



SCHOOL OF
DESIGN THINKING

Hasso-Plattner-Institut
Universität Potsdam

HPI

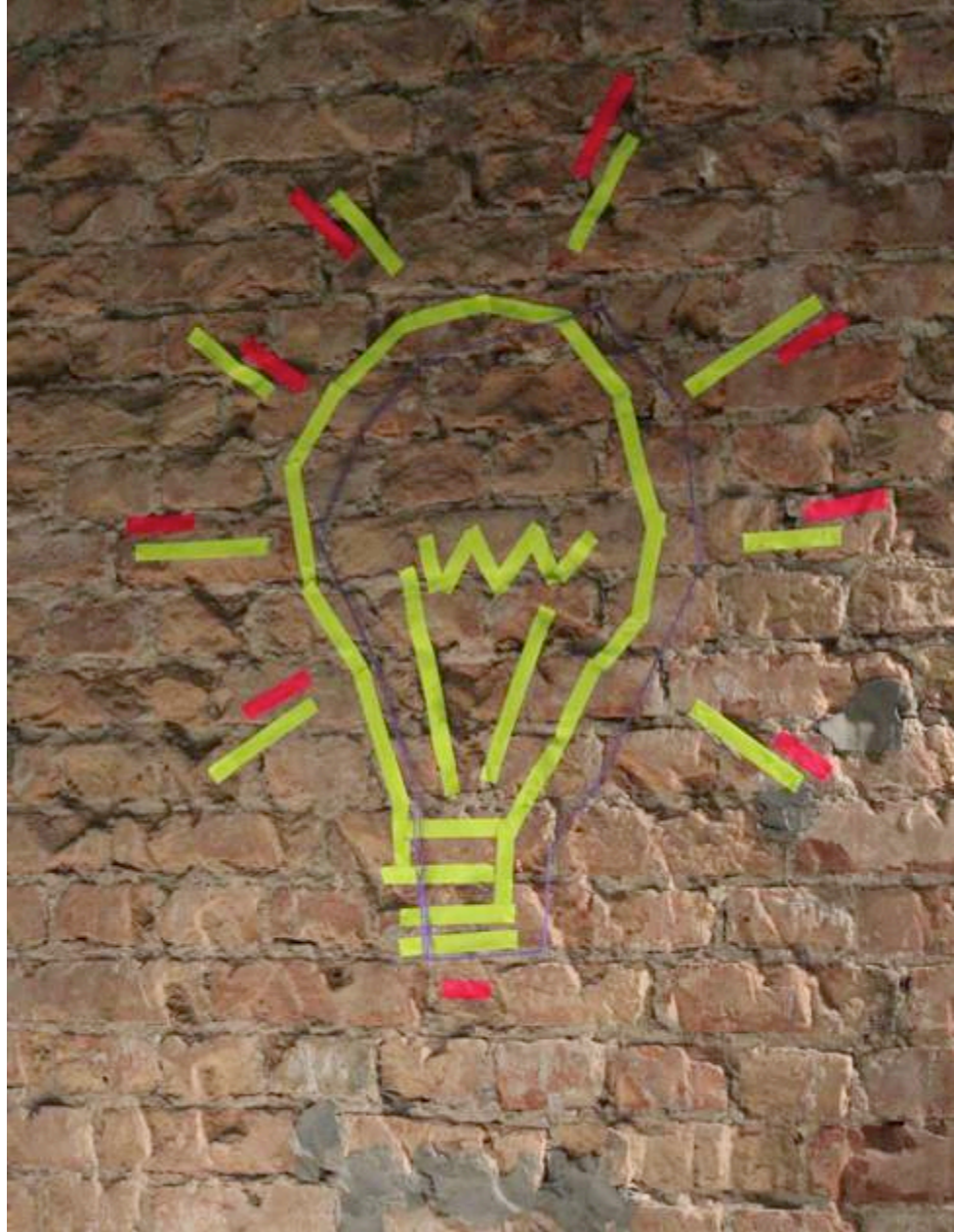
WELCOME TO THE D-SCHOOL

Advanced Track • Summer Term 2017

Dr. Claudia Nicolai
Prof. Uli Weinberg
Molly Wilson

SCHEDULE

- **Welcome and introductions**
- **Overview of Advanced Track and design thinking projects at the D-School**
- **Discussion of challenge**
- **Next steps & schedule arrangements**



Student Projects

Advanced Track
Summer Term 2017

7

Exploring
Digital Learning
Materials



Health
Insurance of
the Future



Let's create
personal, emotional
connections!



Time Spent at
Gas Stations



Who
are We?



Pharmaceutical
Information



Digital Civil
Society





Who are We?

Bethel 

Foster the process of shaping the identity of people without a home in order to make their voices heard and to enable them to actively participate to make their claims in a world where others think that being homeless is your own fault

Challenge Background

Being homeless is an extreme form of poverty and exclusion. Even though a wide range of diverse offers exist, quite often they cannot solve homelessness, poverty and their related problems. Besides this, being homeless is also often regarded as your own “individual fault” and homeless people are often treated the same as passive recipients of almsmen. There were only a few attempts by local, regional and international associations to establish an advocacy groups. Nowadays, the assistance to homeless people (Wohnungslosenhilfe) acts quite often as lobby and speaks on behalf of the homelessness.

From a human-centered perspective homeless people and former homeless people are not a homogeneous group. And there are many people amongst those who would rather prefer to speak for themselves, to claim their issues and to be actively integrated in the process of finding (political, societal, practical, ...) new solutions and making a change happen. Homeless people do not only have problems and deficits, they also have competencies and strengths that they want to bring to the table by self-organizing their lobbying activities.

You will start your project by exploring the needs and wants of homeless and former homeless people around empowerment, self-organization and support in co-creation processes. Based on your insights we want you to help us finding new forms of (taking) action and interactions. We are particularly interested in a co-design approach that will better enable homeless people to actively participate.

Business Objectives

The overall objective of this project is to foster participation and self-organization of homeless people. This design thinking-project is part of a 3-years initiative that started in 2016. We are particular interested in finding solutions that can be immediately implemented and will support homeless people to prepare and run their planned activities for 2017 and 2018.

When seeking for solutions you have to keep in mind that social projects – in particular those helping to support homeless people – are always confronted with financing/funding problems and limited resources. You are more than invited to address these questions in your design solutions as well.

Even though the initiative is located Freistatt/Diepholz, a region of the federal state of Lower Saxony, you should design solution beyond this regional focus. Your solution should be scalable and applicable to other – local/regional/... - contexts.

Besides the identification of relevant issues from a human-centered perspective and designing new means to articulate social issues in public and political discourses we are also interested in your concept ideas about how to continuously and sustainably support this project (e.g. organizational/network structure, leading by actions, ...).

Bethel im Norden is build on the 2 welfare carriers, Diakonie Freistatt and the Birkenhof, which have both been founded more than 100 years ago on their common Christian identity.

Bethel im Norden focuses on the vision and the objectives of the v. Bodelschwingschen Stiftungen Bethel: "Gemeinschaft verwirklichen": "Realize community – Our vision is to take living together for granted, the living and working together of all people in their diversity." We support people from Lower-Saxony who need help and care from others due to difficult and precarious life circumstances. We provide relief, counseling, care and support. This also means helping people in need to gain courage and the freedom to live a successful life focusing on the desires, skills and abilities of each individual.

Our potential lies in our wide variety of services and skills. We can combine and develop very flexible services for everyone with individual demands (e.g. elderly care, youth services, education and vocational training, disability care, addiction help and support, homelessness assistance). Our mission is a comprehensive electoral and participation opportunity for everyone who needs our social and health services.

Since early 2016 we are running a three-year project funded by the Aktion Mensch and other institutions to foster participation and self-organization of homeless people in Lower Saxony (Empowerment and Consolidation, Community Organizing, Summercamps, Consolidation) at our locations in Freistatt, Diepholz.

<http://www.bethel-im-norden.de/startseite.html>

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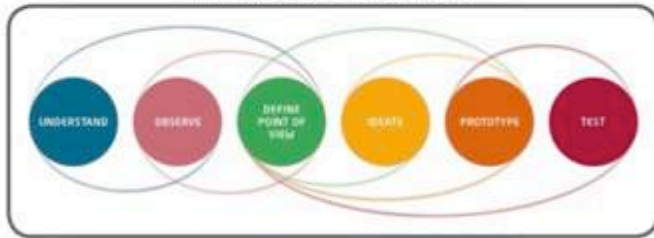
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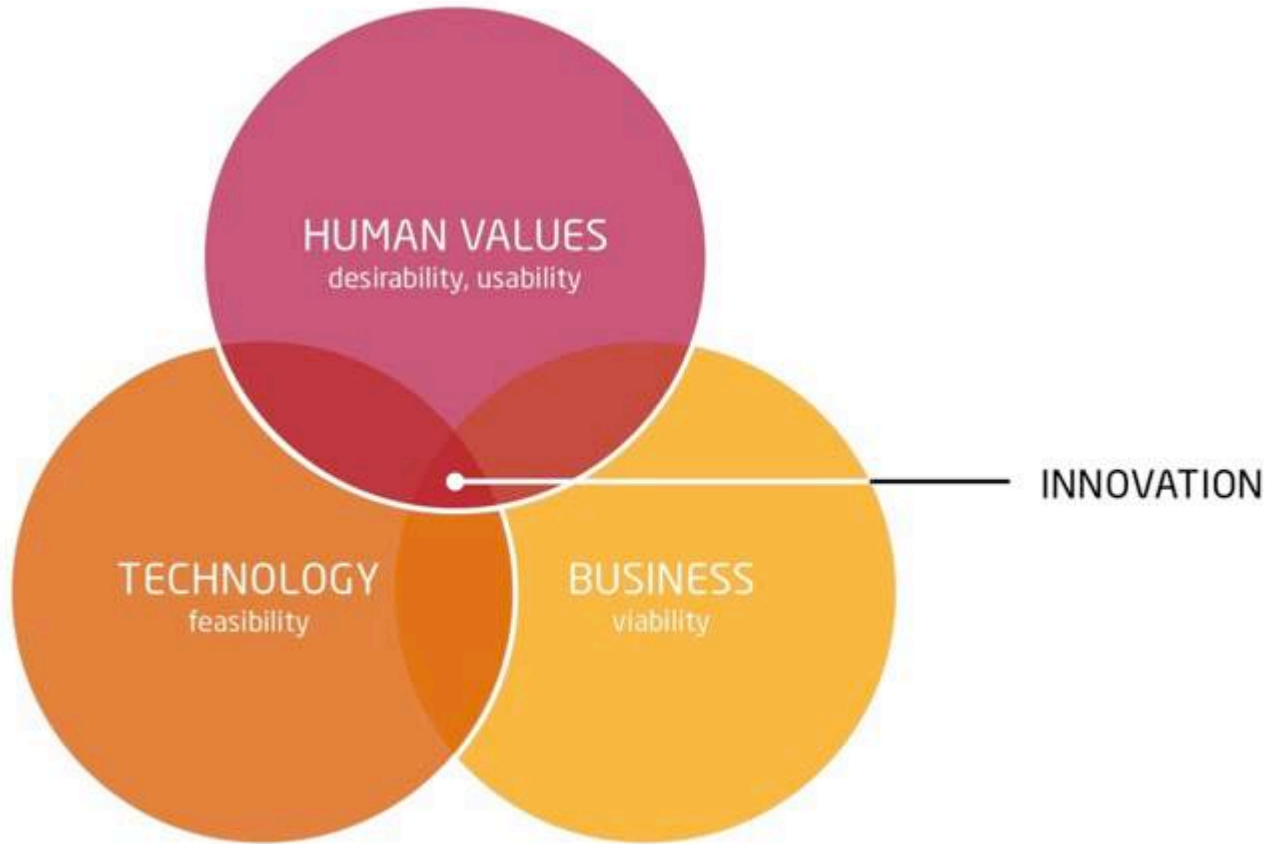
ITERATIVE PROCESS



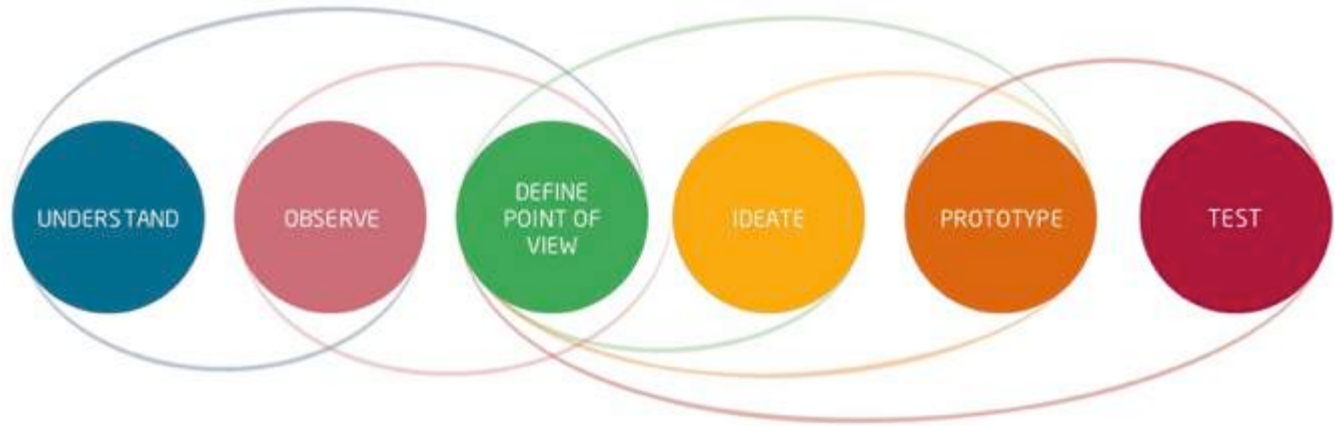
VARIABLE SPACE



THREE CORE ELEMENTS

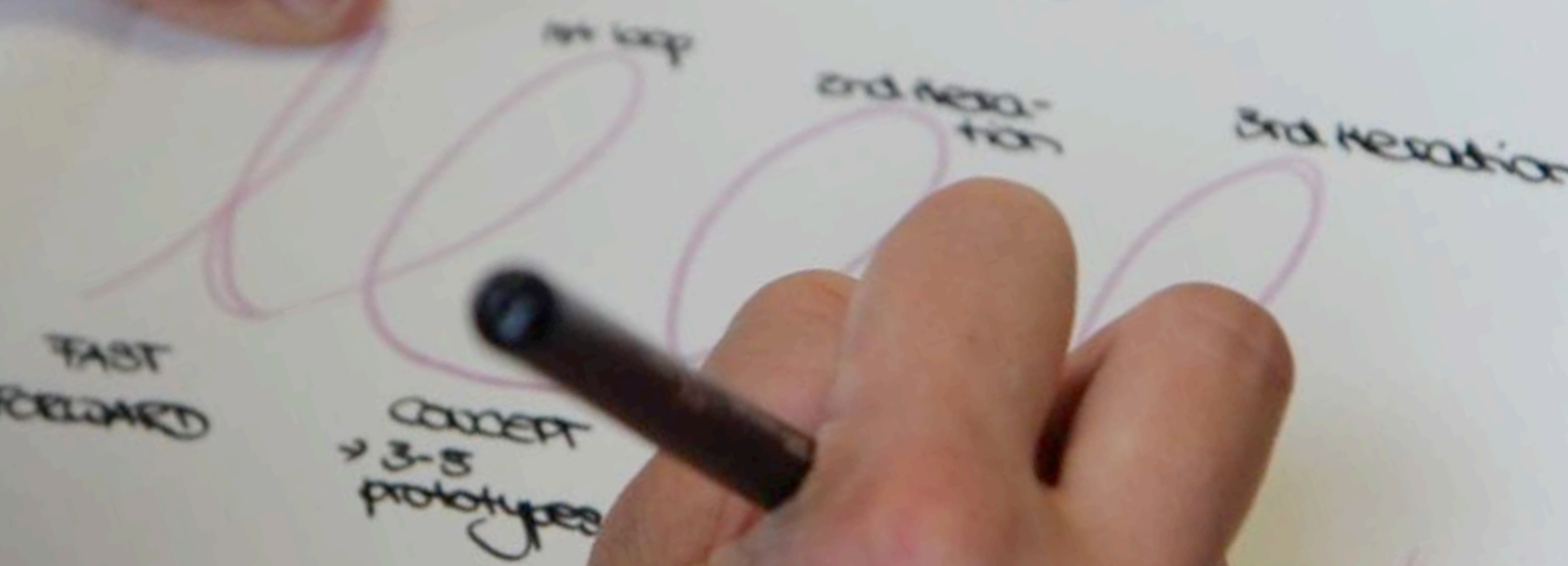


FOCUS: HUMAN NEEDS



ITERATIVE PROCESS

Trade overview



ITERATION LOOPS

PROJECT PLANNING:

ITERATION LOOPS

// **Fast Forward**

Challenging assumptions

// **1st iteration: IDEAS** (15.6.)

Identifying 3-5 fields of opportunity
with 3-5 concept ideas & tested prototypes


// **2nd iteration: INNOVATION** (6.7.)

Refinement of your first concepts with developing
2 – 3 innovation approaches with high-resolution prototypes (tested)

// **3rd iteration: IMPLEMENTATION** (27.7.)

Developing a business design and an implementation plan for
1 (– 2) final solution(s)

// **DOCUMENTATION deadline** (17.8.)



**DON'T WAIT.
INNOVATE.**

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