**Design Thinking Pitch instructions + Canvas (individual)**

**Product re-design**

**Assessment overview**

Use a Design Thinking process as a strategic tool toward increasing productivity. You will reimagine a kitchen appliance aimed to increase the product's functional and emotional value to the user.

Each student will use Design Thinking processes as the framework for innovation.

Part A of this design thinking project requires you to interview **several users** of the product you’ve selected.

* Complete and hand out the Participant Information Sheet and Consent Form and request your participants’ consent prior to observing and interviewing them.
* Add the completed Participant Information Sheet and signed Consent Forms to the appendices of your Pitch slides.

#### **Product re-design**

**Design thinking project - Part A.** (15%)

#### 1. Observing and interviewing your participants.

Observe participants with the product, taking notes.

Following your observation, interview the participants about the primary, secondary, emotional, and esteem benefits of the product.

The interview will take approximately twenty to thirty minutes; take notes and record the interview.

* Interview and observe participants (min of 3 interviewees).
* Note their use of, as well as their emotional and psychological state with regard to their current product design and how it influences their productivity.

For Part A of the Design Thinking Project, you will use a combination of observation and interview feedback as data to Empathise, Define and Ideate to develop a prototype for Part B.

During this process, you will use the various tools and techniques described in class to produce your written report. N.B., these steps are summarised below.

#### 2. The Pitch

• Present a persuasive 3-minute pitch of your new product idea.

• Your audience consists of classmates who may collaborate with you and your design for the group assessment.

**Assess and develop the first three design thinking steps:**

* **Opening**
  + A punchy one-sentence statement of what change your new design will make
* **Empathise** 
  + Observe representatives of your product (participants).
    - Note the participants' emotional and psychological state as well as their current productivity paradigm.
  + Interview participants regarding the primary, secondary, emotional, and esteem benefits of the product.
  + Produce an Empathy Map from the data collected (notes, quotes, insights etc).

**Define**

* + Define the physiological and other ways the product influences the participant’s productivity.
  + Define the participant’s needs and problems.
  + Create a **How Might We statement**
  + Provide evidence of using tools discussed in lectures.
* **Ideate**
  + Ideate (create and decide on ideas) re-designs which improve your participant's productivity and enjoyment.
  + Create features that will ‘wow’ users?
  + Provide evidence of mind-mapping, brainstorming, prioritisation matrix or other tools.

**Conclusion**

* + Summary of findings
  + Call to action
* **Length**  
  3-minute pitch (points are lost if +/- 30 sec)
* Slides
  + - Slides include:
      * Student name and ID
      * In your **Slide Notes** (area below the Slide):
        + **Verbatim** script for Hook
        + Main points in bullets:

Target market

Empathy

Define (HMW statement)

Ideate

* + - * + **Verbatim** script for Summary and Call to action
      * Appendices: Screengrabs of Participant Information Sheets and Consent Forms
      * **Upload slides** the evening prior to the Pitch.

Watch spelling & grammatical errors, verbose language, padding, poor/unattractive presentation - use sub headers, bullets, illustrations where possible.

**Note: your Design Thinking Pitch will be marked by your classmates**

* **See Pitch rubric and scoring sheet on Moodle**

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| **Pitch Canvas** |
| **Opening Hook**  Punchy story or statements that capture the listener’s attention and complements your new product idea. |
| **Empathise**   * Overview your Empathy Map.   **Define**   * Discuss the participant’s needs and problems. * Present a **How Might We** problem statement framed in a user-centric way.   **Ideate**   * What are your budding design ideas? * What wows? * What do they do for customers? * How does it make them happier, e.g., faster, more efficient, safer? * Provide a visual or demo if possible. * What’s unique about your new product idea? * What’s new & innovative? * How might customers get results differently/ better than before? |
| **End statement & Call to action**   1. Summarise: restate the new idea and what it does for your target market 2. “This is what we want you to do”    1. (state the pitch objective) 3. Thank you |

Adopted from: www.best3minutes.com/

The above are suggestions but adopt and adapt as you see fit.

**Also see Pitch Rubric**