

CITY CHANGE MAKERS

NEIGHBOURHOOD ACTION FOR PEOPLE AND PLANET

30.08.24

Ideation & Prototyping



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#DesignForPeople

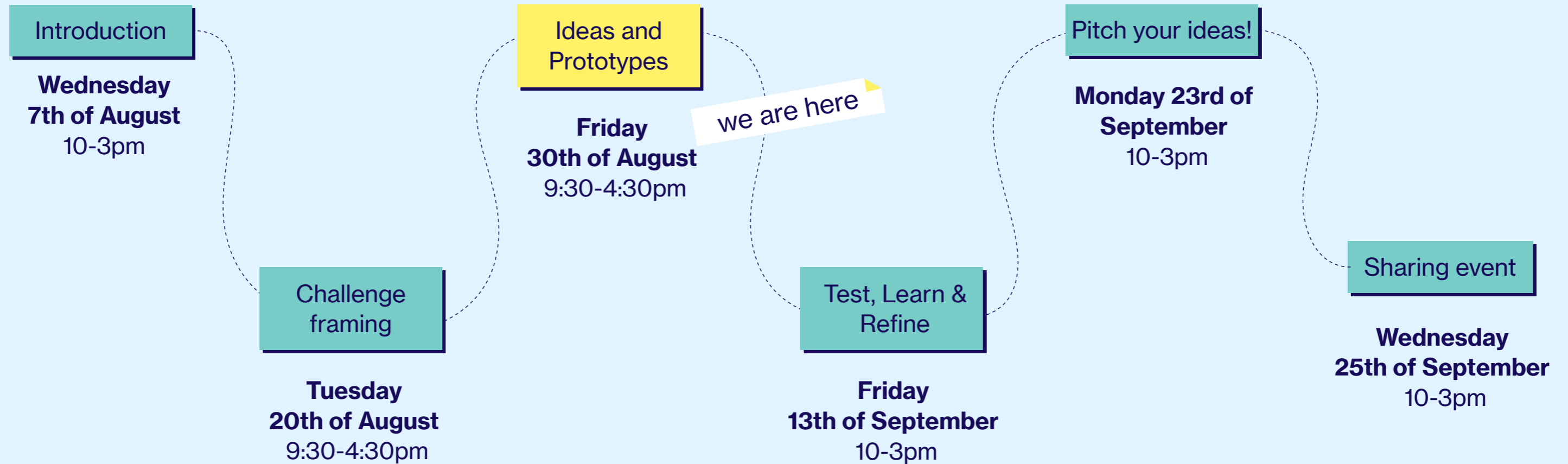
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Programme timeline



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Session 3 agenda

Reflecting on session 2

Making sense of our research

Generating ideas

Lunch Break

Prioritising our ideas

Quick prototyping

Concept development

Presentation and feedback



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At a glance

City Change Makers Workshop #3

Session Ideation & Prototyping

Date & Time 30.08.24 9:30am-4:30pm

Venue The Point, Govanhill

We will...

- + Make sense of interview feedback to understand what community cares about
- + Come up with lots of initial ideas for our main challenges
- + Prioritise ideas, prototype them and develop our concepts
- + Present our concepts for feedback from the wider group

There were...

10 participants with Make Do + Grow;
5 participants with Govanhill HA

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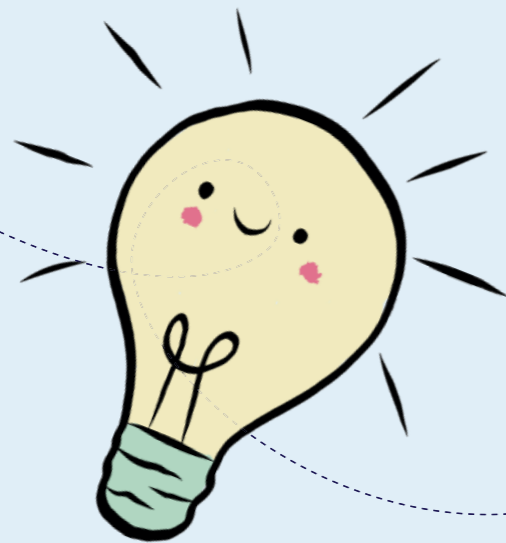
Session 3 summary

Session 3 focussed on introducing methods of ideation to start **generating, developing, and communicating ideas.**

To do this, in the morning groups shared their interview insights to understand what people in the community care about. Key learnings were then taken forward as challenge statements.

Through the use of personas, we looked at how each challenge statement could be tackled to suit different peoples needs. Here, the groups were given the opportunity to add ideas to each others boards allowing for a fresh perspective.

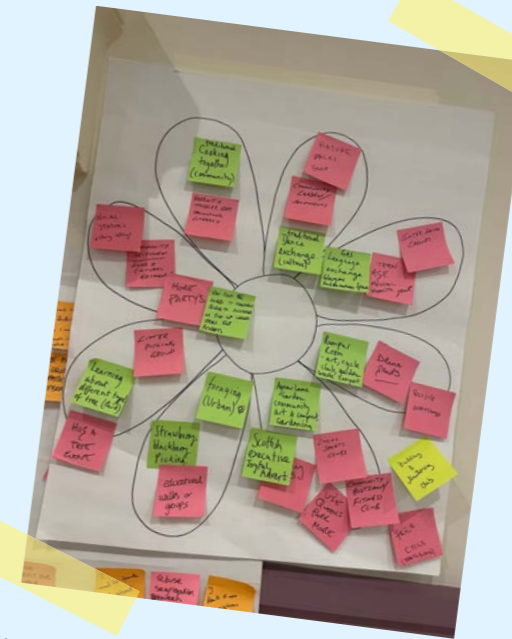
In the afternoon, the groups discussed and organised their ideas based off of importance and difficulty. This allowed them to prioritise what they took forward to flesh out and visualise how these ideas could look.



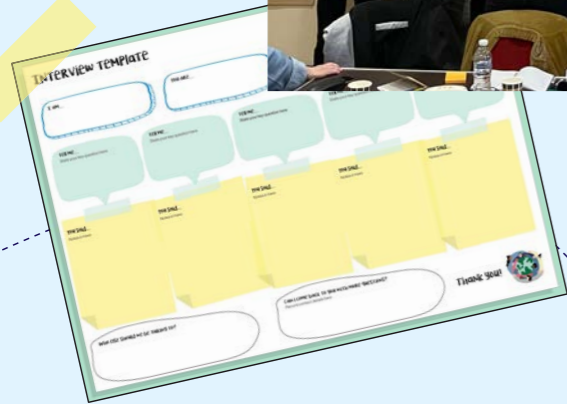
What it looked like...



Groups mapped out their interview findings



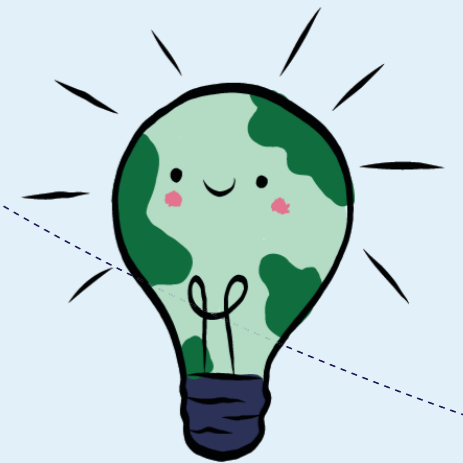
Sunflower template to flesh out ideas



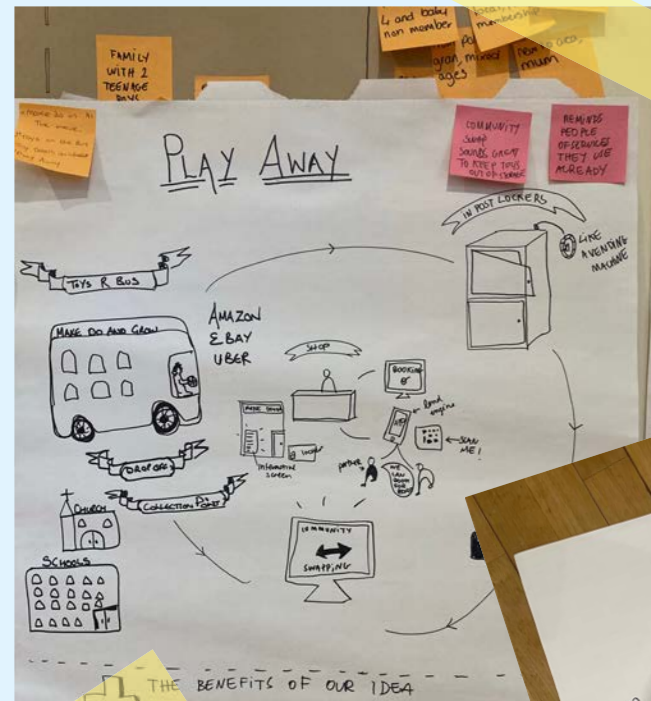
Creative Matrix to come up with ideas based on personas needs + Affinity Mapping to group the ideas into themes



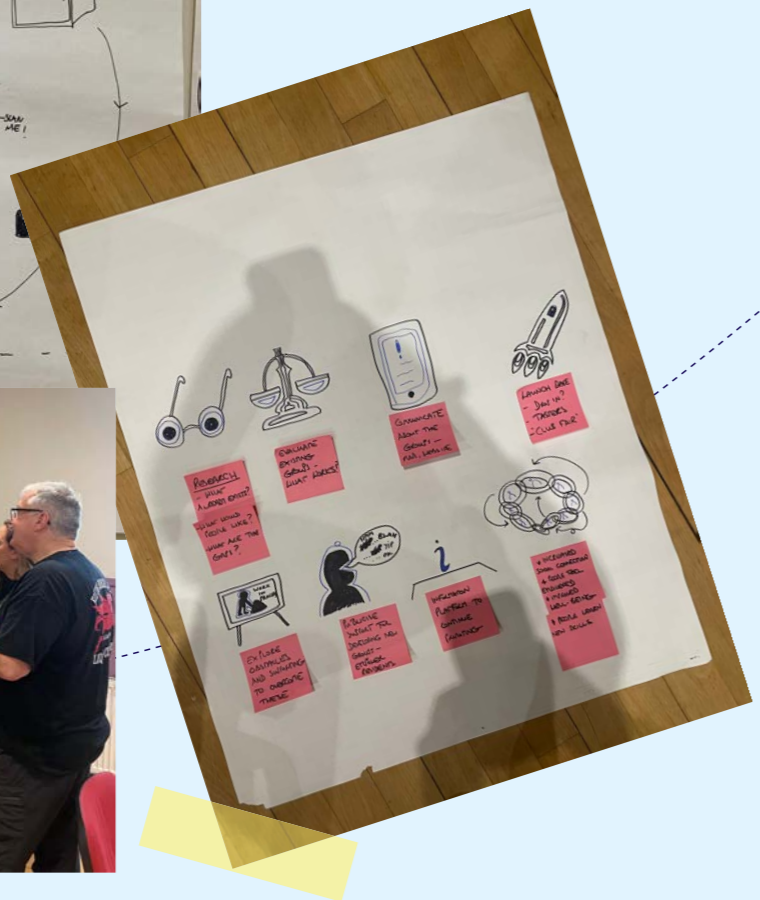
Benefits Matrix to prioritise ideas



What it looked like...



Concept poster + storyboarding to visualise their ideas and how they might work



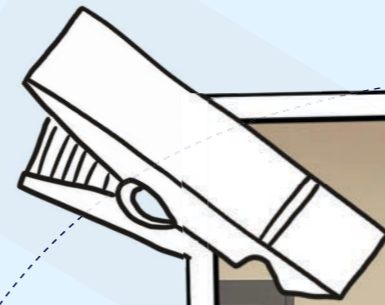
Groups presented back their ideas and received feedback via rose, thorn, bud and conversation



What's next

In Session 4, we will test out the ideas that you developed last week, understand the testing findings, and use the findings to refine and finalise your ideas.

You almost have your final ideas!



Test, Learn & Refine



Session 1
Introduction



Session 2
Framing



Session 3
Ideation + Prototyping



Session 4
Test, Learn + Refine



Session 5
Pitch your ideas!



Celebration
event