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
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

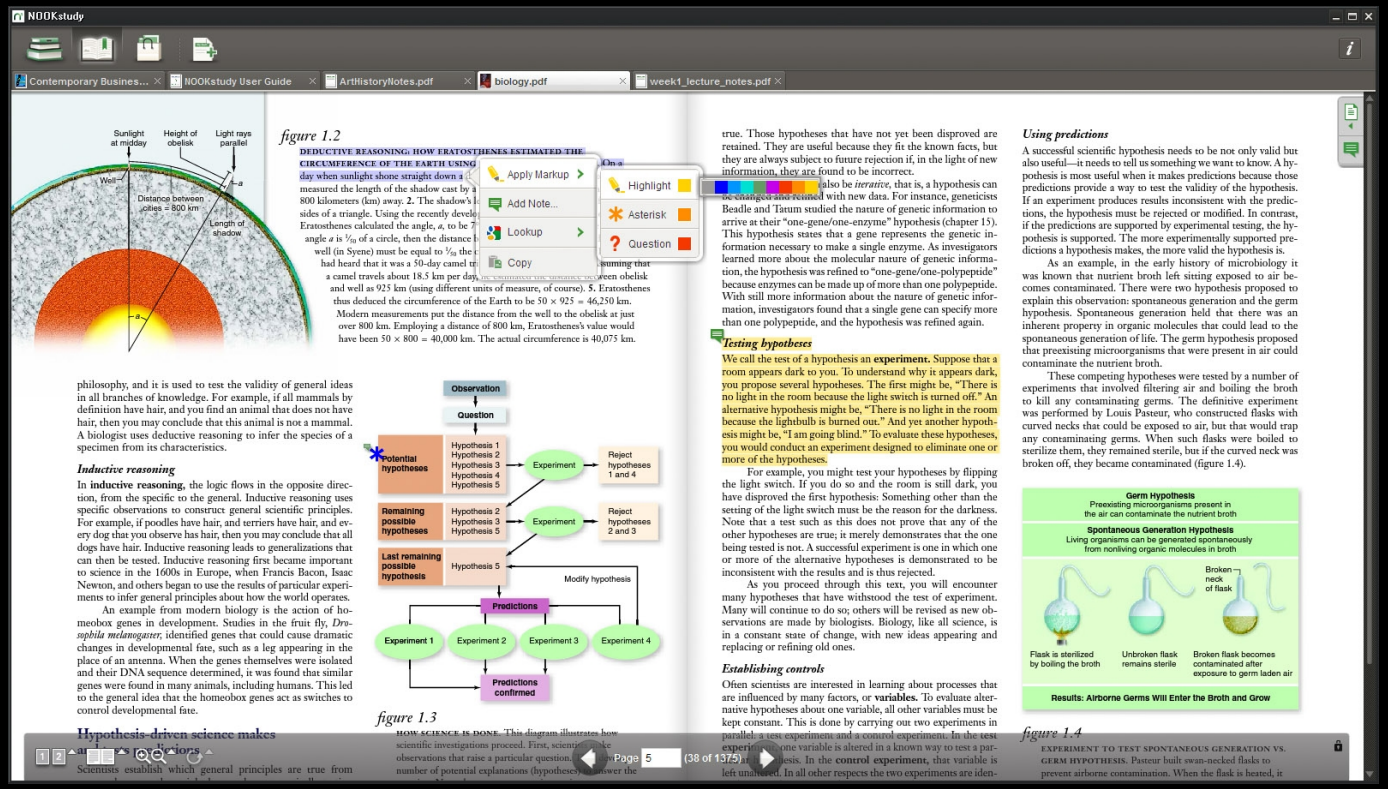
WHAT KINDS OF THINGS ARE DESIGNED?

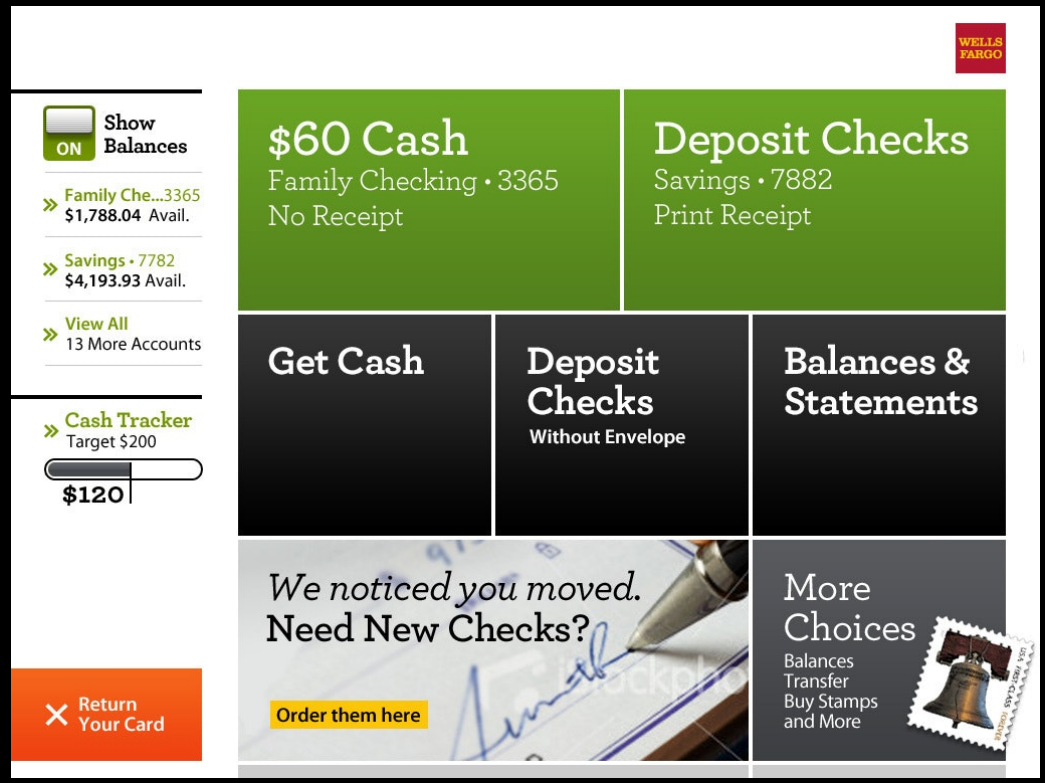
OBJECTS ARE DESIGNED

TOOLS ARE DESIGNED

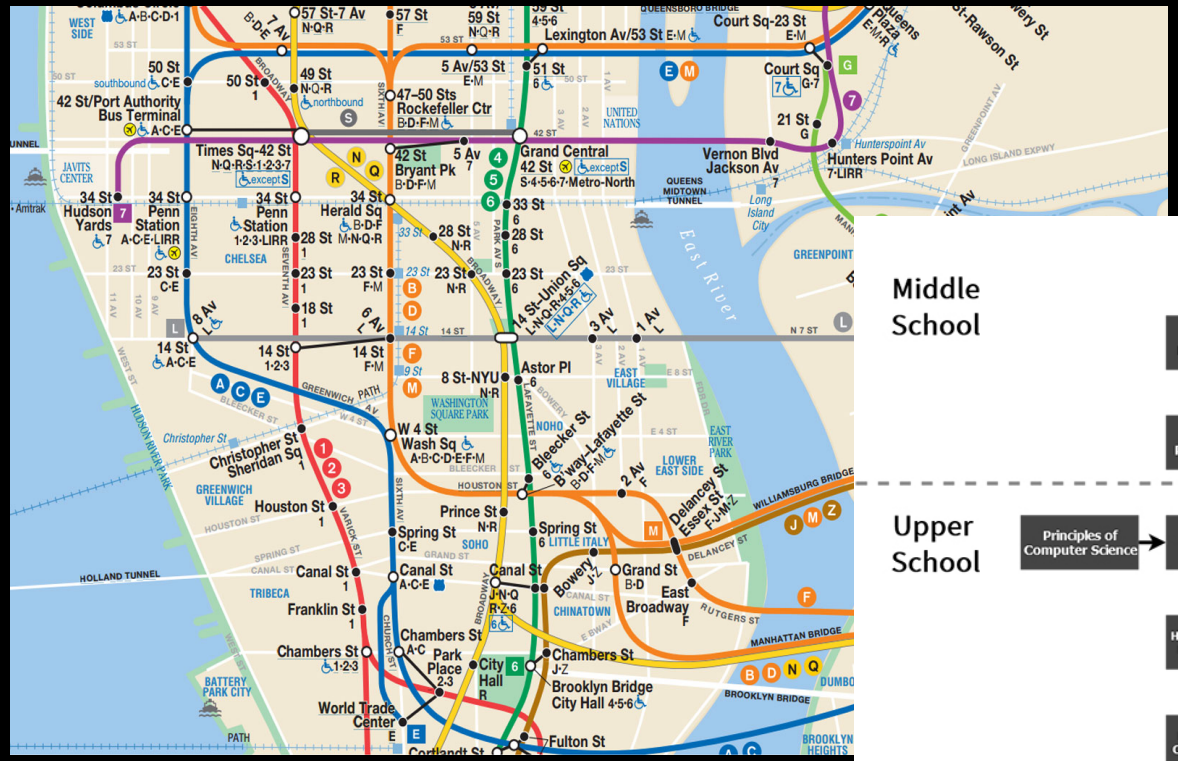
SPACES ARE DESIGNED

INTERFACES ARE DESIGNED

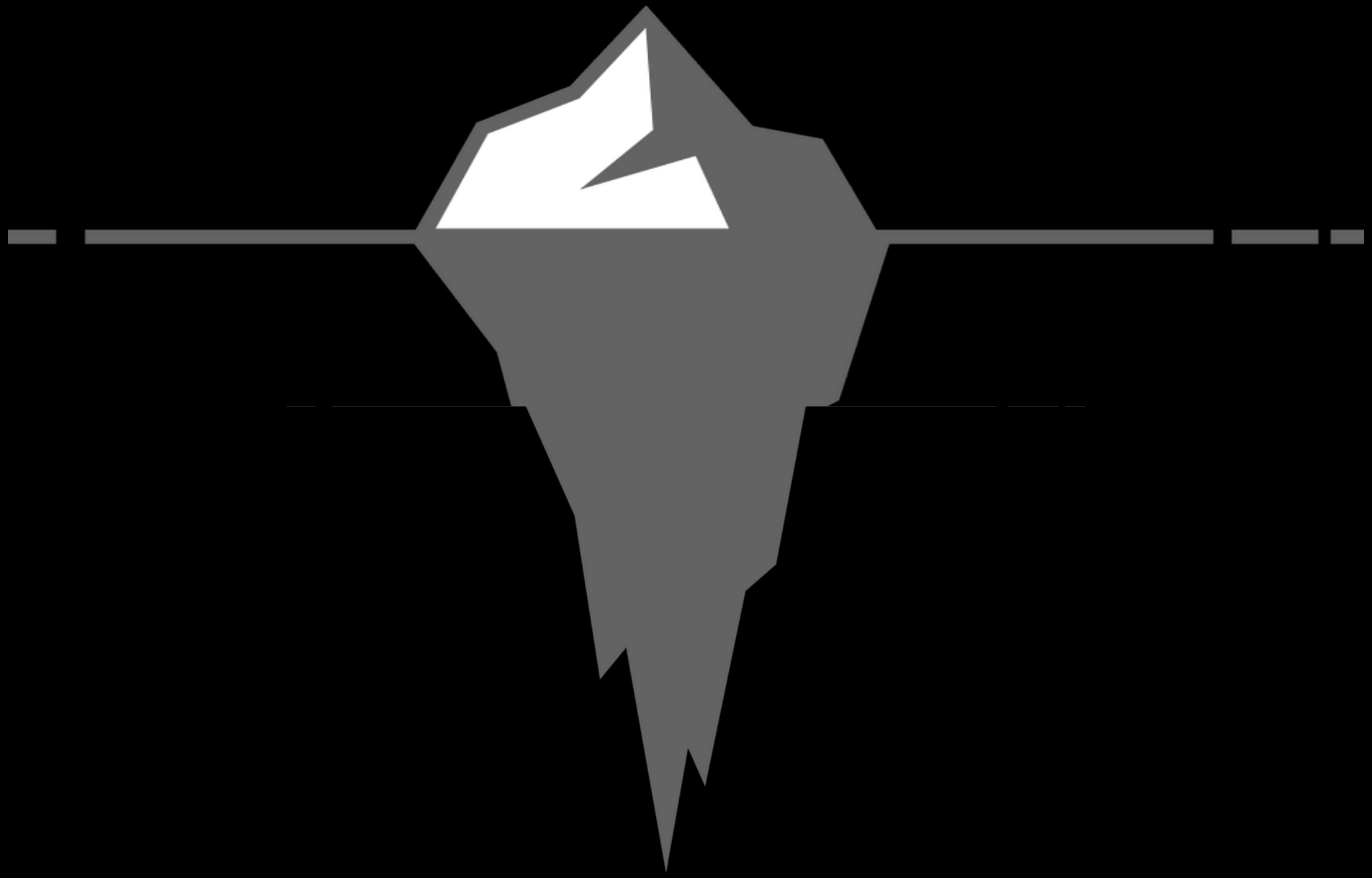


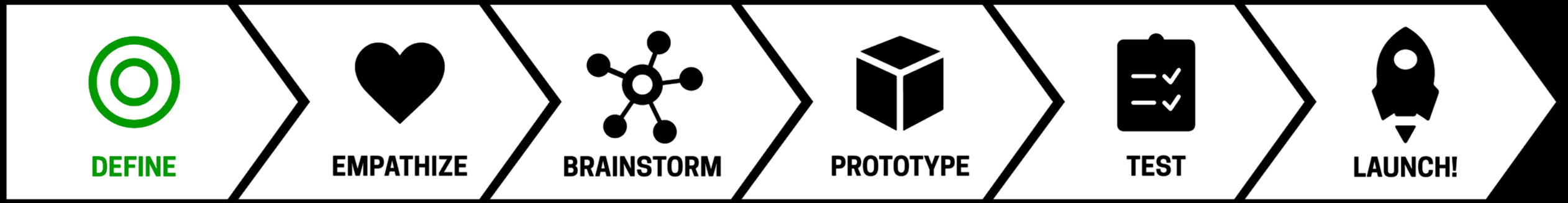


SYSTEMS ARE DESIGNED

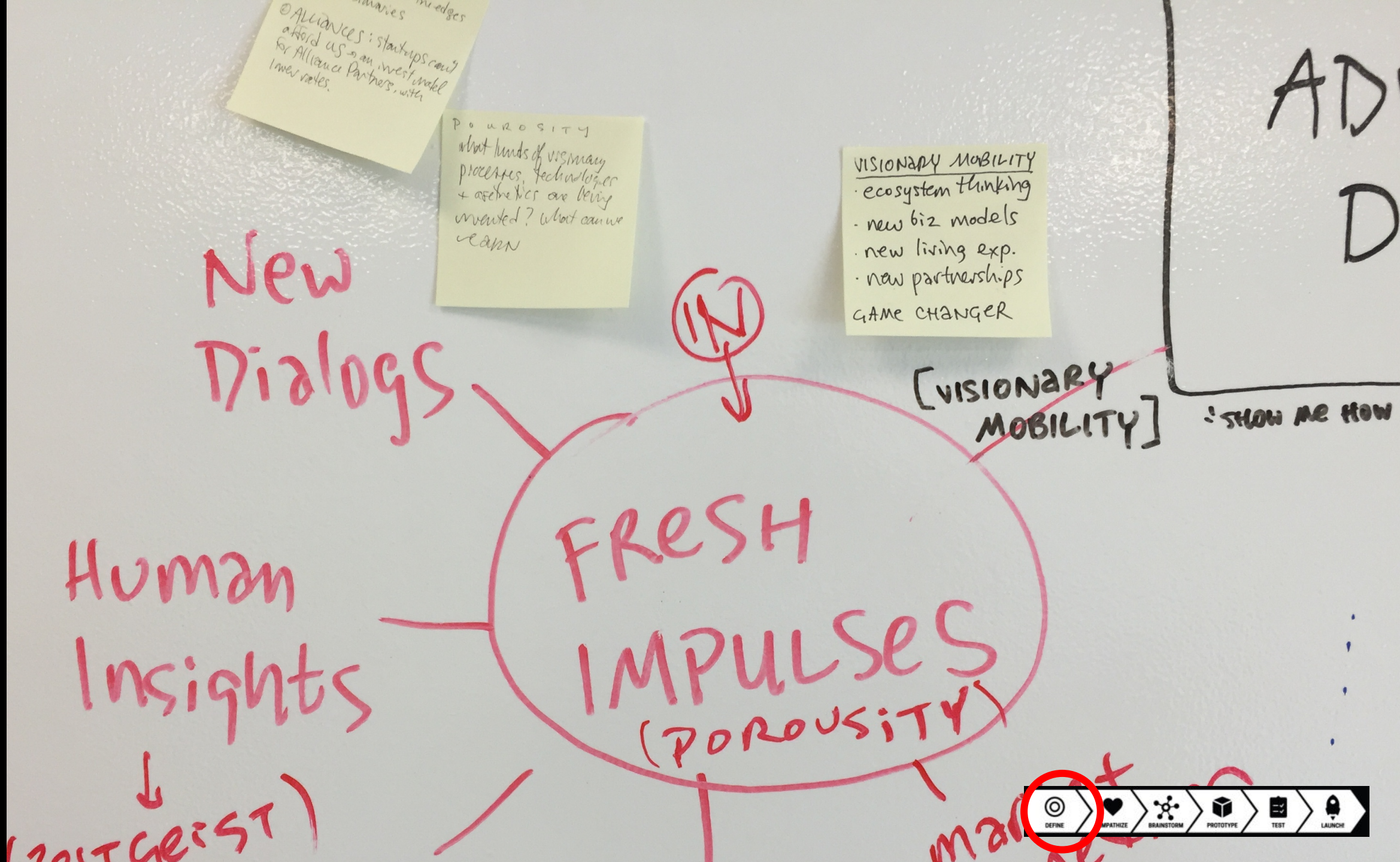


EXPERIENCES ARE DESIGNED

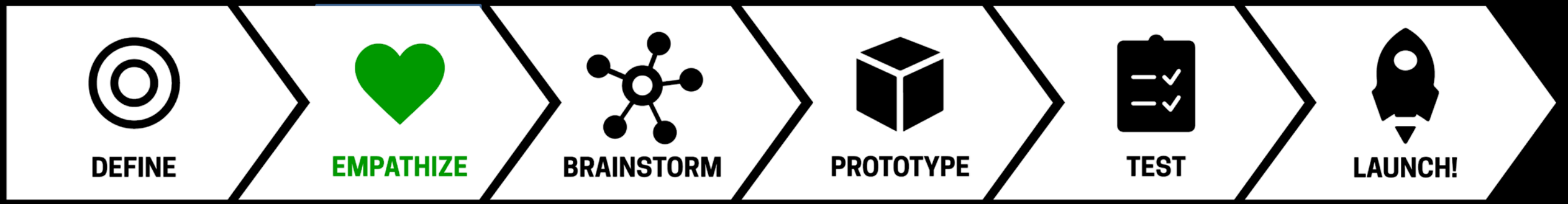



DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH!

DEFINE


ALLIANCES: startups could afford us → an investment for Alliance Partners, with lower rates.
POROSITY
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
[VISIONARY MOBILITY]
SHOW ME HOW
Human Insights
FRESH IMPULSES (POROUSITY)
DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH

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


DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
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
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH!

BRAINSTORM


Scenario
Rental
DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH

BRAINSTORM WORKSHEET

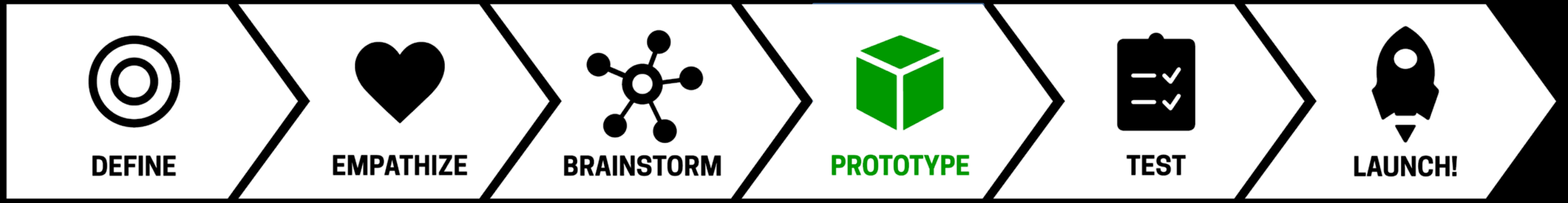
How might we create a classroom experience that makes students feel _____?

Choose the top three feelings you can impact as an educator:
1. 2. 3.

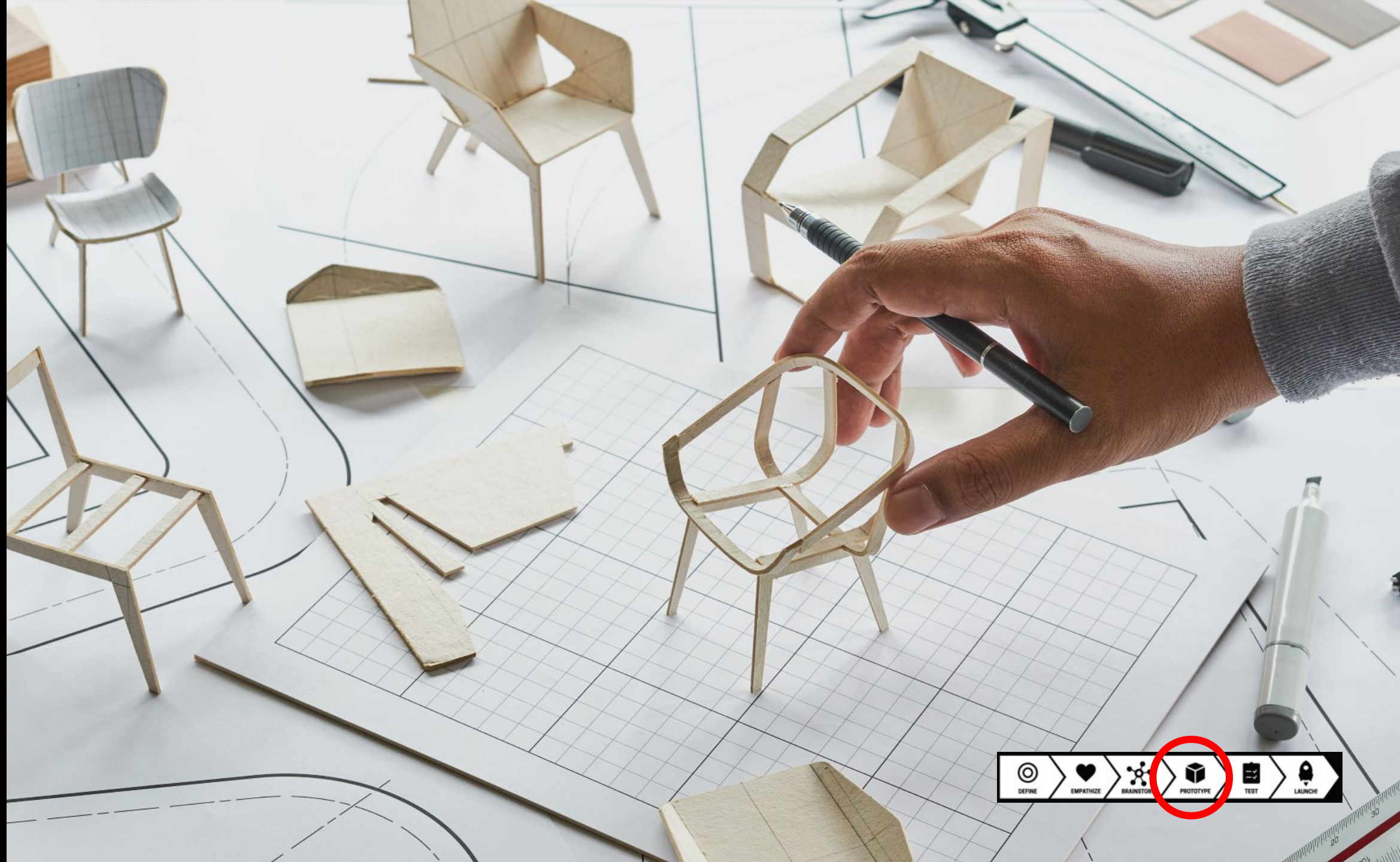
1. Fill in the center blank with one of your key student needs from the Top 3 Feelings chart at right
2. Fill in the left-hand column below with a solution that would address this need.
   Imagine new Objects, Tools, Places, Interfaces, systems, or Experiences that solve the problem.
3. Fill in the right-hand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

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	

WELCOME BACK!


DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH!

PROTOTYPE



A PROTOTYPE IS ...

A PROTOTYPE IS ...

- AN EXPERIMENT

A PROTOTYPE IS ...

- AN EXPERIMENT
- A LO-FI SKETCH

A PROTOTYPE IS ...

- AN EXPERIMENT
- A LO-FI SKETCH
- ITERATIVE

PROTOTYPES CAN BE...

3D MODEL

Low-fi physical mock up of products, online platform, space layout, ecosystem, etc.

ROLE PLAY

Role play as service provider and customer

COMIC STRIP

A series of 6 or more images that show activities and /or thoughts over time

TODAY/ TOMORROW DIAGRAM

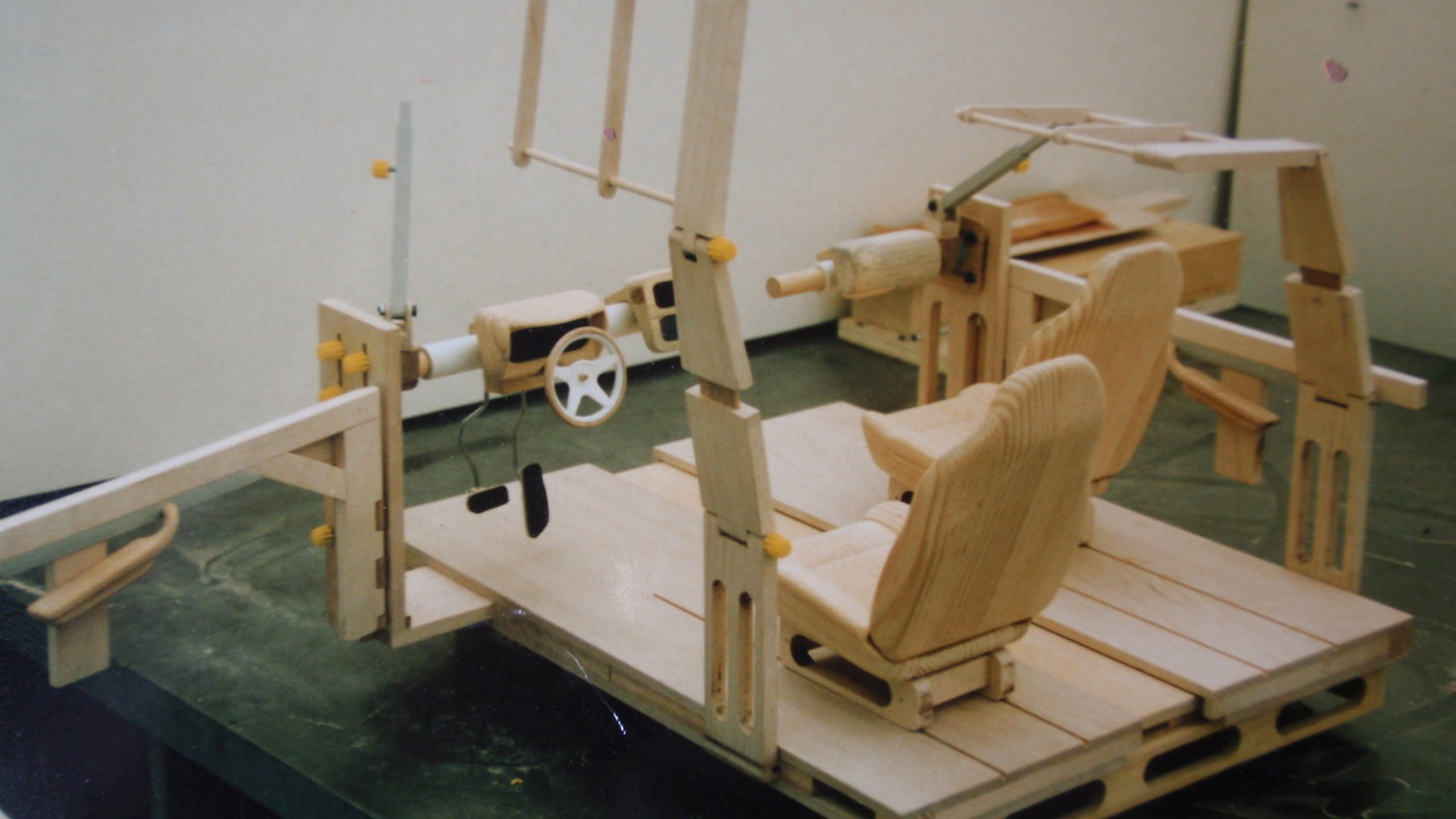
FUTURE AD

Newspaper cover page from the future, event flyer, sample meeting agenda

WIREFRAME/ BLUEPRINT

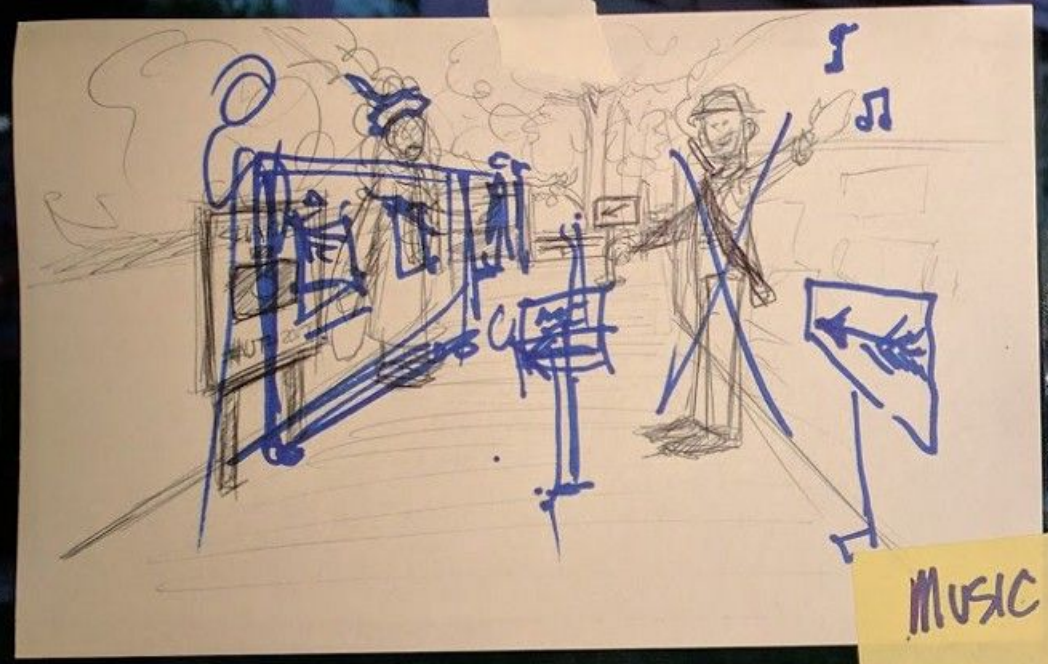
Loose sketch/mock up of a digital interface


MAT.
LOW
PRINT
MATERIAL
MAINTENANCE
STATUS:
READY TO PRINT
PUSH



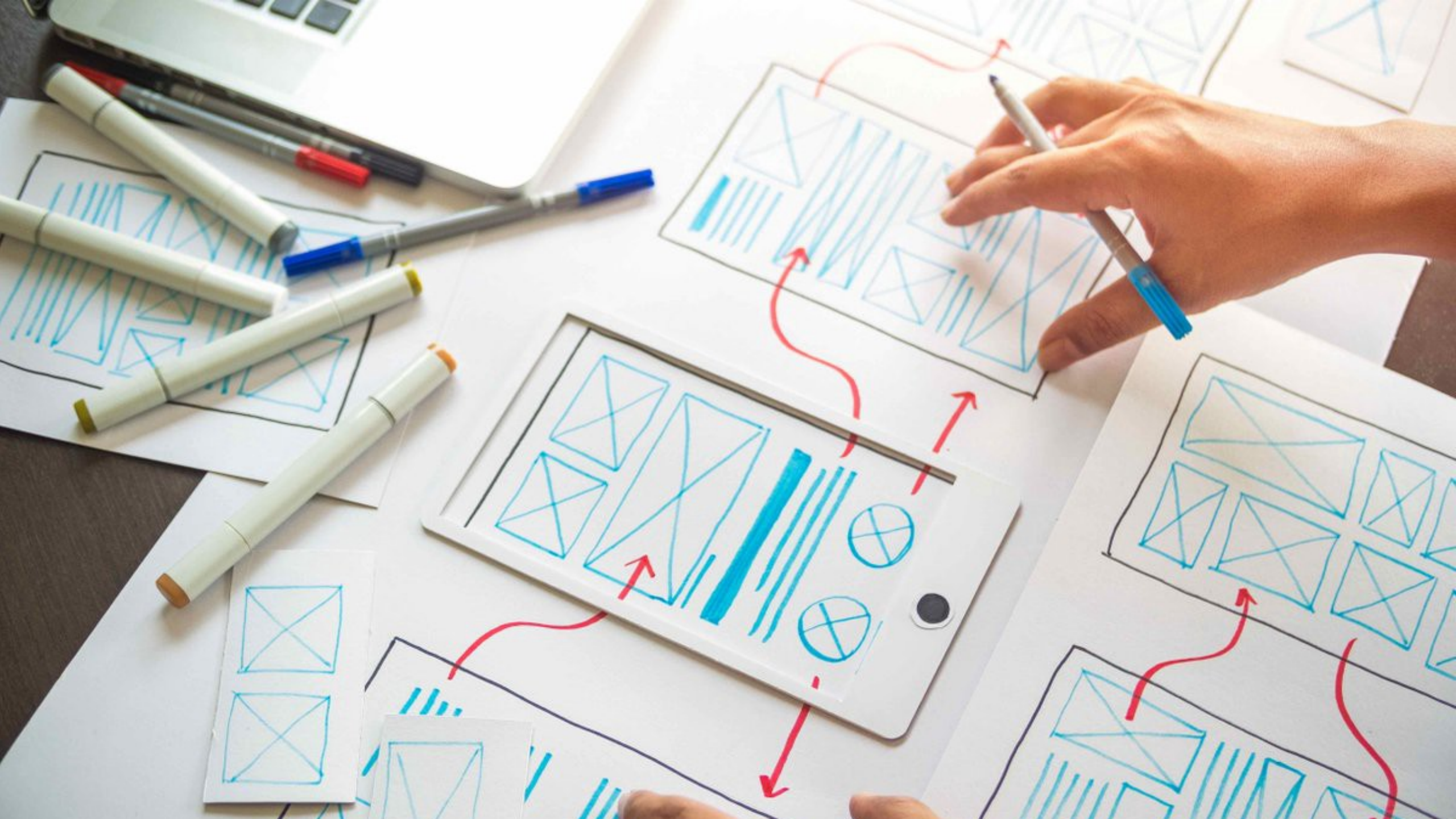

B
C
D

UP FOR
VIP LOUNGE

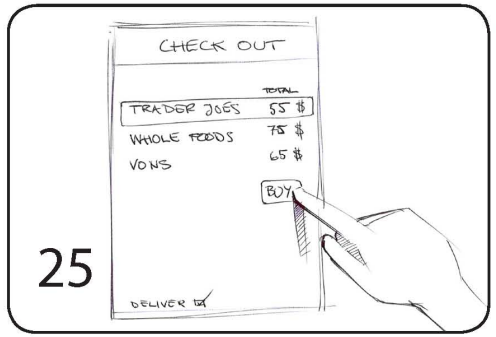


MUSIC
WARM +
WELCOME

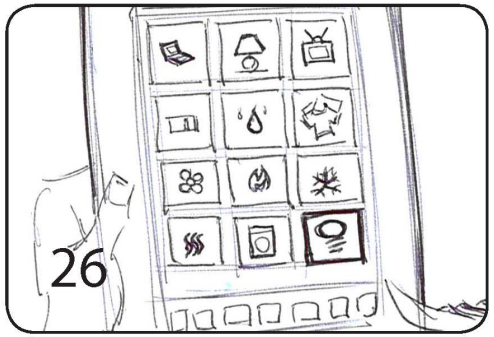
PHOTO
GRAPHICAL
MOMENT



MORNING/LUNCH

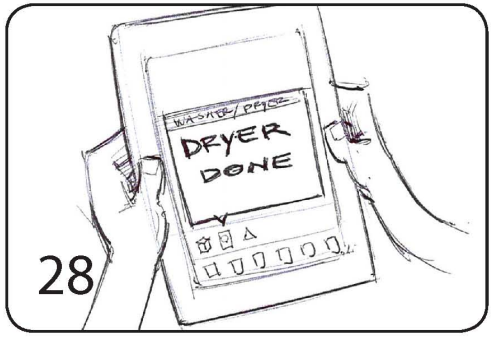


The display provides a list of purchase options from her favorite grocery stores that stock the items she needs, including the costs. She selects Trader Joe's and is provided the option to pick up the groceries or have it delivered. She chooses delivery.

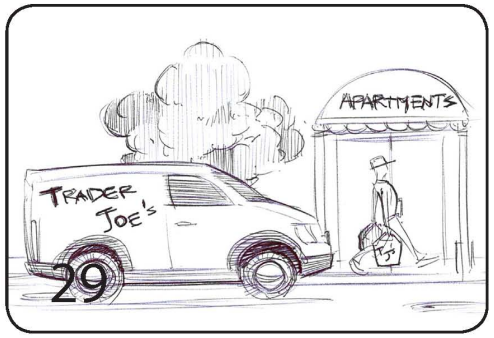


Next, Ellen presses the **dashboard icon** to view her savings from using Smart Grid connected appliances during off-peak hours. The dashboard menu allows Ellen to check and control all the appliances in her household.

The s-pad displays her total monthly energy savings. Ellen checks her utilities bill and pays it online directly on the s-pad.



She also gets a reminder on-screen that Tom's gym clothes have finished drying. Shortly after, she hears the grocery delivery man ring her doorbell.



The grocery delivery man brings Ellen's groceries from his van to her doorstep.

Ellen pays for her purchases and tips the delivery man and takes her groceries into the house.

JAMIE

Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

EXPECTATIONS

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support

DEFINE	COMPARE	NEGOTIATE	SELECT
1. Review current plan 2. Define parameters for new plan	3. Watches commercial on TV 4. Researches companies and offers on consumer reports website 5. Uses current carrier website tool to compare options	6. Calls current carrier to tell them she is shopping around 7. Calls competitors to see what they can offer	8. Decides on a new plan and calls customer service to switch service

ONCE UPON A TIME...
Context: Who, What,When, and Where?

EVERY DAY...
Status Quo

ONE DAY...
Something Changes

BECAUSE OF THAT...
New Need or Solution

BECAUSE OF THAT...
New Need or Solution

UNTIL FINALLY...
Problem Solved!

COOPER HEWITT DESIGN CAMP

Once upon a time...

A family lived underwater. They wanted to get around without disturbing fish, as well as a fast and easy way.

Every day...

the dad goes to work, the mom swims to get groceries, and the kids go to school. The dad makes a commute to the gym after work everyday as mom picks the kids up from school.

One day...

the family relizes that fish have been disturbed because of the way they transport themselves through the water.

Because of that...

the family wanted to create a revolutionary way to get from place to place, a fast and easy way without disturbing the fish.

Because of that...

the family wrote up ideas, until they decided what to build. It was a whole tube system with cars, bikes, trains, people and buses! It was safe, reliable and efficient.

Until finally...

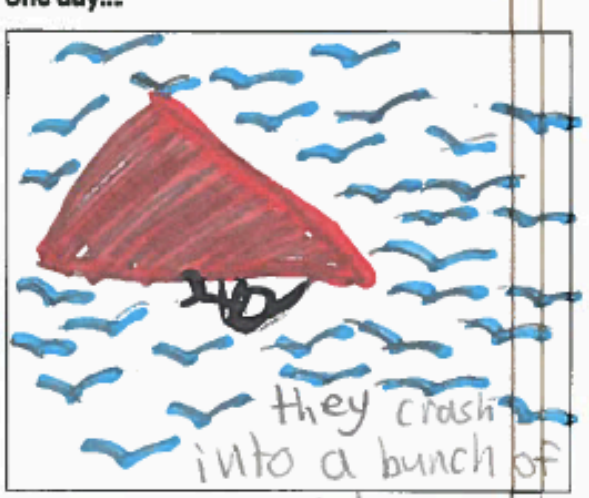
the fish builders came in, and made the idea a reality. And so, life went on the same way.

COOPER HEWITT DESIGN CAMP

Once upon a time...

Every day...

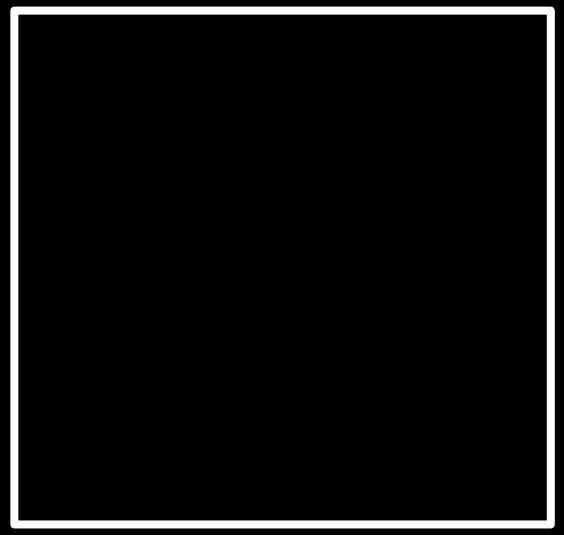
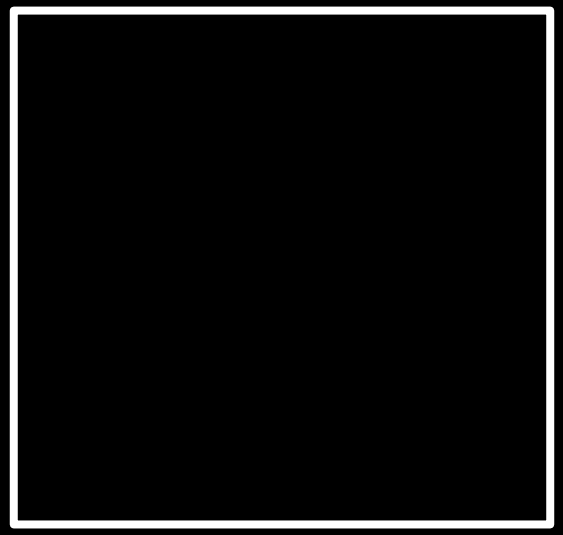
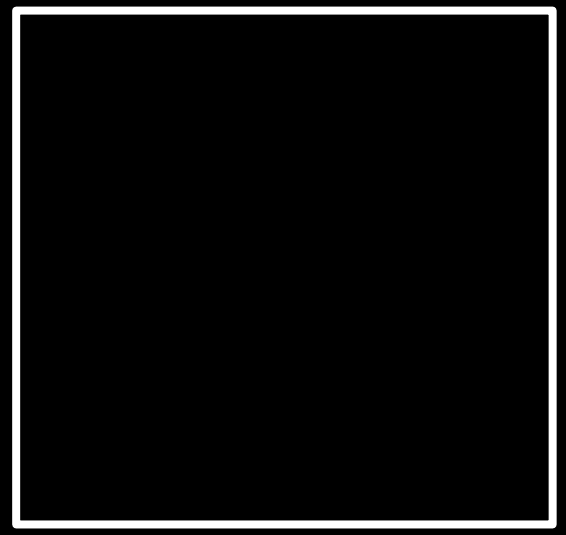
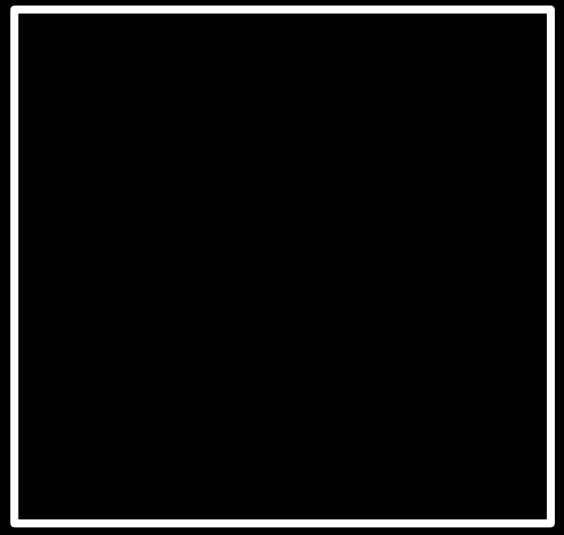
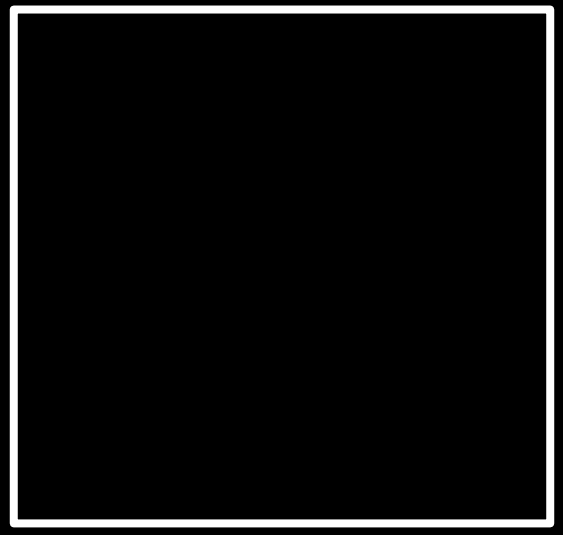
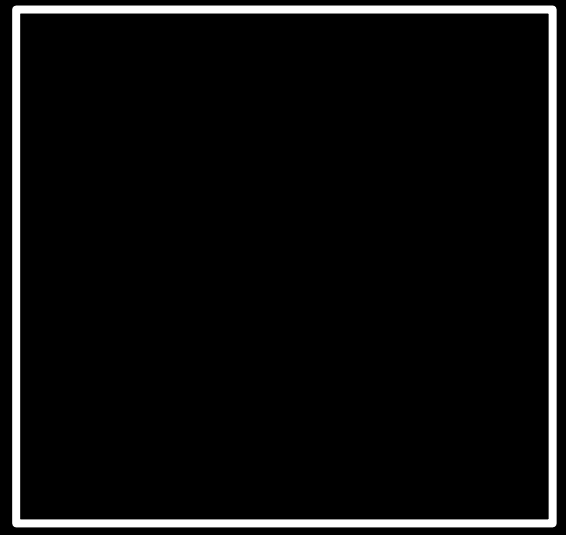
One day...



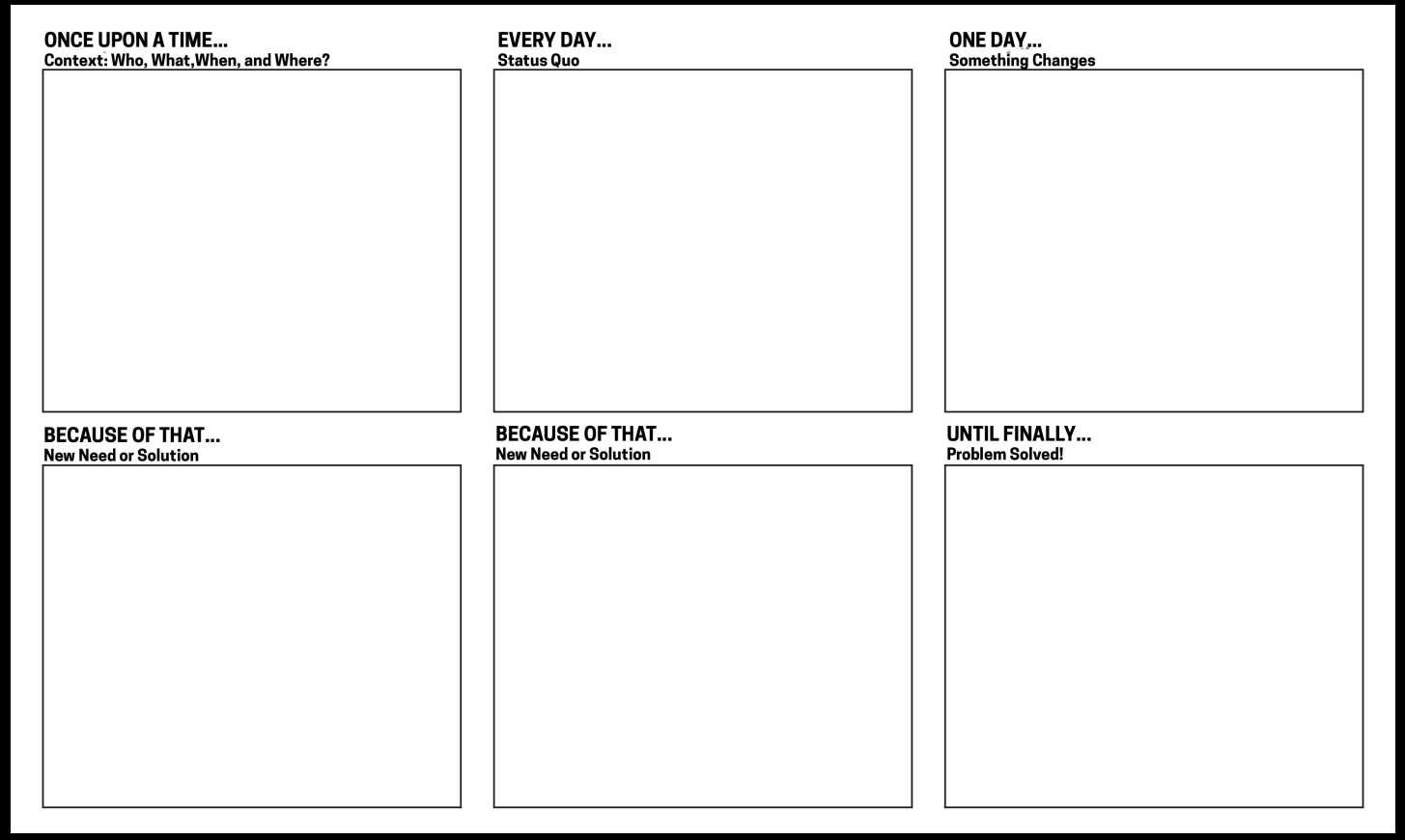
Because of that...

Because of that...

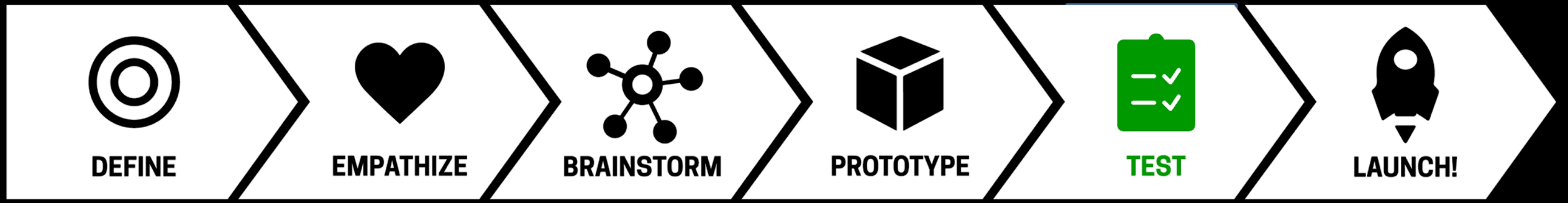
Until finally...

ON YOUR OWN: Use a storyboard to develop one (or a few!) ideas you brainstormed.



20 MINUTES
TAKE A BREAK AS YOU NEED!


DEFINE
EMPATHIZE
BRAINSTORM
PROTOTYPE
TEST
LAUNCH!

TEST

FEEDBACK IS ...

FEEDBACK IS ...

- A WAY TO CONSIDER THINGS FROM ANOTHER ANGLE

FEEDBACK IS ...

- A WAY TO CONSIDER THINGS FROM ANOTHER ANGLE
- A MECHANISM FOR FINE TUNING SOLUTIONS

FEEDBACK IS ...

- A WAY TO CONSIDER THINGS FROM ANOTHER ANGLE
- A MECHANISM FOR FINE TUNING SOLUTIONS
- NOT JUST CRITICAL

“I WISH…”

“I LIKE…”

“I WONDER…”

BREAKOUT SESSION:

Each participant will share their prototype for about 1 minute. They will then receive feedback from the group.

Optionally, you may use “I like, I wish, I wonder”.

15 MINUTES
ADJUST YOUR PROTOTYPE

"During my session I learned _____, therefore I am adjusting my prototype to _____"

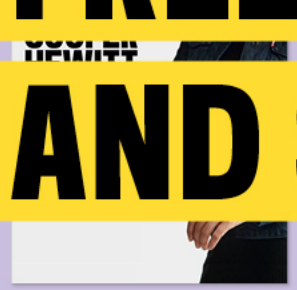
REFLECTION

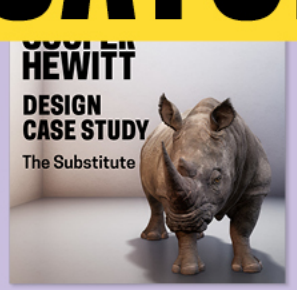
QUESTIONS?

TAKE IT FURTHER...

COOPER HEWITT RESOURCES

FREE RESOURCES FOR EDUCATORS AND STUDENTS

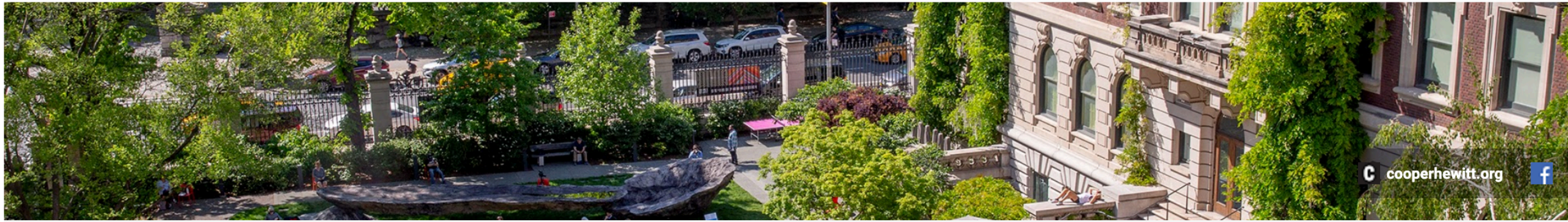




learninglab.si.edu/org/cooperhewitt

YouTube

Search



Cooper Hewitt

20.3K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Cooper Hewitt Presents: Planet Bushwig Warmup

577 views • 1 week ago

In celebration of Pride Month, Cooper Hewitt presents: Planet Bushwig Warmup!

The House of Bushwig returns to Cooper Hewitt virtually for an electrifying performance hosted by House mother Horrorchata, co-founder of the celebrated annual Brooklyn drag festival Bushwig.

YouTube

Search

Design at Home: Design a Zine

www.youtube.com/user/cooperhewitt

739 views • Jun 10, 2020

28 1 SHARE SAVE ...

SMITHSONIAN RESOURCES

Educator Resources

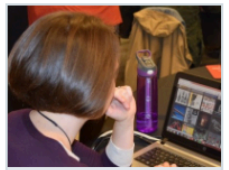
Learn with Smithsonian

A wealth of resources and digital tools support inquiry-based learning and active engagement to spark creativity and curiosity. The Smithsonian Learning Lab allows you to create personal collections and individualized educational experiences. The digital Game Center of the Smithsonian Science Education Center offers fun experiences for the young STEM learner. Smithsonian's History Explorer offers hundreds of free, innovative resources for learning about American history.

For questions and requests to Smithsonian educators, email us at learning@si.edu.

Distance Learning Resources From The Smithsonian

Explore Interests
Collections
For Educators
Resources
Field Trips
Events
Professional Development
For Kids and Teens
Youth Programs
For Researchers



Smithsonian Learning Lab

Distance Learning

The Smithsonian is committed to supporting teachers and their students around the globe as they face unprecendented new learning challenges.

Smithsonian Learning Lab

Discover more than a million resources and create personal collections and educational experiences with the Center for

African American Museum

Programs and resources designed to ignite critical thinking skills and creativity for diverse audiences.

African Art Museum

Teacher workshops, videos for loan, and online curriculum you

www.si.edu/educators/resources

Talking About Race

Talking about race, although hard, is necessary. We are here to provide tools and guidance to empower your journey and inspire conversation.

A lifelong journey

Talking about race starts with personal reflection:

- When were you first aware of your race?
- What do you remember from childhood about how you made sense of human differences? What confused you?
- What childhood experiences did you have with friends or adults who were different from you in some way?
- How, if ever, did any adult give you help thinking about racial differences?

www.nmaahc.si.edu/learn/talking-about-race

THANK YOU!