

MARplas

Problem to Pitch

5 day Design Challenge

What is the 5 Day Problem to Pitch design Challenge

Over 5 days students are taken through the Design Thinking process through practical activities focused on a real world problem in this instance – Marine Plastic Waste. Problem to Pitch has been structured to lead students through the process of identifying the problem, working through the problem and developing ideas presented in a Dragon's Den Style pitch.

The Design Thinking Process



Students will



- Experience working with a research team
- Hands' on Design thinking experience
- Learn about Cradle-to-Cradle design, Biomimicry, Circular economy
- Contribute to real world solutions for marine plastic waste
- Experience in presenting ideas and pitching products
- 3D printing experience

Overview the week – this can be adapted to suit context

Monday - Day 1 - Empathise and Define


- 9.30 am x 30 min Introduction: intro to week
- 10am Intro to the problem - brief group discussion input from all present - begin to define
- 10.30 - 12.30 (break at 11.30ish) OBR worksheets - defining problem landscape
- 12.30 - 1pm 'What's out there' pinterest review, R & D quest / analysis
- 2 - 3.45 pm OBR worksheets - continue defining problem landscape
- 4 - 5pm 'Worst idea ever' activity

Tuesday - Day 2 - Ideate

- 9.30 am 30 mins quick fire share each group of previous day - see summary sheets
- 10am - 11 15 - Bio-mimicry intro - use worksheets (Anita) - R & D quest / analysis 
- 11.30 – 1pm Cradle to Cradle / Circular Economy intro (All) and start task using OBR Zoning and life cycle analysis - worksheets)
- 2 - 4pm pm Continue Cradle to Cradle / Circular Economy task using OBR 

- 4.30 - 5pm - Introduction to Pecha Kucha pitch task for end of the week - incl LEAN canvas and task management

Wednesday - Day 3 Evaluate

- 9.30-11am development documentation ideas 
- 11.15 quick fire share review of Tues trip / visit context dependent
- 11.30 - 12 use feedback and group analysis to select ideas for all team members to work on in small groups - teams / students mix
- 12 - 1pm The Remix incl Biomimetic remix - Anita to introduce the remix 'game' each group work on 3 - 4 versions for paper designs / ideas /
- 2 - 3.45 pm continue The Remix - x4 on paper designs / ideas
- 4 - 5pm - Group Problem-Solving / feedback on designs

Thursday - Day 4 Prototype - work on prototype and develop pitch

- 9.30 am 30 mins quick fire share - each group presents selected designs to prototype
- 10am - 5pm - spend the day prototyping breaks as standard
- throughout document the day for pitch and Q/A for pitch

Friday - Day 5 Test - test idea with Team through presentation

- 9.30 am 30 mins Review of Pitch task
- 10 - 3.45 pm Dragon's Den Pitch prep, breaks as standard
- 4 - 5 pm Dragon's Den Pitch x15 mins per group including feedback
- Week round up