

Coach Booklet

Assisting the Design Process



Global Goals Jam

Design 2030 now!

2017 Edition

www.globalgoalsjam.org
www.medialabamsterdam.com



Design 2030 now! Aim of the GCJ

Hi! Thanks for your enthusiasm to take part in a local Global Goals Jam this year! We are thrilled to work with you in this global initiative and that you joined this global initiative and network. The Global Goals Jam is a 2-day event, aiming to engage makers and designers to contribute to the Sustainable Development Goals by creating short-term interventions with long term impact.

Solving complex challenges will certainly not be easy. That is where this booklet comes in, it will help you lead and motivate your team during your design process.



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Slack is a collaboration tool for teams. It is used during the Jam to help participants, teams, and organizers to communicate and share work efficiently in one single platform.

Registration

Slack

Slack can be accessed through its App or on a browser, download it at:
slack.com/downloads

In your e-mail you should find an invitation to the Global Goals Jam slack team:
globalgoalsjam.slack.com

After you fill in your details and personalise your account you will be ready to start using the tool. In case you have more questions, you can find instructions at:
slack.com

Communicate

GGJ Slack channel

This is the general Jam Slack channel. In it you can send Direct Messages and set up group-chats. In the left column you will find the following #channels (group chats), for example:

#Amsterdam17

Local Jam channel. Your channel will be named after your own city, and it is the channel for general communication involving all participants in your location.

#GlobalTeam

International channel. Here you will find all participants from around the globe. This channel will be used for general information and updates about the Jam.

#Amsterdam_GoodHealth1

Specific team channel. The example above is made for the team n° 1 in Amsterdam which is involved with the 'Good Health' Global Goal.

#GlobalGoodHealth

International goal channel. Each goal has an own international channel, in which all participants involved in one goal can discuss ideas.

Social? #Yesplease!

In case you want to show the world how you earn karma-points, go ahead and share it all on your social networks. Make sure to use the right hashtags, so we can have a worldwide view:

#GlobalGoalsJam #Design

#2030Now #GGJ17

On Twitter: @GlobalGoalsJam

Coaching: Working in a team

Each team will have a Coach, you are the one to integrate the team members and align the project's goals. The Coach should listen objectively, ask questions to ignite creative ways of thinking, give insightful feedback and encourage/motivate the team. Having a Coach in the team means that the team will have more support and productivity during the design process.

What to do as a Coach?

Be a Coach, not a boss

Make suggestions to help your team improve performance and work through the creative challenges. Coach your team through solving those challenges with their creativity and determination and give them the guidance they need rather than orders to follow.

"Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall."

'The 7 Habits of Highly Effective People' by Stephen R. Covey

Translate results to insights

Focus on process and translation, not on the end-deliverable(s). Help the teams in translating results (from research or design) to insights and new requirements



Time management

One of the most precious resources in the Jam is time, if your team has a well planned timeline for the project you are more likely to get the most out of it.

Match people with tasks

Know the strengths and weaknesses of each member of your team. Take some time at the start of the Jam to ask what your team members are good at doing, so that it gets easier to share the tasks and everyone gets to share their best. The team should have honest discussions, you should all feel free to give honest feedback and spread positive messages about the project.

Motivate

Motivating a team begins with motivating yourself, you can do this by:

- Taking care of your work environment
- Prioritizing tasks
- Having the big project goal always in mind
- Taking breaks
- Having fun conversations with the other team members

Documenting the process

We believe that by documenting each design process, each experience, we are able to fight Design Waste and inspire other people around the globe to develop their own projects. You will be able to easily document your process through our website.

Why

The Global Goals Jam aims to eliminate Design Waste, therefore we encourage all teams to document their design process. Having your process documented and online will help other people in other locations to improve their own process by observing what you and your team have been through in your own experience.

Registering your team's path will come in handy for you to review the project's progress. It will make it easier for the team to be able to look back in the initial phases and understand exactly how and why the product turned out the way it did.

A proper documentation of the project is also crucial for the preparation of your pitch, in which you'll need to explain your thought process and the product's story.

How

The way to properly document your design process is to always have in hand a way to register your actions and thought process. Make sure to have a smartphone, paper and pencil by your side so that you can easily register insights and outputs from all sprints.

Make sure to upload your project's story on the Global Goals Jam website:

globalgoalsjam.org/document

We've created a page in our website for you to organize your documentation and share your process. Putting your results online will make it possible for you and others to have access to all creativity that comes out of the Jam!



Sketches



Pictures



Mockups



Videos



Prototypes



Audio notes

Sustainable Development Goals and challenges

The 2017 Jam will be focused on five Global Goals. Your team should choose a challenge to guide your project. It is also possible that the Local Organizer has adapted the following challenges to your social context, so make sure to get informed about it.

In case you have an existing idea or concept, make sure they fit to one of the targeted Global Goals and feel free to use the Jam design structure and methods to develop this idea to the next level.



Goal 4 Quality education

How can we make digital education available for places currently with no internet access?

Considering the globalization on education, becomes more and more global, how can we make sure that local knowledge and culture heritage are not lost, and passed down to new generations?



Goal 2 Zero hunger

How can we use circular food systems to ensure zero food waste and decrease on global hunger?

How can we design a solution that makes use of new and future sources of food to decrease global hunger?



Goal 11 **Sustainable cities and communities**

How can we deal with recent local challenges that arise in communities and cities in consequence of climate changes and its impact on local environments?

How can we use the sharing economy as a way to increase sustainability in local communities?



Goal 3 **Good Health and Well-being**

How can we distribute good health and well-being globally including geographical remote locations?

How can we prepare ourselves for a future that is both digital as well as healthy?



Goal 1 **No poverty**

How can we empower and allow population at risk to be better integrated into society and to be self sustainable?

How can we use local or digital currencies (such as blockchain technology) to reduce poverty?

Design Process

Sprints, templates and tips

The Design process prepared for the Global Goals Jam involves short design sprints of 4 to 6 hours of work, development and reflection on each phase of the project.

The starting point of the project aims to create a better overview of the project's input. In case you came up with an own project idea related to this year's goals, you can explore and develop it starting off the **Sprint #1.1**. You can also begin by tackling a challenge and start off from the **Sprint #1.2**.

All methods have videos online exemplifying their tasks and outcomes, this is made so that the methods objectives are clearer to the teams. You can find these videos at:

[Globalgoalsjam.org/methods](https://globalgoalsjam.org/methods)



Sprint #1.1 Organize it

“I have an idea”

If you came to the Jam already with an idea to be developed, on the first sprint you will then analyze and organize the relationship between the different parts involved in the project. This way, organizing the functions of the stakeholders, you'll get a better understanding of the idea and its context.

Design Method



Actors Map

The Actors map represents the relationship between stakeholders. It's a view of the service/ system and its context.

Tips

Remember that stakeholders aren't only employees or companies, any group or individual who can affect or is affected by the achievement of the project's objectives is also a stakeholder.

The definition of why the sub-groups are interested in the project might help you to create relationships between them.

When the map is ready, brainstorm on which subgroups should interact more with each other and register the reasons for it.



Sprint #1.2

Experience it

“I have a challenge to tackle”

You and your team chose to work on a design challenge, you will translate your design challenge into an experience and get a closer feeling to the problem, this way you will empathize with the people affected by the challenge. In the end of this sprint the team should understand the problem and personally relate to it.

Design Method



Empathy in Action

Method to help a design team to empathize with the people they are designing for and experience a specific situation that is foreign to them.



Tips

The team should make sure to break down the different aspects of the challenge:

Why does this problem exist?

Who are the people involved?

How is their life quality?

What are some cultural aspects around this challenge?

What are the different situations in which people face this challenge?
How often do they have to face this challenge?

What are the consequences that these people suffer because of this issue?

What can be done about this problem?

Brainstorm different scenarios of this challenge and choose one that you could represent quickly to transmit the feeling of facing the issue to the team.

Make sure to register your insights and impressions from the experience.



Sprint #2 Respond to it

Based on the conclusions from the previous experience/map, you will follow by generating solutions to the challenge by brainstorming and selecting ideas.

Design Methods



The KJ Method

Brainstorming and prioritizing method that places emphasis on the most important ideas and actions.



Dot Voting

Collective way of prioritizing and converging on a design solution that uses group voting.



Tips

The team coach can be the Brainstorming moderator, she/he will set a time and drive the conversation around different aspects of the problem faced.

The team should feel comfortable to throw out ideas, no one should feel afraid of saying something unconventional, there are no bad ideas.

Write down or sketch all the ideas. After the time set is finished, filter them by Dot Voting paying attention on:

Relevance for the society

Time of production and its cost

Need vs Benefit to be delivered

Number of people affected

Competition, are there similar products or services already working?



Sprint #3

Make it

The idea will come to life. you will think about the details of the concept and get it ready for testing by sketching and prototyping it.

Design Methods



Concept Sketch

Sketching is a way to represent an idea by doing fast freehand drawings containing practical details of a concept.



Prototype

Bring the team's idea to the physical world. The prototype verifies the design by demonstrating or proving its aspects.



Tips

While sketching, focus on getting the idea out of the mind and into the paper, the drawing doesn't have to be crisp and sharp, what matters is that you think about the product/service details and define them.

Make sure to define all the steps that the user will go through while interacting with your product or service.

Template

The 'Sketch' template is attached to the end of this booklet. You'll find the descriptions for different types of prototypes on the next pages.

Types of prototypes

Visual Prototype

Visual prototyping is the step between the mental formalization and the actual look of an idea.

This type of prototype is made to showcase the overall shape, dimensions and general idea of the product, though it typically does not contain working parts.

Technique and Material

The materials that comprise this type of prototype are not usually the same materials that would be utilized in the final product.

It can be presented as raw material or be painted to portray a more realistic representation of the final product.

Examples:

1. Paper or Carton Prototype.
2. Visual 3D model or Rendering.
3. Physical 3D printed or hand-made prototype made with suitable material available.
4. Video prototyping as a commercial or advertisement for the product.
4. Storyboard, that being a sequence of drawings to represent how the service/product works.



Wizard of OZ

The Wizard of Oz is a method in which a potential user interacts with an interface, system or physical object that represents a complex system that the concept requires. This system, though, is operated by an unseen person, therefore the product does not work as it would on its final version.

Technique

1. The team should create the necessary images, videos, animations and elements to perform the test.
2. One or more team members should be assigned as 'wizards' to act as the system.
3. The wizards hide from view, and observe the user's actions while making the system react to those actions by triggering the different responses the system should give at that moment in the interaction.

This method must be rehearsed extensively before testing it so that the user won't realize that the system is fake.



Sprint #4 Test and evaluate it

The prototype will be tested and receive feedback. The team will then evaluate diverse aspects of its viability.

Design Methods



Through other eyes

A way to get feedback and review from someone outside of the team. A fresh approach to the design.



3P Check

Project evaluation according to the People involved, the Planet and sustainability, and the potential Profit.



Business Model

Brief description of how your product creates and delivers value in economic, social and sustainable contexts.



Tips

Make sure to be realistic about the time you have left, develop the must haves first.

Your team should prepare a few questions that might have relevant answers from the users during the testing.

On the testing phase, it is very important to do it with people who are affected by the challenge you are solving. They will be the ones with the most credibility to say if your idea will work. In case that audience is not available, you might ask another team to exchange members with your team, this way part of your team can test their product and vice-versa.

Template

The '3P Check' and 'Business Model' templates are attached to the end of this booklet.

Pitch your idea!

Now that you and your team have a solution for your challenge, the development of your idea and a prototype, it is time to pitch this idea to the rest of the Jam.

This page contains a brief guide for the team to organize a 5 minute pitch presentation of the project.



Who are you?

10 seconds

Project's name, Goal tackled, Group photo, and brief presentation of the team members.

Why are you here?

20 seconds

Do you want to get investors, people to join and develop the idea further, a company as a partner? State who you are pitching your idea to.

Summary statement

20 seconds

Describe your product or service in one sentence stating:

What it is, for who it is, solving what problem, bringing what benefit compared to other existing products.



Problem Hypothesis

30 seconds

Explain why there's a need for a solution to your problem and what is the solution you found. Describe who is your target audience and explain why you are the right person to work on this.

Solution Hypothesis

60 seconds

Show your prototype and show why it is more valuable than other existing solutions. Focus on the clever things you created and don't spend too much time on obvious features.

Business Model Hypothesis

30 seconds

In terms of revenue and number of users, how big do you think your market is?

How will your project be self sustaining or give profit?

Where and how will users get to know about your product? Where will they have access to it?

Customer validation Data

90 seconds

Prove that the idea is valuable by showing the results obtained from your tests. You may show pictures and quotes from users.



Key Risks and Unknowns

30 seconds

Be honest and sincere about some hypothesis that you are most skeptical about, show that you are not blind about the possible downsides of your project, but be concise.

The Ask

30 seconds

Speak directly to the audience and ask for the resources you need to get to the next level.

Feedback and Discussion

After you finish your presentation it's time for interacting with the audience.

- Have someone of the team taking notes, so that the ones who are talking can engage fully.
- Keep short answers
- If someone brings up a downside of the project that you haven't seen before, discuss it with this person, understand the problem and how you can correct it. Then ask this person:

'If we could get a solution to this problem, would you be willing to meet us again to discuss the resources we are asking for?'

'Do you know someone else who may help us to move forward with the idea? Would you introduce us?'

How to succeed

- Show why your project matters, make it personal, create a connection with the audience and prove that you are the right person/team to do the job.
- Look at your audience while speaking.
- If you make slides, don't put too many words there, the slides are for information you can't say: pictures, graphs, etc.
- Practice the pitch with other people and time it so that you get confident and don't run out of time to speak.

Good Luck!

Thank you!

We appreciate that you are actively taking part in the Global Goals Jam of 2017.

We believe in the value of sharing and building on each others' knowledge, we believe in agile and iterative design, and we believe in tackling big (global) issues by taking small (local) steps.

We hope that your local Jam will be able to get inspired and design interventions that matter the most to your context.

Connecting today, creating tomorrow.

Let's #Design2030Now!





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