



TOOLKIT

DESIGN THINKING ACADEMY

TRAINING COURSE
ALBENGA, ITALY. 30 SEPT -7 OCT 2021

coconutwork





SUMMARY

About the project

Entrepreneurial roles

Trendy types of entrepreneurship

Design thinking process

1 - Empathize

2 - Define the problem

3 - Ideate

4 - Prototype

5 - Test your prototype

Design thinking challenges

Mewe classroom

We food

The green leaf

Friendzone

Green up

Some cool metrics

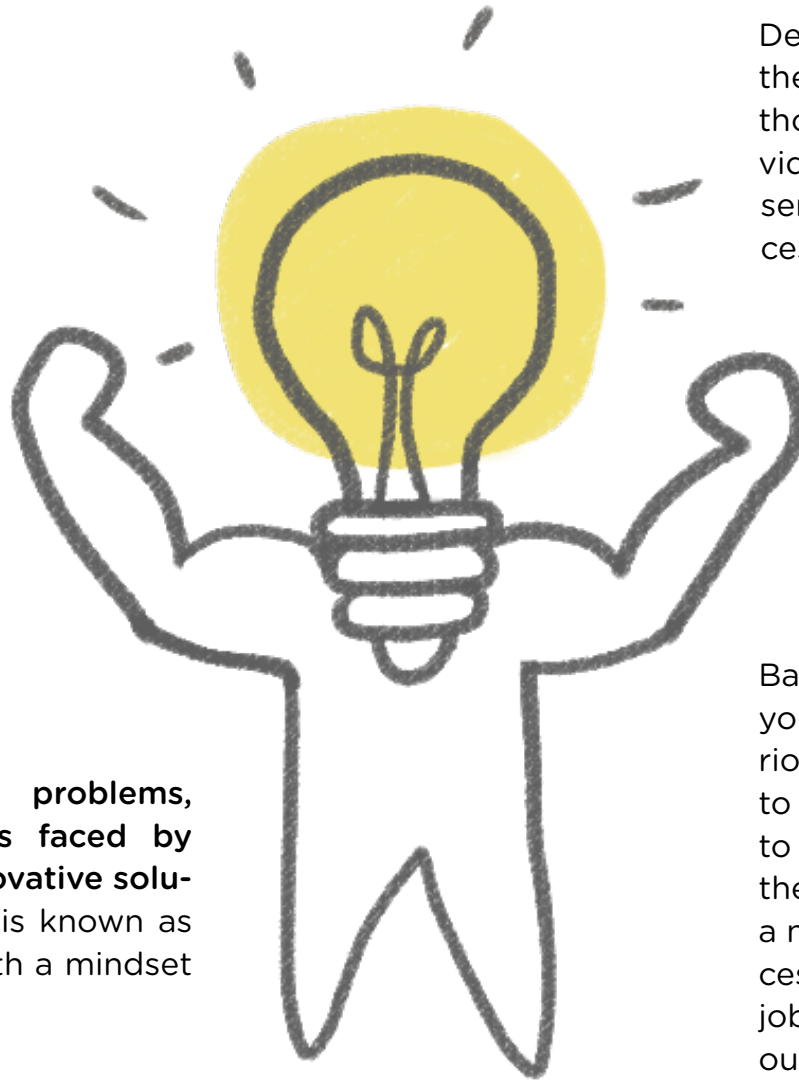


ABOUT THE PROJECT

The project ***Design Thinking Academy*** intends to build entrepreneurial competences by adding innovation to a business idea.

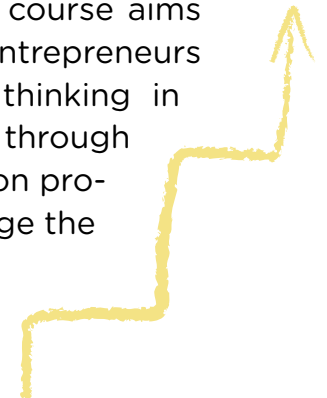
Entrepreneurship is beginning to be seen not just as an engine for youth, but also as a mechanism to develop 21st century skills such as creativity, collaboration, problem solving, self-efficacy, and critical thinking.

The process of **redefining problems, understanding the challenges faced by users, and coming up with innovative solutions to overcome difficulties** is known as design thinking, and comes with a mindset on its own.



Design thinking is key to approach the **human-centered design**, a methodology that empowers an individual or team to design products, services, systems, and experiences **focused on those who experience the problem**. This means that the beginning is not "having a great idea" and then make it come true. Instead, design thinkers will research for what's wrong before coming up with ideas.

Based on the current situation of youth unemployment and precarious conditions, this course aims to encourage youth entrepreneurs to integrate design thinking in their methodologies through a non-formal education process, in order to change the job market and reach out NEET youth.



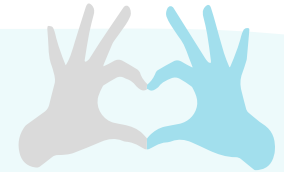
ENTREPRENEURIAL ROLES

SOLOPRENEUR

Entrepreneurs that prefer to work alone or *so/o*. They have established their own entity and created a company. Might have contractors for hire, but **have full responsibility for the running of the business**. It can be any type of business and don't rely on the person's skills.



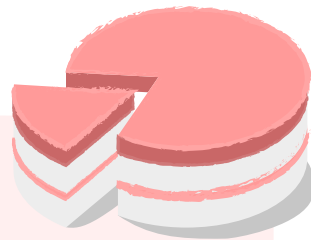
SOCIAL ENTREPRENEUR



Entrepreneurs that start a business because they have a desire **to find solutions to social problems** and affect positive change or social impact. It's a sustainable business model, but it shouldn't be confused with charity or similar companies that only beg for money in order to promote a change.

INTRAPRENEUR

Entrepreneurs **working inside a company**, usually with an specific task assigned. They have shares in the company, high level of responsibility and decision making.



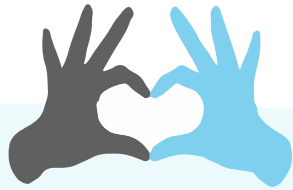
FREELANCER



Entrepreneurs that use their skills and experience to provide services to clients or other companies. As a difference with Solopreneur, this business model is focused only on human resources, the service must be **based on the person capabilities**.

TRENDING TYPES OF ENTREPRENEURSHIP

& RECOMMENDATION FOR THE STAKEHOLDERS



SOCIAL ENTREPRENEURSHIP

How can **mass media** stimulate it?

Promotion of gender equality in media, with a critical thinking that raise awareness and advocates for objective realities without distortion.

How can **universities** stimulate it?

Platforms to connect students that promote social causes, as well as fund research on social causes. It's highly important to encourage students to deliver projects related to social causes.

How can the **Government** stimulate it?

The social programs must be financed by the Government, there's a need of public policies to help rural youth entrepreneurs and school programs focused on social values and empathy.

How can **NGO's** stimulate it?

Partner with the private sector and the Government in order to come up with a sustainable business model for targeted vulnerable groups, and also consultant services on how to start.



GREEN ENTREPRENEURSHIP

How can **mass media** stimulate it?

Advertise green policies and practices, spread awareness about the impact of no-green methods, partner with green NGOs and support green businesses.

How can **universities** stimulate it?

Mostly, they can provide space, lab research and degrees/masters focused on green topics. Universities can partnership with each other and focus on the preservation of the environment.

How can the **Government** stimulate it?

The funds can be easier to access, as well as lower taxes. The cities must be encouraged to turn green, public spaces must be reacondicionated and the changes should start from kindergarten.

How can **NGO's** stimulate it?

By raising awareness, promotion and guidelines on how to become greener. They can also help green entrepreneurs connect with each other, and support products/initiatives by green businesses.



DIGITAL ENTREPRENEURSHIP

How can **mass media** stimulate it?

Promotion on affiliate marketing platforms, online events or live streams will launch and increase the chances of people hearing about your business

How can **universities** stimulate it?

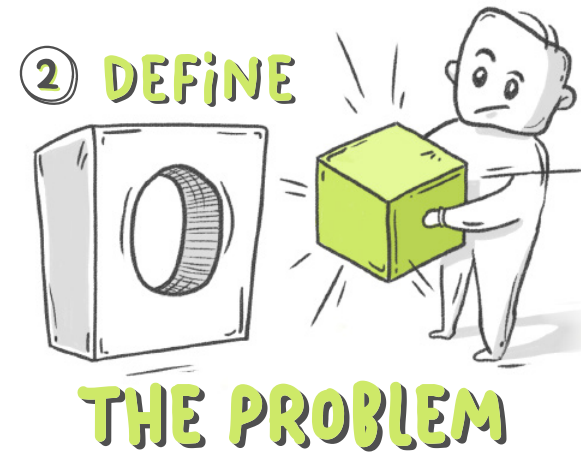
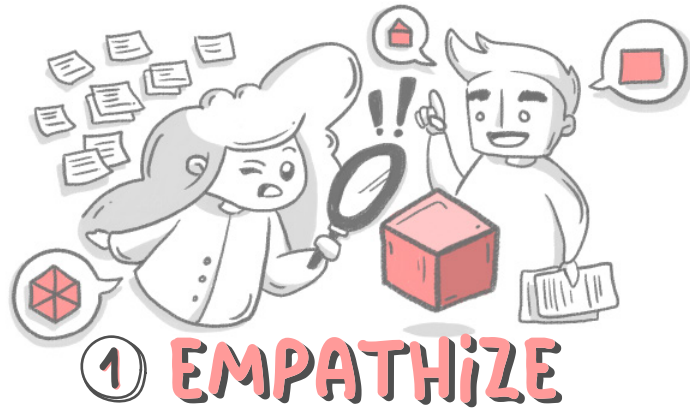
They can facilitate conditions and talent that for a new generation. Open labs, the development digital tools and digital scholarships/exchanges are crucial.

How can the **Government** stimulate it?

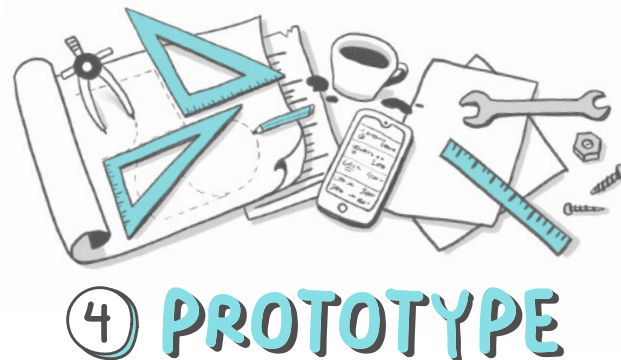
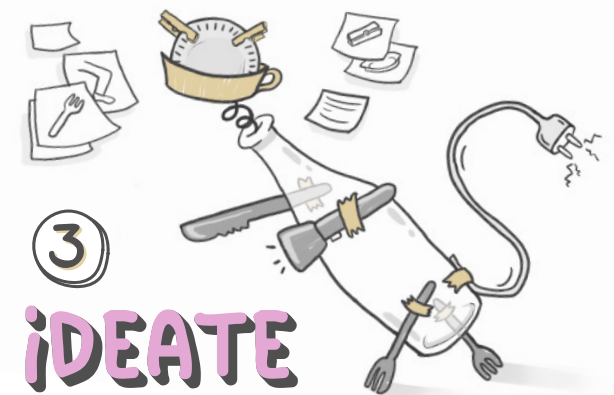
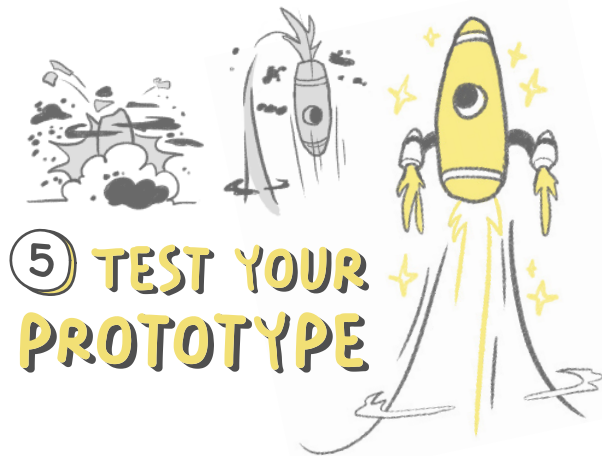
By grants, lower interest rates and public infrastructures. An entire e-burocracy can be implemented. Besides, the Government is a key factor to spread awareness and bring digital skills to schools.

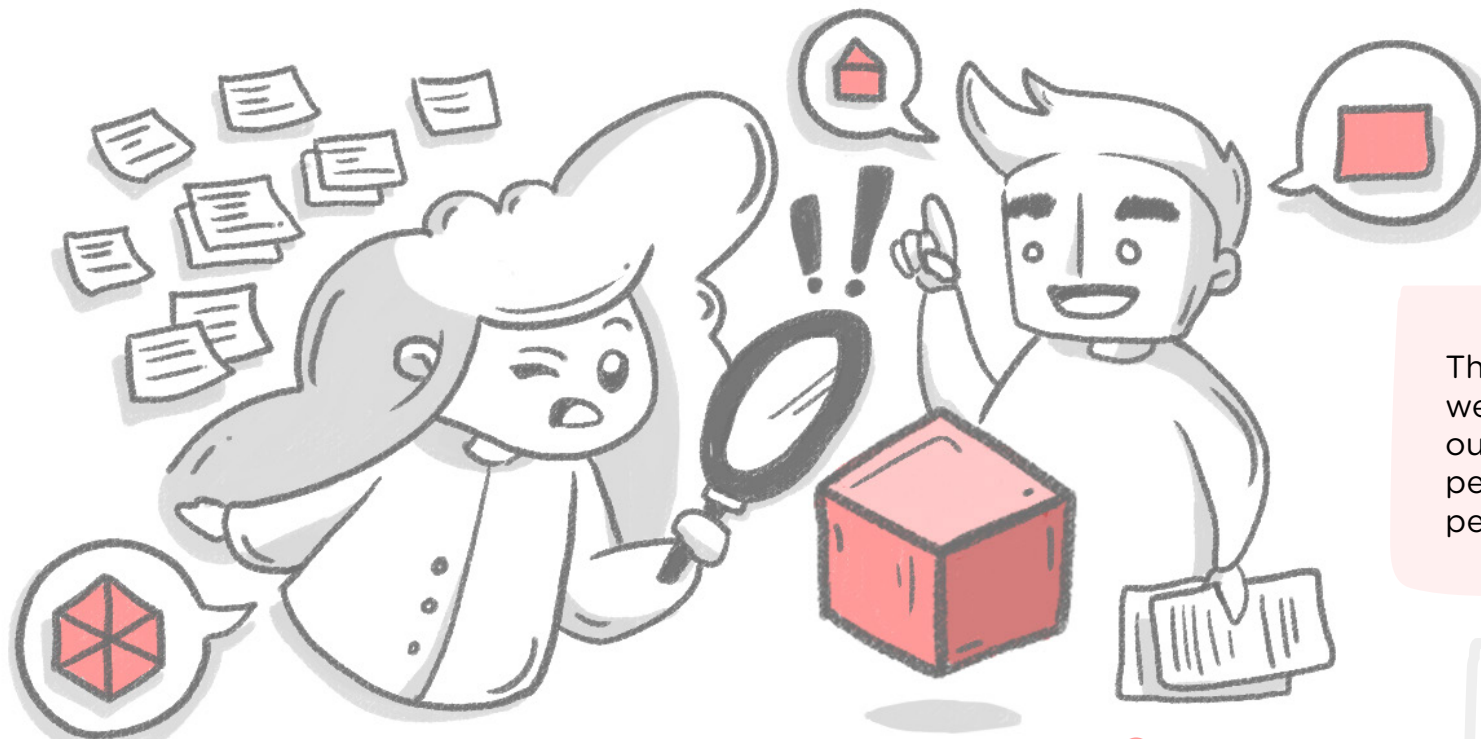
How can **NGO's** stimulate it?

By facilitating free access to tools and tutorials. They can support an entire networking of digital entrepreneurs and host masterclasses or presentations of successful cases.



DESIGN THINKING PROCESS





Through **empathy**, we are able to put ourselves in other people's perspectives.

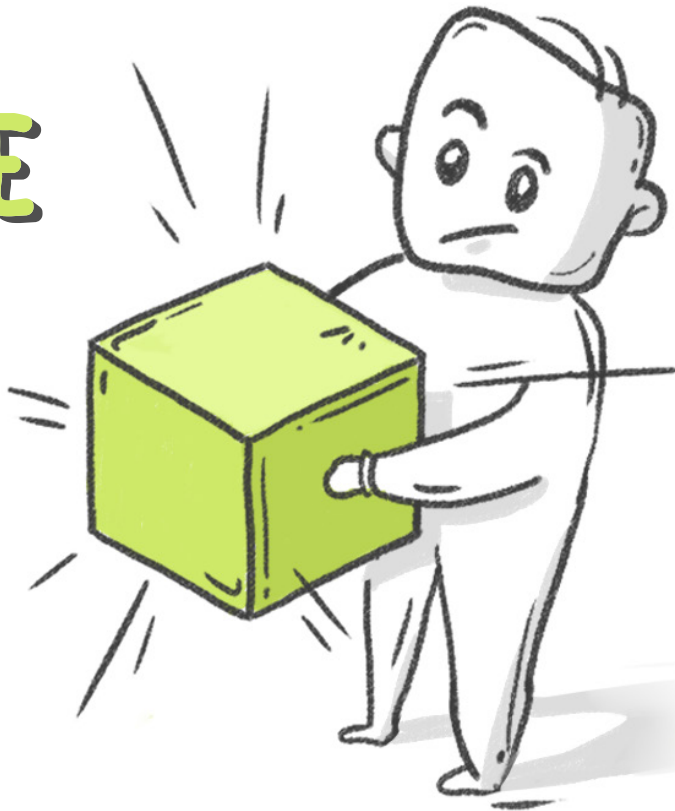
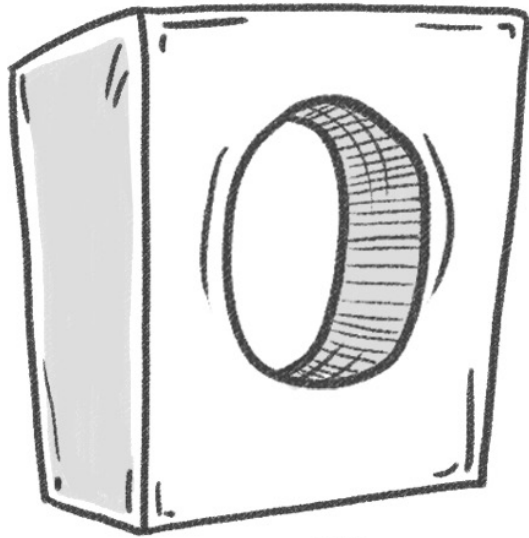
This means we should see the same problem from **different context and backgrounds**.

① EMPATHIZE

By **sharing experiences with the team**, we search for points in common, contrast our views and find where we lack information.

It involves **research and documentation**, allowing us to gain insights about what needs have the people you are designing for.

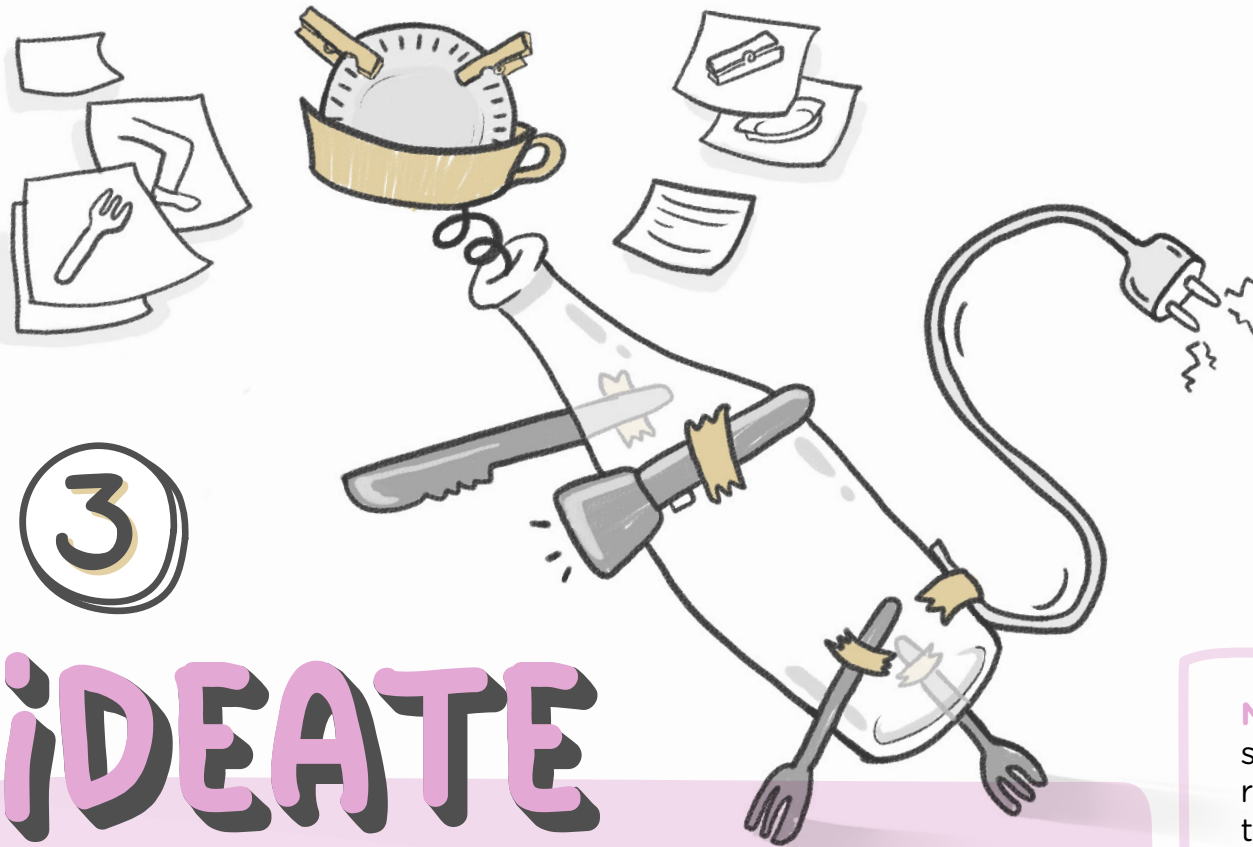
② DEFINE



THE PROBLEM

Using the information gathered during the Empathise stage, now it's time to **analyse and synthesise** it.

Review the core problems that the team have found and define them. You must identify **causes**, **consequences** and **stakeholders**.



iDEATE

Now that you have a clear human-centered problem to visualize, it's time to think outside of the box and start searching for solutions. Through a brainstorming, the team will think of (at least) 30 alternatives that could solve the problem.

You should divide the ideas into 3 categories based on your capacities:

Viable today. We have the knowledge and experience to make them real.

Need of external help. Those solutions need expertise or resources from outside the group.

Highly difficult to implement. You can't implement the ideas yourselves. Need of high stakeholders or resources.



④ PROTOTYPE

Your design team will now produce a prototype in **physical form** with the specific features highlighted in the previous stage.

Keep it simple, so you can make sure you investigate the problem solutions. The goal is to start with a low fidelity version of the intended solution and improve it over time based on feedback. You will need to reply to basic questions such as **What? Where? How? Who? Why?**

The result should be a demo or mockup **ready to be presented** to a customer.

The prototype created before will serve as a starter to gain an even more in-depth understanding of the problem. Will the final solution meet the needs and solve frustrations?



5

TEST YOUR PROTOTYPE

You will prepare a set of questions (6-12) and consider an interview of 10-15 min/person. At least, the team must interview 2 or 3 people.

One person from the team will ask questions, and another one will just record the talk by notes or voice recording (remember to ask for authorization first!).

It's highly important to **avoid conditioning the person with our personal opinions.**

The interviewer must stick to the questions and never give personal feedback (*"Usually everyone thinks summer is better, but in your opinion ..."*). The questions must be open as well, and not pre-conditionate an answer (*"If you would prefer summer, then what would be..."*)

Once the interviews are done, the design team will meet again to evaluate the results and **validate the hypothesis** or change the initial prototype.





DESIGN THINKING CHALLENGES

MEWE CLASSROOM

This project comes from the initial problematic of an educational transformation in rural schools in Romania.

Based on statistics and previous research, 9% of the students prefer to stay at the classroom, while 34% would select the space near the corners. As well, 63% of parents prefer to have their children safe and warm inside the classrooms than outside.

Facing the reality of poverty as a general scenario, with low investment from the government and conservative teachers that aren't qualified at all, Mewe schools stands as a solution to change the reality of Romanian schools. The offer consist in a pack of trainings for teachers, concerning new digital teaching methods, to improve the engagement in the classroom and build communication bridges between youngsters and teachers.

MEWE
schools



TEAM MEMBERS
THANK YOU :)

HUMAN ENGAGEMENT FOR NEW CITIZENS



engage with your students to get new skills



**FIND NEW DIGITAL TOOLS
AND INNOVATED METHODS
TO IMPROVE
THE ENGAGEMENT ON YOUR CLASS**

GET FOR FREE



**FIND NEW DIGITAL TOOLS
AND INNOVATED METHODS
TO IMPROVE
THE ENGAGEMENT ON YOUR CLASS**

GET FOR FREE

WE FOOD

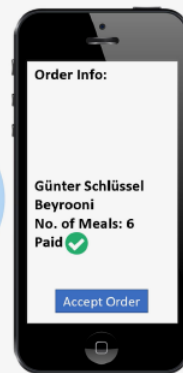
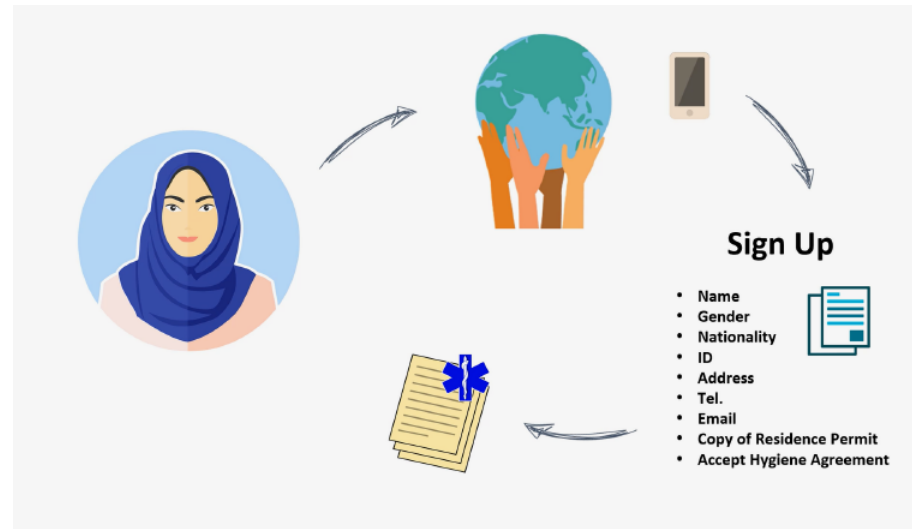
Based on the premise to help refugees and the process of integration into society, the team has found key problems such as lack of acceptance by the inhabitants, barriers (language, cultural differences, racism,...) and psychological status like traumas and stereotypes.

The solution suggested by We food consist in the development of a system for refugees to sponsor intercultural events to promote their own culture and get introduced to the host culture.

Thanks to an app for food delivery where the meals are prepared by the refugees, the team expects to break the barriers of social exclusion towards an intercultural community.



You step forward to be a part of our community!



The cooker receives an order from all the dishes available, the amount of units and the payment

The customer gets an order confirmation and a QR for the delivery.



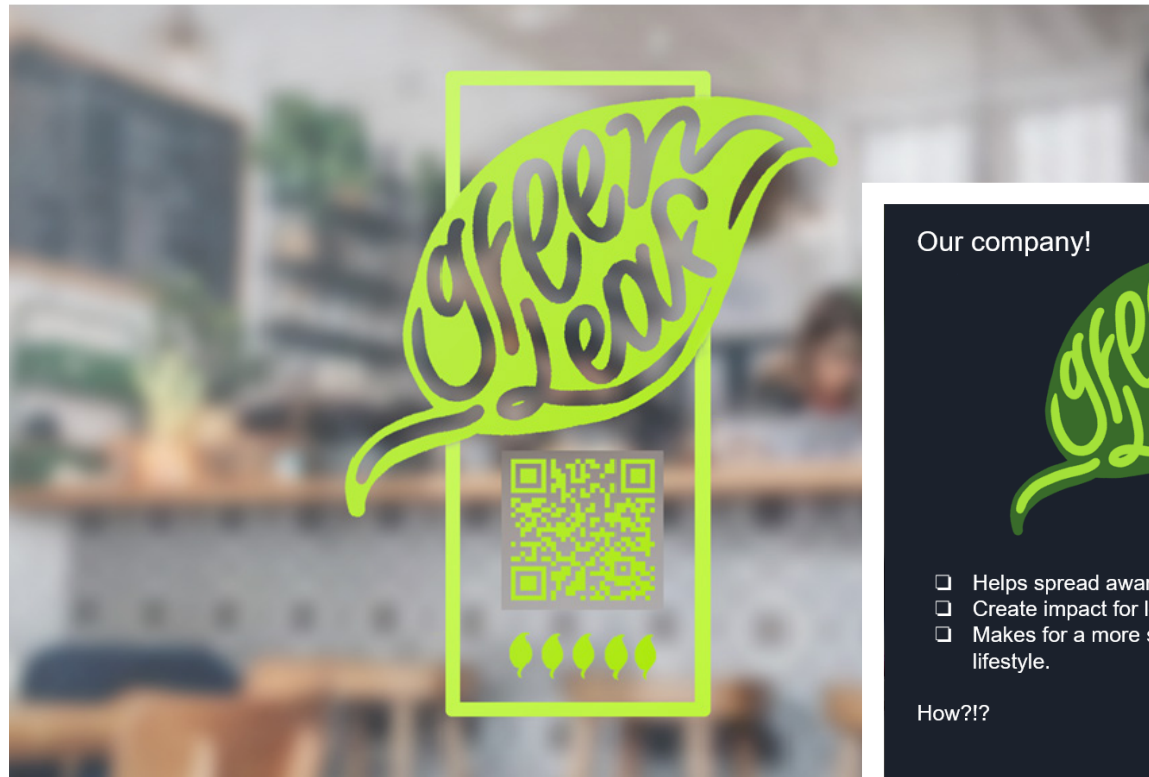


GREEN LEAF

Based on the promotion of green travel, the team found some key causes such as laziness, discomfort and lack of education/values when it comes to means of transport. As consequences, a combination of air and oceans polluted, together with wasted residues, led the team into finding a green solution for bars and restaurants.

Mission statement:

Our mission is spreading awareness and by promoting green travel.



Our company!



- ☐ Helps spread awareness
- ☐ Create impact for local communities
- ☐ Makes for a more sustainable lifestyle.

How?!?

The team

"Why are we the ones to solve the problem we identified?"

We are a group of friends that realised the world is ending, so we decided to do something about it.



- Eve Dzurjakova
- Lorenzo Lavagnia
- Dimitri Chairetkis
- Adriana Cosman (Delia)
- Manuel Lica



Green leaf is a platform that connects business with customers (often travelers) and provides a rate on "how green" is the space, using stats like amount of disposable materials, amount of plastics, paper alternatives, type of delivery or reusable goods.

In the app, the customer can see, in a rate from 1 to 5, how green the restaurant is, and choose from all the green options available.



FRIENDZONE

FRIENDZONE

"Connecting people"

The team pursues to find a solution for a problem as simple as loneliness. Several researches concluded that the post pandemic period has created 37% more anxiety, 56% more conformity and 56% depression.

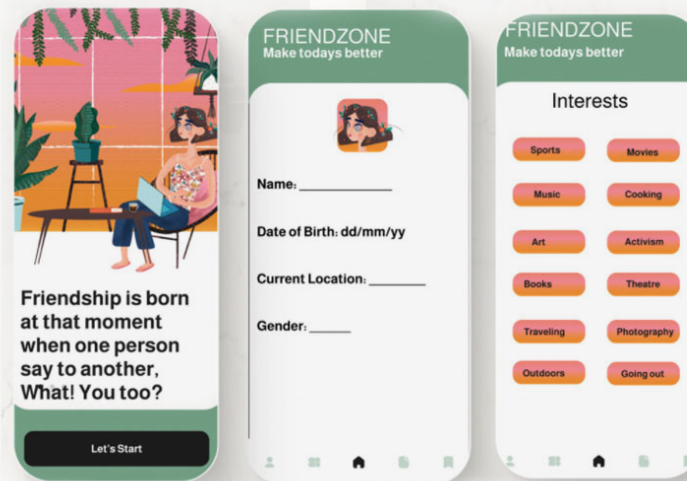
Along this information, other facts like the peer pressure, unhealthy friends and lack of support arises. As a consequence, it conducts into health problems, mental health disorders, changes in behavior or even suicide.



Alina Pospischil, Kristaps Barons, Andrea Lopez, Alkmini Sapountzaki

CHALLENGE

- 01 Lack of friendship skills
- 02 Lack of deep communication
- 03 Lack of trusting people



PROPOSAL

In order to face the challenge, the team has come up with a solution called "Friendzone". It consists of an app that helps tracking loneliness as well as connect with other people and establish paced friendships. Based on parameters like interests, gender or location, the app helps you find a friend which shares some of your information. It also includes guidelines and support to face loneliness and learn how to grow relationships.





Challenge

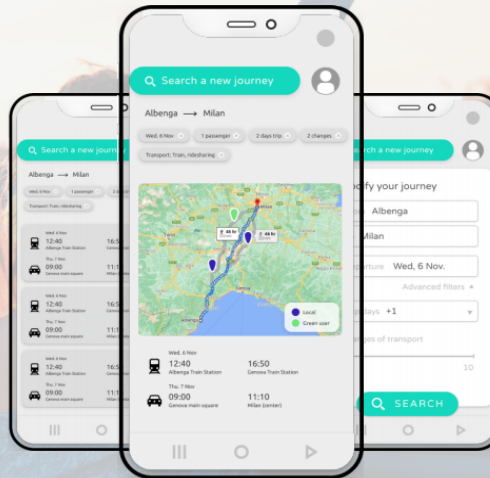
Based on the premise of green ways to promote travelling and encourage ride-sharing, the key problems found were lack of information, conformity, distrust of strangers and routines that prevent people to get out of the comfort zone.



Team

What you get

- ✓ Easy to find green travel alternatives
- ✓ Unique opportunity to combine ridesharing with other means of transport
- ✓ Get in touch with locals about travel recommendations



Solution

Starting from the encouragement of ride-sharing as a usual practice, the team has come up with an app that combines all green means of transport -such as bikes, trains, electric buses and cars, ride-sharing and walking- and integrate them together, so the passenger can choose and combine the options. The days or journey also have a play, as the app can suggest faster options or slow paths that allow the passenger to enjoy the route and go sightseeing.

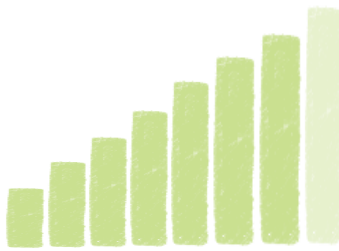
Other key feature consist on the establishment of a local community, where the users are logged in by country and they can provide tips and help to a traveler who need orientation.



SOME COOL METRICS AND INTERESTING FACTS



OVERALL
FEELING OF
CONTRIBUTION



BEST RATED



LOCATION



TEAMWORK



PERSONAL GROWTH

WORST RATED



ACOUSTICS



VENUE



FOOD



PASTA STATS



THANK YOU ALL
AND GOOD LUCK
ENTREPRENEURS!

