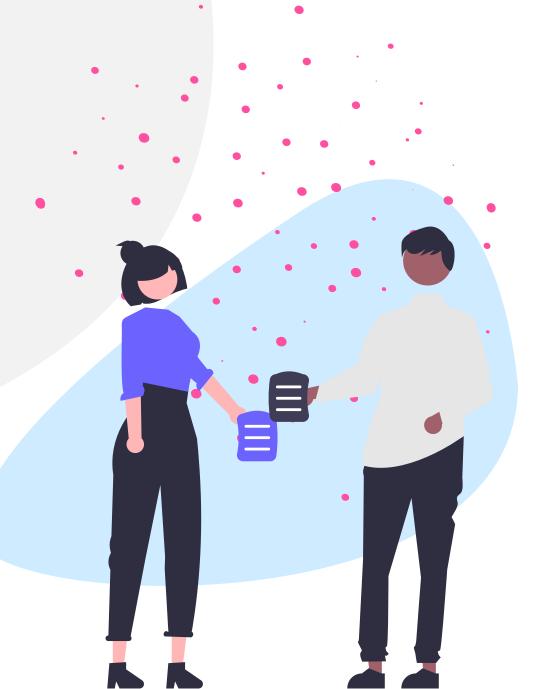




Youth Innovation Fund (YIF)

Design Thinking Toolkit

Prepared for Global Opportunity Youth Network (GOYN)



What is Design Thinking?

Design Thinking is an iterative, fun and creative problem solving tool that focuses on the user, it is also called human centred design.

There are many ways to apply Design Thinking and it can to empower you to:

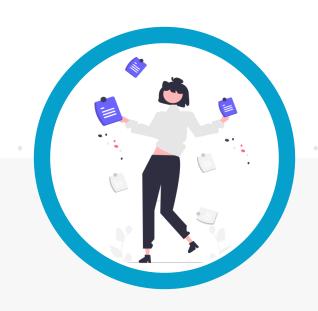
Identify target users

Understand a problem

Generate creative solutions



The Design Thinking process





Analyse community issues, identify key challenges to understand root causes. Explore potential solutions, thinking big but also considering feasibility and viability.



Design & Build

Transform unqualified ideas and add initial fidelity. Validate desirability and feasibility. Consolidate insights into a product/service proposition.



Measure & Learn

Test problem-solution and productmarket fit. Measure social value created. Refine based on feedback.

The Youth Innovation Fund grand recipe







Design & Build

Objectives

Objectives	User research	User identification	Assess feasibility	Prototyping design	Testing	Refine
	Problem ideation	Understand users	Idea selection	Iteration	Impact evaluation	Pitch
	Problem statement	Solution ideation	Lean canvas	Consolidation	Feedback	Wrap-up
Key knowledge areas	Product design	Start-up experiences	Product research	Prototyping	Measuring impact	Presenting
	Sustainable development goals	Design thinking framework	Business plan	Storytelling	Analysis	Public speaking
	Service design	User research	User journeys	Planning	Creating a pitch	Reflection

How will Design Thinking support the Youth Innovation Fund (YIF)?



Encourages youth innovators to adopt problem-solving strategies that puts empathy and understanding humans at its core, and fosters innovation in a sustainable way.



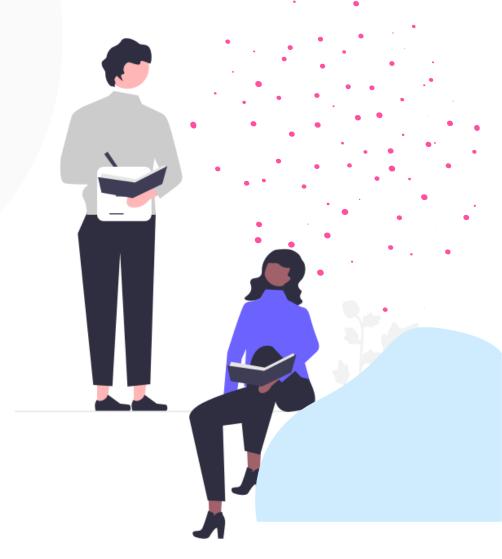
Enables capacity building for YIF participants and anchor partners, empowering them to explore alternative problemsolving methods.



Youth innovators will gain hands on experience in applying Design Thinking methodologies to create and implement innovative solutions for complex challenges.



Anchor partners will be equipped with the tools needed to support youth innovators through the learning and development experience of the YIF.



What's in the Design Thinking Toolkit?

The Youth Innovation Fund Design Thinking Toolkit aims to provide youth innovators with the most important and useful Design Thinking tools to support them in their innovation journeys.

What the Toolkit is not:

A fixed process that you have to follow in order to progress through the YIF challenge.

What the Toolkit is:

The Toolkit is like a cook book filled with recipes – you don't need to cook every dish in the book to make a delicious meal.

Instead, pick the recipes (in this case, the Design Thinking tools) which fit best with your own ideas and processes. What you pick is up to you!



How to navigate the 3 phases of the Toolkit:

- Use the Discover & Define phase to have a better understanding of the problem and learn more about your potential user.
- 2. The Design & Build phase is about bringing your idea to life.
- 3. The Measure & Learn phase focuses on testing your solution, gaining feedback on how it meets user needs and making improvements.

The Design Thinking mindset

To become a great Design Thinker, it's important that you have the right attitude. As you're going through this process, try and remember to:

Remain curious

Curiosity drives creativity. Be open, ask lots of questions and change your perspective so you can look at things from different angles

Accept complexity

The challenges we're looking at might be difficult, but don't be scared. Accept the uncertainty and the fact that complex problems require complex solutions.

Visualise and show Use visualisations and stories to

share your findings in a way that's

easy to understand for others.

Stay focussed on people

We're solving problems experienced by human beings. So be empathetic and mindful when exploring their needs and challenges.

Experiment and iterate

You won't get to the perfect solution immediately and that's ok! Build and test your product/service iteratively to grow your understanding and react to your user's needs.

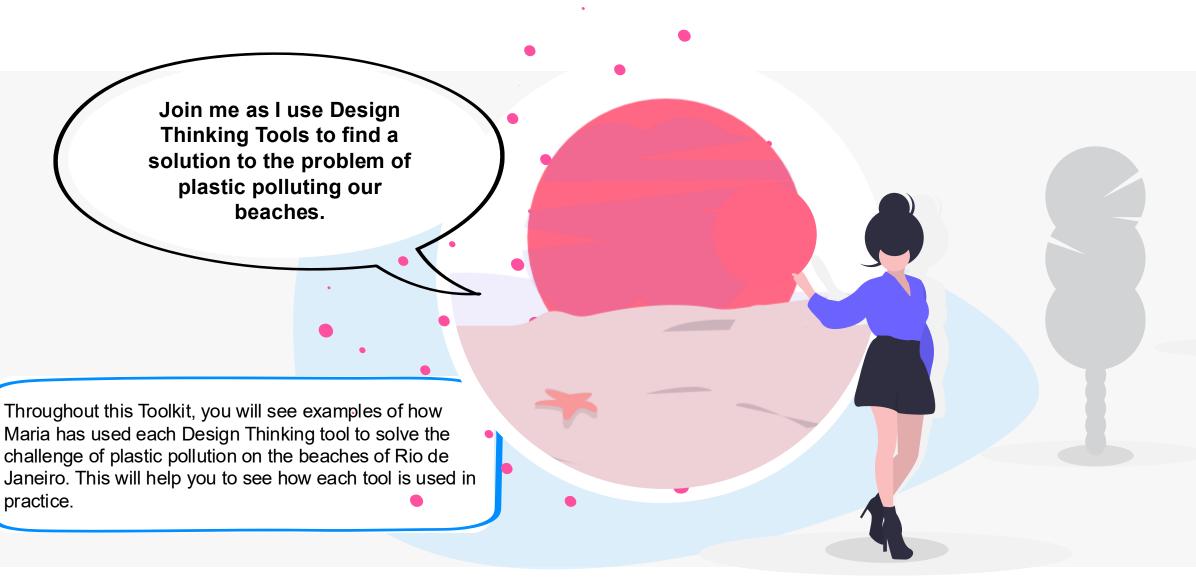
Meet Maria - your partner in Design Thinking



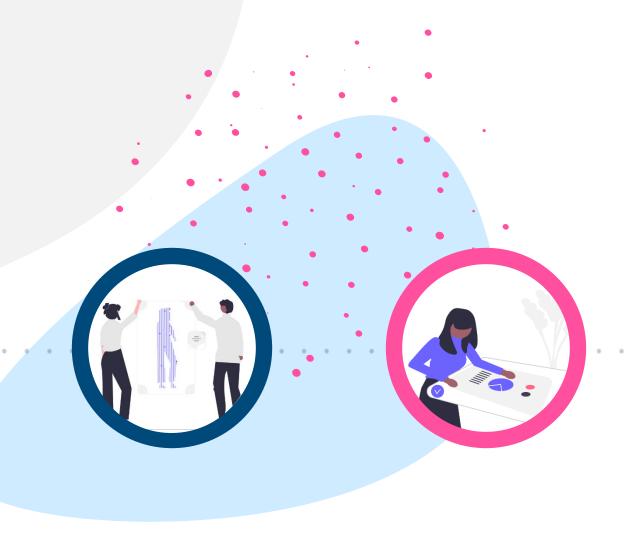
Hi, I'm Maria!
I live in Rio de Janeiro with my five brothers and sisters and my parents.
I love spending time on the beach with my family and swimming in the ocean. I'm passionate about sustainability.

In the last few years,
I've noticed that there is more and
more plastic on the beach when I visit.
I worry about how this is affecting the
environment. I want to do something
to solve this problem...

Meet Maria - your partner in Design Thinking



Design Thinking Tools



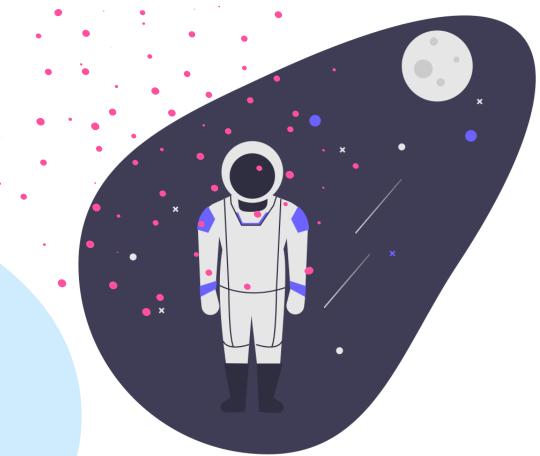
Discover & Define



A good understanding of the problem you're trying to solve is crucial in Design Thinking. In the Discover & Define phase, we want to get familiar with the problem and its root causes. In this section of the Toolkit, you'll find tools and processes which will help you to get to the core of the problem you're trying to solve. It's important to stay open minded during this phase, as you never know what you might discover.

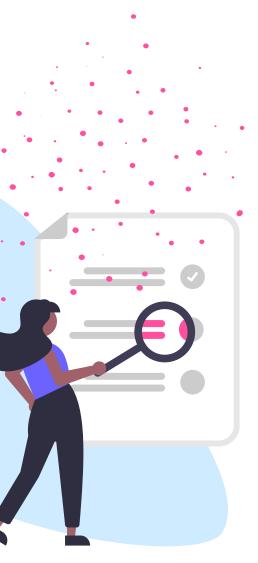
"If I had an hour to solve a problem, I'd spend fifty-five minutes thinking about the problem and five minutes thinking about solutions."

Albert Einstein



Outline of the Discover & Define tools





Understanding the Problem

Tool	When can I use this?	Page
Problem statements	To define the problem you're trying to solve clearly and capture it in a single sentence.	<u>14</u>
How might we	To formulate a question which you can use to brainstorm solutions in a targeted manner	<u>19</u>

Understanding your User

Explorative interview	To formulate a question which you can use to brainstorm solutions in a targeted manner	<u>23</u>
Personas	To gain a deep understanding of your target audience.	<u>26</u>
Empathy map	To build empathy with the user and consider the problem from their perspective	<u>29</u>
Stakeholder mapping	To get an overview of all stakeholders (people and organisations) who have an interest in the problem and a potential solution.	<u>32</u>

Generating ideas

Crazy 8's	To brainstorm creative ideas quickly without worrying about them being the 'perfect' solution to your problem.	<u>36</u>
Prioritization grid	To prioritise your ideas based on their feasibility and how much value they will bring to your user.	<u>39</u>
NABC	To capture the core of an idea and be able to explain it in a clear way.	<u>42</u>

Discover & Define

Understanding the Problem



Defining problem statements: The four w's



A problem statement is an essential step in the design process for creating products and services that truly matter and really address the problem at its core. A problem statement is essentially a question, which can be broadened or narrowed down to help us learn as much as possible about the needs of a potential user.

Use this tool if you would like to define the problem you're trying to solve clearly and capture it in a single sentence.

Typical duration:

45-60 minutes

What you'll need:

Pen & paper

What to do:

Read about the Four Ws method on the next page. Then use the Four Ws template to write down as many responses as you can for each W. Then review your questions and write down your final problem statement.

Why should I start off with a problem statement?

- Helps to identify barriers and opportunities
- · Aligns the team on the key challenge being solved for
- · Guides the project and all future decisions
- Saves time and money going forwards
- Helps connect emotionally to the user throughout the design process

What makes a good problem statement?

- Easily understood by yourself and everybody on the team
- · Focussed on human beings and their needs
- Broad enough to allow creativity and experimentation
- Narrow enough for it to be solved with the available resources (team size, time, budget)



Defining problem statements: The four w's



The Four Ws method is a simple but effective way to bring focus to the insights you've uncovered and the ultimate problem you want to solve. Think about each W carefully as these will help you to create your own problem statement.

What?

What is the problem? What do we already know about the problem? What assumptions do we have? What pain point needs to be relieved?

Where?

Where does it happen? Where does the user experience the problem? Is it in a physical or digital space? Where do similar situations exist?

Who?

Who is affected? Who is experiencing the problem? Can this user be further specified (by age, gender, race, etc)?

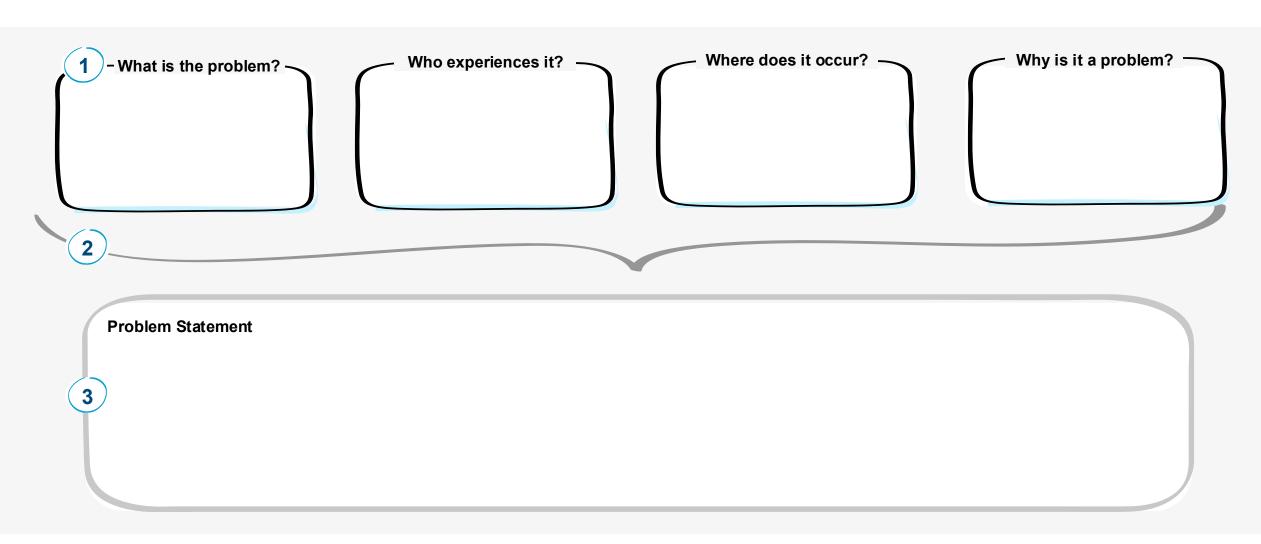
Who else is involved?

Why?

Why is it important? Why is this problem worth solving? Why will solving it bring value to the user and the local community? Why has it not been solved before?

The four w's template

You can use the boxes below to create your own problem statement.



The four w's: What would Maria do?

- 1 —What is the problem?—
- Plastic on the beach and in the ocean
- Dangerous for animals and people
- Excess garbage with no use

Who experiences it?

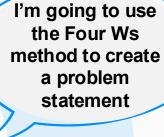
- People who go to the beach and swim in the ocean
- Animals on the beach and in the ocean

Where does it occur?

 On the beaches and in the ocean in Rio de Janeiro Why is it a problem?

- Bad for the environment
- Animals might mistake plastic for food
- Ruins natural beauty

2



Problem Statement

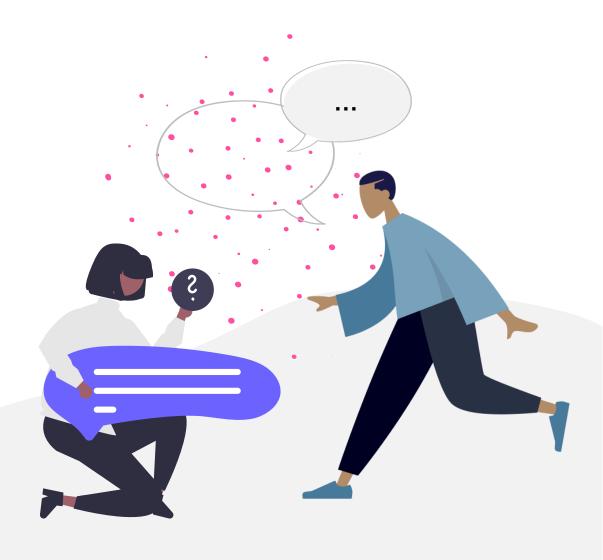
I want to find a way to reuse the plastic on the beaches in Rio de Janeiro, so that we can decrease the amount of garbage on the beaches and make it safer and better for people and animals.



Defining problem statements: Tips & tricks

Every good problem statement, no matter how simple, should:

- Avoid proposing solutions. It's easy to think in the tangible terms of features and functionality, but these will only distract from first understanding the fundamental problem.
- **Ask why.** It's a simple question to help find insights under the surface. Asking "why" lets you see a situation from a different angle.
 - **Reflect.** Make time to step back and look for connections and patterns. This is where insights lie that can set a product apart from competitors.
 - **Keep it universal.** Avoid using jargon or any unnecessary complexities. The problem should be simple for anyone to understand, and ideally, to retell. Equipping team members to easily talk about what you are trying to achieve will build confidence and passion within the project.



'How might we'



Asking 'how might we' questions helps us to shift to a different way of thinking when brainstorming potential solutions to our challenge. 'How' implies that there are many possible ways to solve the question. Using the 'how might we' method will help you to generate a number of possible answers which will become a launchpad for your brainstorms.

Use this tool if you would like to formulate a question which you can use to brainstorm solutions in a targeted manner

Typical duration:

30 minutes

What you'll need:

Pen and paper

What to do:

Use the 'how might we' template to turn your problem statements and insights into questions, by adding 'how might we...' at the beginning. Then spend some time reviewing and refining your statements.

Writing 'how might we' questions might seem straightforward, but they do require some deep thinking. The better you write them, the better your ideas will be.

5 Tips on writing good 'how might we' statements

- Start with the problems or insights you've uncovered already. Once you've done your initial research, decide on what the top findings were and use these to craft your statements.
- Avoid suggesting a solution as this can limit your thinking and the number of ideas you generate.
- **Keep your statements broad** as this will allow you to generate more ideas. Make sure that you don't go so broad that you lose sight of the problem you're tying to solve either!
- Focus your statement on the desired outcome by thinking about what you want to achieve, not just what the solution is
- Phrase your statement positively by using positive verbs instead of negative ones. For example, use positive words like 'increase', 'create' or 'enhance' instead of negative words like 'reduce', 'remove' or 'prevent'.

Remember, there is no right or wrong statement. It's up to you to decide whether your 'How might we' fits with your problem statement. You can have as many statements as you want!

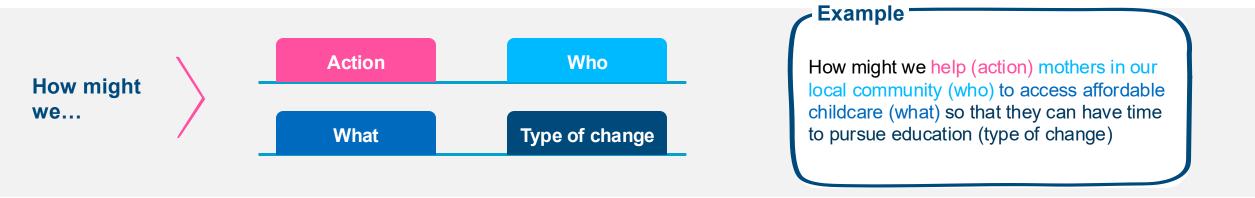
'How might we' template



Start by looking at the problem statements and insights you've already gathered in relation to the challenge you're trying to solve – write these down.



Now try rephrasing the questions by adding 'how might we...' at the beginning and thinking the *action* that you want to take, who will be involved, what will be done, and what type of change it will create..



Now take a look at your 'how might we' question and ask yourself if it allows for a variety of solutions. If it doesn't, make it broader.

'How might we': What would Maria do?



Let's use the 'how might we' method to turn my problem statement into a question that will help me to brainstorm solutions

Problem statement/ insight:

I want to find a way to reuse the plastic on the beaches in Rio de Janeiro, so that we can decrease the amount of garbage on the beaches and make it safer and better for people and animals.





Discover & Define

Understanding Your User



Explorative interview



This type of interview helps us to learn more about the everyday life of the people that we are creating a solution for. It helps us to get a deep understanding of their experience and their needs.

Use this tool if you would like to learn more about the user before thinking about solutions to their problems.

Typical duration:

60-120 minutes

What you'll need:

Pen, paper and the interview guide.
Camera/phone to record if permitted.

What to do:

Use the Explorative Interview template to plan your interview questions and structure. Then, run your interview!

Before you begin your interview, remember to:

- Write down the topics and questions you want to cover. Start with broad questions and then zoom in on the topic.
- Think about where the interview will happen and what location will make the interviewee feel most comfortable.
- Avoid yes/no questions, but rather ask open questions which will encourage discussion
- Try to dig deeper by asking follow-up questions such as 'Can you explain this more?'



Explorative interview template



Introduction

Begin with general questions that will open up the conversation and make your interviewee feel comfortable.

What do you do?

Where are you from?

Tell me about your experience with [insert your broad topic here] recently?

Tell me what frustrated or challenged you about [insert your broad topic here] recently?



Ask questions which will help you to understand your user's hopes, fears and experiences.

What is your biggest challenge around [insert topic]?

Can you share more about your experience with [insert topic]?

Tell me about when you last had to deal with [insert topic]?

What exactly do you mean by that? Can you explain this aspect more?



Explain to the interviewee what your next steps are and thank them for their time.

If you could wish for one thing what would it be?

What are your hopes for the future?

Would you like to stay connected to the work I'm doing?

Thank you for your time. My next steps are...

Explorative interview: What would Maria do? •OO



Introduction

Hi there, I'm Maria. Could you tell me what your name is? you do?

I'm doing research into plastic pollution on our beaches. Is this something you've experienced? If so,

What frustrates you about the you find this a challenge in

I've got some questions that I would like to ask you...

Getting to the full story

Can you share more about when you get frustrated with the plastic situation?

How often do you notice plastic on the beaches?

What risks do you think this plastic poses to yourself and others?

I'm thinking about ways to reuse the plastic for a new product. Do you have any ideas of what would be useful for you?



Conclusion

If you could wish for one product to be made out of recycled beach plastic, what would it be?

What are your hopes for the future of our beaches?

Would you like to stay connected to the work I'm doing? I can keep in touch with you.

Thank you for your time. I'm going to keep researching, but will have a new and exciting product idea soon!



Personas



A persona is a fictional character that you would normally create after researching your target audience. A persona is a 'character' that will use the product/service that you are designing. They could be a real person or someone imaginary!

Use this tool if you would like gain a deep understanding of your target audience.

Typical duration:

15 minutes

What you'll need:

Your imagination, a pen and the Personas template

What to do:

Think of a character. Then fill in the blank spaces on the template to create 1 persona.

Personas help you to understand your users' needs, experiences, behaviours and goals. They can also help you to empathise with the people you are designing for.

Before you start creating your personas, think about:

- Who your target audience is?
- What have you already learnt about them?
- What makes them unique?
- What do they like and dislike
- What are their desires and experiences?

Remember, you can create multiple personas for the same target audience, so feel free to use the template a few times.



Personas template



What does your persona look like?

Draw or find a picture and insert it in the circle.



What does your persona say?

Write a tagline or phrase in the speech bubble.

Tell us about your persona.

Think about their age, job, hometown, health, income, etc.



Key Characteristics

What do they like to do? What motivates them?

Think about their hobbies, interests, dreams, etc.



Interests / Goals

Does your persona have any worries?

Think about what they care about and the challenges they face



Pain points

Personas: What would Maria do?



I'm going to create 2 personas. They are part of the same target audience which is people who go to the beach.



Their key characteristics might be very different but their pain points around the issue can be similar.



Fatima

"Surfing is my meditation, a moment to be myself and one with nature"

Key characteristics:

- 21 years old
- Student
- Surfer

Interests/goals:

- Competitive surfing
- Environmental sustainability

Painpoints:

- Plastic in the ocean, sometimes confuses them for jelly fish
- Pollution



Nelson

"There is nothing quite like watching the sunset from a beautiful beach"

Key characteristics:

- 76 years old
- Retired
- Father of 4, dog owner

Interests/goals:

- Taking his dogs for long walks
- Picnics at the beach with his family

Painpoints:

- His dogs always finding garbage on the beach
- Pollution

Empathy Map



Empathy maps help us to better understand the person that the product or service is meant to serve. Depending on the amount of time you have for the problem framing stage, this method can involve user interviews or simply observing them in their own environments.

Use this tool if you would like to build empathy with the user and consider the problem from their perspective

Typical duration:

30 minutes

What you'll need:

Pen, paper and the Empathy Map template.

What to do:

Use the template on the next page to answer different questions from the perspective of your user. You can do this by interviewing them, or by putting yourself in their shoes.

Before you start filling out the Empathy Map on the next page. Focusing on one user and write down your answers to the following questions:

- Who is the person we are trying to understand?
- What is the situation they are in?
- What is their role in the situation?

Now that you've identified your user, you can use the Empathy Map to dive deeper into their experiences. Let's start answering questions on the following areas of your user's experience:

Say & Do

Hear & See

Think & Feel

Positives

Pains

Empathy map template



Say & Do

- What do they say?
- · What can you imagine them saying?
- What do they do today?
- What can you imagine them doing?

Hear & See

- What are they hearing others say?
- What are their friends saying?
- What are they hearing from their colleagues?
- · What do they observe others doing around them?
- What do they see in their immediate environments?
- What are they watching and reading?

Positives

- What is improving their experiences and life?
- What works well for them?
- Where or when are they happiest?

Think & Feel

- What do they think but keep to themselves?
- What are their needs, wants, hopes and dreams?

Pains

- What frustrations do they have?
- What about their experiences is disappointing?
- · What are their fears?

Empathy map: What would Maria do?



Say & Do

- They enjoy spending time outdoors in nature
- · They are active
- They have to decide if they want to find other ways to have fun and relax
- They enjoy spending time with their family.

I'm going to put myself in my users shoes to think about the problem from their perspective.

Think & Feel

- There should be penalties for individuals that litter
- They feel sad
- For animals to be safe and for them to have a good experience going to the beach

Hear & See

- The beach used to be a place where I could relax but the plastic pollution causes me stress
- We need to recycle more
- Throwing rubbish in the wrong places
- A need for recycling and waste prevention
- They are watching nature shows

Positives

- Being able to relax and spend time with their family
- Spending time with friends
- At the beach when it is clean and serene

Pains

- · Pollution and waste
- Plastic pollution not only ruins beach experiences but is also dangerous to animals.
- The plastic pollution getting completely out of control

Stakeholder mapping



Before you start thinking about solutions, it's important to know who you're designing for. You're bound to learn more once you start designing, but having an idea of your target audience's needs, contexts and history will help ensure that you stay on track. Stakeholders are all the different people that have a 'stake' in the problem you're looking at, so let's map them out!

Use this tool if you would like to get an overview of all stakeholders (people and organisations) who have an interest in the problem and a potential solution.

Typical duration:

30-60 minutes

What you'll need:

Pen, small pieces of paper and the Stakeholder Mapping template on the next page.

What to do:

Use the Stakeholder Mapping template to map out the different stakeholders you have and how they interact with eachother.

This tool helps you to visualise the different stakeholders related to your problem. Understanding the different stakeholder groups and how they relate to the problem and each other is important to consider before you start to brainstorm solutions.

Stakeholders are people, groups or individuals who have the power either to affect or be affected by the challenge you're working on.

This is a useful tool, as it allows you to:

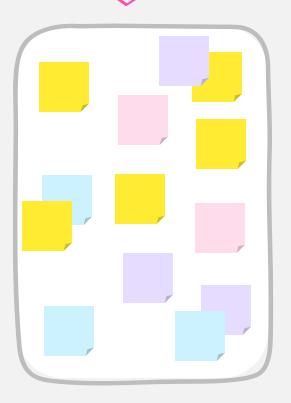
- Identify the main people or groups you want to collaborate with throughout the rest of your project.
- Understand where the power and influence might come from.
- Check you've considered and included every group of stakeholders.
- Learn more about the perspectives of stakeholders and how they are related to the project.

Stakeholder mapping template



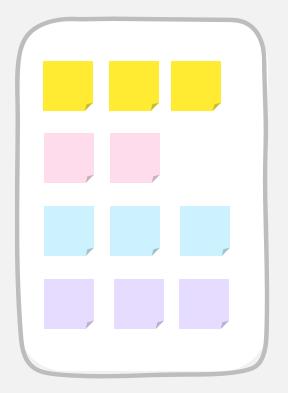
Brainstorm who your stakeholders are

Write down each different stakeholder on it's own piece of paper.



Group similar stakeholder together

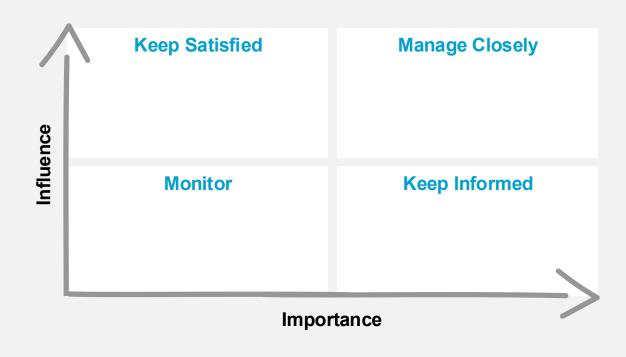
Put the pieces of paper with stakeholders who are similar in groups



Prioritize your list of stakeholders

Draw an outline of the chart below and decide where each of the stakeholder groups should go based on their influence and importance to the project



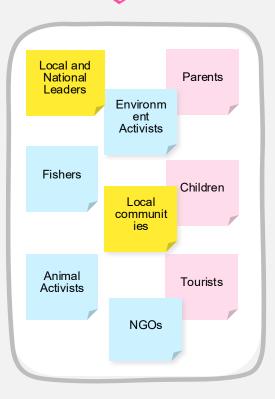


Stakeholder mapping: What would Maria do?



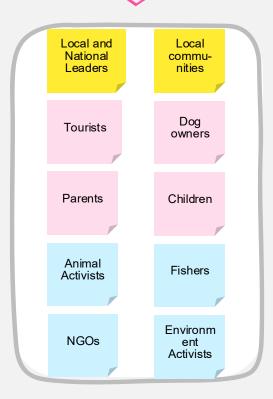
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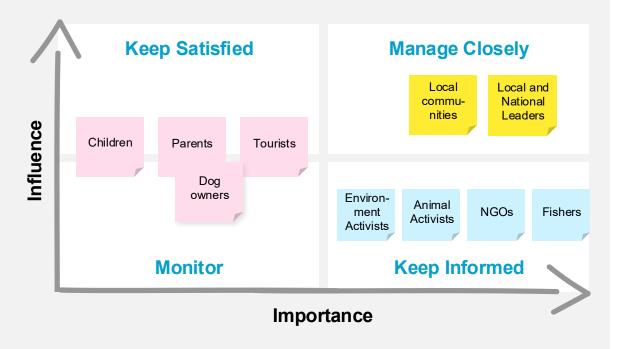
Put the pieces of paper with stakeholders who are similar in groups



Prioritize your list of stakeholders

Draw an outline of the chart below and decide where each of the stakeholder groups should go based on their influence and importance to the project





Discover & Define

Generating Ideas



Crazy 8s



Crazy 8s is a fast ideation method that challenges you to sketch 8 different ideas in 8 minutes. It is used to encourage creativity and to quickly create a wide variety of ideas.

Use this tool if you would like to brainstorm creative ideas quickly without worrying about them being the 'perfect' solution to your problem.

Typical duration:

8 minutes

What you'll need:

Pen, paper, phone/watch to record the time

What to do:

Use the template to quickly sketch 8 ideas in 8 minutes. You can use words and images to explain your ideas This is a great tool to get your creativity flowing. It has the following benefits:

- Allows you to quickly create a wide variety of ideas
- Encourages creativity
- Pushes brainstorming deeper to produce more innovative solutions

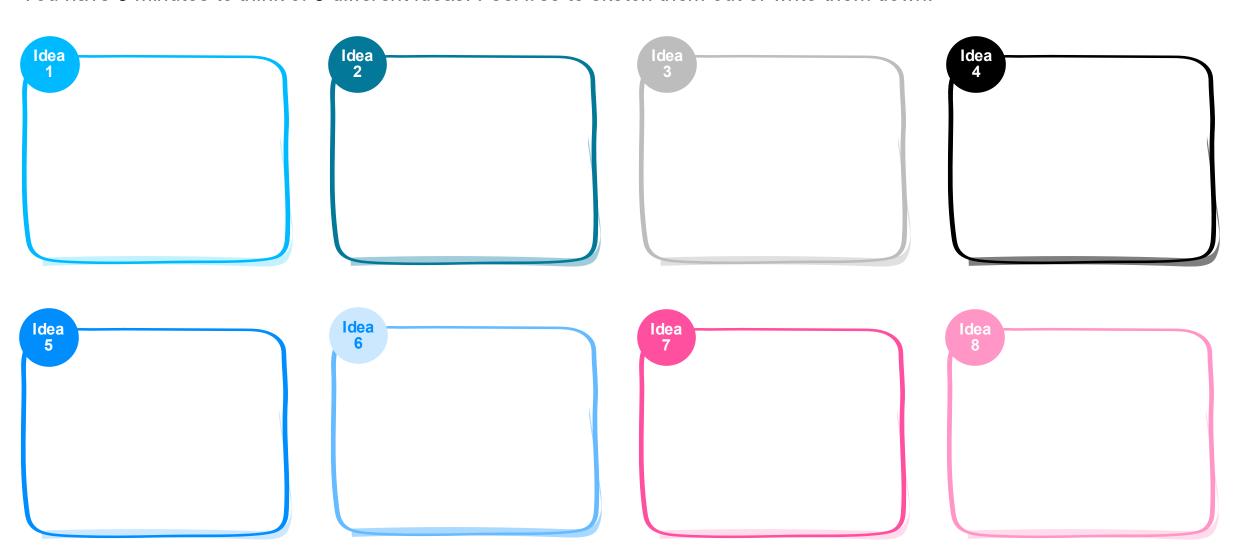
This activity is supposed to be quick, so don't worry about perfecting your ideas. The time is limited so that you don't second guess your ideas.



Crazy 8s template



You have 8 minutes to think of 8 different ideas. Feel free to sketch them out or write them down!



Crazy 8s: What would Maria do?

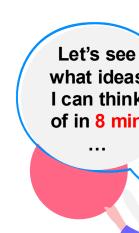










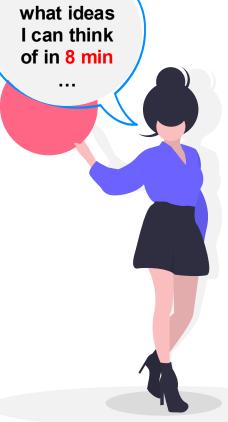












Prioritization grid



It's nearly impossible to evaluate and create at the same time. So, now that you've brainstormed potential solutions to your challenge, it's time to evaluate them. This tool will help you to identify the ideas that you want to take forward.

Use this tool if you would like to prioritise your ideas based on their feasibility and how much value they will bring to your user.

Typical duration:

30 minutes

What you'll need:

Pen, small pieces of paper, the Prioritization Grid template on the next page

What to do:

Write each idea on a piece of paper. Use the Prioritization Grid template to map out your ideas based on their value to your user and how feasible they are to implement.

Prioritisation only works if you have valuable ideas to start with. So make sure you've spent the right amount of time brainstorming before you do this activity.

Once you're ready to go, use the Prioritization Grid template to consider the following points for each solution:

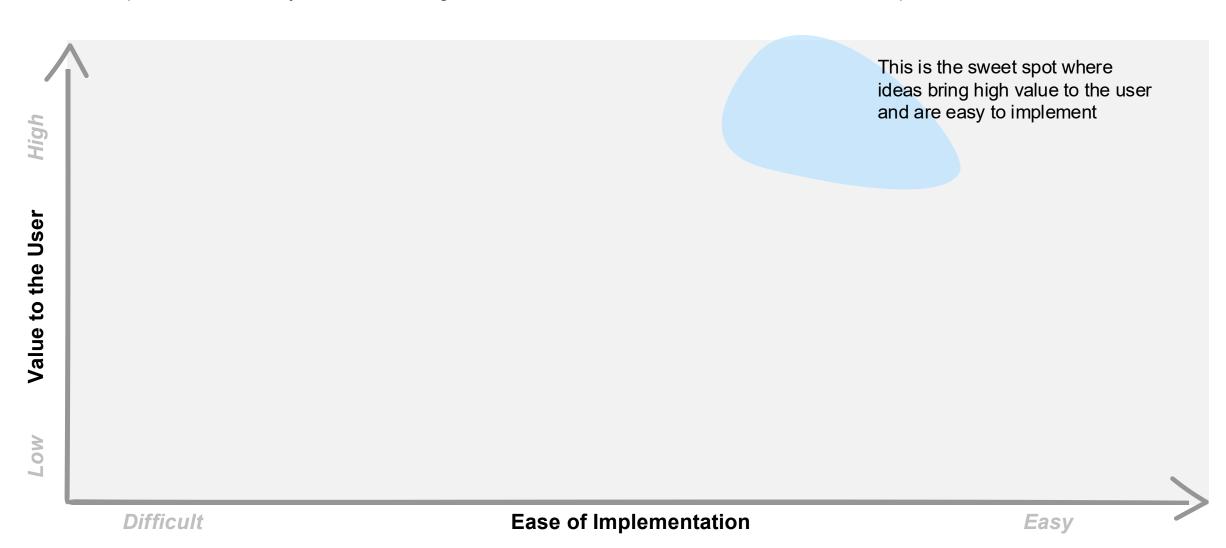
- Value to the user: Think about how your user will be impacted by your solution. Will it make a high or low impact on their lives and their experience of the challenge you are trying to solve?
- Ease of implementation: Consider how easy or difficult it will be to create a product/service from your proposed solution. Will it take a lot of time? Will it be very expensive? How many people would you need to create it?

You can plot as many ideas as you want on the Prioritization Grid. The ideal solutions will deliver high value to the user and be easy to implement.

Prioritization grid template

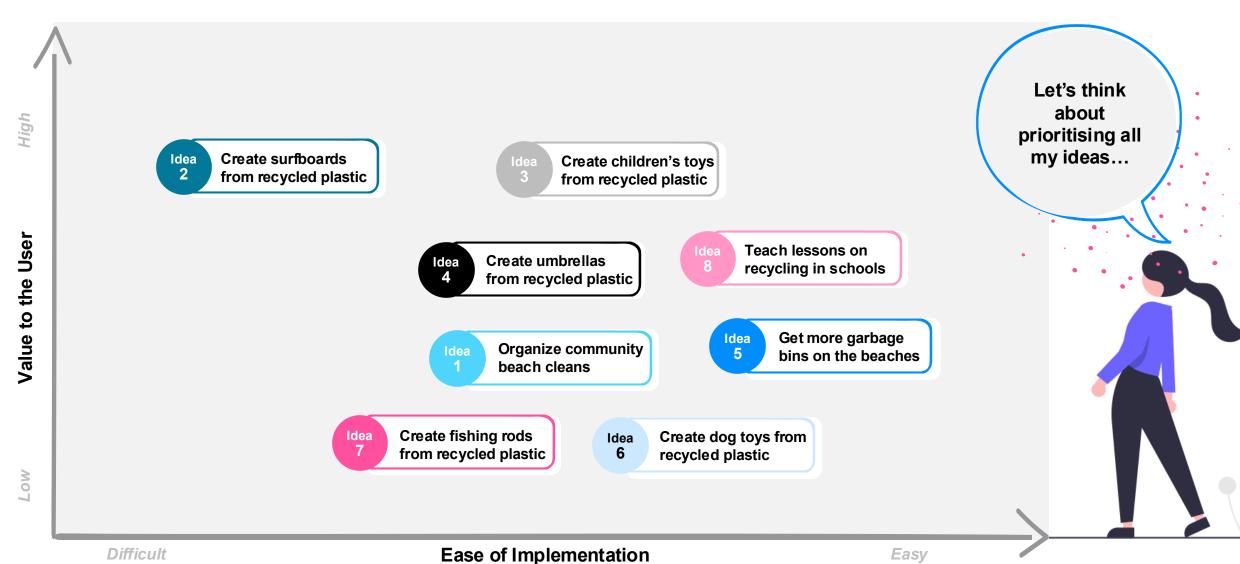


Use this template to evaluate your solutions against their value to the user and their ease of implementation.



Prioritization grid: What would Maria do?





Easy

NABC - Need, Approach, Benefit, Competition



The NABC tool gets you to focus on 4 basic questions related to your idea or solution. It can be applied in many phases of your project, but is helpful to use when deciding which idea you want to take forward into the Design & Build phase.

Use this tool if you would like to capture the core of an idea and be able to explain it in a clear way.

Typical duration:

30 minutes

What you'll need:

Pen, paper and the NABC template on the next page.

What to do:

Using the template, fill in the Need, then move onto the Approach, then the Benefit and finally the Competition.

You will evaluate your idea against the following four categories:

Need

- What problem does the user have?
- Who is the typical user who has this problem?
- When/where does this problem happen?
- What is the need that results from this problem?

Approach

- What does your approach to solving the problem look like?
- What is your solution?
- How does your product/service work?
- What's needed to create it?

Benefit

- What benefit does your solution bring to the user?
- What benefit does it bring to other stakeholders?
- How does it align with YIF goals?

Competition

- What alternatives to your product/service exist?
- Are there any competitors today?
- What makes your idea unique?

NABC template



Use this template, beginning with the Need, then the Approach, the Benefits and finally the Competition to evaluate your ideas.

Need	Approach
Benefits	Competition

NABC: What would Maria do?



Need

Plastic Pollution and the potential that they will grow up in a damaged and polluted environment

A need to educate the younger generation so they don't make the same mistakes of the past

Approach

Developing a children's toy from recycled plastic waste

Create children's tovs from recycled plastic

Let's evaluate my idea using the Needs, Approach, Benefits and **Competition tool**

The future generation

This problem happens everywhere but we are focusing on beaches and the ocean



This product will aim to educate, empower and enable children to understand the importance of recycling and looking after the planet.

Plastic sanitisation. toy designers and toymakers

This will ensure there



is a purpose for the existing plastic

Fun, education and awareness

Helps parents guide their children

This aligns with the YIF goal of addressing the barriers that young people face to productive, quality livelihoods in their local communities

Recife has a community of women that sell handbags, jewellery and toys out of plastic waste

Going into schools to educate young children

This idea also aims to educate

Competition

Benefits

Design & Build



Now you have a clear understanding of the problem you are trying to solve and have generated lots of great ideas. In the Design & Build phase, we want to refine the solution and bring your ideas to life. In this section of the Toolkit, you'll find tools and processes which will help you develop and improve your concepts. Challenge yourself to come up with more than one version of your idea to identify what works best for your target audience.

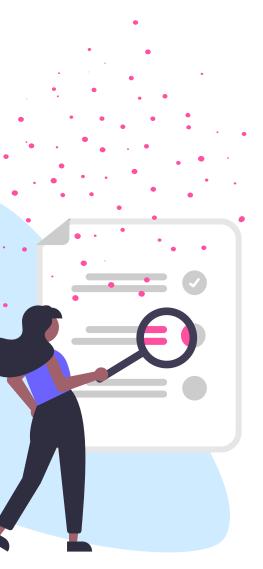
"Design is not just what it looks like and feels like. Design is how it works."

Steve Jobs



Outline of the Design & Build tools





Refining your Ideas

Tool	When can I use this?	Page
Idea clusters	To narrow down your ideas by finding grouping them into the common themes that you have identified.	<u>48</u>
Lean canvas	To develop your solution and capture it on one page.	<u>51</u>

Developing a clear plan

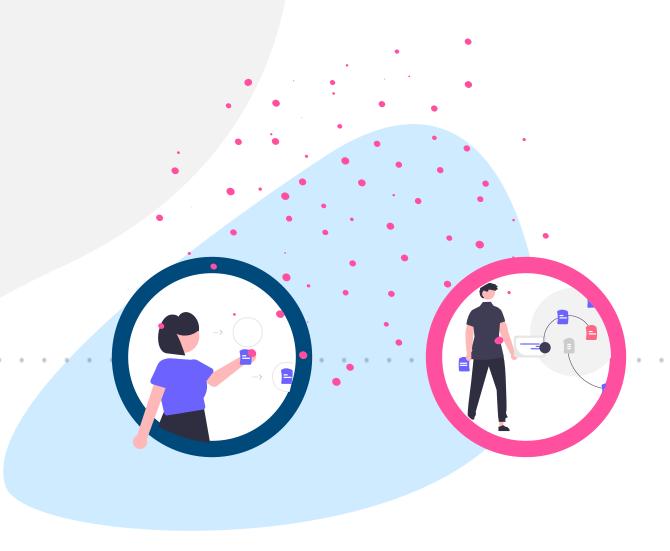
Roadmap	To have a visual plan which covers key timelines, activities, goals and responsibilities for the duration of your project.	<u>55</u>
User journey mapping	To understand how your user will feel as they use your product or service over time.	<u>58</u>

Bringing Ideas to Life

Prototyping	To make your idea a reality by developing the first version.	<u>62</u>
Paper prototyping	To sketch a visual overview of your solution down on paper.	<u>63</u>
Storyboard prototyping	To sketch out a draft of your idea and to create a visual of your solution from start to finish	<u>66</u>
Live prototyping	To develop an interactive prototype that your potential users can experience.	<u>69</u>

Design & Build

Refining Your Ideas



Idea clusters



Idea clusters are a way to develop and refine ideas, through quickly identifying common themes, goals and patterns across the solutions you have considered. This can result in the best features across different solutions, being combined to make a stronger solution.

Use Idea Clusters to narrow down your ideas by finding grouping them into the common themes that you have identified.

Typical duration:

30-60 minutes

What you'll need:

Pen, small pieces of paper and the Idea Clusters template on the next page.

What to do:

Use the Idea Clusters
Template to write down all
your ideas and then group
them into common themes.

Idea Clusters are a quick, fun and easy way to help you group your ideas together. They can also help you narrow down loads of great ideas and show you how multiple solutions can work well together.

Before you start your Idea Clusters, think about:

- What are they solutions and ideas you what to focus on?
- Do any of the ideas have a common theme?
- Do any of the ideas have clear similarities?
- How many themes can you identify?

Remember, an idea can potentially be related to more than one theme but try and assign your ideas to the most relevant theme.



Idea clusters template

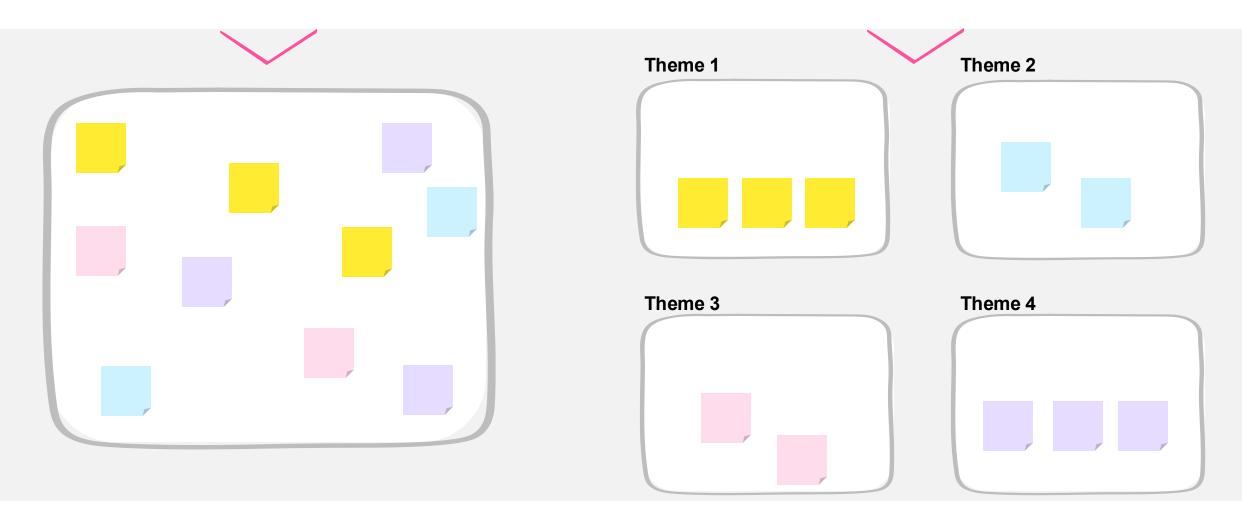


The ideas and solutions you are considering

Write down each different idea on it's own piece of paper.

Identify key themes and group similar ideas together

Put the pieces of paper with ideas that have a common theme in groups



Idea clusters: What would Maria do?



First, let's write down all my ideas...

Now let's group them based on similar themes!

- Organize community beach cleans
- Idea Get more garbage bins on the beaches
- Create surfboards from recycled plastic
 - Create children's toys from recycled plastic
- Idea Create umbrellas from recycled plastic

- Idea 6 Create dog toys from recycled plastic
- 7 Create fishing rods from recycled plastic
- Idea 8 Teach lessons on recycling in schools

Theme 1: Beach Activities

- Organize community beach cleans
- Idea 5 Get more garbage bins on the beaches

Theme 3: Toys

- Idea Create children's toys from recycled plastic
- Idea 6 Create dog toys from recycled plastic

Theme 2: Education

Idea 8 Teach lessons on recycling in schools

Theme 4: Beach products

- Create surfboards from recycled plastic
- Idea Create umbrellas from recycled plastic
- Create fishing rods from recycled plastic

Lean canvas



A Lean Canvas is a one-page template that helps you capture your idea and break it down into key features. It is a visual guide which gives an overview of your solution and aims to highlight the best solution by identifying elements that will take your idea to the next level.

Use this tool if you would like to develop your solution and capture it on one page.

Typical duration:

60-90 minutes

What you'll need:

Pen and the lean canvas template on the next page.

What to do:

Use the template to map out your solution on one page.

The benefit of a lean canvas is that you can sketch it out in one sitting and it doesn't have to be perfect as it is a document that will evolve and develop over time. So you don't have to have all the answers straight away – write down as much as you can with the information you have.

Our lean canvas takes you through seven key steps:

- **1. Problems and existing solutions** What are the key problems you identified in the Discover & Define phase? What solutions to these problems already exist?
- 2. Your solutions What are the solutions that you have considered to overcome the problem you have identified?
- **3. People** Who are the people that will benefit from your solution?
- **4.** How your solution stands out What makes your solution unique and set apart? Can your solution be easily copied by others?
- **5. Measuring success** How will you know your solution works and what are ways you can potentially measure success?
- 6. Impact and sustainability What is the impact of your solution and is it sustainable?
- 7. Overall costs How much would it cost to make your solution a reality?

Lean canvas template



1

What problems have you identified?

Existing Solutions

List how these problems are solved today

2

What solution have you come up with?

List out the top 3 features

3

Describe 3 different types of people who might use your solution

Think about: How old are they? Where do they live? What do they do for work? What do they like or dislike?

How do you reach these people?

Think about: what are the best ways to reach and connect with them? What platforms and strategies can you use?

4

What makes your solution stand out?

Think about: How is it different from existing solutions? Use a single, clear and powerful message to tell us why your idea is different and unique

"Can your idea be easily copied by others?

If yes, think about haw to make your idea harder to copy

5

How would you know your solution works? How do you measure your success?

Think about: How will you launch, scale and roll out your initiative? How can you make sure your solution reaches the right people & place? What would success look like?

6

*How can you measure impact and sustainability?

Think about: What is the environmental and/or social impact of your solution? How many people will benefit from your solution? Will it have a long-term impact?

7

*How much does it cost to make your solution work?

Think about: What resources will you need? Will you need to spend money to advertise your solution?

Lean canvas: What would Maria do?



1

What problems have you identified?

- Plastic pollution
- Unsafe environment for people and animals
- Lack of education on sustainability
- Global warming

Existing Solutions

- Recycling
- Beach cleans
- Sustainability education initiatives

2

What solution have you come up with?

Children's toys:

- Made from recycled plastic found on the beaches
- Each toy will be based on an ocean animal and will include a story about the animal and why it's important to protect it
- Kids are encouraged to collect all the toys so they can create their own ocean habitat and learn about each of the beautiful ocean animals

3

Describe 3 different types of people who might use your solution

- Children aged 5-10
- Love animals and the ocean
- Product bought by parents/relatives

How do you reach these people?

- · Online advertisements
- Sustainability blogs for parents
- Online and physical store
- Sell on the beachfront

4

What makes your solution stand out?

It's both a fun toy and a way for kids to learn about different ocean animals and why they are important for our environment

*Can your idea be easily copied by others?

Not difficult to copy. Need strong branding and important to tell the story of how we use recycled plastic to create the toys.

5

How would you know your solution works? How do you measure your success?

- Number of toys sold
- Increase in sustainability awareness in kids (based on their feedback & engagement)
- · Number of pieces of plastic recycled

6

*How can you measure impact and sustainability?

- · Measure the amount of plastic we collect from beaches and recycle into toys
- · Number of kids who buy the toys and learn from them
- Get feedback from kids on what they've learnt from each toy, see if we can improve this with new toys

7

*How much does it cost to make your solution work?

- Cost of time and labor to collect plastic
- Cost for toy design and development
- Advertising costs

I want to get an overview of my idea to create kids toys from recycled plastic!



Design & Build

Developing a Clear Plan



Roadmap



Every idea needs a plan and a timeline to get your idea out into the world. A Roadmap is a simple yet powerful plan of action that helps you to understand when things need to happen, who is responsible for different parts of the project and what your targets are.

Use this tool if you would like to have a visual plan which covers key timelines, activities, goals and responsibilities for the duration of your project.

Typical duration:

120 minutes

What you'll need:

Pen and the Roadmap template on the next page.

What to do:

Use the Roadmap template to map out the Roadmap of your solution.

Before you start creating your Roadmap, take the time to go through the following key steps:



- What do you need to do to develop your idea?
- Who do you need to speak to?
- What do you need to research?
- · What needs to be created?

- Can you prioritize each activity?
- Which are the most important activities?
- Which will drive impact quickest?
- Which must you focus on first?

- Who is responsible for each activity?
- Are there people in your team or externally that have things they must complete?
- When does each activity need to be completed by?
- What are the important events or targets that you need to plan for?
- What YIF dates/deadlines do you need to consider?
- Return to your
 Roadmap often and
 make sure to update it
 and make changes
 when necessary.

Roadmap template



Use this template to create a plan of action, looking at what tasks must be done, by who and when they must be completed.

Add in the names of people who will be responsible for completing tasks.	In the 'Time' boxes' below, include the timeline you want to work with - this could be weeks or months.
Name:	
Name:	
Name:	
Name:	

Each person has their own row on the Roadmap. For every task a person is responsible for, write the task on a piece of paper. Put the piece of paper in the person's row and place it under the 'Time' box that shows when the task must be completed by.

Roadmap: What would Maria do?



people on my team. We want to launch our first product in four months!

There's three other

The timeline we want to work with:

Team members:

Name: Maria

Month 1

Find toy manufacturers

Month 2

Select final tov

manufacturer

Month 3

Month 4

Oversee management of toy manufacturing

Do quality checks

Launch first toys!

Name: Peter

Create strategy to collect plastic

Start creating branding,

website, social media

Collect plastic from beaches to be reused

Provide plastic to manufact-

Continue to source plastic

Measure amount of plastic reused

Design

next range

of toys

Name: Louisa

Name: Carlos

Speak to kids on toys they like

Start initial toy designs

> Contact potential sellers of toys

Input kids

feedback

into toy

designs

Finalise 2 toy designs

> Create online store on website

Work with manufacturer and Maria to get toys made

Share content of beach cleans

Plan strategy for adverts

Review feedback and iterate

Get toys into stores

Let's plan how me and my team will work together to get our children's toys created!





User journey mapping



A User Journey Map is a way to look at the experience of a person (or people) who will use your product or service over time. It allows us to build our understanding of how different types of users will interact with our product or service.

Use this tool if you would like to walk in the shoes of your user and understand how they will feel as they use your product or service over time.

Typical duration:

120 minutes

What you'll need:

Pen, paper and the User Journey template on the next page.

What to do:

Use the User Journey
Template on the next
page to choose a
Persona and map out
their journey as they use
your product/service.
You can do this multiple
times for different
Personas.

When creating your User Journey Map, you will be looking at different 'touchpoints' that your user might have. Touchpoints are any direct or indirect interaction that a user has with your product or service.

Understanding the different touchpoints of your user will help you to:

- Identify pain points or problems that your user has when using your product or service.
- Eliminate issues in how your user will use and interact with your product or service.
- Reduce friction and make the journey your user goes on simpler and easier.
- Identify positives in their experience so you can build on these to make them even better.
- Remain user focussed so that you can continue to develop new products or services with your user's needs in mind.

You can do this activity when you have real users or imaginary ones. It's important to think about the user experience and their journey regularly, as they are the reason you are designing your product/service in the first place.

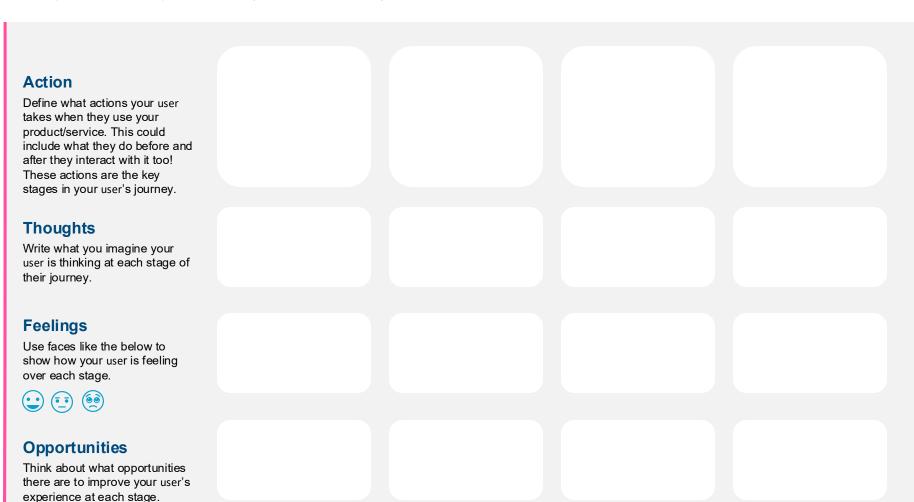


User journey mapping template



Use this template to understand the experience that a specific user will have as they use your product or service. You will create a Persona for each User Journey Map that you do – go back to page 36 to learn more about Personas.

Define your Persona This Persona is the user who's journey you are going to map. Name: **Key characteristics:** Interests/goals: **Painpoints:**



User journey mapping: What would Maria do?





Adriana

Key characteristics:

- 10 years old
- Enjoys playing
- Loves the beach

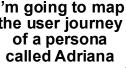
Interests/goals:

- · Wants to be a marine biologist
- Sustainability

Painpoints:

- Plastic on the beaches
- Sad when she thinks about animals eating plastic
- Not enough toys

I'm going to map the user journey of a persona called Adriana





Action

Define what actions your user takes when they use your product/service. This could include what they do before and after they interact with it too! These actions are the key stages in your user's journey.

Thoughts

Write what you imagine your user is thinking at each stage of their journey.

Feelings

Use faces like the below to show how your user is feeling over each stage.

Opportunities

Think about what opportunities there are to improve your user's experience at each stage.

She goes to the beach and finds plastic evervwhere. Sees a bird eating it.

This is sad. Animals shouldn't eat plastic.

I'm interested in sustainability but don't know how to learn about it.

She tells her

parents she

more about

sustainability.

wants to learn

Excited to play with my toy and learn at the same time!

She receives one

of our toys as a

parents for her

aift from her

birthday.

It's so cool that it's made from recycled plastic. I've learnt a lot.

She plays with

reading about

learning about

the animal it is.

how it is made &

her new toy,



Recycling bins and information available at the beach.



Leaming materials available on our website for free.



The toy could speak and tell facts about sustainability.



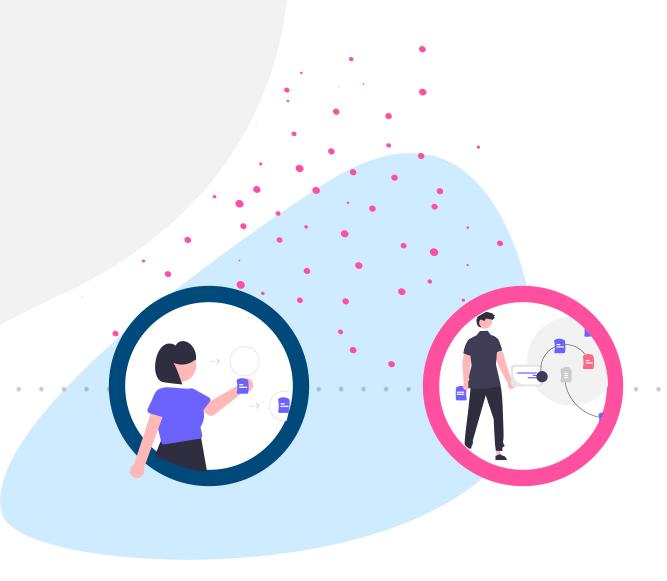
Share more about how we collect plastic and create toys.





Design & Build

Bringing Ideas to Life



Prototyping



A prototype enables you to make your ideas a reality and it is also a great opportunity to share your ideas with others, to discuss what works well and what are areas of improvement, to identify ways that you can further define and enhance your solution.

Use this tool to make your idea a reality by developing the first version. This allows you to explore your solution and if it will work.

A prototype does not have to have to be perfect, it's a great way to build out an idea with what you know and what you have a vailable.

Why do we make prototypes?

- To quickly test if an idea is practical and if it works.
- It is not as costly as building out an entire design.
- It can be shared with potential users to gain honest feedback and valuable insights.
- It's great for the early stage of design.



Ways to prototype?

There are several variations of prototyping, but for the purpose of this toolkit we will be introducing you to 3 great methods:

- Paper Prototyping
- Storyboard Prototyping
- Live Prototyping

Paper prototyping



As it says in the name, paper prototyping is a prototype that takes place on paper in the form of sketching a high-level drawing and overview of your idea and how people will experience it.

Use this tool to sketch a visual overview of your solution down on paper.

Typical duration:

30 minutes

What you'll need:

Pen, pencil and the paper prototyping template on the next page.

What to do:

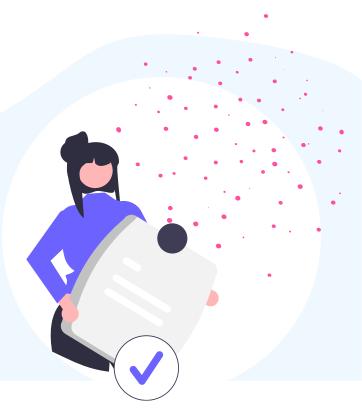
Use the Paper Prototyping template to sketch out your ideas.

A Paper prototype can be used when you have a simple idea that you want to visualize. It is a high-level drawing of your idea sketched out on a sheet of paper.

Benefits:

- It is quick and low cost.
- Encourages creativity.
- Can easily be modified and updated.
- A great way to document progress over time as you improve your ideas.

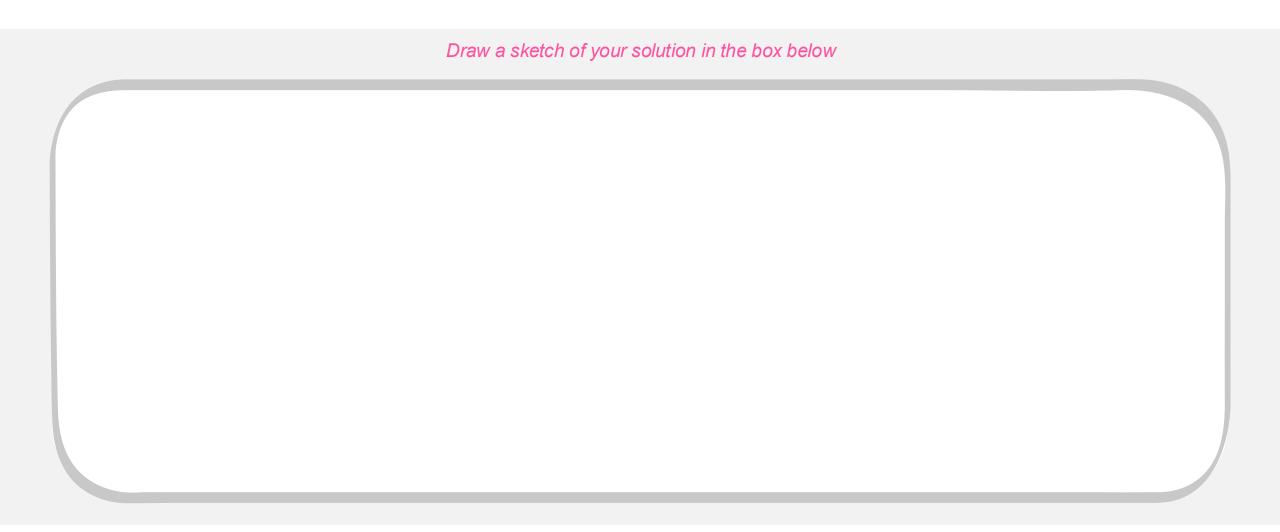
Remember you do not have to be an artist to complete this and it doesn't have to be perfect, as it is a work in progress!



Paper prototyping template

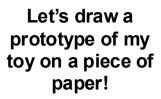


Use this template to create a high-level hand drawing of your solution.

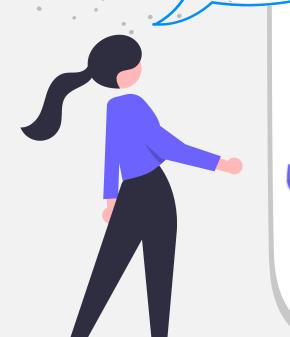


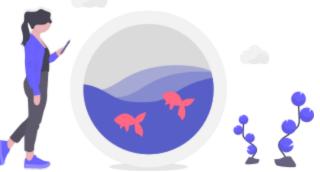
Paper prototype: What would Maria do?





Draw a sketch of your solution in the box below





Research animals found in the ocean and near the beaches who would be impacted by plastic pollution.



Design toys based on these animals. Use the plastic collected on the beaches to create the toys.



Sell the toys to kids with educational information on how they are made, and why it's important to protect these animals and our environment.

Storyboard prototyping



Helps you visualise and map out your idea from start to finish by creating a view of who will use your solution, at what point they will use it and how they will be using it and benefit from it.

Use this tool to sketch out a draft of your idea and to create a visual of your solution from start to finish.

Typical duration:

30-45 minutes

What you'll need:

Pen, pencil and storyboard prototyping template on the next page.

What to do:

Use the Storyboard Prototyping template to sketch out your ideas A storyboard prototype can be used when you have a more complex idea or concept that you want to visualize. It can also be used for simple ideas if you want to see how it will work from start to finish. It is drawing out the key points of features of your solution step-by-step.

Benefits:

- It is quick and low cost.
- Encourages creativity.
- Visualize your idea from start to finish.
- Goes into detail of the key stages/ features of an idea.

Remember you do not have to be an artist to complete this and it doesn't have to be perfect, as it is a work in progress!



Storyboarding prototype template

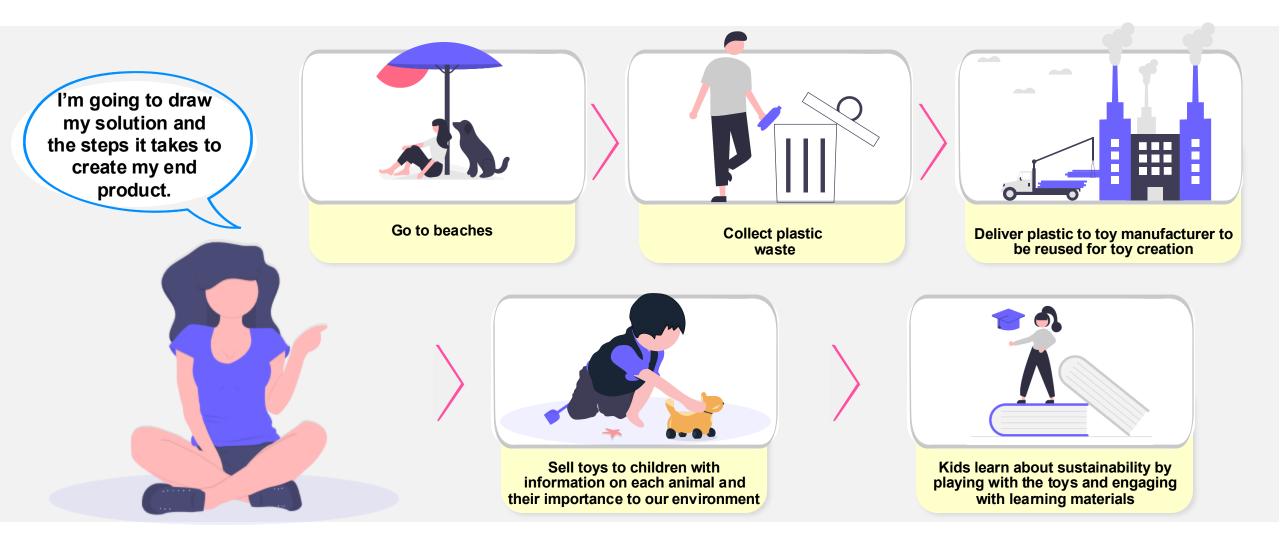


Use this template to sketch out the different steps of your solution.

	Sketch out the key points or fea	tures of your solution in the box	ces. Write a brief caption to describe ea	ch drawing
Caption:		Caption:	Caption:	
Caption:		Caption:	Caption:	

Storyboarding prototype: What would Maria do?





Live prototyping



Live prototyping is a great way to present your solution in a practical way and you can test out your solution with your target audience.

Use Live prototyping to develop an interactive prototype that your potential users can experience.

Typical duration:

30-60 minutes to plan and you can decide duration of delivery

What you'll need:

Pen, pencil and the paper and the Live Prototyping template on the next page.

What to do:

Use the Live Prototyping template to plan how you will test your prototype in a live setting.

A live prototype can be used when you have an idea or concept that you want to try out in a practical setting.

Benefits:

- You can get live and accurate feedback from users
- Observing how all elements of your concept will work in practice.
- Helps you understand what works well with your idea.
- Helps you identify things that are not feasible.



Live prototyping template



Use this template to plan your Live Prototype.

What do you want to test? What are the main objectives of the Live	Prototype?
List the Key Stakeholders that will be involved?	How many users will take part?
What do you need to make this possible? Think about: A physical spa	How long will the live prototype take? Can it be done in 1 day or less? Will it take longer and take place at different times over a few weeks?
How will you record and capture feedback?	How will you ensure feedback is considered in the development of your solution?

Live prototyping: What would Maria do?



Use this template to plan your Live Prototype.

Let's plan how the Live Prototype of my toy will go!



What do you want to test? What are the main objectives of the Live Prototype?

How children feel about the toys, if they have fun playing with them and if they learn about sustainability while using them.

List the Key Stakeholders that will be involved?

- Children
- Parents/relatives of children

How many users will take part?

• 10-15 children plus their parents/guardians



What do you need to make this possible? Think about: A physical space, volunteers, resources

- · A safe and welcoming space for children to play
- A prototype of the toy for children to play with and provide feedback on
- Team members who can ask children to share their experiences

How long will the live prototype take?

Can it be done in 1 day or less? Will it take longer and take place at different times over a few weeks?

• 1-2 hours of play and feedback time

How will you record and capture feedback?

- Observing children playing with toys to see if they like them
- Asking them questions about what they learnt about each animal and sustainability after the play time is over

How will you ensure feedback is considered in the development of your solution?

- We will identify what things kids did learn about sustainability and see how we can expand on this with the product
- Ask kids what animals they'd like to learn about in future products

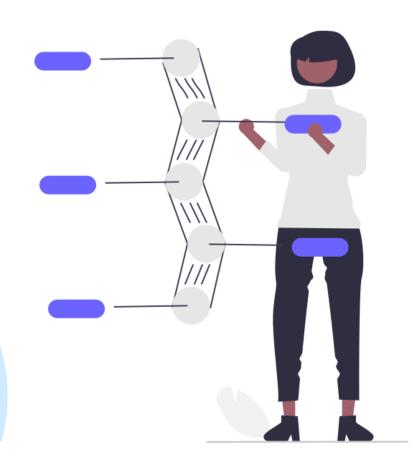
Measure & Learn



Now that you have a better understanding of the solution you want to take forwards, it's time to test how well it addresses the problem. In this section of the Toolkit, you will learn to test your solution in the market and gather feedback which will be used to refine your solution. You will also learn how to measure the success and social impact of your product or service. These tools will help you to launch your solution and continue to improve it over time.

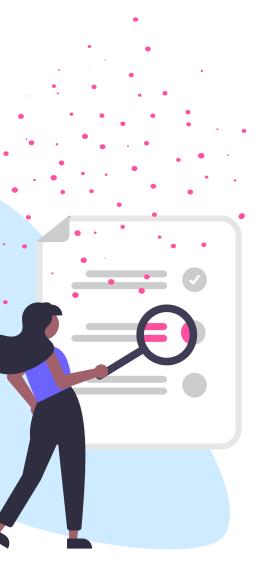
"Your most unhappy customers are your greatest source of learning."

Bill Gates



Outline of the Measure & Learn tools





Getting Feedback & Reflecting

Tool	When can I use this?	Page
Continuous feedback	Throughout the process ensure you develop a product or service that directly meets the needs of your users.	<u>75</u>
I like, I wish, I wonder	To get constructive feedback on your solution and keep a positive mood.	<u>76</u>

Testing your solution

The mini test	To plan and run a mini test of your prototype with your user in a structured way	<u>80</u>	
Solution interview	To find out what your user thinks about your solution.	<u>83</u>	

Sharing your solution

Create a pitch	To share your concept with your team or stakeholders at any point throughout your project.	<u>87</u>
Self reflection	To take a step back and reflect on your personal experiences in building out your idea, your learnings, your growth and your development.	<u>90</u>

Measure & Learn

Getting Feedback & Reflecting



Continuous feedback

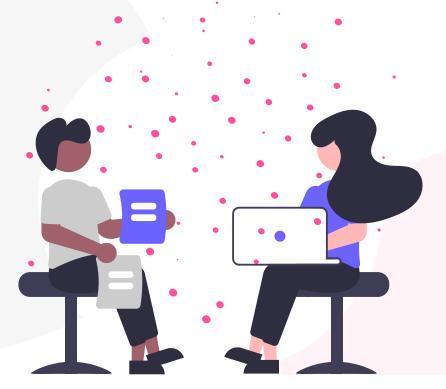


Throughout the journey of developing an idea receiving feedback is always beneficial. Getting feedback is essential to the success as it will help you ensure your product or service meets the needs of your potential users.

Get continuous feedback to ensure you develop a product or service that directly meets the needs of your users.

What are the benefits of continuous Feedback?

- To know if your idea is fit for purpose and meets the needs of users.
- To make important improvements to your idea by refining it and developing it,
- To achieve user satisfaction.
- Implementing features or ideas that you would not have previously considered.



Ways to get feedback?

There are several ways to get continuous feedback, but for the purpose of this toolkit we will be highlighting you to 3 great methods:

- I Like, I Wish, I Wonder
- The Mini Test
- Solution Test

'I like, I wish, I wonder'



Getting feedback throughout the Design Thinking process is crucial, as it helps us to improve our solution. The 'I Like, I Wish, I Wonder' tool is very useful in getting feedback at any point in the process, whether you have a final product or an early-stage idea.

Use this tool if you would like to get constructive feedback on your solution and keep a positive mood.

Typical duration:

15 minutes at least

What you'll need:

Pen, paper and the 'I Like, I Wish, I Wonder' template

What to do:

Use the 'I Like, I Wish, I Wonder' template to get responses to each sentence starter. After you have received the feedback, take time to reflect on it and identify key learnings and areas for improvement.

This tool guides people to provide feedback by asking them to finish the following 3 sentences:



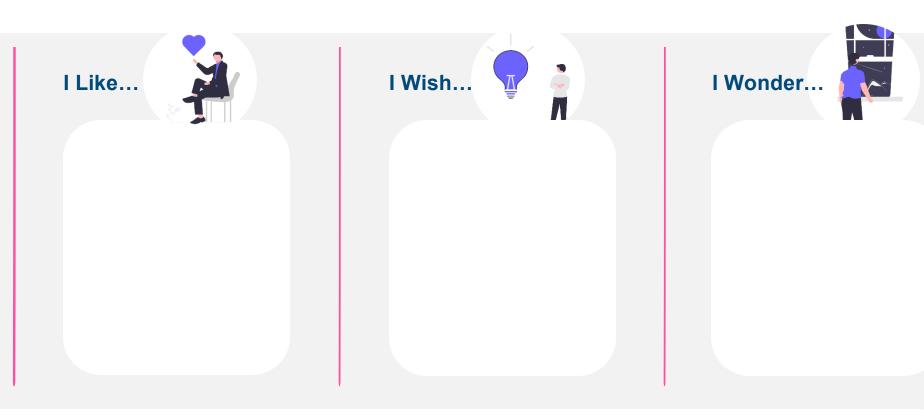
This feedback can be provided by your user, by your team or any other stakeholders who will have useful insights.

'I like, I wish, I wonder' template



Thing you want feedback on

This could be an idea, a solution or your final product/service

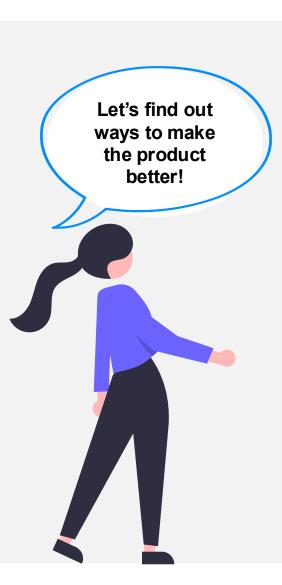


Reflecting on the Feedback

What have you learnt? Are there any improvements you can make? What surprised you?

'I like, I wish, I wonder': What would Maria do?





Thing you want feedback on

What children and parents think about the toys.

If children enjoy playing with them and if they learn about sustainability while using them.

Can any improvements be made on the toys.







Reflecting on the Feedback

Parents and children want to apply the knowledge they have learnt and make an impact through volunteering opportunities in their local areas. This is something that can be featured on the website to include a "Beach Clean near you" section. There is also an interest in partnering with schools and local environmental charities. School partnerships will definitely be explored in the long term and partnerships with local environmental challenges will be highlighted on all digital and physical information.

Measure & Learn

Testing Your Solution



The mini test



The point of testing is to learn as much about your user's experience with your prototype product or service as possible. It's important to plan the test situation and consider what insights you want to gather to help you to refine your solution in the future.

Use this tool if you would like plan and run a mini test of your prototype with your user in a structured way.

Typical duration:

30 minutes preparation, 30 minutes per test

What you'll need:

Pen, paper, camera/phone (to take photos & videos), prototype to be tested, Mini Test Template

What to do:

Use the Mini Test template to plan how you will test your product/service. Before you do this activity, make sure that you have got to the point of prototyping your solution. Remember, a prototype does not have to be your final product/service. It can be imperfect. The point of the Mini Test is to get early feedback from your users that you can use to make improvements.

Now that you're ready to plan your Mini Test, think about the following points:

Test Planning

- Think about where to do the Test.
 It's best to do it in the same
 context as where the user
 experiences the problem.
- Define your questions and Test approach.

Test Structure

- · Decide how you will run the test.
- Think about who will do what during the test, including asking questions, taking notes, etc.

Test Documentation

- Decide on how you want to gather feedback from your user(s) during the Test.
- Think about how you might be able to take photos/videos.

The mini test template



Test Preparation

Brief description of the Test Situation: Think about where the Test is happening, which user(s) are involved, how long will it last?

Test Roles: Who is going to be involved in running the test? What are their responsibilities?

Test Questions: What questions are you going to ask your user?

How will you record and capture feedback?

Test Results

Test Documentation: Summarize the main findings and learnings from your Test

How will you ensure feedback is considered in the development of your solution?

The mini test: What would Maria do?



Test Preparation

Brief description of the Test Situation: Think about where the Test is happening, which user(s) are involved, how long will it last?

The test will take place at an after-school club with children, teachers and parents that can attend. The test will last for 45 minutes.

Let's put our ideas to the test!

Test Questions: What questions are you going to ask your user?

Age | How much do you (or does your child know) about the Ocean? | What did you like about the toy? | What did you dislike about the toy? | Finish the sentence: This toy will be better if.... | What do you know about the Ocean after playing with the toy?

Test Results

Test Documentation: Summarize the main findings and learnings from your Test

All the children had positive feedback from the test session, the main thing that they liked was the educational aspect. Through this session alone, we were able to see an increased confidence in what they children understood about the ocean and the environment. One feedback that we received is that the story element of the toys looked like it was for parents and not for children. Also, a parent suggested having different versions for different ages, the toy can remain the same, but the materials offered with he toy should be more tailored to specific ages.

Test Roles: Who is going to be involved in running the test? What are their responsibilities?

The product team and teachers. To clearly explain the test to children and parents and facilitate the running of the test.

How will you record and capture feedback?

With survey sheets that will be completed by teachers and parents. And in group discussions that will be noted.

How will you ensure feedback is considered in the development of your solution?

By sharing the feedback with the team and finding ways to implement it into the product design.

Solution interview



Before you progress into final development of your solution, it's important to check whether the solution is accepted by your users. The Solution Interview helps you to understand whether your solution will be valued by users and whether the functionality and user experience works.

Use this tool if you would like to find out what your user thinks about your solution.

Typical duration:

30 minutes to prepare, 30-60 minutes to run the interview

What you'll need:

Pen, paper, the Solution Interview Template, phone/camera to record

What to do:

Use the Solution Interview Template to prepare for the interview and write down feedback you receive during the interview. You're ready to run a Solution Interview if you have got your prototype to the point of being a Minimum Viable Product (MVP). An MVP is a version of your solution with just enough features to be usable by early customers who can then provide feedback for future product development.

Ahead of the interview, follow the below steps:

Define the Interview Goal

- Reflect on the problem you're tackling and the personas you've created. It helps to revisit your problem statement here too.
- The goal should be something to do with the impact of your solution or the value it brings to your user.

Pick the People to Interview

 When selecting the people to interview, make sure they resemble the persona for which the solution is intended. Plan Using the Solution Interview Template

- Write down your discussion points and key questions.
- Decide on the structure for the interview, thinking about how you will start and end it too.

Run the Interview

- Remember to create a warm and open atmosphere so that you can get honest responses.
- Record the interview if possible and with permission.

Review Insights and Refine Your Solution

 Gather all the interview responses together and identify key learnings, areas for improvement and challenges that may have appeared.

Solution interview template



1

Interview Goal

What is the key question that you want answered at the end of the interview?

3

Plan the Interview

Think about how many interviews you need to run with each user? Write down your interview questions. Create an agenda for the interview

Create the Interview Agenda

Your agenda could look something like:

- 1. Warm-up
- 2. Introduce the goal and project background
- 3. Discussion on their experience of the solution
- 4. Summary and closing

2

Pick the People to Interview

Think about how they fit with the Personas you've created.

4

Run the Interview

How can you make the interviewee feel comfortable? Ask your questions according to your agenda.

5

Review Insights and Refine Your Solution

Summarise the feedback you received. Write down your key learnings. Think about what this means for your solution. Can it be improved?

Solution interview: What would Maria do?



1

Interview Goal

Does this product educate children on the dangers of plastic pollution and increase sustainability awareness, in a fun and interactive way? 3

Plan the Interview

2 Interviews per user - The first interview will be before using the toy and the second interview will be after using the toy.

1st Interview – What do you know about the ocean? Where have you learnt this? How would you learn more?

2nd Interview - What do you know about the ocean? What did the toy teach you? How did you find the toy?

Create the Interview Agenda

- 1. Drinks and Snacks
- 2. Icebreaker
- 3. Intros
- 4. Play video about the project
- 5. Ask questions
- 6. Summary and Close

It's important to understand if the product that we are building fulfils its purpose.

2

Pick the People to Interview

6 parents and children that cover the age range of the target user.

(4)

Run the Interview

Offering drinks and snacks, making sure it's not across the table.

Decorating the room in a child friendly way.

5

Review Insights and Refine Your Solution

All parents and children offered very positive feedback on the toys. After the first interview when the children had an opportunity to play with the toys, there was a significant improvement in their knowledge and confidence in facts about the ocean, sustainability and plastic pollution.

Parents suggested having a parent/teacher handbook alongside the children's information sheets to make it more interactive. Another parent suggested including some colouring pages for children that enjoy arts and crafts as part of the storytelling elements.



Measure & Learn

Sharing Your Solution



Create a pitch



The term 'pitch' comes from the advertising industry and means a presentation in front of people to share your ideas and progress and receive feedback. Learning to give a good pitch is an important skill and will help you to build your confidence to speak and present in front of people.

Use this tool if you would like to share your concept with your team or stakeholders at any point throughout your project.

Typical duration:

60-120 minutes of preparation, you decide how long the pitch will be.

What you'll need:

Pen, paper and the Create a Pitch Template

What to do:

Use the Create a Pitch Template to plan your pitch. Make sure to practice before you present to others. Pull together any supporting materials that you want to share alongside your pitch. It's important to spend time planning what you are going to say in your pitch. The message needs to be clear, and appropriate for the audience you're speaking to.

Before you start creating the content for your pitch, think about the following key steps and questions:

Rough Planning

- Who is the audience? What do they know already? What do they want to know?
- How much time do we have? What are the options for how I can present (e.g. PowerPoint)?
- What is my goal? What is my message?

Diving Into the Detail

- What stories can I include to make this more real? Stories about my users and their experiences?
- What key figures can I use? How can I use numbers and visuals?
- Are there any pictures/videos I want to include?
- Can I show my prototype?

Practice and Improve

- Am I confident with what I need to say? If not, keep practicing!
- Have I practiced the pitch with someone to get feedback before the final pitch?
- Where can I make improvements?
- Am I ready to answer questions?

Create a pitch template





How can I immediately grab my audience's attention with a story that's relevant to my project and solution?

Problem

What is the problem I'm solving? Why is it a problem? What is the potential to solve this problem? Why is it worth solving this problem?

Users

Who is affected by the problem? What Personas have I created? How do they experience the problem?

Solution

What is our solution? What makes it unique? Why are we better than existing competitors? Why can only we implement the solution?

Business Model

How can we turn this solution into a business? How can we make money? How can we have an impact? What are the challenges and risks?

Next Steps

What are we going to do next? What do we need for the next steps?

Create a pitch: What would Maria do?



Beginning with a Story

Meet Nelson...

Nelson is a dog owner and a Father of 4.

He lives close to the coast and enjoys taking his dog out for walks at the beach and having beach days with his family.

Recently on their walks, his dog keeps finding plastic waste at the beach. Also, Nelson has found that his local beach is getting messier and finding a spot for his family picnic is not as easy as it used to be.



8 million tonnes of plastic waste ends up in the ocean every year.

That is more than the weight of 2 million elephants combined.

This contamination is a serious problem as it takes over 400 years for plastic to decompose, so we must act now!

Users

This critical challenge doesn't only impact Nelson and other people who go to the beach but it also negatively impacts animals in the sea, the fishing industry and future generations.

How can I communicate my product in a clear way.

Solution

Children's toys made from recycled plastic found on beaches. Each toy will be based on an ocean animal and will include a story about the animal and why it's important to protect it.

Kids are encouraged to collect all the toys so they can create their own ocean habitat and learn about each of the beautiful ocean animals.

This solution is unique as it aims to educate children and offer age specific materials. It also offers a guidebook for parents and teachers on ways that they can use the toys and resources to educate children.

Business Model

This can be turned into a business by making a website for the toys to be purchased. Also partnering with local retailers that are close to the beach.

Challenges may be how long it takes for the toys to be developed but this can be overcome by finding a good toy manufacturer.

Next Steps

The first prototype has been built and we are now in a testing phase, in this phase we are getting feedback from potential users and we are implementing the feedback into the product...





Self reflection



While it is important to ensure you reflect on your idea to build and develop it, self reflection is equally crucial in this process. This is an opportunity to focus on your personal growth and development throughout the journey of bringing your concept to life. It is helpful to look back and think about how this experience has impacted you.

Use this tool to take a step back and reflect on your personal experiences in building out your idea, your learnings, your growth and your development.

Typical duration:

30 minutes

What you'll need:

Pen, paper.

What to do:

Use the template to reflect on your journey and note down your thoughts.

Self reflection is taking a moment to pause to explore and examine yourself, your thoughts, your experience and perspectives.

One of the greatest ways to reflect is by writing your thoughts down and consider future goals. A benefit of writing down your self-reflections is that you can monitor and document your personal progress over time.

Self- Reflection Enables you to:

- Assess your personal growth
- Enhance your motivation
- Reflect on your key takeaways
- Consider and develop your future goals

Self- Reflection can take place on the following areas:

- A specific event/process
- An entire project
- Critical moments or incidents (positive or negative)

Self reflection template



What am I reflecting on? An event, a process, an entire project, a critical moment or incident.	When did this take place? Time period, day, month, year. Was it over a long period of time? Or over a short period of time?
What went well?	What could have gone better?
What did I find most difficult?	What am I most proud of?
What would I do differently next times?	What are my future targets and goals?

Self reflection: What would Maria do?



What am I reflecting on?

A pitch the team delivered

What went well?

All of the panellists really liked the concept and how we have implemented feedback in the process of developing the product

What did I find most difficult?

Being able to explain the idea in 10 minutes and ensure no important information was missed out.

What would I do differently next times?

All of the panellists really liked the concept and how we have implemented feedback in the process of developing the product.

When did this take place?

The pitch took place on 17 June and it lasted 10 minutes with 5 minutes of Q&A.

What are some of the key things I have learnt in this experience?

What could have gone better?

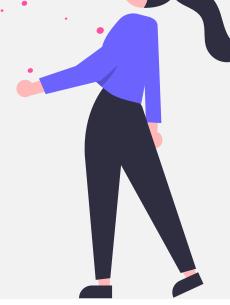
Answering the questions

What am I most proud of?

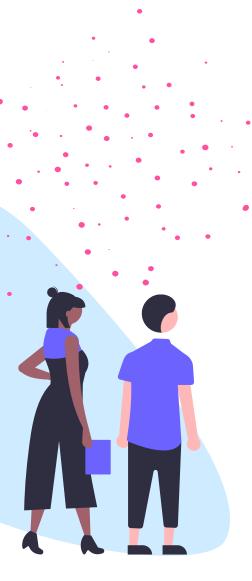
Our ability to clearly explain the product and the goals of the product.

What are my future targets and goals?

Continue to build confidence in pitching the product, and develop future pitches based on the feedback gained from this pitch.



Glossary



Word / Term	Definition
Feasibility	The possibility that something can be made, done, or achieved, or is reasonable.
Fidelity	Refers to the detail and functionality of an early product/service.
Milestone	A significant stage or event in the development of something.
MVP	A version of your solution with just enough features to be usable by early customers who can then provide feedback for future product development.
Painpoints	Specific problems faced by potential users of your product or service.
Persona	A fictional character based on your research that represents the different users that may use your product or service.
Stakeholder	A person with an interest or concern in something, especially a business.

Glossary



Word / Term	Definition
Problem Statement	A brief description that outlines the challenge your product or service will address.
Prototype	An early sample or example of your concept.
Target Audience	A specific group that your product or service is aimed for.
Viability	How possible it is for something to exist successfully.