TE 401: Design Thinking for Social Innovation

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Fall 2019

SCD

Rachael Dietkus & Danielle Hernandez

Today's agenda

Wednesday, August 28

3:30–4:15pm

Reflection, Introduction to Design Thinking + each other

4:20–4:30pm

Break

4:30–5:20pm

a few social innovation case studies

Reflection Prompt

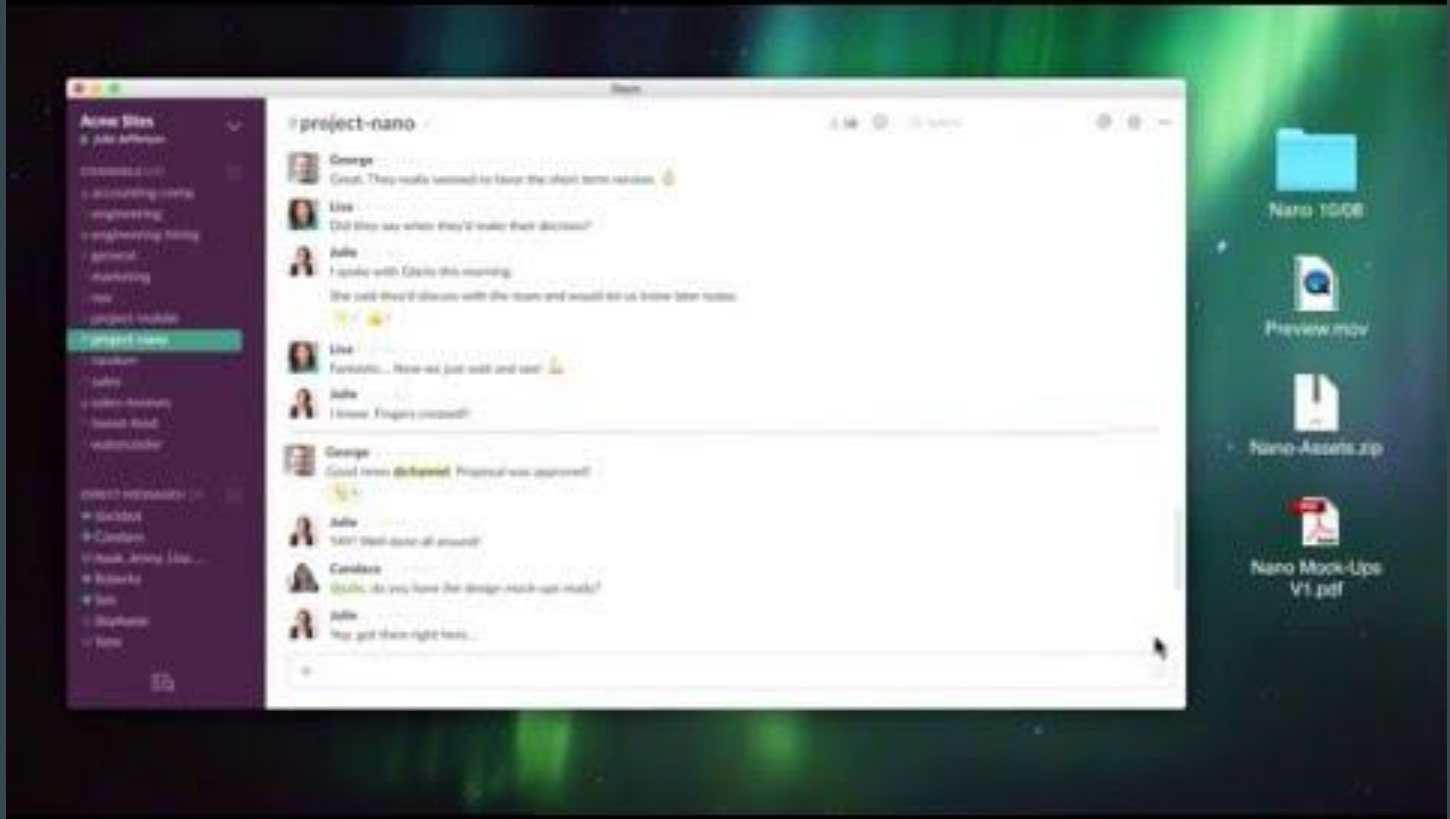
How do you approach a social impact design challenge?

go.illinois.edu/te401

overview

Week	Class Date	Topic
Week 1	**8/28**	Class overview and structure
Week 2	**9/4**	Lecture #1
Week 3	**9/11**	Introduction of Design Project #1 (DP1))
Week 4	**9/18**	Lecture #2, DP1 Presentations
Week 5	**9/25**	DP1 Presentations
Week 6	**10/2**	Guest Lecture #1
Week 7	**10/9**	Introduction of Design Project #2 (DP2)
Week 8	**10/16**	DP2 Presentations
Week 9	**10/23**	DP2 Presentations
Week 10	**10/30**	Guest Lecture #2
Week 11	**11/6**	Introduction of Design Project #3
Week 12	**11/13**	DP3 Presentations
Week 13	**11/20**	DP3 Presentations
Week 14	**11/27**	**Fall Break - No Class**
Week 15	**12/4**	Final Presentations
Week 16	**12/11**	**Last Day of Class - Final Presentations**

slack


Acme Sites
project-nano
Nano 10/08
Preview.mov
Nano-Assets.zip
Nano Mock-Ups V1.pdf

Website + Box + Slack + Emails

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Box | Slack

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dietkus2@illinois.edu

introductions

Danielle Hernandez

Senior Design Strategist, Social Impact at the Siebel Center for Design

BFA from Iowa State in Graphic Design

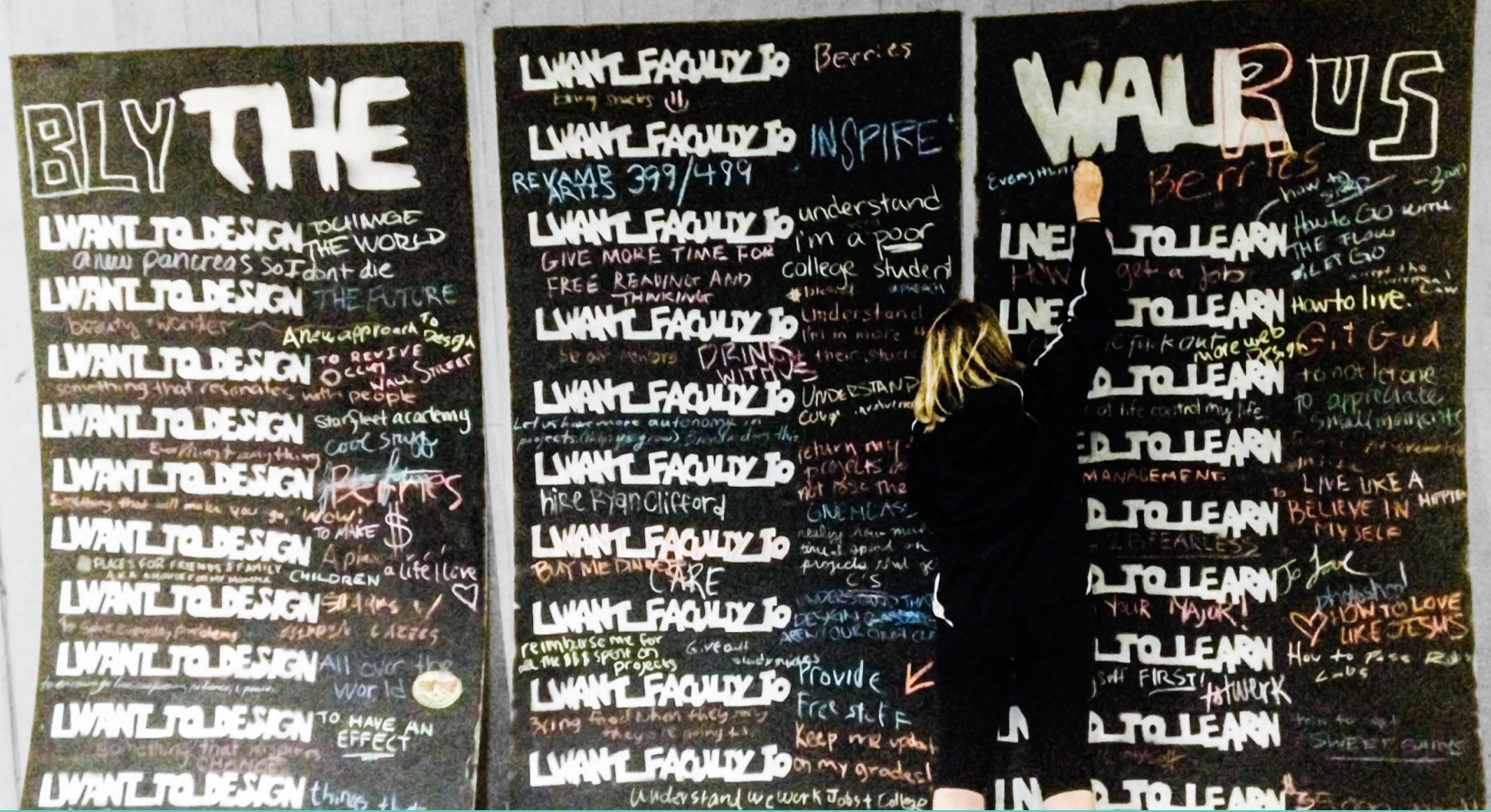
MFA from NYC's SVA in Design for Social Innovation

What Matters to Me

Mental Health & Awareness

Sex Positivity & Education

Gender & Racial Equity



Mental Health & Awareness

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Sex Positivity & Education

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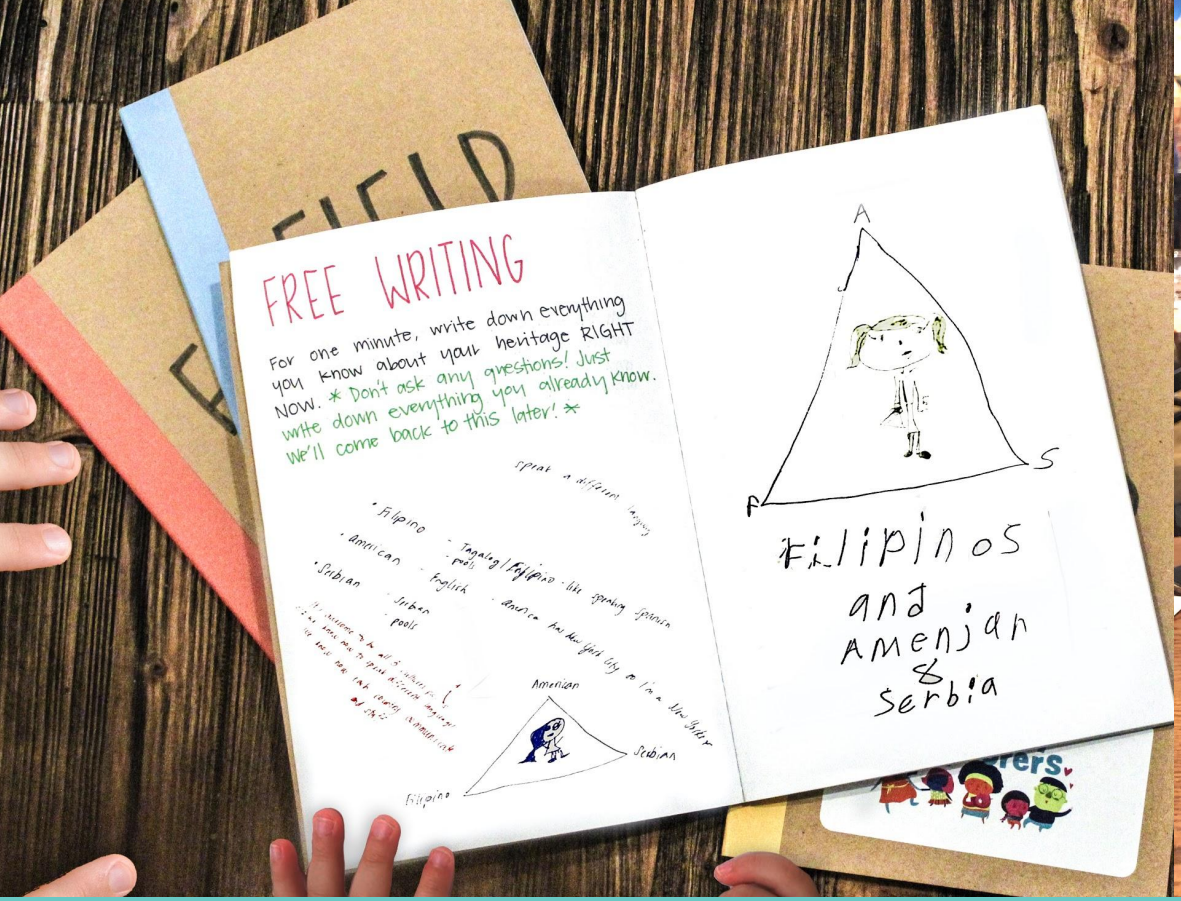
Gender & Racial Equity



Gender & Racial Equity

Gender & Racial Equity

Rachael Dietkus

Associate Director of Programs at the Siebel Center for Design

Macro-focused Licensed Clinical Social Worker

Assistant Dean at the School of Social Work (2016 - 2019)

UIUC Alumna (Sociology - ‘00, MSW - ‘10)

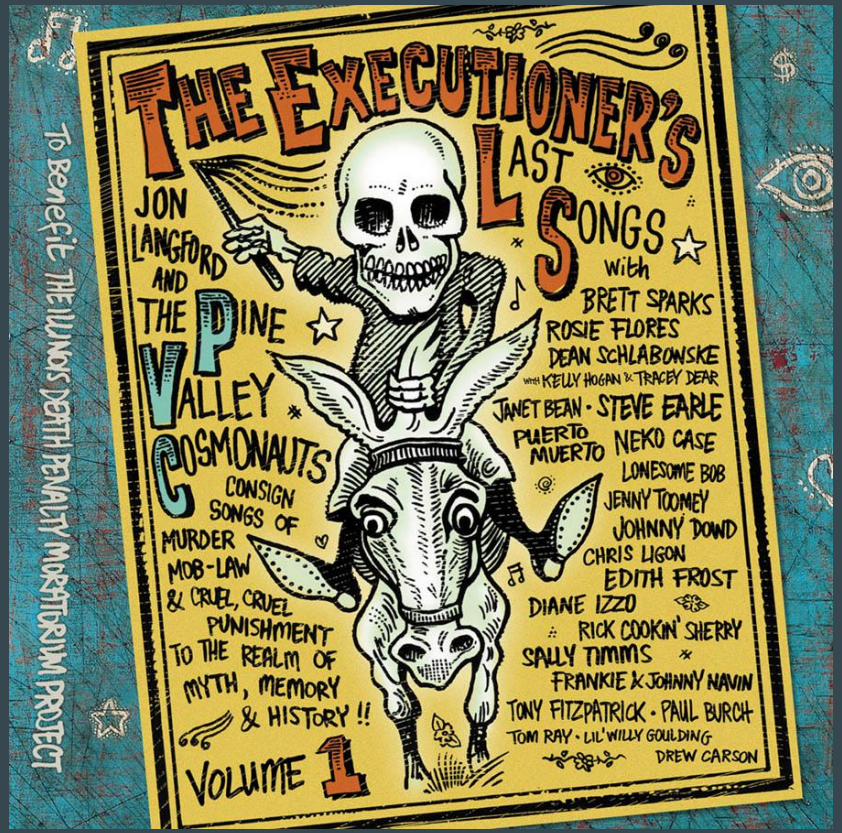
What Matters to Me

Social Work + Design

+ **25 years of intersecting themes of art, design, music, human rights, student leadership, program development, non-profits, veterans, advocacy, social justice, macro social work, curiosity, lifelong learning**

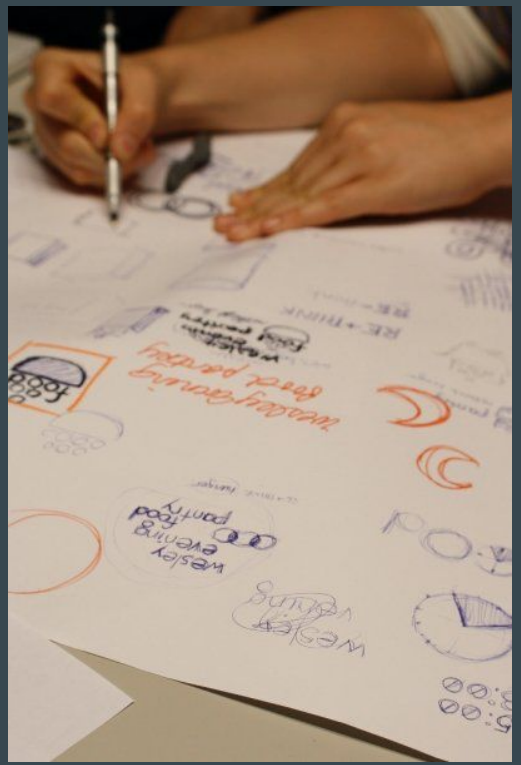
+ Design, design culture, art, photography, music
+ Art and music and their intersections with causes
+ Macro social work + rights-based work
+ Rural healthcare, especially for Veterans
+ Social work influencing structural engineering
+ Design thinking + design learning that leads to design doing

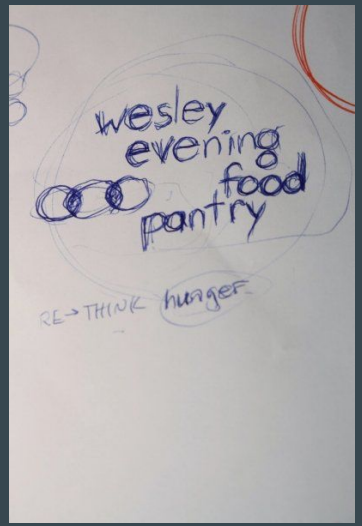
Bloodshot Records + ICADP

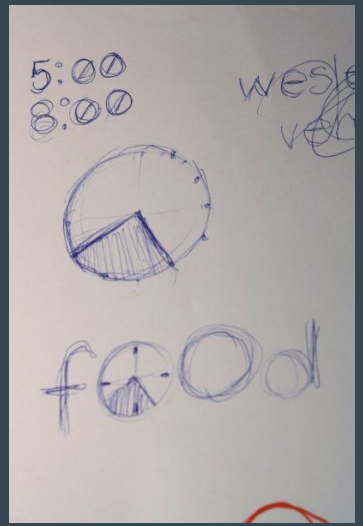


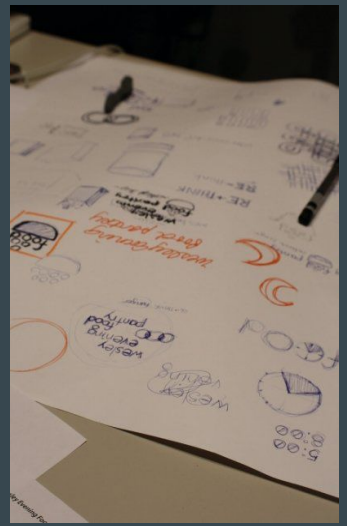
Champaign-Urbana Design Org

CUDO + Wesley Evening Food Pantry









CUDO + Wesley Evening Food Pantry

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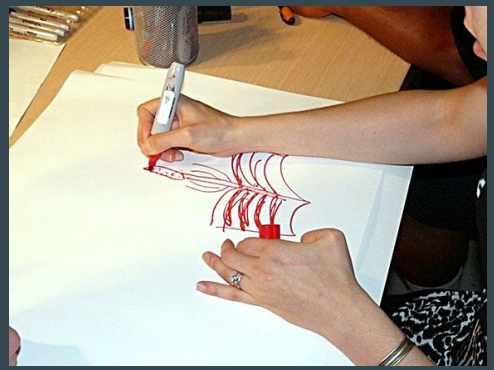
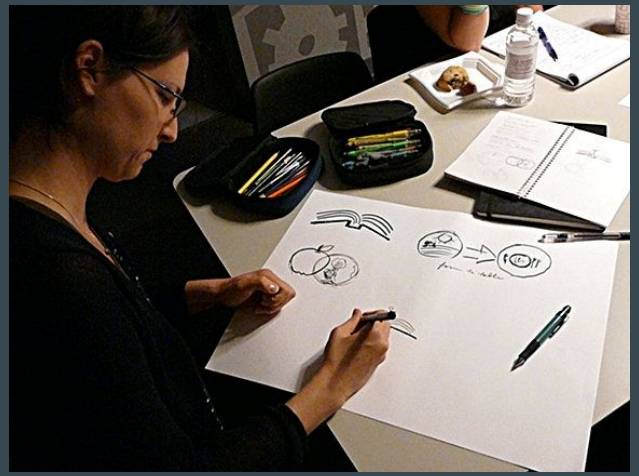
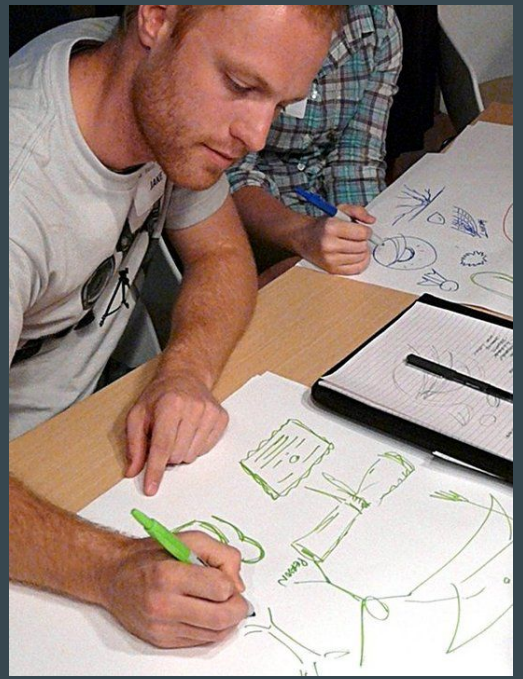
CUDO + CCFBF







CUDO + CCFBF

Veterans Affairs

Veterans Affairs

Veterans Affairs

Veterans Affairs

SCD

yAy

SIEBEL CENTER FOR DESIGN
AT ILLINOIS

Illinois Breaks Ground on Siebel Center for Design

Construction is expected to begin this summer on the campus-wide hub, which will offer an abundance of tools and space for students to advance technology through collaboration and an interdisciplinary approach.

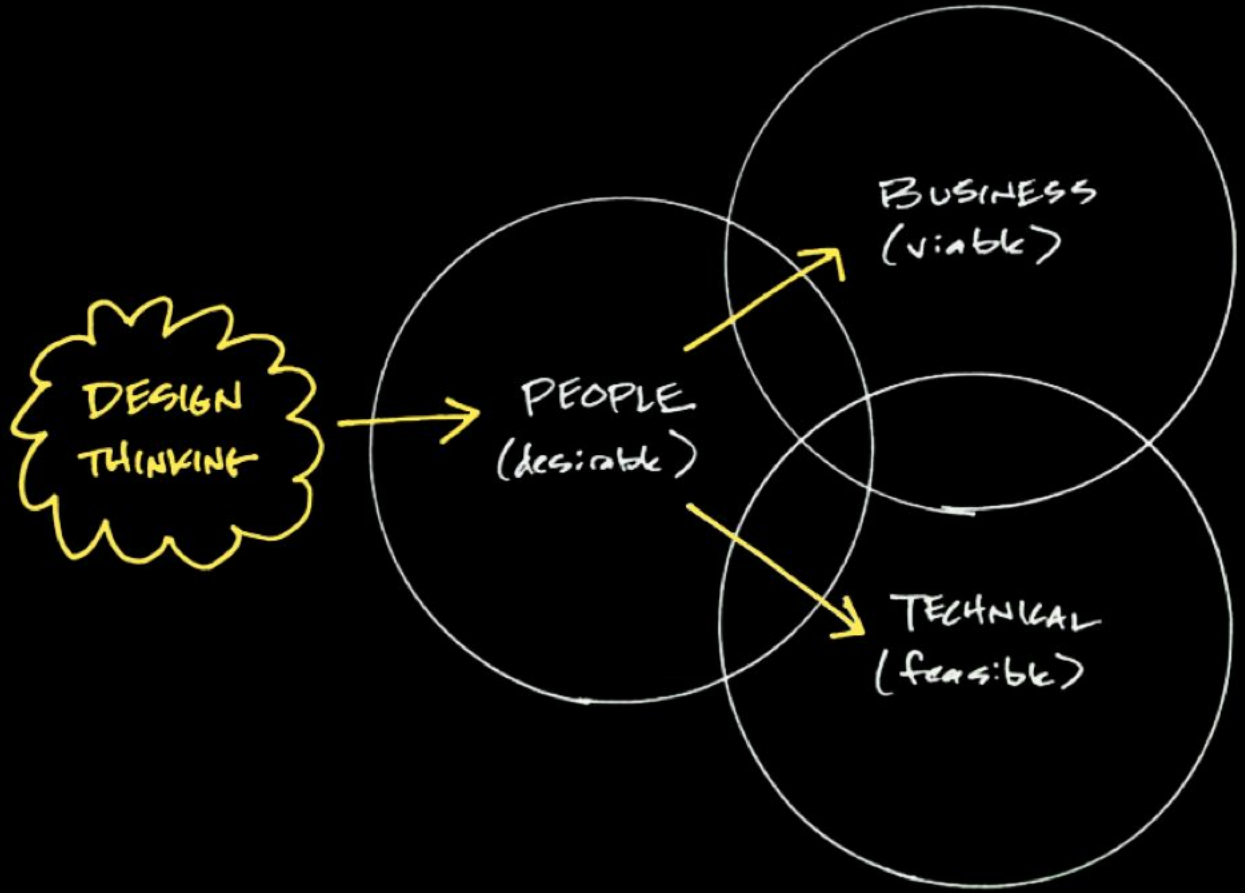
MAKEaTHON

MAKEaTHON

SCD Mission

To foster multidisciplinary collaborations across campus, using design thinking as an approach to promote human centered design, reflection, and iteration.

Human-centered Design is an interdisciplinary, problem solving approach that identifies the unmet needs of a population in order to collaboratively develop solutions.


DESIGN THINKING
PEOPLE (desirable)
BUSINESS (viable)
TECHNICAL (feasible)

Approach: Utilizing Design Thinking Spaces

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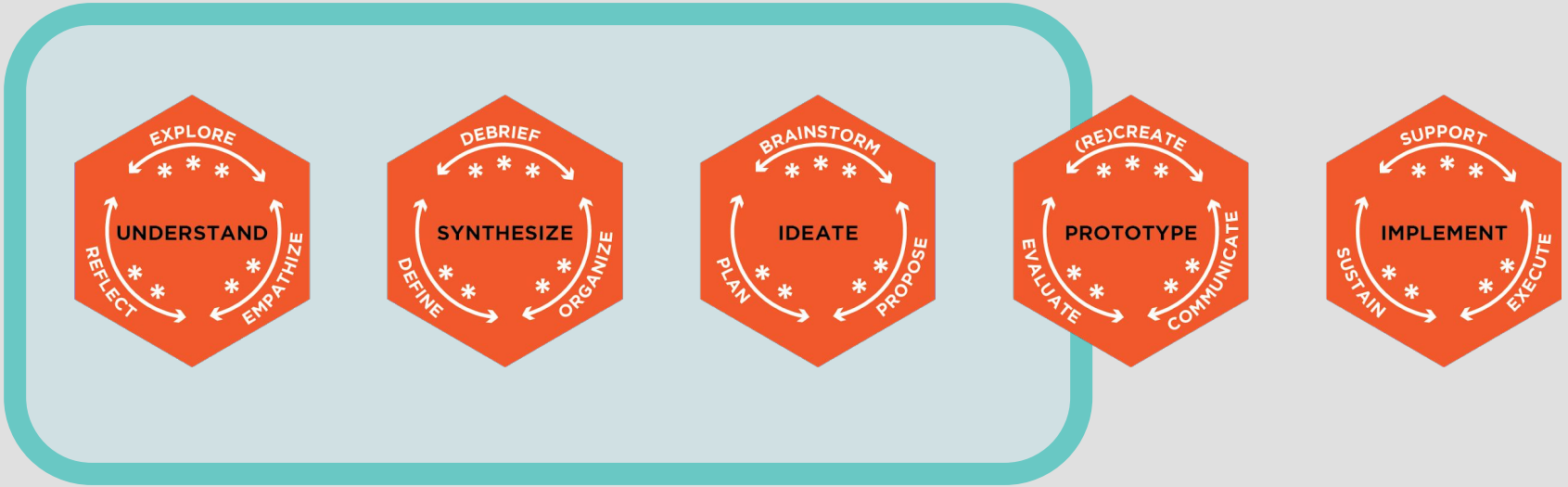
Approach: Our Focus



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Processes + Practices

DRAFT 2019

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UNDERSTAND

Explore

- Establish a common problem space
- Review current landscape or context
- Document biases and predictions

Empathize

- Interview
- Observations
- Locate resources
- Identify extreme users

Reflect

- Reflect on their biases
- Reflect on the projects' motivations
- Reflect on stakeholders' needs

Processes + Practices

DRAFT 2019

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SYNTHESIZE

Debrief

- Filter content for relevance and prioritize information
- Communicate content to team members

Organize

- Collapse content
- Chunk & find themes
- Develop insights

Define

- Identify design and research opportunities
- Define the project scope
- Develop how might we statements

Processes + Practices

DRAFT 2019

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IDEATE

Brainstorm

- Set goals for the ideation session
- Defer judgement
- Ideate of potential solutions

Propose

- Break down the problem into manageable pieces
- Whittling down the ideas from brainstorming to proposing
- Develop a plan of action

Plan

- Communicate proposed solutions
- Iterate in response to new information
- Come up with alternative solutions

Processes + Practices

DRAFT 2019

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PROTOTYPE

(Re)Create

- Create prototypes of their proposed physical, digital, or experiential concept

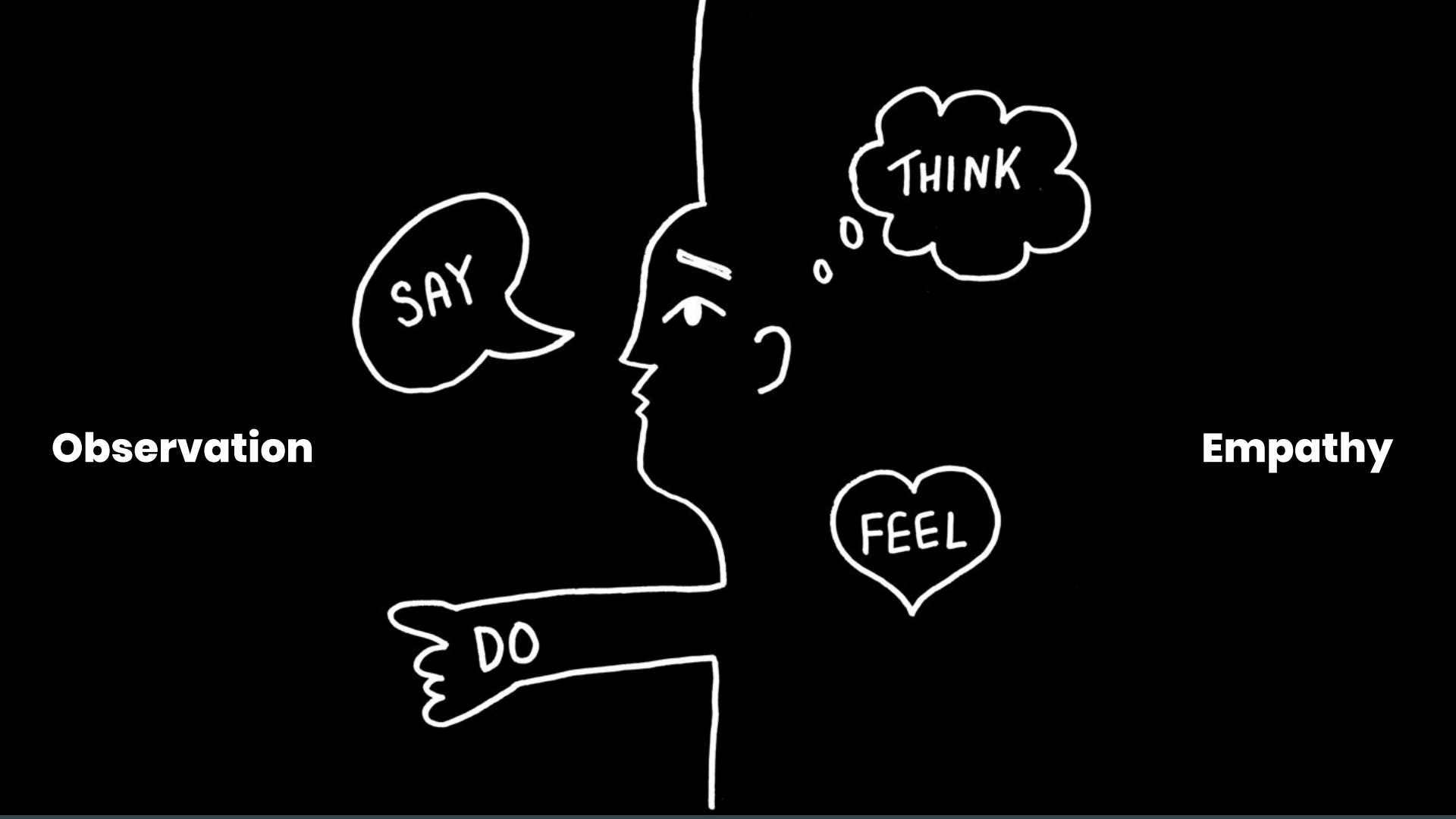
Communicate

- Communicate their proposed product or concept to users, teammates, or design team

Evaluate

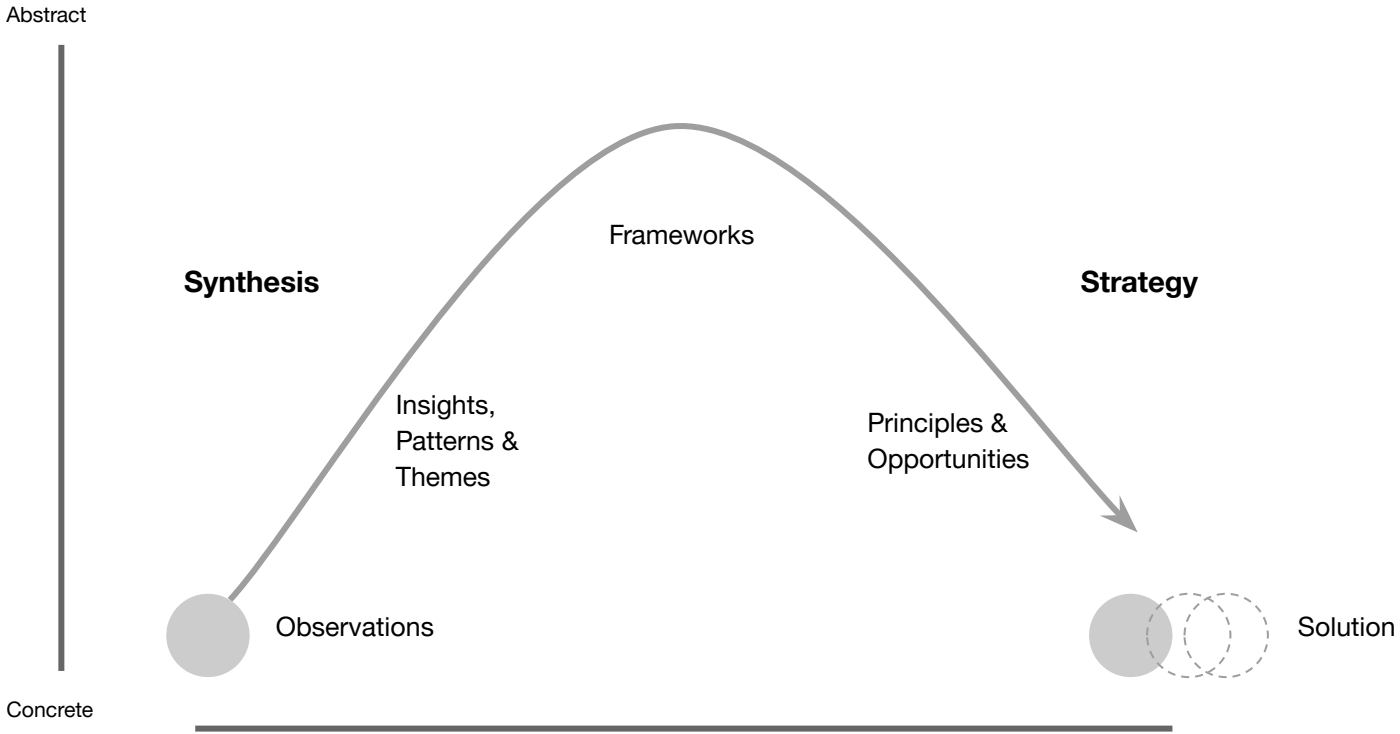
- Get feedback from stakeholders, teammates, or outsiders
- Diagnose problems and describe behaviors
- Reflect on feedback to propose iteration
- Provide others with feedback

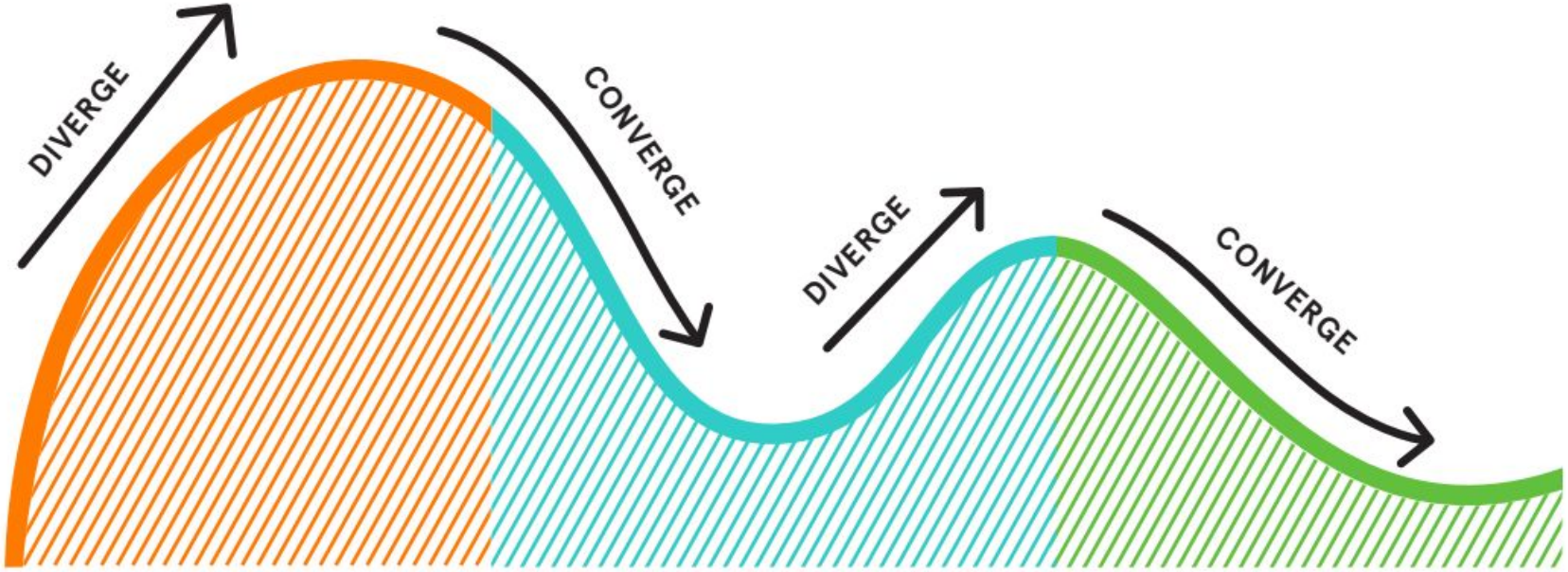
We're prototyping this course – it's the second time it's been taught.



Observation

Empathy


Abstract
Concrete
Synthesis
Frameworks
Strategy
Insights,
Patterns &
Themes
Principles &
Opportunities
Observations
Solution


DIVERGE
CONVERGE
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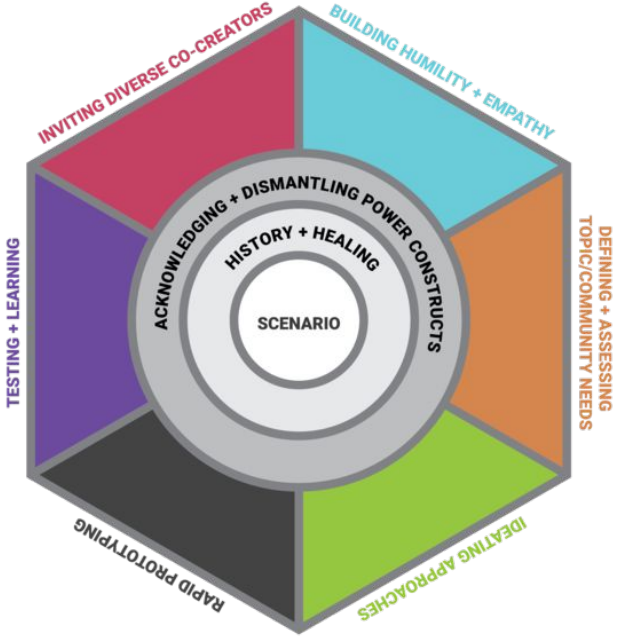
CONVERGE

CREATIVE REACTION LAB

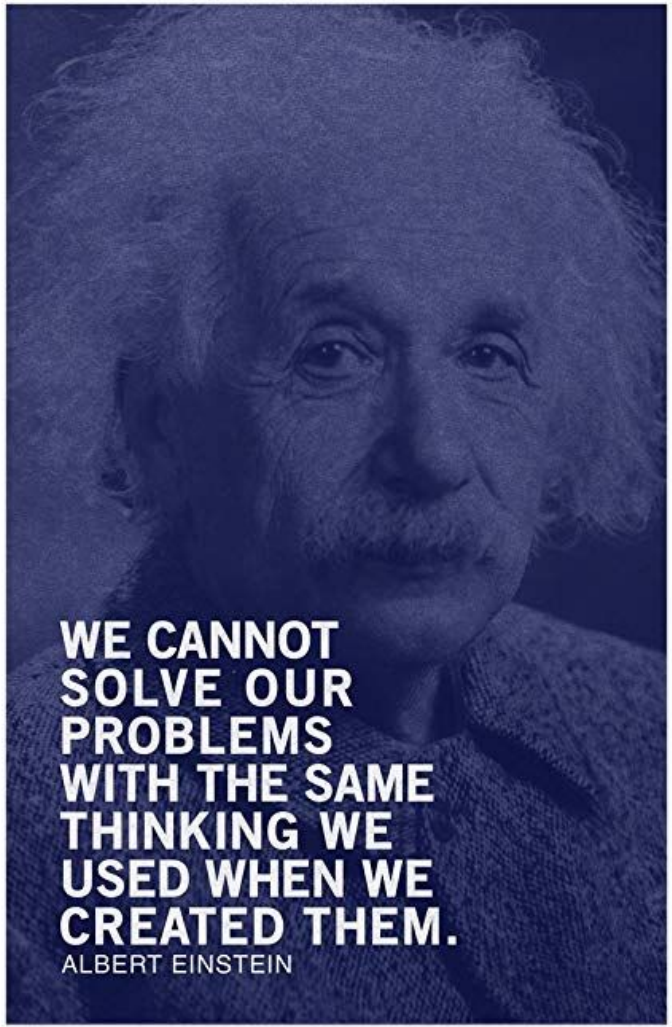


EQUITY-CENTERED COMMUNITY DESIGN

Why social innovation?

Social innovation seeks to create transformational change in underserved, underrepresented, and disadvantaged communities at the local to international levels.

We know that many social issues are often too complex to be solved by using traditional methods.


WE CANNOT
SOLVE OUR
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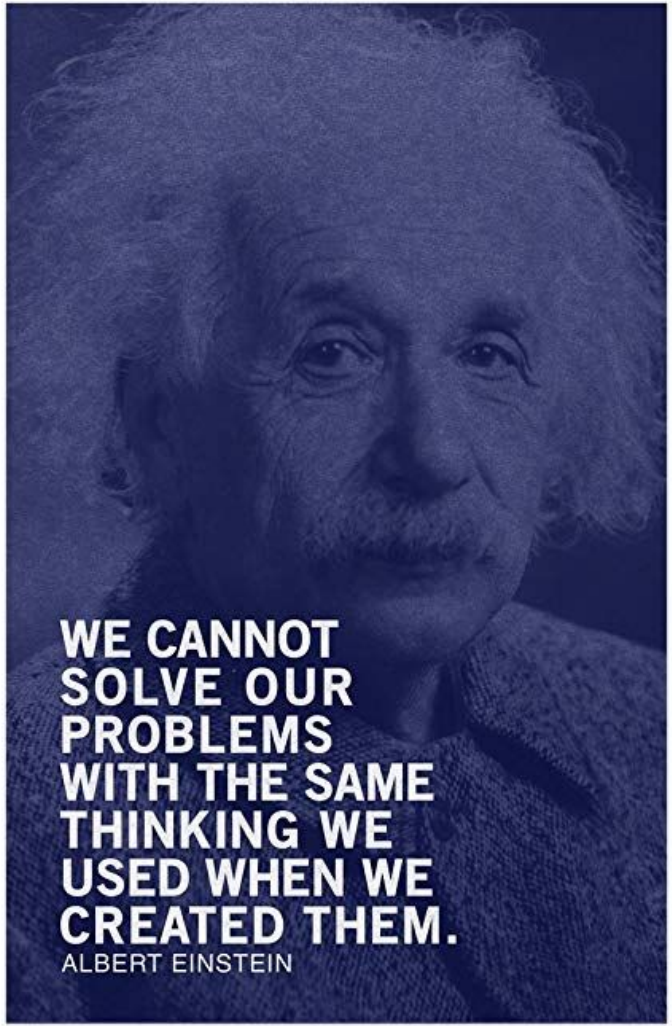
ALBERT EINSTEIN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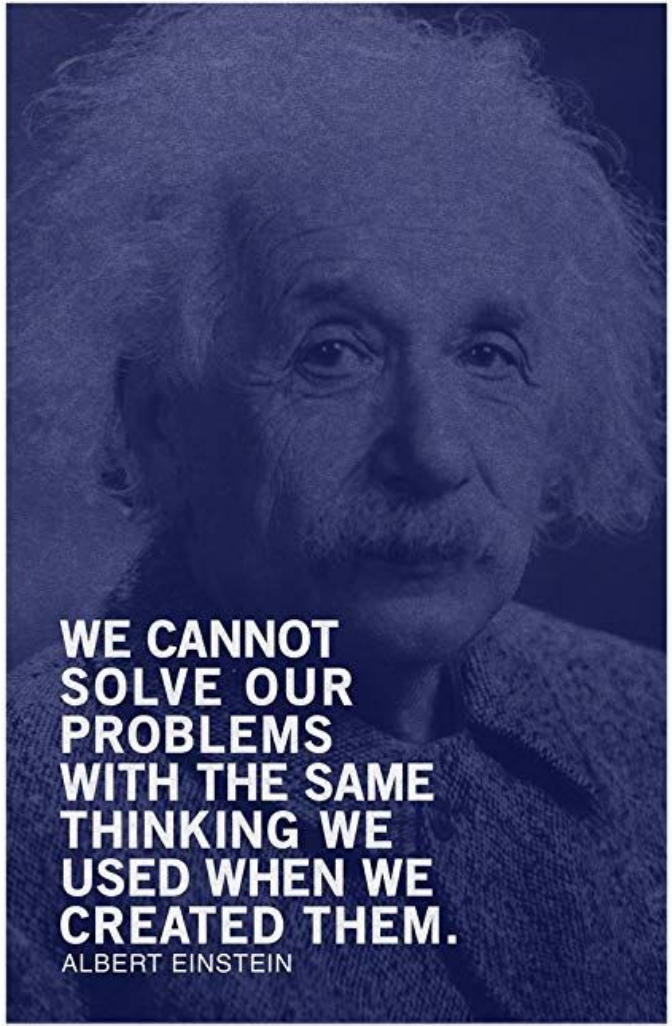
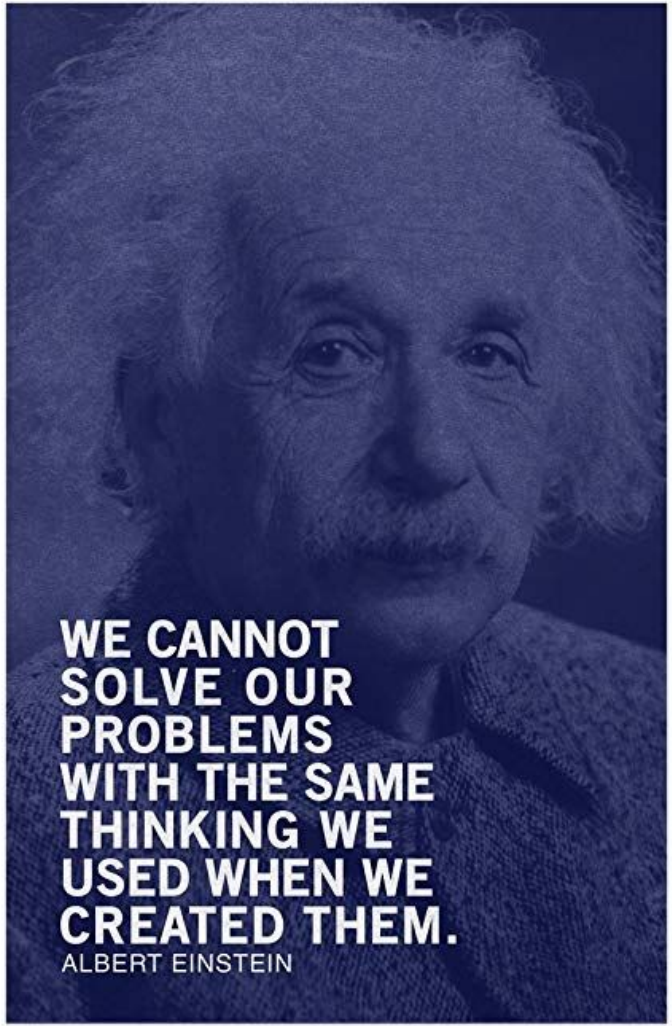

WE CANNOT SOLVE OUR PROBLEMS WITH THE SAME THINKING WE USED WHEN WE CREATED THEM.
ALBERT EINSTEIN

Brown Bear,
Brown Bear,
What do you see?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ALBERT EINSTEIN

Seek the

If you work for this class, this class will work for you.

You have to be a beginner before you can be anything else.

For next week!

Five slides on who you are and what you're passionate about.

Any format will work:
Google Slides, PowerPoint, Keynote

5 minutes per person!

Technology Entrepreneur Center

Entrepreneurship Advising

FRIDAYS STARTING AUGUST 30
Learn more: go.illinois.edu/Fridays

Farm Hack

SAT., SEPT. 21 | 10AM-7PM
Create innovative solutions to benefit the Student Sustainable Farm! Learn more & RSVP by Sept. 12: go.illinois.edu/hack

SocialFuse

WED., SEPT. 25 | 5-7PM
Come find teammates to move your idea forward! RSVP required to pitch. Learn more: go.illinois.edu/socialfuse

Silicon Valley Entrepreneurship Workshop

APPLY BY MON., SEPT. 30
Spend a week in Silicon Valley Jan. 12-18, 2020. Learn more: go.illinois.edu/SV

Innovation Expo

THIS FALL!
Discover the resources you need for your startup ideas. Learn more: go.illinois.edu/TECevents

Cozad New Venture Challenge

REGISTER BY FEB. 3
So much more than a competition! Learn more: go.illinois.edu/cozad

JOIN OUR MAILING LIST! go.illinois.edu/TECsignup

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