

# MAKING OCAD YOU 5x5:

## PROGRAM AGENDA










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WEEK 1 

### FRAMING THE PROBLEM

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

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|---|-------------------|--|---|-------------------|--|
|    | <b>8:30 a.m.</b>  | <b>Welcome &amp; Coffee</b>  |    | <b>13:15 p.m.</b> | <b>Exercise:</b> STEEP analysis  |
|    | <b>9:00 a.m.</b>  | <b>Plenary:</b> Setting the Stage  |    | <b>2:30 p.m.</b>  | <b>Coffee Break</b>  |
|    | <b>10:00 a.m.</b> | <b>Presentation:</b> Workshop program overview   |  | <b>2:45 p.m.</b>  | <b>Exercise:</b> STEEP Synthesis   |
|   | <b>10:15 a.m.</b> | <b>Coffee break</b>  |   | <b>3:45 p.m.</b>  | <b>Plenary Discussion:</b> Teams share future opportunity highlights           |
|  | <b>10:30 a.m.</b> | <b>What if Exercise:</b> In five groups of five, participants envision 'what if' and identify larger themes by sharing insights. |   | <b>4:15 p.m.</b>  | <b>Next Steps:</b> interviewing and observation with end users and note taking |
|  | <b>11:30 a.m.</b> | <b>Plenary:</b> Sharing what if exercise   |   | <b>4:45 p.m.</b>  | <b>Evaluation</b>  |
|   | <b>12:00 p.m.</b> | <b>Lunch</b>   |   |                   |  |
|  | <b>1:00 p.m.</b>  | <b>Presentation:</b> Intro to STEEP  |   |                   |  |

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WEEK 2 

## HUMAN CENTERED DESIGN

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

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|   |                   |  |   |                  |   |
|---|-------------------|--|---|------------------|---|
|    | <b>8:30 a.m.</b>  | <b>Arrival &amp; Coffee</b>  |    | <b>1:15 p.m.</b> | <b>Exercise:</b> Persona creation           |
|    | <b>9:00 a.m.</b>  | <b>Plenary:</b> Recap  |   | <b>2:15 p.m.</b> | <b>Coffee Break</b>                         |
|   | <b>9:30 a.m.</b>  | <b>Presentation:</b> Human centered design; an overview of empathy, need finding, needs synthesis, and articulation of unmet needs |   | <b>2:30 p.m.</b> | <b>Lecture:</b> Experience Journey Mapping  |
|   |                   |  |  | <b>2:45 p.m.</b> | <b>Exercise:</b> Experience Journey Mapping |
|   |                   |  |  | <b>3:45 p.m.</b> | <b>Lecture:</b> Creating a Design Brief     |
|  | <b>10:00 a.m.</b> | <b>Exercise Instructions:</b> Story exchange   |  | <b>4:00 p.m.</b> | <b>Exercise:</b> Creating a Design Brief    |
|   | <b>10:15 a.m.</b> | <b>Coffee Break</b>  |   | <b>4:45 p.m.</b> | <b>Evaluation</b>                           |
|  | <b>10:30 a.m.</b> | <b>Exercise:</b> Elicitation by means of story exchange  |   |                  |   |
|   | <b>12:00 p.m.</b> | <b>Lunch</b>   |   |                  |   |
|  | <b>1:00 p.m.</b>  | <b>Lecture:</b> Synthesis & Articulation of needs into Personas  |   |                  |   |

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WEEK 3 

## CONCEPT DEVELOPMENT OF VALUE PROPOSITIONS

In this session, 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.

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|---|------------|--|---|------------|--|
|   | 9:00 a.m.  | <b>Welcome, coffee, arrivals</b>   |   | 12:15 p.m. | <b>Lunch</b>   |
|    | 9:15 a.m.  | <b>Lecture:</b> Framing generative questions   |    | 1:15 p.m.  | <b>Lecture:</b> Concept development  |
|   | 9:30 a.m.  | <b>Exercise:</b> Using the key insights on future opportunities (day 1) and key people needs (Day 2), participants will frame the generative questions.  |    | 1:30 p.m.  | <b>Exercise:</b> Participants are given instructions to develop a number of ideas into more detailed concepts using templates and storyboarding techniques |
|   | 10:30 a.m. | <b>Break</b>   |   | 3:00 p.m.  | <b>Break</b>   |
|  | 10:45 a.m. | <b>Lecture:</b> Ideation and creativity – visual techniques, visual thinking & vocabulary.   |  | 3:15 p.m.  | <b>Lecture:</b> Evaluating Ideas   |
|  | 11:15 p.m. | <b>Exercise:</b> 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.  | <b>Exercise:</b> Evaluating Ideas  |
|   |            |  |  | 4:30 p.m.  | <b>Sharing:</b> Participants present and share their ideas   |
|   |            |  |   | 4:45 p.m.  | <b>Evaluation</b>  |

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WEEK 4 

## EXPERIMENTATION

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

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|   |            |   |   |           |  |
|---|------------|---|---|-----------|--|
|   | 8:30 a.m.  | <b>Welcome, coffee, arrivals</b>  |   | 2:30 p.m. | <b>Coffee</b>  |
|    | 9:00 a.m.  | <b>Plenary:</b> Reflection and re-orientation   |    | 2:45 p.m. | <b>Exercise:</b> testing of ideas.                     |
|   | 9:30 a.m.  | <b>Lecture:</b> Using prototyping to mock up and test concepts                              |    | 4:00 p.m. | <b>Lecture:</b> Learning from feedback and experiments |
|  | 10:00 a.m. | <b>Exercise:</b> Teams to build low resolution, high fidelity prototypes of their concepts. |  | 4:10 p.m. | <b>Excercise:</b> group huddle on feedback received    |
|   | 12:00 p.m. | <b>Lunch</b>  |   | 4:45 p.m. | <b>Evaluation</b>                                      |
|   | 1:00 p.m.  | <b>Check in</b>   |   |           |  |
|  | 1:15 p.m.  | <b>Excercise part II</b>  |   |           |  |
|  | 2:15 p.m.  | <b>Lecture:</b> testing of ideas  |   |           |  |

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### WEEK 5

## BUILDING THE CASE & PITCHING IDEAS

In this session, 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 pitch proposal to OCADU peers and management.

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**8:30 a.m.**     **Welcome, Coffee, Arrivals**



**9:15 a.m.**     **Lecture:** building a great pitch presentation



**9:30 a.m.**     **Exercise:** create pitch presentation

**12:00 p.m.**     **Lunch**



**1:00 p.m.**     **Plenary:** Pitch

**4:00 p.m.**     **Plenary:** Evaluation