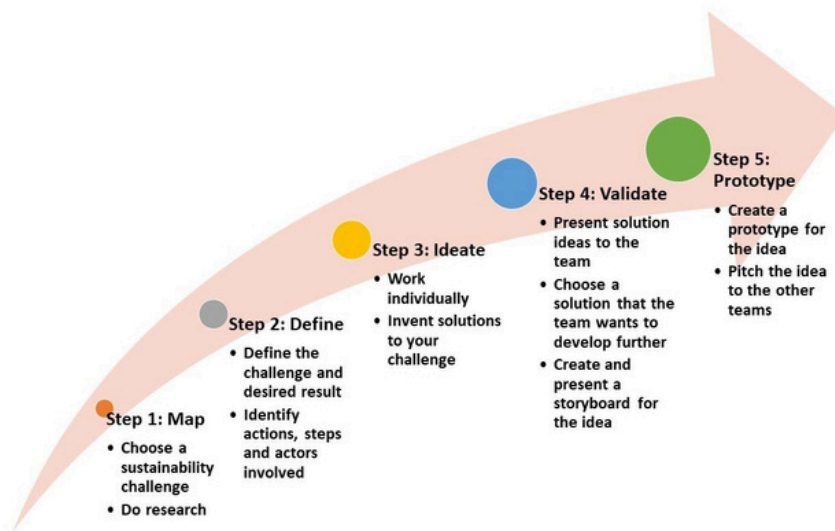


Instructions for team meetings (week 8-9)

Design Sprint Step 5: Prototype



In this last step of the design sprint, you will plan and create a prototype for your idea and then prepare a pitch that you will deliver live at the final joint meetings on December 15 at 1-3 pm CET.

You have two weeks to complete this part of the course. It is recommended that the teams meet several times during this period.

Remember to decide who will chair the meeting and who will take the meeting minutes before the meetings begin.

Review feedback and refine solution idea

Go through the feedback you received from your team mentor when you submitted the storyboard. **Refine and finalise your solution idea** so that the team is happy with it.

Create prototype

- Start to plan and create the **prototype**. Now it's time to be creative! The goal of the prototype is to make your solution more understandable and more tangible (or real) for the audience. It should showcase your solution in a more concrete way.
- A prototype can be almost anything depending on your idea; it can be a physical, built model, a storyboard, a website, an infographic, an advertisement, a picture with visualisations, a video etc.
- Divide tasks and roles between your team members while creating the prototype. Consider what skills team members possess (for example graphic design, writing, photoshop, engineering etc.) and utilise these skills.
- You are expected to show or describe the prototype as part of your presentation.

Prepare pitch

- Prepare how to **pitch** (i.e. present) your solution idea with the help of your prototype. The goal of the pitch is to **convince** the audience to support your idea. This makes the pitch somewhat different from a traditional (PowerPoint) presentation where the goal may simply be to share information.
- As a team, start to plan your pitch; consider the structure, the content and your roles during pitching. Keep in mind that all team members must be involved in the delivery of the pitch on the final joint meetings on December 15.

- Outline the content of your pitch according to the document “**Instructions for the pitch**”. You may also want to review the tips in the documents “Essential of a pitch deck” and “Engaging your audience.”
- The pitch should be about 10 minutes long. During the joint meetings on December 15, each team will have a total of **20 minutes** at their disposal. The teams should start by explaining how they arrived at their idea; in other words, give the audience some background information and describe their process. This will be followed by the pitch, which includes showing or describing the prototype. After the pitch, the other teams and the team mentors will be able to ask questions and give comments. It is important that presentations do not exceed the allotted time of 20 minutes.

Practise pitch

- Practise the pitch/presentation. **Practice individually your own parts, and the whole presentation as a team.** Think about pronunciation, word stress, presenting online vs. face-to-face. Remember that each team member must be involved in the delivery of the presentation. In addition, remember that the goal of the pitch is to convince the audience to support your idea. This requires that presenters’ voice and body language project confidence and enthusiasm.
- Read the tips in the document “**Pronunciation, intonation and word stress**” and revise the information in the document “Presenting face-to-face vs. online.”
- During the joint meetings on December 15, teams will take turns to present their ideas to the team mentors and the other teams. Afterwards, teams will provide each other with constructive peer feedback using an assessment rubric. The assessment rubric will be submitted in Moodle.
- Study the document “**Assessment rubric for presentation**”. Teams can use the assessment rubric as a checklist to make sure they have prepared the presentation correctly.