seen from behind, looking at a wall covered in various design sketches, notes, and diagrams. The wall is densely packed with papers, some featuring hand-drawn diagrams, flowcharts, and photographs. The overall scene suggests a creative workspace or a brainstorming session.

Think about...

Develop your ideas:

When, where, how, why, what, who...

A person is seen from the back, wearing a grey and black striped sweater. They are looking at a wall covered in various papers, sketches, and notes, suggesting a creative or design process. The papers include diagrams, photos, and handwritten text.

Think about...

Develop your ideas:

When, where, how, why, what, who...

Is this transformative innovation? 2030 horizon

Think about...

Develop your ideas:

When, where, how, why, what, who...

Is this transformative innovation? 2030 horizon

What systems are you making obsolete?



Think about...

Develop your ideas:

When, where, how, why, what, who...

Is this transformative innovation? 2030 horizon

What systems are you making obsolete?

What ATTRACT or CERN technology are you using?



Think about...

Develop your ideas:

When, where, how, why, what, who...

Is this transformative innovation? 2030 horizon

What systems are you making obsolete?

What ATTRACT or CERN technology are you using?

Develop a stakeholder map & explore different users

Think about...

Develop your ideas:

When, where, how, why, what, who...

Is this transformative innovation? 2030 horizon

What systems are you making obsolete?

What ATTRACT or CERN technology are you using?

Develop a stakeholder map & explore different users

What is the value of your design to society?

Think about...

Develop your ideas:

When, where, how, why, what, who...

Is this transformative innovation? 2030 horizon

What systems are you making obsolete?

What ATTRACT or CERN technology are you using?

Develop a stakeholder map & explore different users

What is the value of your design to society?

What undesirable side effects might occur?

Think about...

Develop your ideas:

When, where, how, why, what, who...

Is this transformative innovation? 2030 horizon

What systems are you making obsolete?

What ATTRACT or CERN technology are you using?

Develop a stakeholder map & explore different users

What is the value of your design to society?

What undesirable side effects might occur?

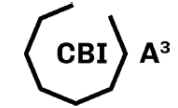
Describe the journey of using your design idea.

IDEA TABLECLOTH



Name of your solution!

CREATORS/PLANNERS: _____



WHAT

What is the solution?

Describe the project in enough detail for other to understand. What are the different components, elements, features?

WHO

Stakeholders & Users

Who is impacted?
Who do we need to engage with?
Who do we need to involve in the process?

HOW

ATTRACT+

CERN Technology

What CERN technology are you using? How will this work?
What areas do you need to investigate further?

Resources & Materials

What other resources, materials or technologies do you need?

WHY

Problem - Solution Fit

What is your SDG problem statement? Can you succinctly describe how your solution solves the societal problem

Value to society

What is the value of your design solution to society? Why is your idea/solution valuable? What is the point of difference?

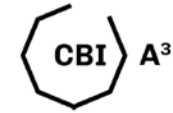
WHEN + WHERE

Transformative Innovation

Is this transformative innovation? Consider your 2030 horizon - how can you further your idea? What systems are you making obsolete? What undesirable side effects might occur?

IDEA TABLECLOTH USER JOURNEY

↩ Name of your solution!



USER: Describe who your user is?

Describe your user journey of your idea?
What happens Before, During & After?

Touchpoints & Actions

What happens in each phase? What devices, services, places people that the user contacts with?

Feelings & Emotions

What/how does the user feel in each interaction?

Thoughts

What is your user thinking?

