

thank you!!

workshop

hackaton #ecoope

ecoope

YOUTH COOPERATIVE
ENTREPRENEURSHIP

@emprendecise

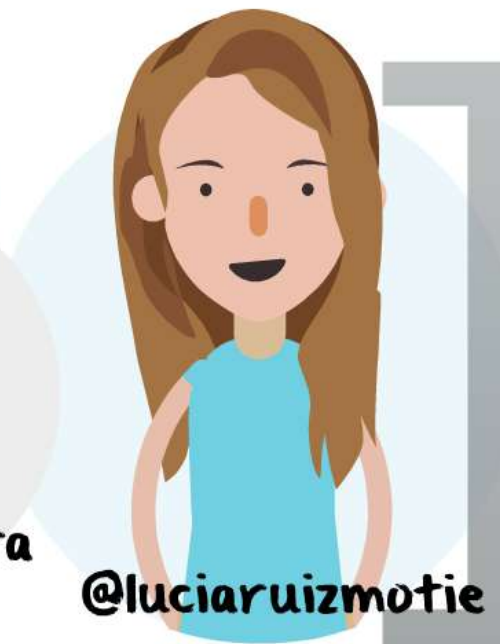
cise
CENTRO INTERNACIONAL
SANTANDER EMPRENDIMIENTO
UCEIF



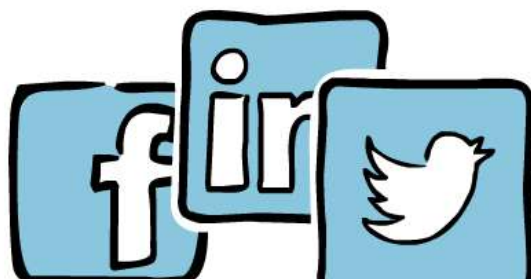
@nestor-guerra



@aday-guerra

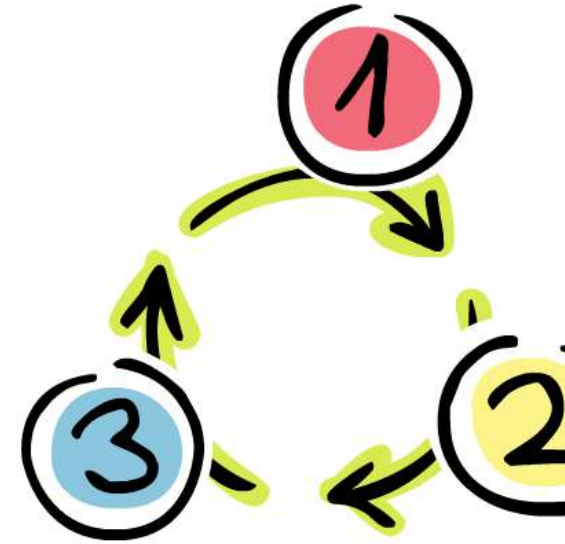


@luciaruizmotie



goals

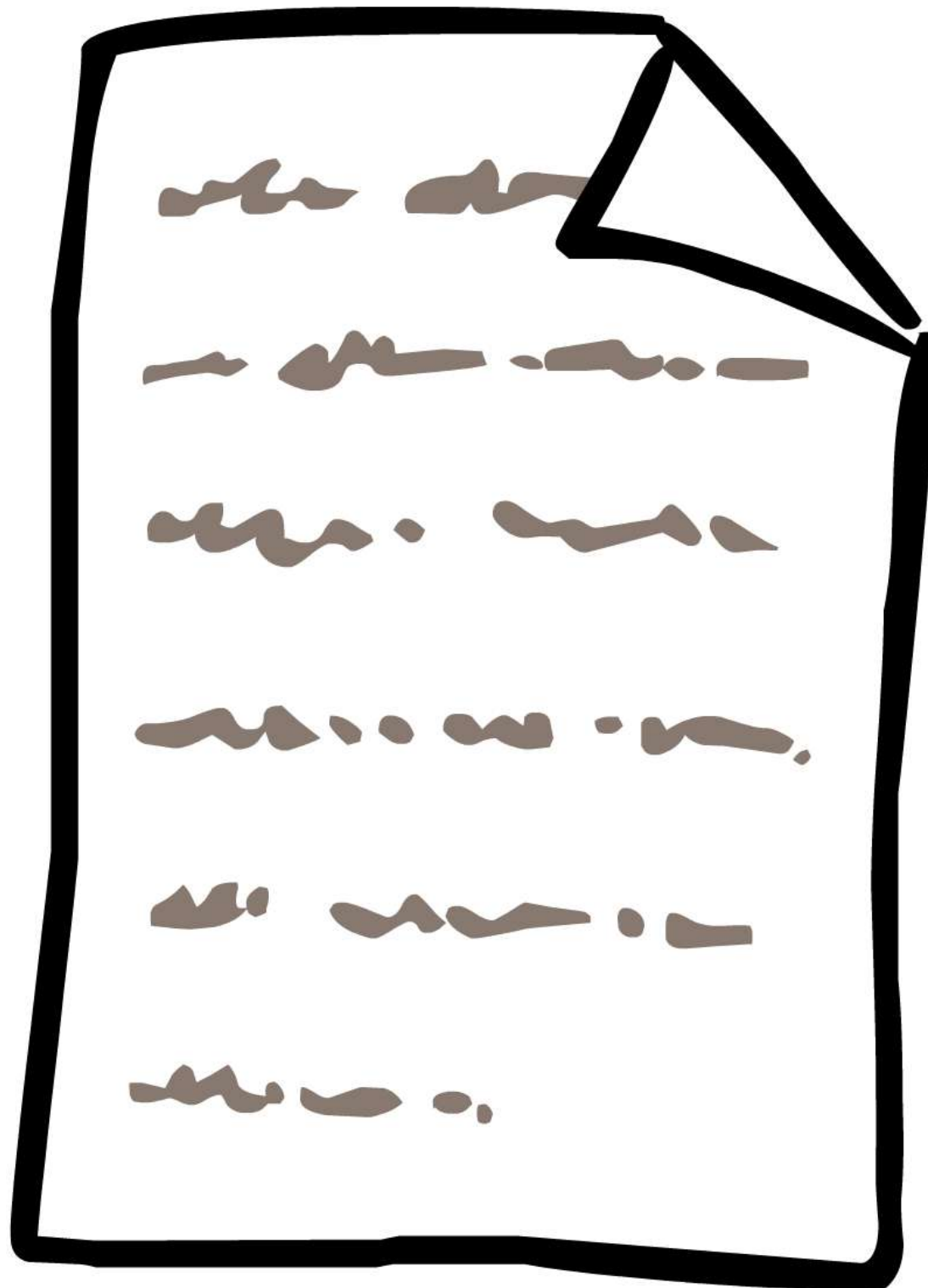
we want you to learn a work methodology to
develop innovation

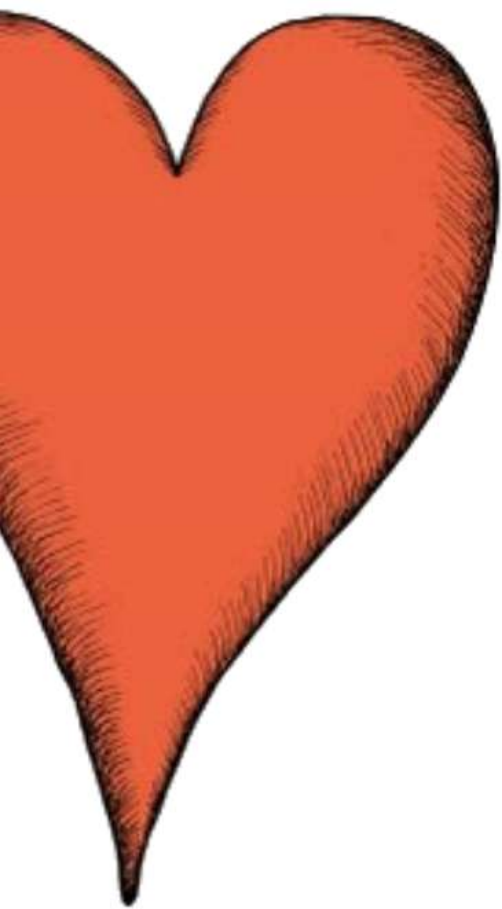


we want you to experience in first person
the phases of an innovation process: design
thinking

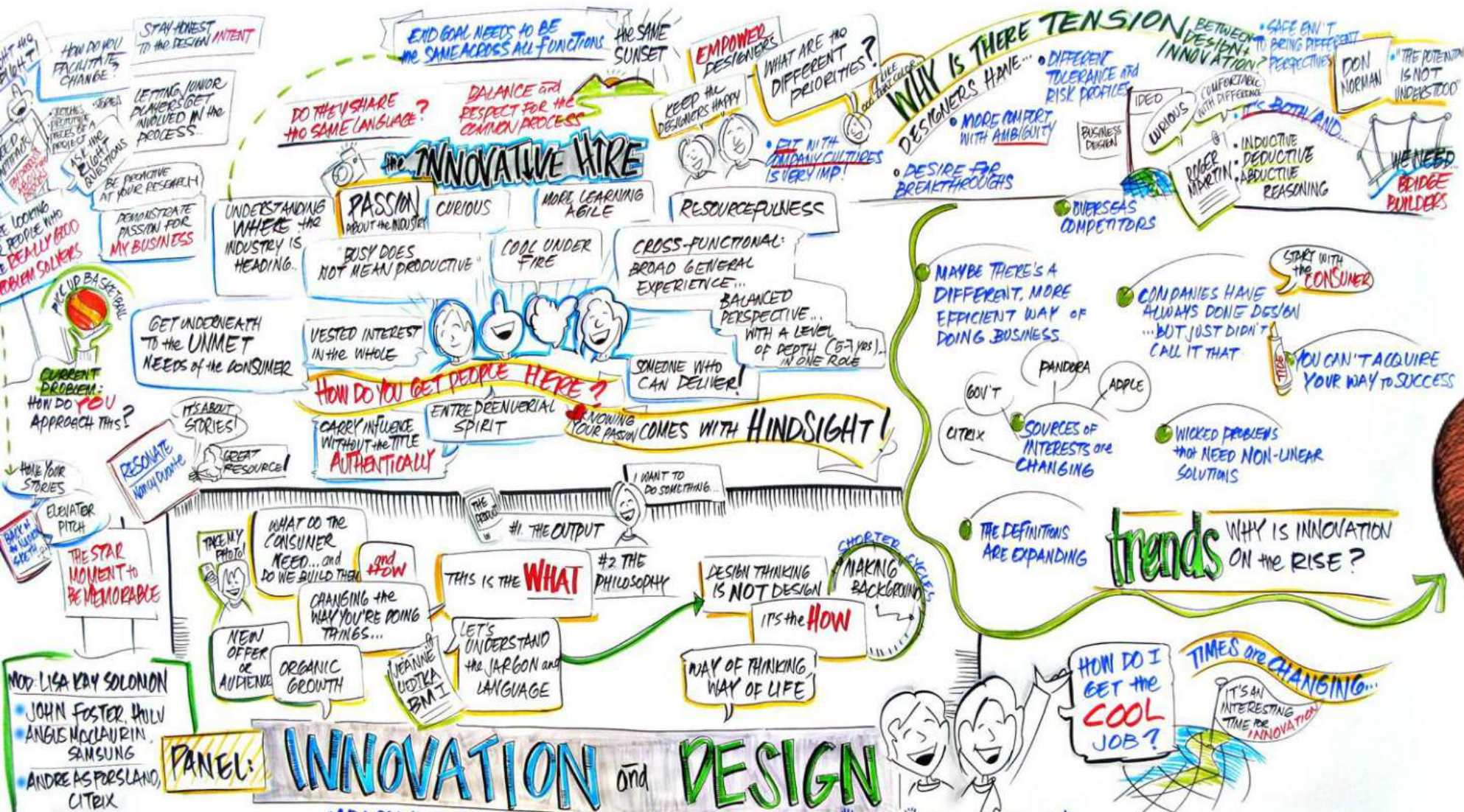


expand cooperative models
to young people

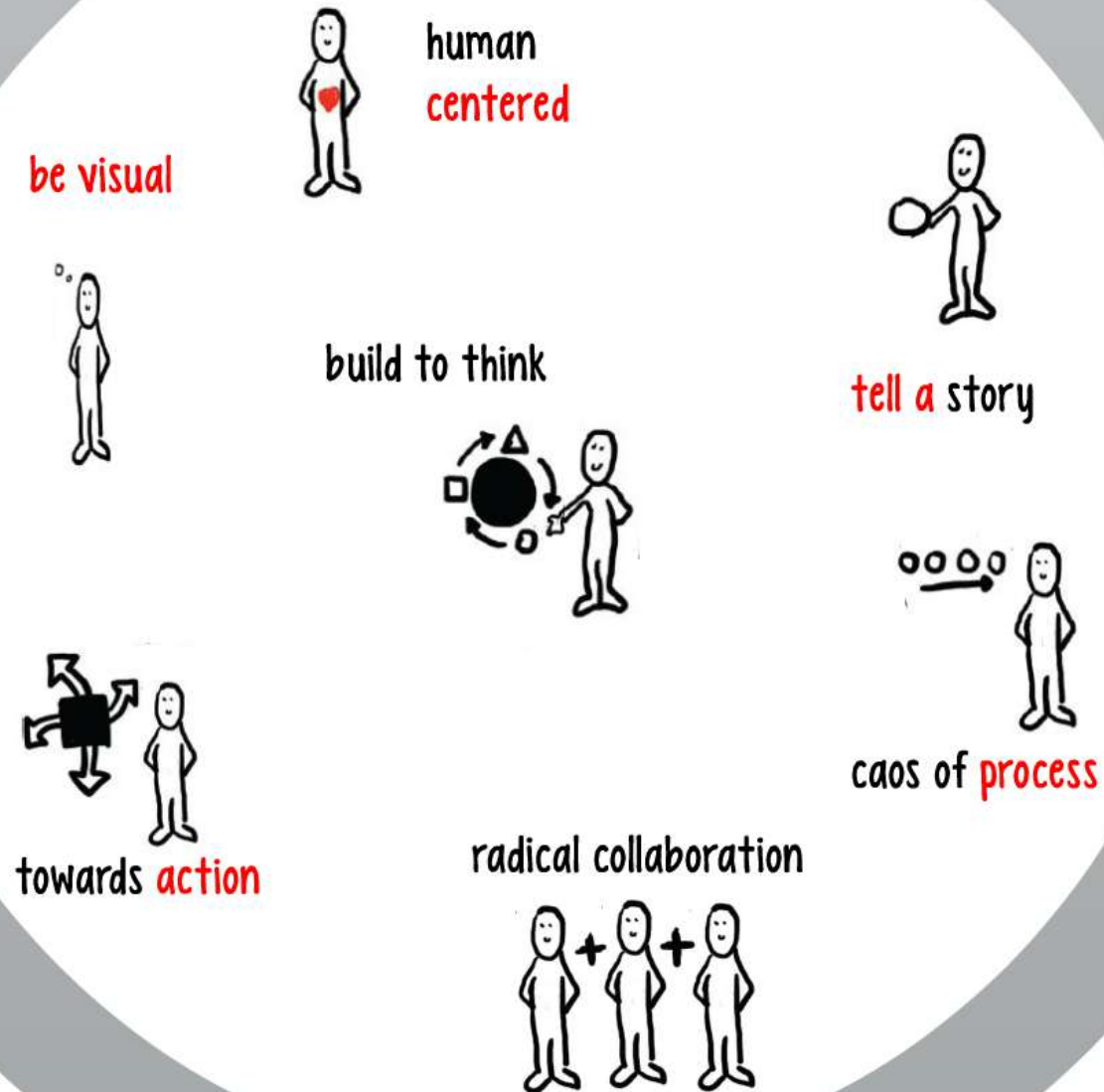




innovation has to do with
emotions and the
management of emotions



design attitude

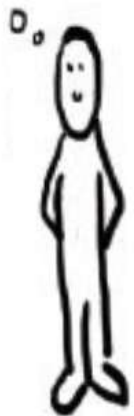


design attitude



human
centered

be visual



build to think



tell a story

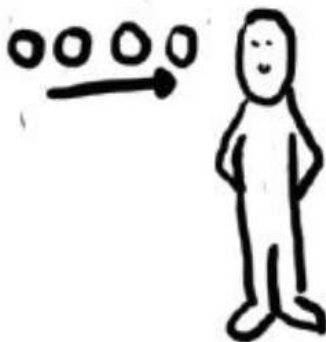
an attitude

human
centered



tell a story

to think



human
centered



be visual



build to think



be visual



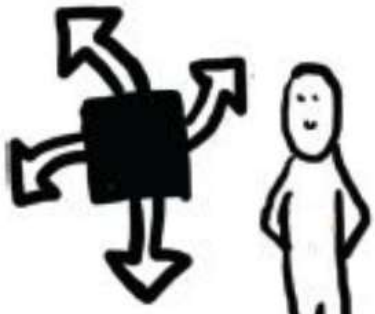
human
centered



build to think



tell a story



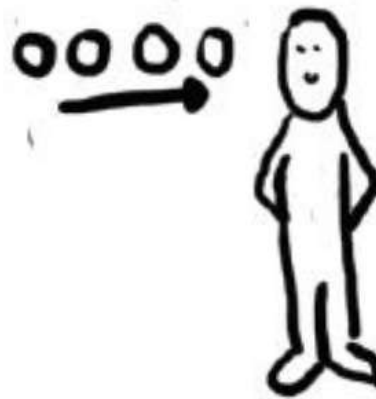
chaos of pro



think

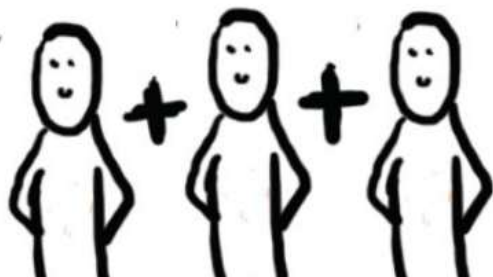


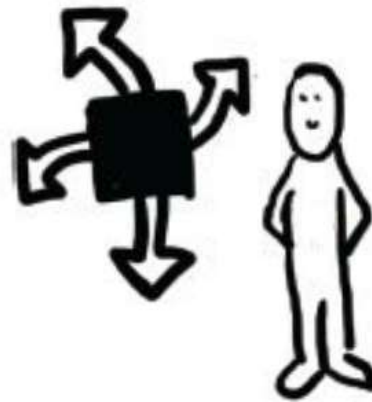
tell a story



caos of process

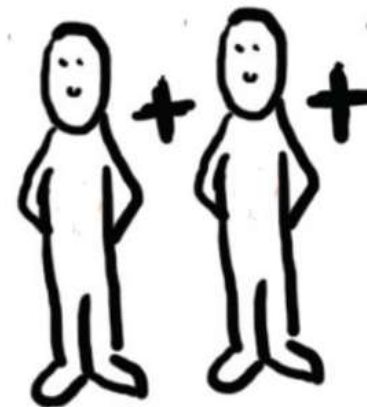
radical collaboration





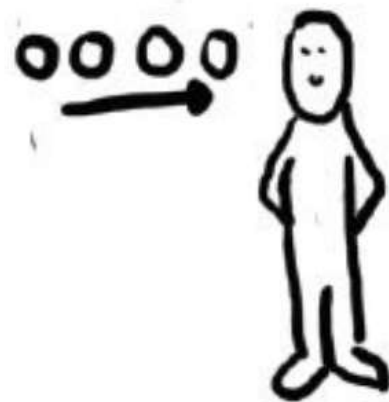
towards **action**

radical collabor



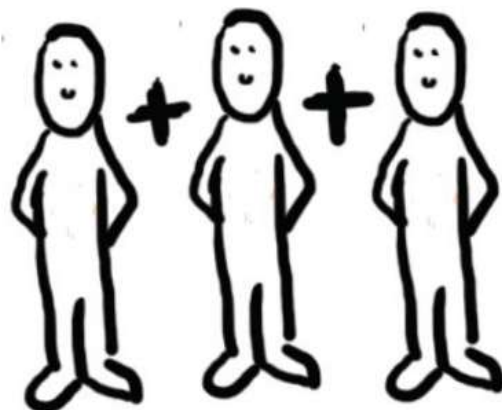


action

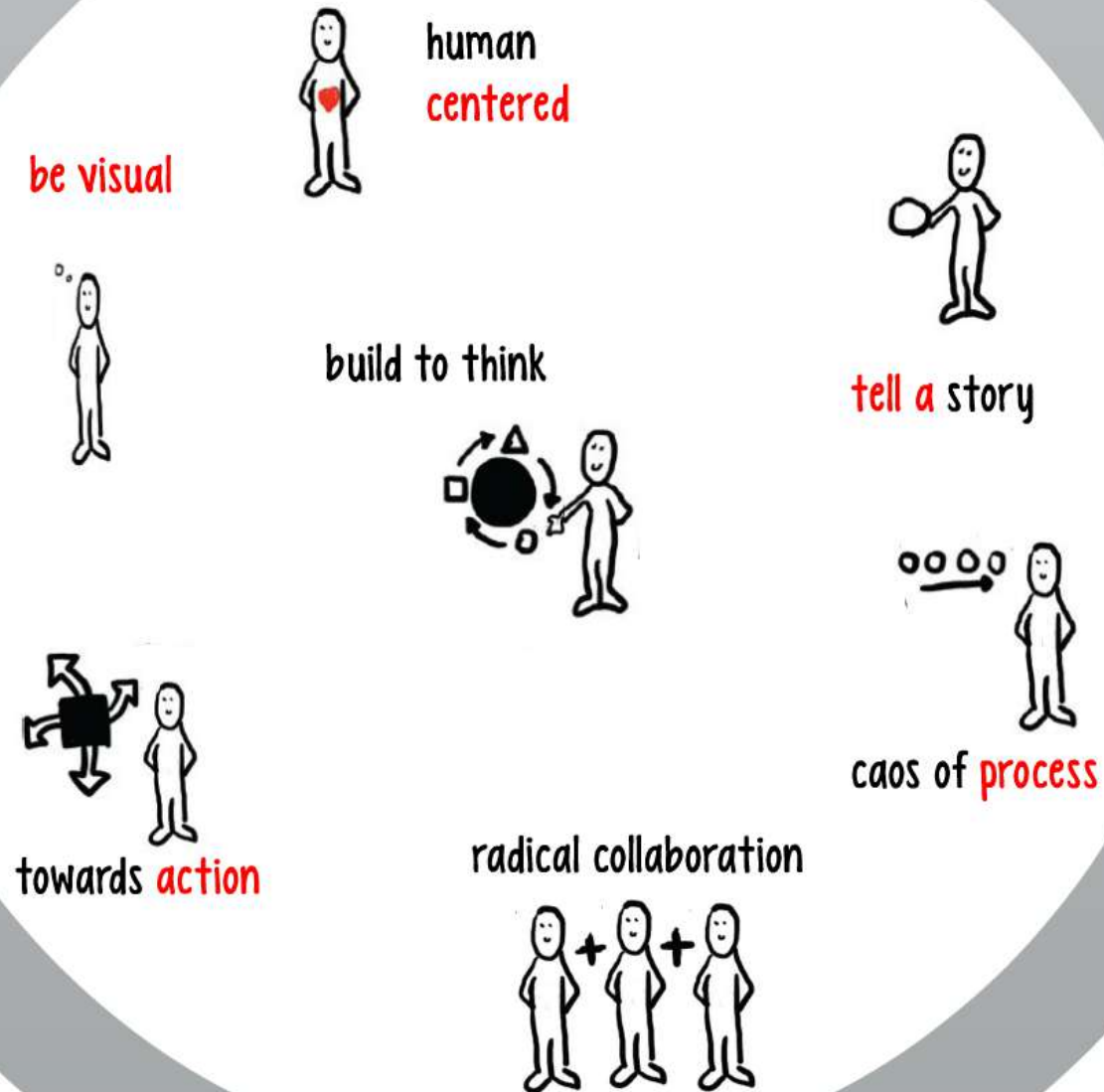


caos of process

radical collaboration



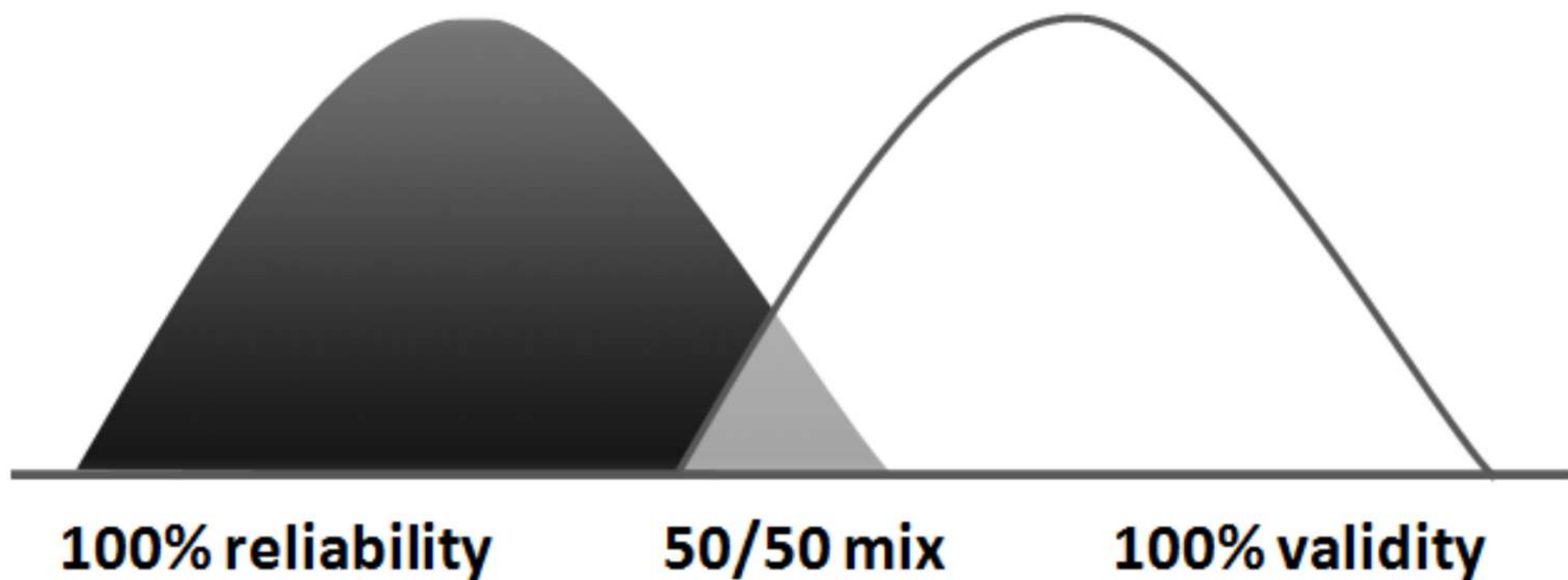
design attitude



**Analytical
thinking**

**Design
thinking**

**Intuitive
thinking**

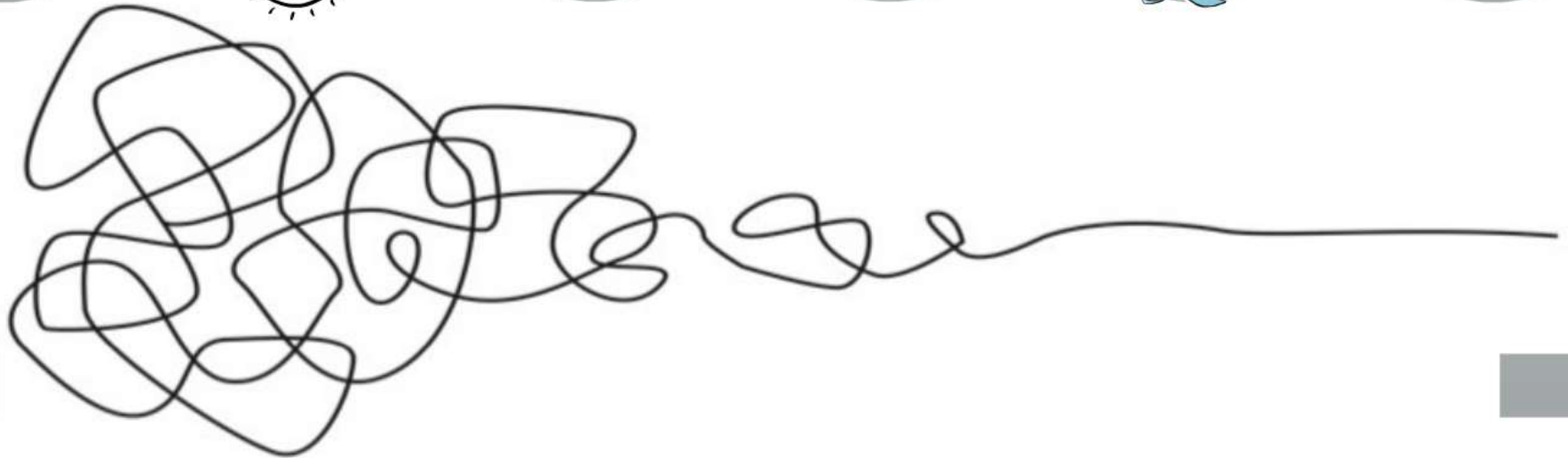
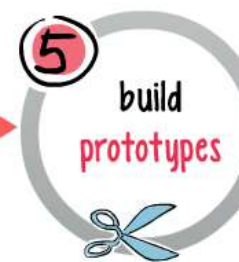


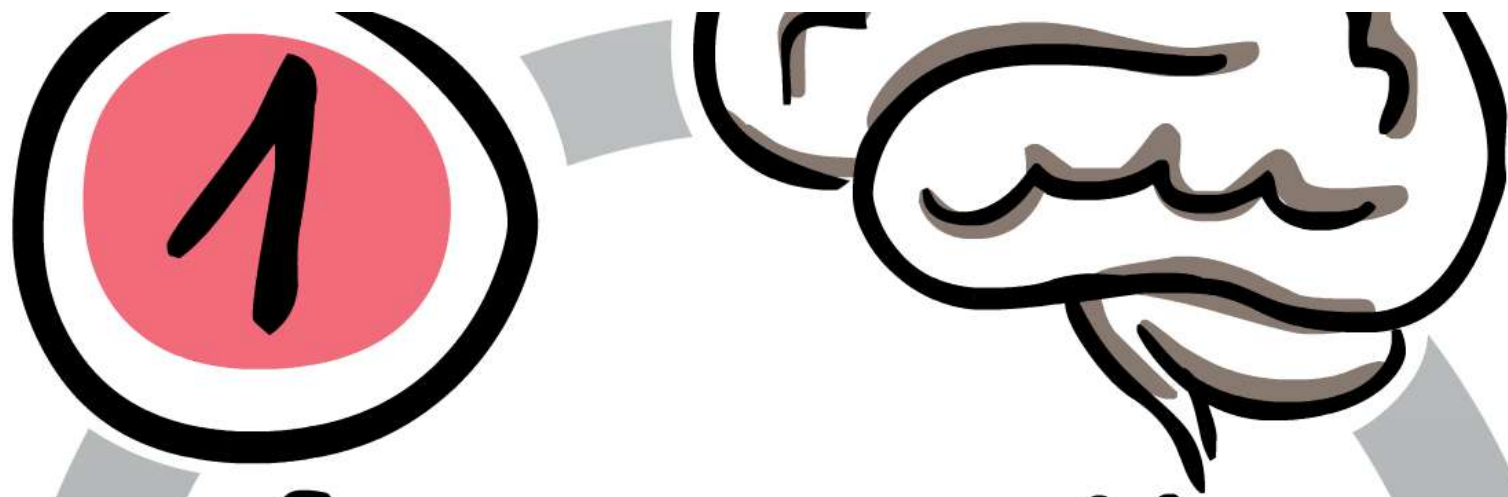
explore

reframe

ideation

prototype

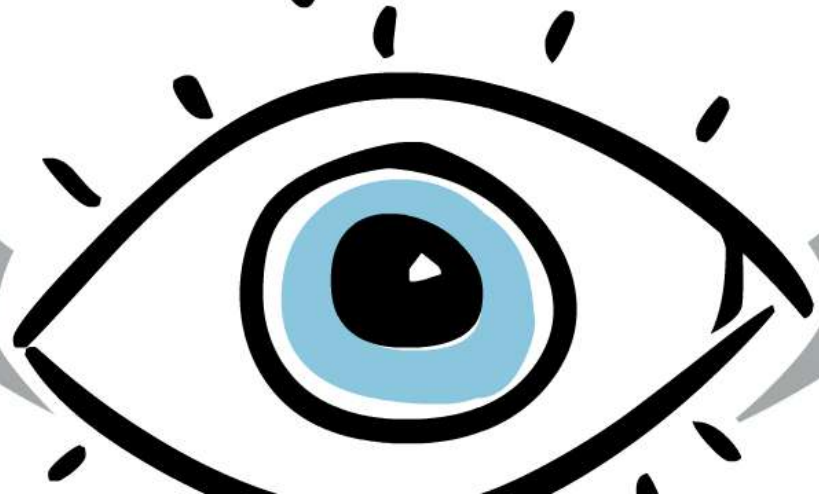




focus on the
scope, unpack the
knowlegde

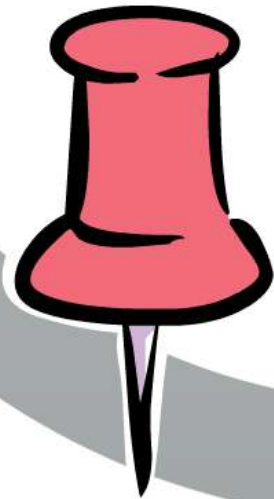
2

emphasize with
the problem



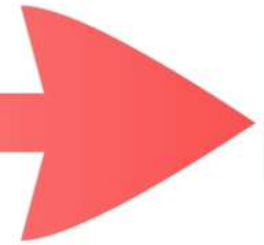
3

reframe the
challenge



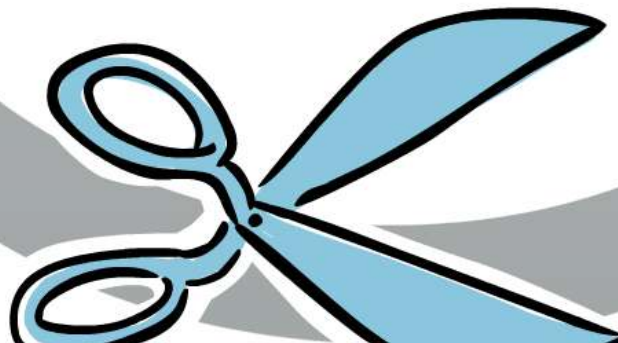


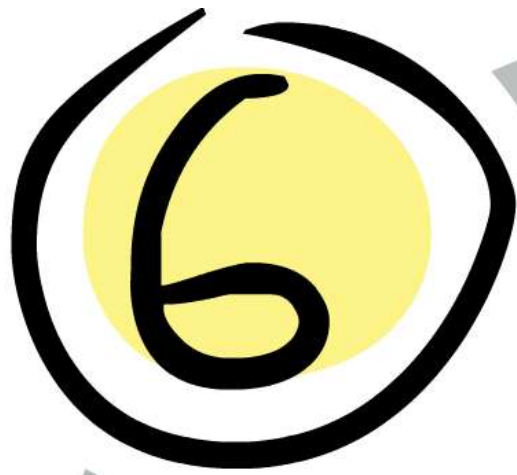
ideation
creative
solutions



5

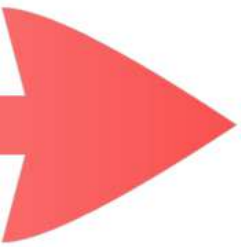
build
prototypes





test

on the market

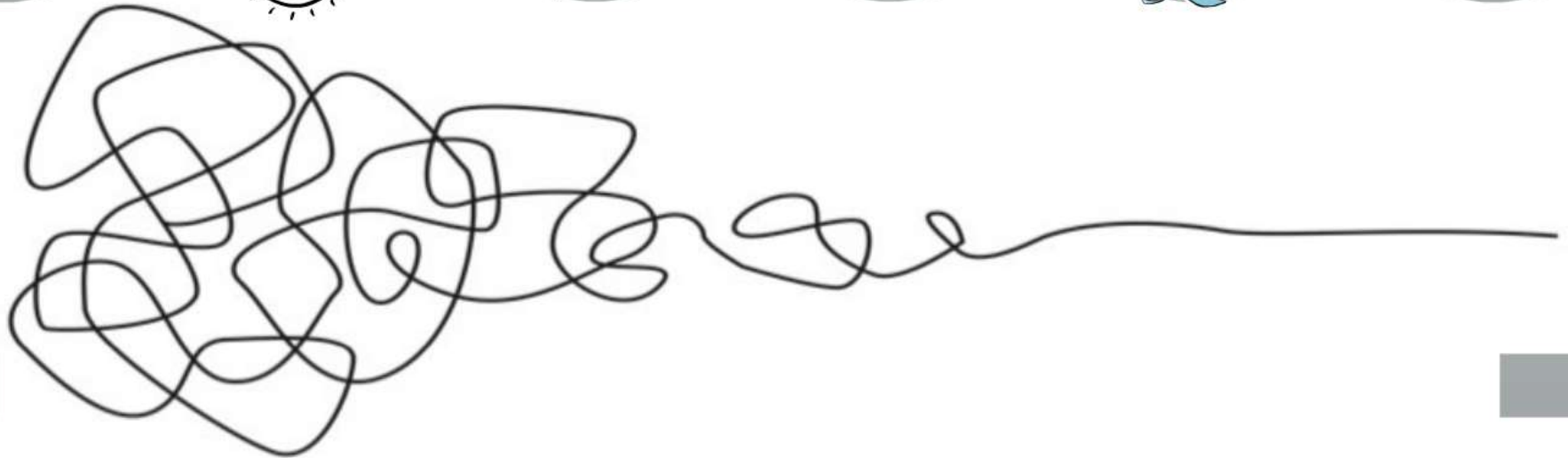
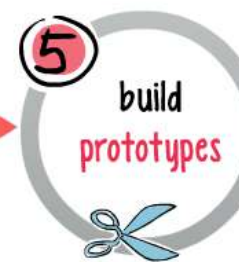


explore

reframe

ideation

prototype



thinking like a designer can transform
the way you develop products, processes,
services and **even business**

Tim Brown



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Tim Brown:

Designers — think big!

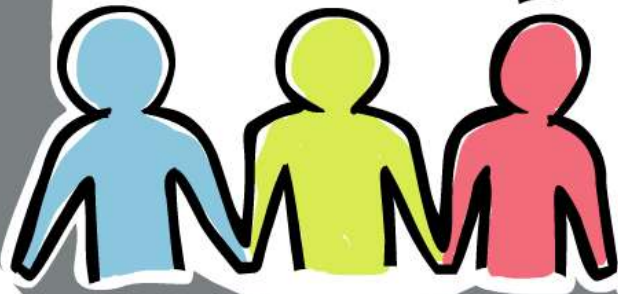
TEDGlobal 2009 · 16:50 · Filmed Jul 2009

Subtitles available in 21 languages

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teams



reframe

2

re-define your challenge

how might we...?
the design key

how might we **make** everyone understand a co-op?

how might we **share** more information of it success?

how might we **want** to create a coop based on its advantages?



#ecoope

team work
relative your challenge
5 min

ideation

3

be creative

brainstorming



your prototype

team work
relative your challenge
2 min

prototype

4

prototyping techniques



exploration



observe the problems



team work
relative your challenge
5 min



teams

thank you!!



workshop
hackaton #ecoope
ecoope
cise



goals



design attitude



design attitude



design attitude



design attitude



design attitude



design attitude



design attitude

exploration

- find the important **problem**
- ask the right questions
- redefining the challenge

co-op?

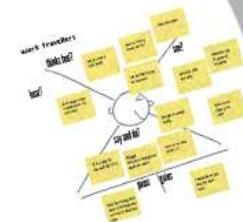
how might we **share** more information or it success?

how might we **want** to create a coop based on its advantages?



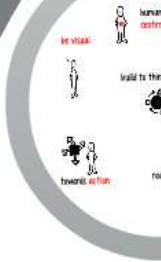
- understand the context
- empathize with the **people** for whom it is designed
- look for **inspiration**

observe the problems



team work
understand your user/people
15 min

design



- understand the context
- empathize with the people for whom it is designed
- look for inspiration



WHAT DOES HE THINK AND FEEL?

- what really counts?
- major preoccupations?
- worries and aspirations?

WHAT DOES HE SEE?

- environment?
- friends?
- what the market offers

WHAT DOES HE SAY AND DO?

- attitude in public
- appearance
- behavior towards others

WHAT DOES HE HEAR?

- what do friends say?
- what does the boss say?
- what influences does he have?

PAINS

fears
frustrations
obstacles?

GAINS

- wants/needs
- measure of success
- obstacles

WHAT DOES HE THINK AND FEEL?

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- major preoccupations?
- worries and aspirations?

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- what influences does he have?

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SAY WHAT DOES HE AND DO?

- attitude in public
- appearance
- behavior towards others



- behavior towards others

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fears
frustrations
obstacles?

GAINS

- wants/needs
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- appearance
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PAINS

fears
frustrations
obstacles?

GAINS

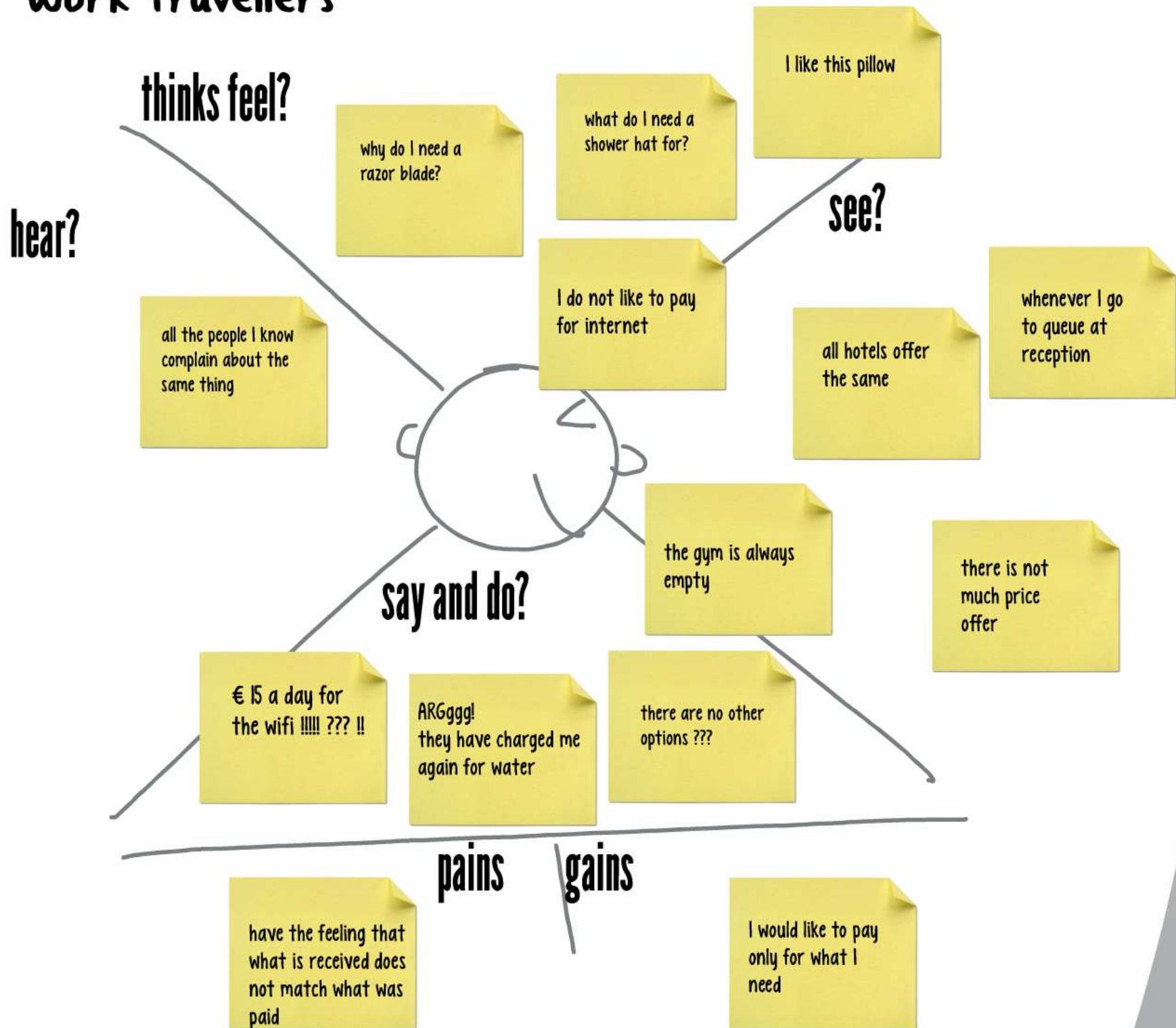
- wants/needs
- measure of success
- obstacles

team work

understand your user/people

15 min

work travellers



reframe

2

re-define your challenge

how might we...?
the design key

how might we **make** everyone understand a co-op?

how might we **share** more information of it success?

how might we **want** to create a coop based on its advantages?



#ecoope

team work
relative your challenge
5 min

ideation

3

be creative

brainstorming



Team work? 5 min



prototype

4

prototyping techniques



Team work
relative your challenge
2 min

exploration

observe the problems

- understand the context
- negotiation with the people for whom it is designed
- look for inspiration



Team work
relative your challenge
5 min

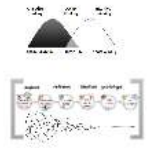
teams



thank you!!



design attitude



goals



your prototype

required resources
to your people

reframe

2

re-define your challenge

how might we...?

the design key

how might we **make** everyone understand a co-op?

how might we **share** more information of it success?

how might we **want** to create a coop based on its advantages?



- find the important **problem**
- ask the right questions
- **redefining** the challenge

exploration



team work
re-define your challenge

5 min

insight

let's write all
the facts that
we have
discovered so far
with respect to
the framework
that we have
been proposed



challenge maps



vote challenges

we vote to the challenges
that generate the most
interest



3

taller en grupo
15 min

re-definition of the challenge

insight

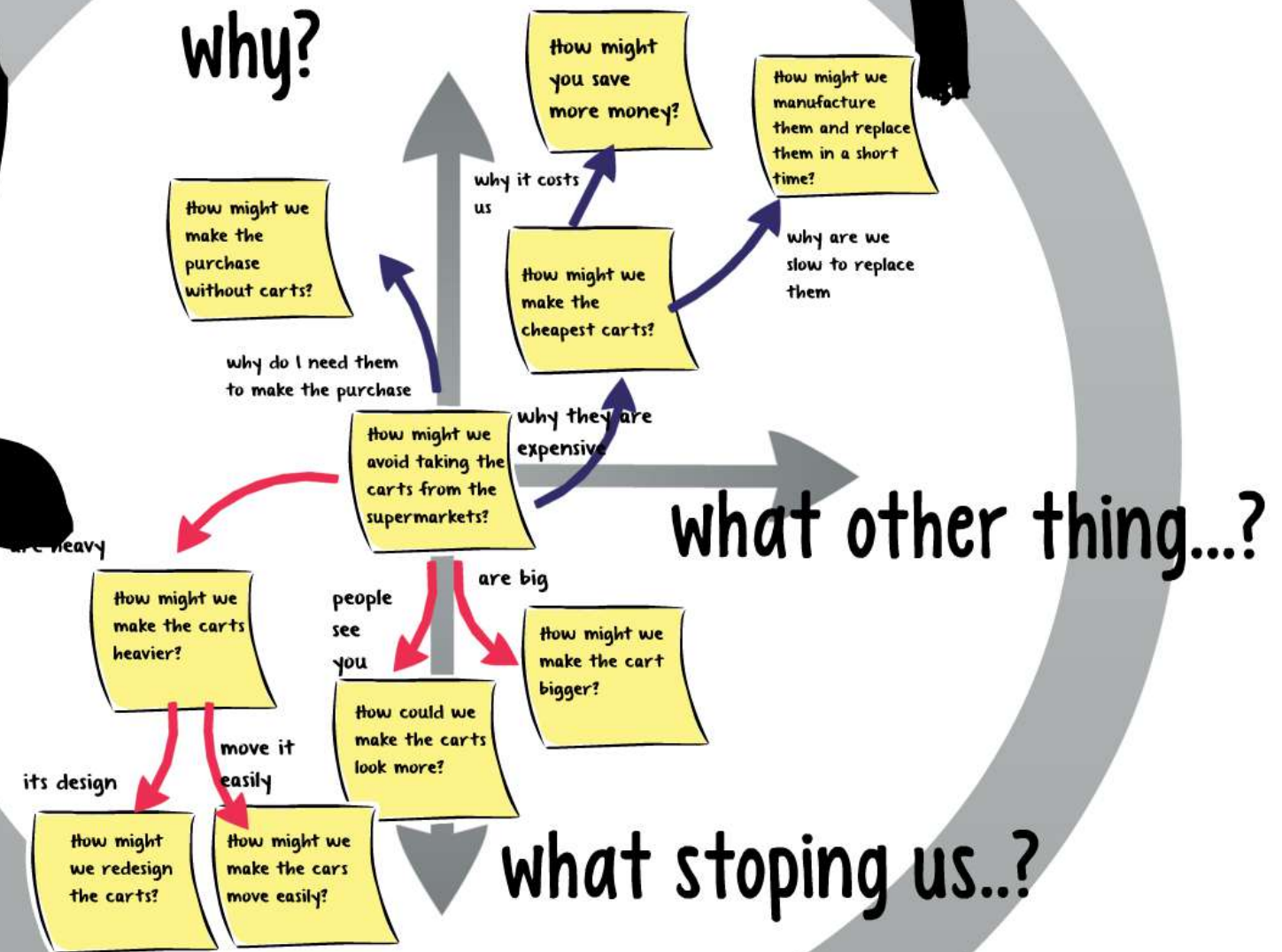
let's write **all**
the facts that
we have
discovered so far
with respect to
the framework
that we have
been proposed



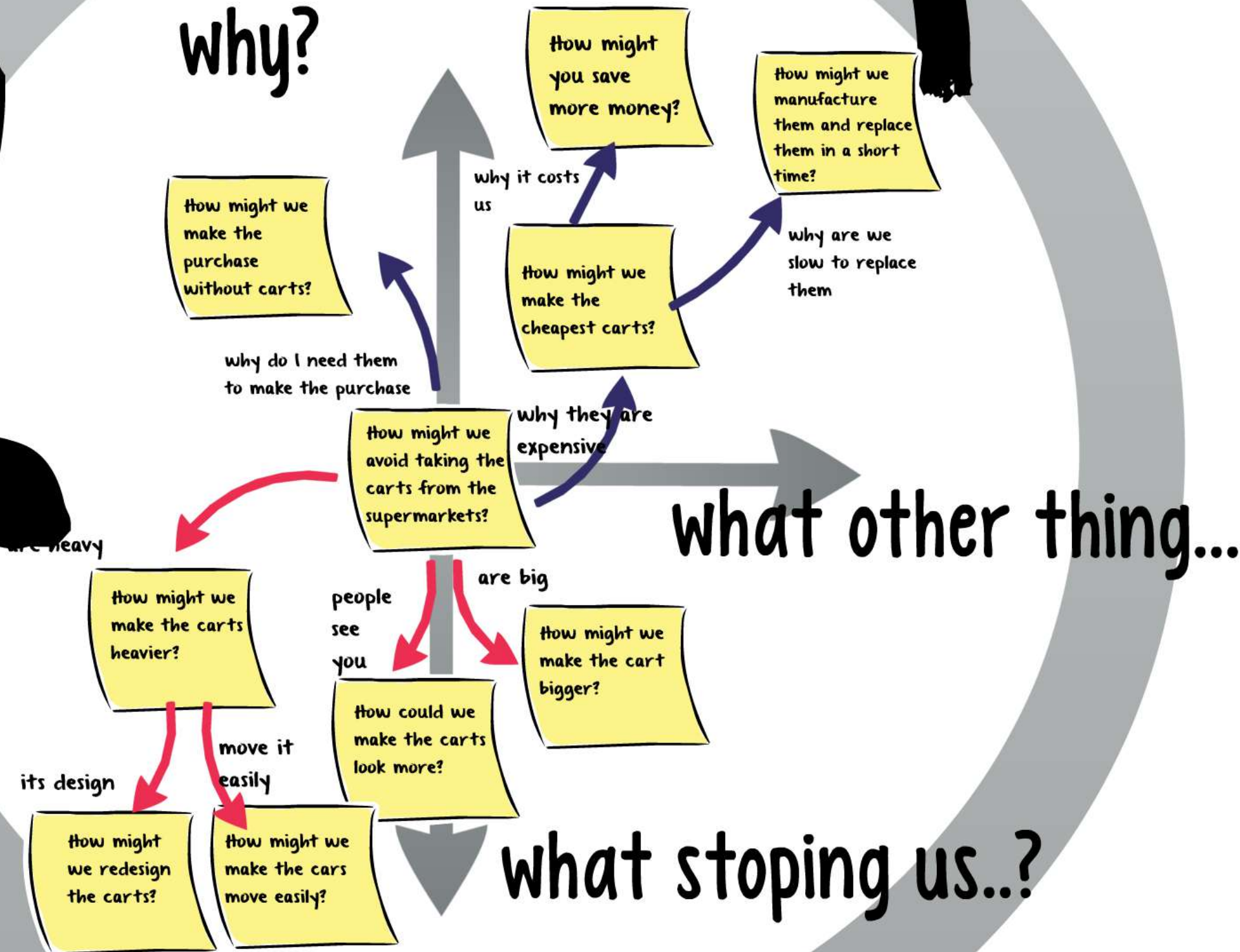
2

maps

why?

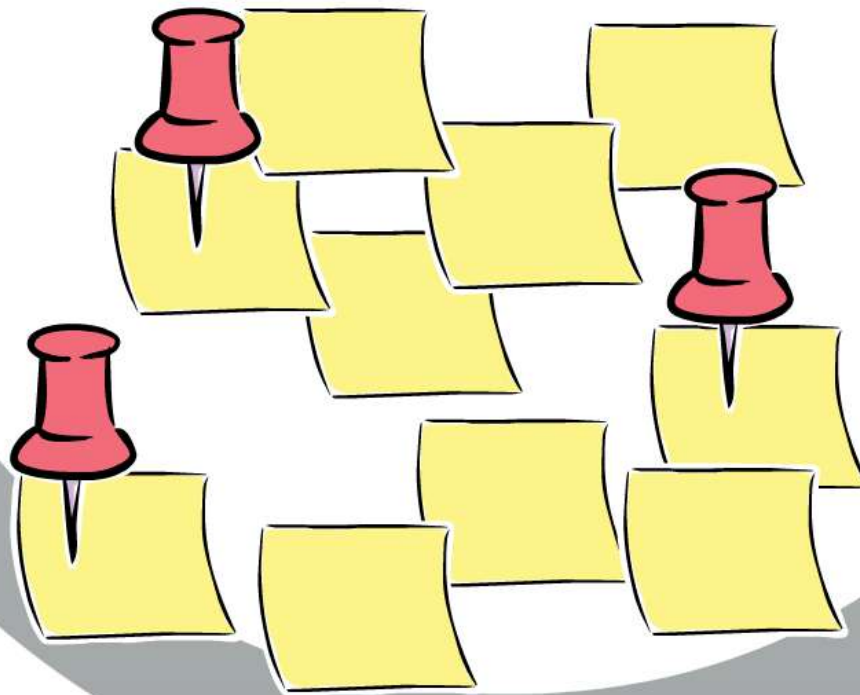


why?



Vote challenge

we vote to the challenges
that generate the most
interest



3

re-define your challenge

how might we..?

the design key

how might we **make** everyone understand a co-op?

how might we **share** more information of it success?

how might we **want** to create a coop based on its advantages ?



- find the important **problem**
- **ask** the right questions
- **redefining** the challenge

re-define your challenge

how might we..?

the design key

how might we **make** everyone understand a co-op?

how might we **share** more information of it success?

how might we **want** to create a coop based on its advantages ?



team work

re-define your challenge

5 min

reframe

2

re-define your challenge

how might we...?
the design key

how might we **make** everyone understand a co-op?

how might we **share** more information of it success?

how might we **want** to create a coop based on its advantages?



#ecoope

team work
relative your challenge
5 min

ideation

3

be creative

brainstorming



Team work?
relative your challenge
5 min

your
prototype

Team work
relative your challenge
2 min

prototype

4

prototyping techniques



exploration

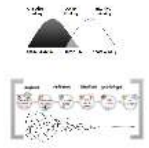
observe the problems

- understand the context
- negotiation with the people for whom it is designed
- look for inspiration



Team work
relative your challenge
5 min

teams



thank you!!



design attitude

goals

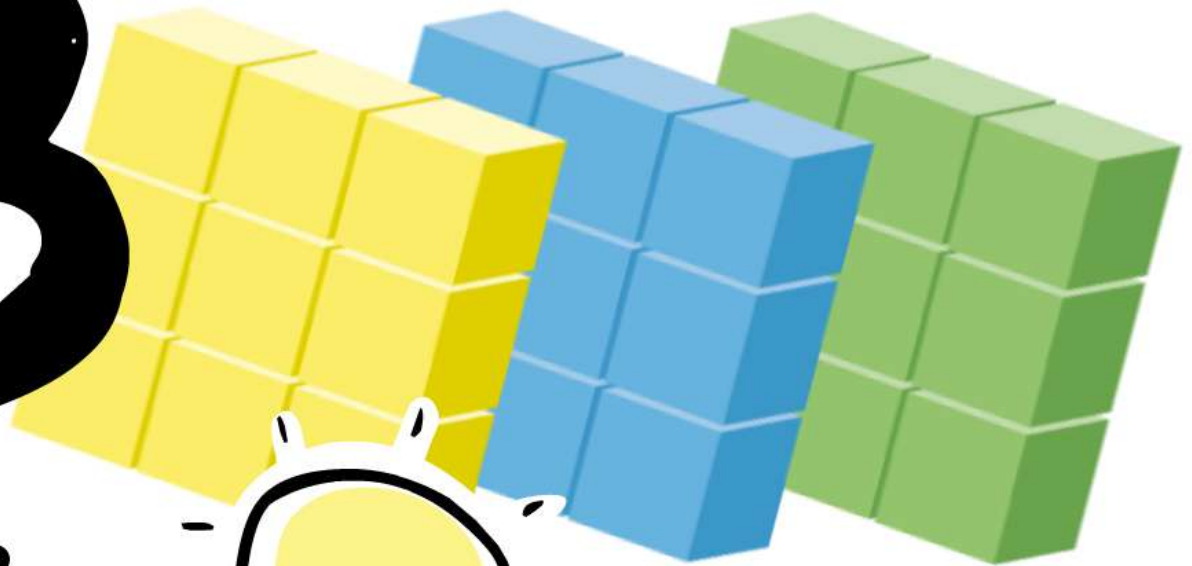


required resources needed
to your people



ideation

3

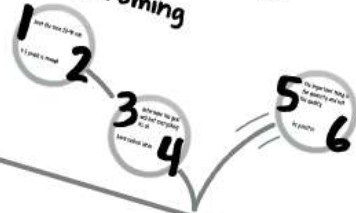


- explore the divergence of ideas
- find solutions for the challenge
- use technology to solve the challenge

scope

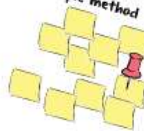
be creative

brainstorming



team work
generate 20 ideas to
resolve the challenge 15 min

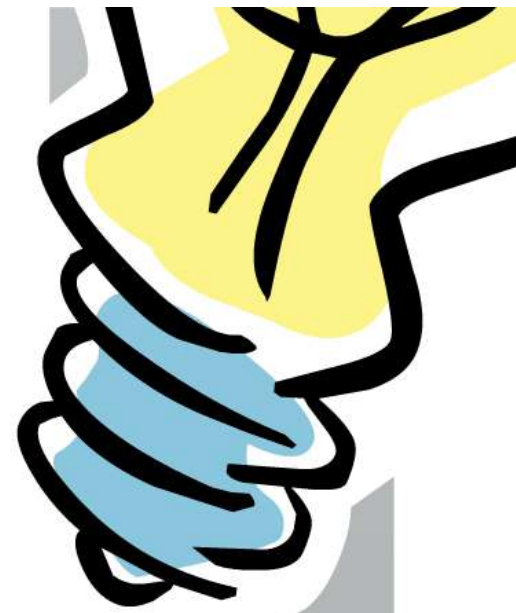
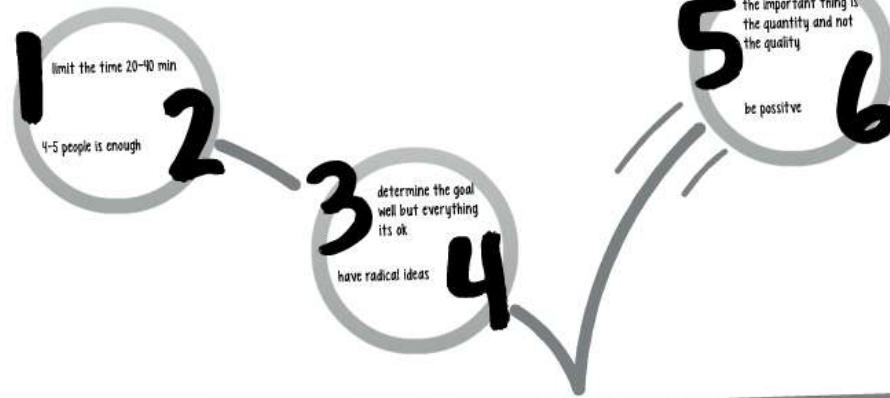
telescopic method



Proto

be creative

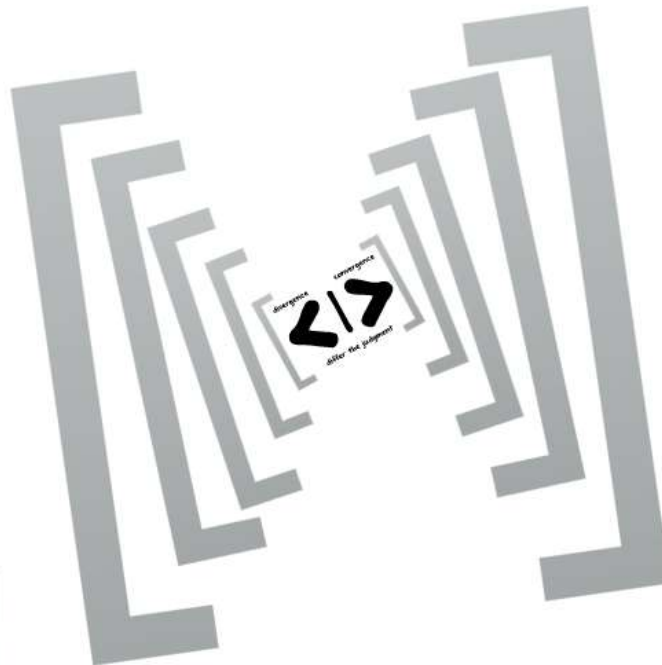
brainstroming



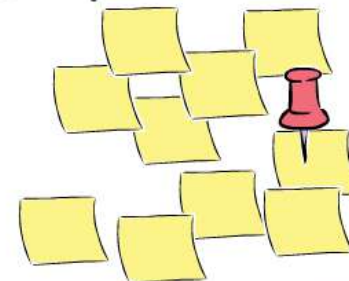
team work

generate 20 ideas to resolve the challenge

15 min



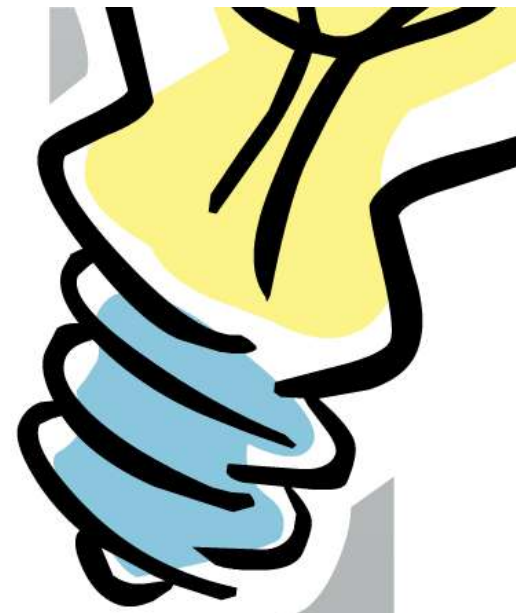
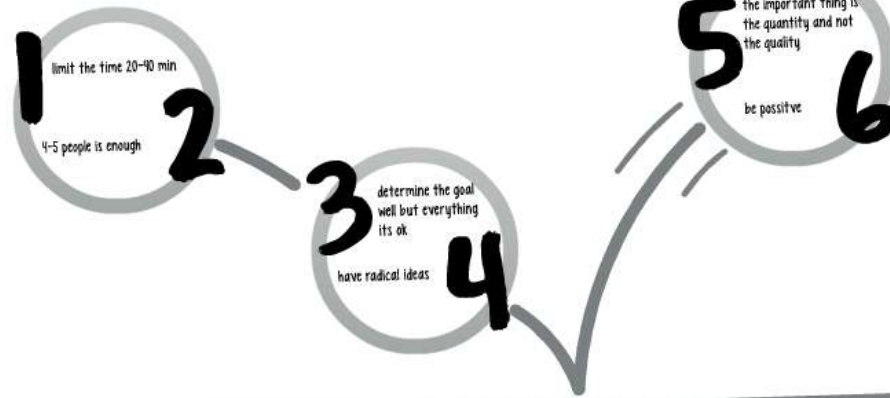
telescopic method



- explore the divergence of **ideas**
- find **solutions** for the challenge
- use **tecnology** to solve the challenge

be creative

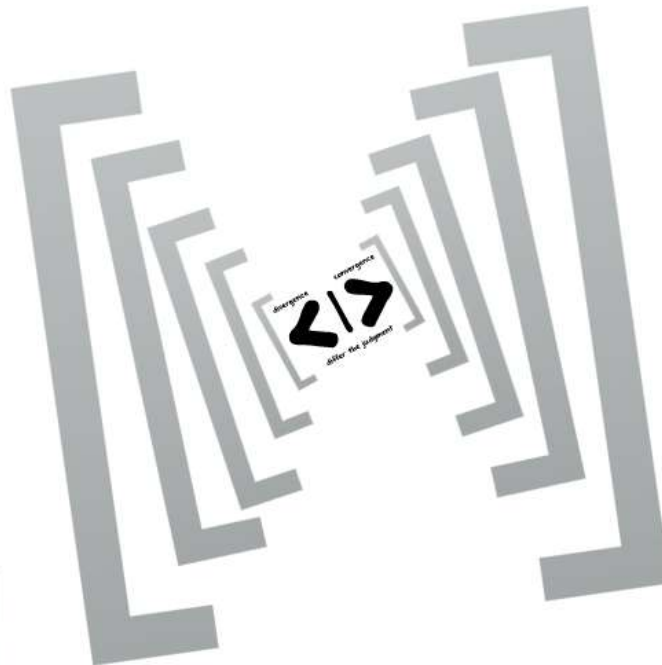
brainstroming



team work

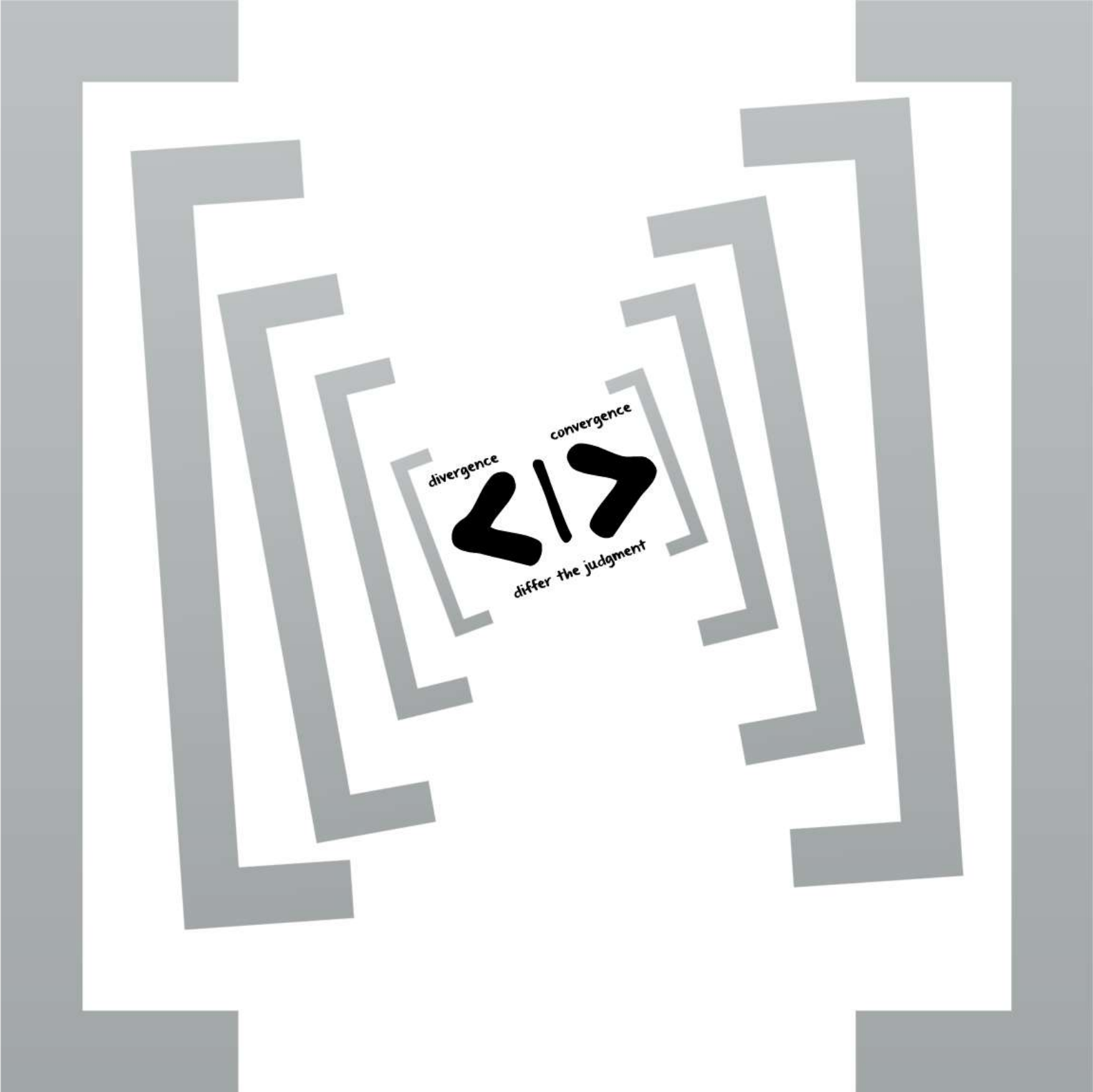
generate 20 ideas to resolve the challenge

15 min



telescopic method





divergence

convergence

differ the judgment

divergence

convergence



differ the judgment

divergence

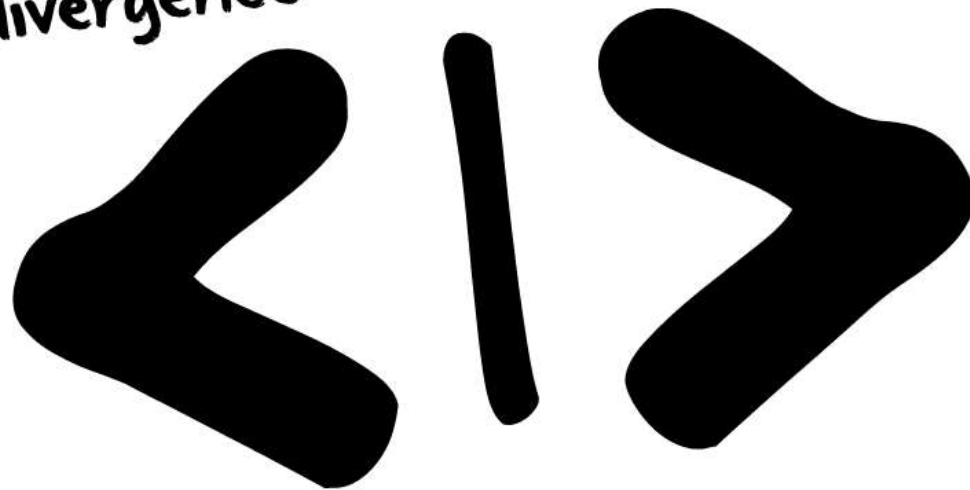
convergence



differ the judgment

divergence

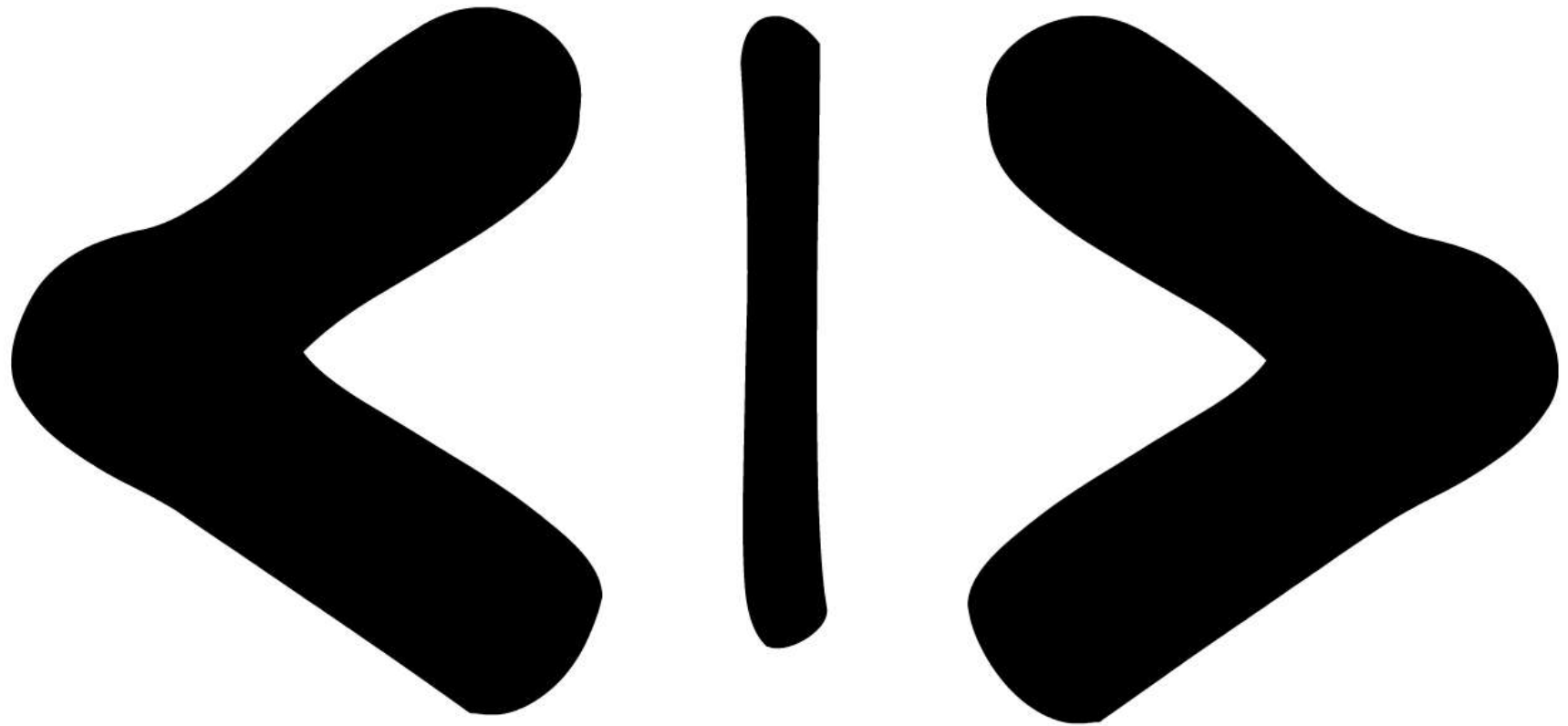
convergence



differ the judgment

divergence

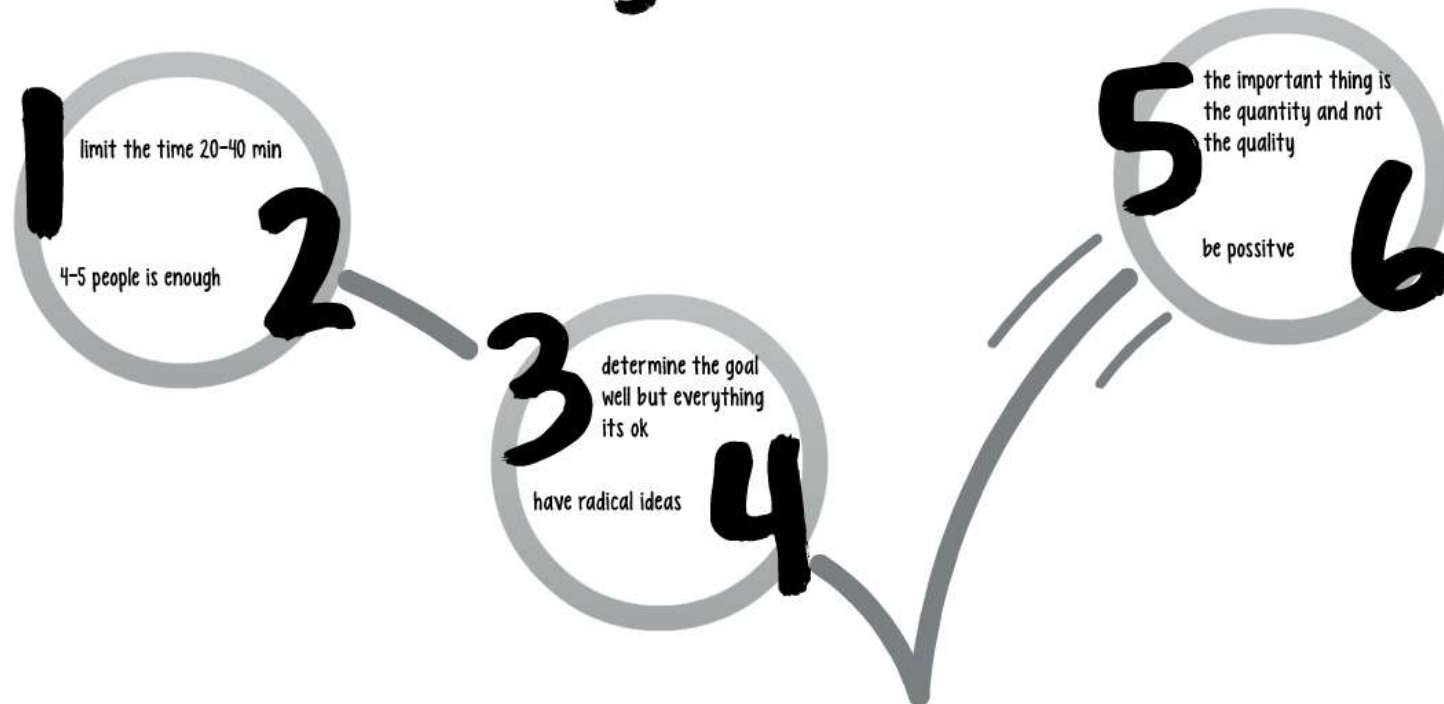
convergence



differ the judgment

BE CREATIVE

brainstroming



team work
generate 20 ideas to
resolve the challenge



limit the time 20-40 min

4-5 people is enough



3

determine the goal
well but everything
its ok

have radical ideas

4



5

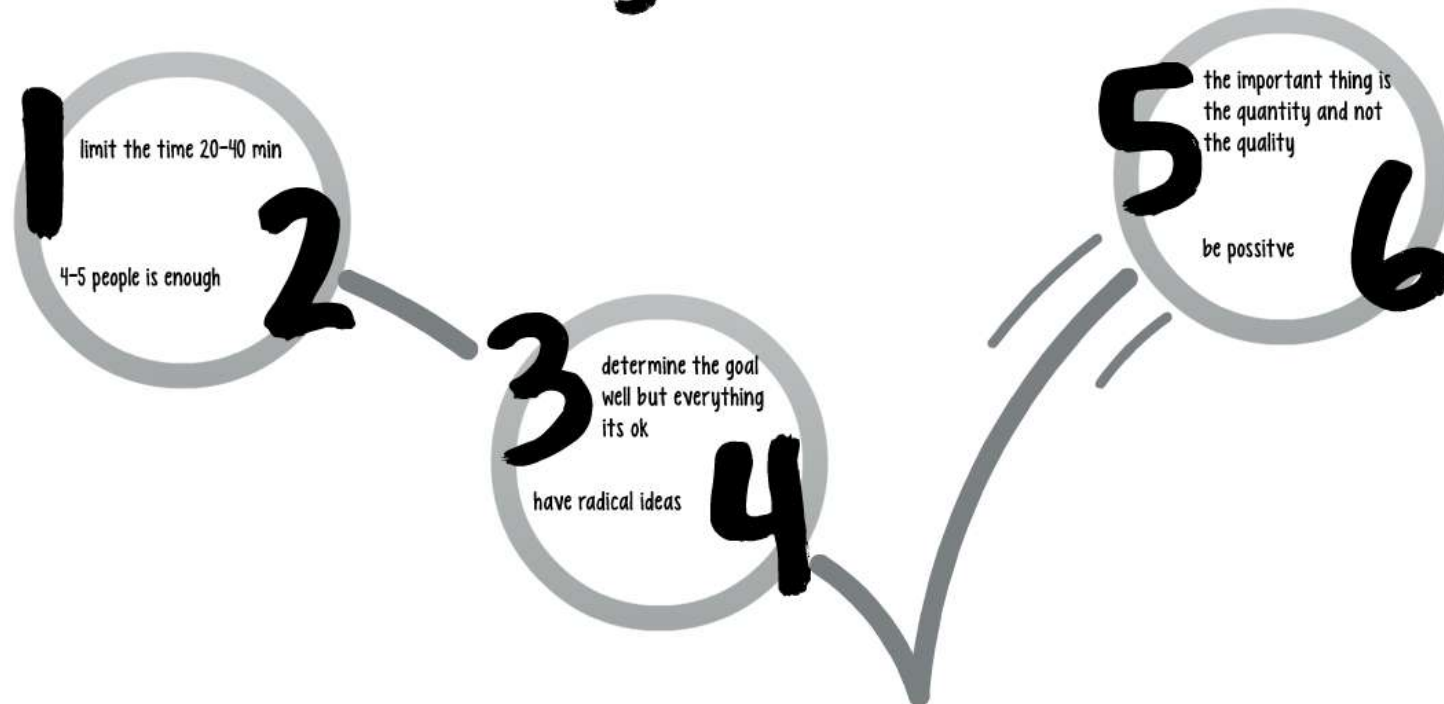
the important thing is
the quantity and not
the quality

be possitive

6

BE CREATIVE

brainstroming



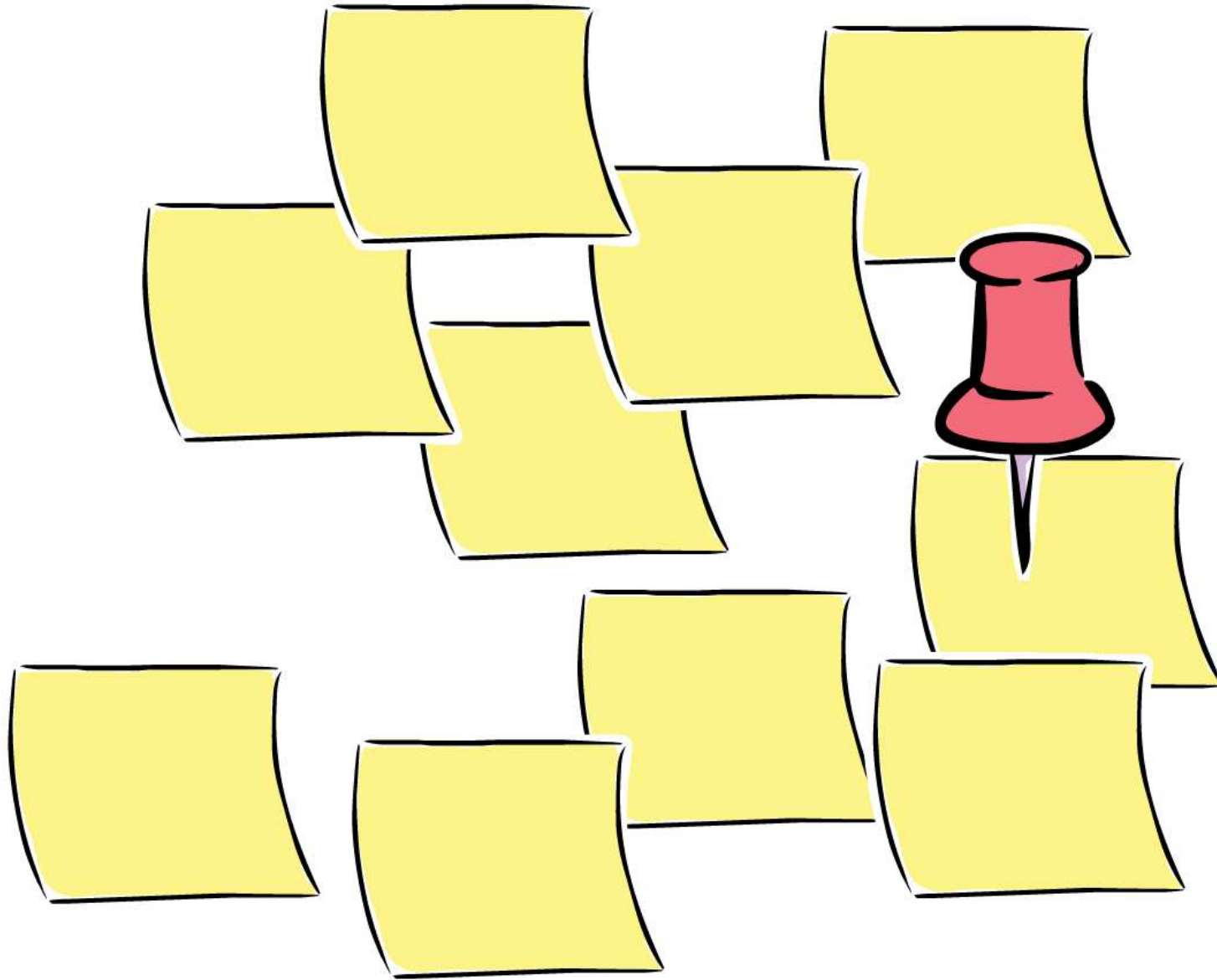
team work
generate 20 ideas to
resolve the challenge

team work

generate 20 ideas to
resolve the challenge

15 min

telescopic method



reframe

2

re-define your challenge

how might we...?

the design key

how might we **make** everyone understand a co-op?

how might we **share** more information of it success?

how might we **want** to create a coop based on its advantages?



#ecoope

team work
relative your challenge
5 min

ideation

3

be creative

brainstorming



Team work?
relative your challenge
5 min

your prototype

Team work
relative your challenge
2 min

prototype

4

prototyping techniques



exploration



observe the problems

- understand the context
- negotiation with the people for whom it is designed
- look for inspiration



Team work
relative your challenge
5 min

teams



thank you!!



design attitude

goals

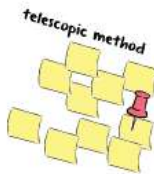
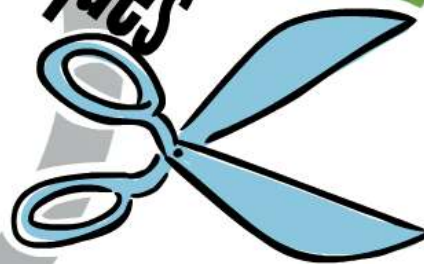


design attitude



4 Prototype

prototyping techniques



telescopic method

team work
generate 20 ideas to
solve the challenge
15 min

your
prototype

team work
show your prototype
in 2 min

- convert tangible ideas
- build to think and don't think to build
- communicate your idea



• prototype is a 'test' experiment that allows us to explore the solution space of information about the potential challenges.



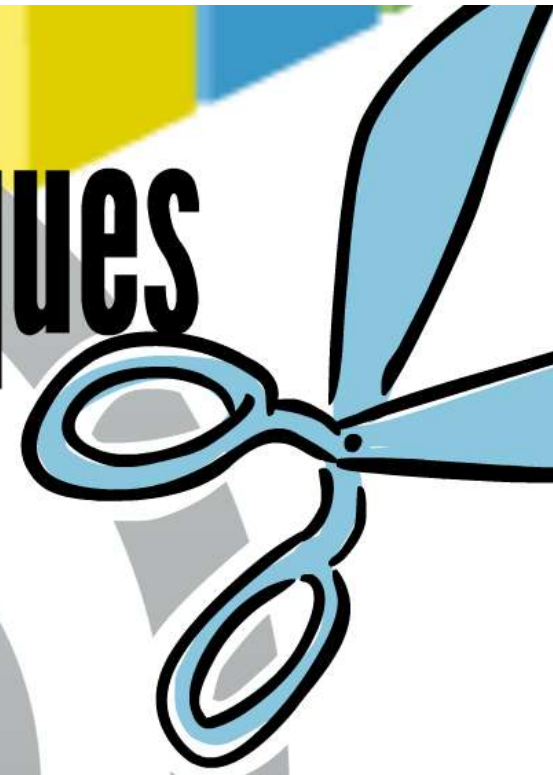
the team has a goal of 'making a car' and they are working on it. They are using a lot of materials and they are trying to make it work. They are trying to make it work. They are trying to make it work.

team work
assign and prototyping
10 min



expand cooperative models
to young people

prototyping techniques



a prototype is a **test/**
experiment that allows us to
collect, with the **least possible**
effort, the **maximum amount**
of information about its
potential **clients/users**.



LEGO SERIOUS PLAY is a process of **training and strategic**
transformation, innovative and deeply experiential. It is based
on research that has shown that by playing, we can learn and
better understand our environment, its characteristics,
possibilities and potentialities



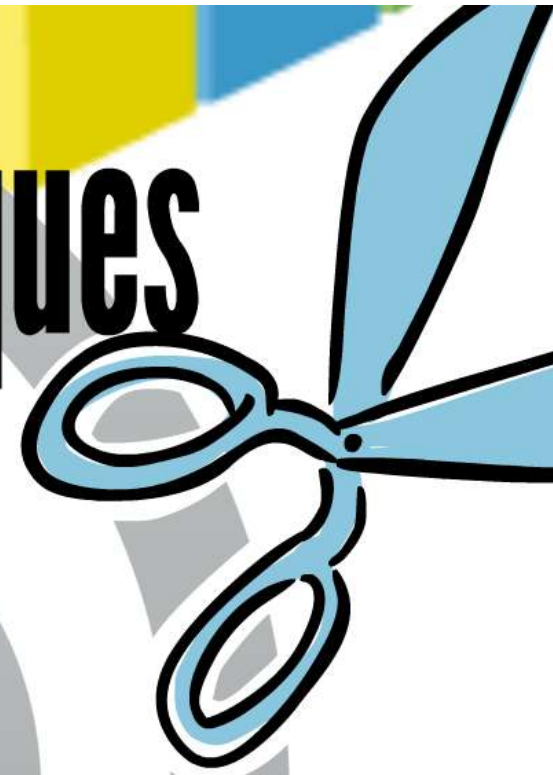
team work
design your prototype **40 min**



prototype

- covert tangibilize **ideas**
- **build** to think and don't think to build
- **comunicate** your idea

prototyping techniques



a prototype is a **test/**
experiment that allows us to
collect, with the **least possible**
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LEGO SERIOUS PLAY is a process of **training and strategic**
transformation, innovative and deeply experiential. It is based
on research that has shown that by playing, we can learn and
better understand our environment, its characteristics,
possibilities and potentialities



team work
design your prototype **40 min**



prototype

a prototype is a **test/**
experiment that allows us to
collect, with the **least possible**
effort, the **maximum amount**
of information about its
potential clients/users.



LEGO SERIOUS PLAY is a process of **training and strategic transformation**, innovative and deeply experiential. It is based on research that has shown that by playing, we can learn and better understand our environment, its characteristics, possibilities and potentialities



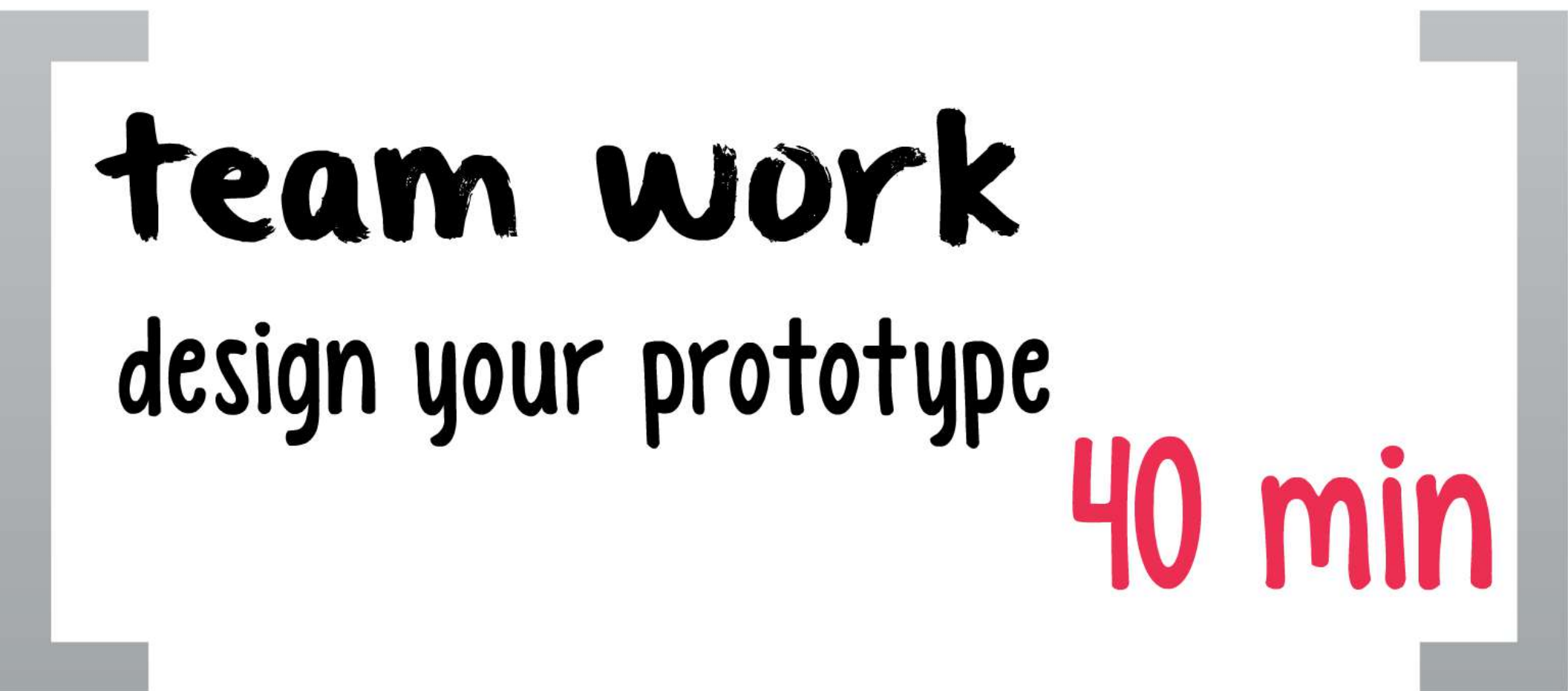
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team work

design your prototype

40 min

team work

show your prototype

in 2 min



**your
prototype**

reframe

2

re-define your challenge

how might we...?

the design key

how might we **make** everyone understand a co-op?

how might we **share** more information of it success?

how might we **want** to create a coop based on its advantages?



#ecoope

team work
relative your challenge
5 min

ideation

3

be creative

brainstorming



Team work?
relative your challenge
5 min

your
prototype

team work
relative your challenge
2 min

prototype

4

prototyping techniques



exploration

observe the problems

- understand the context
- negotiation with the people for whom it is designed
- look for inspiration



team work
relative your challenge
5 min

teams



thank you!!



goals



required resources needed
to your people

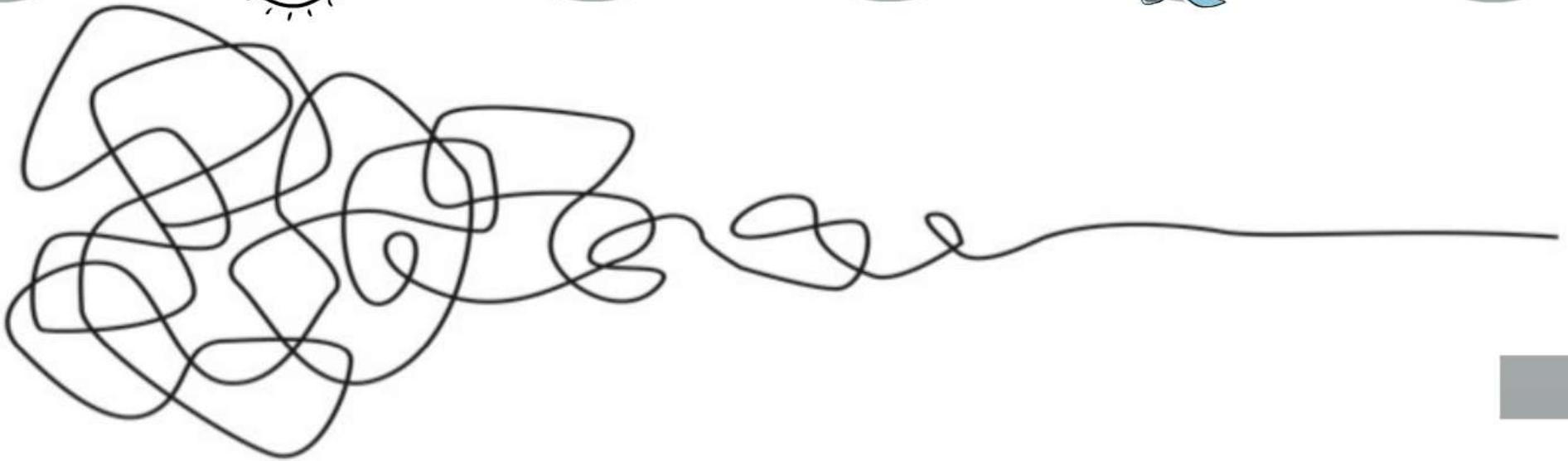
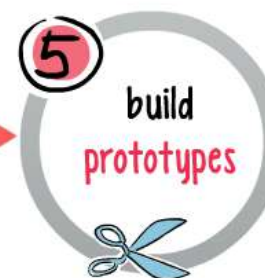


explore

reframe

ideation

prototype



reframe

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your prototype

team work
relative your challenge
2 min

prototype

4

prototyping techniques



exploration



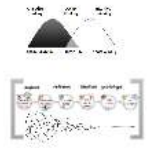
observe the problems

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negotiate with the people for whom it is designed
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team work
relative your challenge
5 min

teams



thank you!!



design attitude

goals



your prototype

team work
relative your challenge
2 min

thank you!!

workshop

hackaton #ecoope

ecoope

YOUTH COOPERATIVE
ENTREPRENEURSHIP

@emprendecise

cise
CENTRO INTERNACIONAL
SANTANDER EMPRENDIMIENTO
UCEIF



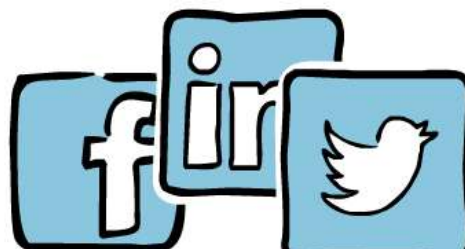
@nestor_guerra



@aday_guerra



@luciaruizmotie



male