

# Virtual Design School

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2020 Funbook



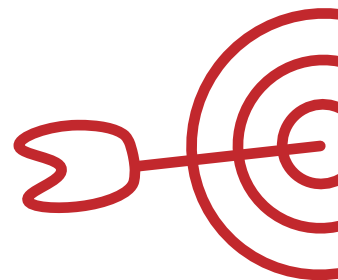
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# WEEK 1 - Acknowledge a Problem

Go with your passion and dive in. Trust the process.



Your goal is choose a problem that you can tackle within 6 weeks.

Choosing a problem to work on can be stressful, because often we think we have to choose a perfect problem. Or maybe we think we have a solution, and look for a problem it can solve.

Whether you pick something big or small, as long as you are willing to put in the work while trusting the process, we can guarantee that - at the very least! - you will find insight, compassion, motivation and satisfaction with design thinking.

1. **CHOOSE** your commitment and problem from the selection below...

No time = participating when I can

Feel free to share our workbook and slide deck with anyone you'd like. We love acknowledgement.

All our sessions can be found on YouTube and we will send you the link after each scheduled session.

We are happy to answer any questions you might have at [design.lab@ahs.ca](mailto:design.lab@ahs.ca)

Easy = every webinar + 1 hour homework per week

Think of a time you felt frustrated with your health or care experience.

Think of something you'd like to change but you don't know where to start.

Take on a pesky problem that has plagued you for a while.

Challenging = every webinar + 2 hours homework per week

Bring on a problem that you've been struggling with for a while, and now you have the time and power to do something about it.

Tackle a work or home situation that has a lot of people involved and there is no clear solution. Bonus points if it involves a sibling or boss. Double if your sibling is your boss.

COVID-19 = this is all I will do until it is done.

May the force be with you. Make it so. Nannuu, nannuu. You have our undivided attention, and utmost respect.

2. **STATE** the following answers as simply as you can, then finish the sentence below...

What's the situation?

Who is involved?

What is the environment?

The problem is: \_\_\_\_\_



# WEEK 2 - Reframe the Problem

Consider the situation from multiple perspectives.



Your goal is to think of the problem from many different points of view.

1. **WRITE** the problem in a single sentence.

2. What will **CHANGE** if a solution is successful?

3. What are three things you could do to guarantee **FAILURE**?

4. **IMAGINE**, ten years in the future, that the problem is solved beyond what your wildest expectations. What will news headlines say? Be bold and sensational! Dream big!

5. **CREATE** several "How Might We" for this problem.

- \* A good HMW never includes a solution!
- \* Keep to one perspective per note. Don't censor your ideas!
- \* After you've brainstormed, choose the best one.

HMW?

HMW?

HMW?

HMW?

HMW?


HMW?

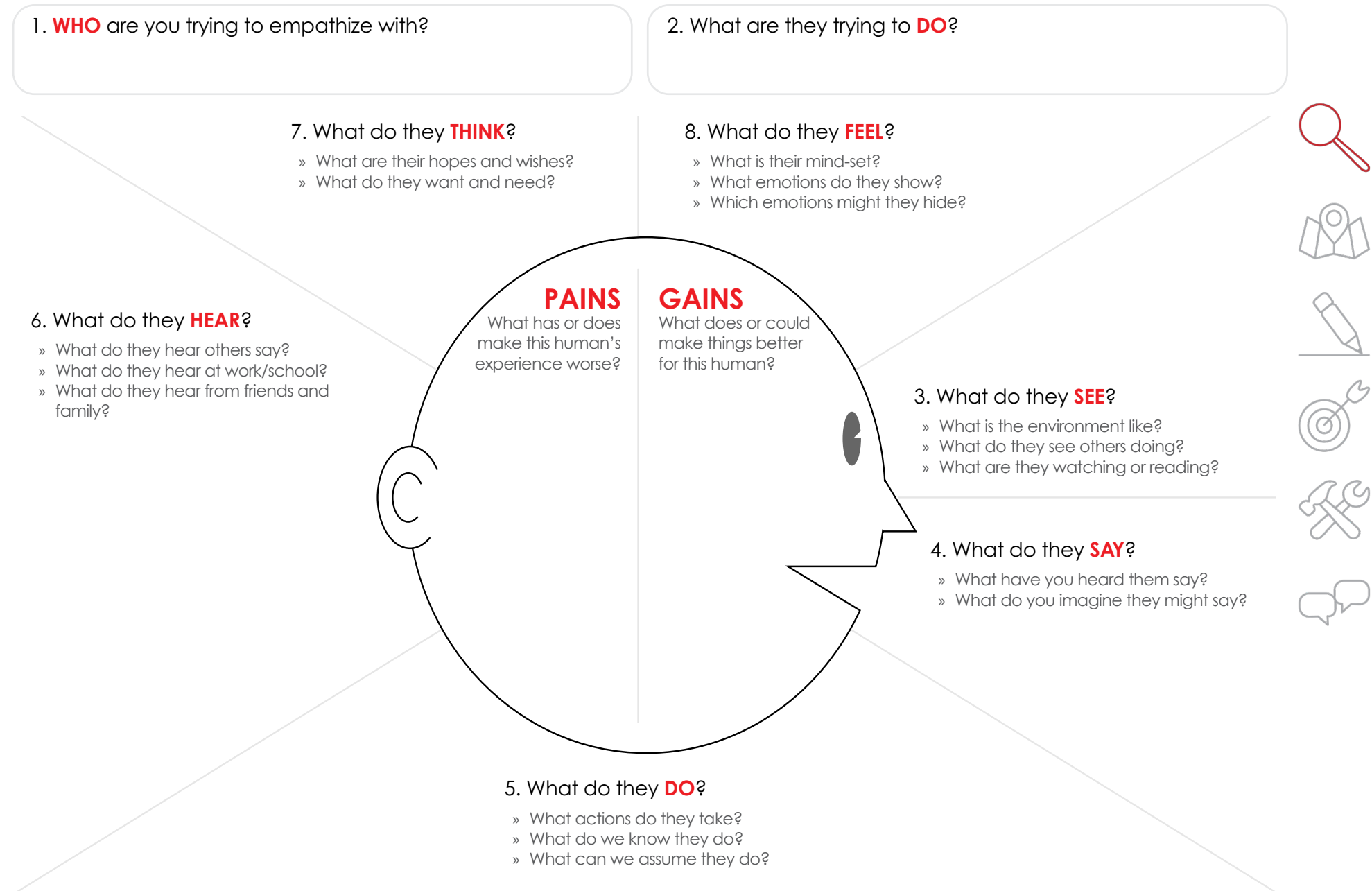
HMW?



# WEEK 2 - Empathy Mapping

Use an empathy map to generate insight.

 Your goal is to put yourself in someone else's shoes.



# WEEK 3 - Map the Human Experience

Create a visual representation of the emotional journey.



Your goal is to pin-point opportunities to improve a specific experience.

1. **CONSIDER** the human and their goal through the lens of the situation.

Who is the human?

What is the situation?

What are they trying to achieve?

2. **MAP** the human experience with actions, thoughts and emotions.

## ACTIONS

- » What are the simple steps of the human journey?

## THOUGHTS

- » What might the human be thinking as this is happening?

## EMOTIONS

- » How might the human be feeling as this is happening?



3. Use HMW to **GENERATE** insights on how to improve the human experience.

## INSIGHTS

- » opportunities
- » grievances
- » ideas to improve
- » golden moments
- » convincing act
- » how to prove it

# WEEK 4 - Use Analogies for Inspiration

Borrow great ideas from unusual suspects.

 Your goal is to stimulate your creative juices.

Finding analogous situations is a great way to stimulate ideas. It works by forcing you to think beyond your frame of reference and inspiring new ideas for old problems.

Don't worry if your analogies are inexact. They're just meant to get you thinking about how other industries may have already solved your problem, or what could help your situation.

SCENARIO		ANALOGY	COMPARABLE SOLUTION
A hospital emergency room	is like...	a Formula-1 pit stop	Successful measures used by: <u>the pit crew</u> <ul style="list-style-type: none"><li>* pre-packaged fix kits</li><li>* cordless tools</li><li>* specialized roles</li><li>* intuitive assessment</li><li>* tracked time</li><li>* special uniforms</li></ul>
An online webinar	is like...	a call-in radio show	Successful measures used by: <u>radio stations</u> <ul style="list-style-type: none"><li>* co-host banter</li><li>* themed programing</li><li>* segmented focus</li><li>* music and humour</li><li>* guests + experts</li><li>* always on time</li></ul>
	is like...		Successful measures used by: _____
	is like...		Successful measures used by: _____



# WEEK 4 - Brainstorm with Crazy 8s

Generate several different concepts in response to the HMW question.



Your goal is to come up  
with multiple solutions.

Write your **HMW** question (selected from your journey map insights in Week 3) here for quick reference.

**SKETCH** a new way to answer the HMW in each of the frames. **CREATE** urgency by only allowing yourself one minute per frame.




# WEEK 4 - Storyboard Your Best Idea

Develop your best idea from Crazy 8s into a three-panel pitch.



Your goal is to tell the story of your idea using words and images.

**BEGINNING:** How does a human find out about your idea?

**MIDDLE:** How does a human interact with your idea?

**RESULT:** How does your idea improve a human's experience?





# WEEK 5 - Prototype Planning

Determine the prototype and how to test for impact.



Your goal is to plan your prototype and determine its measures.

1. **DESIGN** your prototype. What does it look like?

What tools /expertise will you need to build your prototype?

What materials / resources will you need for your prototype?

2. **PLAN** how you will test your solution.

How will you share this prototype?

Who will you show it to?

What do you want to learn from testing it?

What questions will you ask humans that test your prototype?



Types of prototypes

• sketch • meeting • tool • activity • plan • form • mockup • fake ad • campaign • roleplay • pop-up • wireframe • model • pitch • simulation

# Test + Discover New Understanding

Summarize your learnings on the sheet below.



Your goal is to determine if future iterations are required.

Use these questions to **VALIDATE** your success.

What did we learn?

What new ideas did we get?

What worked?

What can we do better?



Types of success

- **EPIC WIN** Hit the mark, time to implement!
- **FLAWED SUCCESS** Mostly good but needs tweaking.
- **EFFICIENT FAILURE** You learned quickly, that's great!