Project Name:
Innovate Wellness Challenge

Tips:
Throughout this process you will be using these worksheets to guide your team through the 5 stages of the Design Thinking Process. These stages will help you develop a successful solution to the case. The empathize phase is designed to help you fully understand your audience. For the Innovate Wellness Challenge, empathizing consists of analyzing the data, obtaining student testimonials, and attending mentoring sessions.

Stage 1:
Where to start:
1. Identify your audience (demographics)
2. Assess needs and/or wants of your audience (data & testimonials)
3. Observe behaviors
4. Consult experts, industry professionals, or field researchers (mentoring sessions)

1. EMPATHIZE

Design Thinking is a human-centered approach to solving challenges. One of the most common methodologies to design thinking is the 5 phase model. **Empathize. Define. Ideate. Prototype. Test.**

The key to this stage is understanding your audience.

Audience:
1. Undergraduate students that are looking for opportunities to socially connect with peers.
2. Students are often times stressed and need spaces to relax as well as socialize.

Observation, Consultation & Feedback:
3. Students are less likely to attend events if they have to travel far, even a half hour walk across campus could deter students if they have school work to do.
4. After attending a mentoring session, and working with Colleen Atkinson, we learned about existing services targeted at helping students relax. One clear takeaway was that we want to opportunities for students to socialize and relax more accessible.
Project Name:
Innovate Wellness Challenge

Tips:
Start stage two of the Design Thinking Process by writing down insights your team discovered from the empathize stage. Then, based on the case and your insights describe the problem that you are looking to address. Identify action steps that can be taken to address the problem. Combine steps 1, 2, and 3 to create an Actionable Problem Statement (APS.)

2. DEFINE

During the Define Stage, you are identifying trends in your data and across your research. Insights from your empathize stage will help you to describe the specific problem you are looking to address.

The result of this stage is an Actionable Problem Statement (APS).

Insights, Problem, Action Steps:

1. A) Students want to engage in different activities but only for short periods of time. B) Each student’s availability is different so social opportunities should occur at various times and locations.

2. Students are looking for more ways to engage in social activities but are often times too busy to spend more than an hour at an event.

3. Create drop-in social events throughout campus at various times.

Actionable Problem Statement:

4. Create drop-in social events throughout campus at various times. Students can attend events that are close in proximity to them and not feel obligated to stay for extended periods of time.
In the Ideate Stage, generate as many ideas as possible and narrow down the options from there. It is highly encouraged to thinking freely and creatively.

**Tips:**

When you ideate it is important that you have a diverse team to generate as many ideas as possible.

Quick idea generation without getting caught up in specifics is at the core of the Design Thinking Process.

**Stage 3:**

This includes:

1. Collecting all ideas regarding your project
2. Prioritizing the ideas
3. Ranking the top three ideas

**Project Name:** Innovate Wellness Challenge

**3. IDEATE**

**Idea Generation:**

1. Meditation classes throughout campus, relaxation activities in the library, surprise class activities, pop-up activity bus, more outdoor activities, traveling pet therapy.

2. Meditation classes throughout campus, relaxation activities in the library, pop-up activity bus, traveling pet therapy.

**Top Ideas:**

3. 
   a. Traveling pet therapy
   b. Meditation classes throughout campus
   c. Pop-up activity bus
**Project Name:**
Innovate Wellness Challenge

**Tips:**
Once you have selected your idea, now it is time to start making it a reality. Remember, design thinking is an iterative process. Meaning you might check back in with your audience to make sure your idea is a viable solution or go back to the ideating stage if a part of your prototype needs to be changed.

**Stage 4:**
Create a prototype based on the top idea from the Ideate Stage:

1. Work with staff & faculty to assess feasibility and potential restrictions
2. List resources and materials needed to prototype your idea
3. Set goals based around the idea you choose
4. Design and build the prototype

**Prototype Preparation:**

1. After working with staff, our team selected traveling pet therapy because Student Health and Wellness had the capacity to expand the service.
2. Support from staff to work with pet therapy organizations, back end developer, resources to maintain and support an app (SAIT), offices and departments to host pet therapy.
3. Build an interactive mock up of an app in Fall 2019 and expand pet therapy to 5+ locations.

**The Prototype:**

In the Prototype Stage, it is important to develop a sample product that you can engage with. A prototype can be models of your idea made of cardboard and scrap material, mockups of apps and digital products, storyboards of an experience, or skits and simulations.