COOPER
HEWITT

Smithsonian Design Museum

ACCESS CHECK

DURING OUR TIME TOGETHER:

- Mute yourself so everyone can hear the speaker.
- Choose how you participate.

WHAT TO EXPECT

Interactive work with a small cohort of fellow educators.

Easy materials: grab a pen or pencil and piece of paper.

Everyone can be an expert.

HELLO

NIKE

SAMSUNG

BMW

WHAT DO THESE THINGS HAVE IN COMMON?


PEOPLE!

RESEARCH IS LEARNING ABOUT PEOPLE.


NIKE

NIKE


SAMSUNG


SAMSUNG


BMW

BMW

DESIGN IS...

Design makes things better

Design makes things better

Design is about people (human-centric)

Design makes things better

Design is about people (human-centric)

Design finds new solutions

Design makes things better.

Design is about people (human-centric)

Design finds new solutions

Design creates desire/enthusiasm

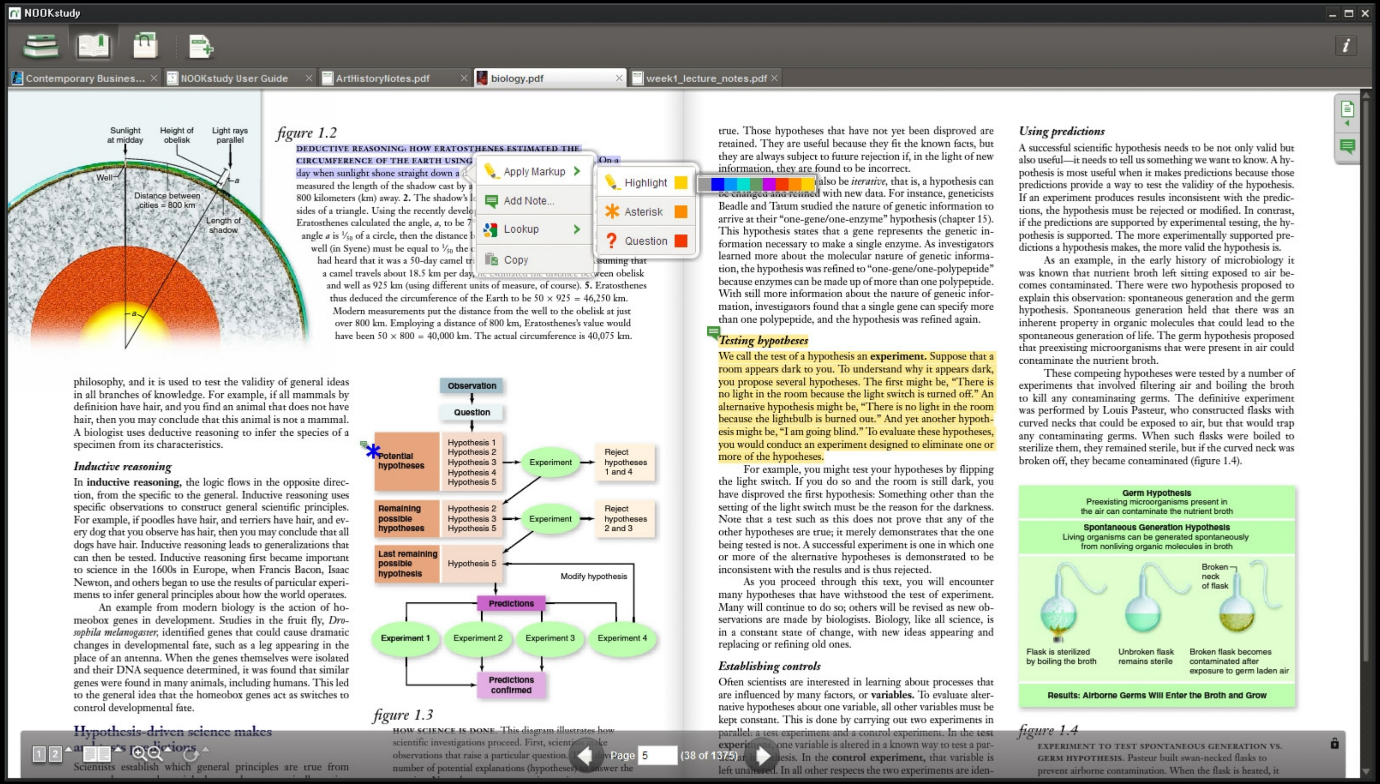
WHAT KINDS OF THINGS ARE DESIGNED?

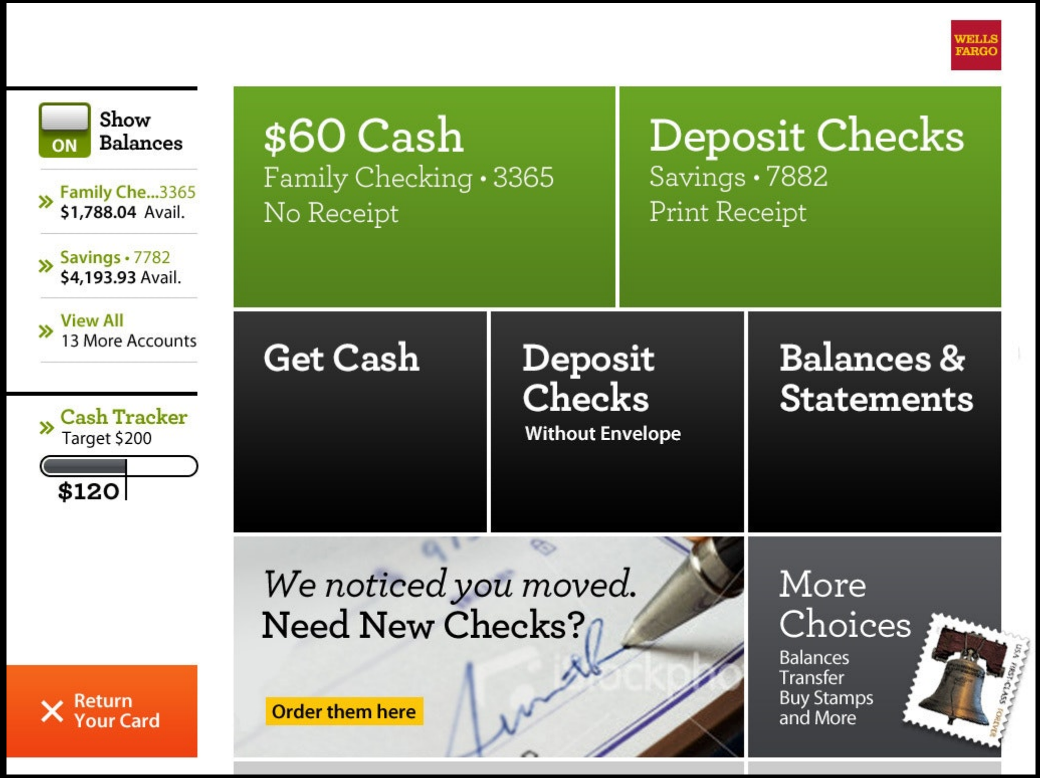
OBJECTS ARE DESIGNED

TOOLS ARE DESIGNED

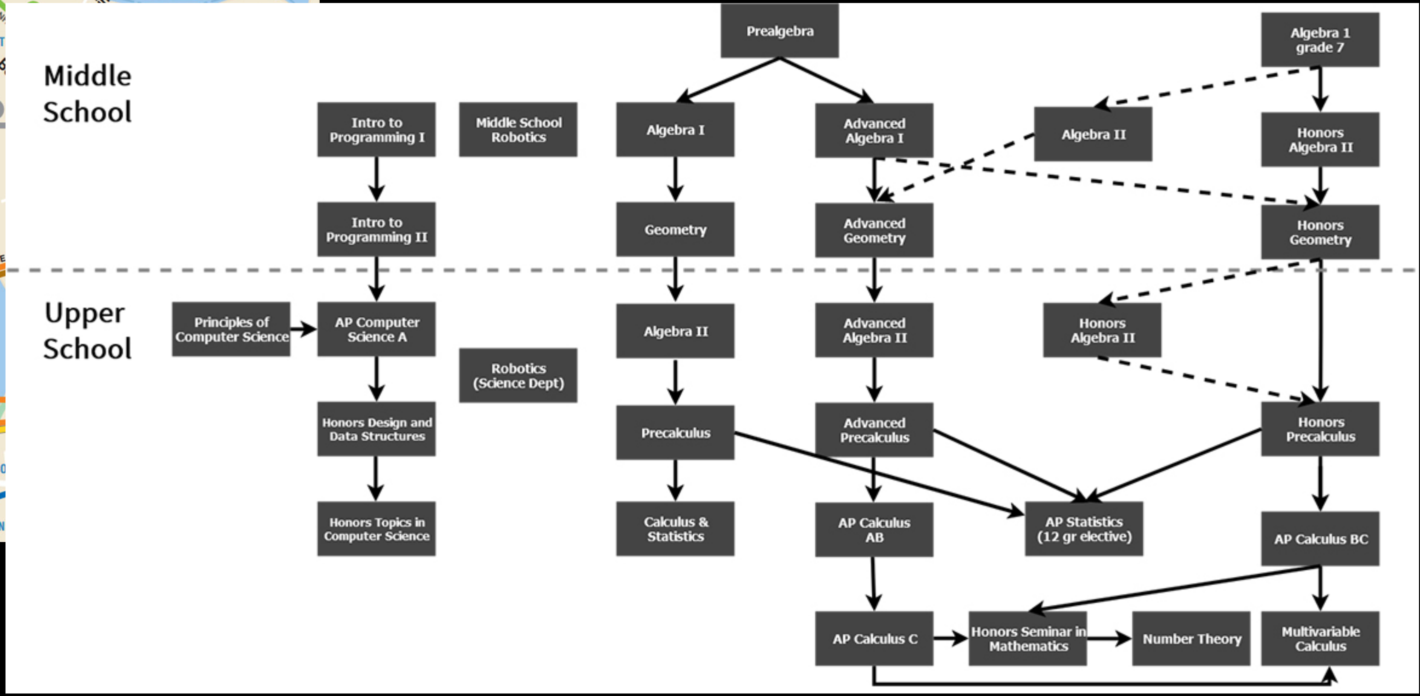
SPACES ARE DESIGNED

INTERFACES ARE DESIGNED

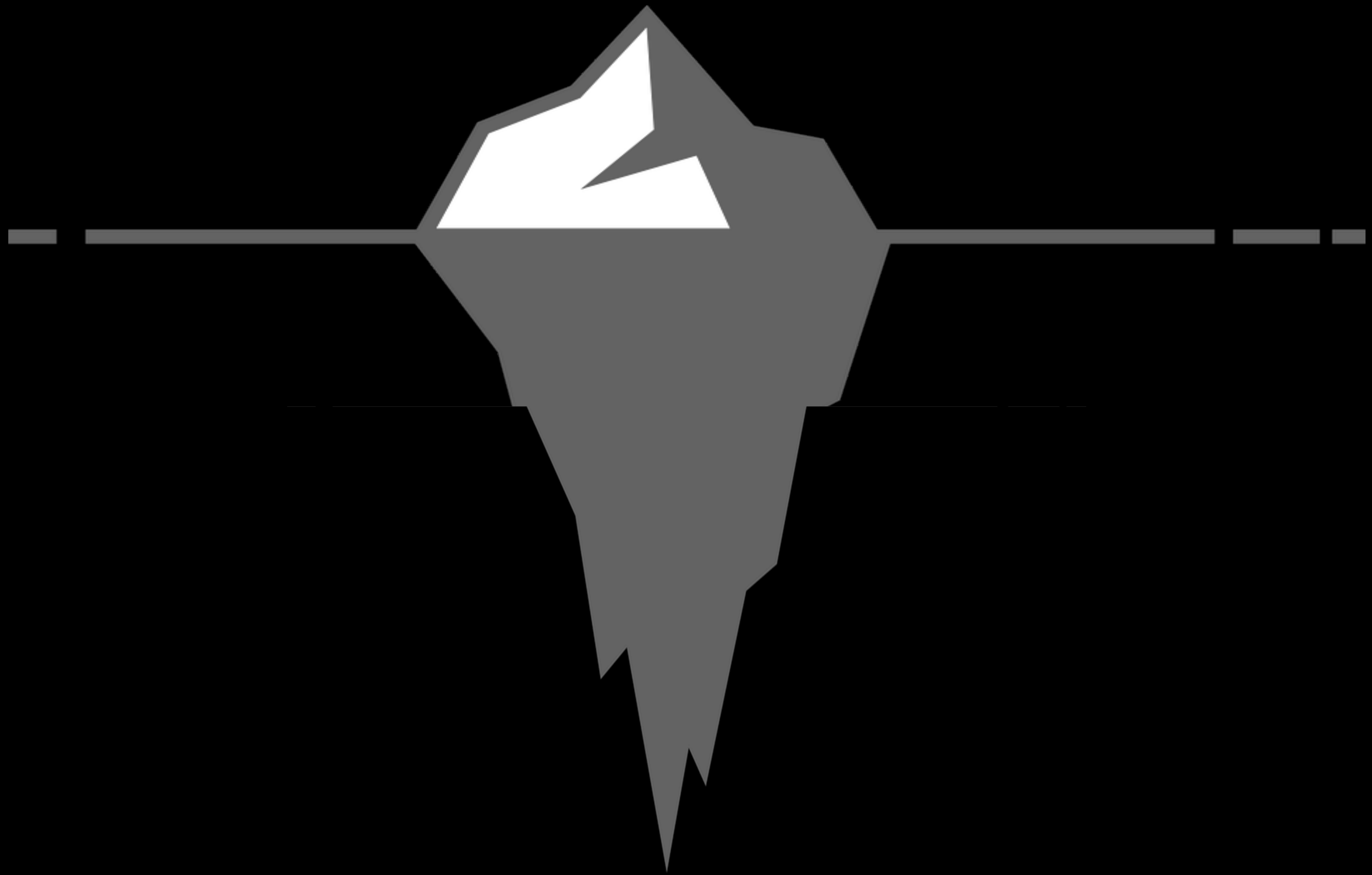


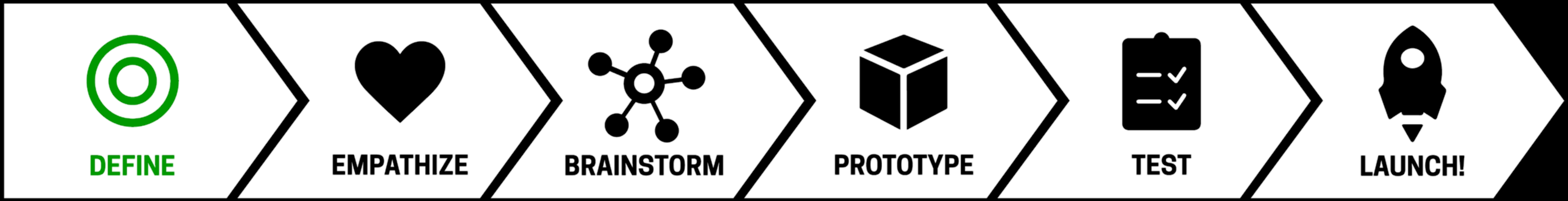


SYSTEMS ARE DESIGNED

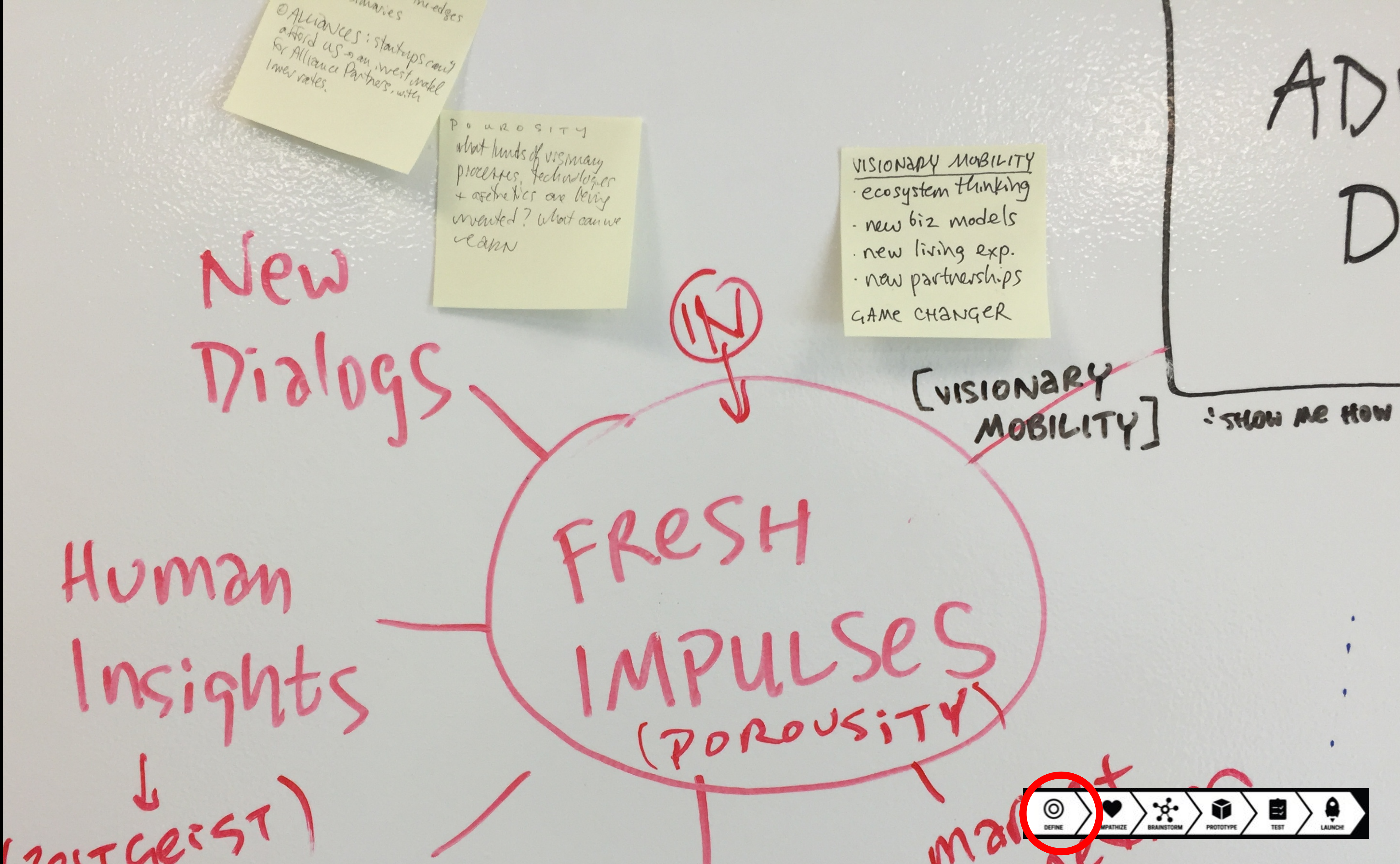


EXPERIENCES ARE DESIGNED



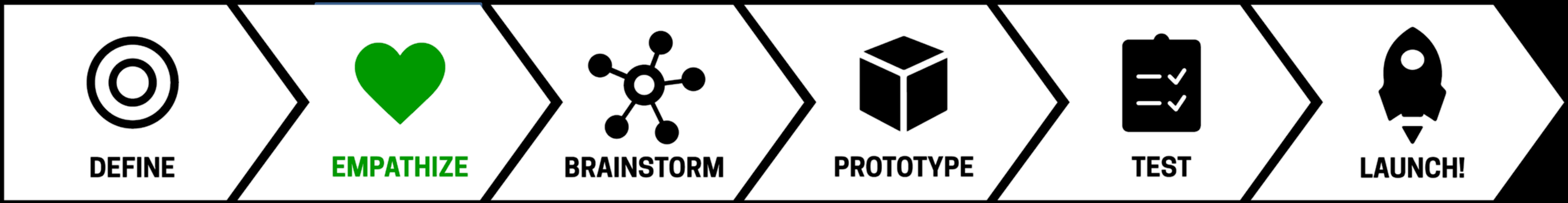

DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH!

DEFINE



Alliances: startups can't afford us → an invest model for Alliance Partners, with lower rates.
POUROSITY
what kinds of visionary processes, technologies + aesthetics are being invented? what can we learn
VISIONARY MOBILITY
· ecosystem thinking
· new biz models
· new living exp.
· new partnerships
GAME CHANGER
New Dialogs
IN
FRESH IMPULSES (POROUSITY)
[VISIONARY MOBILITY]
Human Insights
SHOW ME HOW
DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH!

How might we create a classroom experience that makes students feel ________________?


DEFINE
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LAUNCH!

EMPATHIZE

BREAKOUT SESSION # 1:

What do you miss most about a physical classroom?

On the other hand, what has been a pleasant surprise about virtual teaching?

10 MINUTES
NO NOTETAKING NEEDED

LET’S IMAGINE A BETTER EXPERIENCE FOR OUR STUDENTS

ON YOUR OWN: Make a list of students' key classroom needs (at least 10) using the prompt:

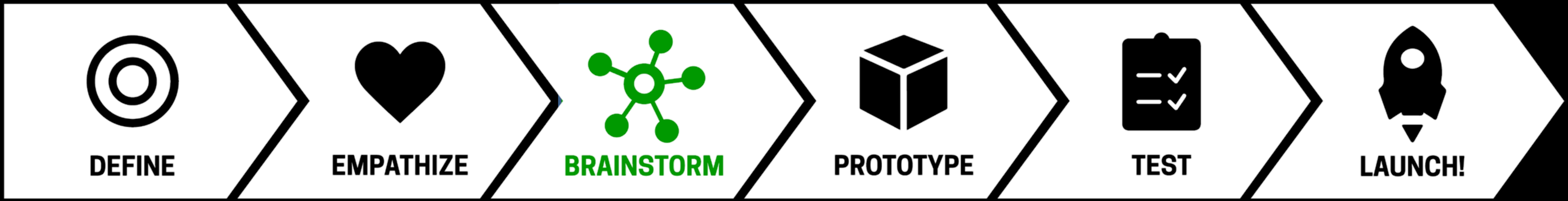
A great classroom experience means students feel ....

15 MINUTES
TAKE A BREAK AS YOU NEED!

BREAKOUT SESSION # 2:

Share the **top three needs** you can directly impact as an educator.

5 MINUTES
NO NOTETAKING NEEDED


DEFINE
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LAUNCH!

BRAINSTORM


Scenario
Johan is on a business trip and cannot pick up the kids from school in the afternoon. He can be reached by phone however in the the family wants to contact him. Anna also has a particularly busy morning and really needs Ellen and Toby to get themselves to school.
Johan (36) Father
Instructions
Each person must draw their preferred journey on the map that would get Ellen and Toby to school and Anna to work.
STAY IN PERSONA! What problems arise from these chosen paths? How do Toby and Ellen feel? Is Anna on time? ...
Respond to these needs or choose an action card for inspiration.
Matilda(59) Afterschool teacher
Toby's pre-school
Rental bikes
2 WEEKS BUS CARD WAS NOT ABLE USE
SUPER-MOM ISSUE
ACCESS TO PLACES
DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH!

BRAINSTORM WORKSHEET

How might we create a classroom experience that makes students feel ____________?

1. Fill in the center blank with one of your key student needs from the Top 3 Feelings chart at right
2. Fill in the left-hand column below with a solution that would address this need.
   Imagine new Objects, Tools, Places, Interfaces, systems, or Experiences that solve the problem.
3. Fill in the right-hand column with a description of how it would work or how it would benefit students

Choose the top three feelings you can impact as an educator:

1.
2.
3.

A visual display that can create different scents	will make students feel focused by	using familiar classroom smells to engage more of their senses
	will make students feel ____________ by	
	will make students feel ____________ by	
	will make students feel ____________ by	