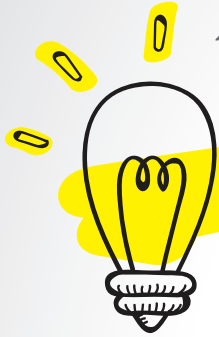
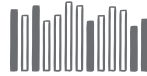
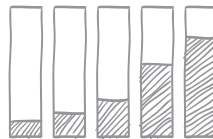
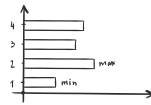
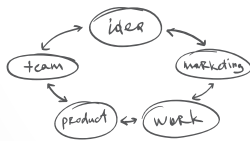
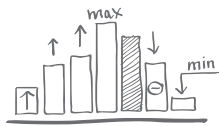
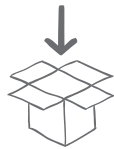
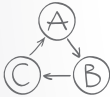
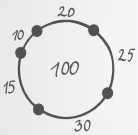


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IDEA CAMP @ OXFORD



DAY 1

FRAMING THE PROBLEM








In this module, participants will learn how to see problems from multiple perspectives, to determine where there may be opportunities for innovation.

| | | | | | |
|---|-------------------|---|---|------------------|---|
| | 10:00 a.m. | Arrival & coffee & set up | | 2:30 p.m. | Coffee Break |
| | 10:15 a.m. | Plenary Discussion: Expectations for this program, criteria for success |  | 2:45 p.m. | Exercise: STEEP Synthesis |
|  | 10:30 a.m. | Chalk Talk: Program overview. Introduction into framing future questions |  | 3:45 p.m. | Chalk Talk: Sizing and scoping possible futures for Oxford |
|  | 11:00 a.m. | Exercise: Framing future questions |  | 4:00 p.m. | Exercise: Sizing and scoping possible futures for Oxford |
| | 12:00 p.m. | Sharing | | 5:00 p.m. | Closing Remarks |
| | 12:15 p.m. | Lunch | | | |
|  | 1:00 p.m. | Chalk Talk: Intro to STEEP | | | |
|  | 1:15 p.m. | Exercise: STEEP ANALYSIS in small groups, charting the trends they are aware off, using framed future question | | | |

DAY 2

HUMAN CENTERED DESIGN









In this module, participants will learn how to conduct research, gather information, and uncover insights from user research.

| | | | | | |
|---|------------|--|---|-----------|--|
| | 9:00 a.m. | Arrival & coffee & set up |  | 2:15 p.m. | Exercise: Needs Elicitation; digging deeper in the understanding of people's needs by means of story exchange, needs elicitation and needs laddering to identify the unmet needs. |
| | 9:15 a.m. | Plenary discussion: expectations for this program, criteria for success | | | |
|  | 9:30 a.m. | Chalk Talk: Human centered design; an overview of empathy, need finding, needs synthesis, and articulation of unmet needs | | | |
| | | | | 3:30 p.m. | Break |
| | | |  | 3:45 p.m. | Chalk Talk: Synthesis & Articulation of needs. |
|  | 10:00 a.m. | Exercise: Getting participants in the mindsets of people, each team will interview one or two users on site |  | 4:00 p.m. | Exercise: Persona and experience journey creation: Formulate |
| | | | | 5:00 p.m. | Plenary: Sharing of insights, personas and experience journeys with other teams, validate and cross reference insights. |
|  | 11:30 a.m. | Break | | | |
| | 11:45 a.m. | Exercise: Interview one or two of the 10 to 15 telephone friends | | 5:30 p.m. | Closing Remarks |
| | 1:00 p.m. | Lunch | | 6:00 p.m. | Team dinner at the Gio Rana's Really Really Nice Restaurant |
|  | 2:00 p.m. | Chalk Talk: Needs Elicitation | | | |

DAY 3

CONCEPT DEVELOPMENT OF VALUE PROPOSITIONS







In this module, participants will learn how to apply creative thinking and visual communication techniques to develop innovative concepts to solve the problems, that provide compelling value propositions to Oxford’s clients.

| | | | |
|---|--|---|---|
|  | 9:00 a.m. Welcome, coffee, arrivals |  | 12:30 p.m. Lunch |
|  | 9:15 a.m. Chalk Talk: Framing generative questions |  | 1:30 p.m. Chalk Talk: concept development |
| | 9:30 a.m. Exercise: Using the key insights on future opportunities (day 1) and key people needs (Day 2), participants will frame the generative questions. | | 1:45 p.m. Exercise: Participants are given instructions to develop a number of ideas into more detailed concepts using templates and storyboarding techniques |
|  | 10:30 a.m. Break |  | 3:15 p.m. Break |
| | 10:45 a.m. Chalk Talk: Ideation and creativity visual techniques, visual thinking & vocabulary. |  | 3:30 p.m. Chalk Talk: Value proposition design |
|  | 11:15 p.m. Exercise: iterative development of ideas. Using brainstorming techniques and visual thinking methods, participants work in small teams and create a large amount of ideas that meet the generative question | | 3:30 p.m. Exercise: Detailing and developing value proposition implications using storyboards as platform. |
| | | | 4:30 p.m. Plenary: Exhibition and evaluation of final presented story boards & VP implications |
| | | | 5:00 p.m. Closing Remarks |

DAY 4 

EXPERIMENTATION

In this module, participants will learn how to evaluate their ideas, create testing metrics and determine the viability of proposed ideas.

| | | | | | |
|---|------------|---|---|-----------|--|
| | 9:00 a.m. | Welcome, coffee, arrivals |  | 2:45 p.m. | Exercise: Team will use the business model canvas methodology to identify the business requirements for their concept prototypes. |
| | 9:15 a.m. | Plenary: Reflection and re-orientation | | | |
|  | 9:30 a.m. | Chalk Talk: Using prototyping to mock up and test concepts | | | |
|  | 10:00 a.m. | Exercise: Teams to build low resolution, high fidelity prototypes of their concepts. |  | 3:30 p.m. | Coffee |
| | | | | 3:45 p.m. | Chalk Talk: What risks do you need to address in order to prove viability of your ideas? |
| | 12:00 p.m. | Lunch |  | 4:00 p.m. | Exercise: Teams define a BMC prototyping roadmap in relation to the risks they foresee. |
| | 12:45 p.m. | Plenary: Sharing and testing of prototypes | | | |
| | 1:45 p.m. | Break | | 5:30 p.m. | Closing Remarks |
|  | 2:00 p.m. | Chalk Talk: Business model canvas | | | |

DAY 5

BUILDING THE BUSINESS CASE & PITCHING

In this module, participants will learn techniques for compelling communication of their ideas, culminating with the development of a presentation pitch for their ideas and working with OCAD U designers to create a number of one-page document outlining their proposed solution.

9:00 a.m. Welcome, coffee, arrivals

9:15 a.m. Instructions



9:30 a.m. Exercise: pitch 1-page 'experiment pitches - Synthesis of one pager with help of ocadu designers

11:45 a.m. Lunch

12:30 a.m. Plenary: Pitch

3:00 p.m. Plenary: Awards

4:00 p.m. Closing Remarks
