Change Project Guide I

Over the next three weeks you will be working on an intensive mini-project on how we might make Uppsala a more sustainable city. In these weeks you'll identify a specific sustainability design challenge, gather information, brainstorm ideas, and then prototype and test one of your innovations (even implement it, if possible!). On May 23rd you will present your project to your classmates and a Citizen Panel. We will be using IDEOs human centered design approach.

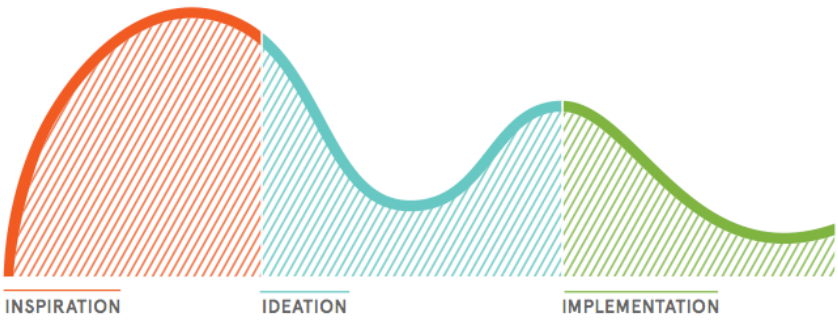
BRIEF OVERVIEW OF **Change Project** PROCESS**:**

Week 1 // May 2nd // Inspiration and information phase:
In class: In groups, formulate the sustainability challenge you would like to tackle during the project.
During the week: Gather information and do research

Week 2 and 3 // May 9th and May 16th // Ideation and prototype testing phase
In class: Discuss what you learned during research, brainstorm ideas and pick one idea to prototype and test.
During the weeks: Test your prototype in the real world. If you can implement your idea during this weeks, that is of course even better. You will also prepare your presentation, which will include a plan for how your idea could be implemented.

Week 4 // May 23rd // Presentations
In class: Presentations in class, with feedback from the Citizen Panel. They will select a favorite contribution.
During the week: Write an individual reflection on the project and group work

After the Project // Implementation?
The CE//MUSE Sustainability Festival on May 26th could be a great time to test your idea again, do a presentation or try to implement it. Perhaps there are other ways you could implement your sustainability innovations?



Now you are in groups according to your interest area, and have discussed the meaning of the overarching challenge "How might we make Uppsala a more sustainable city?". Now it's time to formulate your group's 'design challenge' that you'll be working on during the project.

STEP 1 | Identifying the challenge you want to work with

How to make Uppsala more sustainable is a big question. That's why your group will formulate a more specific question - a design challenge - to work on. Having your design challenge clearly in mind will help structure your research and come up with better ideas. Here are IDEOs tips with coming up for good design challenges:

Phrase your design challenge as a "How might we…?" question. The questions shouldn't be too narrow or too broad. For example:

> **Too broad**: How might we make Uppsala a more sustainable city?
> *This challenge is too broad, and doesn't give us enough constraints or a clear context to work with.*
>
> **Too narrow**: How might we distribute more recycling bins to reduce unnecessary waste during Valborg celebrations?
> *This question is already implying a chosen solution. It doesn't allow for a variety of solutions, so it's too narrow.*
>
> **Just right**: How might we reduce and /or recycle the waste generated during Valborg celebrations?
> *This question give us the context and constraint and allows for a variety of solutions.*

<u>Examples of challenges*:</u>
How might we increase awareness of climate change among Uppsala's CEOs?
How might we reduce food waste (in supermarkets/student corridors/university kitchens) in Uppsala?
How might we reduce Uppsala University's CO2 emissions from employee travel?
How might we decrease segregation in Uppsala's secondary schools?
How might we offer more cultural experiences that touch upon sustainability issues?
How might we increase possibilities for young kids in Uppsala to learn about sustainability?
How might we increase recycling at Uppsala's student nations?

*You can choose one of these, but it may be more fun to come up with your own!

STEP 2 | Team knowledge and assumptions

Now that you've identified a challenge, it's time to figure out what you already know (or believe you know) about the challenge. **Take five minutes to answer the questions below yourself and then five minutes to discuss your answers with your team. Use Post-it notes to organize your thoughts and look for unique perspectives as well as overlaps in your team's knowledge base**.

What are the aspects of the challenge that you already know a lot about? What are your assumptions?

Examples

- *I know people are generally very bad at recycling or even throwing away their trash during Valborg – there are mountains of it all around the city the next day.*
- *I think they hire people (like youth from soccer teams) to clean up everything the next day*

Where are the aspects of the design challenge where you need to learn more? What don't you know?

Examples

- *Would people be willing to throw away their trash if bins were more accessible?*
- *How does the handling of trash during Valborg work now? How much trash is thrown away?*
- *Are people already working on this problem?*

Here are IDEO's Inspiration methods:

A. Learn from People

Who will you be designing for? Consider both the core user and the extended community. Imagine a map of all the people who might have something to do with your design challenge. Think of characteristics that would make them interesting to meet. Also consider speaking with users who represent extreme (as opposed to mainstream) viewpoints.

B. Learn from Experts

Who are the inspiring researchers or organizations in the space of your design challenge? Successful members of the target population can also be great experts. A telephone or Skype call with experts who aren't local often works very well.

C. Immerse Yourself in Context

With a curious mindset, inspiration and new perspectives can be found in many places and without much preparation. Sharpen your skills and get started observing the world around you. Plan your observations by choosing places where you can have experiences that are relevant to your challenge.

D. Seek Analogous Inspiration

What are the activities, emotions, and behaviours that make up the experience of your challenge? Now select similar scenarios that you would like to observe in places and situations that are different than your design challenge.

STEP 3 | Plan Your Research

Gathering information about your challenge is vital – otherwise you may end up creating an innovation that doesn't actually address the problem you are trying to solve.

The Inspiration phase requires you to get out into the world and learn from people. To make the most of your time in the field, you'll want to plan who to speak with, where you might visit, and the types of research that your team will conduct.

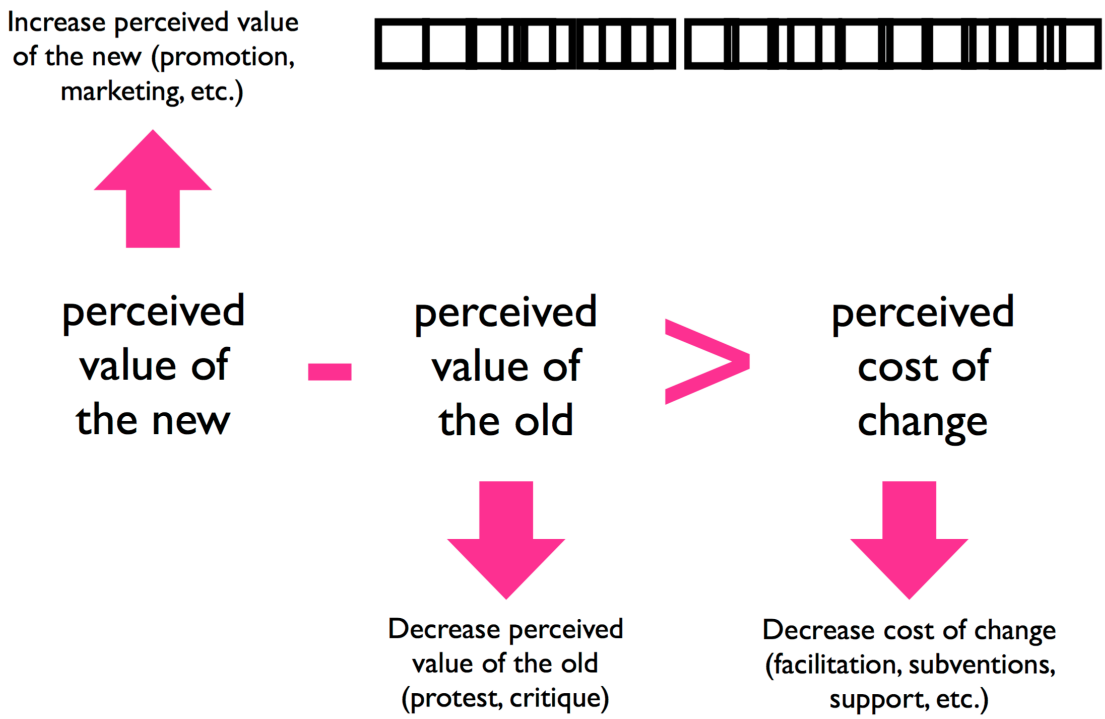
To the right you will find IDEOs tips on how you can gather information and inspiration.

FOR NEXT CLASS:

Plan your activities for the week. What information will you gather, and how? How will you keep in touch with each other? Who will do what in the team?

Tools you can use in your research:

Gillman's equation



Systems map / Mind map