

HELPING GUIDE

03 – CONTEXT

WHO?

Who is the target of your project? Who can use it?

Is it destined for someone in particular? A group? A service? A job?

An animal? A plant? An environment? An activity? A situation?

Can you precise your target's age? Living/working environment?

ex. My target is teenagers playing football, ...

WHERE?

Is it a precise geographic location? A private or public space? Real or Virtual?

Natural or Artificial? It can be in several places...

ex. Football field, ...

WHEN?

Is it taking place during one particular moment of the day? Of the week? ...

Is it for daily life? or a special event?

ex. After school, ...

GOAL?

What your project will improve, bring or help for your target? (it doesn't have to be complicated, just a simple purpose J)

ex. I want my target to have fun, to learn, ...

04 – PROTOTYPE TOOLS & MATERIALS?

Maybe, you can distinguish the materials you want your project to be made with as a prototype and as a "real" fully functional service/tool/object.

MATERIALS? TECHNICAL MEANS? SOFTWARE? TECHNOLOGIES?

What kind of materials, machines, software, technologies can you have access to with this workshop?

SCALE? DIMENSIONS?

SKILLS?

SHEET

Introduction

Hi & welcome to AYCH Creative Jam!

The aim of this workshop is to help you create a first “Identity sheet” of your project through a simple design thinking method. There is no pressure! The idea is to discuss, get to know each other and give you a hand on precisizing your project ideas.

Thanks to this little workshop, you will be able to understand to different steps to conceive a design project from the first intuition to a fully tangible and functional. We will guide you through the process.

Basically, it is a first introduction to the daily life of designer: it is all about listening, sharing ideas and team woooooork! Just have fun, be creative and be bold! :) Enjoy

01 – ABOUT ME

Let's start with a simple ice breaker task: a brief introduction about yourself. When creating a project, you will get inspired by your very own personal vision

You can personalize your own avatar and complete the questions.

When you filled all the elements, it will help you present yourself to your group. Wait until everyone is finished and then, all of you have 2 mins to present yourself to the others.

02- MY IDEA / MY PROJECT

When you are done introducing yourselves. Give your sheet to the person on your left side.

The idea for you is to describe to the others your first ideas of your project, how you got your first insights... As you speak, the person on your left will write some keywords to answer the questions.

When everyone has presented their project, give back the sheet to the person.

03- CONTEXT

Now it's time for you to think about the context of your project. The aim is to question and precise it.

- to **who/what** your project is destined for? you can draw them on the space and describe them on
- **where** your project is taking place?
- **when** your project is taking place?

To help you, don't hesitate to read our helping guide or ask for advice to the facilitators.

04- PROTOTYPE TOOLS & MATERIALS?

This final task is to help you see if your project can be functional and prototyped. You can ask yourself about the shape, the materials, the skills, technical means

You don't have to answer to all the questions, it is only about having possible and workable answers for your potential prototype.

You can discuss with others or facilitators to help you, if you are lost. The helping guide is also to assist you!