

5x5

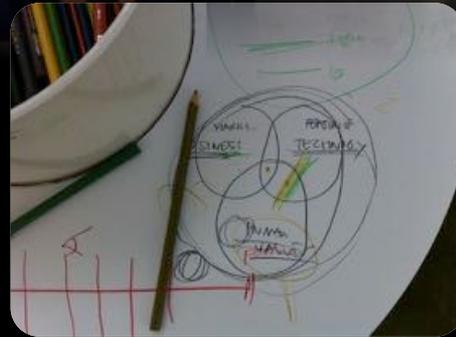


Our current education
system breeds
experts not
boundary riders.

#MF2



InnovationLand



Stanford visit



Interdisciplinary design
class, Stanford.



David Kelley
Founder IDEO & d.School

**“You need
a space.
Then just
get started.”**



**Lauri Repokari
Design Factory, Aalto U.**



OUTRAM ST

GOULD ST
S-W

ONE
WAY
←



rough space

“What is a cooperative?” // by Cooperatives Now

<https://www.youtube.com/watch?v=PM7XTJ3MNuo>

5 steps

5 minutes each



5 MINUTES LEFT

WARMUP

- Think of as many related ideas, thoughts, and feelings as you can for the word **COMPLEXITY**.



1

MINUTE LEFT

START

1 OPEN IDEATION

Brainstorm as many exciting, cutting edge, wacky, technological, socially innovative, or just plain new ideas that are emerging recently out of your Themes.



5

MINUTES LEFT

2

EMPATHISE

Develop a persona based on the characteristics assigned. Draw the person, give them a name, hobbies, lifestyle, traits.

- What do they know, and how do they feel, about cooperatives?



5

MINUTES LEFT

3

PROBLEM STATEMENT

- Develop a “How Might We...” question to frame a specific problem or challenge to be solved for your Persona.
- Try to include an angle from the ‘barrier’ assigned.



5

MINUTES LEFT

4

CREATE

- Design a Project that answers your “How Might We” question considering the greater needs of cooperatives / the coop movement.



5

MINUTES LEFT

5

BUILD + PITCH

- Build a conceptual prototype of your Project proposal.
- Develop a 1-minute pitch that includes your HMW Question and Prototype.



5

MINUTES LEFT

SHARE



WHAT
JUST
HAPPENED?



Structured speed



storytelling

Action statements



1 pm Prototype
Test
Refine

2³⁰ pm Prepare Pitch

3 pm Final pitch
+ guests

4 pm Review +
FEEDBACK

FINISH

stepwise iteration



parallel ideation



u.lab

RADIO SHOW

RENO PROJECT

GRATTI TRAIN

KID CONUS

Starting with AS&S
I'm looking for an album...

I'm looking for an album...
I'm looking for an album...

I'm looking for an album...
I'm looking for an album...

I'm looking for an album...
I'm looking for an album...

I'm looking for an album...
I'm looking for an album...

I LIKE MY BIKE

THE TRAIN IS THE CRAIN!

GRATTI TRAIN

I AM WORRIED WHERE IS MY SON??

SHE'S NOT COME ENOUGH BRT

PLACES

EVENTS

think big

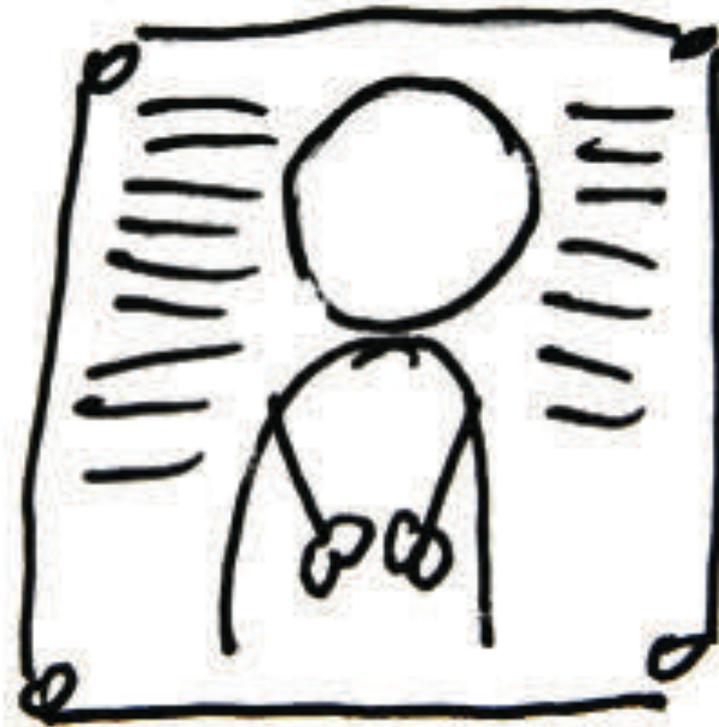
Focus on humans





empathy

Personas





quick projects

Failing with intent





collaborative
rapid
prototyping

Build to think





interactive
presentations

Improvisation

