

# YES TRAIN THE TRAINER

## DAY 2



An initiative of:



FALLING  
WALLS  
FOUNDATION

This programme is supported by:



Bundesministerium  
für Bildung  
und Forschung

# Startup Workshop - Overview



## Day 1

### **MORNING** **Getting started**

Check-in, Introduction, Your Role & Goal

Entrepreneurship for PhDs & Postdocs

Introduction to Design Thinking

### **AFTERNOON** **Understanding the User**

Introduction to Design Thinking Challenge

User Research - Interviews

Unpacking Interview Results

## Day 2

### **MORNING** **Defining the User**

Team Check-in

Persona & HMW

Ideation & Idea Selection

### **AFTERNOON** **Developing Solutions**

Prototyping

Self-Reflection & Transfer

Wrap-up & Next Steps

# Today's agenda

## Morning

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- Check-in

### Getting Started

- Teamwork: Persona & HMW-Frage
- Brainstorming Methods
- Teamwork: Ideation & Idea Selection

## Afternoon

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### Understanding the User

- Teamwork: Prototyping
  - Prototype Presentation
  - Self-Reflection & Transfer
  - Wrap-up, Next Steps & Feedback
- 
- Check out

# Check-in





# Associative check-in



**Pick two cards ...**

- one that resonates with how you feel right now
- one that reflects how you feel about yesterday
- share with your team how you are and why you chose those cards

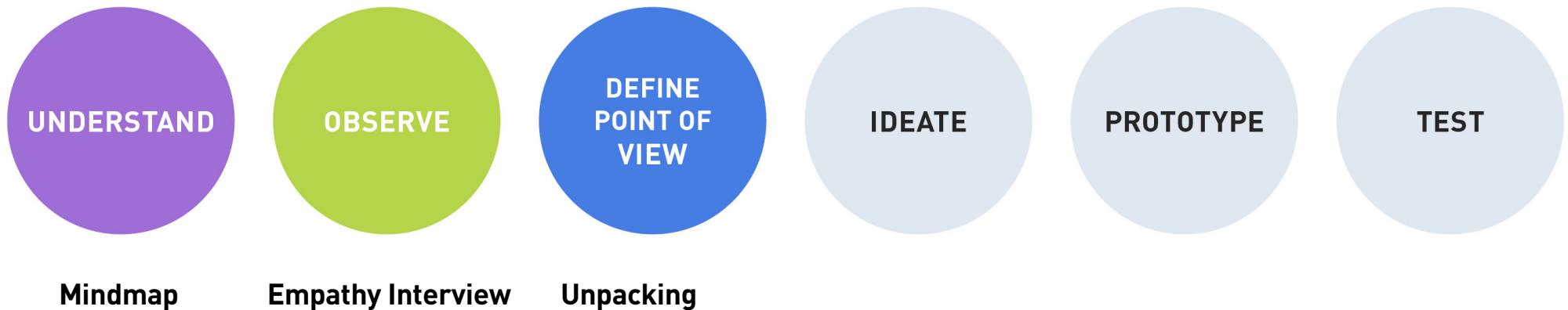


**10 minutes**

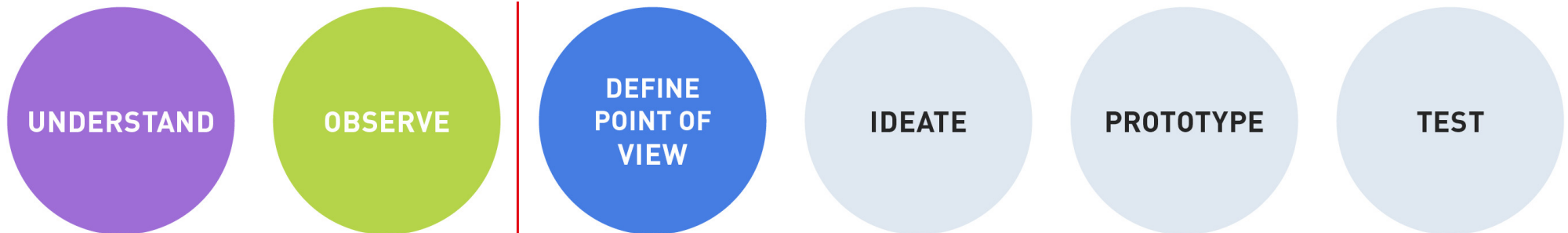
# CHALLENGE

**Design a way to stimulate an  
entrepreneurial mindset for  
PhDs**

# Review: Methods used so far



# Define



**Structure and synthesise user insights and findings**

**Search for strong problems and emotions**

**Don't find solutions yet, but focus on user need**



# Who are these PHDs..?



...and what do they need?

- Different research fields
- Different stages
- Different languages
- Different possibilities

# What is the need?

**“PROTECT MYSELF  
AGAINST THE SUN”**

**is a need.**



**“SHADE”**

**is a solution.**

# Synthesise your results

1

**Unpacking**

2

**Create a persona**

3

**Find Brainstorming  
Questions**

“How might we..?”

# Create a persona

Make your interview insights tangible by creating personas.





# Persona



## NAME, AGE

Naomi, 28, she / her

## PERSONALITY

conservative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	open
carefree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	organized
introverted	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	extroverted
competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	cooperative
self-confident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	vulnerable

## KEY DATA AND BIOGRAPHY

- PhD student in Social Sciences in her third year
- doesn't have a sufficient stipend so works part time in an art café
- engaged in a local project for digital education in elementary schools

# Persona

## NEEDS, DESIRES & MOTIVATIONS

- She is motivated to explore her career options
- She has a desire to see social change, especially in education
- She would like to learn more about the possibilities of starting a startup as a social scientist and exchange ideas with more experienced people. However, she secretly thinks that this option might not be worth exploring further

## PROBLEMS & FRUSTRATIONS

- She doesn't see a clear career path for herself after obtaining her doctorate. Her professional and social circles include exclusively those who cannot imagine leaving academia
- She has a pronounced fear of failure, increased by the pressure to succeed in academia. This fear prevents her from pursuing new and unconventional paths
- She worries about how to make money and support a family in the future. This financial insecurity acts as a significant barrier to her willingness to take entrepreneurial risks

# How it works ...



## TEAMWORK

Work together as a group.



## PERSONA

Find a focus from the synthesis work yesterday (5 min)

Create a persona with the (for you) most interesting:

- needs & desires
- motivations
- problems & challenges

Fill in the persona sheet (25 min)



**30 minutes**

# How might we?

- HMW-Questions reframe the needs and problem areas into opportunities for design
- They suggest, that there is a solution for the users' challenge
- They open up a solution space by the chance to answer them in various different ways
- They are the launchpad for your brainstorming



**Build them on your most powerful interview insights.**



# How might we?



How might we help/enable [persona] to [need] without/although/despite  
[problem]?

# Persona



## NAME, AGE

Naomi, 28, she / her

## PERSONALITY

conservative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	open
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## KEY DATA AND BIOGRAPHY

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# Persona

## NEEDS, DESIRES & MOTIVATIONS

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- She has a desire to see social change, especially in education
- She would like to learn more about the possibilities of starting a startup as a social scientist and exchange ideas with more experienced people. However, she secretly thinks that this option might not be worth exploring further

## PROBLEMS & FRUSTRATIONS

- She doesn't see a clear career path for herself after obtaining her doctorate. Her professional and social circles include exclusively those who cannot imagine leaving academia
- She has a pronounced fear of failure, increased by the pressure to succeed in academia. This fear prevents her from pursuing new and unconventional paths
- She worries about how to make money and support a family in the future. This financial insecurity acts as a significant barrier to her willingness to take entrepreneurial risks

# Persona



*How might we...*

create a supportive environment for Naomi that reduces the academic pressure and fosters confidence in pursuing unconventional career paths?



# Persona



*How might we...*  
help Naomi learn entrepreneurial soft skills  
despite her busy schedule?

# Persona



*How might we...*  
inspire Naomi to explore an entrepreneurial  
career by stressing  
the parallels and differences  
between academia and entrepreneurship?

# Persona



*How might we...*

provide Naomi with success stories and case studies of social scientists who have successfully founded startups to increase her motivation and confidence without her attending a workshop?

# Please pay attention...

- Is your “How might we?” question formulated positively?
- Is your HMW-question focussed but broad enough to leave open space for creative ideas?
- Does your HMW-question address the problem but not offer a solution yet?

# Teamwork



## Develop brainstorming questions.

Step 1: Formulate 1 - 2 questions on your own (3 min)

- Find “How might we?” questions for your persona.
- Build them on your most powerful interview insights.

Step 2: Share with the group and select one of your questions to brainstorm on. (12 min)



**15 minutes**

# Presentation



**Presentation of Persona & HMW question (3 min)**



**Feedback (2 min)**

# Coffee break





# IDEATE

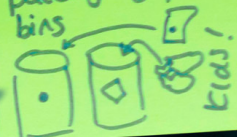
How might we show  
the possibilities of  
buying organic food  
more affordable &  
less time consuming

Bio-degradable  
take  
out  
packaging

INFO APP  
- APP WAY  
- HOUR  
- PLACE  
- PACKAGE  
- PRODUCT  
- POSTER  
- USE

How might we  
make trash organization  
in the house  
easier & more fun?

color-coding  
system on  
packaging  
bins



How might we  
make trash organization  
recycling  
look nice & be  
hygienic?

bio-waste

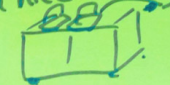


Bins  
with  
Motivation  
quote

WASTE  
LIFT

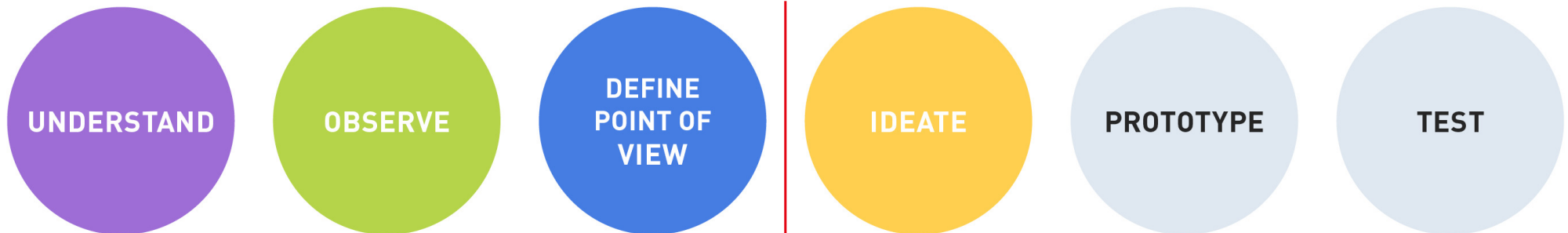


bin system  
that is  
movable, has  
a nice design





# Ideate



**Find various ideas & solutions  
based on your HMW-Question**

**Use the multidisciplinary  
thought power of your team**

**Be sure to divide idea  
generation and idea selection**

# BRAINSTORMING METHODS



# Remember ...

- Keep track of the time
- Keep it short
- Don't judge ("Yes, and ..." instead of "No, but ...")

SOLOWORK

**BRAINSTORM  
METHODS**

**SILENT BRAINSTORM**  
1. Every team member writes down ideas silently (3 min)  
2. Every one shares her/his 3 favorite ideas with the team (4 min)

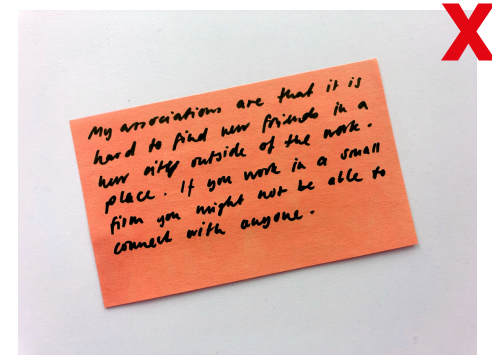
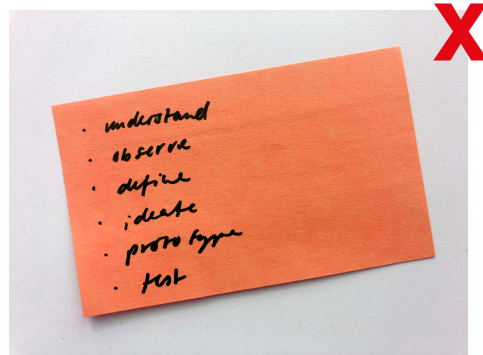
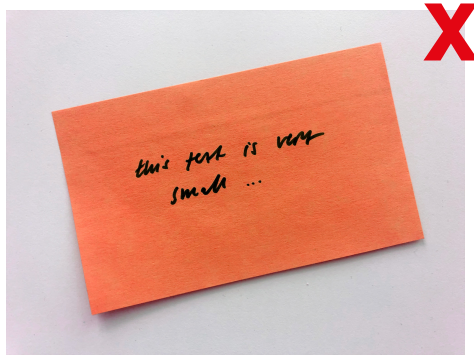
**HOT POTATO**  
1. Form a circle and define a 'Hot potato' (object) (1 min)  
2. Declare one person that notes down all ideas on sticky notes  
3. Start throwing the hot potato around – you can only throw it to the next person AFTER you've shared an idea (4 min)  
The potato is very hot so be quick :)  
4. Add all the ideas onto the board and build on them if a new idea comes up (5 min)

**ANTI / REVERSE**  
1. Individually write down ideas of how to make the solution worse (2 min)  
2. Every one shares 3 ideas with the team (4 min)  
3. As a team, reverse the negative ideas into positive ideas (4 min)

**TISCHLAUF**  
1. Stand in a circle around a table (not too small)  
2. Place your whiteboard with space for your ideas on one end/side of the table  
3. Everyone takes a pen and a block of post-it's  
4. Start walking around the table with the whole group  
5. When you arrive at the board, add your idea on a sticky note on it and say it out loud. Do that for up to 5 minutes.  
6. Keep moving and adding ideas to the board.

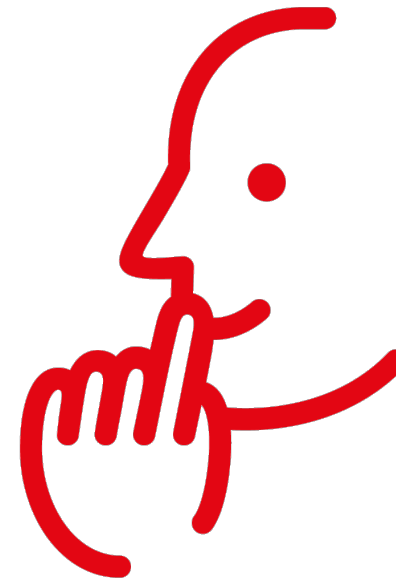


# Remember the sticky notes guidelines!



# Silent brainstorm

**Write as many different solutions as you can individually and silently.**



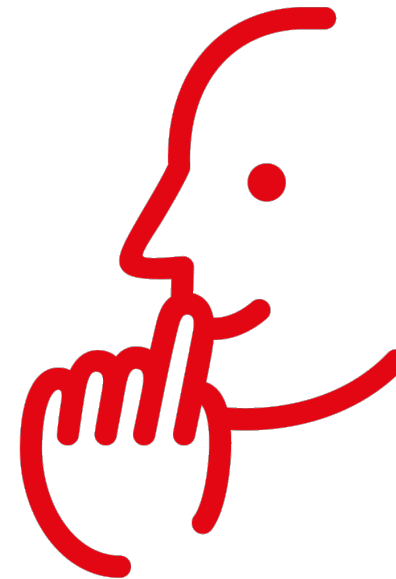
# Silent brainstorm

## Step 1:

Every team member writes down ideas  
silently (3 min)

## Step 2:

Everyone shares her:his 3 favorite ideas with  
the team (4 min)



# Anti / reverse

**Reverse the problem or challenge  
by asking: “How could I possibly  
cause the problem?”**



# Anti / reverse

## Step 1:

Individually write down ideas of how to make the solution worse (2 min)

## Step 2:

Every one shares 3 ideas with the team (4 min)

## Step 3:

As a team, reverse the negative ideas into positive ideas (4 min)





# Hot potato

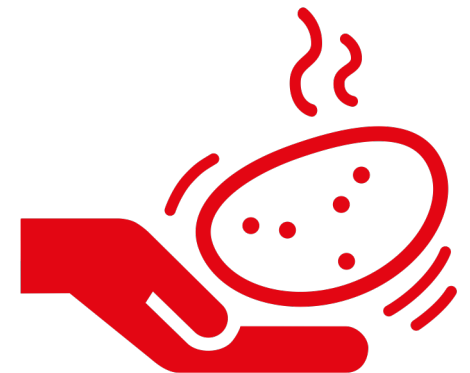
**Step 1:** Form a circle and define a 'Hot potato' (object). **1 min**

**Step 2:** Declare one person that notes down all ideas on sticky notes

**Step 3:** Start throwing the hot potato around – you can only throw it to the next person AFTER you've shared an idea. **4 min**

The potato is very hot so be quick :)

**Step 4:** Add all the ideas onto the board and build on them if a new idea comes up. **5 min**



# Tischlauf

**Step 1:** Stand in a circle around a table (not too small)

**Step 2:** Place your whiteboard with space for your ideas on one end/side of the table

**Step 3:** Everyone takes a pen and a block of post-it's

**Step 4:** Start walking around the table with the whole group

**Step 5:** When you arrive at the board, add your idea on a sticky note on it and say it out loud. Do that for up to 5 minutes.

**Step 6:** Keep moving and adding ideas to the board.



# Superhero brainstorm

## Step 1:

Put yourself into the shoes of a superhero. Everyone chooses an individual superhero. **2 min**

## Step 2:

Imagine: How would this superhero with their superpowers solve the problem at hand? Brainstorm ideas and add them to the board. **3 min**

## Step 3:

Everyone shares their 3 favourite ideas to the board. **3 min**

## Step 4:

As a team translate the ideas into realistic ideas. **4 min**



# How it works ...



**Together with your team, use the brainstorming methods.  
Keep in mind the Design Thinking Guidelines:**

- Have the HMW Question on your Board
- Start with a silent brainstorming
- Do the anti/reverse storming
- Choose on of the other methods
- Take good care of the timings



**25 min**

# How it works ...



**Cluster your ideas together.**

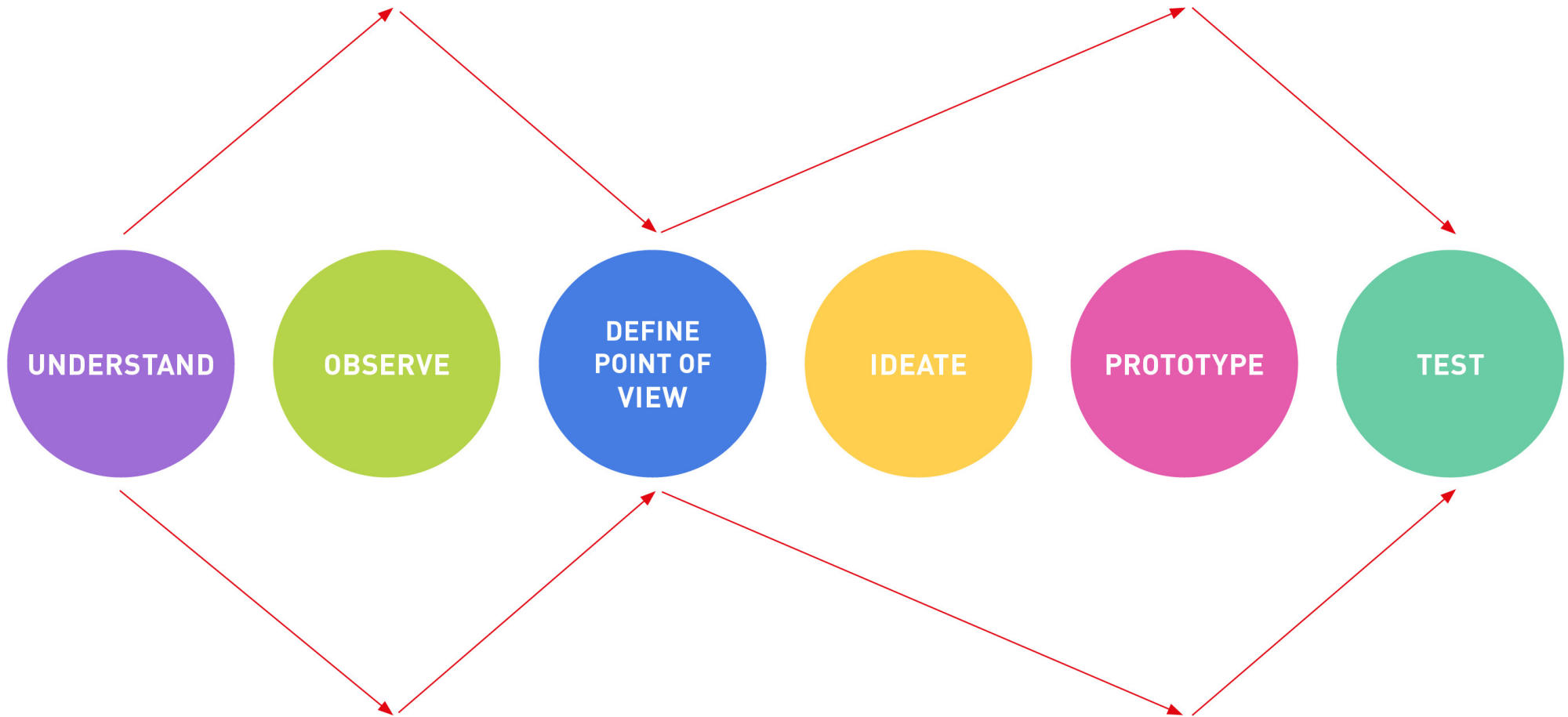


**10 minutes**

# Let's go!



# Design Thinking process





# SELECTING THE BEST IDEAS





# Dotmocracy



The Dotmocracy method is used for democratic evaluation of ideas, using sticky dots. Each team member gets the same amount of dots to vote for their favorite ideas.

**Filter your ideas**



# How it works ...



**Use the Dotmocracy method to find the best idea within your team. Pick one of these filters and use the dots to vote.**

- Need-based: Which idea is addressing the need/problem best?
- Ease of implementation: Which idea is easiest to implement?



**10 minutes**

# Let's go!





# Lunch Break



**Warming up ...**

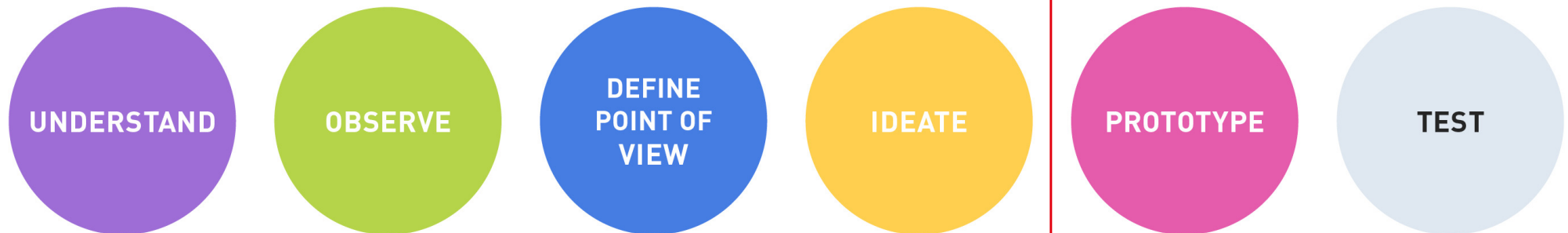




# PROTOTYPE



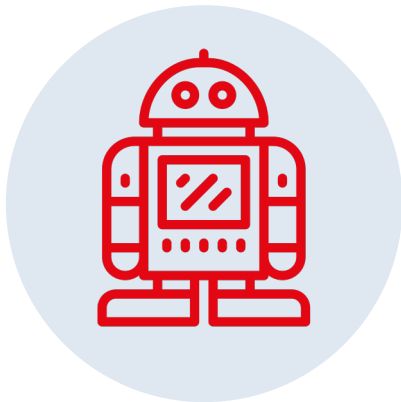
# Prototype



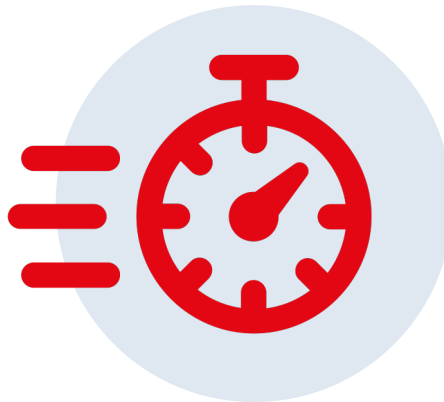
**Make idea tangible and testable**  
**Think with your hands**  
**Learn about your idea instead of defending it**



# Building the prototype



**WHAT?**  
Make the idea  
tangible



**HOW?**  
Quick and dirty



**WHY?**  
Understand  
and test

**There are  
different  
kinds of  
prototypes ...**



# SKETCH

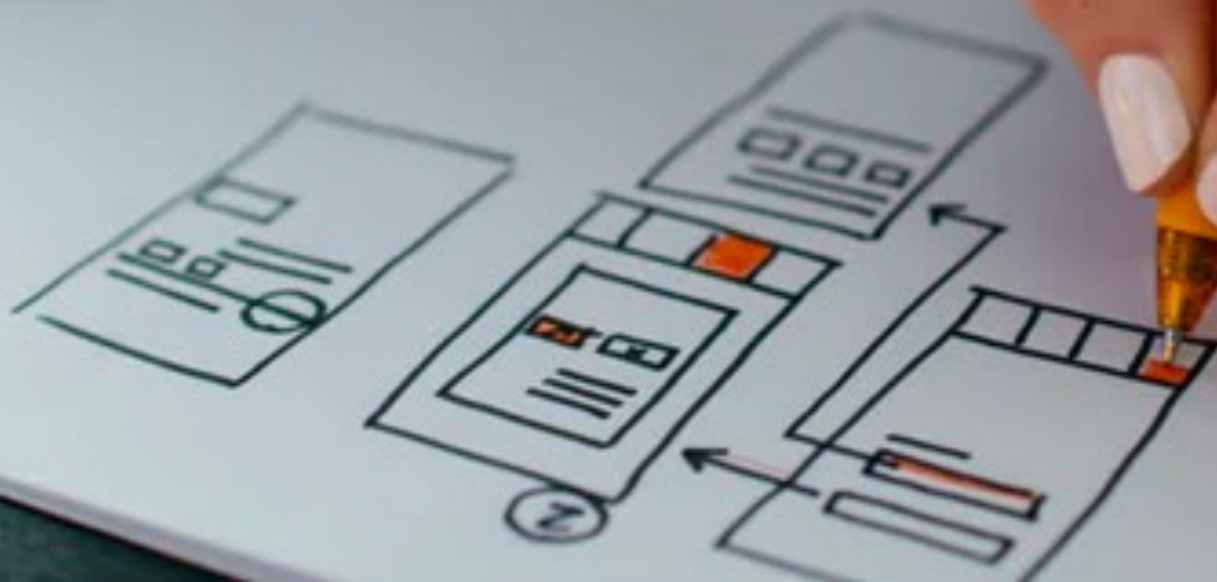




**MOCK-UP**



# WIREFRAME





# USER JOURNEY





# CRITICAL FUNCTION

Evaluate \$  
your PHONE  
here ↓





# In summary ...

**... think about what you want to test first.  
Based on that, build the prototype as  
simple as possible.**

# Build a prototype



# How it works



**Together with your team, build a prototype and get ready to present it!**

You can sketch, wireframe, mock up and build with the material on the prototyping table!



**35 minutes**

**Let's go!**



# Presentation



**Presentation of Prototype (3 min)**



**Feedback (2 min)**



# Your questions



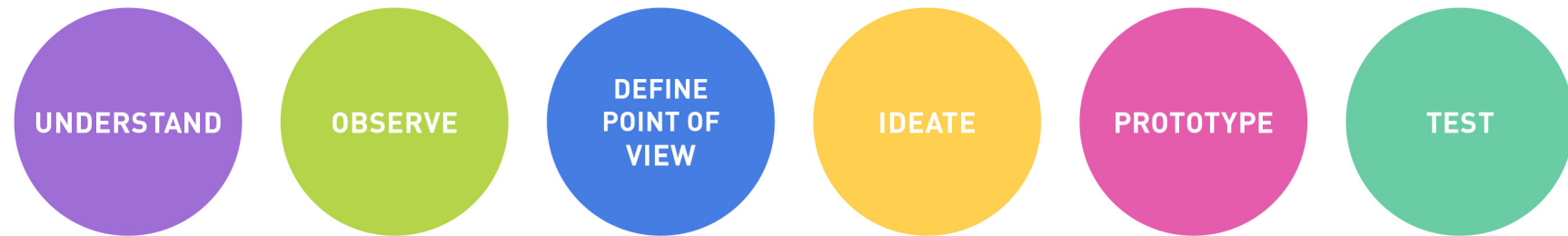


TEST





# Testing



**Get direct user feedback**  
**Find your blind spots**  
**Find the starting point for  
your next iteration**

**Test, test, test!**



# Interview guidelines

 YOUNG  
ENTREPRENEURS  
IN SCIENCE

**Introduce yourself**



**80% Listening  
20% Speaking**

**Dig for stories and  
emotions**



**One at a time**



**Conversation  
at eye level**



**Ask short and open  
questions**



**Ask “why”**

# Prepare your test scenario



# Homework...



**Think about and maybe discuss with your team before testing!**

- *Who* do you need to test your idea with?
- *What* do you want to learn from your user?
- *Where* should you test your idea?

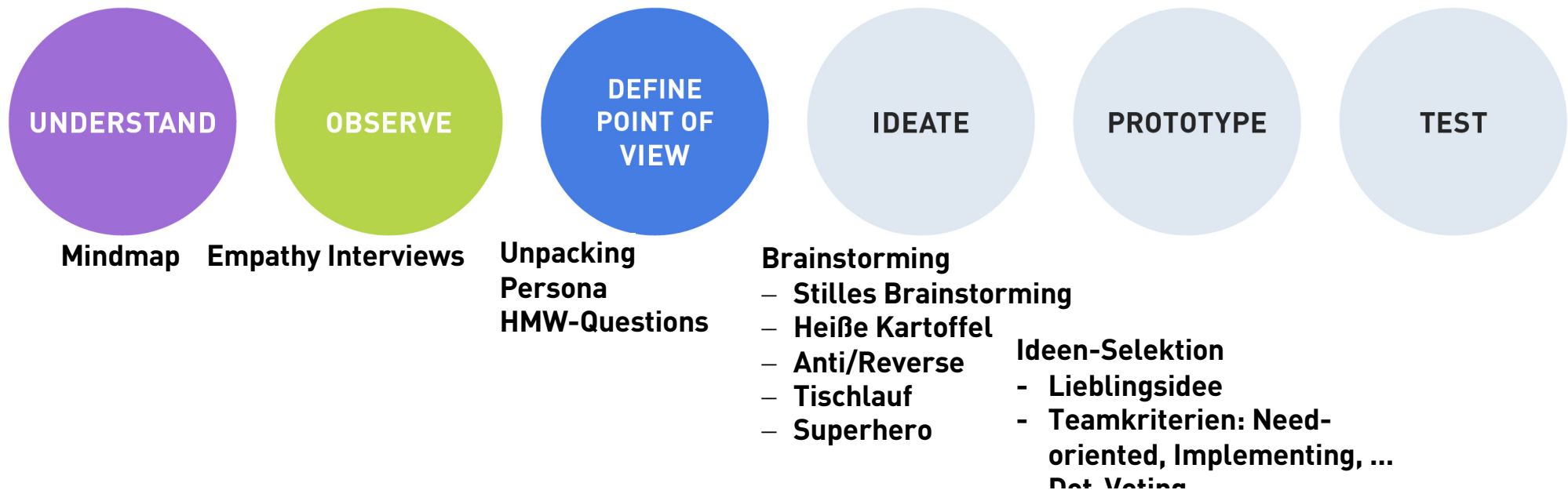


# Review: Methods used so far



## Warm-Ups

- Das große Tanzen, mit Tanzstilen Teams bilden
- Körper abklopfen
- 1, 2, 3, 4, 5 – Gliedmaßen schütteln
- Papiertier hinter dem Rücken reißen
- Resiliokarten als Check-In-Grundlage





# Let's look at the Trainers' Perspective



# Different layers of each role





# Coffee break



# Self-reflection



**Everyone for themselves: think about and write down**

Fill out the self-reflection sheet



**3 minutes**



**In teams of 2**

Discuss your answers



**7 minutes**

# Self reflection



SOLOWORK

## SELF REFLECTION



Please reflect on the questions below individually and note your answers in the template.

10 min

WHAT IS TODAY'S MAIN TAKE-AWAY? WHAT CAN YOU IMPLEMENT IN YOUR DAILY WORK?

WHAT'S IMPORTANT WHEN PRESENTING & FACILITATING DESIGN THINKING FOR PHDS?



# Sharing



**Share your most  
important insights!**

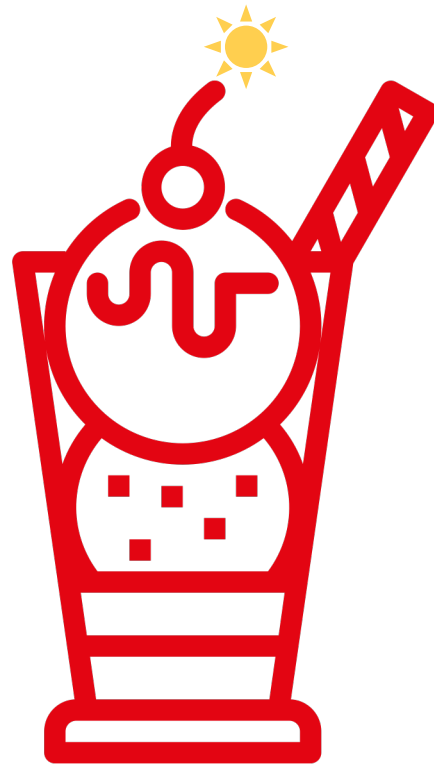
# Values



# Different layers of each role

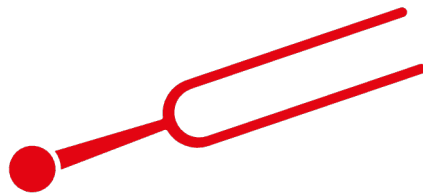


# The YES Trainer values



**P**otential  
**A**ppreciation  
**R**esponsibility  
**F**lexibility  
**A**uthenticity  
**I**rritation  
**T**rust

# Sharing



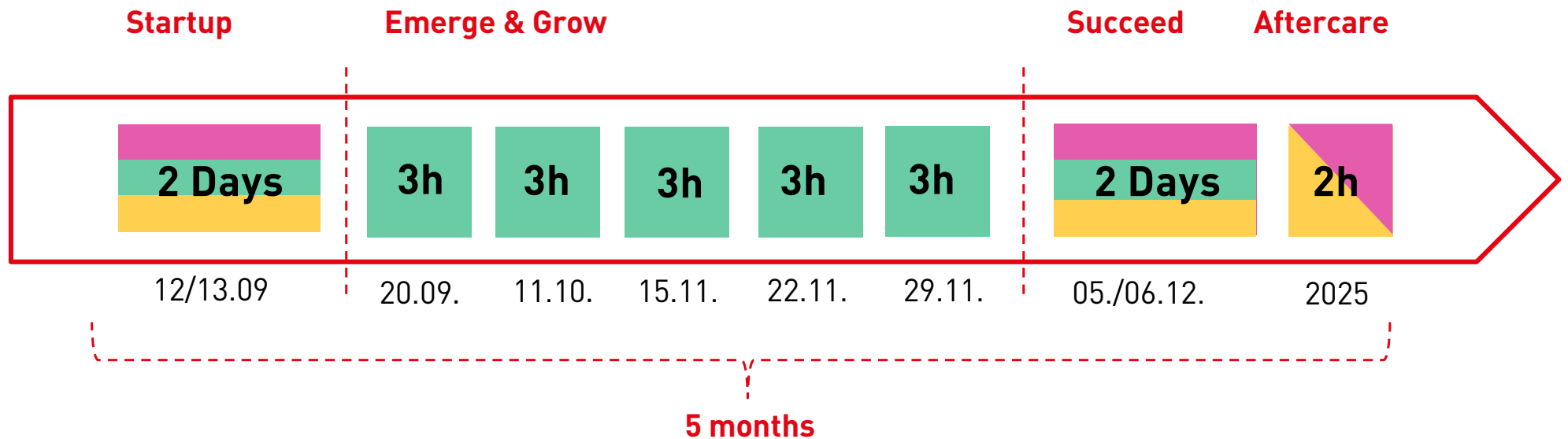
**Do these values resonate with you?**






# Coming up



# Our timeline



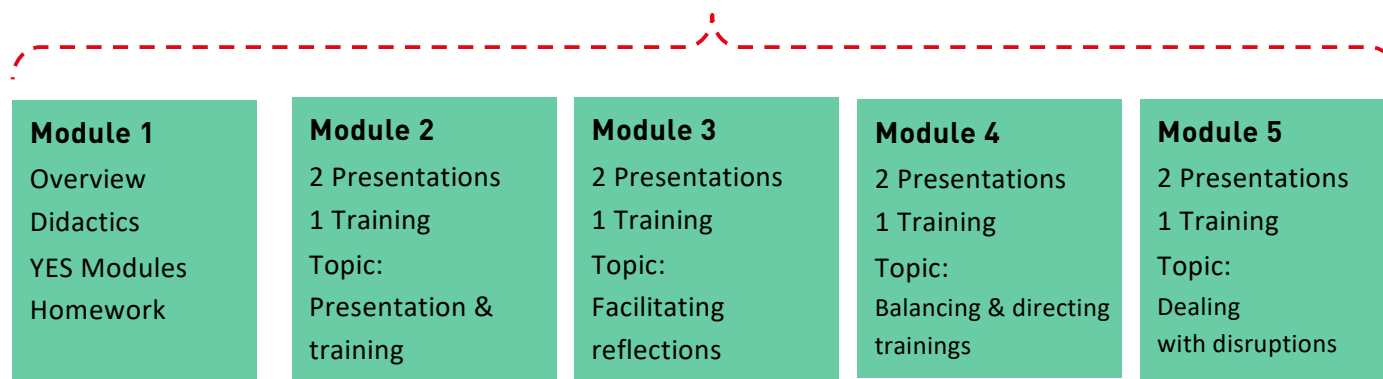
-  Self reflection (personal)
-  Methodological input & practice (methodological)
-  Contextual challenge & exercises

# Coming up: Emerge & Grow

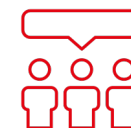
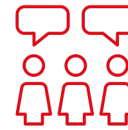


Live online learning

## MODULES



## LEARNING MODE



## MATERIALS & TEMPLATES

Homework preparation

Homework preparation

Homework preparation

Homework preparation

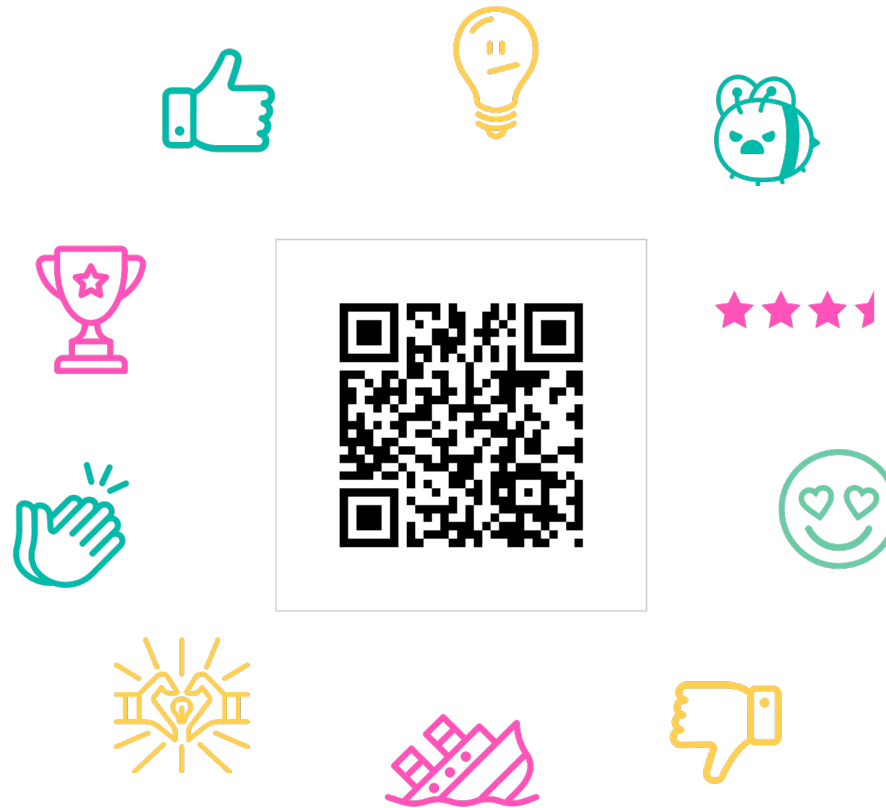
Learning materials on Website & Miro

# Your questions





# Time for feedback!



<https://questionpro.eu/t/AB3uo4RZB3vvBd>

# Check-Out



One word to summarize the two days for you!

**THE END**

