

# OSU@Transatlantic Grand Challenge Debrief

May 9 – May 13, 2016



OSUTransatlantic @ IdeaSquare



THE OHIO STATE UNIVERSITY  
FISHER COLLEGE OF BUSINESS

| Assumption  | Feedback   |
|---|--|
| That projects based on global challenges (vs. broader notions of new product development) are appropriate for this course   | Getting user feedback a challenge. The global challenge focus makes sense  |
| A meaningful learning experience is possible with a 7 week Columbus course (vs. longer 3 to 6 month experiences).   | 7 weeks compromises user feedback opportunity. Different opinions on short time frame promoting focus or not? Saw the benefit of more cycles. Longer would give more time to match CERN IP   |
| A meaningful learning experience is possible with one two-week trip to IdeaSquare (vs. early & later trips to IdeaSquare).  | Two weeks was short. Two visits would be ideal AND expensive. Being exposed early to the CERN approach for ideation would be ideal – even by video   |
| That three cycles of user needs, jobs to do, solution, prototype and business model would allow the students to develop skill in going from a big problem to a specific project | Got a lot better with different cycles. Story telling was much better with each presentation   |
| That engaging actively with CERN KT, starting before the visit, would lead to opportunities for KT and OSU  | CERN team wanted to discuss further at CERN  |
| That the 2040 exercise is a useful bridge from the Columbus work to the future orientation of CERN and can provide value to the KT team   | Opening up the technology options was useful. A challenge – maybe we could have thought bigger. Took time away from current proto. Could this be done in CBUS? Others thought it good to do it at CERN. Would be helpful to know expectations earlier. |

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|---|---|
| If Sonnett & Leiblein could share CERN background while in Columbus the students would acclimate quickly  | <p>Didn't get the sense of CERN's purpose in Columbus. Need to talk about benefits of CERN residence – group experience at CERN??</p> <p>Beyond article, pictures, etc. A little more discussion of what it means to be immersed in a highly intellectually charged environment (14 Nobel's; equations @ lunch; open/collaborative).</p>  |
| That the spirit of IdeaSquare and CERN would inspire the students to think boldly and be transparent and collaborative                            | <p>Thumbs up! During week 2 started to understand that this was more cooperative (than expected). I learned that the problem solving process is NOT linear; I could experience that fact; The length of time at IdeaSquare increased my interest in collaboration – I think another week, we'd share even more.</p>   |
| That a mixture of special CERN events, team work time and OSU 'class' would provide a stimulating learning environment at IdeaSquare              | <p>Roughly correct balance. Might be able to do OSU stuff at OSU? Is it possible to just go to regular CERN events – be a natural part of the scene?</p>  |
| The the Innovators method approach of primary focus on user needs, JTD, solution, prototype and business model provides a clear, useful framework | <p>OK, not great. Seemed to offer lots of frameworks without guidelines on when to use. Doing better than reading.</p> <p>MJL options logic was very helpful.</p>   |
| That teams consisting of engineering and business (vs. Business, Design, & Engineering) students were appropriate for these challenges            | <p>Design mindset would help! Also, helpful for non-designers to struggle with design. Consider a design workshop as part of the class.</p> <p>Markus. Extremely successful– further than I thought possible. A +, however, it would be wonderful to have some designers or others as far away from you as possible. You will find that they think in a very weird way. The “designers” help early on when every one is lost– imagine we have the Italians – a different culture and a different experience base. It forces you to think differently;</p> |
| That honors undergraduate students (vs. masters students) would produce meaningful outcomes   | <p>YES!! Tiago– we did not have high expectations early on.</p>   |



# What other things worked, did not work or were missing?

- Even more face time with CERN folks