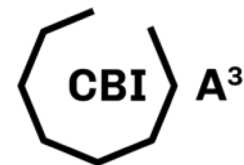
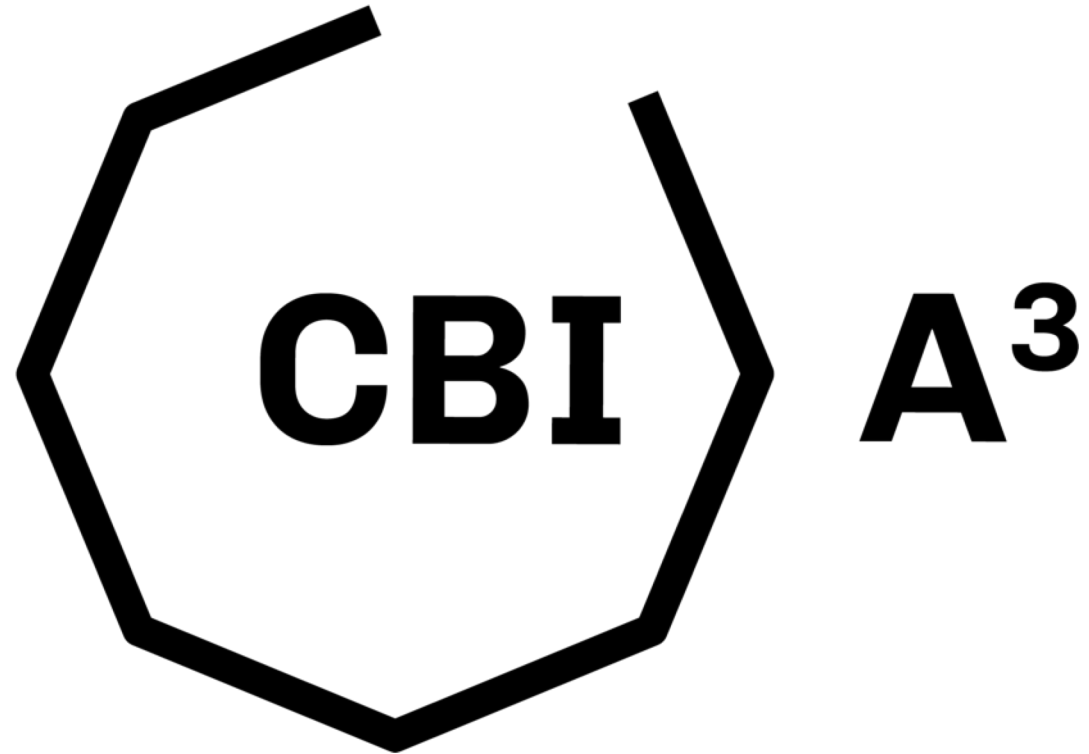
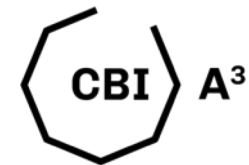


**Wednesday
4th December**



Idea Development





3 x idea dev. sessions

Each session:

1 hour to explore ideas further

15 mins to share & give feedback

15 mins break between sessions

Each session think...

Develop your ideas:

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

Is this transformative innovation? 2030 horizon

What systems are you making obsolete?

What 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?

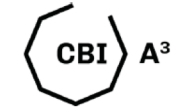
Describe the journey of using your design idea.

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

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?

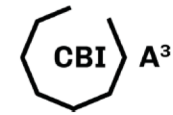
WHEN + WHERE

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?

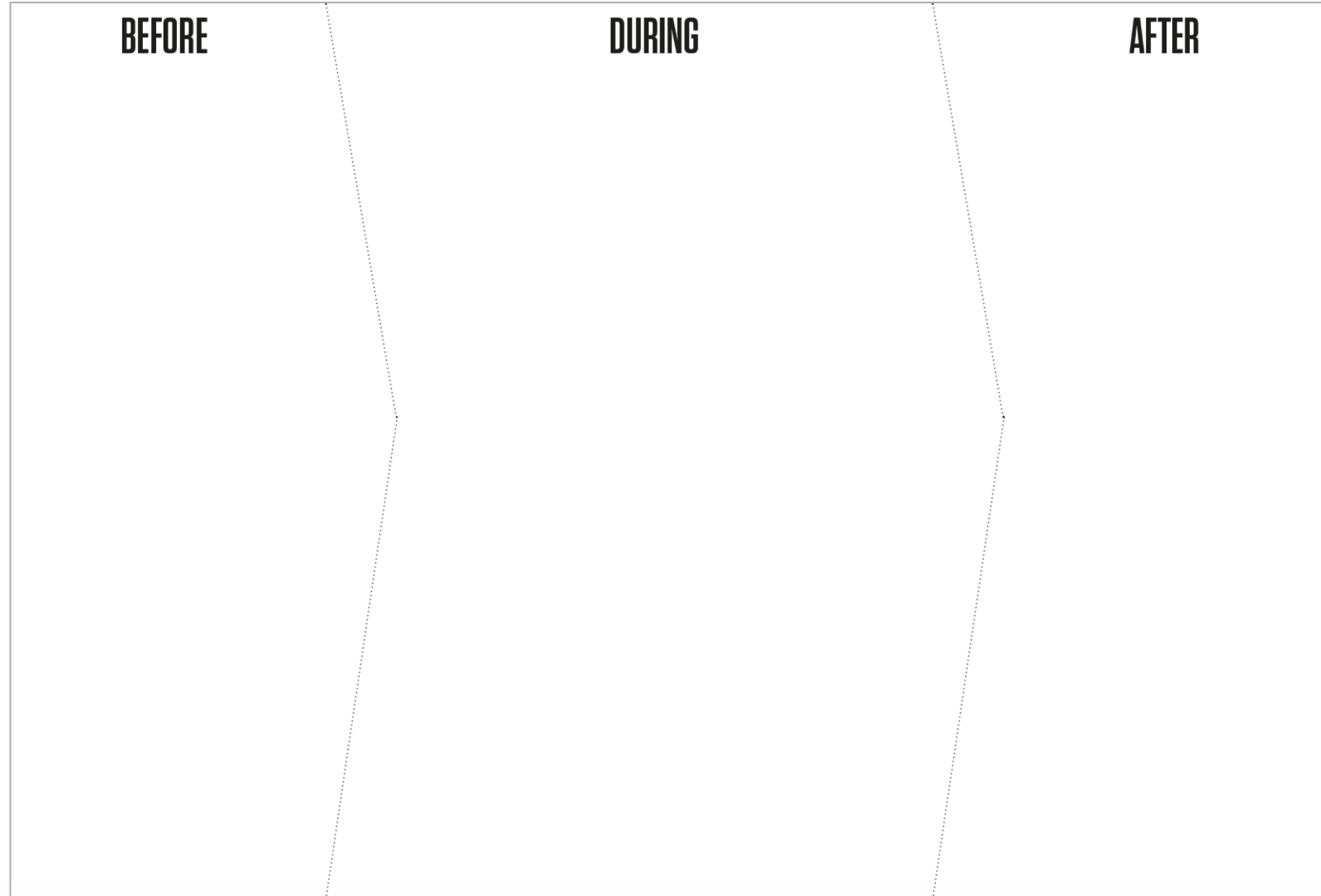
Thoughts

What is your user thinking?

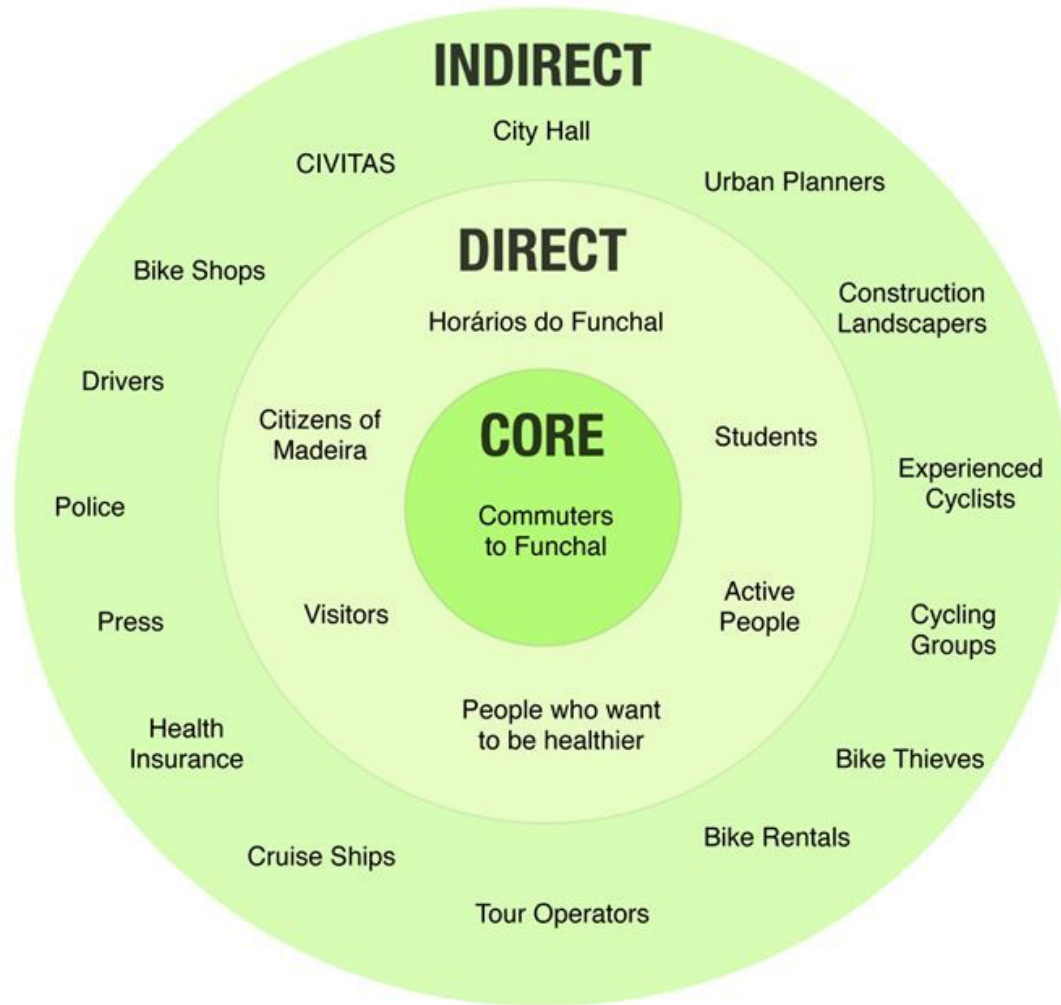
BEFORE

DURING

AFTER

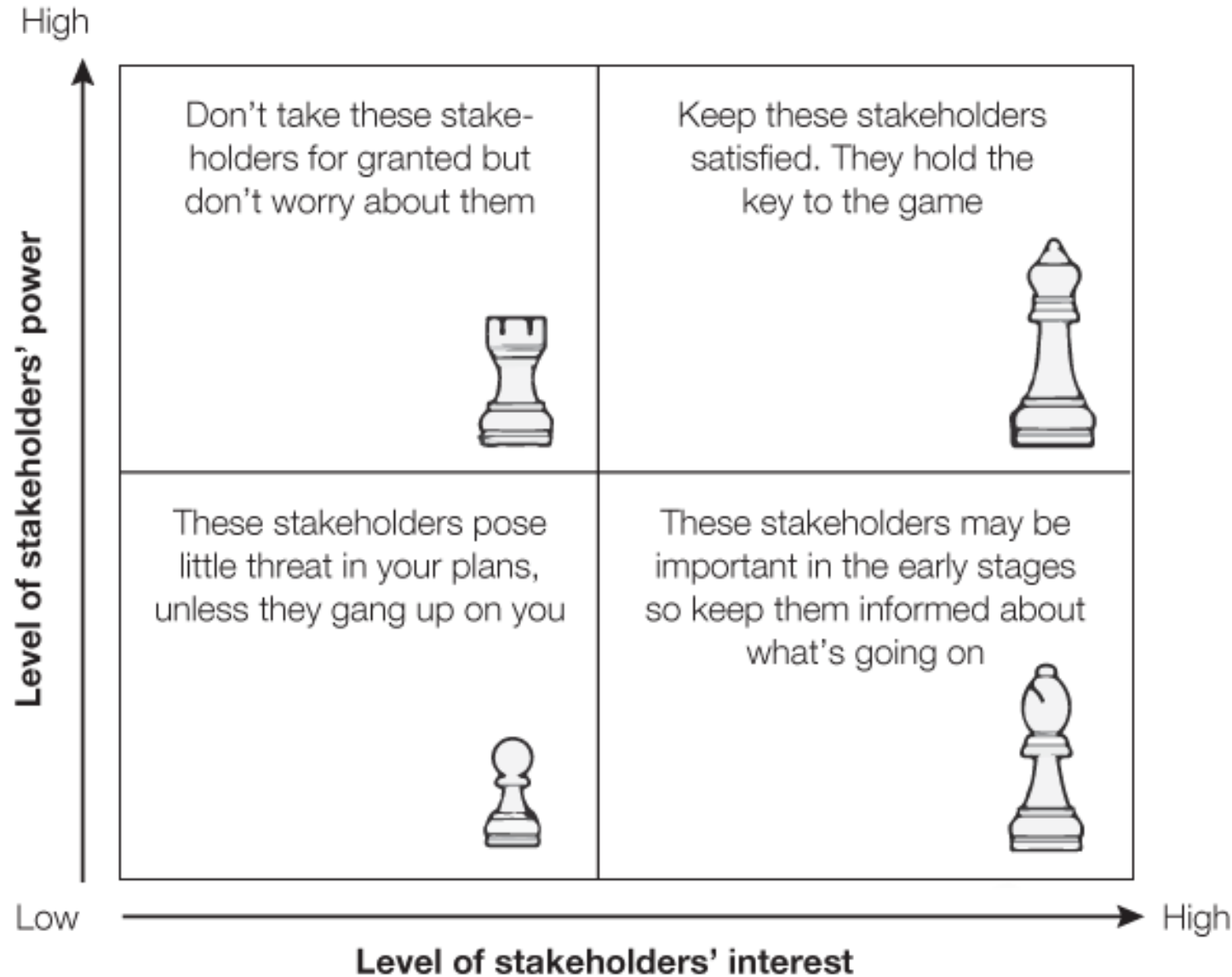


Stakeholder maps



Use stakeholder maps to create hierarchy and start to understand relationships between stakeholders (actors in your ecosystem)

Stakeholder maps



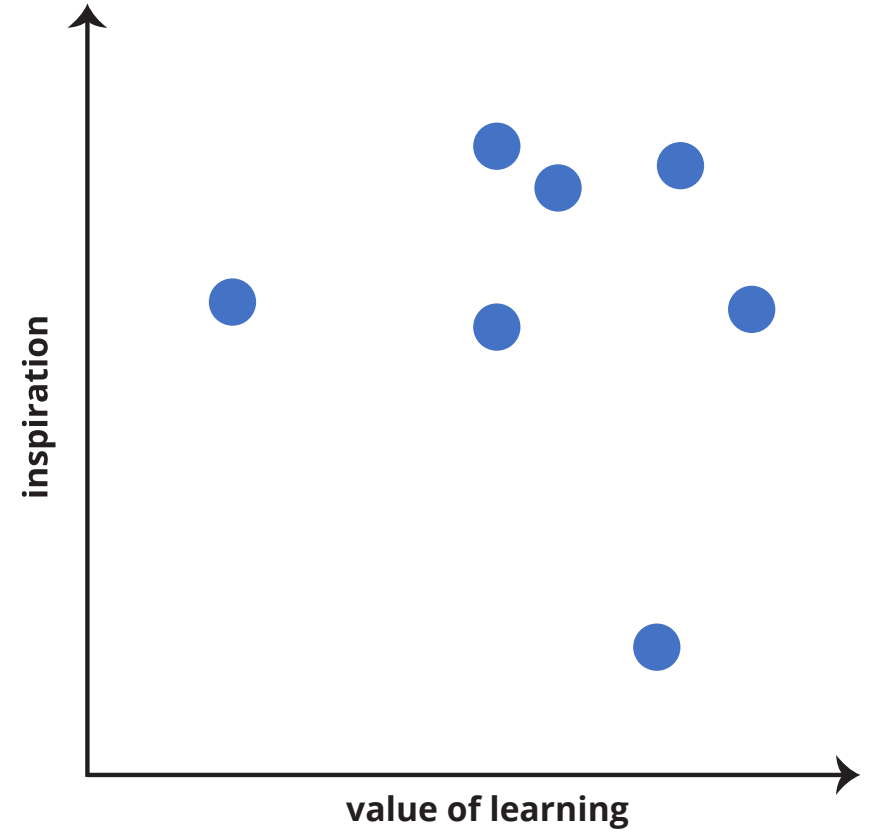
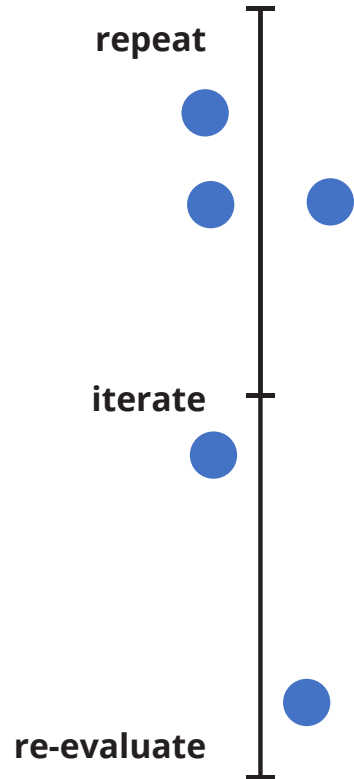
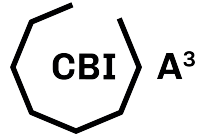
Interest and Influence

(Johnson, Scholes, Wittingham)

Rapid session feedback

DAY: Wed 27/11/2019

SESSION: SDG + Tech card mash-up



Daily Reflection

Guided learning reflection. 15 mins, end of each day.

Individually write on post-its, stick up at the back of the room.

I found challenging because.....

I was surprised by because.....

I was inspired by because.....

I would like to increase my
knowledge/capability/understanding of