

## Summer 2013 Program Outline

<b>PROGRAM</b>	<b>IY Summer Design Bootcamp</b>
<b>TIME</b>	Wednesdays, 10a.m.-1p.m.
<b>LOCATION</b>	Jacobs 2245
<b>PROGRAM WEBSITE</b>	<a href="http://www.kellogg.northwestern.edu/research/levy/activities/IY-design-bootcamp.aspx">http://www.kellogg.northwestern.edu/research/levy/activities/IY-design-bootcamp.aspx</a>
<b>PROGRAM COORDINATOR</b>	<b>Jamie Jones</b> Jacobs Center, Room 510 847.467.0849 <a href="mailto:jamie-jones@kellogg.northwestern.edu">jamie-jones@kellogg.northwestern.edu</a>
<b>OFFICE HOURS</b>	Professors Conley, Jones and Sawhney will be available to meet with you by appointment. Please contact them by email to arrange a time.
<b>PROGRAM OVERVIEW</b>	<p>As firms continue to search for competitive advantage in a rapidly changing marketplace, design thinking is emerging as an important competency across industries and job roles. The IY Design Thinking Bootcamp will introduce you to the design thinking process emphasizing ethnographic research and consumer empathy, ideation and concepting, prototyping and rapid iteration. The three-session program walks you through Discovery, Development and Delivery equipping you with a problem-solving approach that can be utilized across industry, sector or functional area.</p> <p>Summer Design Bootcamp combines theory presented in the classroom, live cases with private sector practitioners and hands-on experiential learning elements to give students a robust crash-course in the design process. While no grades will be assigned, you are expected to commit yourself to the program and your team and attend all sessions and actively engage in the team project. The commitment is significant, but you stand to gain an introduction to skills that could be a competitive differentiator for you as well as for your employer.</p>
<b>PROGRAM FORMAT</b>	<p>The program is divided into three sessions of three hours each, separated by a week. The program is designed to walk students through the design thinking process while providing time to practice in a “real-world” setting.</p> <p>During the first session, students will be assigned to five member teams. Teams will remain together throughout the program. After each class session, teams will have one week to apply the presented frameworks and concepts to a live research project. The team will then be required to submit their deliverables from that session before the start of the next session. Each session builds on the previous session, so it is imperative that teams do not fall behind on their research.</p> <p>A final prototype and slide deck is due the week after Session 3. Five teams will be selected to present their work at a school-wide Design Showcase at the start of Fall term.</p>
<b>RESEARCH TOPICS</b>	#1: Improving the taxi experience for both the driver and the passenger #2: Enabling children with diabetes to better manage their disease

- #3: Converting fast-food restaurant waste to value
- #4: Making bike commuting safer
- #5: Connecting procurement officers with minority businesses

## FACULTY CONTACTS

James Conley, [j-conleya@northwestern.edu](mailto:j-conleya@northwestern.edu)  
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Mohanbir Sawhney, [mohans@kellogg.northwestern.edu](mailto:mohans@kellogg.northwestern.edu)

## SESSION GUESTS

Representatives from Hyatt will be joining each class session, sharing details of how they have utilized the provided frameworks in the development of innovative service and guest experience concepts.

## GRADING

No grades will be assigned for this program

## STUDENT CONDUCT

This is a reminder that all sections of the honor code apply during the program. In addition to the honor code, you are expected to behave in class, in the community and during your field research with a high level of professionalism. Please remember that you represent Northwestern University and your behavior will have a lasting impact on how external stakeholders perceive the University and this program.

## TECHNOLOGY USE

Students may use laptops to take notes only during faculty-led case discussion, lectures, and exercises. **All laptops must be powered down when any guest speaker visits. No exceptions!** All mobile phones and PDAs must be muted during class. Lack of adherence to these policies will result in angry and disappointed professors and no one wants this.

## STUDENT EXPECTATIONS

You are required to attend every session on time and to stay for the entire session. Due to the compact nature of this program, you will not be allowed to participate if you cannot attend all three sessions in their entirety

## TEXTS/CASES

Hyperlinks to relevant pre-reading have been provided in the program overview. For those that are part of the NU library service, please access from campus or by utilizing a VPN. This was done as a cost-savings to each of you. It is necessary that you take the time to download and read each REQUIRED reading in advance of the class period.

	Theme	Due
Session 1 7/24	Discovery	
Session 2 7/31	Development	Observations & Synthesis
Session 3 8/7	Delivery	Concepts & Canvas
No Session 8/14		Prototype & Pitch Deck
TBD September	Team Presentations (Select Groups)	10 minutes presentations

### **WEEK 1: DISCOVERY**

This session will cover design research methods, both theory and practice, with particular emphasis on participant observation and contextual interviews. After learning how to collect information, students will be challenged to make sense of what has been seen and heard. A bottom-up process of synthesizing user observations into themes, insights and design opportunities will be employed. Students will learn to synthesis observations to establish a new perspective and identify opportunities for innovation. This discussion will address how to create both generative and evaluative frameworks, craft inspirational "How Might We" statements and gather analogous benchmarks in order to spark innovative concepts in the following class

Questions that will be addressed include: How does research fit into the innovation process? How do I identify user needs in unfamiliar environments? How do I capture my observations and interviews for later evaluation? How do I translate observations into user needs into actionable design and business opportunities?

Reading (required):

- [Human Centered Design Toolkit and Field guide, "Hear & Create" section. IDEO, 2008.](#)

### **WEEK 2: DEVELOPMENT**

With design opportunities developed in week 1, this week's lecture will focus on idea generation of solutions. Potential solutions are a dime a dozen making it important to quickly evaluate and assess the opportunity. This session will help students analyze opportunities, flesh-out concepts and communicate the findings through an opportunity brief. From the opportunity brief, students will be introduced to the business model canvas to consider how the elements of how a product or service becomes a business.

Questions that will be addressed: How do I quickly test and evaluate all the ideas to select the best ones to advance? How do I effectively communicate the opportunity to my team or external stakeholders? How do my ideas translate in to a business model?

Reading (required):

- TBD

### **WEEK 3: DELIVERY**

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Constructing a prototype brings your idea to life. A prototype allows you to quickly get feedback from users and iterate rapidly to advance your idea to a working solution. But creating a prototype can be daunting. In this session you will learn how to create a prototype for any scenario be that project or service. You will learn what level of fidelity is necessary to allow for a valuable user interaction and how to create opportunities for users to interact with prototypes.

Questions that will be answered: How do I even start to build a prototype? What level of fidelity does my prototype need? How can I prototype a new services, interactions and business models?

Reading (required before class):

- Video: <http://www.youtube.com/watch?v=taJOV-YCiel>
- Read: <https://www.dropbox.com/s/jx0kzly4rg3cew3/Opportunities%20at%20the%20Nexus%20of%20Semiotics%20and%20Intellectual%20Property.pdf>

### **FINAL PRESENTATIONS**

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The best four-five student teams will be selected to present their work to their peers during a school-wide Design Showcase. The date for this event is still being set.

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