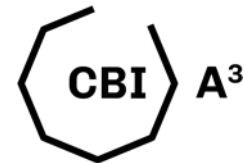
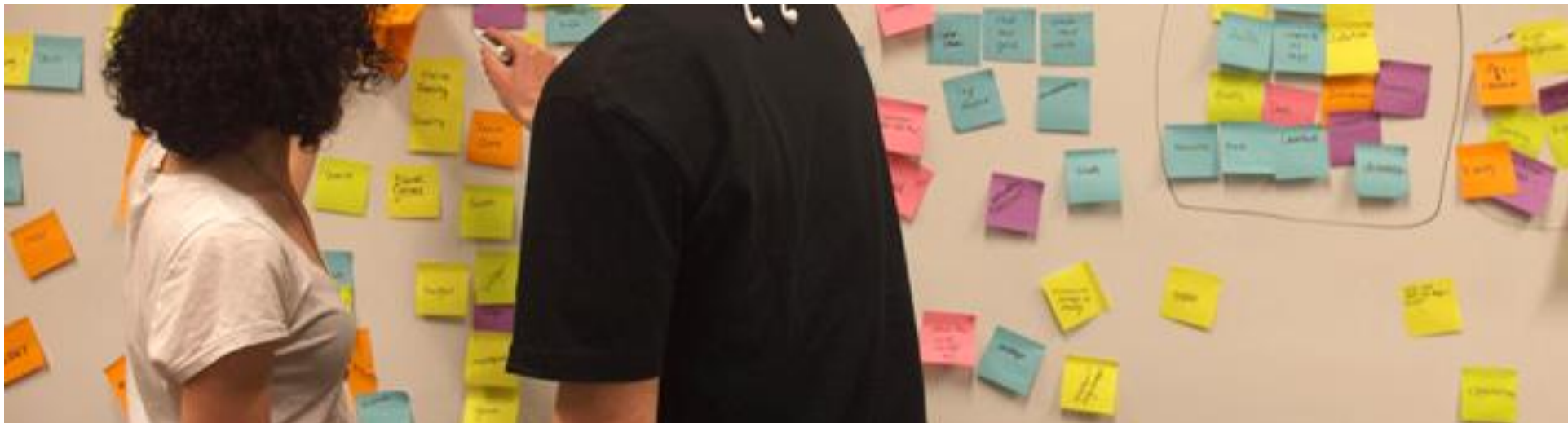




Ideation Session #6: SDG Opportunities



Purpose

Broaden the SDG exploration

Acquire new tools to explore in more depth:
user experience
prototyping

generate
(30 min)

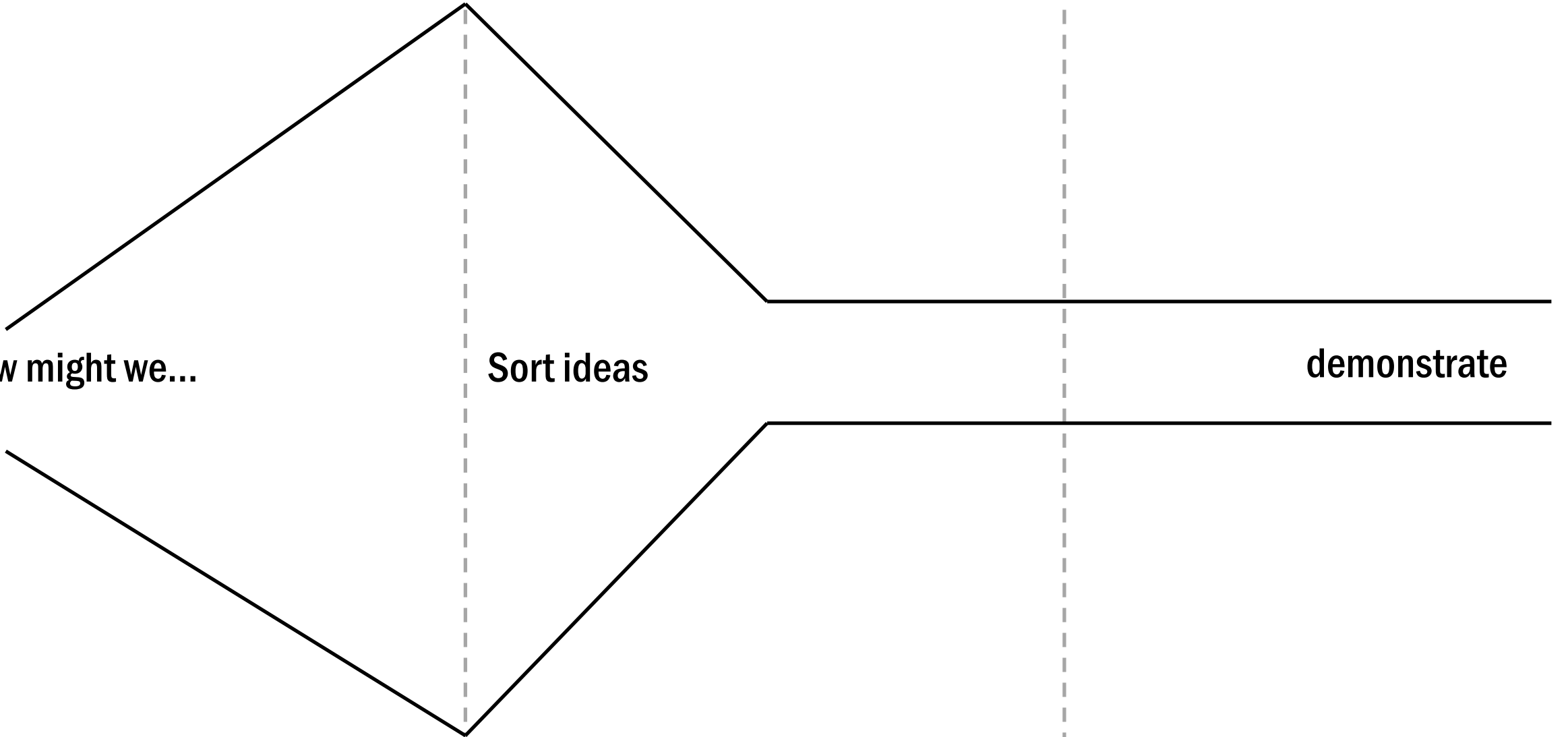
develop
(30 mins)

prototype
(30 mins)

How might we...

Sort ideas

demonstrate



User Experience Stages



User Experience Stages

Before, During and After

As a complement to when mapping out the user journey or experience, it is important to consider the:

Pre-experience, (causes, triggers)

Post-experience (consequences)

User Experience Stages

Think about who your user might be in a specific **scenario**.



The user represents **the person** that you are designing the solution for.



Similar to what you have done previously in the ideation sessions, when defining your How Might We questions, **think about a user that would fit your scenario and that would relate to your question.**



User Experience Stages

Before, During and After

Consider:

Touchpoints & Actions

What happens in each phase?

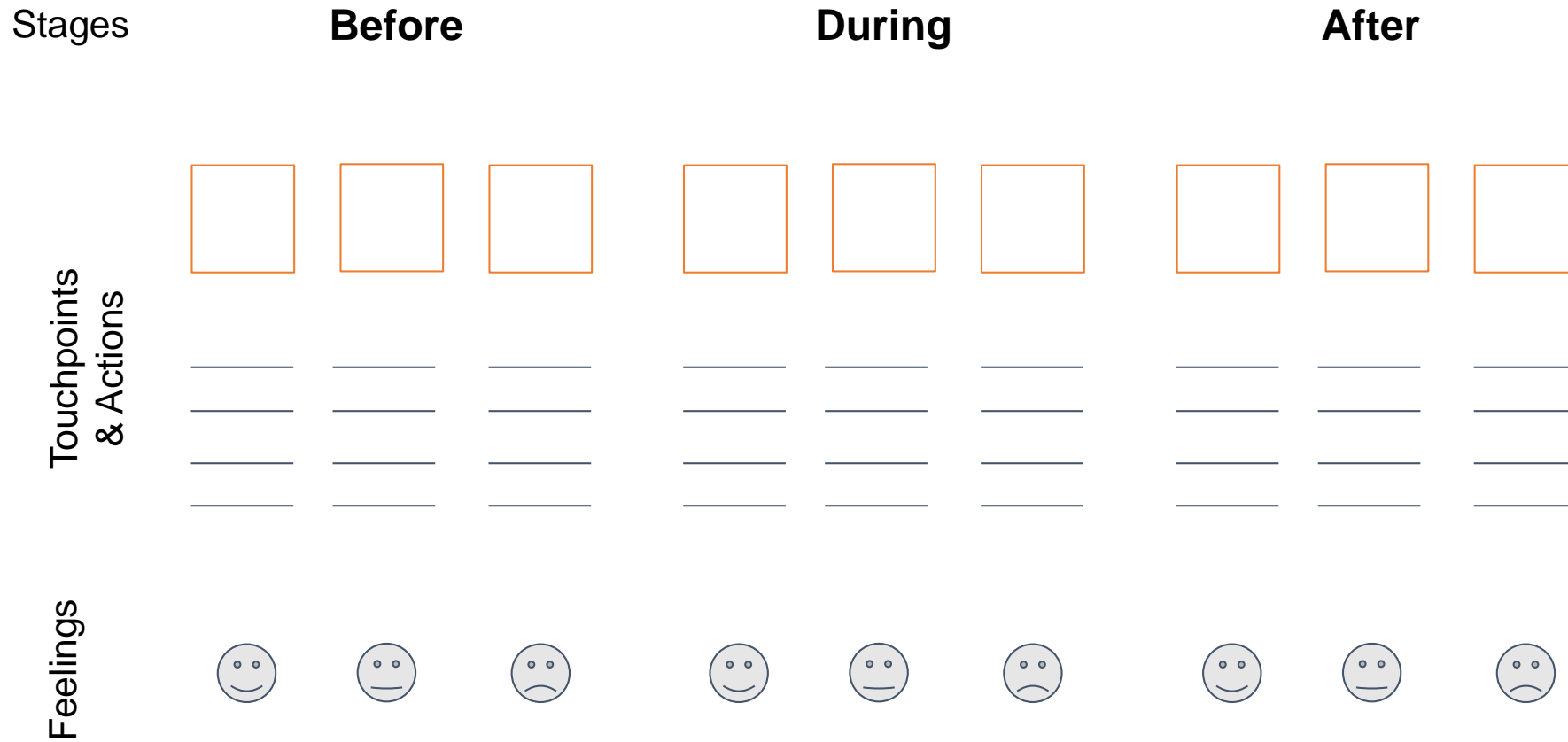
What devices, services, places, or people the user comes in contact with?

Feelings

What/how does the user feel in each interaction?

User Experience Stages

Simplified Version



Define challenge goal (5 mins)

Select a new SDG opportunity card.

How might we....

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

Generate ideas



1. Generate ideas

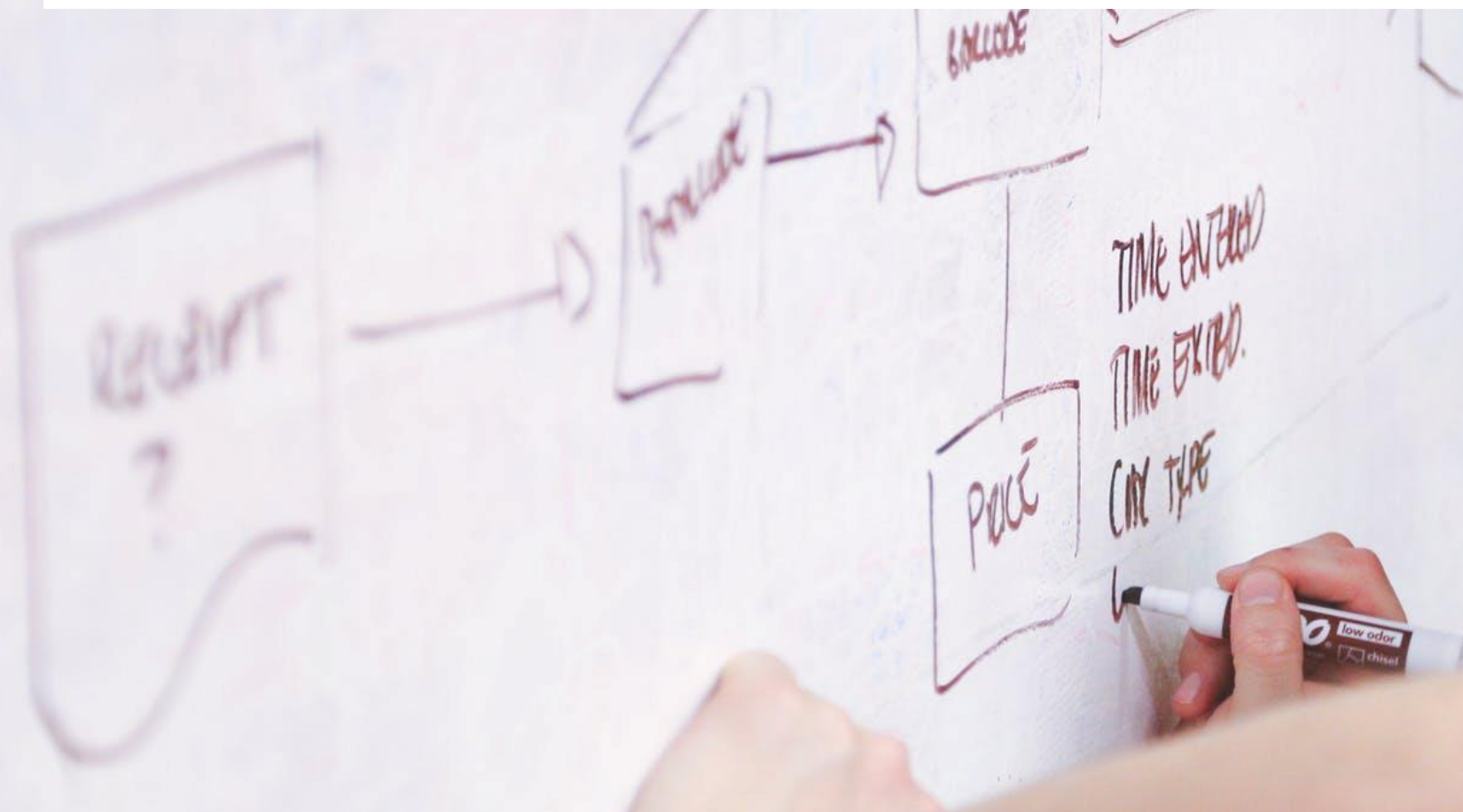
**you must use post-it notes!*

Individual – generate ideas (5 mins)

Team – discuss (10 mins)

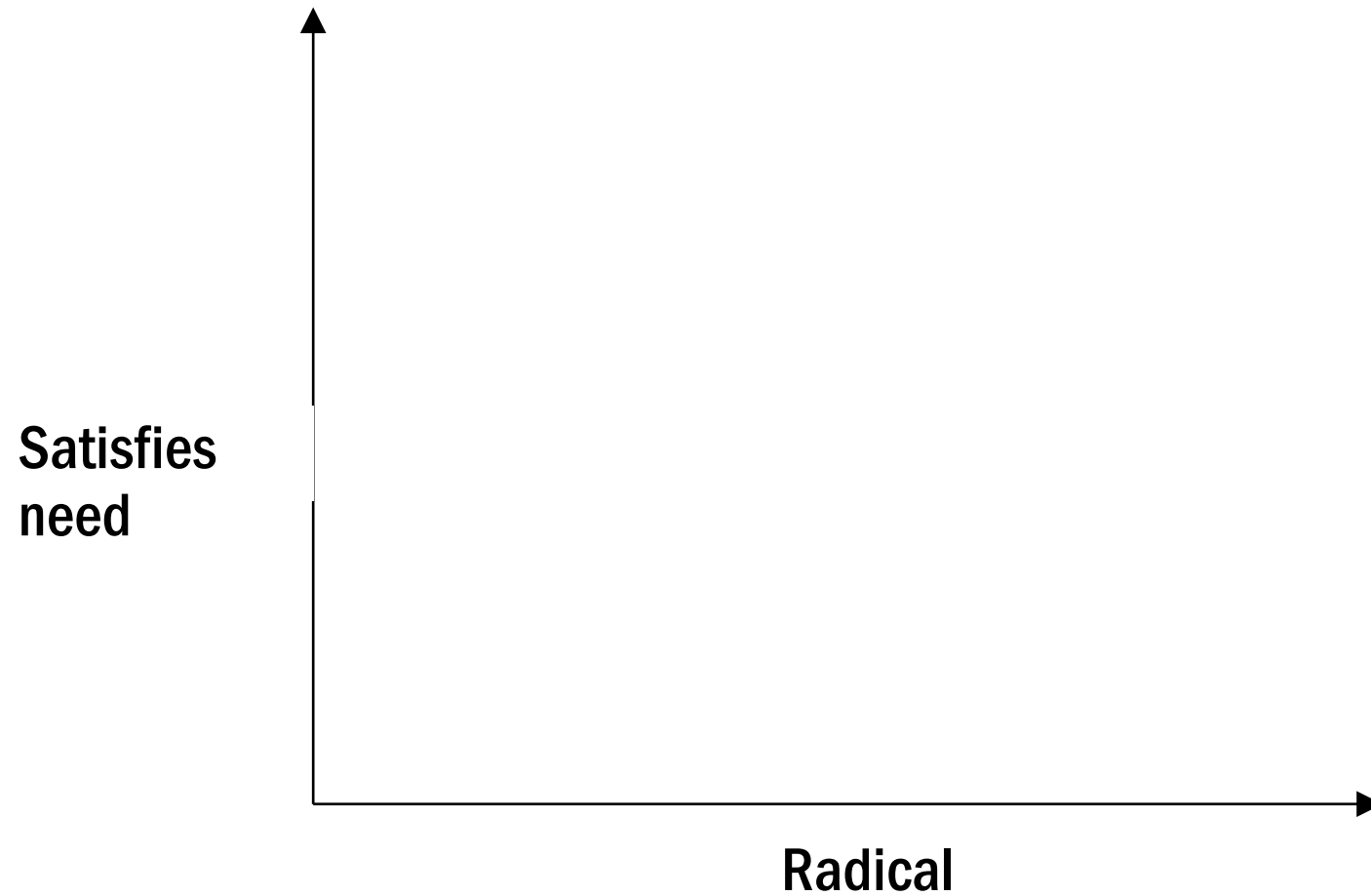
Team freestyle ideas (20 mins)

Select & develop ideas



Select & **develop** ideas

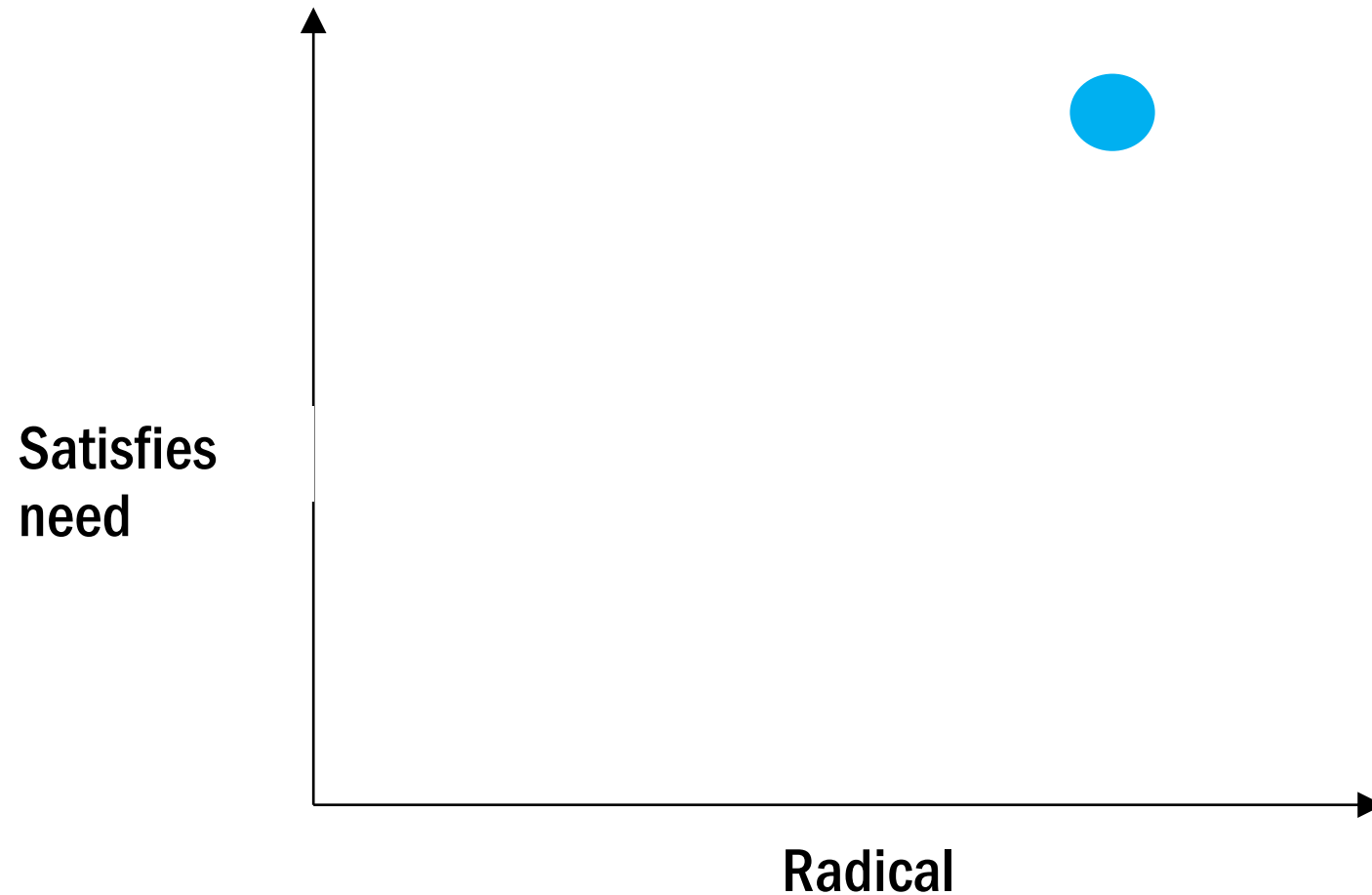
1. Map ideas



Select & **develop** ideas

1. Map ideas

2. **Select 1 idea to
develop further**
(10 mins)



Select & develop ideas

1. Map ideas
2. Select 1 idea to develop further (10 mins)



<http://dotmocracy.org/sites/dotmocracy.net/files/images/3273798482.jpg>

2. Select & develop ideas (20 mins)

Who else might use your design?

What features & functions does it have?

Why is this valuable to society?

How can a CERN technology be used?

Where & when do people experience/use your idea?

Prototype idea



3. Prototype idea (30 mins)

Build your idea as a physical model

Give your user something to interact with

How might you demonstrate the user experience?

Share your outcomes



4. Share your outcomes (3 mins per team)

Work out a 2 minute demonstration pitch (10 mins to prepare)

- Start with your HMW statement.
- Demonstrate your idea using your prototype.
- Provide rationale: how does it solve your problem, why it is valuable to your user and/or society.

Feedback (2 mins per team)

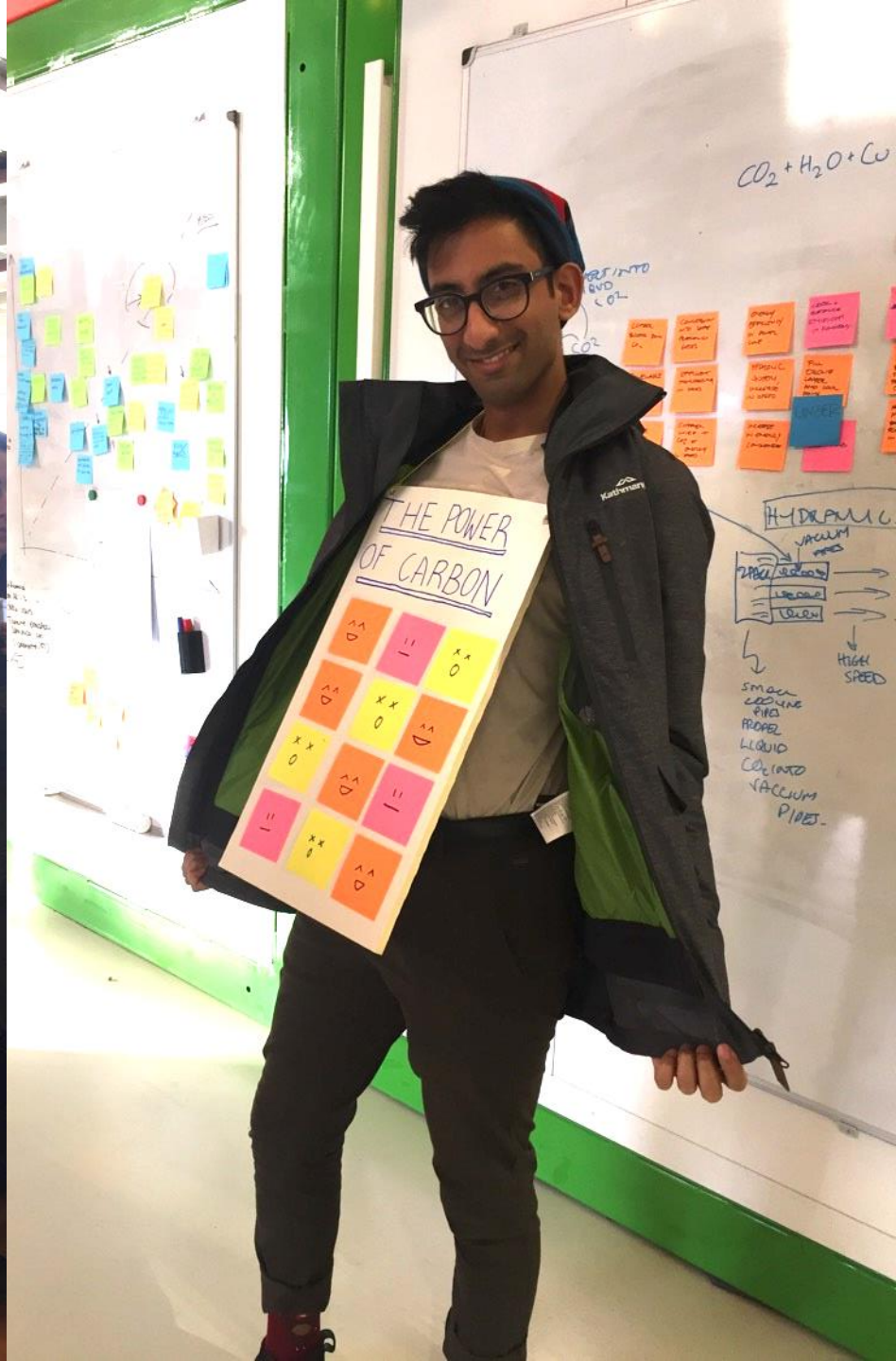
I like.....

I wish.....

I wonder...

Next step...

R1 "Pop-up"



R1 “Pop-up”

- Bonjour/Bonsoir & Smile, smile, smile
- People may not want to talk. It is ok, it's not personal!

- **Red = external workers,**
- **black = special short project,**
- **blue = staff**

- Ask for their email, you can organise follow up conversation
- Invite people to visit IdeaSquare
- Invite people to your presentation next week, Thursday, December 5th @ 6pm