

# Change Project Guide II

Over the next two 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 23<sup>rd</sup> 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 2<sup>nd</sup> // 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 9<sup>th</sup> and May 16<sup>th</sup> // 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 week:* Test your prototype in the real world. If you can implement your idea during this week, that is of course even better. You will also prepare your presentation, which will include a plan for how your idea could be implemented.

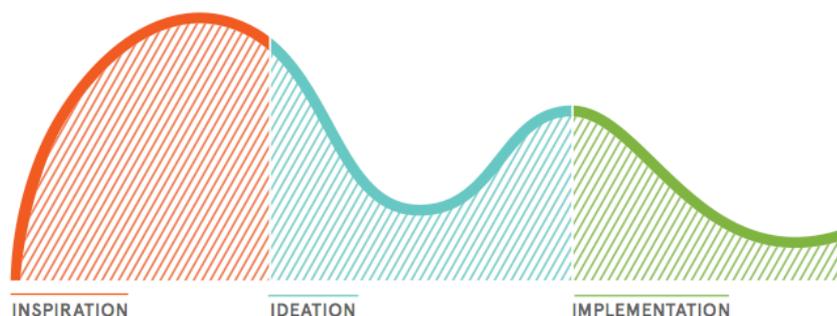
### **Week 4 // May 23<sup>rd</sup> // Presentations**

*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 26<sup>th</sup> 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?



# 01. Share stories and learning from your research

## What did you learn?

Share with the team the insights you came to during your research in the past week. Who did you talk to and what did they say? Did you encounter anything unexpected and did it shift your understanding of the challenge? Is there further research you need to do?

## 02. Brainstorming

Now that you've gathered information and deepened your understanding of the challenge, it's time to take the next step: brainstorming. Start by reading the Brainstorming rules. Try to create a large quantity of ideas before deciding on which to develop. **Write one idea per Post-it and be visual.**

### Brainstorming Rules

1. Defer judgement
2. Encourage wild ideas
3. Build on the ideas of others
4. Stay focused on topic
5. One conversation at a time
6. Be visual
7. Go for quantity

## 03. Select Your Best Ideas:

Read over all the ideas you have created. In silence, decide which ideas you like the best, so you are not swayed by other's opinion.

- Vote for what you think are the two most innovative ideas (draw an O in the upper right corner)
- Vote for what you think are the two ideas that are most likely to succeed (draw a checkmark ✓ in the upper left corner)

Take the 3 most popular ideas, and put them at the centre of your table.

Ask yourselves:

- Which idea are you most excited about?
- Is it innovative and different?
- How practical is it – is it possible to implement?

In your team, choose one of the ideas to move forward with. If you can't decide, put it to a vote.

## 04. Prototyping and trying out your idea

Now that you've chosen your idea, it's time to test parts of it. A prototype in this context means to make your idea as concrete as possible with the purpose of being able to try it out and evaluate it. This helps you explore its potential implementability and pitfalls. Remember, there is no better way to test an idea than to have people react to it!

A prototype can be a model of part of your idea or even a role-play describing how your idea works (see more prototype ideas below). To decide what prototype to make, start with breaking your idea into bite-sized pieces that can be easily made and tested. What different components is your idea made up of? How could you test them out? It is important to get feedback on your prototype in order to improve your idea, so that it can be as effective as possible

# 05. Creating your prototype

If you don't finish this during class, you can continue it later during the week.

## **Create a Model**

Put together simple three-dimensional representations of your idea. Use paper, cardboard, pipe cleaners, fabric, and whatever else you can find. Keep it rough and at a low fidelity to start, and then evolve the resolution over time.

## **Create a Mock-Up**

Build mock-ups of digital tools or websites with simple sketches of screens on paper. Paste the paper mock-up on an actual computer screen or mobile phone when demonstrating it.

## **Create a Role Play**

Act out the experience of your idea. Try on the roles of the people that are part of the situation and uncover questions they might ask. Consider making simple uniforms and assembling simple props to help users experience your product or service as real.

## **Create a Diagram**

Imagine you are going door-to-door and showing potential customers what your idea or potential service is. Map out the structure, journey, or process of your idea in a way that will be easy for a potential customer to understand.

## **Create a Story**

Tell the story of your idea from the future. Describe what the experience would be like. Write a newspaper article reporting about your idea. Write a job description. The purpose is to have people experience your idea as if it were real and then respond to it.

## **Create an Advertisement**

Create a fake advertisement that promotes the best parts of your idea. Have fun with it, and feel free to exaggerate shamelessly. Now change the tone of the advertisement to appeal to different types of person.

**Be creative**

**Have fun**

**Design to get answers**

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**During the next week you will be doing the following:**

## **06. Test your prototype and get feedback**

The whole point of a prototype is to get good feedback and reactions on your idea. The most valid feedback is found among people that are affected by the challenge that you seek to address. Who are these people and where can you reach them?

### **Select Locations to Test Your Prototype**

Decide what context you want to test your prototype in. Will it be most helpful to first show a rough idea in an informal setting such as your workshop space? Or will you learn the most from testing your prototype in the community where it will be used?

### **Define Feedback Activities**

Based on what you are trying to learn, carefully plan your prototype feedback activities. Arrange for a conversation if you are interested in a first impression. Set up an activity or service as if they are real if you want to observe peoples' actual behaviors. Consider letting people use your prototype over a couple of days over the coming week.

### **Invite Honesty and Stay Neutral**

Introduce your prototype as a work in progress and make sure to present it in a neutral tone. Don't be defensive— listen to all feedback.

### **Capture Feedback Learnings**

Take notes of both the positive and negative comments from people as you test your prototype. The subtle impressions of a participant's reactions are often most important to remember. Use the prompts that we've provided for you on the next page of this worksheet to assist in capturing feedback.

### **Implementation**

If you have the opportunity and time, it is great to implement your innovation during this week. If so, try to gather impressions and feedback on how it went.

Compile the feedback that has received. Where did you go? Who did you talk to? What did people value the most? What got them excited? What convinced them about the idea? What failed? Were there suggested improvements? What needs further investigation etc.

## 07. Implementation

Considering the testing of your prototype and the feedback you got, **how would you go about implementing your idea?** What kind of potential and challenges are associated with it? What kind of funding, partnerships and stakeholders would be involved? If you already implemented your idea, what could be improved for the future? In preparation for your presentation, create a convincing pitch for your project.

### TIPS ON DRAFTING A GOOD PITCH

- Concentrate on the main thrust of your idea, why it's different, and any call to action you're making.
- Try to succinctly explain it in less than a minute.
- Be clear and unambiguous. Don't get bogged down in the details!
- Get creative with your storytelling format—it could be a pamphlet, website, book, or presentation.

## Presentations

On May 23<sup>rd</sup>, you'll be presenting your projects to the ASC specially appointed **Citizen Panel**. You are free to decide how to do the presentation in order to convey your idea in the best possible way. You will have 10 minutes to present, followed by 5 minutes for questions and feedback.

Your projects will be judged on the following:

1. **Learning:** What research and learning has taken place? Has the group challenged their pre-conceived knowledge and ideas on the subject? Has the group taken into account a variety of perspectives from different groups of society?
2. **The idea:** How innovative and interesting is your idea? Does it truly address the problem you are trying to solve?
3. **Implementation possibilities:** How feasible and possible is it to implement the idea? How well has the group investigated the possibilities for and consequences of implementation?
4. **Quality of work:** Has the group exhibited a high level of quality in their work? Is the idea well developed and presented?