

DESIGNSPRINT



2021



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

U CrAc 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



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PETER VISTISEN



SØREN BOLVIG



ANDREAS SØRENSEN

Supervisor Team

U CrAc Interdisciplinary teams

Involved educations

Interactive Digital Media

Experience Design

Informations Studies

Entrepreneurial Engineering





**Aimed at finding
relevant cases**



**SUSTAINABLE
DEVELOPMENT
GOALS**

**Methodological
inspiration from
multiple areas**

Software development

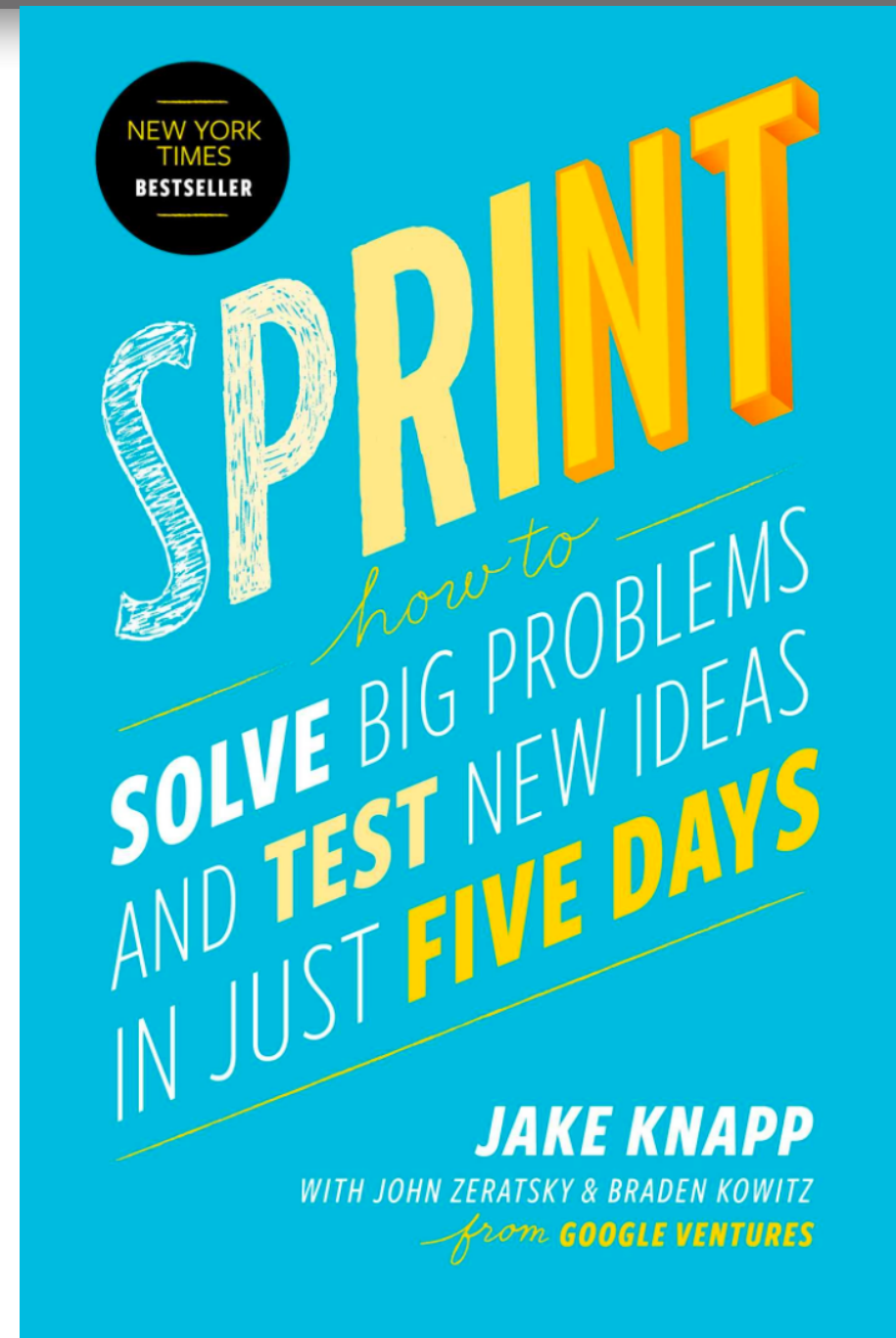
DesignThinking

Creativity & arts

Entrepreneurship

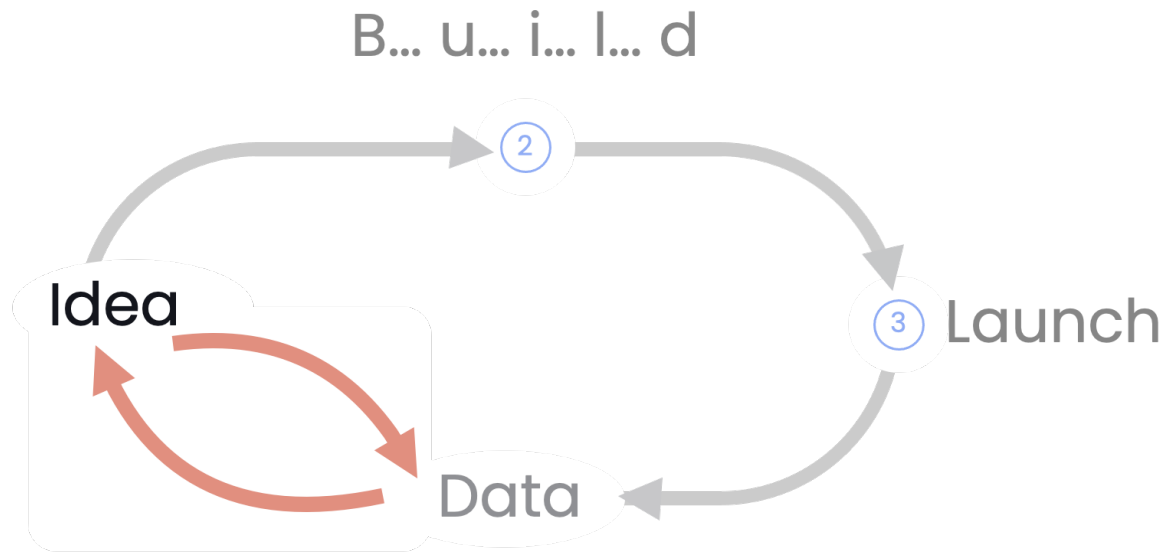
Iterative development and adjustment since 2008

A 5 phase framework to
reduce the risk of failure
when bringing a new product,
service to the market.



Idea





Google

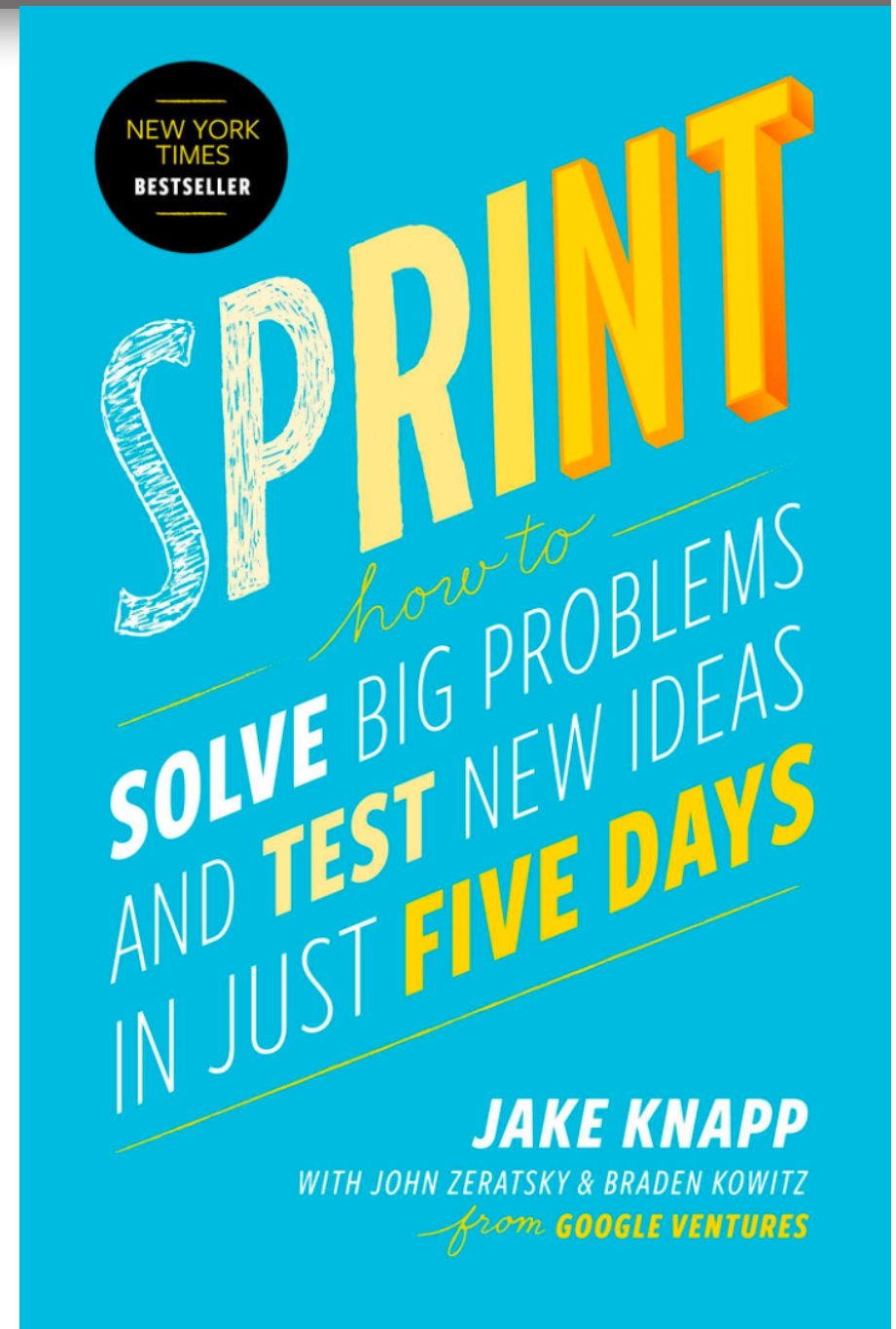


airbnb



slack

HSBC



U CrAc Design Sprint



Doug Dietz

Innovation Architect
@ GE Healthcare





HUMAN CENTRIC APPROACH

Business Question

How do we design the best MRI scanner?

Insight

80% of pediatric patients have to be sedated

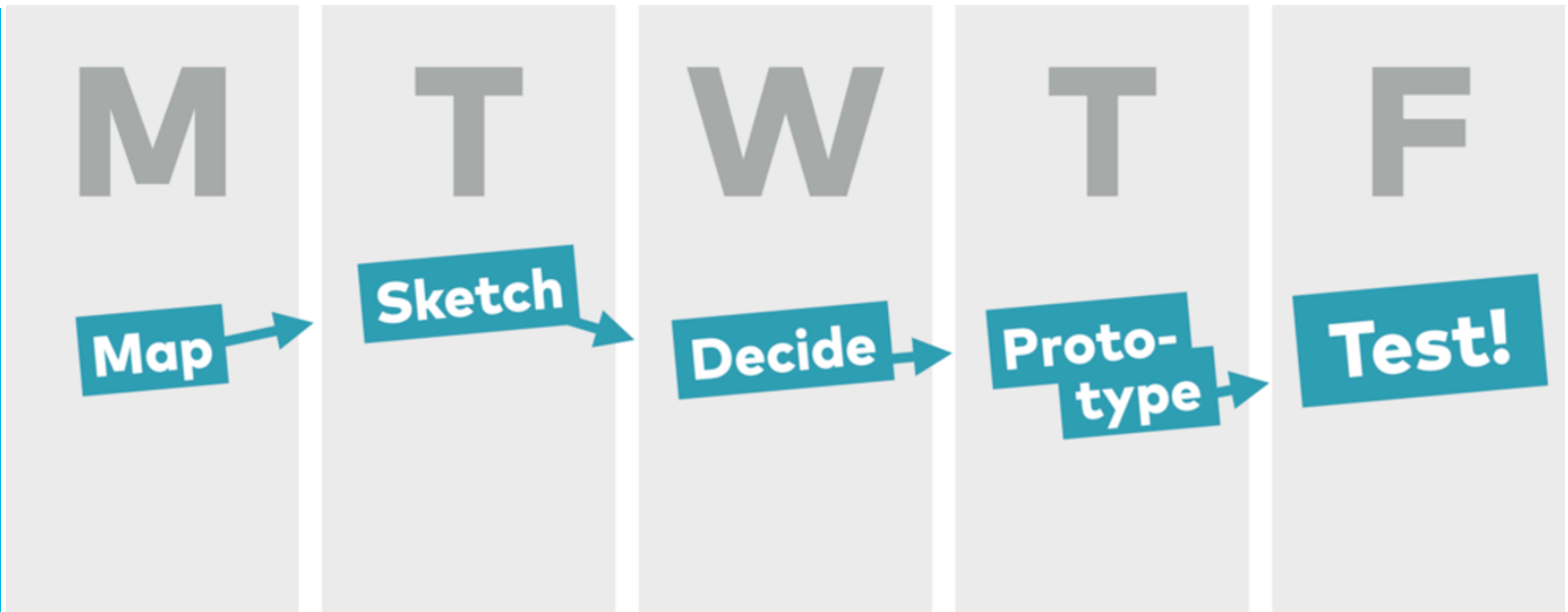
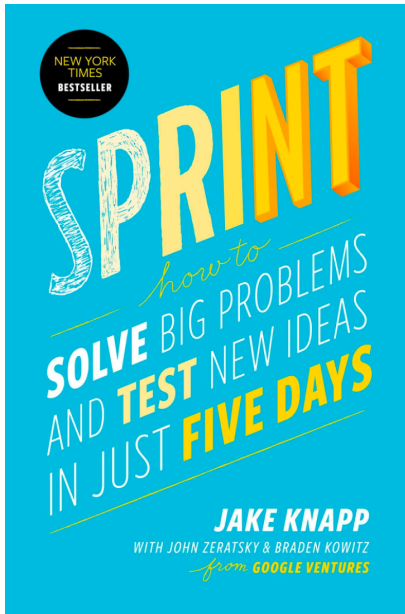
Design Sprint question

How could one create a scanner experience that children would love?

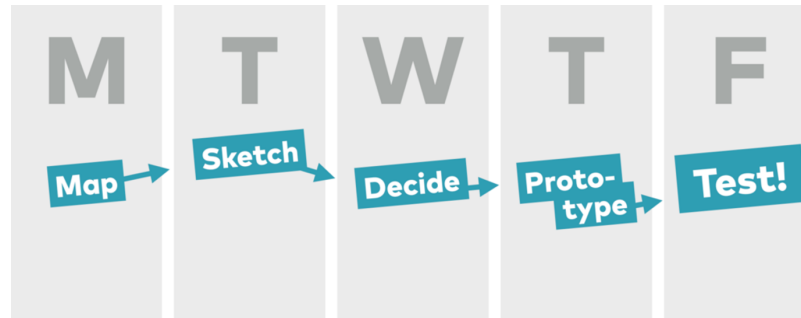
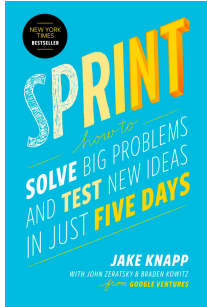
Adventure Series Scanner

Sedation dropped from 80% to 1%
92% increase in patient satisfaction

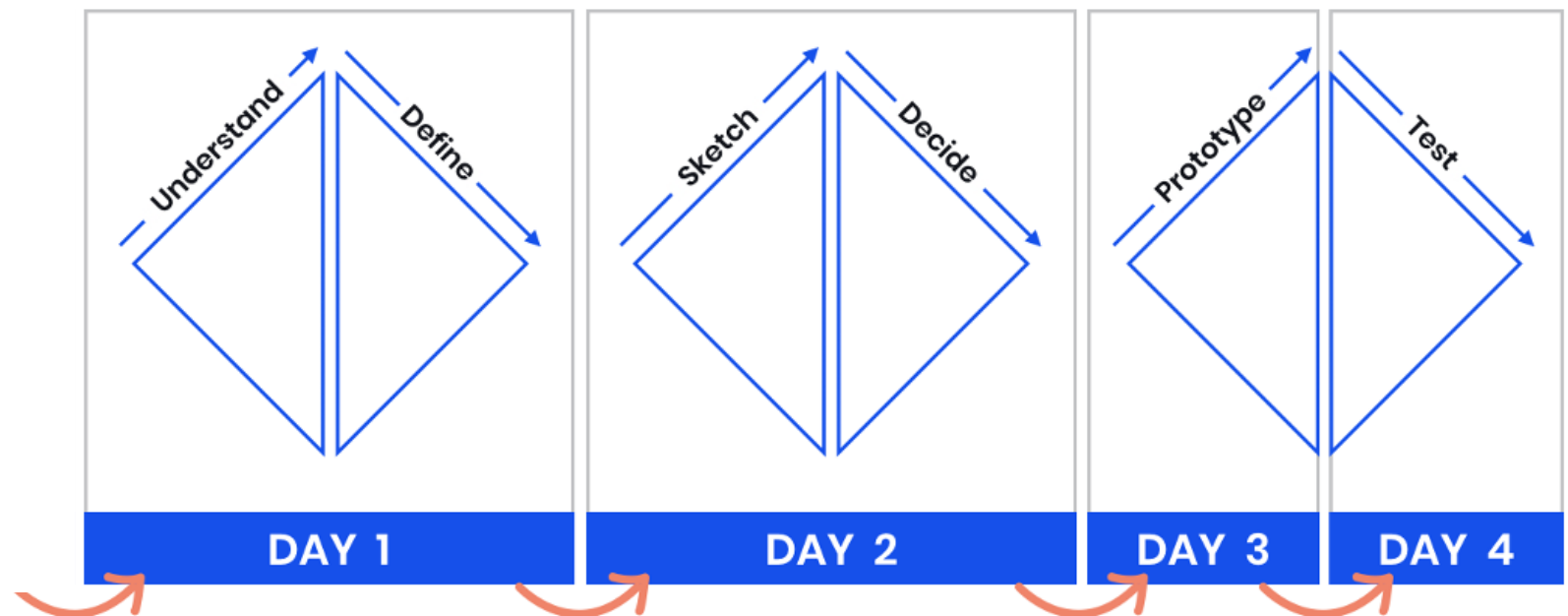
Design Sprint 1.0



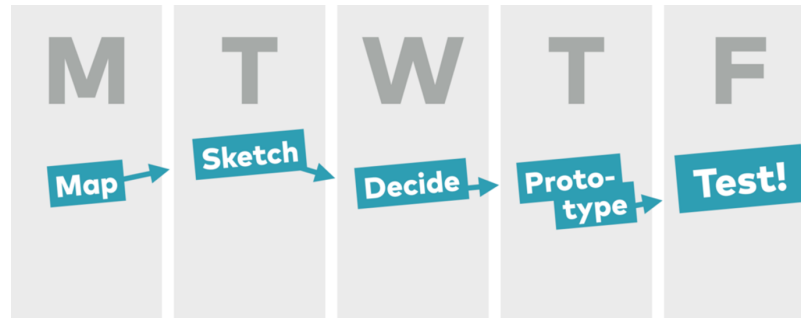
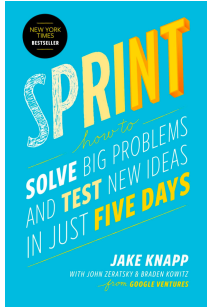
Design Sprint 1.0



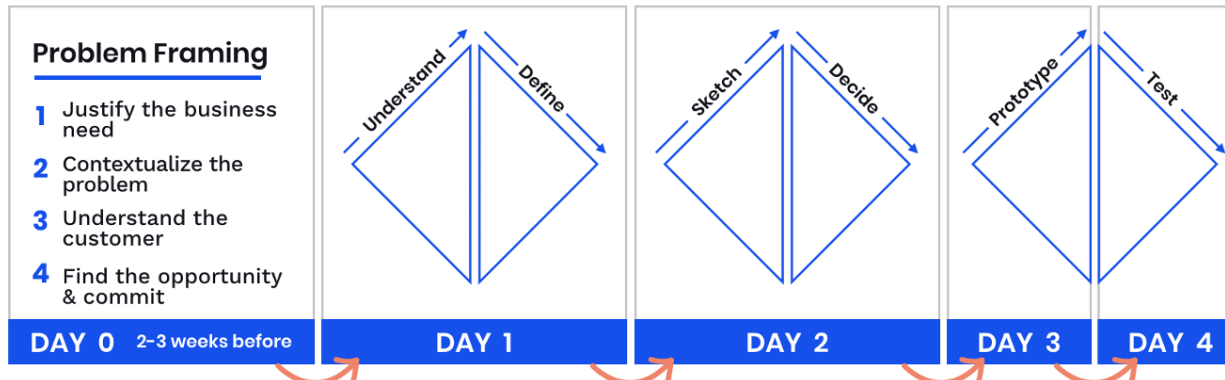
Design Sprint 3.0



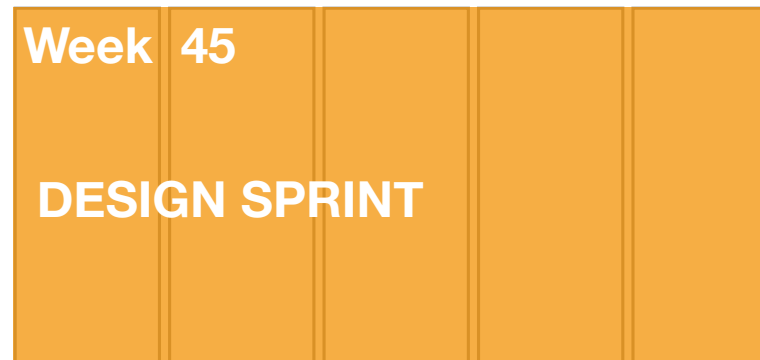
Design Sprint 1.0

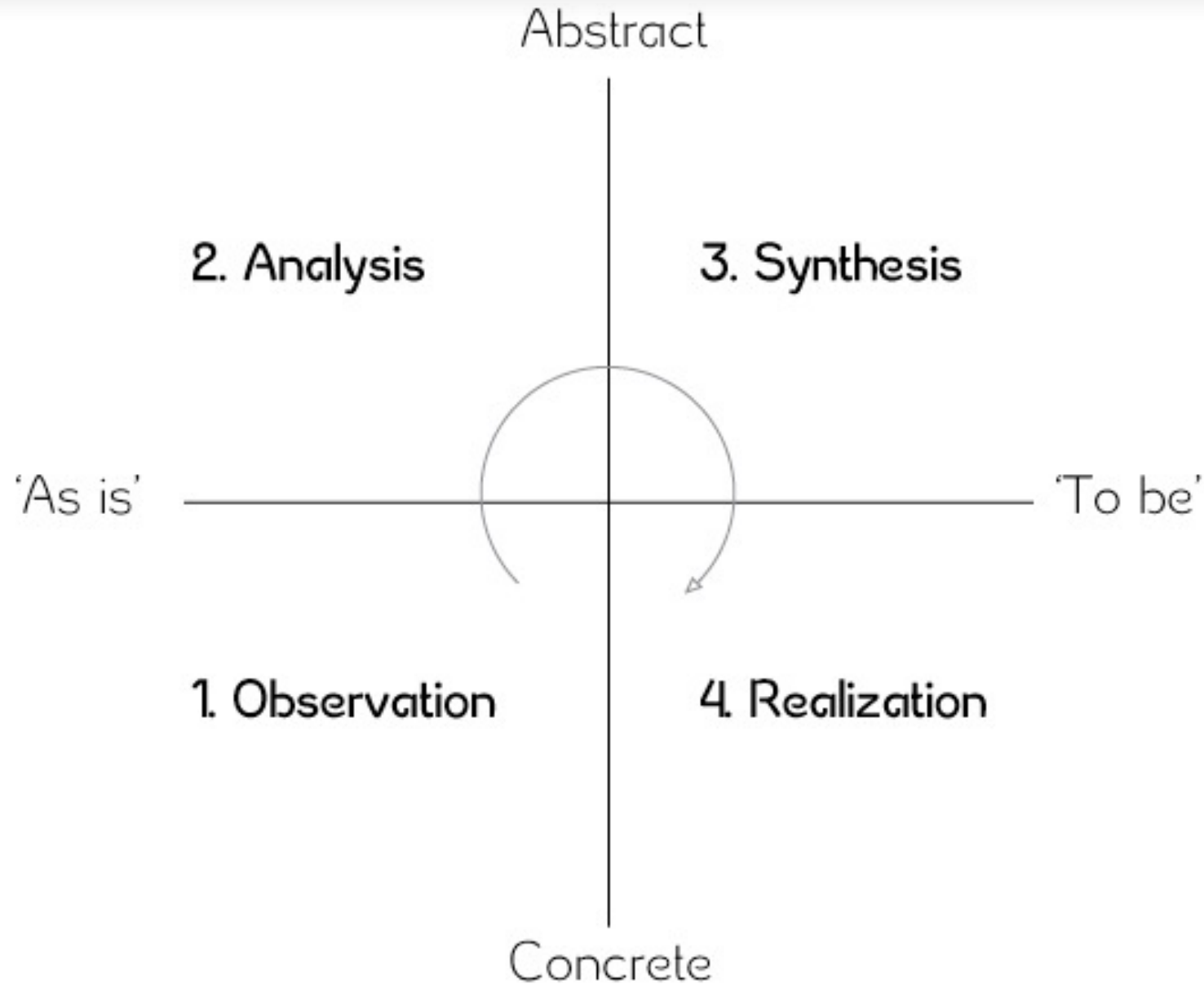


Design Sprint 3.0



U-CrAc as an extended Design Sprint





Abstract

3. Synthesis

'To be'

4. Realization

Concrete



'As is'



U CrAc Progression



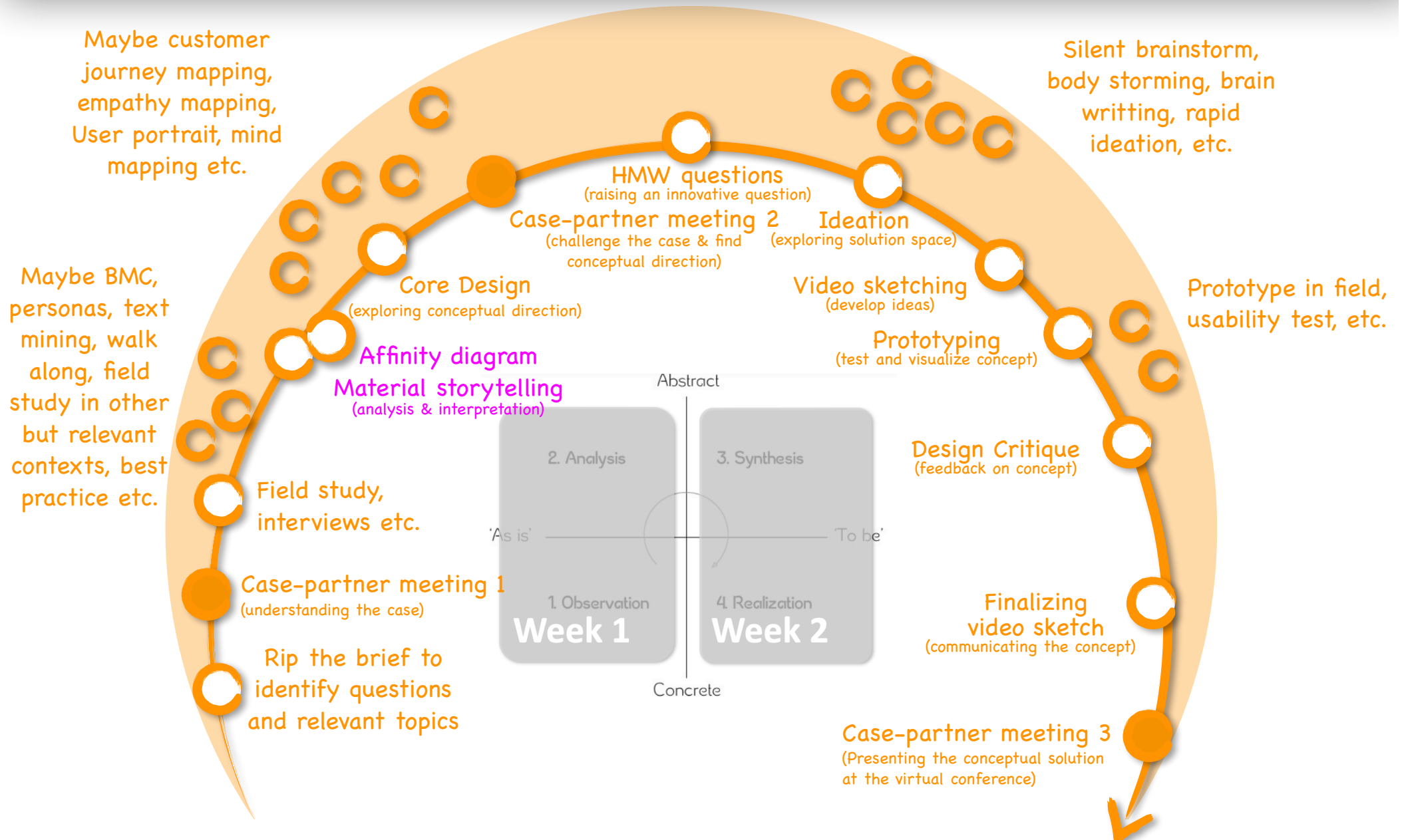
'As is'

Abstract



Concrete





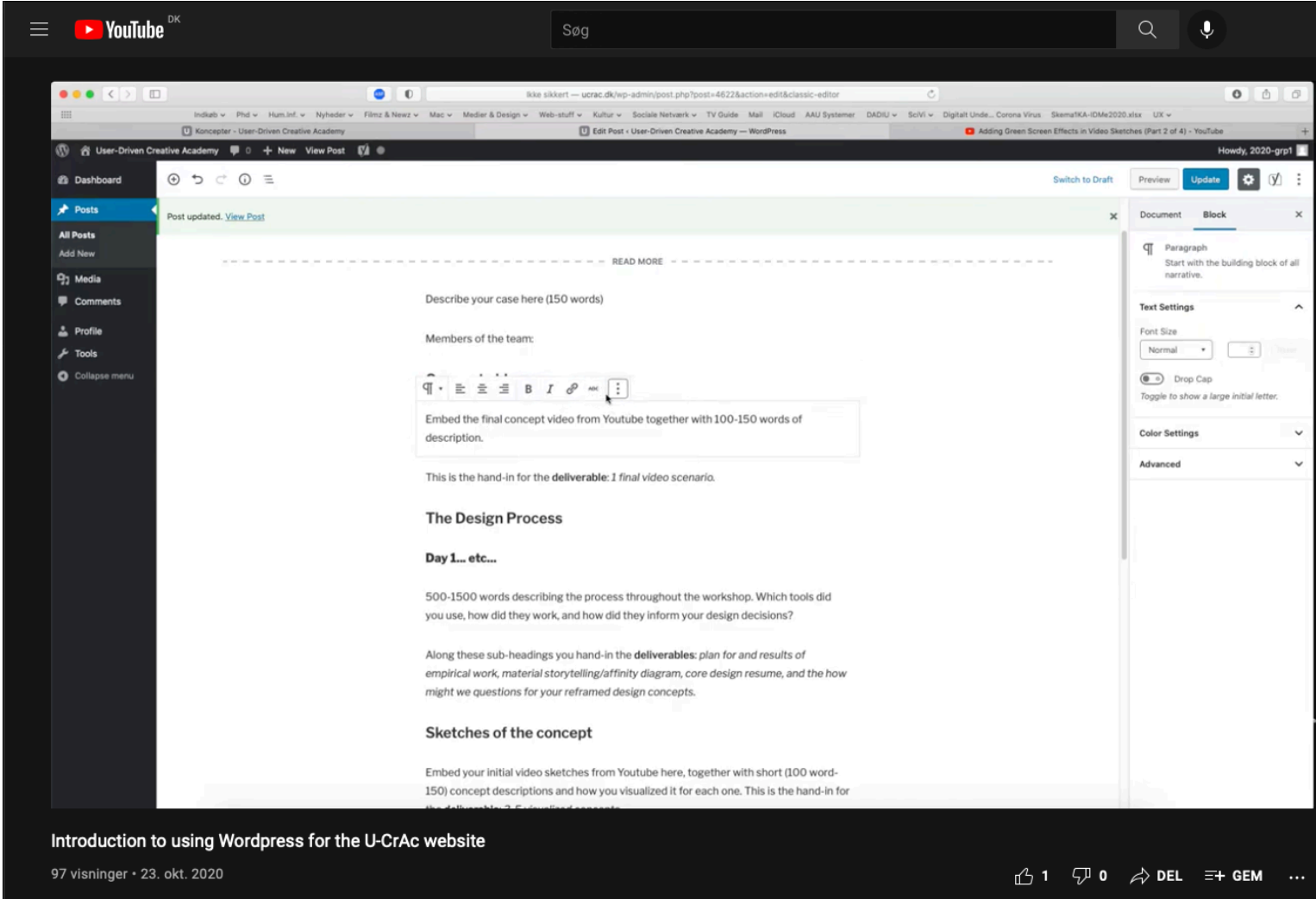
U CrAc Program: Week 44

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	9:00-15:30 Field Studies/Group work	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		Group work/Workshop	10:00-13:50 Group work
10:30 – 11:00 Introduction to Cases	Group 7-15			14:00 – 15:30 Case partner meetings
11:00-11:30 Meet and greet	10:30 – 17:30 Field Studies/Group work			
11:30-13:30 Preparation to meet Case partners				
Group 1-6 13:30-14:45 Case partner meeting				
15:00-15:30 Debrief				

U CrAc 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		11:15-15:30 Finalizing your prototype and video-sketch	10:15-12:30 Conference with case partners 12:30-13:00 Sandwich and coffee with case partners
	11:30-15:30 Group work Starting up prototyping and video-sketching process			
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



The screenshot displays a YouTube video player with a dark theme. The video content shows a WordPress admin interface for a website titled "User-Driven Creative Academy". The interface includes a left sidebar with navigation links like "Dashboard", "Posts", "Media", and "Comments". The main content area shows a post editor with a title "Introduction to using Wordpress for the U-CrAc website" and a date "23. okt. 2020". The post content includes sections like "Describe your case here (150 words)", "Members of the team:", "The Design Process", "Day 1... etc...", and "Sketches of the concept". A right sidebar shows "Text Settings" and "Color Settings". The video player controls at the bottom show 1 like, 0 comments, and a share button.

YouTube DK

Søg

ikke sikker — ucrac.dk/wp-admin/post.php?post=4622&action=edit&classic-editor

Indtast — Phd — Hum.int. — Nyheder — Film & Newz — Mac — Medier & Design — Web-stuff — Kultur — Sociale Netværk — TV Guide — Mail — iCloud — AAU Systemer — DADIU — SciVi — Digitalt Unde... Corona Virus — SkemaTKA-IDMe2020.xlsx — UX —

Koncepter - User-Driven Creative Academy

Edit Post - User-Driven Creative Academy — WordPress

Adding Green Screen Effects in Video Sketches (Part 2 of 4) - YouTube

Howdy, 2020-grp1

Dashboard

Posts

All Posts

Add New

Media

Comments

Profile

Tools

Collapse menu

Post updated. [View Post](#)

Switch to Draft

Preview

Update

Document

Block

Paragraph

Start with the building block of all narrative.

Text Settings

Font Size

Normal

Drop Cap

Toggle to show a large initial letter.

Color Settings

Advanced

Describe your case here (150 words)

Members of the team:

Embed the final concept video from Youtube together with 100-150 words of description.

This is the hand-in for the **deliverable**: 1 final video scenario.

The Design Process

Day 1... etc...

500-1500 words describing the process throughout the workshop. Which tools did you use, how did they work, and how did they inform your design decisions?

Along these sub-headings you hand-in the **deliverables**: plan for and results of empirical work, material storytelling/affinity diagram, core design resume, and the how might we questions for your reframed design concepts.

Sketches of the concept

Embed your initial video sketches from Youtube here, together with short (100 word-150) concept descriptions and how you visualized it for each one. This is the hand-in for the **deliverable**: 3-5 sketched concepts.

Introduction to using Wordpress for the U-CrAc website

97 visninger · 23. okt. 2020

1 0 DEL GEM ...

[Introduction to use WordPress to edit your group web-pages \(22 minutes video\)](#)



USER-DRIVEN CREATIVE ACADEMY

Innovation workshop at Aalborg University

[U-CrAc Workshopen](#) ▾

[Koncepter](#)

[Forskning](#)

[Case-samarbejdspartner](#) ▾

[Student Ressources](#)

[Kontakt](#)

U-CrAc 2021

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



User-Driven Creative Academy 2017

www.ucrac.dk

AAU INNOVATION



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

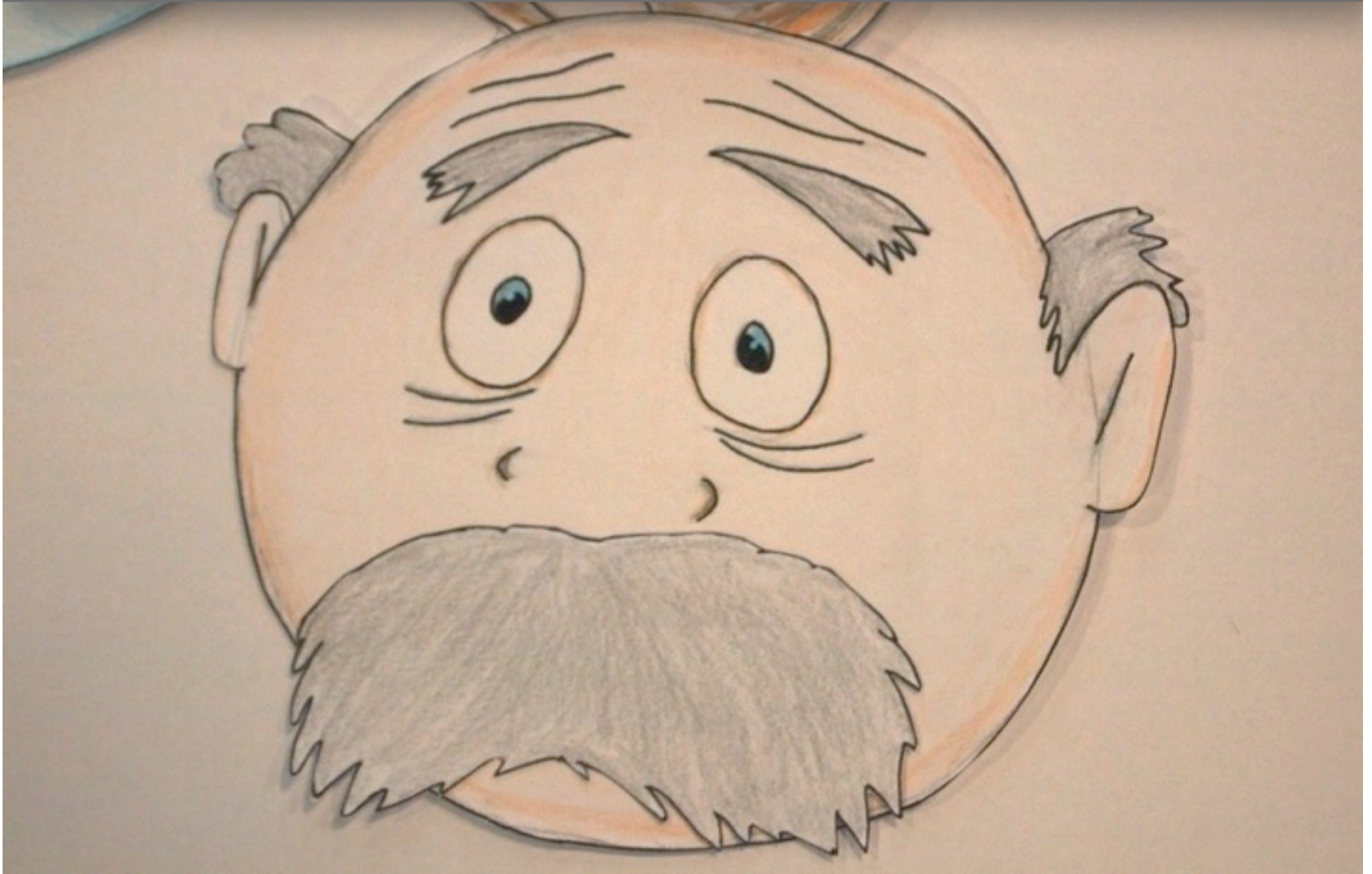
- Download Adobe Premiere CC (7-day trial or subscribe for 1 month)
- Watch this 15 minute guide to setup Premiere for sketching: <https://youtu.be/qiH-XJ5TjcA>
- Download these exercise files to create your first video sketch: <http://www.ucrac.dk/Guides/Videosketching2018.zip>
- **Watch this 1 hour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





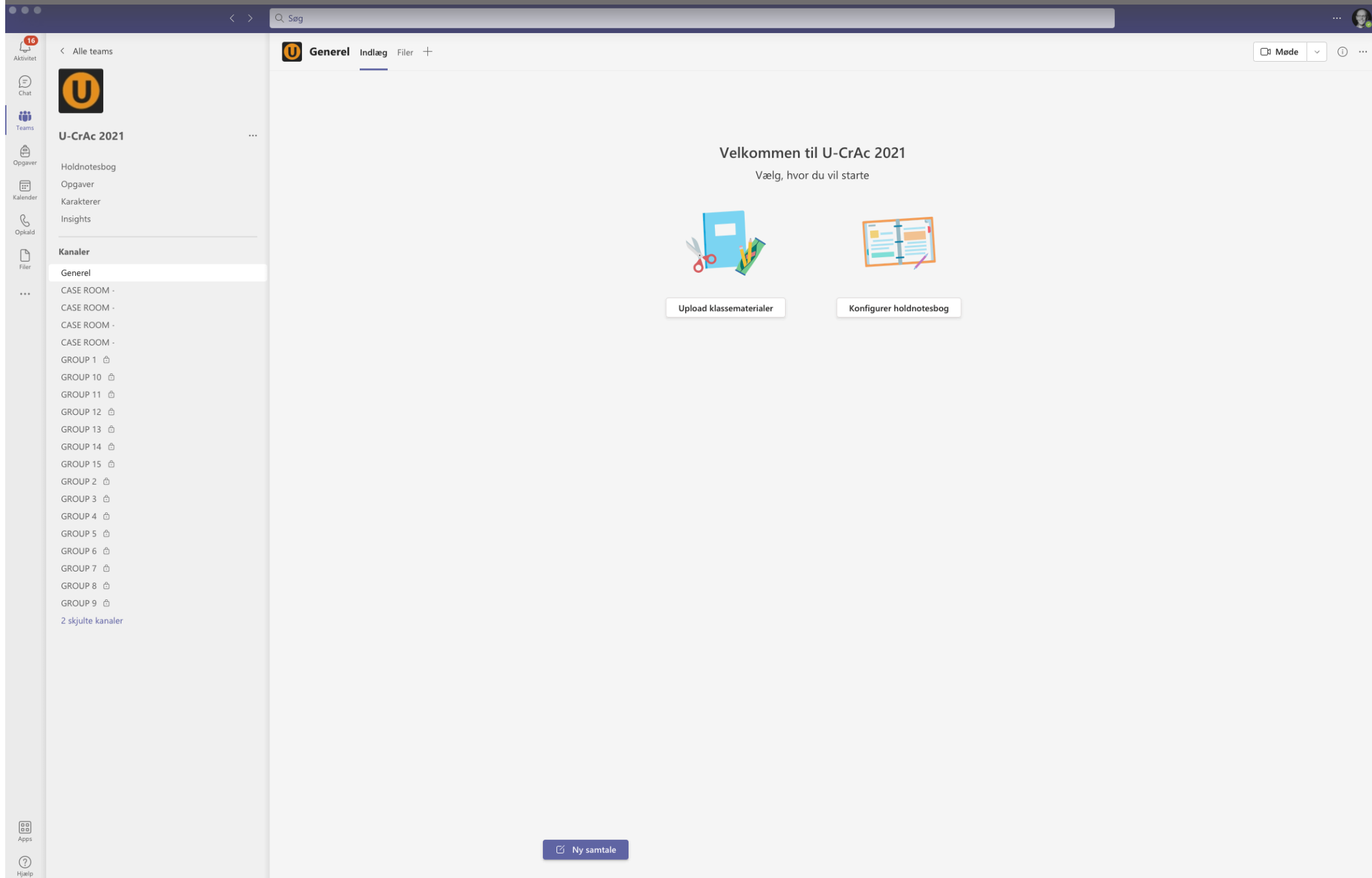






U CrAc Videosketches *above* planned storyboards



The screenshot shows the Microsoft Teams web interface. At the top, there's a navigation bar with a search bar and a user profile icon. Below this, the left sidebar contains navigation options: Aktivitet, Chat, Teams, Opgaver, Kalender, Opkald, and Filer. The main content area displays the 'U-CrAc 2021' team page. The page header shows 'Generel' (selected), 'Indlæg', and 'Filer'. The main content area has a welcome message 'Velkommen til U-CrAc 2021' and 'Vælg, hvor du vil starte'. Below this, there are two buttons: 'Upload klassematerialer' and 'Konfigurer holdnotesbog'. At the bottom, there's a 'Ny samtale' button.

U-CrAc 2021

Holdnotesbog
Opgaver
Karakterer
Insights

Kanaler

Generel

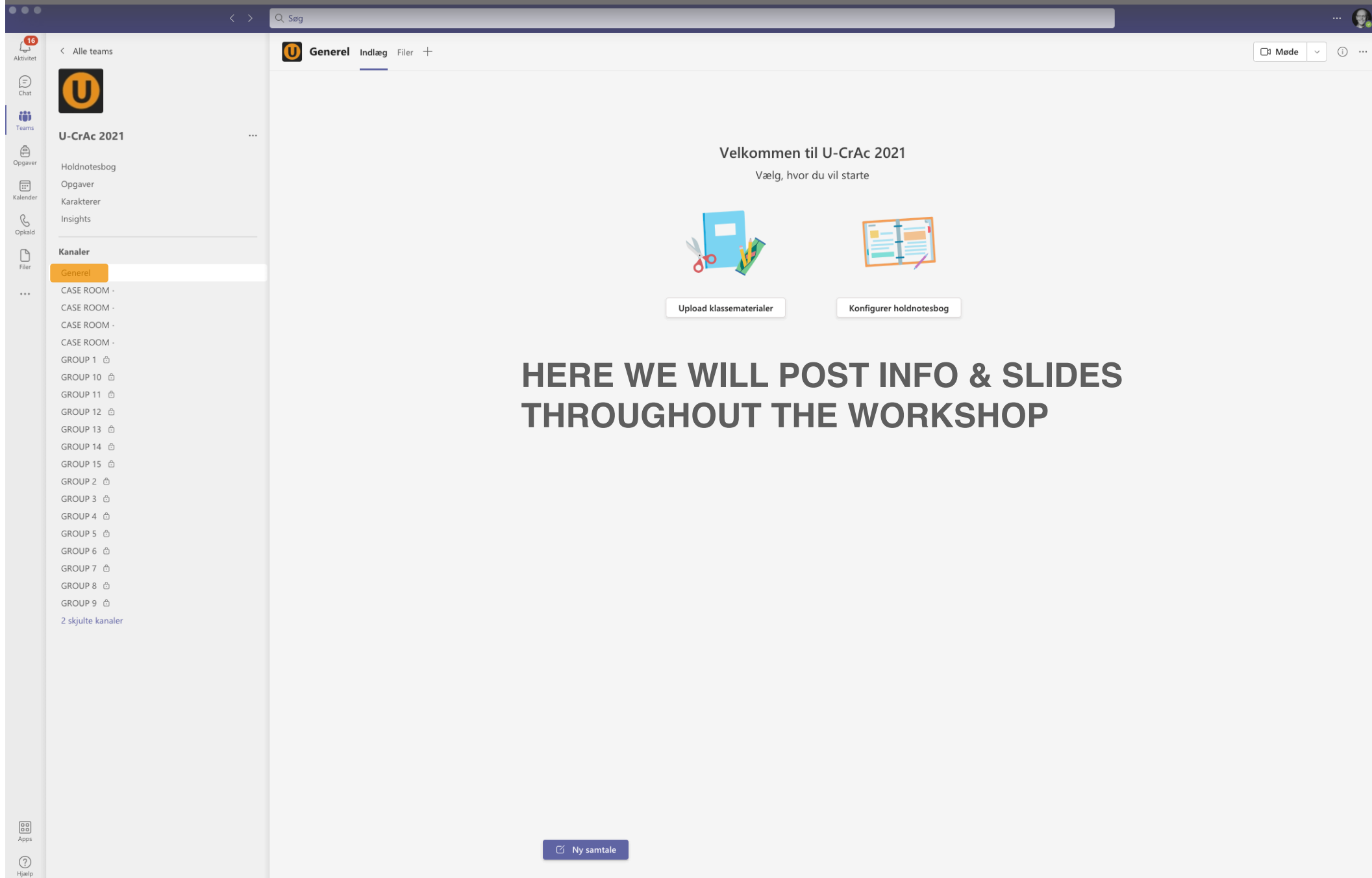
CASE ROOM -
CASE ROOM -
CASE ROOM -
CASE ROOM -
GROUP 1
GROUP 10
GROUP 11
GROUP 12
GROUP 13
GROUP 14
GROUP 15
GROUP 2
GROUP 3
GROUP 4
GROUP 5
GROUP 6
GROUP 7
GROUP 8
GROUP 9
2 skjulte kanaler

Velkommen til U-CrAc 2021
Vælg, hvor du vil starte

Upload klassematerialer

Konfigurer holdnotesbog

Ny samtale

U-CrAc 2021

Holdnotesbog
Opgaver
Karakterer
Insights

Kanaler

Generel

CASE ROOM -
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2 skjulte kanaler

Velkommen til U-CrAc 2021
Vælg, hvor du vil starte

Upload klassematerialer

Konfigurer holdnotesbog

HERE WE WILL POST INFO & SLIDES
THROUGHOUT THE WORKSHOP

Ny samtale



The screenshot displays a Microsoft Teams interface for a team named 'U-CrAc 2021'. The left sidebar shows the team's structure, including a 'Kanaler' (Channels) section with a 'CASE ROOM' channel selected. The main content area shows the 'CASE ROOM' channel with a 'CASE DESCRIPTION' document, a 'CHECKLIST' document, and a 'CASE ROOM' document. The interface also features a 'CASE A' section with three groups (GROUP 1, GROUP 2, GROUP 3) and a 'VIRTUAL CASE-PARTNERS MEETINGS' section with a 'Møde' button.

U-CrAc 2021

Holdnotesbog
Opgaver
Karakterer
Insights

Kanaler

Generel
CASE ROOM -
CASE ROOM -
CASE ROOM -
CASE ROOM -
GROUP 1
GROUP 10
GROUP 11
GROUP 12
GROUP 13
GROUP 14
GROUP 15
GROUP 2
GROUP 3
GROUP 4
GROUP 5
GROUP 6
GROUP 7
GROUP 8
GROUP 9
2 skjulte kanaler

SHARED SPACE FOR CASE GROUPS

CASE A

GROUP 1 GROUP 2 GROUP 3

CASE DESCRIPTION

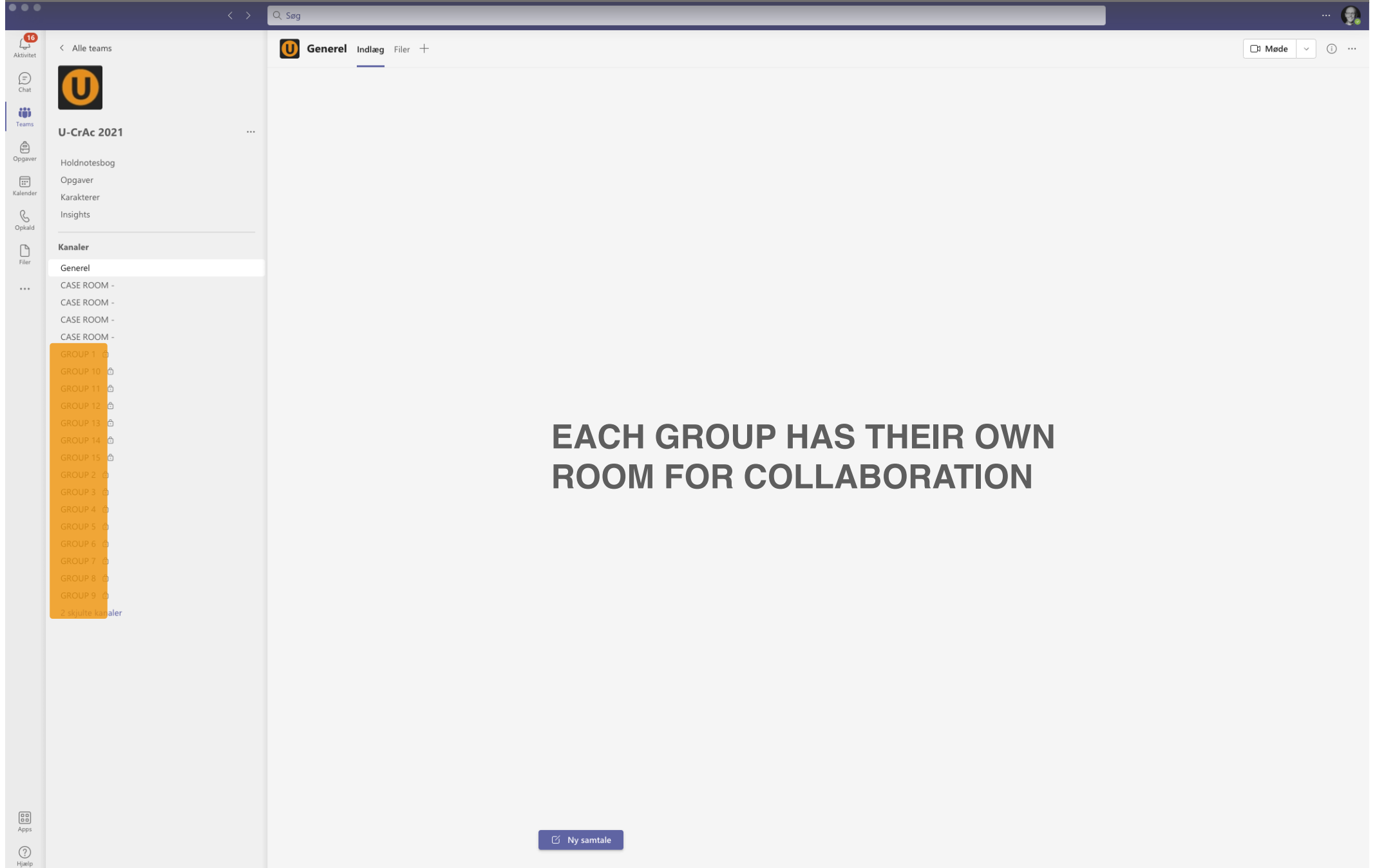
ARRANGE COLLABORATION

EXCHANGE OF DOCUMENTS & DATA

VIRTUAL CASE-PARTNERS MEETINGS

Møde

Ny samtale

The screenshot shows the Microsoft Teams web interface. On the left sidebar, the 'Teams' icon is selected, showing a list of teams. The team 'U-CrAc 2021' is expanded, showing a list of channels. The 'Generel' channel is highlighted. The main area displays the 'Generel' channel page, which is currently empty. The text 'EACH GROUP HAS THEIR OWN ROOM FOR COLLABORATION' is overlaid on the main area.

U-CrAc 2021

- Holdnotesbog
- Opgaver
- Karakterer
- Insights

Kanaler

- Generel
- CASE ROOM -
- CASE ROOM -
- CASE ROOM -
- CASE ROOM -
- GROUP 1
- GROUP 10
- GROUP 11
- GROUP 12
- GROUP 13
- GROUP 14
- GROUP 15
- GROUP 2
- GROUP 3
- GROUP 4
- GROUP 5
- GROUP 6
- GROUP 7
- GROUP 8
- GROUP 9
- 2 skjulte kanaler

EACH GROUP HAS THEIR OWN ROOM FOR COLLABORATION

Ny samtale



16 Aktivitet

Chat

Teams

Opgaver

Kalender

Opkald

Filer

...

Apps

Hjælp

< >

Søg

Generel Indlæg Filer +

Møde

U CrAc 2021

Holdnotesbog

Opgaver

Karakterer

Insights

Kanaler

Generel

CASE ROOM -

CASE ROOM -

CASE ROOM -

CASE ROOM -

GROUP 1

GROUP 10

GROUP 11

GROUP 12

GROUP 13

GROUP 14

GROUP 15

GROUP 2

GROUP 3

GROUP 4

GROUP 5

GROUP 6

GROUP 7

GROUP 8

GROUP 9

2 skjulte kanaler

Ny samtale

LEARN MORE HERE ABOUT MS TEAMS HERE:

<https://www.youtube.com/watch?v=eixiw9RDXS4&feature=youtu.be>