DESIGNSPRINT

UCrAc

2021

U CrAc Agenda

09.00 - 09.45 Introduction to U-CrAC

09.45 - 10.00 Break

10.00 - 10.20 Short lecture on sustainability

10.30 - 11.00 Introduction to cases & groups

11.00 - 11.30 Meet and greet

12.00 - 13.30 Preparation to meet case partners

13.30 - 14.45 Case partner meeting all groups*

14.45 - 15.00 Break

15.00 - 15.30 Debrief in plenum

*Group 7-15 continue case preparation and reflection towards other relevant activities for data-collection

UCrAc Three case partners in Silkeborg

UCrAc Teacher Team

MARIANNE LYKKE

ANETE STRAND

CLAUS ROSENSTAND

GREGERS ANDERSEN

PETER VISTISEN

SØREN BOLVIG

ANDREAS SØRENSEN

UCrAc Teacher Team

MARIANNE LYKKE

ANETE STRAND

CLAUS ROSENSTAND

GREGERS ANDERSEN

PETER VISTISEN

SØREN BOLVIG

ANDREAS SØRENSEN

Supervisor Team

UCrAc Interdisciplinary teams

UCrAc going GREEN

Aimed at finding relevant cases

SUSTAINABLE DEVELOPMENT GOALS

UCrAc Design Sprint

Methodological inspiration from multiple areas

Software development

DesignThinking

Creativity & arts

Entrepreneurship

Iterative development and adjustment since 2008

UCrAc Design Sprint

A 5 phase framework to

reduce the risk of failure

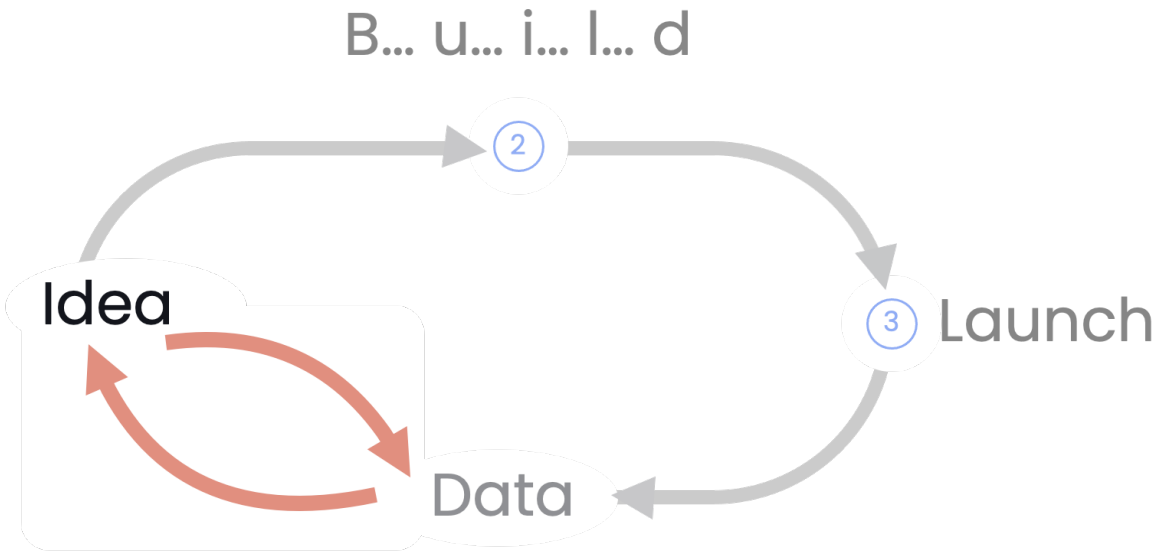
when bringing a new product,

service to the market.

UCrAc Design Sprint

Idea

UCrAc Design Sprint



Google

airbnb slack HSBC NASA

UCrAc Design Sprint

Doug Dietz

Innovation Architect
@ GE Healthcare

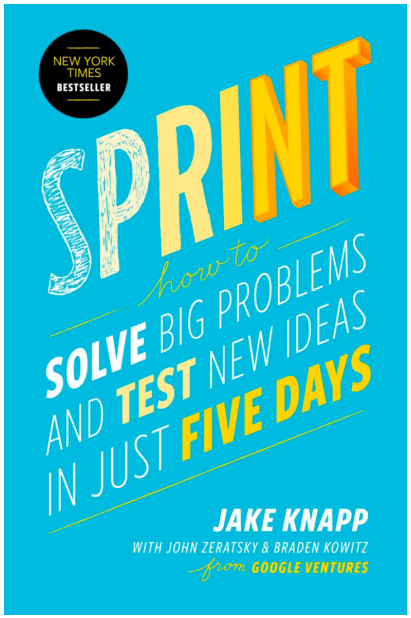
UCrAc Design Sprint

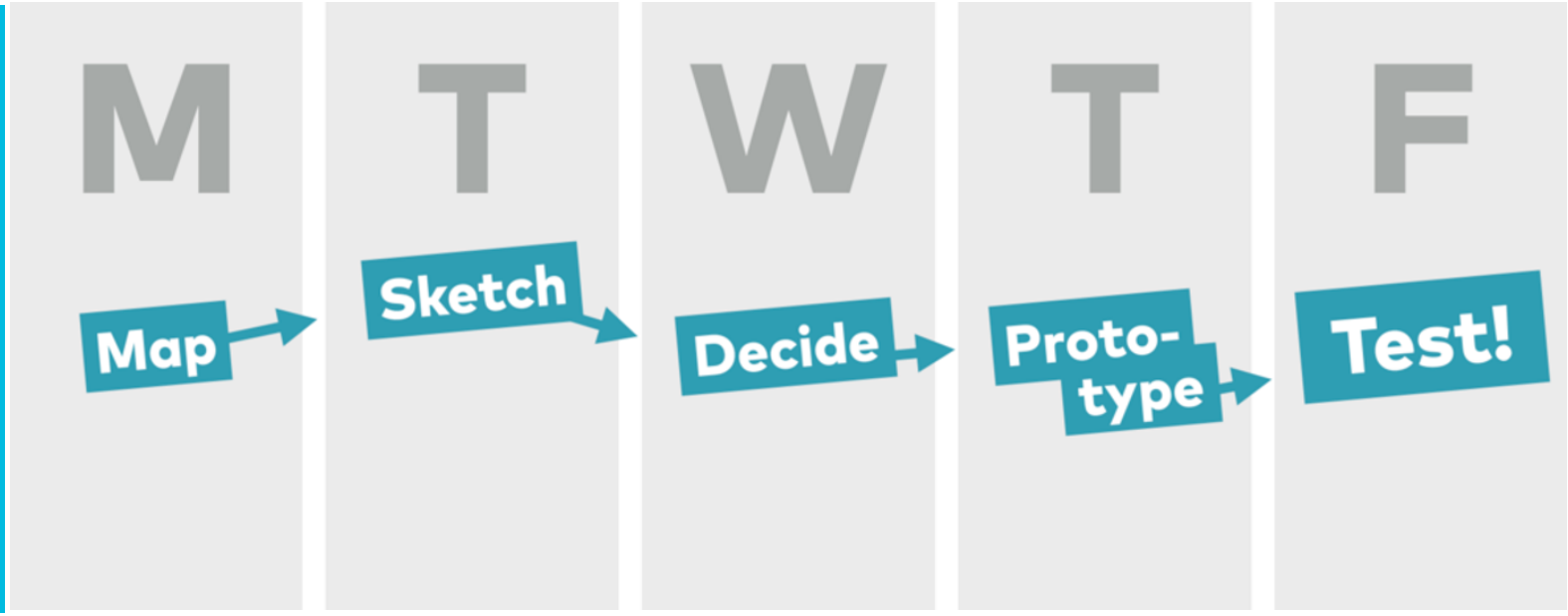
HUMAN CENTRIC APPROACH

Business Question	Insight	Design Sprint question	Adventure Series Scanner
How do we design the best MRI scanner?	80% of pediatric patients have to be sedated	How could one create a scanner experience that children would love?	Sedation dropped from 80% to 1% 92% increase in patient satisfaction

UCrAc Design Sprint

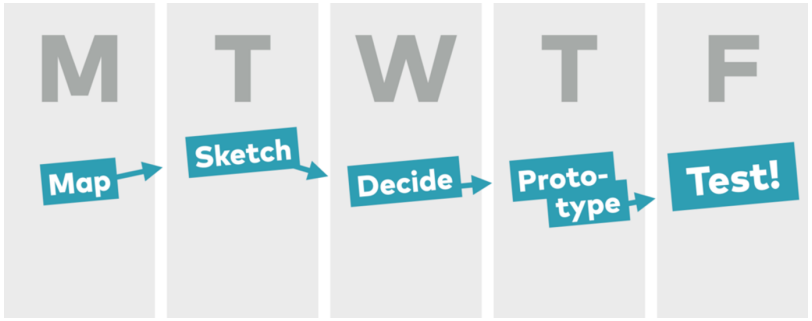
Design Sprint 1.0



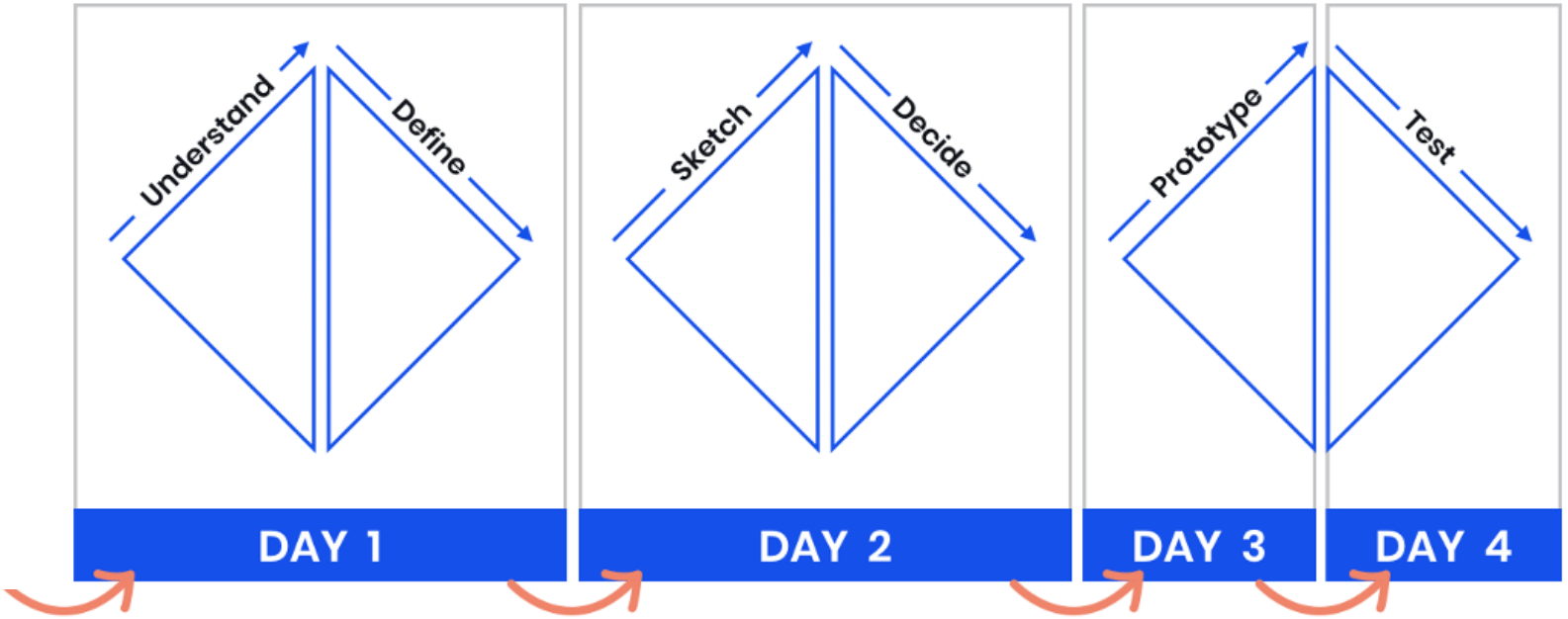


UCrAc Design Sprint

Design Sprint 1.0

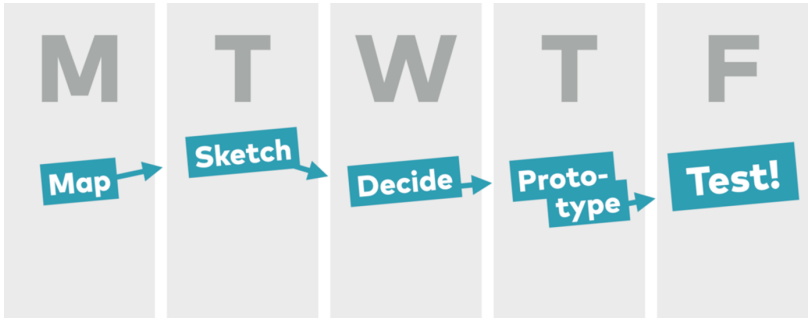


Design Sprint 3.0

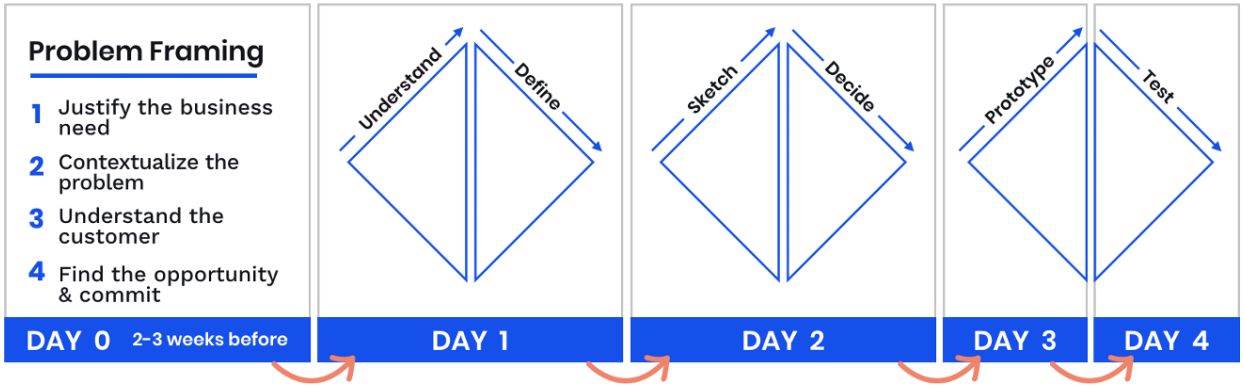


U CrAc Design Sprint

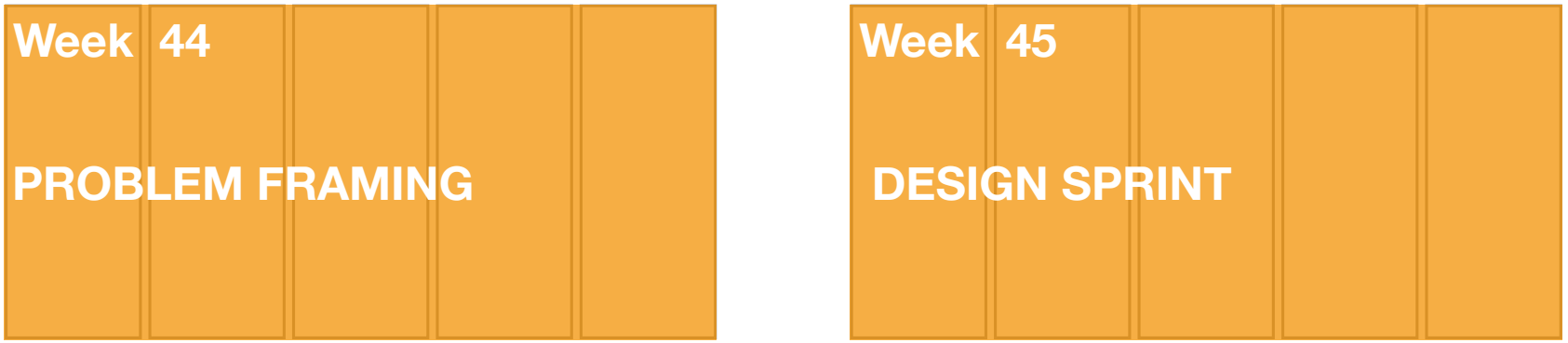
Design Sprint 1.0



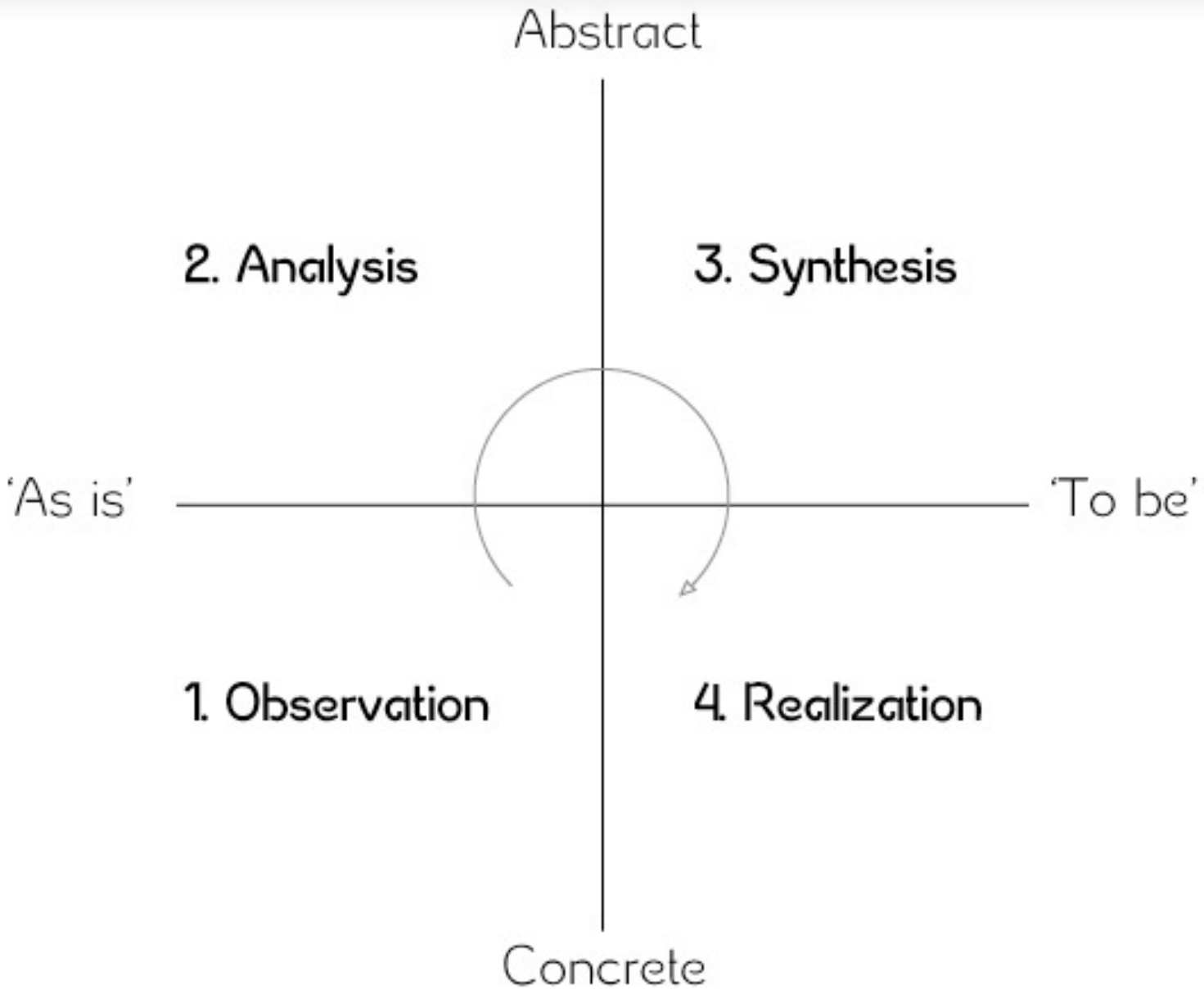
Design Sprint 3.0



U-CrAc as an extended Design Sprint



Progression



Progression

Abstract

3. Synthesis

'As is'

'To be'

4. Realization

Concrete

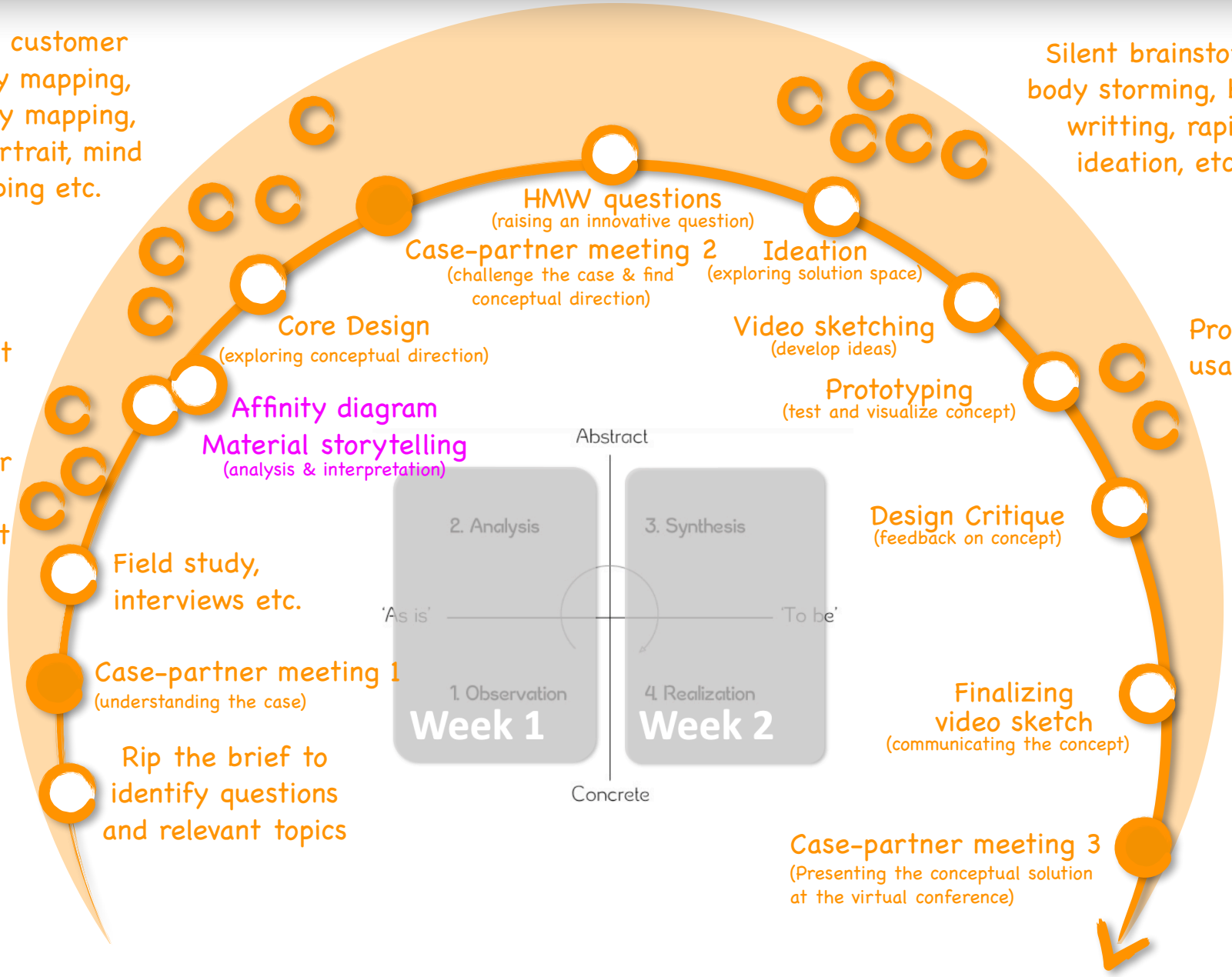
UCrAc Progression

Abstrac

'As is'

Concrete

UCrAc Progression



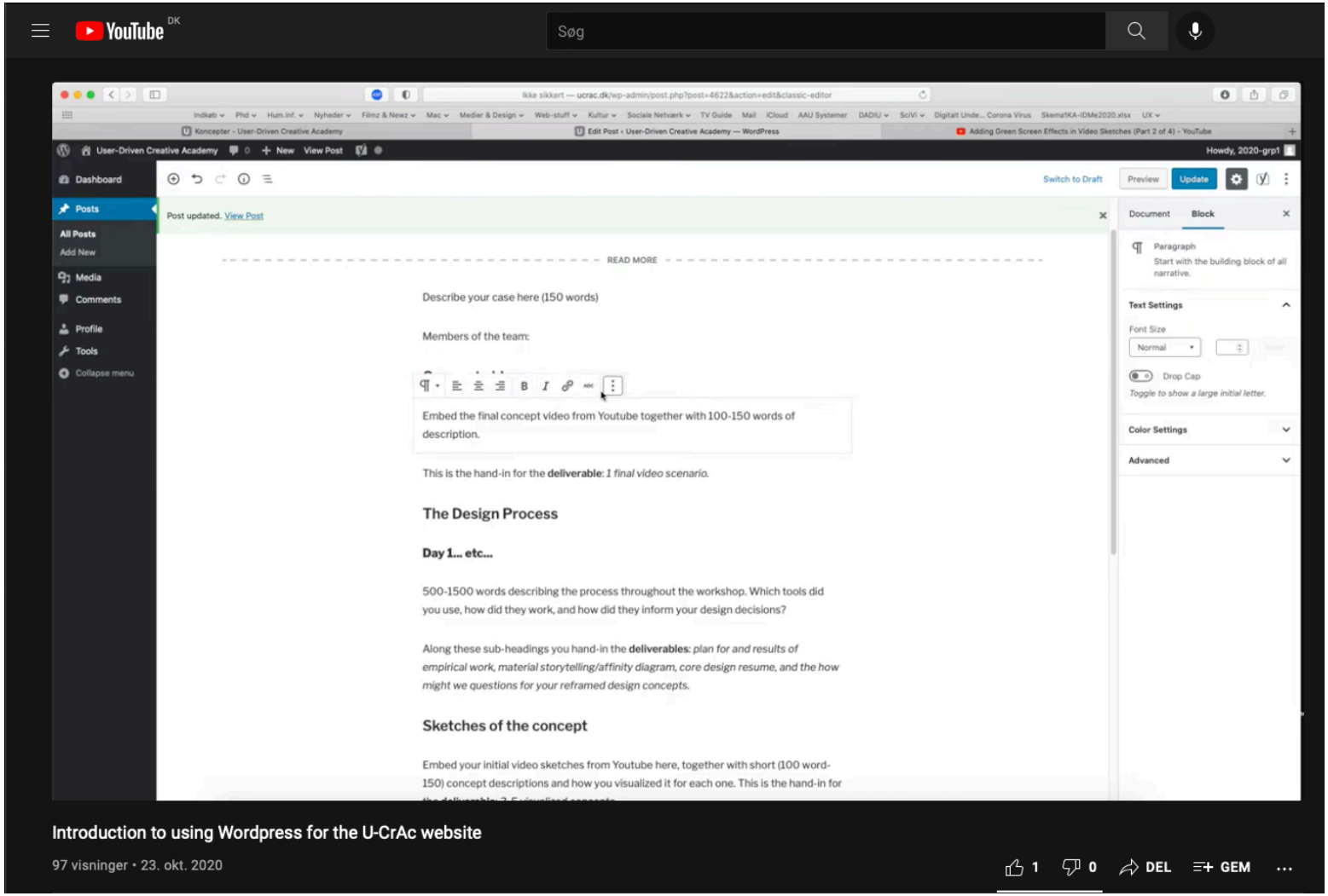
UCrAc Program: Week 44

Monday 1/11	Tuesday 2/11	Wednesday 3/11	Thursday 4/11	Friday 5/11
9:00-9:45 Introduction to the workshop	9:00-9:30 Frameworks for involvement		9:00 – 9:45 Interpretation of ethnographic data	9:00-9:45 Coredesign
10:00-10:20 Lecture on sustainability	9:45-10:15 Jobs To Be Done			10:00-13:50 Group work
10:30 – 11:00 Introduction to Cases	**Group 7-15**			
11:00-11:30 Meet and greet	10:30 – 17:30 Field Studies/Group work	9:00-15:30 Field Studies/Group work	Group work/Workshop	14:00 – 15:30 Case partner meetings
11:30-13:30 Preparation to meet Case partners				
Group 1-6 13:30-14:45 Case partner meeting				
15:00-15:30 Debrief			**Deliverable:** Affinity diagram or similar resume [uploaded to website]	**Deliverable:** Core Design resume [uploaded to website]

UCrAc Program: Week 45

Monday 8/11	Tuesday 9/11	Wednesday 10/11	Thursday 11/11	Friday 12/11
9:00-9:30 Introduction to solution week	9:00-9:30 Prototyping	9:00-15:30 Making prototypes and video-sketches	9:00-9:30 Introduction to design critique	9:00-10:00 Group work Final rehearses
9:45-10:15 Design sprint ideation	9:45-10:15 Sustainable Cli-fi		9:30-11:00 Design critique sessions	
10:30-15:30 Group work - Design sprint ideation	10:30-11:30 Video as design tool 11:30-15:30 Group work Starting up prototyping and video-sketching process		11:15-15:30 Finalizing your prototype and video-sketch	10:15-12:30 Conference with case partners 12:30-13:00 Sandwich and coffee with case partners
Deliverable: **HMW question & Ideation framework [uploaded to website]**		**Deliverable:** **3-5 initial concepts visualized via video / animation [uploaded to website]**	**Deliverable:** **1 final concept video / animation with scenario + intro text [uploaded to website]**	13.00-14:00 Debrief

U CrAc Deliverables at website



Introduction to use WordPress to edit your group web-pages (22 minutes video)

U-CrAc WEBSITE WWW.UCRAC.DK

USER-DRIVEN CREATIVE ACADEMY
Innovation workshop at Aalborg University

U-CrAc Workshoppen | Koncepter | Forskning | Case-samarbejdspartner | Student Ressources | Kontakt

18. OCTOBER 2021 BY 2021-GRP15

Group 15 – 2021

2021, ALLE ÅRGANGE

PREVIOUS
← Group 14 – 2021

VIS KONCEPTER FRA:

2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019

low fidelity

medium fidelity

high fidelity

RESEARCHING THE USE
OF A **TV**
BY LOOKING AT THE USER

PREPARATION TILL TUESDAY NEXT WEEK

MANDATORY TO BE ABLE TO STEP RIGHT INTO VIDEO SKETCHING TUESDAY

- Download Adobe Premiere CC (7-day trial or subscribe for 1 month)
- Watch this 15 minute guide to setup Premiere for sketching: https://youtu.be/qiH-XJ5TjcA
- Download these exercise files to create your first video sketch: http://www.ucrac.dk/Guides/Videosketching2018.zip
- **Watch this 1 hour guide** to learn to make a video sketch https://youtu.be/lmEhIkDaV1Q

OPTIONAL SHORT 15-20 MINUTE INTRODUCTIONS FOR SPECIFIC EFFECTS FOR FURTHER REFERENCE

- Part 1: Setting up Adobe Premiere CC to be used for sketching
- Part 2: Using Green Screen effects in Adobe Premiere
- Part 3: Using Green Screen and Keyframed animation
- Part 4: Using Stop Motion and timing controls

UCrAc
DOGMAS

UCrAc

People and communication *above* processes and tools

Reality *above* labs

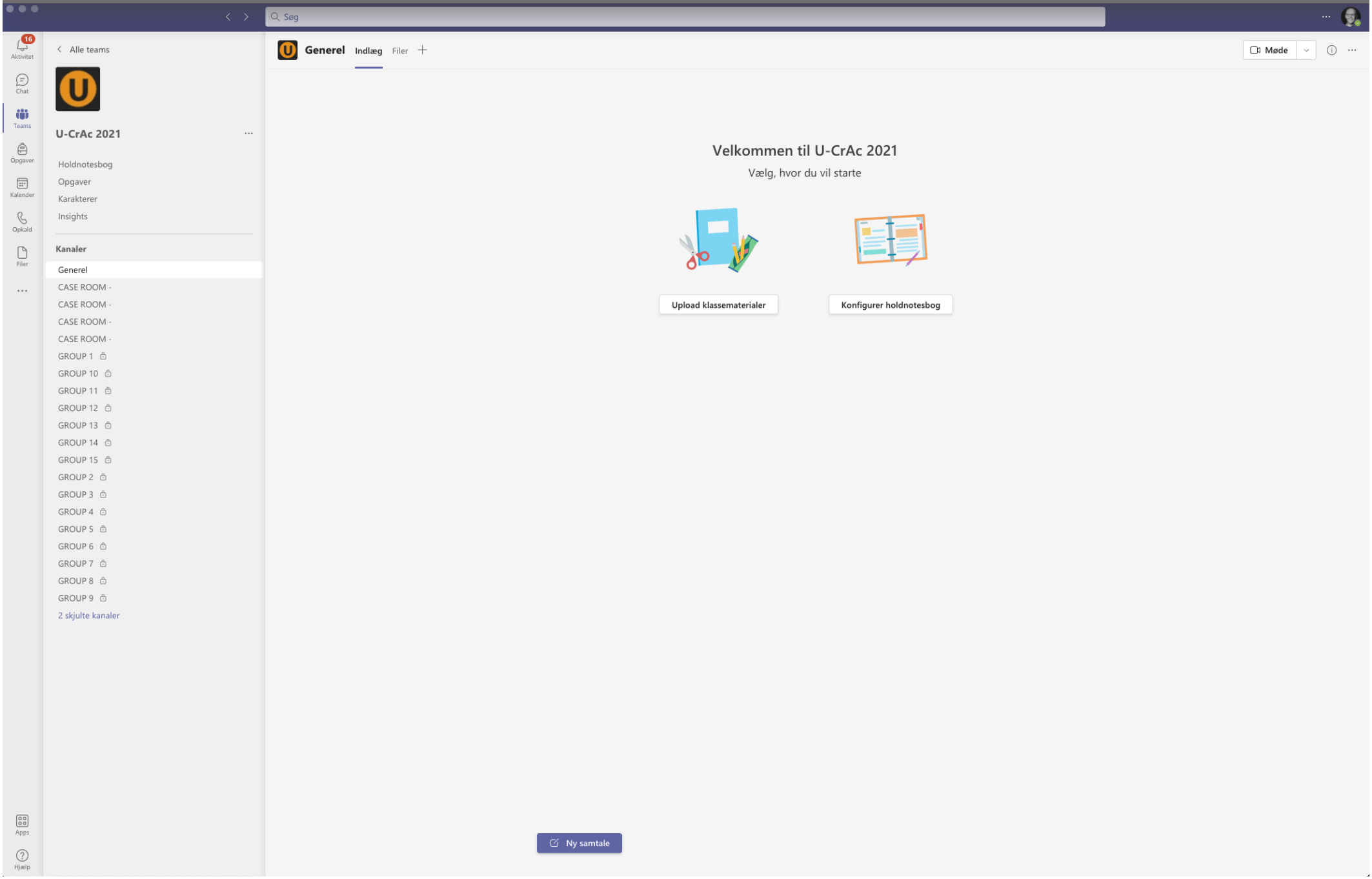
Interdisciplinarity *above* specialization

Change course according to new insights *above* following the plan

Apply your body *above* analyzing

UCrAc Videosketches *above* planned storyboards

GROUP COLLABORATION VIA TEAMS & INFO FLOW FROM TEACHERS



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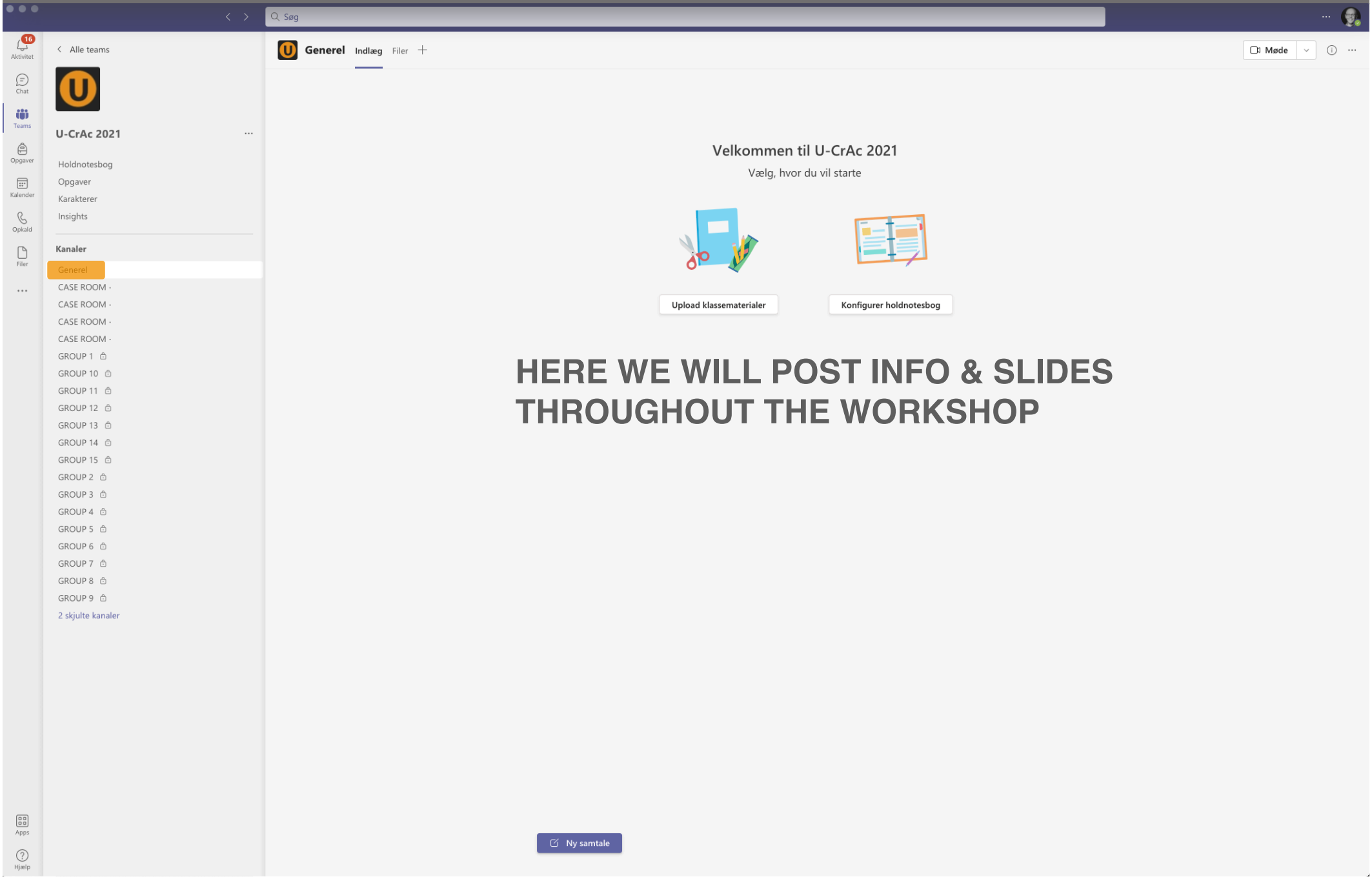

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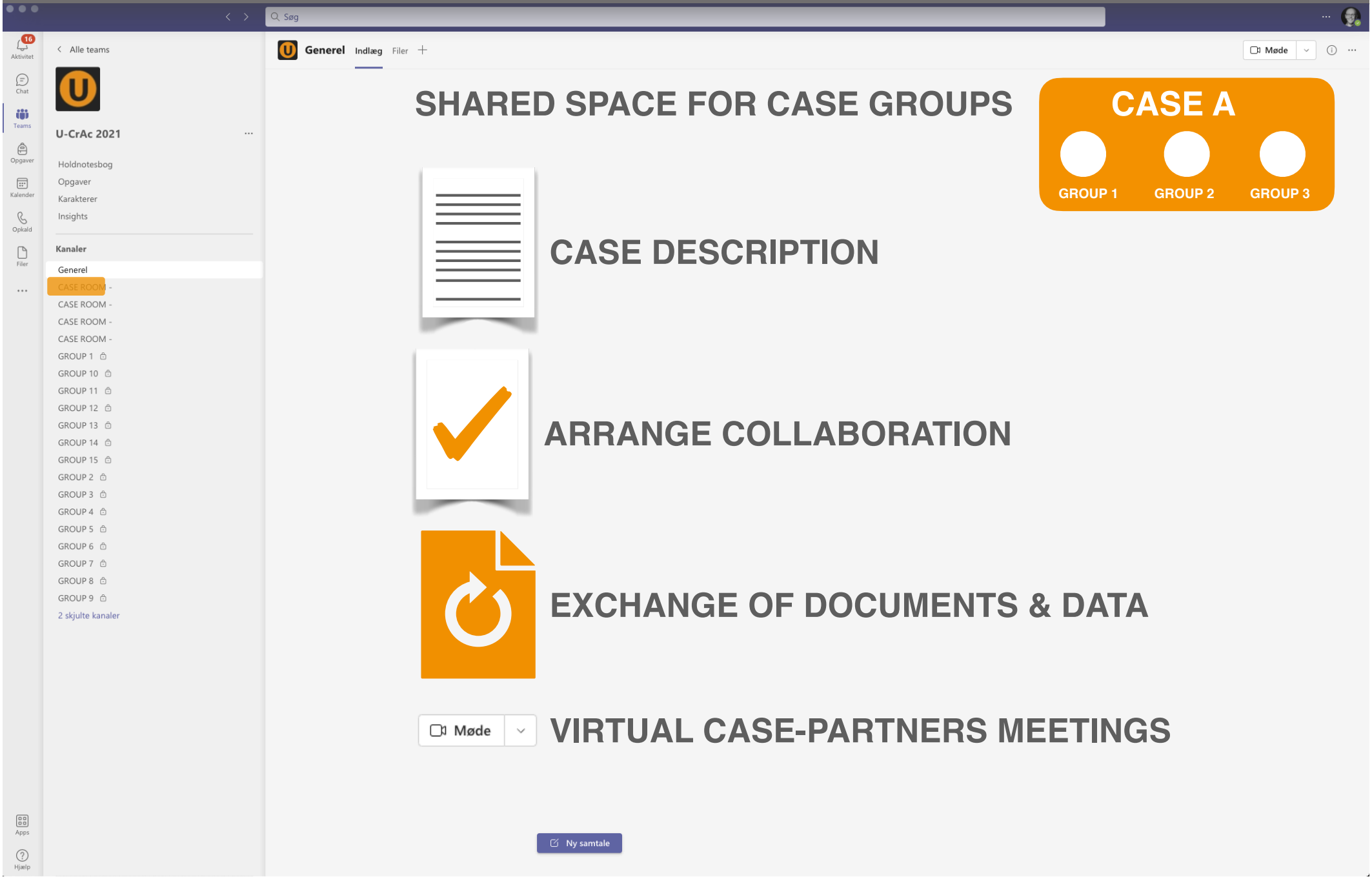

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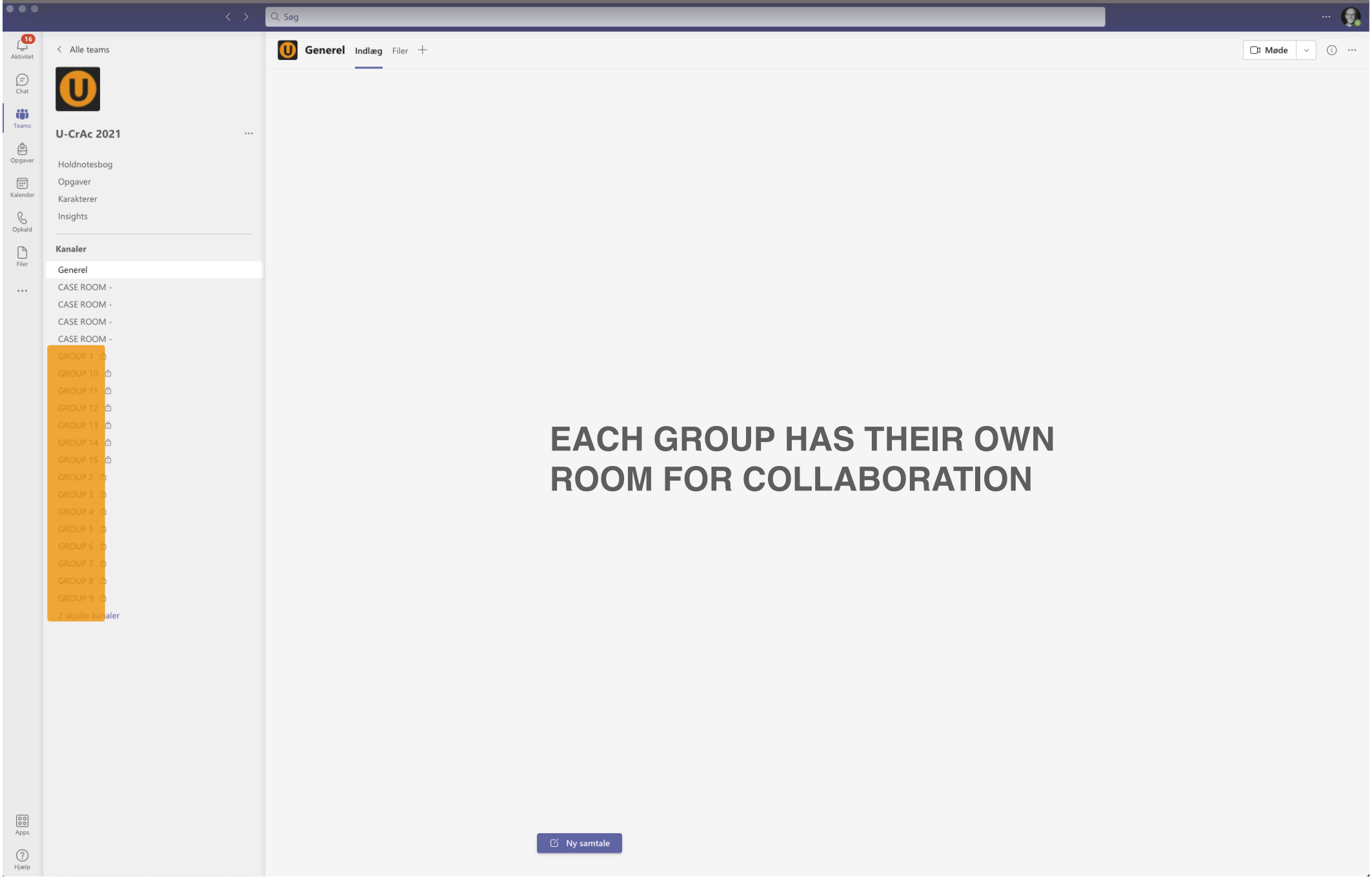
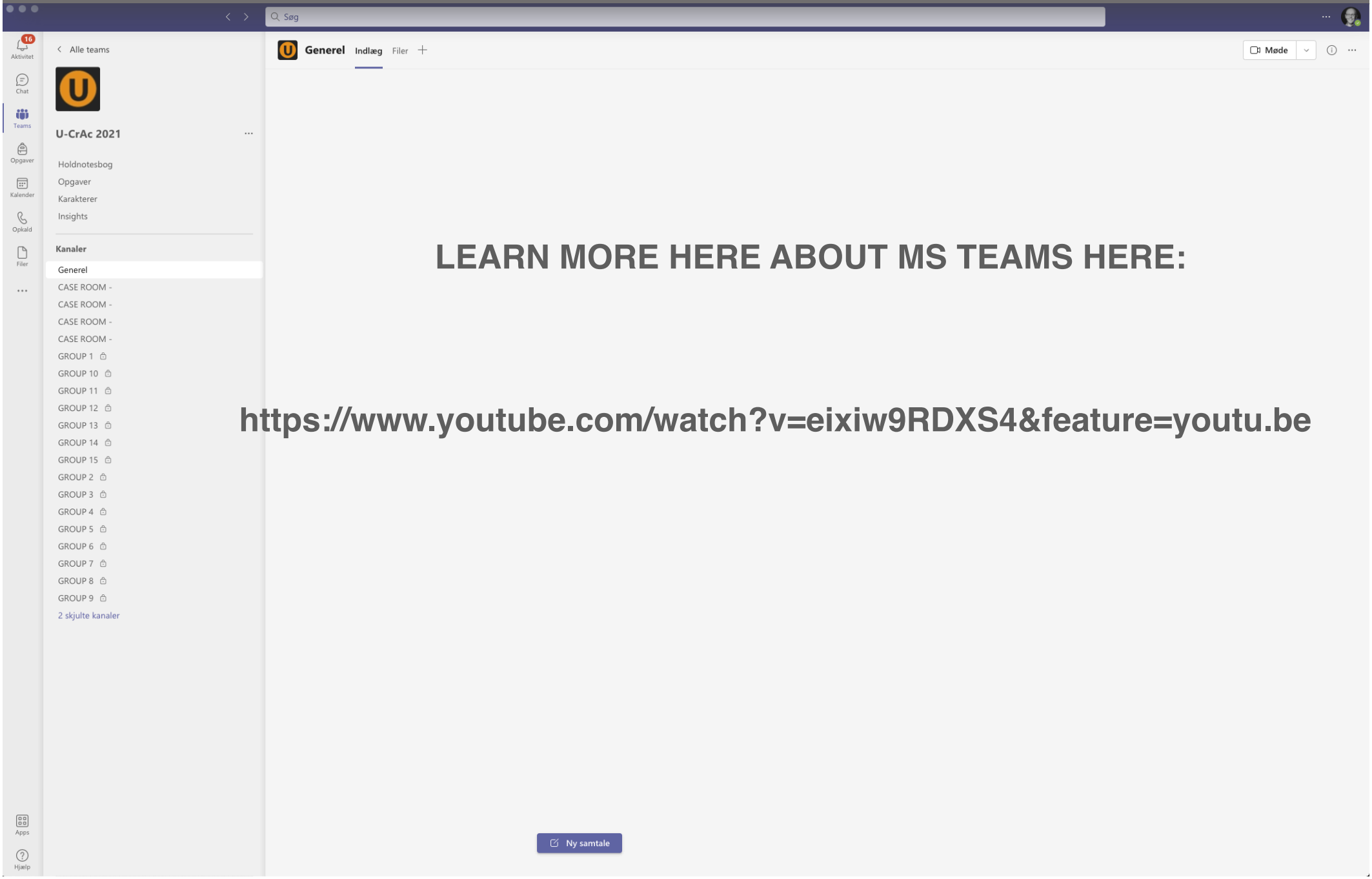
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