

DESIGN  
CAN  
DO

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vers 1.0

6  
+30

**6+30**

**Manual for  
Design Can Do  
Workshop**

*Can design do more than sell products for our clients?*

*Can design move someone enough to change the course of events?*

*Can design play a bigger role in solving societal problems?*

*Design can do so much more.*

*It can inform, delight, provoke, support and simplify someone's life.*

*Exerpt from  
Made You Look,  
by Stefan Sagmeister*

## What is Design Can Do?

Design Can Do (DCD) began with three designers who believed that design can make a difference for the better, and they started two initial objectives: one, to host social design workshops relevant to local environments around the world, and two, to use these workshops as a test bed for developing an evolving a toolkit with a manual so that others will join us in making the world a better place through design thinking. DCD workshop can turn solving wicked problems into a design thinking event celebrating the power of design.

We hope that participation in our workshop will ignite the hunger in others to set up such initiatives and open people's eyes to the value of design thinking and fuel an interest in many others to come and join the conversation.

## Design Can Do Manual and Tool-kit

What you see here is a work in progress manual we are developing that can be plugged and played for solving various problems and to publish and disseminate the results of the workshop with people around the world.

We believe such project needs to be open to change and adaptation, and we are constantly look to improve the manual and toolkit after each workshop.

# Design Can Do workshop 6+30

Design Can Do is planning to hold social design workshops annually in different global locations where designers and professionals can team up with users and experts to develop design solutions using local resources, with a continuous theme of showing the world what difference design can make.

A Design Can Do workshop is composed of 6+30(36) participants and takes place over 6+30 hours.

## \* What's with all the 6+30= 36?

*36 is both the square of 6 and a triangular number, making it a square triangular number.*

*It is the smallest square triangular number other than 1, and it is also the only triangular number other than 1 whose square root is also a triangular number.*

*Being the smallest number with exactly 9 divisors, 36 is a highly composite number. Adding up some subsets of its divisors (e.g., 6, 12 and 18) gives 36, hence 36 is a semi perfect number.*

*This number is the sum of a twin prime (17 + 19), the sum of the cubes of the first three integers, and the product of the squares of the first three integers. The number of possible outcomes (not summed) in the roll of two distinct dice.*

*Still awake?*

*What all this means is 36 lends it self well into clean divisions for groups and hours, and it happens to go well with our love of hexagons which can tessellate!*

# 6 PHASES

From it's shaping to the stages of its afterlife, a DCD workshop has 6 phases.

If you've picked up this manual as someone intending to organize a workshop from scratch, you will need to start right from the beginning, Phase 1. Initiate.

If you are a Maximizer or a Catalyst participating in the 3 day workshop and just got this manual, you can skip the first phase, the main part of the workshop you will take part in is described in the 5 phases, inspire, distill, ideate, develop and disseminate.

In Phase 6: Disseminate, a collective effort from both the organizers, Catalysts and Maximizers are equally important in spreading the news of what you've done and to have it take off and make real changes. DCD will also help you in letting the world know what you have made.



# Legend:

As you flip through this manual you will keep seeing the following symbols which are used to highlight bits of information. Here's what they mean

## Reasoning



*This means there's an explanation of the reasoning behind the decisions made and why we do the things we do the way we do them.*

## Attention



*Organizers, you should have a thorough read through and through, but look out for this one especially.*

## Bonus



*This tells you how to earn brownie points to go the extra mile, but not crucial to the workshop.*

## Catalysts



*Catalysts, in each phase if there's this symbol this means there's something important you should be doing.*

## Maximizers



*Maximizers, if there's anything you should be doing or not doing at any stage, this symbol will be telling you just that.*

## Prep in advance



*The things highlighted with this symbol means it should be done well in advance, in the planning stage.*

phase 1  
**Initiate**



# Phase 1. Initiate

The things covered in this phase is all that needs to be covered before the start of the workshop by the organizers.

Most importantly you will need to choose two things first:

## 1. Choosing partners & Choosing a project

Once you've done this, together with your partner <sup>1</sup> you will need to go through the following things.

2. Picking a date
3. Finding a venue
4. Choosing your Maximizers and Catalysts <sup>2</sup>
5. Setting up a mini-seminars
6. Detailing the schedule of your workshop

These are things that you want done well in advance of the workshop as it usually takes a while.



<sup>1</sup> *It might well be that you are very much capable of running the workshop on your own, but in the following pages we'll explain why you might want to partner up with someone.*

<sup>2</sup> *What are Maximizers and Catalysts?!  
Patience, all will be revealed in the following pages!*

# 1. Choosing Partners & Choosing a Project

Should you decide on a partner to work with first or the project to work on first? It's a bit of a chicken or the egg first situation. Well, let's start simple, do you have an idea on either?

→ **I know who I want to work with, but not sure about the project theme!**

Great! Then together as partners you need to choose the project you want to work on. Design thinking can be used to tackle various complex problems, and you and your partner must have a common interest to have come together in the first place. In order to tease out the wide variety of issues that could be tackled with the workshop, one method you could use is to employ social networking services such as Facebook or Twitter to crowd source ideas. This is an excellent way to get a conversation going at an early start which can be very helpful in the initial stages of secondary research as well.

Whether you brainstorm within you and your partner or crowd source ideas, then how do you sieve out the golden opportunity that best befits the occasion?

## A Checklist

### Potential for real impact?

Will this lead to just a fun one weekend workshop or does it have potential to give birth to ideas that would live long and evolve?

### Does it need a design thinking solution?

Is it complex enough? Does it involve multiple stakeholders and beneficiaries? Will the solutions require systems thinking?

### Broad Enough?

Is the project broad enough to be tackled by a 36 people for 36 hours? Does it involve more than one community or organization? Is there room for unexpected solutions to sprout and grow?

### Focused enough?

Make sure it's not something vague that covers a whole sector of a country or region, such as 'tackling education in Tokyo'. Is the challenge you bit off chewable by 36 people within 36 hours?

### Is it around humans?

Sometimes projects can be centred around the use of a technology, development of a product. You shouldn't necessarily cross out these projects but at the end of the day, we're trying to make it better for people, so see if you can reframe the project around human life.

Chances are, once you go through your list of projects with the list above most will seem too focused, or too wide, making it seem like nothing's perfect. Now it's time to take a fresh look and see if the focused ideas can be grouped under a larger umbrella project or if a generic project could be focused down to a more detailed problem.

Once you've identified the project you will work on, you should define the brief of the project into a clear and concise one liner that people can grasp easily.

### Tips

1. Start with an action verb such as **CREATE, ADAPT, DEFINE**
2. Start a question with a **'HOW CAN...?'**

Don't forget that this stage is about defining the project and the problem, not finding answers. The solutions will come out of the 3 day workshop, trust that Design Can Do!

At this point, lets go back and talk about what if your original answer was,

## → I'm know the project I want to work on but don't have a partner!

Before we launch into finding you the perfect partner, let's ask ourselves, 'do you always need a partner to run a workshop?' The answer is, 'no'.

The founders of DCD started the manual for these workshops envisioning social change, so hooking up with a local government or organization was a given, however, if you happen to BE the government or want to run a similar set up in a corporate environment to tackle an issue within the company, then it might not be vital. Having said that, a DCD workshop is all about getting real people at the heart of the issue involved in the project itself, so look around you, and see if you're not missing out by limiting yourself to work on your own. If you are the government or a large corporation, your partners may not be, an organization, but rather, individuals.

Back to detecting the perfect partner. You probably have a fair idea of the key players in the field of your project, given that it was the project of your choice. You may already have a network of people/ companies/organizations related to the project, and that's great,, but here's a couple of things you might want to think about and the more boxes your potential partner ticks the better they'll be.

## Checklist

### **Can they provide organizational support?**

Do they have a venue or have connections that could provide one, where the workshop can be held? Do they have resources that could help in the organization of the workshop?

### **Are they design-ready?**

Are they open to try design thinking as a method of solving problems?

### **Are they keen on carrying things forward after the workshop with the results?**

The more they're willing to do this, it not only means the project will have longevity, but it also means that your partners have a lot vested in this and are committed to seeing the workshop delivered successfully.

### **Are they well connected themselves with people that can make it happen?**

If your partner is an infectious hub that spreads news like wild fire and is well networked with other key players in the industry, this will help the project seed into real impact in society.

## Tips

If you're still looking for partners and approaching people a couple things you could do to make them listen is:

### **Show that work has already started**

Communicate that it's not something you've just thought last night, but something you've been working hard on.

### **Match Funding**

It's a term often used in business, but it applies here as well. You're asking someone to put in time and resources, it's only fair that you show them what you or other partners are putting in, e.g. what's being offered to them.

## 2. Picking a date

When DCD organizes a workshop, we run it for 36 hours starting Friday evening to Sunday afternoon for the main part of the workshop followed by a mini-seminar and a wrap up dinner on the Monday.

Why the weekend? We think that this ensures involvement of enthusiastic participants who have day jobs that might prevent them from taking part in events that go on during the week. Student involvement is great, but it's vital that you get a wide range of practicing professionals as well as students and users and many more.

But it's the weekend!? Remember that you'll be taking charge of the precious weekend of 36 participants and others. So it's your job as an organizer to make the 36 hours a fun experience as much as it is meaningful.

But hey, the Friday to Sunday is a guideline from us of what we think works, but feel free to try it during the weekdays or in different formats, and tell us about what happens!



*For more information on planning the detailed schedule of the workshop, we encourage organizers to read through the whole manual to have a general idea of the workings of the whole workshop.*

*A sample of the schedule is also included on page 34, 35.*



*We advise you to leave at least 2 months to plan for everything till the day of the workshop.*

### 3. Finding a Venue

What constitutes a good workshop space?

#### Can you make a mess?

What you need is a dedicated space where everyone participating can be fully immersed in the project surrounded by post it notes and other inspiring works going on. What you don't want is shiny office with hardwood desks and posh ergonomic reclining chairs where you'll upset someone by sticking a post-it note anywhere.

#### Plenty of Wall/Table space

You want a space big enough to hold at least a large work table per group, plus one more for organizers and miscellaneous needs people. Place them strategically so that each group will have ample wall space to stick things up on. Make-shift office dividers are excellent for providing extra wall space for groups.

#### Mini Theater

All this means is space for 45 or so chairs in a row, a projector and a surface to project on to. During the 36 hour workshop you will hold various mini lectures and talks, as well as sessions where everyone will sit together to share the outcomes of their work and get briefed for the next stage.

It is ideal, if your workspace is in a gymnasium like space where you have a large empty space to section off the work space and the presentation space next to

each other. This will minimize the time lost travelling between them. If this can't be achieved, make sure it's as close as possible.



*Bonus Points for you if it's an easily accessible location and/or geographically in the heart of your project.*

*It's our hope to host a DCD workshop on a campsite one day, like a weekend festival. Nothing's holding you from doing it first.*

*It should be fun, but it'll be highly involved. If you can provide areas to sleep/rest and meals and snacks in between, granted you have a budget for it, it will boost the productivity of your workshop*

## 4. Choosing Maximizers and Catalysts

### Maximizers

We think that people taking part in the workshop should be more than just participants. With the mix of diverse expertise and enthusiasm they should be people who can MAXIMIZE this workshop as an opportunity to generate new ideas and make a difference. Maximizers need to be from a wide discipline of professions to ensure you get interesting yet practical and realistic results.

#### Designers

Product designers, Industrial designers, UI/UX designers, Graphic designers, Architects...

#### Engineers

Electric engineers, Mechanical engineers, Computer programmers, Civil engineers, industrial engineers ...

#### Businesspersons

MBA's, CEOs, Venture capitalists, other people who are savvy in the world of business.

#### Experts and other out of the box thinkers

Experts in the field, this could be anyone, depending on the theme that you choose. If you were dealing with supplying electricity to off grid users, then a housewife might be the expert user you are looking for.

#### and Others

Those keen to participate and make a difference in their local community, be that musicians, physicians, lawyers, sculptors and more. Who knows what they might bring to the game? So cast your net wide to pick the best experts for this criteria.

### Catalysts

Catalysts will play a vital roll in the workshop. Make sure you trust in them fully to bond and lead the groups, they should be those who believe in the workshop as much as you do.

We think the Catalysts are experts with a twist. Say for example, if you're doing a project related to street food in Seoul, the Catalysts wouldn't have to be street food vendors but people who are related to the area laterally, on have worked on a project that is laterally related: other street vendors, sales people in luxury shops, restaurant industry, etc.

Throughout the workshop the Catalysts will be the link between you and the groups and the link between the groups. In the Phase 1: Initiate they will need to be briefed in detail of the whole workings of the workshop prior to the start of the 3 days. Once the workshop starts they will be the ring leaders of their groups until Phase 5: Develop, where they will rotate around the groups acting as a sort of 'consultant' in their expertise. So for this reason you want to ensure that you get a mix of specialties such as social design experts, an expert user, a businesspersons, etc.

For a DCD workshop we advise you get 30 Maximizers and 6 Catalysts who will become the brains of your project for the 36 hours of your workshop.

Once you have confirmed your project theme, partner, dates and venue to work in, it's time to do a call out for your Maximizers and Catalysts.



*On the USB key included in your toolkit you will find the files that we used to prepare a workshop, such as Application forms, Call out posters, Workshop schedules, and other materials for your reference.*



*Why 6 Catalysts and 30 Maximizers? Remember our whole spiel about the number 36? We've made it so that if you recruit 36 people to work on the project in the Inspiration phase, people can get into a manageable small groups of threes to go out and be inspired in the real world and then when they come back, they can form 6 groups of 6 with one Catalyst each in the group.*



*Sadly we don't live in a perfect world. You might find that someone falls ill the day before the workshop and you're one short of 36. Don't panic, Just stick to groups of 2-3 in the Inspiration Phase then larger groups of 4- 8 with at least one Catalyst each for the rest of the workshop.*



*Make sure you have a good gender balance. Even if you think that your project itself is gender specific, getting the opposite sex involved is precisely the kind of diverse mix you need to come up with interesting results.*



*It will ideal if you cast your Maximizers in such a perfect way that in each group you have an engineer, a businessperson, a designer, an out of box thinker/expert, and an 'other' each.*



## 5. Setting up Mini Lectures/talks

As mentioned before the live part of the workshop will take place over 36 hours over 3 days. Refer to page 34 for a rough breakdown of the 36 hours.

36 hours is not a long time span, but it is a long time to sit at a desk trying to squeeze out the last drop of innovation from your brains.

So you need to ensure that people get up once in a while and get that blood pumping from their legs back to their brains, and mini lectures and talks are the perfect way to do so.

Considering how not all your Maximizers and Catalysts will be savvy experts in the area of the project, it is wise to plan these lectures and talks strategically to ensure a basic download of key information.

The lectures could be briefings from the country and sector or very up close and personal talks provided by first hand stakeholders. We advise you to spread 2-3 lectures through out the 2nd and 3rd day of the workshop.

### Tips

Few tips on preparing these lectures and talks:

#### **Maximise your Maximizers and Catalysts**

Not all of them will be, but there may well be a few experts within your Catalysts and Maximizers who could have interesting things to say, give them a 15 min slot.

#### **Record in Advance**

It might be that your prospective speaker might be keen, but just too busy to fit into your schedule. You could video the talk in advance and show this in the workshop.

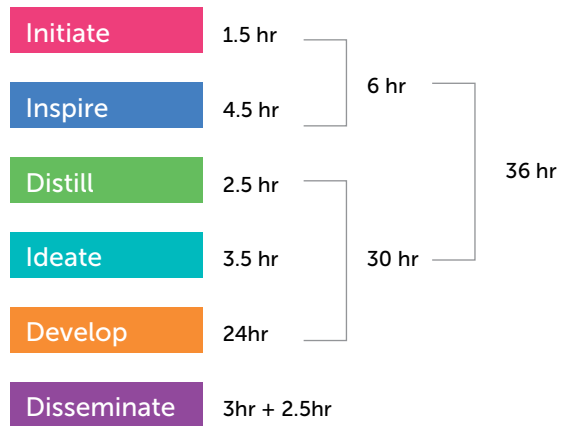
#### **Use your own resources**

If all else fails, as you plan ahead, keep your eyes peeled for anything of interest to share yourself. Surely as someone with a keen enough interest to set up a workshop like this, you yourself must be an 'expert' of interesting reference materials. Search for relevant talks that can be of inspiration on TED, Vimeo, YouTube and the likes.

Make it inspiring, think laterally, the material could be anywhere and everywhere!

## 6. Detailed Scheduling of your workshop

You're almost there, now it's time to detail the schedule of the workshop.



*Here's a sample schedule of one of our workshops, and one for you to fill in. As you go through this final section, feel free to refer to ours to copy or to embellish to your needs.*

For the detailed schedule please refer to the appendix ([click here](#))

## Ice Breaking

As with any workshop event, everyone's a little awkward and shy at the start, so you will need to do a short ice-breaking exercise.

### **Introduction & Orientation**

We start with a 30 minute DCD introduction, which you can replace with an introduction about yourselves and the project background.

It is very important at this stage that you communicate your focus clearly and the expected outcomes of the project so that the group has a clear mission to stick to. This is where a clearly defined project brief that you've prepared in advance comes in handy.

### **Mini Pecha Kucha**

We like to kick off the workshop with a Mini Pecha Kucha where everyone gets to learn a little something about everyone else.

The set up is, each person gets 1 minute to present 6 slides, 10 seconds per slide.



*For the sake of convenience be sure you ask for these slides in the application process, and have them ready for the start of your workshop.*

## Lectures and Talks

You will see that we've overlapped lectures, presentations and discussions with mealtime. If you can manage to book in your speakers, this is a great way of maximizing the given 36 hours. However, the lectures and talks could be peppered around the timetable to your needs.

Do this first as you may need to schedule the rest of the workshop a little around the timing of your speakers.



*If you intend to overlap food with talking, make sure that the food you cater isn't an insane feast of barbecue or Hot pot, but rather a simple finger food that you can munch away discretely.*


# Grouping

Once the ice breaking session is over, get your Maximizers and Catalysts to form groups.

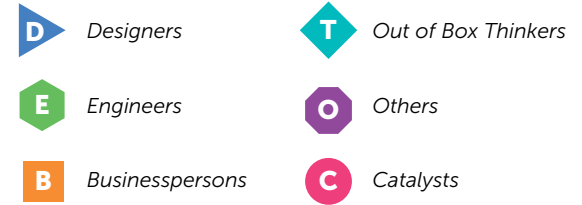
It's up to you how to form the groups, you can let the people decide or put them in predetermined groups. However, we recommend that each group is a diverse mix of experts and has a good gender balance.

We think it's useful to divide and conquer the Inspire Phase in 6 groups of 6 then reshuffle this into a different 6 groups of 6 for the latter three phases. Bees do this, it's called cross pollination of ideas.

So with this process in mind, it's useful to spend some time on grouping your Maximizers and Catalysts to ensure the right mix of experts for each group.

 *If you intend on shuffling the groups as we do, inform everyone that this is planned, it's always good to keep everyone in the loop of what is to come.*

# Grouping/Cross Pollination Diagram



	Research 1 team	Research 2 team	Research 3 team	Research 4 team	Research 5 team	Research 6 team
Develop A team	D <sup>1</sup>	E <sup>1</sup>	B <sup>1</sup>	T <sup>1</sup>	O <sup>1</sup>	C <sup>1</sup>
Develop B team	C <sup>2</sup>	D <sup>2</sup>	E <sup>2</sup>	B <sup>2</sup>	T <sup>2</sup>	O <sup>2</sup>
Develop C team	O <sup>3</sup>	C <sup>3</sup>	D <sup>3</sup>	E <sup>3</sup>	B <sup>3</sup>	T <sup>3</sup>
Develop D team	T <sup>4</sup>	O <sup>4</sup>	C <sup>4</sup>	D <sup>4</sup>	E <sup>4</sup>	B <sup>4</sup>
Develop E team	B <sup>5</sup>	T <sup>5</sup>	O <sup>5</sup>	C <sup>5</sup>	D <sup>5</sup>	E <sup>5</sup>
Develop F team	E <sup>6</sup>	B <sup>6</sup>	T <sup>6</sup>	O <sup>6</sup>	D <sup>6</sup>	C <sup>6</sup>

# Welcome, Maximizers & Catalysts!

In the following 4 phase of the workshop  
the expected outcomes of each phase is:



phase 2

**Inspire**

## Phase 2. Inspire

The first goal of the workshop is to understand the main issue, research the current situation and gather inspiration from different sources.

Why not dive into creating ideas when the time is so short? To come up with solutions, the first thing you need to do is to understand the context surrounding the project and the underlying problems. You do not know best, because chances are you are not the user/ stakeholder/beneficiary. Even if you are, you might not even realize there is a problem or things can be better.

So the whole point about this early phase of the workshop is to listen to people, observe behaviors, detect oddities, understand needs, barriers, constraints and opportunities, look for stories, and develop an empathy with what you're dealing with.

Realistically, you are not ethnography researchers and you'll only have a couple of hours at the most to do this, but we think it's important that you try and immerse yourself in even the short time you have. So we have selected a few methods that could be suitable for use in the given time frame.

The following methods explained in the next few pages are suggested for use at this stage, think of it as a pick and mix, use what's appropriate, drop the rest.

- 1. Know Thyself**
- 2. Surf the Web**
- 3. Engage with People**
- 4. Fly on the Wall**
- 5. Lateral Locations**

then finish this phase with

- 6. Empathy Mapping**

as it is important to make sense of what you saw, heard, and felt as it is to make sense of what you've done.



## Tips

Identify areas (2, 3 or 6 areas will work out well) of research in advance to assign to the Inspire groups to ensure that all the groups are looking at different areas.

Advise the groups to go out in groups of two or three to do field research as it is slow moving a gang of 6 people. Also in this way you can divide and conquer within the group the different methods mentioned.

It's your choice how pre-structured you want to make this phase, but we suggest as organizers of the DCD workshop that you read ahead of time and pick the suitable methods to be used and let your Maximizers and Catalysts know which ones are suggested for use.

The methods are merely a guide, so feel free to edit them upon your needs, and if something really works great, let us know.

Let the Maximizers and Catalysts know that this is not a test and it's meant to inform and inspire them. They should learn what they can and go out and do it.



### Expert Seminar/Talk

*Scheduling a short presentation by experts/users to download some useful information surrounding the theme of the workshop is highly recommended during the Inspire phase.*



*Catalysts will be the ring leaders of each group from this phase and onwards.*

*Make sure your group divides up into 2-3 groups to try out different methods. Set a time to reconvene back at camp to make an empathy map and make sense of what you've found.*



*If you've done research yourself on the subject area, prepare a slide show and have it playing on one side of the workshop area as people come in to set the tone for the workshop.*



# Know Thyself

🕒 30 MIN

Each group probably has some ideas on the subject of the project. Unveiling what you know already in turn sheds a light on the things that you don't know and will direct you to the things that you should look out for during the Inspire Phase.



*This method is especially useful to start with, if you intend on giving free reign to your groups in terms of choosing the method of inspiration. As it gives them a chance to deliberate on where to focus.*



*This is more of a mind dump of what you already know rather than a brainstorm, but refer to page 76 for the rules of brainstorming as similar rules apply.*

*Catalysts should be facilitating this session just as they would do a brainstorm.*

## 📌 Outcomes?

**A map of what the group's knowns and unknowns distilled down to 3-5 areas of research or research questions**

## 📌 How to

**start** 1. In groups, on a large surface write the brief of the workshop in the centre.

**5 min** 2. Individually, on post-it notes write down what you already know about the challenge in front of you one item per note. This could be:

*What people need/want  
Technology that could enhance the situation  
Relevant case studies  
Early ideas*

**5 min** 3. Share what you wrote and stick this around the challenge. As you do this, discuss in your groups whether you agree or disagree with any points.

**5 min** 4. Individually, on post-it notes write down what you don't know, one item per note. This could be:

*What people think/feel  
Restrictions of challenges holding people back  
What's already out there*

**15 min** 5. Share what you wrote and stick this around the challenge and regroup to identify areas that are blind spots for your group.

6. And bear this in mind for all the later stages of the workshop.

# Surf the Web

🕒 30-60 MIN

Secondary research is a great way to support and contextualize primary research. Given the time frame and the fact that we live in the 21st century go surf the web, rather than going to the library. Designate someone or take volunteers from each group who are self proclaimed experts at web surfing to do a sweep of what's out there.



*Don't rely purely on secondary research, designate one person in a group to do this.*

*Wikipedia is an online free-content encyclopedia that anyone can edit, therefore not a reliable source.*

*Don't rely on one source for important information.*

*Keep a record of your references.*

*This isn't time for you to go on Facebook.*

*Collect, don't just browse.*



*Make sure there's access to the internet in case people want to use the internet for resources.*

## 📁 Outcomes?

**Photos, videos, notes and links that you can revisit and interpret**

## 📄 Tips

There's no real 'how to' in surfing the web, but here's a few tips in the unlikely case that you happen to be a newbie.

### **Use the right search terms**

If you don't find what you want on your first try, try being more or less specific.

### **Use quotation marks to search for phrases.**

Searching for sand shark and "sand shark" will return different results. The latter will give you results of the particular breed of sharks, the sand shark, where as for sand shark, the search engine will look for sand and shark.

### **Use the minus sign to exclude unwanted links**

A mullet is a hairstyle as well as a fish. Say that you're interested in the hairstyle but not the fish, then try adding a minus sign in front of fish, as in, 'mullet, -fish' and it will give you results only with the hairstyle. Try advanced searching to narrow your results

### **Evaluate your finds**

Is it reliable? Sometimes searching on library databases are useful for this reason, where you're searching from a database of paid content and e-books rather than the world wide web which has its pros and cons.

# Engage with People

🕒 30-60 MIN

Spending as much time with the people involved in the context of your project is one of the best ways of discovering how they think and feel. You'll need to engage with them in an appropriate manner to uncover nuggets of deep understanding, and interviewing is an art that takes time to master. So we'll start with some simple ways of seeing, asking and listening.



*Don't turn the subjects of your interview into respondents by behaving too formally or structuring the interview too much. The key is to capture the natural course of events.*

*Capture everything that's going on. With the abundant technology around you, it should be easy enough to take ample photos, voice recordings and videos of your interviews to revisit them later.*

*Get permission when you're recording.*

## 📁 Outcomes?

**Photos, videos, notes that you can revisit and interpret**

## ❓ How to

There are various different ways how you can go about teasing out what you're curious about but for starters here's a few things you can try.

### Show Me

If you're interviewing in the interviewee's environment get them to show you what and how they interact with.

### 5 Whys

Be like a child and keep asking 'but why?' consecutively in response to 5 answers to get to the bottom of really why people behave the way they do.

### Think Aloud

If you're investigating a particular task or activity, get your interviewee to think aloud as they execute the specific task to reveal what's going on in their mind as they're doing it.



*Try talking to your extreme users or constituents, this might be really old or really young people of your demographic, or people who are extremely satisfied or dissatisfied.*

# Fly on the Wall

🕒 30-60 MIN

Much like interviewing this is all about the immersion into the context of your project.

Given how what people do and what people say they do is often quite different, go out and watch people, their environment and things. In contrast to the 'Engage With People', the objective here is to quietly observe rather than disrupt the natural course of things taking place in front of you. Imagine you're a detective solving a crime: be curious and collect evidence. And go mad collecting your evident, don't hold back. When you revisit your photos and videos, you might see what you didn't see before.



*There's potential for people to feel as though you're spying on them, especially if you're photographing a particular person repeatedly, in which case, get permission even if it disrupts the activity a little.*

## 📁 Outcomes?

**Photos, videos, notes that you can revisit and interpret**

## 📁 How to

- 1.** Get one person to catalog the activities and the context all along.  
Get two people recording.  
One person be the sniffer dog. Find things that are odd, interesting.
- 2.** You can also plan this as a treasure hunt.  
Make assumptions first. Then go find evidence or counter evidence to prove it.
- 3.** Visual evidence can be used to reveal patterns and behavior.

# Lateral Locations

🕒 60 MIN

To spark new ideas, search laterally for different contexts where similar activities are taking place. For example, to get inspiration about how to efficiently pack away different equipment into an ambulance, you could look at ice cream vans, long term traveller's camper vans and other vehicles that pack away a lot of things into a confined vehicle.



*Be bold and creative in choosing these locations. Hold back judgements such as, 'This is irrelevant, why are we here?' Be open and ready to be inspired.*

## 📁 Outcomes?

Photos, videos, notes that you can revisit and interpret

## 📁 How to

1. List all the different activities and emotions present in context of your project.
2. For each item on the list, write down other locations or areas where the same occurs.
3. As a team, vote on the location to visit for inspiration.
4. During the visit take ample notes and photo/video documentation of the experience.
5. Debrief and look for inspiration that could be applied to your project.

# Empathy Mapping

🕒 30 MIN

Once you have done your share of observing, engaging and immersing to get inspired, it's time to unpack what you've collected.



*Don't make value judgements of your own, don't think that it's good or bad.  
Be curious and keep asking questions; what are they doing, how are they doing it, why are they doing it?*

## 📌 Outcomes?

An empathy map & 3-5 highlighted findings

## 📌 How to

1. In the groups you went out in, make an empathy map of the data you've collected on a wall. Make this wall visual, with print outs of images and use post it notes to annotate any surprises, contradictions. Get it all up on the wall in which ever fashion you like.
2. Rejig your maps by doing the following:  
Select key information, leave unimportant details.  
Link little thoughts into a big thought.  
Look for underlying patterns in individual stories.
3. Highlight the 3 -5 most remarkable finding of your research and stick them on top of the maps



### ***Be ready to share your results:***

*Use short easy to understand sentences to sum up and describe your findings no longer than this.*

*Take one remarkable finding each, to share at the next phase.*

*Take an image or a short video to accompany the information where necessary.*



*Organize a sharing session among the whole of the Maximisers and Catalysts where they can informally discuss about the outcomes of this first phase and how they found the process.*

*We like to do this on the saturday morning over breakfast.*



## Phase 3. Distill

As much as gathering information is important, sharing what the individual teams have gathered is of equally crucial for the cross-pollination of ideas that we discussed in the earlier stages of this manual.

This phase ensures that you transition from the last Inspire phase to the Ideate phase with a distilled set of gems that you can spark ideas off of.

To do this,

first: **Cross-pollinate**

then: **Ask the Right Questions**



# Cross-pollinate

🕒 30 MIN

Inspiration is a word thrown about and objectified, with the likes of other magical words such as insight or innovation. In the Inspire phase, we listed a few guided activities you could follow that might lead you to this holy grail, inspiration, but the truth is, it may not be that simple and it's not a quantifiable thing that you can slice up and share with your group.

The best shot at spreading the love is to share what inspired and surprised you when looking at people and their surroundings; not a statistic, but a snippet of someone's life.



Are you in your new groups?

## 📄 Outcomes?

Sharing of key findings from each of the different groups from the previous phase

## 📄 How to

1. Each person is to share one piece of their golden nugget of research which could be one of the top 3-5 findings in your empathy maps. Take off and use the images of your maps if it helps set the scene of your story.
2. Describe who did what, when, where, and how. Do you know why they did what they did? And what does this mean to you?
3. Tell this story in digestible chunks. 3 post it notes, write in big letters with your sharpie. Keep it as short, sweet and memorable as possible.



*When you're sharing your findings, don't generalize, share specific stories.*

*When you're listening do not judge, assume, evaluate or hypothesise. Just take it in.*

# Right Questions

 70 MIN

If you ask the right question, it will stimulate critical thinking and answering that question will illuminate ideas. The success of brainstorming ideas, therefore, relies critically on asking the right questions. Unless you have the right questions that you can focus your brainstorming on, the brainstorming session will result in staring blankly at the piece of paper in front of you, and actually coming up with questions rather than answers.

So it is recommended that you do this 70 min exercise to come up with the right questions.



*We found that this part, as important as it is, it's not the most easiest thing to understand and do. Especially for first timers. On page 70, we've put in the example that d-school at Stanford University use to explain how to do this, which we thought was very comprehensive. Make sure you point this out to the Catalysts, so that they could refer to it when facilitating.*



*Catalysts will be facilitating this session as they would a brainstorm. Same rules for brainstorming apply, refer to page 76.*

## How to

**Set up** 1. Everyone gets a couple of felt tip markers and post it notes.



*No ball point pens or pencils. Fat pens only!*

**5min**



2. In groups, from the cross-pollination of your key findings, derive three challenges you want to tackle and write them down. Search for problems that could be solved or things that could be made better.

**10 min**



3. Pick a challenge and individually, start generating specific actionable questions. Write one question per post it note and start each question with "How Might We" to make it a productive and positive question.

**5 min**



4. Share in groups and whittle down to one or two key questions as a group.

5. Repeat this for each challenge you came up with.



*Make sure your questions are not too narrow / wide.*

*Don't worry about feasibility too much at this point. If you come up with solutions, bank them. Make a personal note of it but don't bring it up now.*

*If you keep coming up with solutions, ask why would one do this, or what good is it, then try turning it into a how might we question.*

# How Might We...

Question example excerpt from Stanford D-school's 'ideate-mixtape-v8'

**Challenge:** Redesign the ground experience at the local international airport

**Point of View:** Harried mother of three, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because "annoying little brats" only irritate already frustrated fellow passengers.

---

## Amp up the good:

*How Might We* use the kids' energy to entertain fellow passenger?

## Remove the bad:

*How Might We* separate the kids from fellow passengers?

## Explore the opposite:

*How Might We* make the wait the most exciting part of the trip?

## Question an assumption:

*How Might We* entirely remove the wait time at the airport?

## Go after adjectives:

*How Might We* we make the rush refreshing instead of harrying?

## ID unexpected resources:

*How Might We* leverage free time of fellow passengers to share the load?

## Create an analogy from need or context:

*How Might We* make the airport like a spa? Like a playground?

## Play against the challenge:

*How Might We* make the airport a place that kids want to go?

## Change a status quo:

*How Might We* make playful, loud kids less annoying?

## Break POV into pieces:

*How Might We* entertain kids?

*How Might We* slow a mom down?

*How Might We* mollify delayed passengers?

phase 4  
**Ideate**

# Phase 4. Ideate

Many of you might have participated in, or at least heard of, some form of brainstorming. In short this is what this phase is about. The main focus of brainstorming is to come up with as many ideas, big or small, as possible. We will focus on selecting, distilling, combining all of it into one killer idea at the end of this phase, but for the most part, we're aiming for quantity not quality.

On the following pages is a brief guide to setting up and running a brainstorm and the rules that go with it.

Also included are some tools to get unstuck if you feel things are slowing down. Use these quick shot injections to accelerate the flow of your ideas.

1. Exorcism
2. Lateral Thinking
3. Exaggeration

When planning your workshop make sure you leave a good 30 - 45 min for the last stage of this phase.

4. Mindful Selection



*Splicing up this phase with a short presentation by someone from the government when flow of ideas begin to slow down can be helpful in getting the juices going again.*



*Draw as much as you can.  
As Picasso once said, 'Every child is an artist. The challenge is to remain an artist after you grow up.'*

*The awful drawing of the microwave you meant to draw might be interpreted as a television to another, inspiring another to come up with a completely different and unexpected idea.  
Leave room for this kind of serendipity.*

# Brain Storming Ideas

 60-90 MIN

Brainstorming is about thinking without constraints and to allow your ideas to expand freely. It is not a conversation without discipline and it is recommended that you follow a pre-planned timetable and stick to it.



*Have tokens of reward for each idea produced. Cookies help. Stir up competition but not aggressive.*

*The following page lists the 8 rules of brainstorming. These rules are to be followed at all times under any circumstances.*



*Catalysts will facilitate the brainstorming and the final selection of ideas in this phase. Make sure you enforce the brainstorming rules, strictly but nicely.*

*Keep the group moving, its your call when to use exorcism, provocation or lateral thinking when you feel that the group has hit a block. Keep to the time and always remember to know when to move on.*

*Shoot for about 50 ideas for every mini session.*

## How to

- Set up**
1. Sit down around a proper working table.
  2. Give out big fat colorful pens and Post-it notes to each person in a group.



*No ball point pens or pencils!  
Thick pens only!*

3. Repeat the following mini session around each "How Might We" question identified in the previous phase.

**5-10 min** *Brain Dump individually*

- A. Dump out all the ideas on the post-it
- B. Put down one idea per note.
- C. Draw as much as possible and put a title for each idea.

**10-15 min** *Share & Build idea*

- Share the individual ideas in turn and build on each idea where possible

# Brainstorming Rules



# Exorcism

🕒 20 MIN

Even though the mantra of brainstorming is emphasized time and time again that no idea is a bad idea or too crazy or silly, there tends to be a mental block we create to only let through what is socially acceptable. Sometimes these ideas can be a barrier for the other ideas that are waiting to come out.

Do a mini session of brainstorming on Crazy/Bad/Disgusting ideas to rid yourself of these thoughts.

For example lets say you're trying to come up with ideas for the question, 'How might we separate the kids from fellow passengers?' Perhaps you're not a fan of children, and you just keep thinking, put them in a box and put it away. You're probably not going to write this down for fear of judgement from others when it's time to share that idea. However, in this exorcism session, it's all acceptable since you're actively trying to come up with inappropriate ideas.

Surprisingly in many cases, the ideas that come out of such sessions not only inspire better ideas, but survive in a different form to the end. Putting away children in a box then putting the box away somewhere might trigger someone to think, 'hey, but children love playing boxes' and lead then to a tangential idea.

# Provocation

 30 MIN

Our brains have a natural tendency to favor repetition because it feels smooth, efficient and it's easy! However, when it comes to coming up with sparky ideas repetition can be a real killer.

When you get stuck or your brain slows down while you're trying to generate a bulk of fresh ideas try provoking your brain in this form of lateral thinking.



*This is to provoke you out of coming up with expected answers or being stuck in a dead end. Make your brain work the extra mile to bridge that gap by making an unlikely connection rather than dismissing it as nonsense. You might be surprised at what comes out of it.*

## How to

- 1.** Prepare your triggers:  
Each person in the group writes down three provocative actions, things and people.
- 2.** Put these words up on the wall or work surface where everyone can see.
- 3.** Run a mini brainstorm session as you would. Individually spend 5 minutes each on associating the actions, things and people with the question in hand to provoke new ideas to come through.

For example, what if such provocative actions were to take place in the context that you're dealing with, or what if Chairman Mao were to take charge of the problem at hand, how would he solve it, and so on.



# Lateral Thinking

 20 MIN

Just as you can try to re-boost the ideation with Provocations, you could also try a more general method of lateral thinking.

Use the lateral thinking deck of cards in the tool kit. These cards include a random set of images and words that the images represent.



*Do not sift through the cards and pick one that you like as this is likely to lead you to roads you've already tread on. Even if the image or the words at hand seem to puzzle you at first, that is precisely the point of this exercise and work those brain muscles to make that link.*



*The Catalyst in each group should keep a watch on the rest of the Maximizers and if they start to slow down they can try injecting the lateral thinking technique to get the ideas going again.*

## How to

1. Pick a card from the lateral thinking deck of cards
2. Now associate your problem at hand with the random image or one of the words on your card.
3. What does it remind you of regarding your own problem? If it triggers original but impractical solutions, then see if you can get the same effect through a more practical way. Or if the thoughts triggered are more negative, highlighting disadvantages, how might you solve this problem?
4. Look at the how the object or person behaves, why does it do that, or what are its characteristics? Could this be applied elsewhere?

## Tips

1. The key skill in lateral thinking is to think how can you make this work and always remember, you're brainstorming, which means you're in safe quarters and nothing can go wrong other than having no idea at all.
2. It is your choice whether you decide to run this as a mini brainstorm or have individuals pick out cards as and when they slow down.

# Mindful Selection

🕒 30-45 MIN

To successfully wrap up this phase, you need to go through a mindful selection of all the ideas that you have come up with.

Due to the set up and rules of a brainstorm, it's usually the case that you will end up with a fat stack of nonsensical ideas, which is exactly what you want from a brainstorm.

The safe choice is not always the best choice and this is not yet the point where you have to worry about feasibility or viability. If you have ideas that were like bits of sparky flint, you need to keep this going and blow some life into it to a burning fire.



*Catalysts should keep an eye on making sure that everyone is talking, not just the loudest person.*

## 📌 How to

1. Stick up all ideas across a wall so that the group can see them all. As you do this, group similar or related ideas into a map that makes sense rather than making a random spread.
2. Have each team member vote on three ideas that he or she is attracted to. Use three different stickers to vote on; hands down favorite, the most practical and rational safe choice and the craziest yet somehow appealing idea.
3. In turn have each team member voice out the reasoning of their choice.
4. Narrow down to one direction and record this idea on a fresh piece of post it. Inevitably some people's favorites won't make it through till the end, but keep all these ideas up on the wall to revisit.

A large white hexagon is centered on the right page of a teal background. Inside the hexagon, the text "phase 5" is written in a light teal font, and the word "Develop" is written in a bold, dark teal font below it.

phase 5  
**Develop**

# Phase 5. Develop

It's time to take the best of the ideas put forward from the last phase and develop the one liners into a plausible proposal. If there was no limit to being crazy and creative at the last phase, now it's time to get real and look at your ideas with a critical eye. If you put it into action will it die or fly? It's time to stop talking and start building.

The goal at the end of this phase is to be able to present your idea to the rest of the workshop. Ideally you want to end up with a clear *vision* of your idea and what it's trying to do, a *demonstrator* that you made to materialise your idea and a compelling *narrative* to sell your idea.

To get there consider making the following:

**System Diagram**  
**Prototype**  
**Storyboard**

As a result you can gain a deeper understanding of your context and user. By forcing you to build to think things through the resulting output can be used in communicating and disseminating the final outcomes.



*It will be useful to get another short presentation prepared for this stage. The ideal would be a talk that could inspire the groups to ground their ideas, such as a talk from a real stake holder of the issue.*

Say that the time scheduled for this phase in a particular workshop is 12 hours. Multiply this by 6 (people) and this is 72 man hours spent on development. Imagine what you could achieve in 2 weeks at work! Be clever in who does what, it wouldn't make sense for all six to work on developing a physical prototype when it won't paint the whole picture of your idea.

Design development takes place iteratively. Prototypes or storyboards are presented to users to get feedback and development goes further. In the context of this 3 day workshop we recognise that it might not be easy to get users involved in such a short period of time. So here's an alternative plan to at least ensure another fresh pair of eyes to have a look at what you're doing.

## Here's what we suggest

Spend 90 -120 min as a group to develop your idea in which ever way you like.

When time is up, get the Catalysts to rotate into the different groups one after another. So each Catalyst will visit the other 5 groups for 20-30 min each. In each of these visits the Maximizers will present their idea to the new Catalyst and the Catalyst will consult them on their area of expertise on the idea presented.

Refer to '*Diagnose*' at the end of this phase for more detail.

# Diagram

We can no longer design something that stands alone in a vacuum. Be that a product, website, service, app or something else, they are all closely linked to an ecosystem of their own context.

In order to give a quick overview as evidence you've thought of everything, a diagram is a good way to paint a birds eye's view of your idea.

## How to

- 1.** List all the players in your system including various stake holders, beneficiaries and users, etc.
- 2.** Which of these nodes interact with each other and what sort of interaction is happening between them? What is the incentive, money, fame, fuzzy feeling in your heart?
- 3.** Draw up a quick process analysis and list all the things that happen surrounding your idea and see if everything is included in your diagram
- 4.** Jazz it up to be more than a flow diagram, visualize!

# Prototype

Building something physical and visual is a great way to communicate what you are trying to do and what it centers around. Prototyping may include building physical props to use in acting out a story or it could be a prototype of a digital system such as a 'fake Facebook'

Not only does the making of a prototype bring to the surface the issues you need to iron out but it also make it easier for you to communicate the idea and make it memorable.

## Tips

### Start thinking through building

Grab whatever you have at hand such as the basic ingredients like paper, cardboard, tape, and other found objects, it will get you the ball rolling.

### Think about the user

Always keep the user in your mind as you develop your idea. For this reason it's useful to prototype as you're developing a narrative for your idea at the same time. What sort of behaviors are you trying to induce?

### Make it quick and dirty

In this workshop, we're not looking for polished slick looking models that look like the real deal and run smoothly. You shouldn't spend too long on building something to get emotionally attached. The making of your prototype should be iterative.

### If you can't make it, fake it

Fake the functions of your prototype and save time and resources. This is especially handy when prototyping digital systems on smart phones or other digital device. Although in reality the system will rely on a computer algorithm, you can fake this for the time being with a human brain behind the curtains, think Wizard of Oz behind the curtains!

# Storyboard

If diagrams are good for showing a quick shot overview, stories can focus attention on users and the value your idea will bring to the table. Just as finding gems of real life stories was an important part of getting inspired, as you're trying to input ideas back into the world, the best way to do this is to build an imaginary story of your own.

Stories are a particularly good way of presenting an idea across a multidisciplinary platform as it is a common language shared by many. It is also a valuable way of showing the benefits of a complex system where its value isn't reliant on a single product or action but the interaction of people and things.



*User scenarios are easily mistaken as story. Scenarios are more focused on the way the main character performs a specific task, which could be detailed but fall short by being too generic.*

*Focus on the most important journey and flesh this out and make it describe the motivation behind why they do what they do in a coherent yet casual story.*

## Tips

As you can imagine there's no real ABCs to writing a story but here's a few tips.

1. Define a set of characters who are involved in the use of your idea. Make sure you scope out extensively who you are going to be affecting with your creation.
2. Consider their persona, what kind of lives do they live, what is their job, what do they like to do and what's their take on life!
3. Develop a specific story around your product or service, with fully fleshed characters, detailed settings and a key dramatic moment. The goal is to show not only how it will be used but to show the values that will be brought to people's lives.

## How To

1. If there's someone in the group that can draw well, you could draw out your story in a storyboard style, like comics in the form of a slide show.
2. If you're not confident in your drawing abilities you could act out your scenario by role playing.
3. You could capture your role playing in video format or photos then combine it into a comic book style with added speech bubbles and captions.

# Diagnosis

Being self aware of the state of your idea is something that everyone needs to be. So you will need to keep diagnosing your idea as it develops.

Depending on your expertise, here's an outline of things to look out for. Maximizers can use this as well to self diagnose.



*The role of Catalysts as consultants for the Different groups is vital at this phase.*

## Checklist

### Creativity

Is it a new idea? or  
Does it innovate an old idea in a new way?

### Usability

As a user, do you find it desirable?

### Technical Feasibility

Is the technology readily available and affordable?  
Is the chosen technology the best solution?

### Social Value

Who are your beneficiaries and  
how wide or deep will this affect them?

Does the idea have value that could spread to other areas in time?

Is it organizationally feasible? Who will be responsible?

### Financial Feasibility

Will the business sustain itself?  
Is it a gimmick or will it last more than a year?

### Communication

Is the message clear in what you're trying to do?

## Moving forward from the diagnosis given by the Catalysts:

- A. You may be able to keep going and develop ideas further, taking advice from the other group.
- or
- B. You may have to dip back to phase 4 and ideate to generate new concepts for missing gaps or try and identify strong ideas that you perhaps left behind.
- or
- C. You may have to look back further to phase 2 to dig deep to identify why people behave the way they do, or answer other such questions.



*Bonus points, if you take it back to your user, stakeholder and/or beneficiary to get feedback. This builds credibility.*





# Phase 6. Disseminate

## Future Development

Often cases, the results of workshops are premature, and requires further development. You will need to make the outcomes accesible not only for you and your team members should you wish to develop the idea further, but also for third party members who might want to take it up and carry it forward.

But first things first. You will need to get heard so, suggested are the following to voice out your ideas.

*Spreading The News and Connecting People*  
*Social Networking*  
*Re-source*

The Final phase of the workshop is to document the developed ideas and provide starting points for future developments.

## Documentation

Nobody wants to read through pages and pages of word documents. It's vital that you present your ideas as an attractive understandable package in order to ensure that they get picked up by the audience. This will involve polishing off the results of the last phase 5: Develop to make an all-rounded pitch that has a clear vision with a compelling narrative.

Ever heard of the elevator pitch? Whatever you do keep it short, sweet and clear to the point.

## Presentation

At this point, everyone's probably getting a little curious about what all the groups have come up with. Finish off the last day of the workshop with a presentation where you can share what you did in the past 36 hours and also provide feedback on each other's ideas.

# Documentation

At the end of the DCD workshop you will be close to a well deserved rest, however, before you go off and the weekend becomes a distant memory it is very important to wrap up the outcomes and share this among the people involved in the workshop to begin the dissemination.

The workshop may have ended at this point, but the dissemination and implementation into real world solutions has just begun.

---

It is up to each group how they wrap up their work in the end, but DCD asks their participants to hand in:

Ample photos including process shots and photos of any physical work created.

Photos and scans of flat work such as empathy maps, brainstorm maps and etc.

Story documented in the form of flat work or videos. (In the event that a group decides to put on a live action performance of their story, it is up to you to record this)



*As an organizer this is perhaps the most important phase of the process as you will reap what you've sown.*



*Arrange in advance so that you can get any files and data off of the workshop participants before the all go off at the end and do plenty of documentation yourself.*

*Don't let all the hard work go to waste!*

# Presentation

A presentation with a panel of judges finishing off with an awards ceremony is a good way of wrapping up the hard work and sharing it within the group.



*Have a panel of judges booked to come in at the end of the workshop to attend this presentation.*

---

## Checklist

DCD uses the following criteria in judging the ideas put forward.

### Practicality

Can it be done and is this the best way?

### Sustainability

As in not green, but will it last?

### Social Value

Whom will benefit from it and how many will enjoy the benefit? How much will they benefit?

### Creativity

Is it new and innovative?



*A DCD workshop is not a competition, but it always feels good to be rewarded, so think of some best/most\_\_\_\_\_ idea rewards such as best comedic value idea or most bonkers idea awards for each group. If you can afford to accompany it with an actual prize, like a small bar of chocolate, nice little notepad, or a DCD toolkit to make it more meaningful, that would be great.*

# Future Development

## Spreading The News and Connecting People

After the workshop, the ideal would be to present the final outcomes to potential investors, communities, or government and match up interested parties.

To begin, it is important to have continuously worked on building a relationship with a network of experts and other people involved in the social sector while prepping and running the workshop.

DCD hosts a mini-seminar on the Monday following the workshop weekend, where we invite such interested parties in our network to help us spread the news of the great ideas we have come up with.

## Social Networking

The more people you reach out to the better it will be to build a support for your project. Believe in the power of crowd sourcing and social networks.

By sharing the outcomes of your workshop, you may attract interest around the community or around the world, depending on the theme of your workshop.

DCD also welcomes you to share your outcomes and stories on our own Facebook and community to help you link up with our various connections around the world.

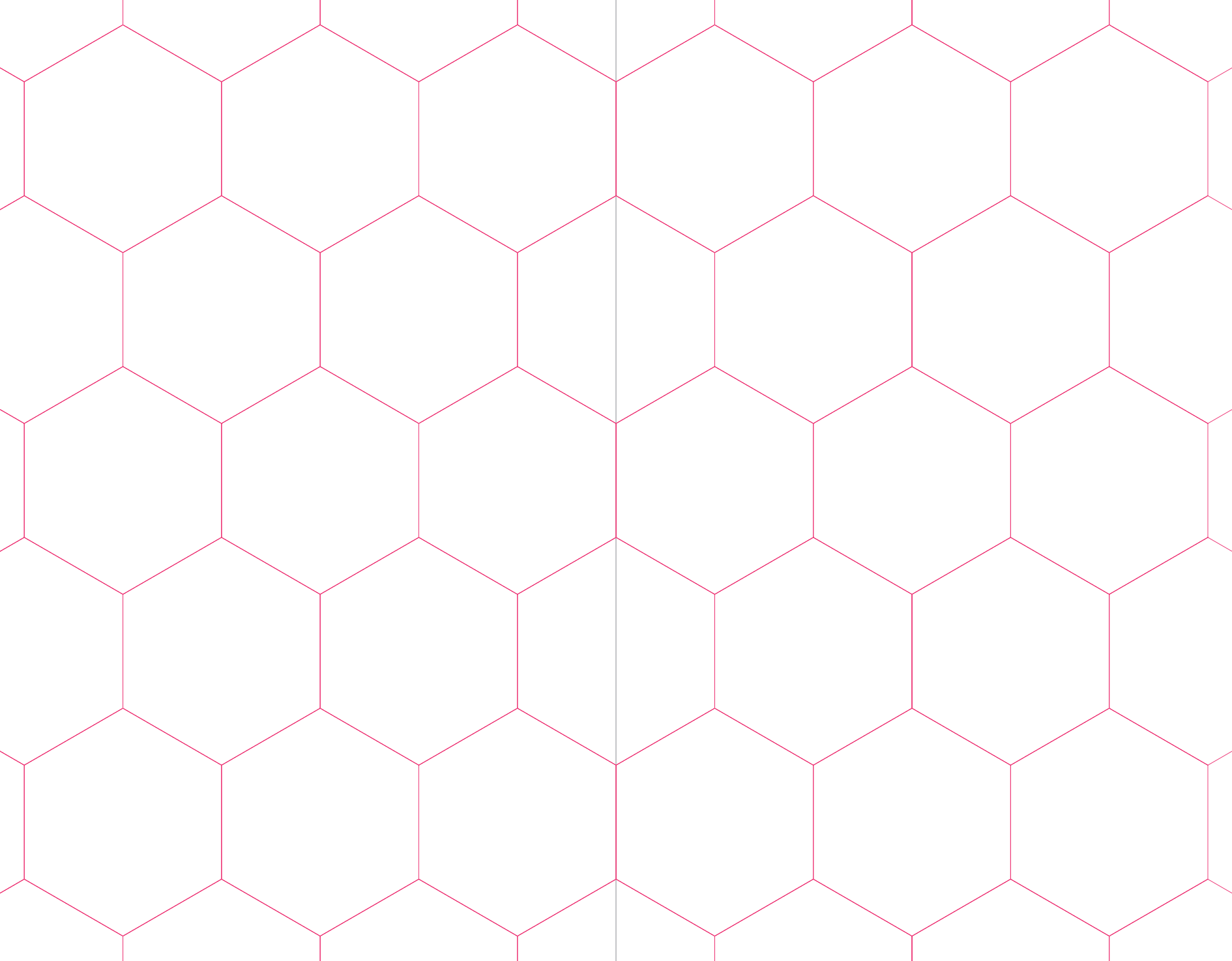
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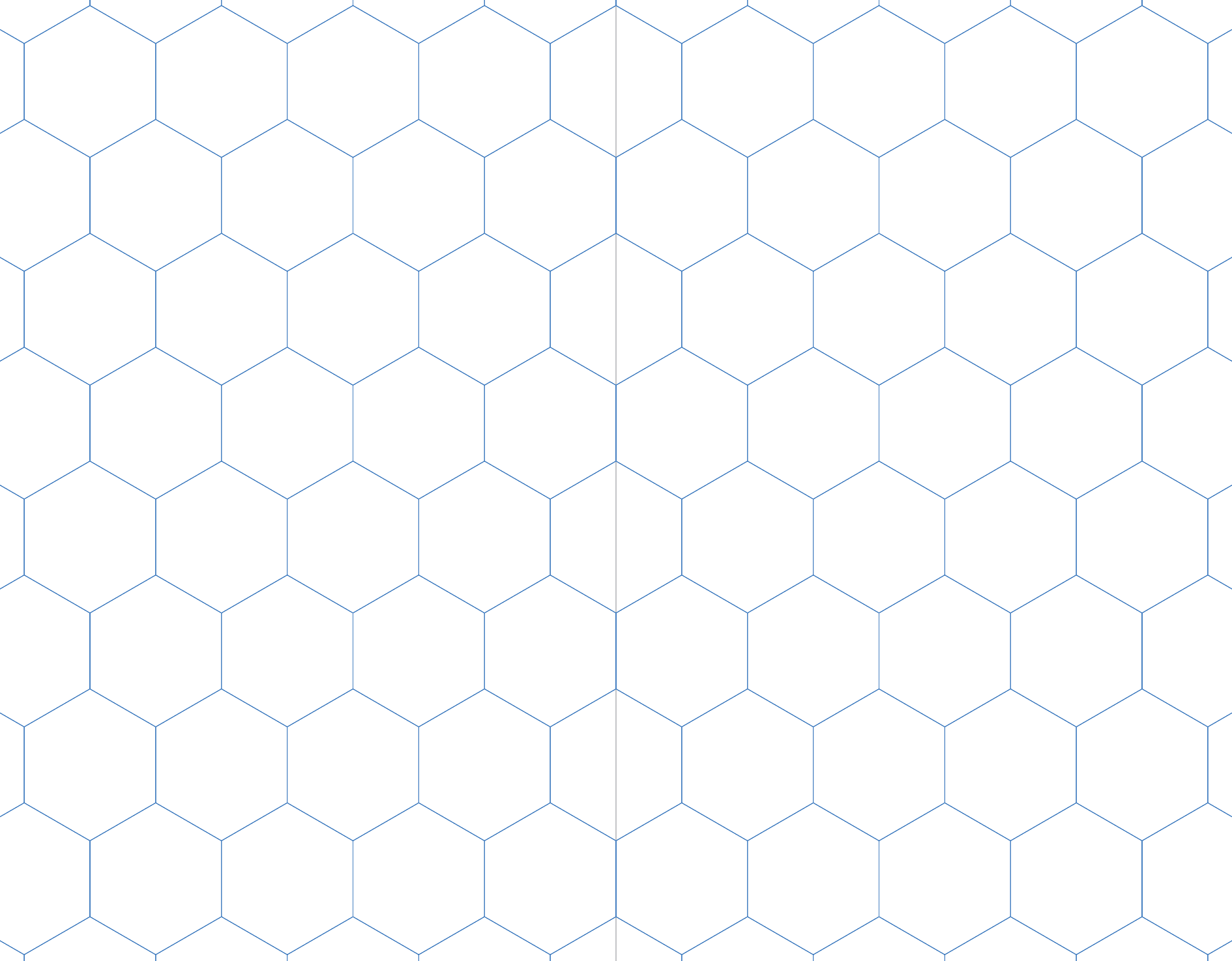
## Re-Source

If your workshop produced an outstanding collection of results that were picked up by local governments and funding bodies, great! But this is not the case often times, and you should not be discouraged. If the ideas are slightly half-baked and not yet ready for implementation in the real world, the more reason you should get it out there, and spread the word of what you've done so that others can take this forward.

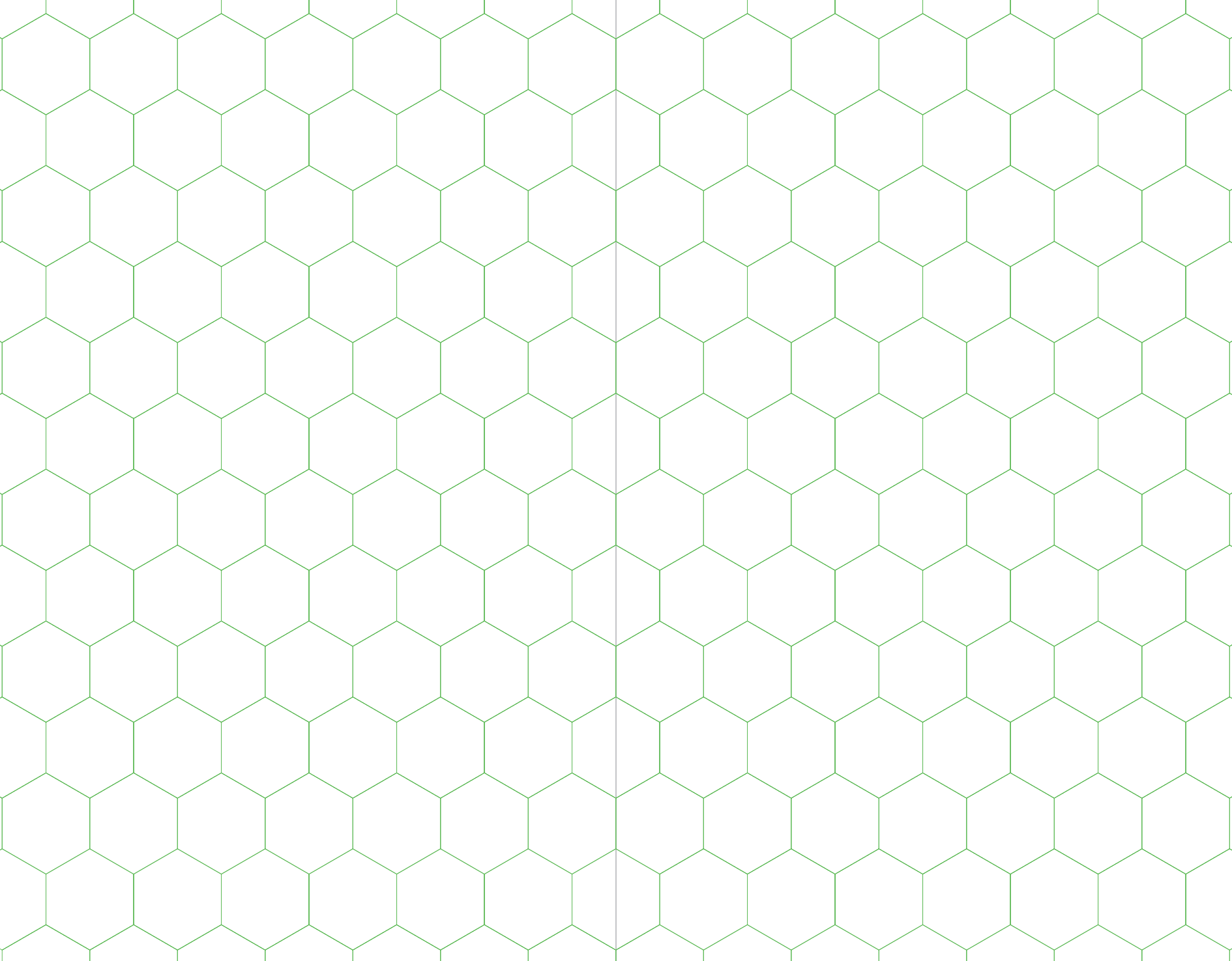
So don't be precious about your ideas but keep spreading the word. Best of all, use it to launch another workshop!

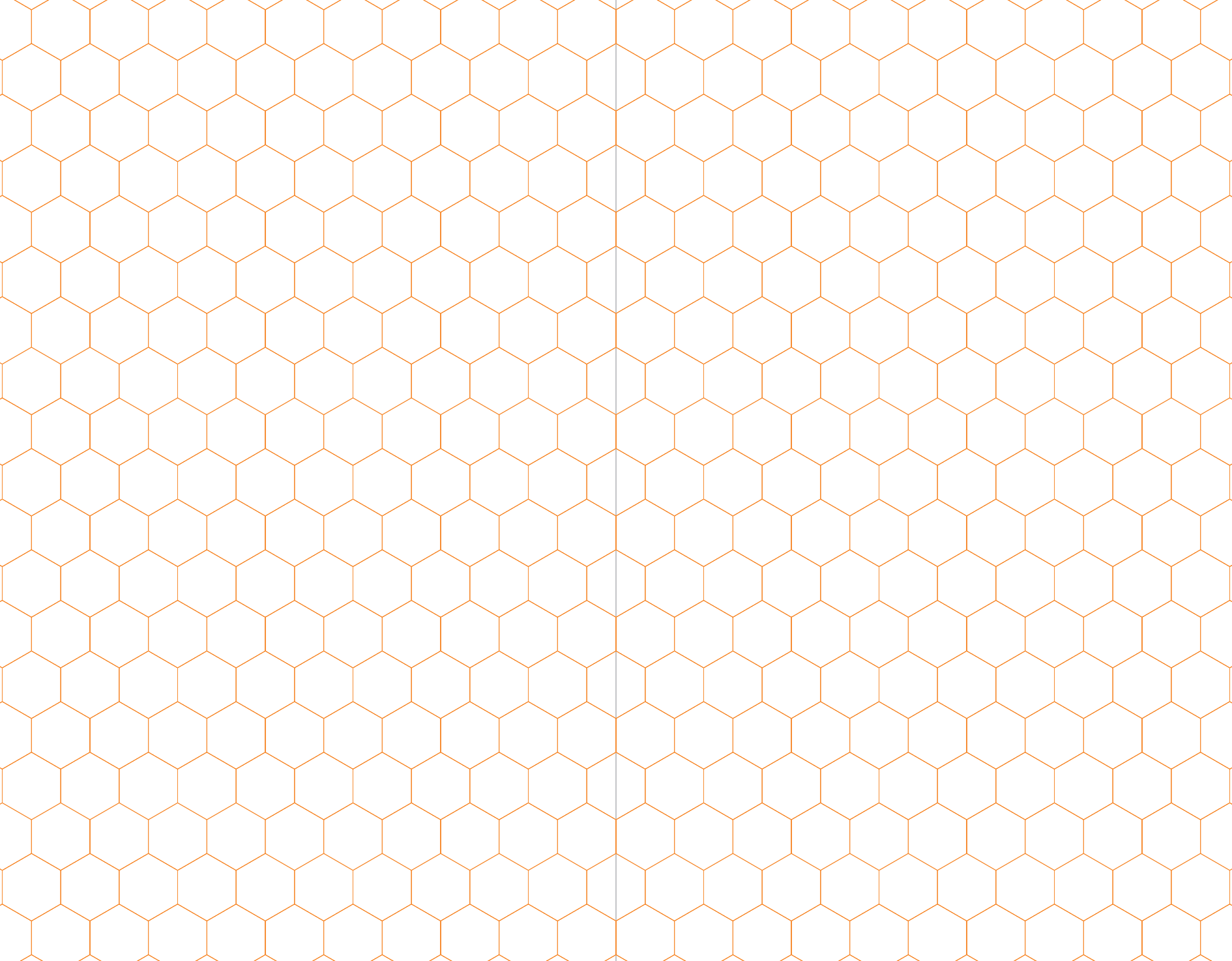


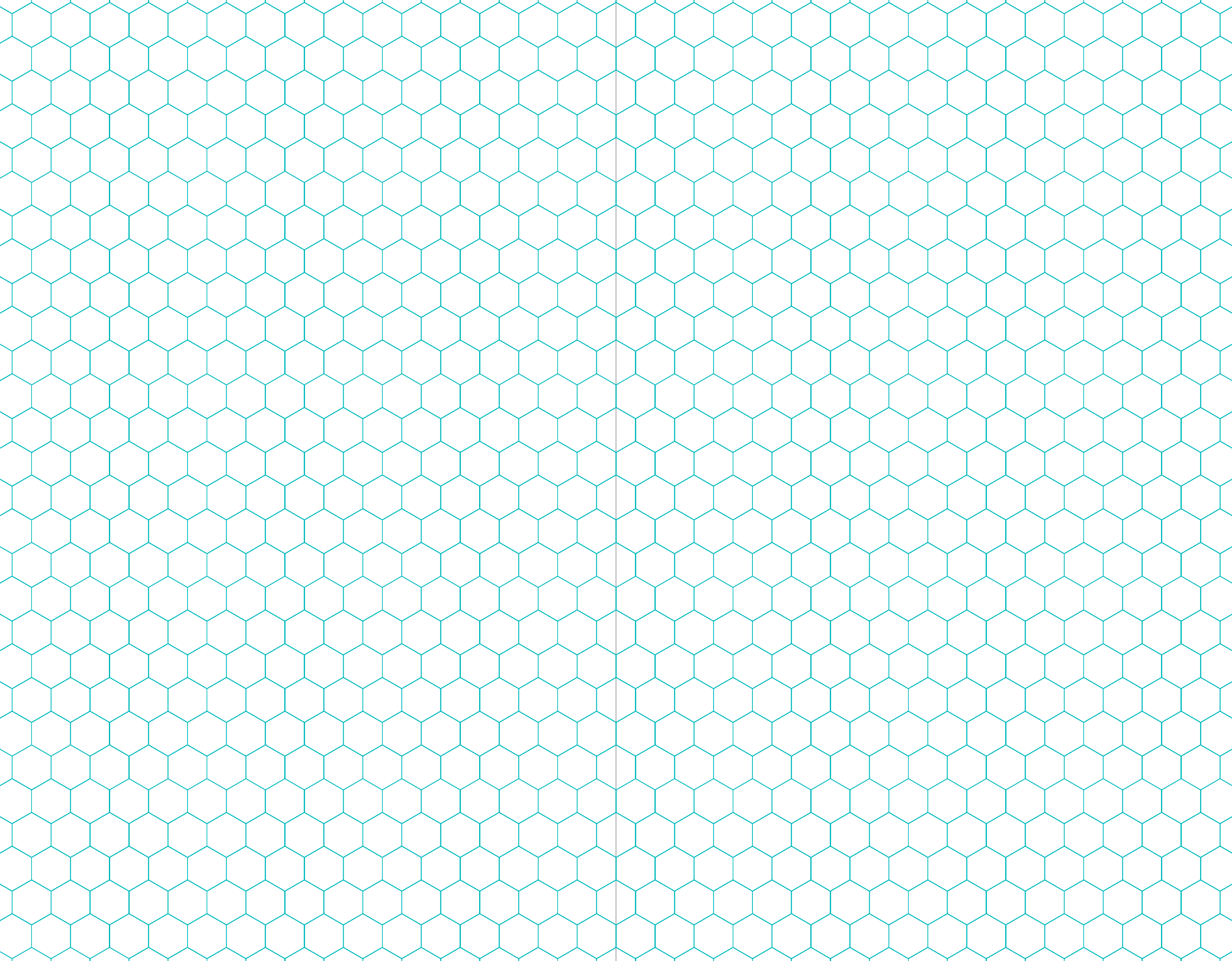


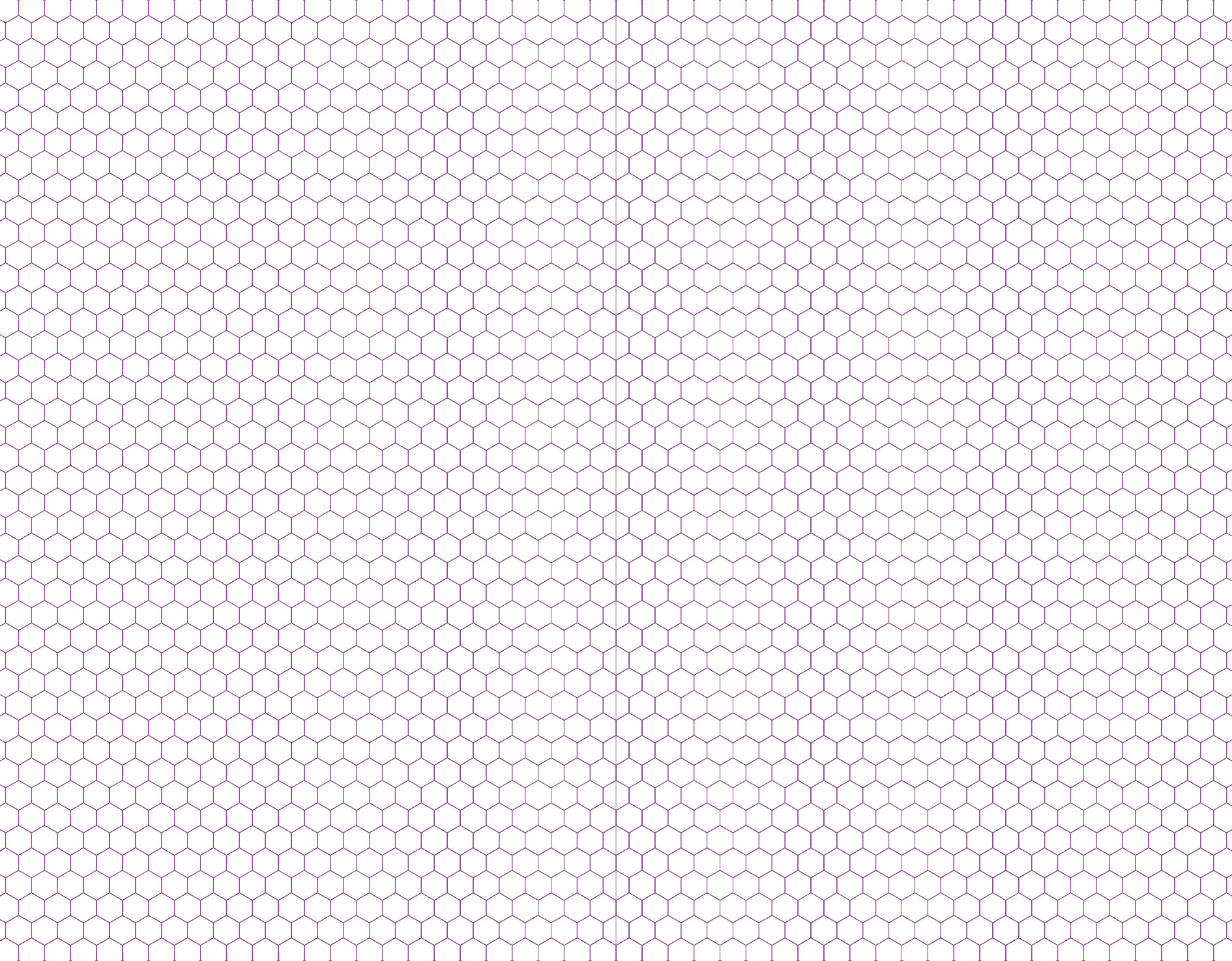












**6+30**

**Manual for Design Can Do Workshop**

Version 1.0

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**This is a work in progress manual.**

This manual that can be plugged and played for solving various problems with the intention of publishing and disseminating the results of the workshop with people around the world. We believe such a project needs to be open to change and adaptation, and we are constantly looking to improve the manual after each workshop.

To tell us about your own experiences or give feedback for the next version, email us at [info@designcando.org](mailto:info@designcando.org)

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## Day1: Friday

6:00-7:30pm (1.5hr)

mingle / ice-breaking  
DCD Intro/ Orientation  
Mini Pecha Kucha

7:30-12:00am (4.5hr)

Grouping per Inspire Team  
Research & Emmersion

## Day2: Saturday

9:00-10:00 am (1hr)

breakfast / research discussion

10:00-11:30 am (1.5hr)

Re-grouping per WS Team  
Share & ask the right questions

11:30-1:00 pm (1.5hr)

Brainstorm

1:00-2:00pm (1hr)

Lunch / Lecture 1

2:00-3:00pm (1hr)

Share 5 ideas & Mindful Selection

3:00-6:00pm (3hr)

Project Development

6:00-7:00pm (1hr)

Dinner / Lecture 2

7:00-12:00am (5hr)

Project Development

## Day3: Sunday

12:00-1:00am (1hr)

Night Snack / Lecture 3

1:00-7:00am(6hr)

Project Development  
Free time to work / sleep

7:00-7:30am (0.5hr)

Breakfast / Share progress

7:30-12:00pm (4.5hr)

Project Development

12:00-12:30pm (0.5hr)

Lunch

12:30-3:00pm (2.5hr)

Project Development

3:00-6:00pm (3hr)

Presentation  
Jury comments  
Celebration

## Seminar: Monday

3:00-5:30pm (2.5hr)

Symposium