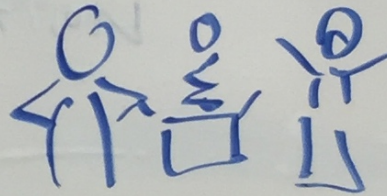


9.30-10.00 RECAP & INPUT + WARM UP

10.00 TEAMWORK IDEATION

11.00 NAPKINS

11.15-12.00 PROTOTYPING



12.00-12.40 12.5 Mini Input

12.00-12.40 Poster Creation & PREPARATION Pitch

12.40-13.00 Pitch @

13.00-14.00 Lunch

14.00-14.20 TEST INPUT

14.00-15.00 TESTING + CHALLENGE: find an

DESIGN THINKING @ SMARTBSR

SMART up BSR @ SciencePark Golm

29. - 30.11.2018

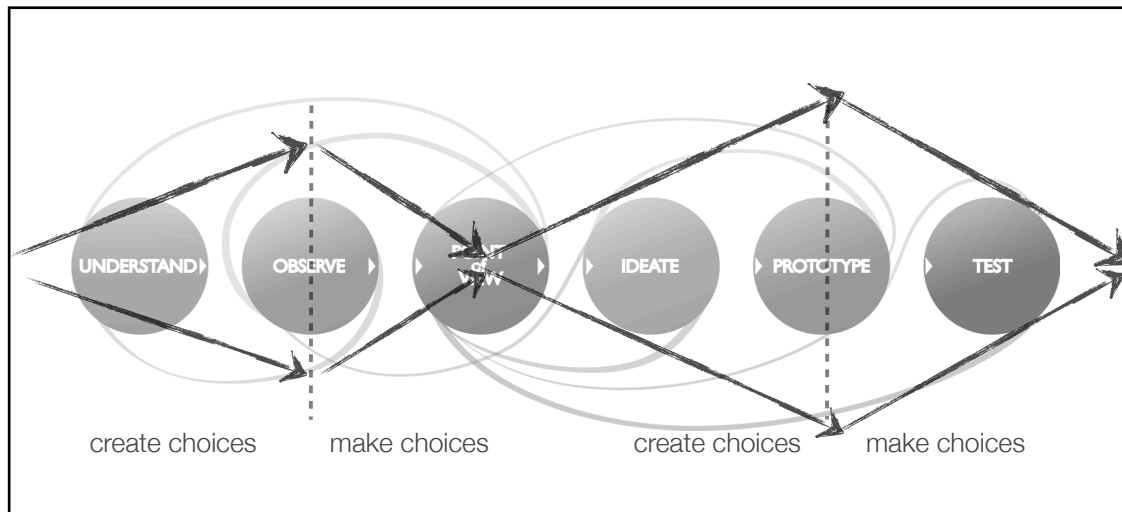
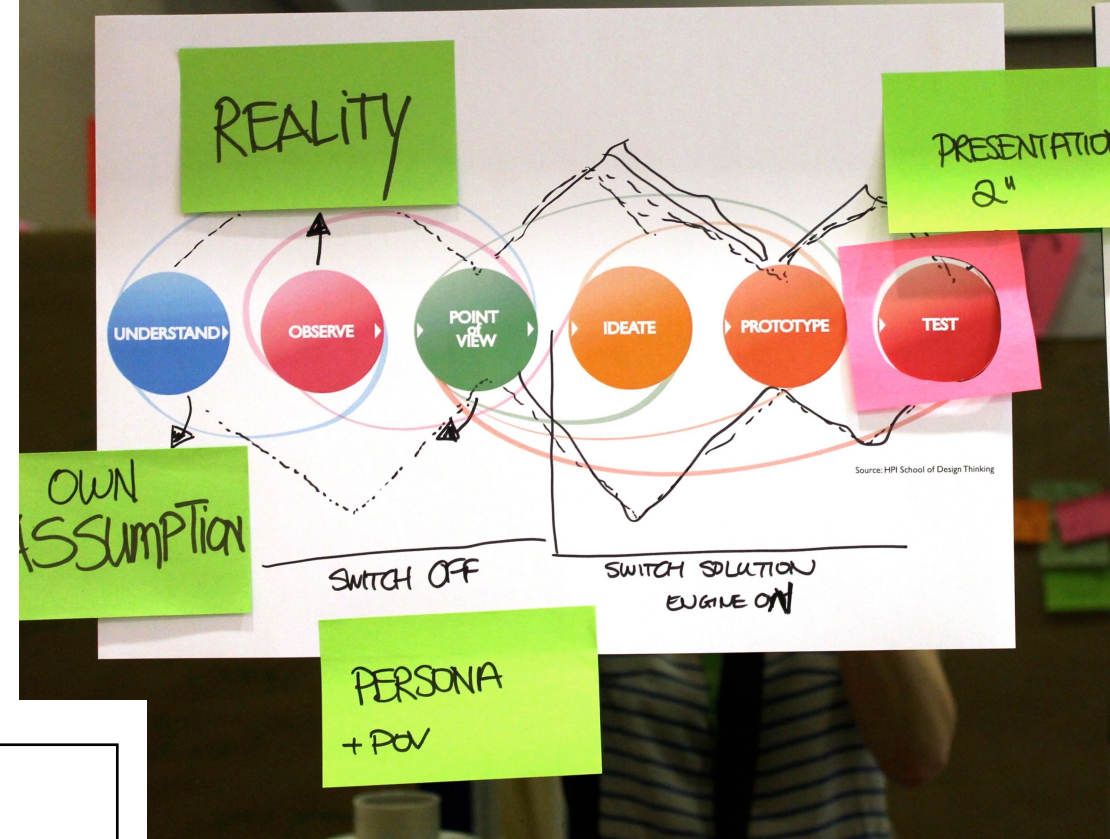
The Process

To guide the team during an innovation project and align diverse perspectives and cognitive preferences regarding creative thinking, we follow a structured process.

With a variety of methods, that are inspired by the way designers approach problems, products and services are developed in a fast paced working mode with the user as crucial focus point.

Closed observation and empathy with users and related stakeholders, generation of ideas towards user needs and early feedback, help avoid expensive mistakes later on. Learning from mistakes and a constructive handling of failure is a central aspect of the working culture.

Changing settings help to let go of traditional working modes and existing assumptions in order to look at the world from new angles.



The People

Design Thinking builds upon diverse teams. We believe that solutions to tricky challenges often require knowledge and expertise from a variety of disciplines. Taking into account various perspectives upon a problem ensures holistic approaches in solving them.

Multidisciplinary teams require more effort in the beginning, but promise solutions that integrate all existing knowledge and accelerate their implementation.

Experienced coaches introduce non-hierarchical decision making, supporting the team members with methods and creative techniques to bridge silos and overcome times when teams get stuck in order to truly harvest synergies of diverse teams.

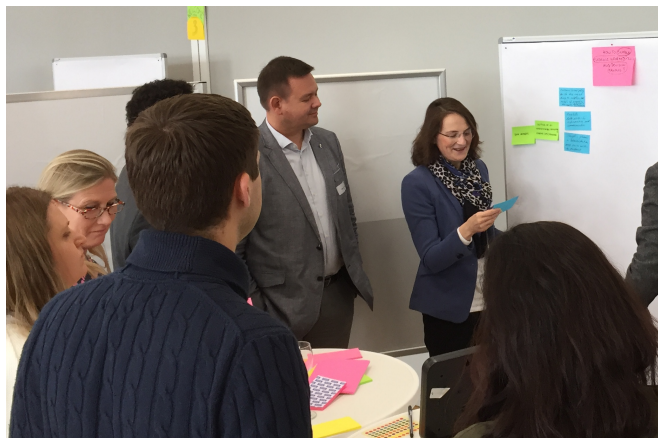




Understand

What is the challenge all about? What is the scope and who is the user? During the understanding phase the teams share their first assumptions and rephrase the initial challenge towards a user-centered, context-specific and actionable statement.

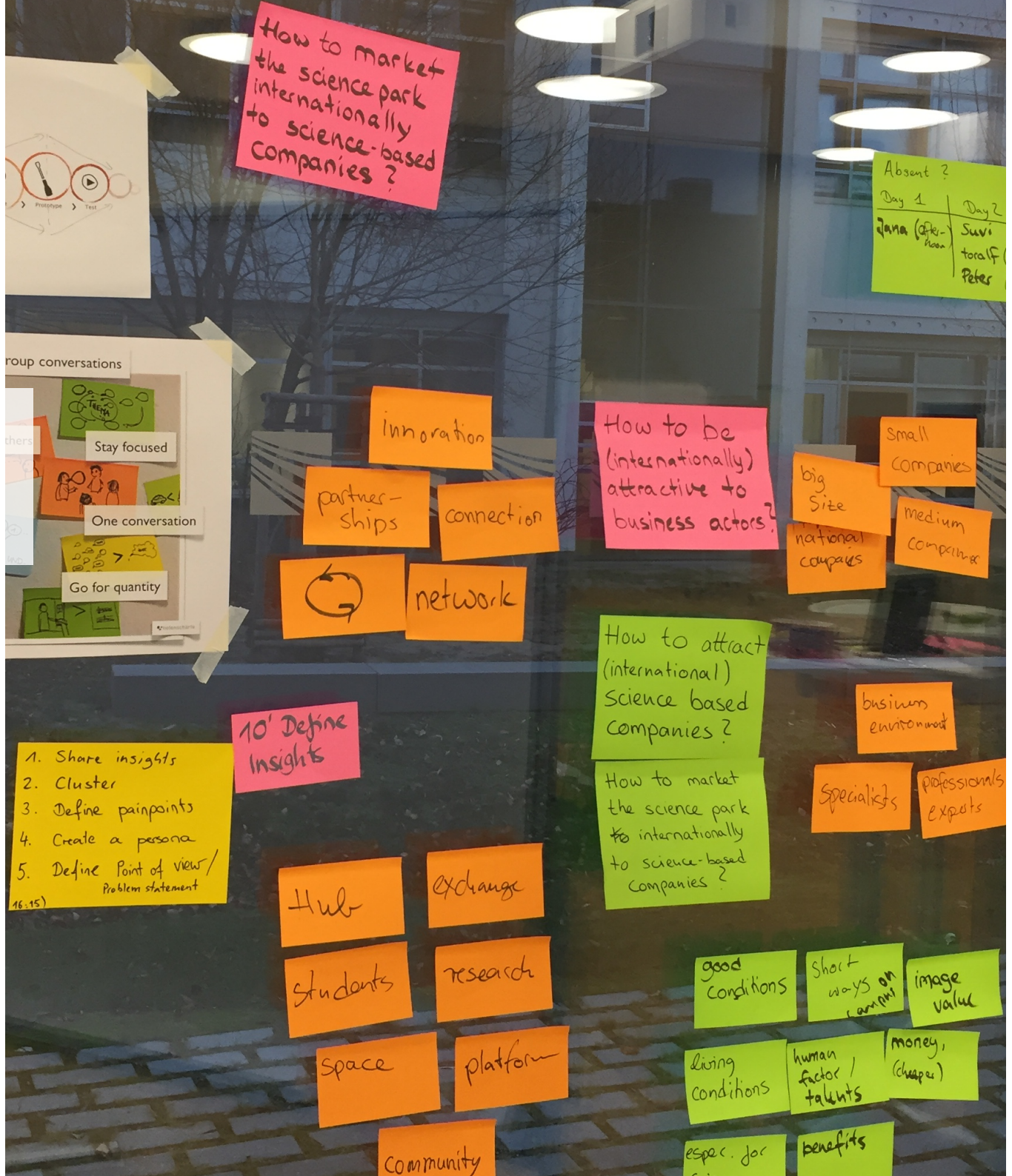
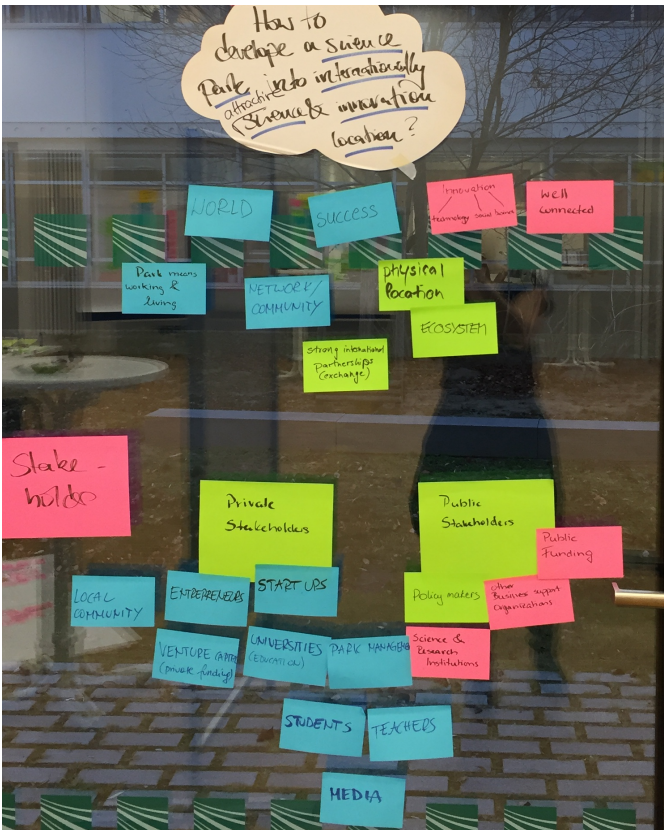
This is also an important team building exercise since all members have to agree on the iterated challenge they will work on during the next steps. Following that, a research plan is set up and observation activities are defined.





Challenge 2

How to develop a science park into internationally attractive science and innovation location / innovation center

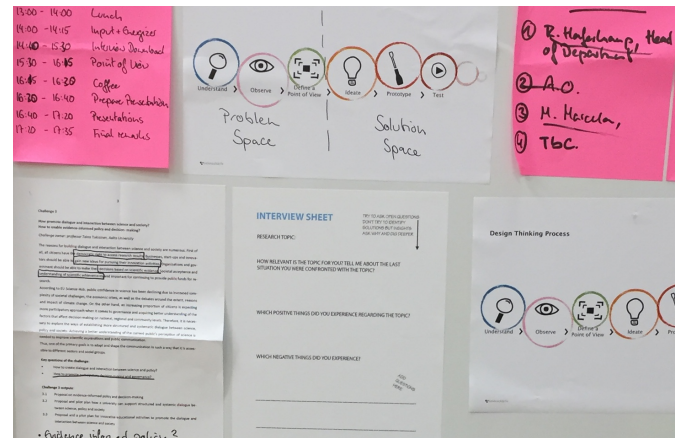


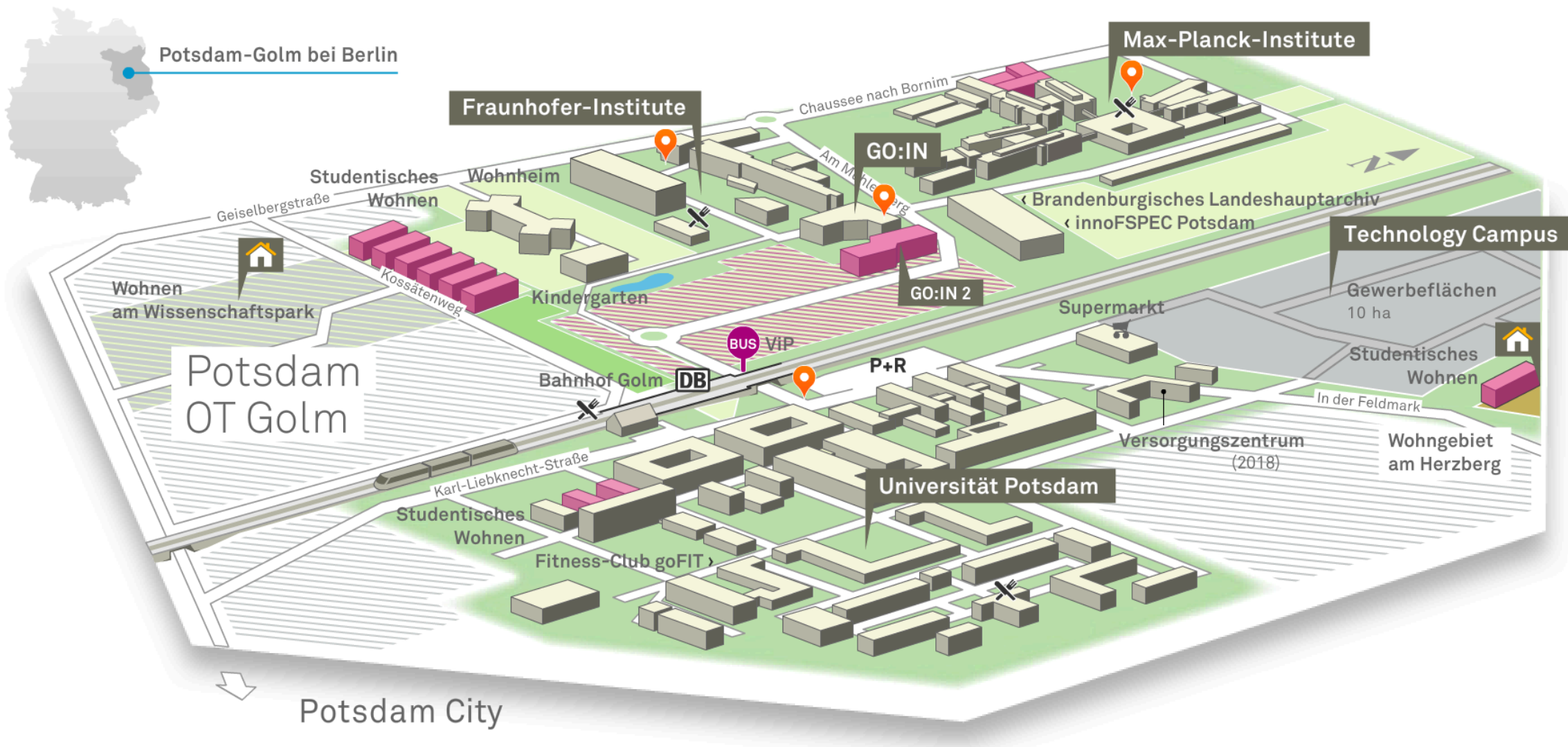


Observation

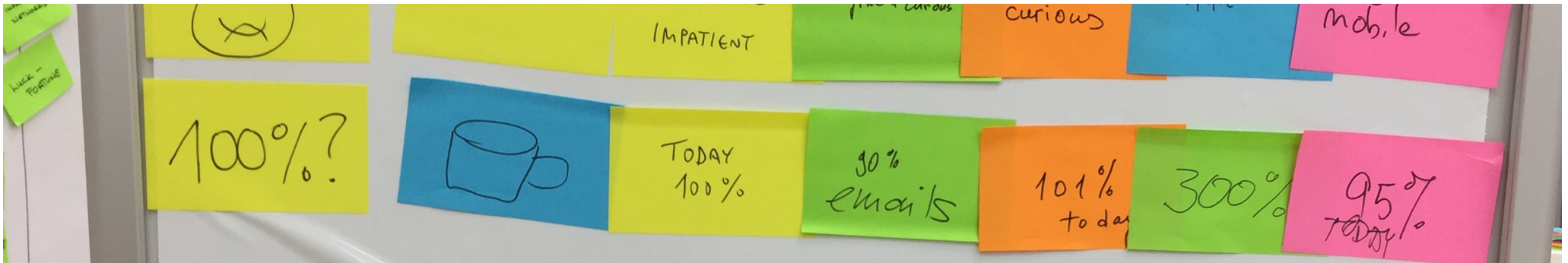
During research the team members look for first hand knowledge and inspiration. Diving into the actual context is crucial within Design Thinking.

Gaining empathy, getting in touch with key stakeholders helps the team to understand users, their needs, use situations and constraints more deeply: thus accelerating solution development.





Potsdam GOLF

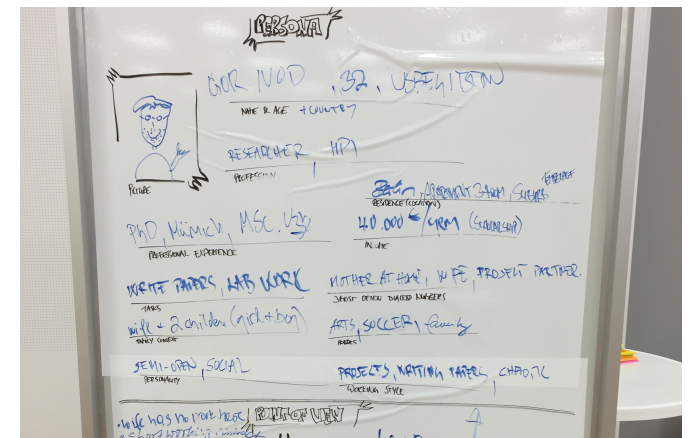


Synthesis

or the art for structuring insights.

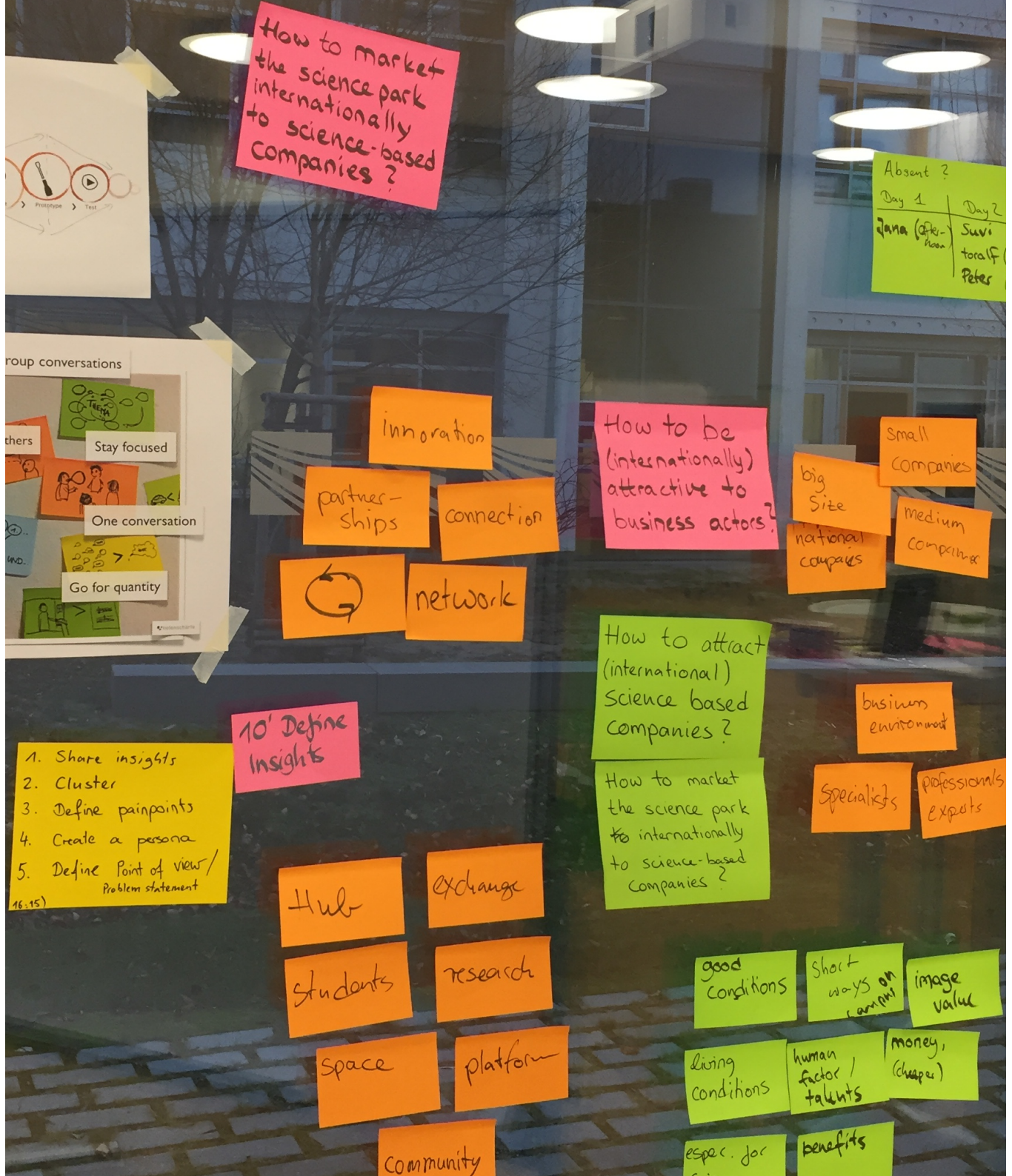
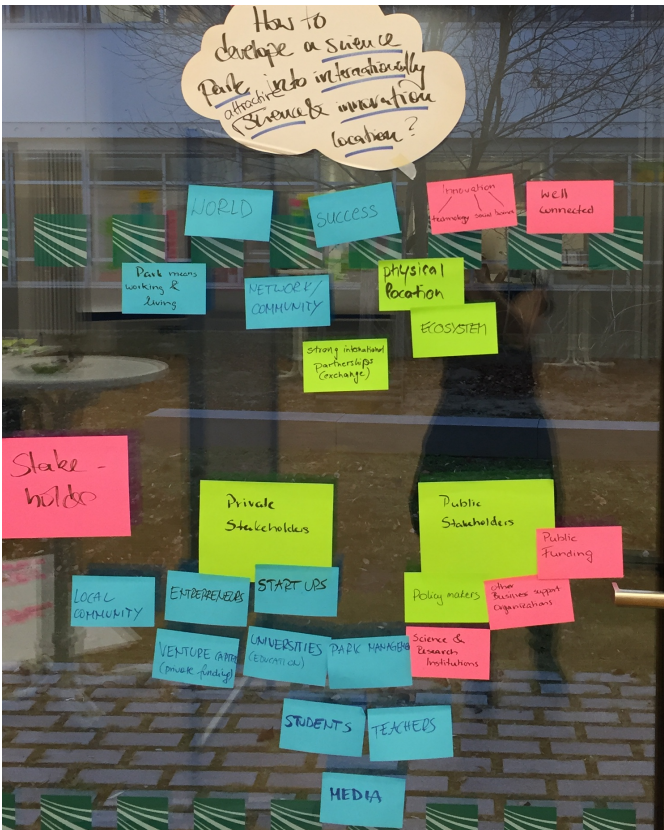
Downloading research findings quickly helps to capture important details and share first interpretations. The different observations, interviews and the conscious self experience are shared, describing what we noticed and what it might mean. Teamwork doesn't need fancy conference rooms. Nevertheless structured capturing is crucial to proceed. It shows open questions, areas to dig into deeper and helps to further reflect and document the teams reasoning.

Design Thinking Process







Challenge 2



Challenge 1

WHO 

FACTS

OBSERVATIONS 

QUOTES

AHA

NEEDS

3 students
Educational psychology
age: 25-30
Erika

- mostly from Potsdam
- one from Berlin
- don't have a clue what is happening here
- Golem as a place to study only

Berlin as a competitor in the area

- school students have possibility to do excursions to campuses
- apart from that no activities with local community

"Golem - ending of everything"

- never been to science park (all 4 of them)
- train station as a "border"
- COORDINATOR

- better public transport to get here over to other campuses of uni-osity

- ATM
- social infrastructure is missing for students to use jobs / technical equipments
- Prohibts should be more visible

Female, 25,

- Works at Archiv
- lives in Fahlrad
- travels everyday

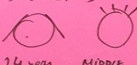
- Came from the main of the a different building

- polite
- passiv

- has some ideas for activities

- ↳ Spring party
- ↳ Christmas fair
- ↳ more parties
- just here for looking

2 FOREIGN STUDENTS



~ 24 years MIDDLE ASIA
1 MONTH HERE

LANGUAGE BARRIERS

CULTURAL DIFFERENCES

INTERACTION WITH LOCALS

WILL TO JOIN COMMUNITY ACTIVITIES

"HERE THEY DRIVE ON OTHER SIDE OF THE ROAD"

"WE WILL GO TO BASE CAMP IN FUTURE"

LANGUAGE COURSE

COMMUNITY EVENTS

CONTACT TO LOCALS

CULTURAL EXCHANGE

Female, 50+

- colleague of the female, 25
- having lunch with colleagues
- kind of being in a rush (going back to the office)
- fine with the situation (no high expectations)
- in body language: defensive (coming close to the intro-views)
- using hands
- left the conversation at first (take a step ahead)

- fine with the situation

- no high expectations
- it's nice if something changes
- it's also fine if not

FIRE BRIGADE MAN + GIRLFRIEND
30 years old
born in GDM

EVENT FOR FIRE BRIGADE

NO ACTIVITIES HERE

SUPPORT FROM BRAUENHOFER

KNOW MUCH ABOUT GDM

MAX PLANNING ABOUT GDM

AFTER UNI CAME, INFRASTRUCTURE IMPROVED

"THE RENT INCREASED - IT'S TOO EXPENSIVE HERE"

CHEAPER RENT

MORE EVENTS SHARED

women ~ 60 years old
local housewife

good connections with Potsdam and Berlin (by train, bus)

Locals have no idea what is going on in the science park.

REPUTATION IS MUCH BETTER NOW.

KIDS PARTICIPATE IN EVENTS.

Student ~ 60 year old from Berlin

Science park is open for local community one a year

sleeping town

Open and attractive places for sharing ideas, spend weekends (dancing, drink beer)

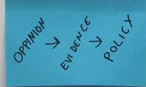
Unpacking our Interviews

Nr.2

A.O.

Nr.3

- background → process → amended → idea → model
- understand potential progress
- predict future
- listen to society
- interaction of multidisciplinary groups
- choose people who attract other interesting / powerful people
- avoid ~~discussing~~ discussing demands (one community)



IDEAS WHICH CAPTURE POSITIVISM ATTENTION GET THROUGH

CHALLENGE IS TO GET THE DECISION WHICH PART WILL BE ACCEPTED SINCE DECISION BASED ON EVIDENCE

GOOD CONNECTIONS WITH SCIENTIFIC INSTITUTIONS

BIG DECISIONS ARE MADE ON THE DAY OF VOTING

NEED TO ACT QUICKLY

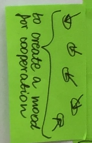
IN ADMINISTRATIVE LEVEL... THEY ALSO HAVE AN INTERNATIONAL SET

INTERNATIONAL COLLECTION: reports → institutions / countries → NOTICE COUNTRIES

HOW TO USE EVIDENCE IN DECISION-MAKING?
KEY: TAKING RELEVANT STAKEHOLDERS IN (CURRENT DEBATE)

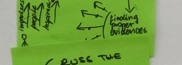
ENGAGE OUTSIDERS (INTERNATIONAL, OTHER SECTORS ETC.)

HOW TO GET POLITICAL ATTENTION IN PROGRESS



MOTIVATION / INCENTIVES

TRIAL & ERROR PROCESSES



CRUISE THE SILOS

LEADERSHIP INDIVIDUAL VS COLLECTIVE

Challenge 3

- find your own priorities
- know learning culture
- negative: persons related - serious user to topic
- holistic view

OUR POINT OF VIEW

USER

Mr. Albert, 55 years, head of International EU Affairs, living in Berlin, working at Ministry of European Affairs and Justice.

↳ Administration, Team,

worked at EU DG RESIO

TASKS:

- Right hand of the minister.
- Analyzes / Strategy / Proposals
- Networking in Europe
- Coordinating EU funds
- Strategy Building
- Interacting with other ministries in Brandenburg / European level.

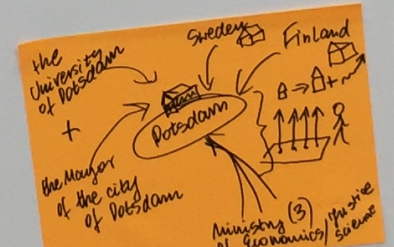
NEED

He needs fresh perspective on policies implementing
fresh = international, diverse, outside silo/box

important to take relevant stakeholders/people in decision-making process using international local networks

'how to make attraction'

Insight

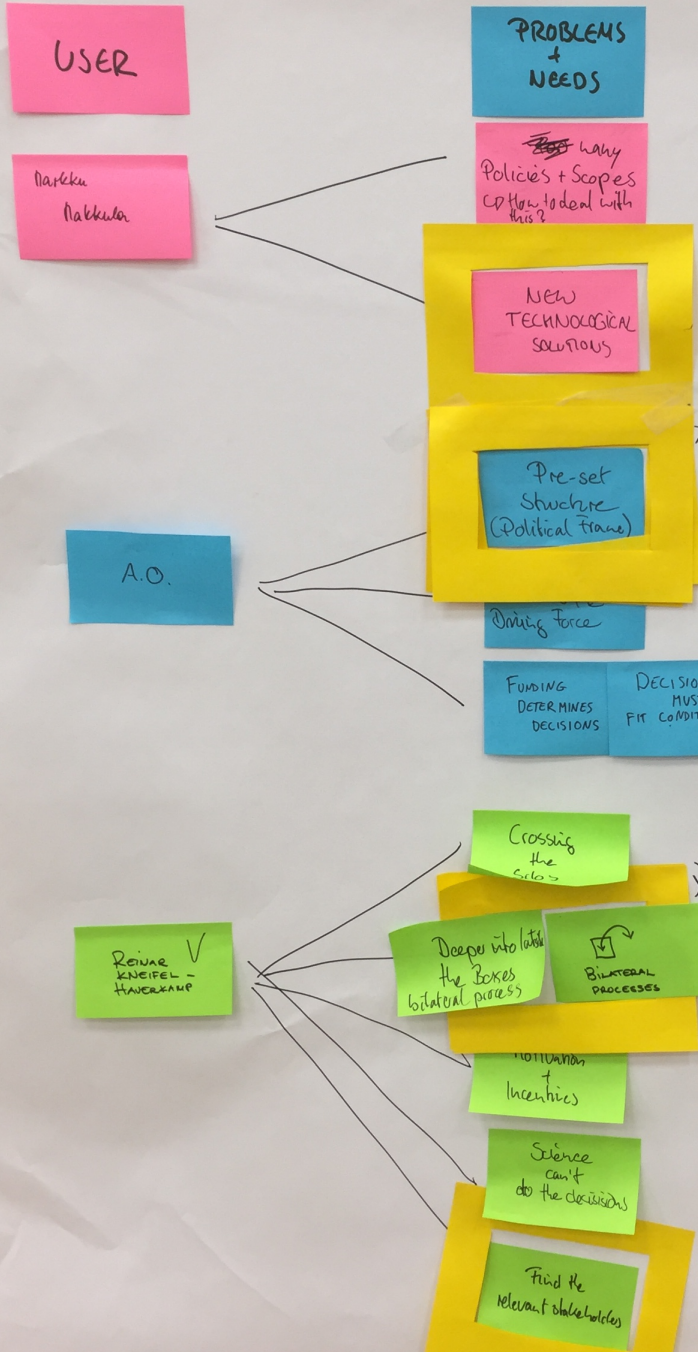
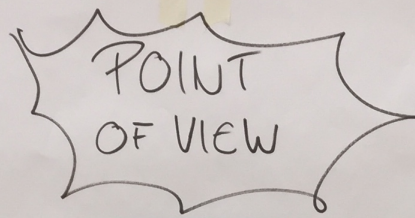


Challenge 3

Defining a team's Point of View

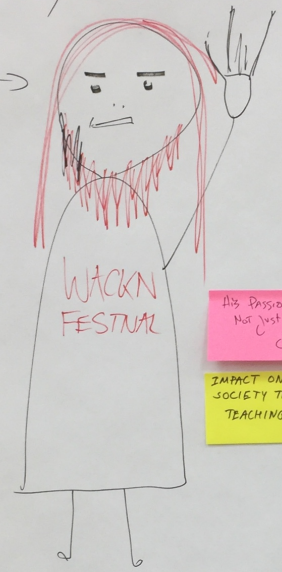
Back in the team working spaces, the insights are once again shared, broadened by new aspects. The aim is to look behind the obvious, tapping into unconscious behaviour and discovering a new angle from which to see the challenge at hand.

Rearranging and clustering emerging topics, challenges and opportunities is usually the most intense step. It involves making choices, concentrating on specific users and their need without having full knowledge. Creating a hypothesis of what the team



Challenge 3

How does the university support school teachers to make an impact in society?



His Passion Not just his job
IMPACT ON SOCIETY THROUGH TEACHING

HOW TO PROMOTE DIALOGUE AND INTERACTION BETWEEN SCIENCE AND SOCIETY?

USER

MARLUS 26
3rd SEMESTER
TEACHER MATH/PHYS

NEEDS

SHOULD BE REWARDED FOR GOOD-ENGAGED TEACHING

NEEDS TO BE EDUCATED HOW TO TRANSCATE SCIENCE
TEACHER TRAINING FOR ENGAGEMENT

if an adult scientist have little interest to do it
"PUTTING SCIENCE INTO UNDERSTANDABLE WORDS SHOULD BE REWARDED"
"Scientists are talk about go talk down to or make 90% of citizens"

TEACHING ALL Levels People to "Love" Science
DR. Be Scientists
TEACHING FUTURE GENERATION OF SCIENTISTS

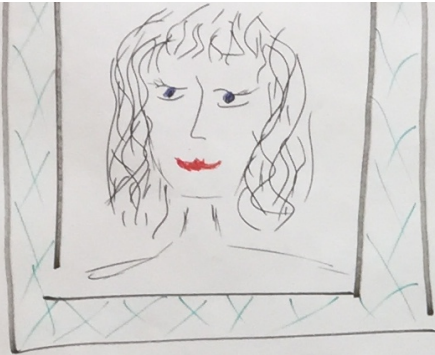
MORE TIME!

INSIGHT/ BECAUSE

IT TAKES ADDITIONAL EFFORT of Translation for complex terms and Concepts

"high words and concepts build like a wall"
BECAUSE LANGUAGE AND ATTITUDE MATTERS - DIVIDE BETWEEN "ACADEMIC BUBBLE" AND SOCIETY SHOULD BE MORE CARE





MARIE, 21
 LIVES IN BERLIN
 STUDIES PSYCHOLOGY
 IN GOLM



- CAROLA, 50
 - FARM OWNER
 - MARRIED, 4 CHILDREN
 - NO DEEP KNOWLEDGE
 ABOUT TECH BUT

Persona

creating an archetypical user

OPEN AND INTERACTIVE SPACES

PERSONA

GÜNTHER STAMSI 30
 NAME & AGE
BIOTECH RESEARCHER
 PROFESSION
 LIVING IN KREUZBERG (BERLIN)
 SHARED APP.

5 Years / Post-doc
 PROFESSIONAL EXPERIENCE

50,000 - 60k
 WAGE

LAB WORK (TEST, WRITING, TRAVELING TO CONFERENCES, REPAIRS)
 BOSS PIZZA BERLIN PARTNERS (BERLIN)
 3 other online courses

SINGLE, FAMILY IN OTHER CITY
 ONLY CHILD

RATIONAL, RELAXED, FOCUSED, SLIGHTLY INTROSPECTIVE
 BROADBAND

IS HAPPY ABOUT...
 WORK FACILITIES
 CALMNESS OF LOCATION
 WORKING WITH BIG BRAINS

TIME CONSTRAINTS
 WAITING FOR THE TRAIN
 LACK OF GOOD AFTER WORK FOOD OPTIONS (DIVERSITY)
 LACK OF SOCIAL INTERACTION (OUTSIDE OF WORK)
 LACK OF LOUNGE AREAS

IS HAPPY ABOUT...
 WORK FACILITIES
 CALMNESS OF LOCATION
 WORKING WITH BIG BRAINS

Persona:

POV:

Uss: Jabin, 23, from SP, Brazil, early stage
 has 1st prototype, needs more expertise in hotel (& access to computers)

Need: to help develop his product

Insights: in order to have access to corporate & scale his business.

Has a problem with:
 - finding
 - access to network
 - language
 - understanding the market / how business is done here

IS happy about:
 - leaving the current political situation
 - exploring Europe
 - living in one of the most developed countries in Europe

PERSONA

GOR NAD, 32, US, HIGH SCHOOL
 NAME & AGE + CURRENT LOCATION

RESEARCHER / **PHD**
 PROFESSION

PHD, MICHIGAN, MSc. US
 PROFESSIONAL EXPERIENCE

40,000 - 45,000 (GROSS)
 WAGE

WIFE & 2 children (nick + ben)
 MOTHER AT HOME, WIFE, PROJECT MANAGER
 ARTS, SOCCER, family

SEMI-OPEN, SOCIAL
 PERSONALITY

PROJECTS, MATHS, TABLET, CHAOTIC
 INTERESTS

she has no more hours
 she has 2 children, currently

SPEND FREE TIME
VALUABLE
+
COMFORTABLE

NEEDS MORE SOCIAL
NETWORKING TO
INCREASE THE FEELING
OF BELONGING TO
LOCAL COMMUNITY

PERSONA

MARIE
24
Berlin - Oncology
Psychology
Bachelor's

LOW #SOC

Side job + hobbies in kindergarten in Spain

PROBLEMS: NO BOY FRIEND, BOYFRIEND

PROBLEMS WITH: COMMUTING WITH NO LACK OF SOCIAL INFRASTRUCTURE, LACK OF FRIENDS IN GERMANY, OPEN AND INTERACTIVE SPACES

...is happy about... SOCIOLIFE WITH FRIENDS IN BERLIN

...Point of View... NEEDS SPENDING TIME VALUABLE AND COMFORTABLE

PERSONA

Carola 50
far from center
average income

PROBLEMS: ...

...is happy about... scientific part of the general impact of it

...Point of View... feeling of belonging to a group or community

Point of View
of an archetypical user

POINT OF VIEW

USER
WE MET **GUNTHER**

Affordable housing & Social interaction and free WiFi in Golem and Trains

NEED

INSIGHT
DRES NOT (RE)ACT TO FULFILL HIS NEEDS IN GOLEM

POV

* **Marbin, 26 PhD Biochem - SP Brazil?**
early-stage founder needs security & skilled team to further develop his product in order to be able to start working up corporates & scale his business.

SEMI-OPEN, SOCIAL PERSONALITY

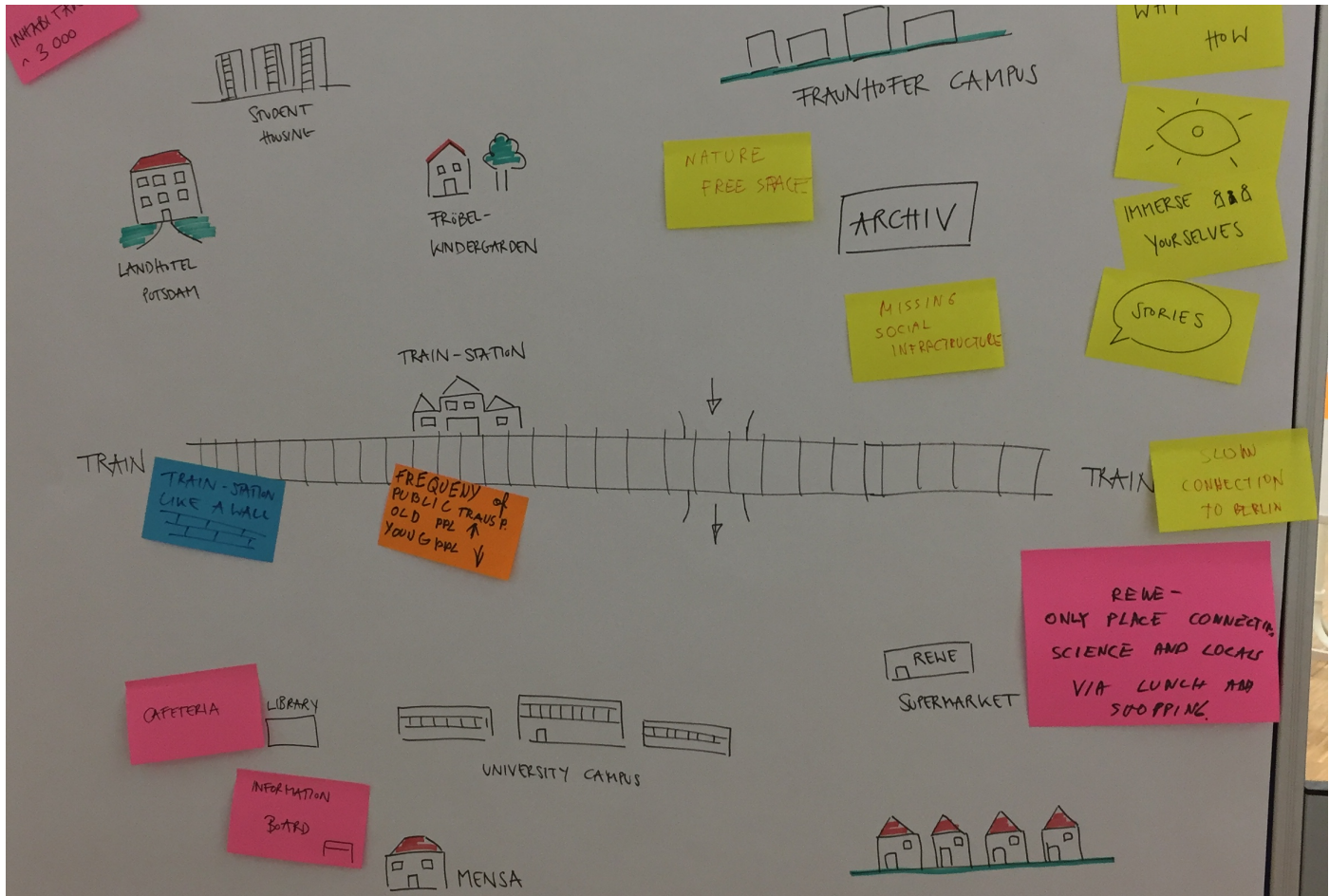
PROJECTS, MATHS PAPER, CHAOTIC WORKING STYLE

POINT OF VIEW

Wife has no part here
Short written summary
HAS A PROBLEM WITH...
long way to work
to ex-pressive house in B
no real contact to this area - people

NEED
6 HOURS ABOUT...
the job
international community here
come to Germany
point is a cosy place
Berlin

INSIGHT
BEING ON THE HORNS OF DILEMMA
"cause between 'REST & CHOCOLATE'"



Ideation

Once the vast information gathered during research is structured and archetypical users (personas) are created, the process of ideation is really simple.

Besides using various creativity techniques, facilitators support with the

formulation of concrete brainstorming questions and keep reminding the team of brainstorming rules.

Since this step opens up solution spaces creating new choices any judgements, doubts or critique discourage the creative flow.

Prototyping

Choosing promising solutions and making them tangible enables team decisions based on concrete scenarios.

Creating a 3D representation detaches individuals from personal mental models and supports building a shared vision that all agree.



Prototyping

Making ideas tangible helps to quickly realize unexpected or forgotten aspects, to reflect respective processes, their context and relevant touch points taking into account involved stakeholders and constraints.

Arguments about concrete artifacts are more constructive and less opinion driven than typical team discussions. Exploring possibilities fast and experimenting with different solutions speeds up pragmatic decision making. Yet, those assumptions will need to be tested!

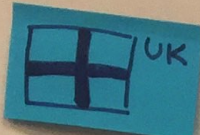


DEFER JUDGEMENT & ENCOURAGE WILD IDEAS

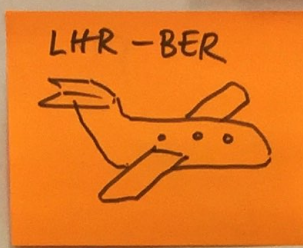
BECAUSE WILD UNREASONABLE IDEAS INSPIRE MORE REALISTIC YET STILL INNOVATIVE SURPRISING SOLUTIONS



Challenge 2



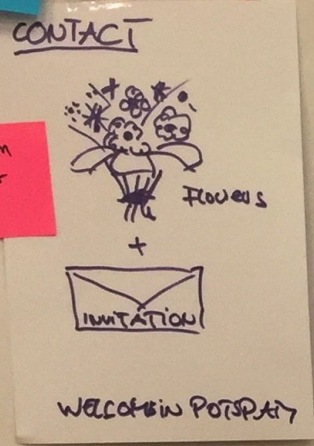
CONTACT



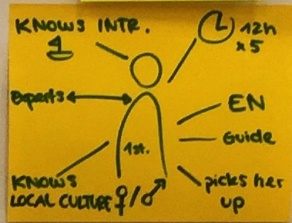
WELCOME
CONCIERGE

Challenge 2

Greetings from
Karl Foerster



GOLM, POTSDAM →



Attraction
tools

CONFERENCE
DAY(S)

MORE
Investors
DINER
CONTACT
Event
drinks

SAVE
PLATFORM
Word Tech
SERVICE

Attraction tools
for Carola

LEAD INNOVATION PRODUCTS

JOB TICKET

INCREASE
latest research findings

EARN

- LOCAL ACTIVITIES
FOR CAROLA
- 1) OPENING DINNER
 - 2) SCIENCE CONFERENCE:
- TOUR OF CAMPUS
- MEETINGS
 - 3) 1 DAY TO GET TO KNOW GOLM:
- SAILING WITH LOCAL TEAM
 - 4) GOOD-BYE DINNER
WAITING FOR FEEDBACK

INVESTMENTS



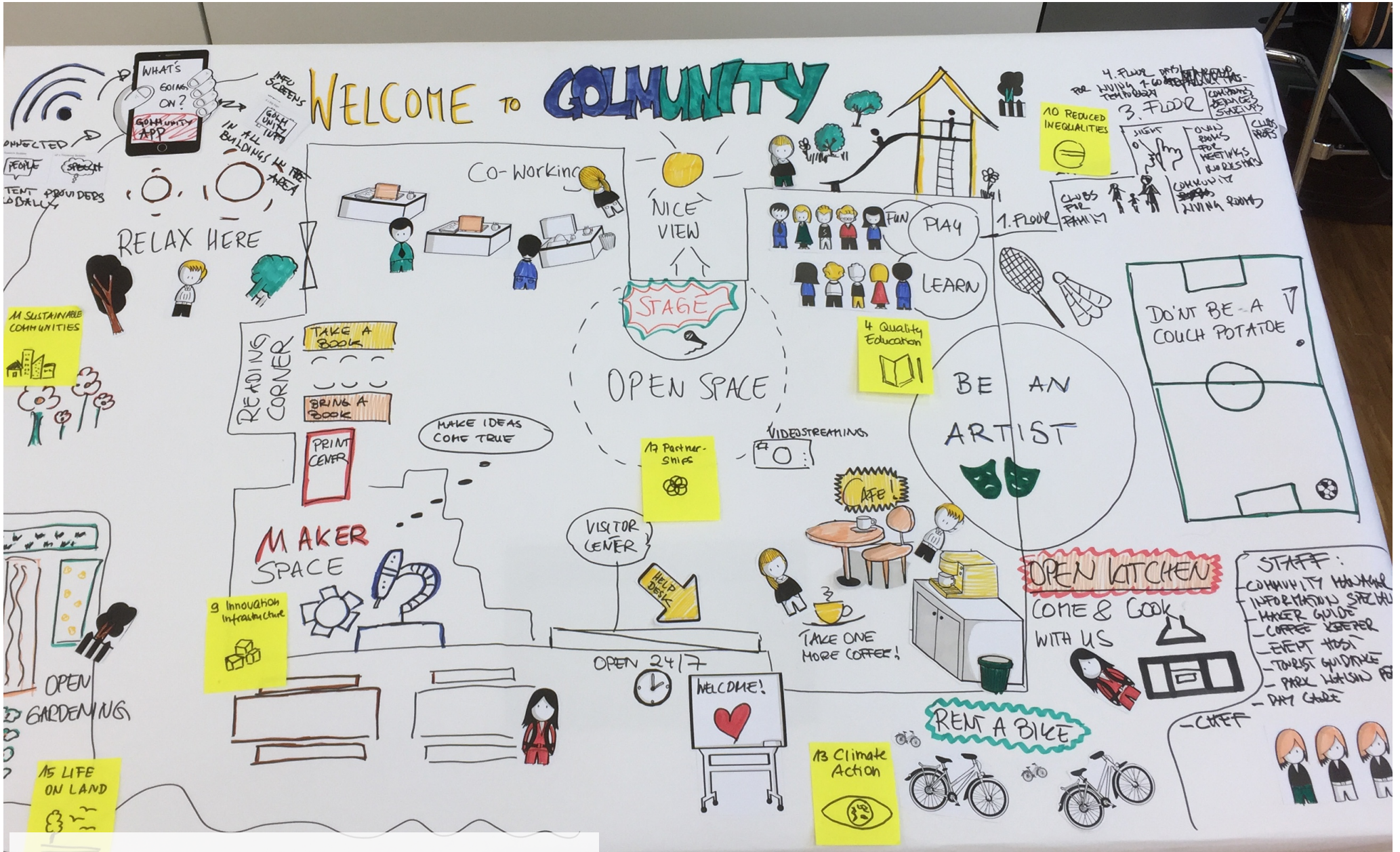
I might
like it
here. 😊

Golm



Challenge 1






Challenge 1

Go-Reach @ Golm train station

- CO-EXPERIMENT WITH LOCALS
- ARRANGING POP-UP EVENTS AT STATION + IN TRAINS
- COFFEE WITH NEW PEOPLE
- PRESENTING SCIENCE TO LOCAL SCHOOLS
- GUIDED TOURS

IDEA 

INCENTIVES AND REWARDS FOR ENGAGEMENT

"ACTIVE GOLMSTER AWARD"

ACTIVE PARTICIPANT

INVOLVE IN EXPERIMENTS

SCIENCE FOR ALL AGES

QUALITY EDUCATION

HUG ME!

TEAM GOLMSTER

Active RESIDENT POLICY

CHACKA!

OUTREACH


GROcery

DIGITAL BULLETIN BOARD

INDUSTRY, INNOVATION AND INFRASTRUCTURE

MOST ACTIVE GOLMSTER 2018



NEED 

LACK OF LOCAL IMPACT & INTERACTION & VALIDATION

JOE BRAIN TRAIN

MISTER LEHMANN

MORE MAX MOBILITY TO RENT

X-MAS MARKET ON SCIENCE PARK PREMISE


FOOD ROBOT

SUSTAINABLE CITIES AND COMMUNITIES



NEXT STEPS →

- IDENTIFYING LEADERS
- IDENTIFYING RIGHT INCENTIVE AND FUNDRAISING

STAKEHOLDERS 

- SCIENTISTS
- LOCAL CITIZENS
- BUSINESS/START-UPS
- LOCAL AUTHORITY
- SCHOOLS

Challenge 1

IDENTIFYING STAKEHOLDERS

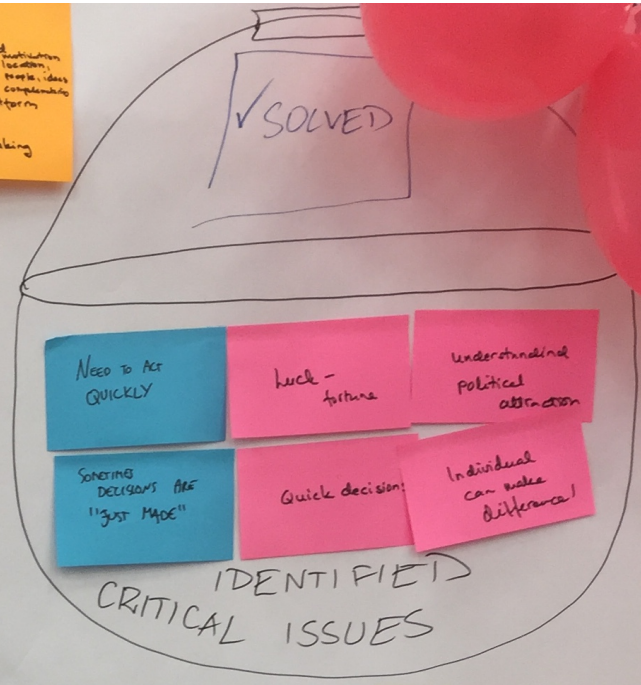
FORMING A TEAM, CALLING STAKEHOLDERS

DEFINE THE FORMAT OF THE MEETINGS

POLLING IDEA: SELECTED STAKEHOLDERS

SPEND A FEW DAYS IN THE FIELD WITH STAKEHOLDERS

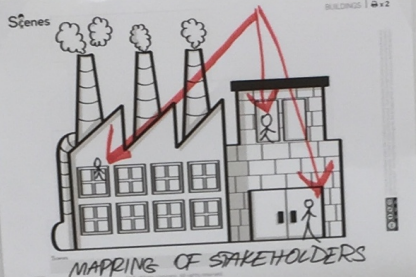
- 1) Stakeholder mapping / needs
- 2) Get stakeholders engaged - Incentive: location, people, ideas, comprehension, polling platform
- 3) Awards
- 4) Informed decision-making
- 5) Albert



Scenes MAPPING OF STAKEHOLDERS



Scenes MAPPING OF STAKEHOLDERS



3) RAPID STAKEHOLDERS POLLING PLATFORM

ANALYTICS

- 12%
- 30%

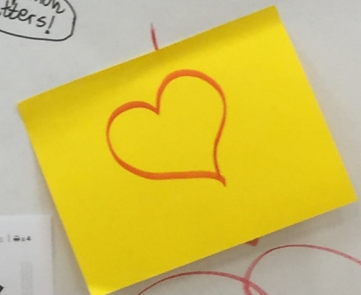
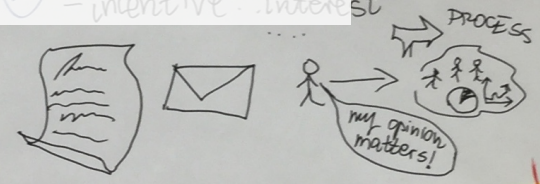
Challenge 3

2) GET STAKEHOLDERS ENGAGED
 - incentive: interest, motivation

How does it help Benefits:
 LEGITIMACY FOR DECISIONS
 BETTER DECISIONS (more informed, inclusive)

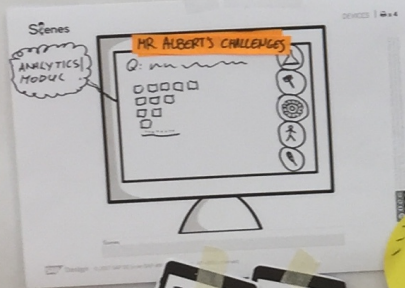
Who is the user:
 MR. ALBERT - DECISION MAKER
 Everyone who has to make a decision that involve stakeholders firstly for politicians

What need does the idea address:
 BETTER REFLECT STAKEHOLDERS' NEEDS
 EVIDENCE-BASED DECISION MAKING

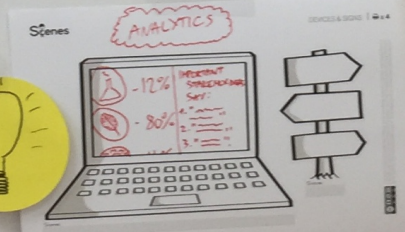


5

EUREKA!
HAPPY ALBERT!



3) RAPID STAKEHOLDERS POLLING PLATFORM



THE IDOL BLOGGER CHALLENGE

COOPERATION WITH CITIES FOR \$\$\$

@UNIVERSITY

? FUNDING

3

WHO IS IT FOR?
3

CHALLENGE DESIGNER

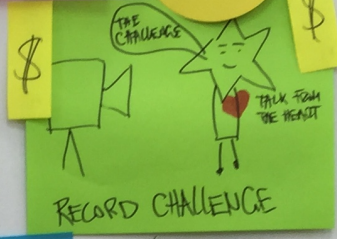
EXAMPLE: MATH/PHYSICS PROBLEM
 $\sqrt{x} - \frac{z}{9} = y$

SDG

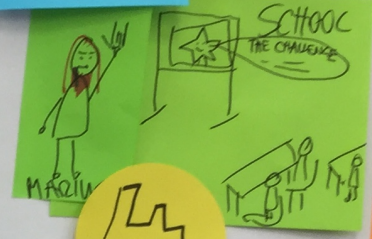


FIND FAMOUS SPOKESPERSON

BLOGGER SINGER TV STAR YOUTUBE STAR



RECORD CHALLENGE



SCHOOL THE CHALLENGE

?
9-11
12-14
15-18

1

SOLUTION 2

2

4

Challenge 3

How to make mathematics relevant to personal life of the students?

CROWD FUNDING

DOING PROJECTS BASED ON THE CHALLENGE 15-18

INTEGRATE SIMPLE MATH/PHYSICS PROBLEM BROADCASTED BY CELEBRITY

5.1

CITY

5.2

IT'S A PROTOTYPE HOUSE

CREATE AWARENESS & CHANGE BEHAVIOUR

WHAT IS THE POTENTIAL?
4

CALL TO ACTION 5

GIVE US FEEDBACK

WHO WANTS TO JOIN?

APPROVED

REAL HOUSE CITY PROJECT

6

is Passion Not just his job

FACT ON SOCIETY THROUGH TEAM

SS TO BE DATED HOW ANSCATE

CHER NING ENGAGEMENT

TEST EARLY, GAIN FEEDBACK & ITERATE QUICKLY

BECAUSE GAINING FEEDBACK ON EARLY CONCEPTS HELPS DEEPEN UNDERSTANDING OF NEEDS, CONSTRAINTS AND PRIORITIES

11⁰⁰ NAPKINS

11¹⁵-12⁰⁰ PROTOTYPING

12.15 Mini Input

12⁰⁰-12⁴⁰ Poster Creation & PREPARATION

★ 12⁴⁰-13⁰⁰ **Pitch**

13⁰⁰-14. Lunch

14⁰⁰-14²⁰ TEST INPUT

14³⁰-15¹⁵ TESTING → CHALLENGE: Find an owner

15³⁰-16 ITERATION

16⁰⁰-16³⁰ FLASHLIGHT
I learned; WRAP

Testing
or the power of early feedback

Interactive models, 3D Storyboards or Role-play not only help diverse teams to align and sharpen their concepts.

They are a powerful way to transport core elements to various audiences in a fast and entertaining way. Thus involving possible users or decision makers to get early feedback and deepen the teams understanding of crucial aspects of proposed solutions but also on-boarding internal stakeholders early in the process.





Christian, Johannes, Bettina, Christine +
Daniela & Julian

To all protagonists: thank you! and...

