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Guidebook on implementing Innovation Race

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Vilnius University

A strategic partnership between Vilnius, Lyon and Bergen

InternACTional: internationalised internships

Erasmus+ KA203, project no. 2019-1-LT01-KA203-060724

What is Innovation Race?

The European **Innovation Race** started as a kick-off event before the round of internationalized internships in the ERASMUS+ project „InternACTional“.

Soon enough, partners noticed that it could easily be adapted as a separate event and concluded the methodology for further use in need of a one-day hackathon based on design thinking methodology.

This Guidebook on implementing Innovation Race has the main structure, timing, excercise recommendations and all practical tips for a successful one-day event.

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Recommendations for Agenda:

Introduction to the race 12:00–12:10

Introduction to design thinking 12:10–12:30

Independent work 12:30 – 15:30

Pitches 15:30–16:15

Innovation Race ends 16:15-16:30

Note:
Times shown are given as an example; Time should be indicated in the same time zone.

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Recommended workflow:

Independent work 12:30 – 15:30

- Team formation. Get to know each other in the team (15 min)
- Explore/Inspiration. Narrow down the problem and create a problem statement/design question. Empathy map (30 min)
- Ideation/Innovation. Brainstorm ideas and select one to work with (50 min)
- Rapid prototyping. Develop your best idea to a prototype (30 min)
- Pitching. Prepare the pitch of the prototype (30 min)

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Exemplary case for the Innovation race

Case for the European Innovation Race 2022 of InternACTional project:
The Sustainable University of the Future

How might we reinvent universities for a sustainable future?
Universities can be central actors in the sustainability transformation, both through their research and education and by making their own organizationssustainable.
How might universities become more sustainable? And how can universities be a driver of the sustainability transformation?
We are looking for innovative ideas focusing on:
-How higher education can be transformed to respond to the sustainability challenge
-Sustainable campus and operations
-Social inclusion to ensure (equal) access to universities

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STEP 1 & 2: EMPATHIZE & DEFINE

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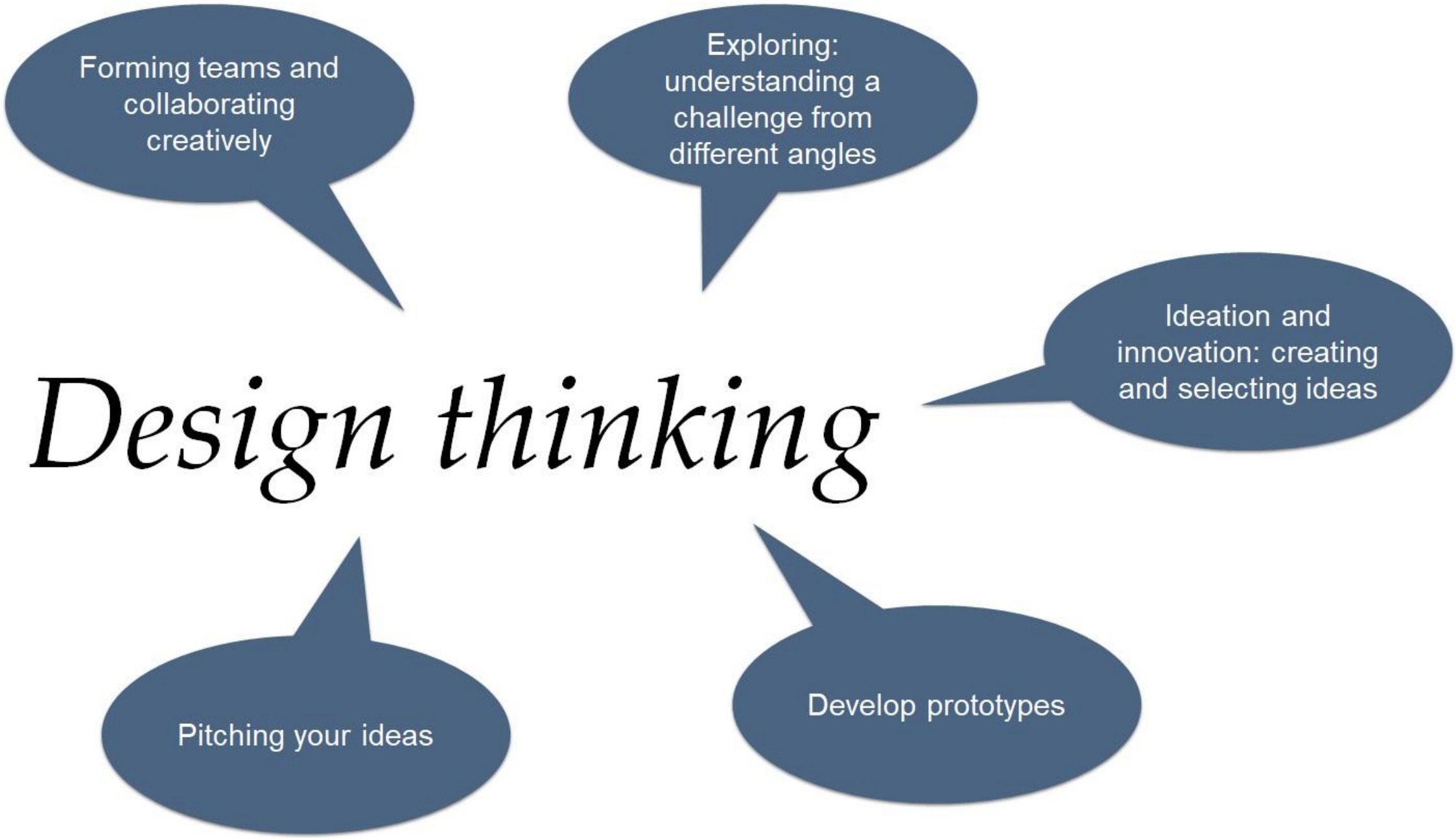
DESIGN THINKING METHODOLOGY

A SHORT INTRO TO DESIGN THINKING

Bring your creativity and
problem-solving
to the next level


Forming teams and collaborating creatively
Exploring: understanding a challenge from different angles
Ideation and innovation: creating and selecting ideas
Design thinking
Pitching your ideas
Develop prototypes

DESIGN THINKING IS A MINDSET

IT'S HUMAN CENTERED

IT'S COLLABORATIVE

IT'S OPTIMISTIC

IT'S EXPERIMENTAL

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DESIGN THINKING STEP-BY-STEP

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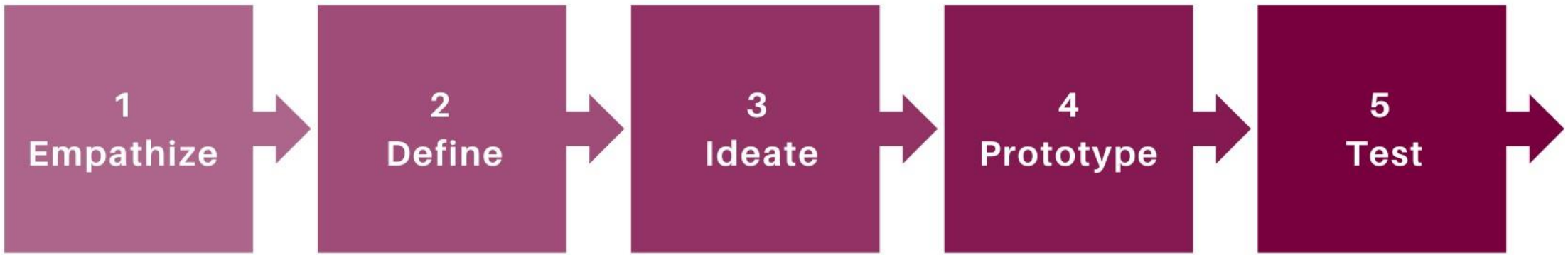
5-Step Problem-Solving Process



- Client interview
- Media analysis
- Best practice analysis
- Mind-mapping

- Defining the precise problem
- Client analysis
- Value proposition

- Generation of ideas
- Selecting the idea to implement

- Creation of a visual prototype
- Preparing to test it with the target group

- Testing the solution with the target group
- Receiving feedback
- Preparation for the final presentation
- The pitch

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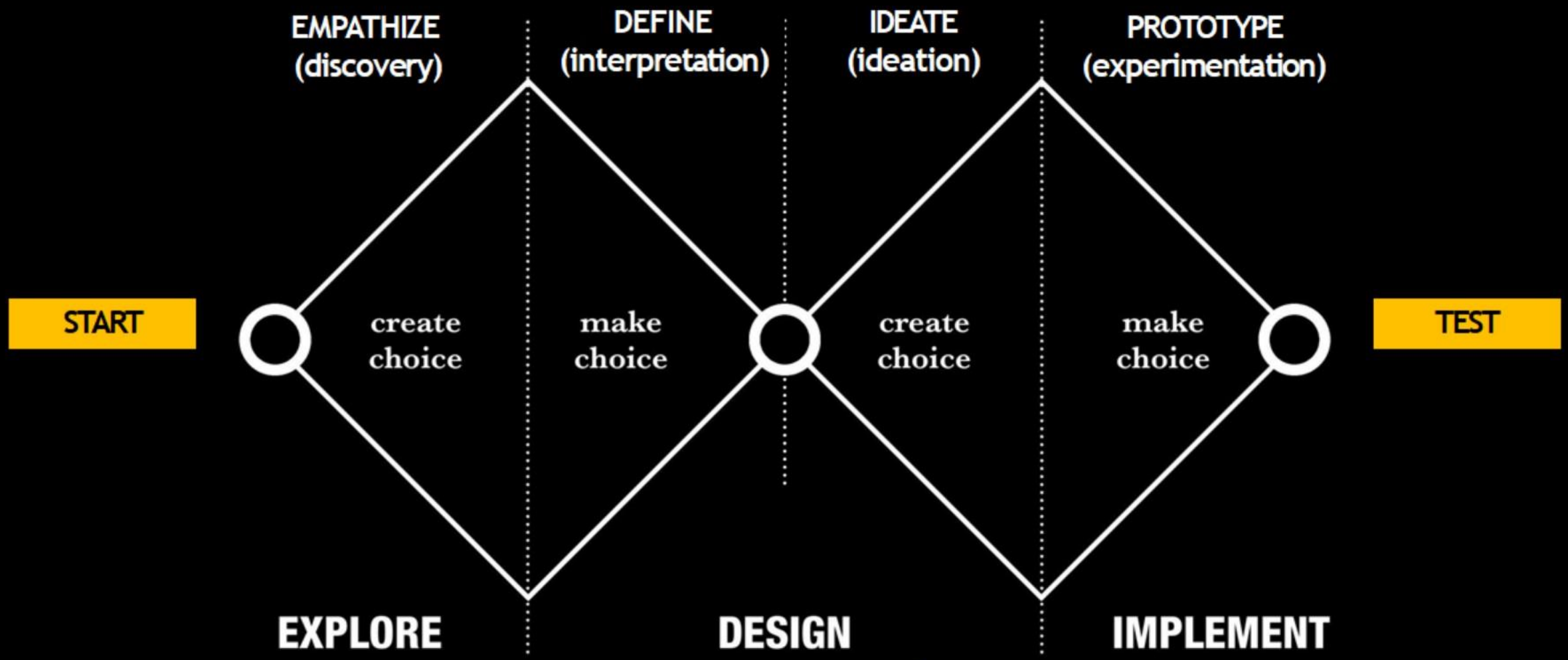
DOUBLE DIAMOND



designthinkersacademy

How to empathize?

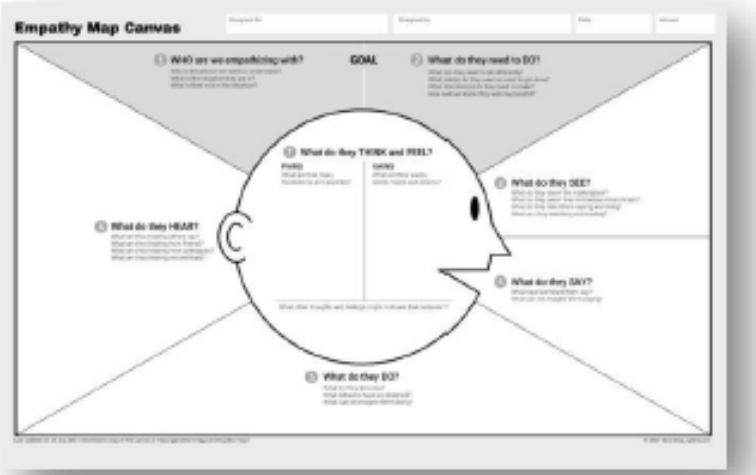
Understand the Challenge (5 min)

Discuss: What do we know? What we do not know? Discuss the problem from different angles.

Identify your target group (end-user) (5 min)

Answer: To whom do you want to make the change? Empathize with them; try to see the problem from their perspective.

Uncover better understand **the needs, experiences, motivations, expectations** and **limitations** of your end-user **(30 min)**



Empathy map canvas

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How to frame your challenge?

- Usually problems that you deal with are complex, i.e. have several angles, involve more than one target group.
- Narrowing down the problem and focusing on one aspect at a time is crucial to your success. I.e. you need to define your challenge.
- If the final definition of the challenge is **too broad**, you won't know where to start.
- If it is **too narrow**, you may limit the variety of possible solutions and not achieve the impact that you want.
- Frame the challenge in a form of a question starting with "How…?"

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Frame your challenge:

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How might we (*action – "do what?"*)_____

the (*object that you focus on – "what?"*)_____

for (*target group – "whom?"*)_____

in order to (*desired impact – "to achieve what?"*)_____

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STEP 3: IDEATION / INNOVATION

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1.BRAINSTORMING SESSION

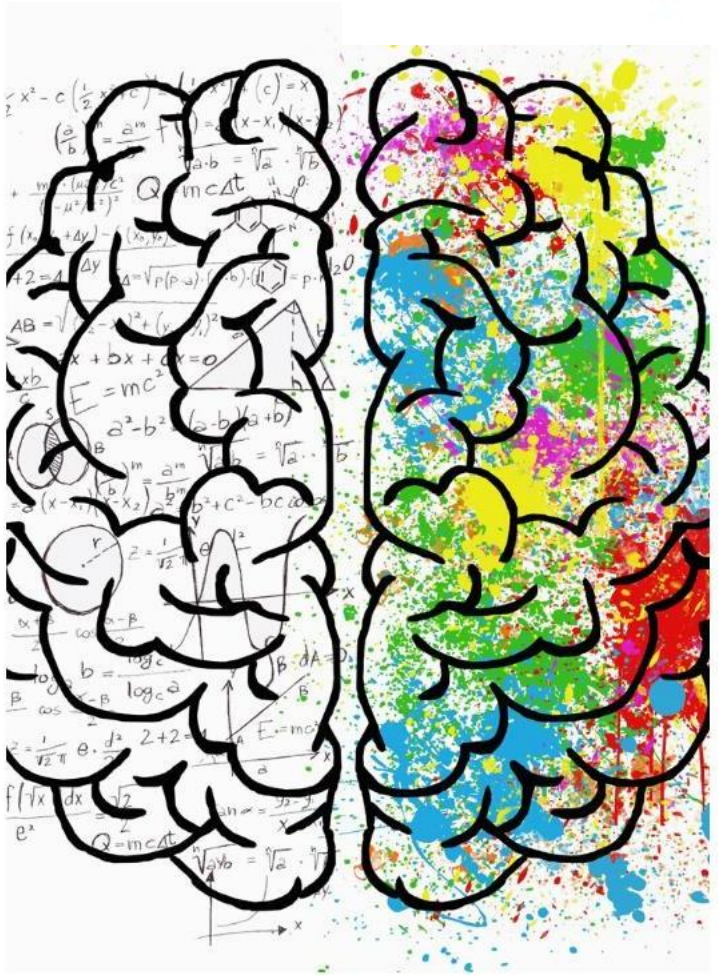
Together in your team, following the proposed step-by-step strategy, but each working individually – you generate as many ideas as possible

2.SELECTION OF "THE" IDEA

In the end, you do not need many ideas: all you need is one common idea for the whole team

BRAINSTORMING RULES

- No judgement / no evaluation / no filters
- There are no bad ideas!
- Quantity over quality
- No matter what - end the brainstorming session after 25 min. from its beginning



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A step-by-step guide to brainstorming

What you need:

- a sheet of paper to write on
- something to write with
- your team members virtually with you completing same steps
- a timer set to ring every 8 min.
- [*optional*] some good background music

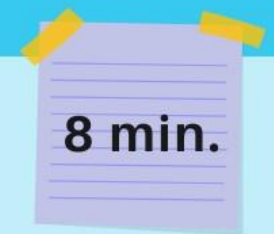
After completeng this session you will have 20-25 ideas.

Before going to the next step, out of all your ideas choose just 3 bets, that you will present to the team.

1 "OBJECT"

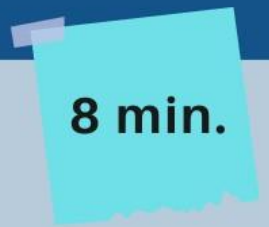
1. Put in front of yourself any object (*e. g. a ring, phone, leaflet, cup, keys, etc.*)
2. On the sheet of paper write down 10 words that **first** come to you mind describing that object (*e. g. round, bright, golden, dear, etc.*) ~1 min.
3. Now, next to each word write down the **first** idea that hits your mind aiming to solve the problem (*using that word!*) ~7 min.

2 "FURNITURE"



1.Look around and choose a piece of furniture/ interior.
2. Go closer to it (*move physically towards it*) and think of 5 ways solving the problem with this precise piece of furniture/ interior (*think not about abstract associations, but about this concrete piece of furniture*).
3. Write down these 5 ideas on the sheet of paper.

3 "CARD"



1.Put in front of you a card (*e. g. a postcard, a leaflet, or pick one of the cards in the next bar*).
2. On the sheet of paper write down 10 associations that **first** come to your mind when you look at that card. ~1 min.
3. Next to each association write down the **first** idea that hits your mind aiming to solve the problem ~7 min.

SELECTION RULES

- If necessary, let it go (do not get too attached to idea)
- Build on the ideas of others
- Stay focused on topic
- As a team you need to select one idea that you will implement

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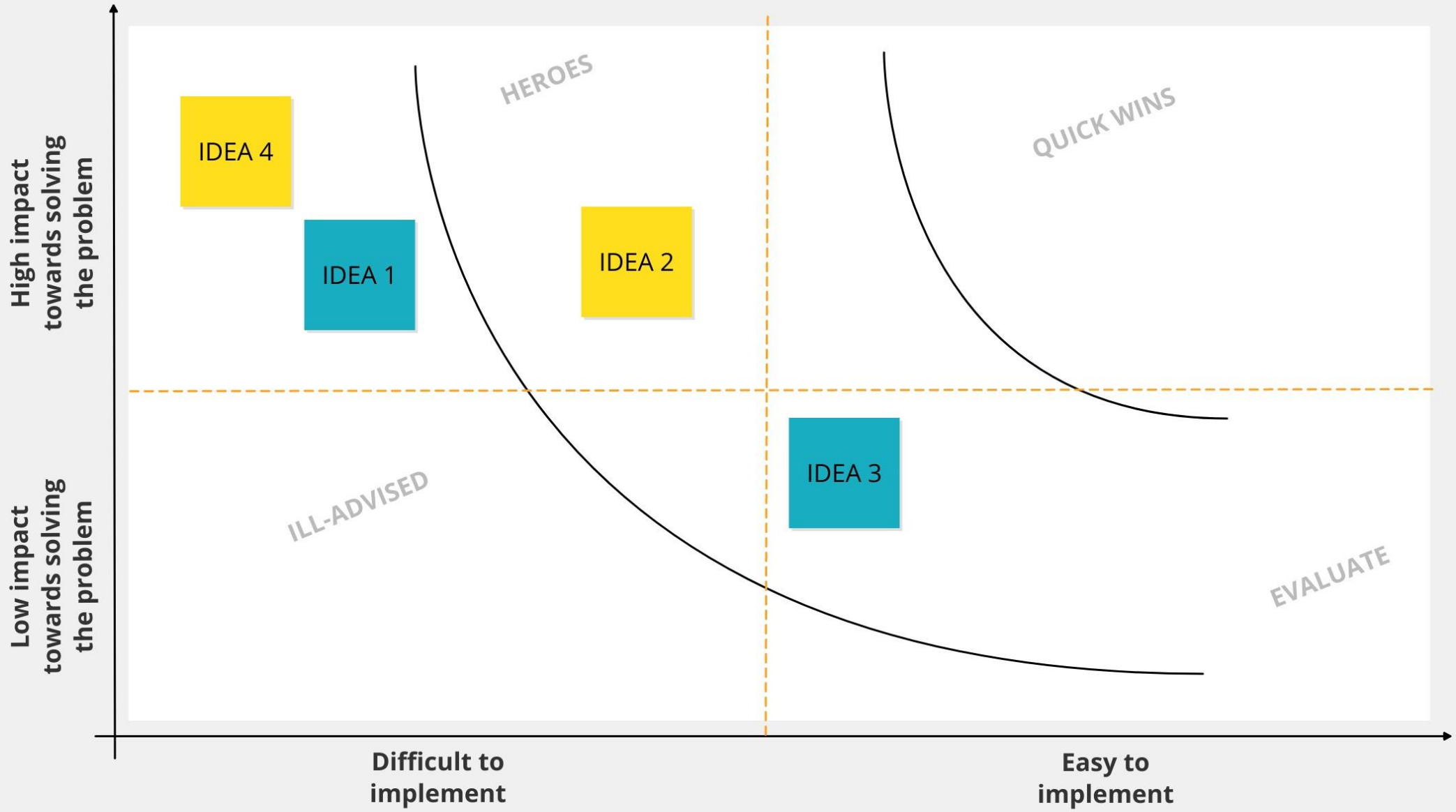
IDEA PRIORITIZATION



STEP 4: RAPID PROTOTYPING

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Rapid prototyping – why?

- Making your ideas **tangible/visual** – this is the first time your idea leaves your head and enters into the physical world. It's kind of magic!
- Representation of a design/innovation concept which we prepare in order to **communicate or test our ideas**
- A **mockup** of what it is you are trying to make
- Inspire your users – a prototype is a chance to have a **conversation with your users**
- It saves you a lot of **time and money!**

- Three important principles:
  1. **Embrace failure** – failures give you important insights that will improve your solution
  2. **Iteration** – produce many versions and variations (that is why it is called RAPID prototyping)
  3. **Revisit** previous phases if needed

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How can we prototype?

- Paper mockups (everything!)
- Animations
- Storyboard
- Role play/walk throughs (services)
- Wireframes (webpages)
- Video prototyping
- Build your concept from cheap materials

https://ergomania.eu/paper-prototype-fidelity/

What can we prototype?

A new service, a new space, a new physical devise, an application, new information or marketing campaign, new systems, new processes…and many more - **everything can be prototyped!**

BUT DON'T FALL IN LOVE WITH YOUR PROTOTYPE, USE IT TO GET VALUABLE FEEDBACK - DON'T SPEND ALL YOUR TIME TO MAKE THE PERFECT LOOKING PROTOTYPE

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STEP 5: PITCHING

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Sell us your idea!

- Each team has 5 minutes for their pitch
- Remember to walk us through the following in your pitch:
  1. What was your problem?
  2. For whom is this a problem (user need)?
  3. How will your solution solve the problem?
  4. Is your solution scalable?
  5. Is it sustainable (UN SDGs?)
  6. How is your solution better than other possible options?
  7. A few words about the process and the team collaboration – what went good and what was challenging?
- Decide who is talking about what and when
- Be visual and creative with your presentation!

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