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for Sustainable
Development

# SOCIAL INNOVATION PROJECT 3: PROTOTYPING

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# Key data of SIP 3

| | SIP 3 |
|---|---|
| Semester | 2nd |
| ECTS-Credits | 6 ECTS / 4 SWS |
| Binding nature | mandatory participation (team) |
| Language | German/ English |
| Time required | 180h (45h presence/ 135h self-directed learning and assignment preparation) |
| Examination performance | 100 % learning portfolio |

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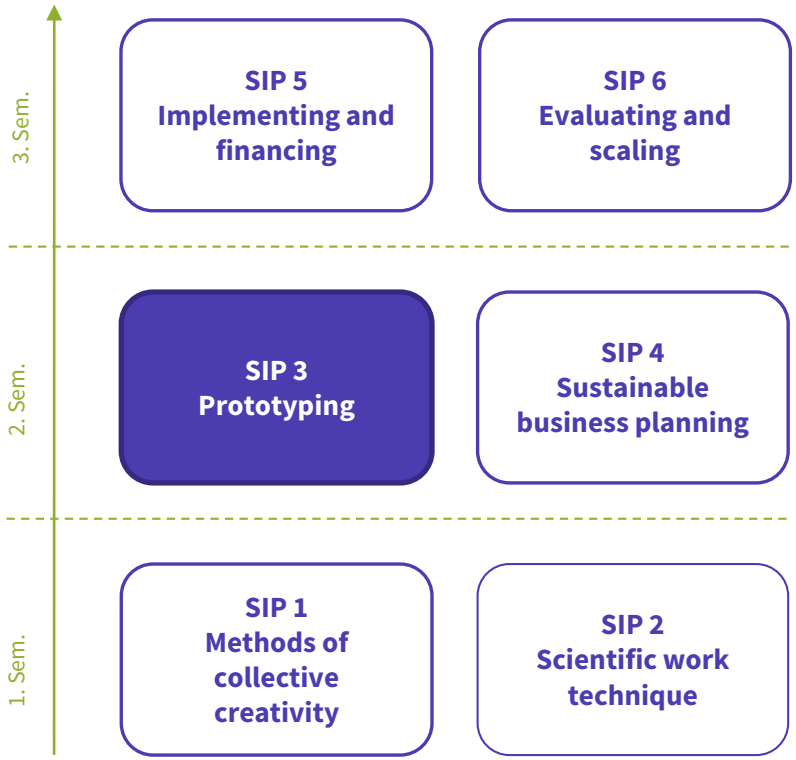
# 2. Aims & Scope

## 2.1 Overall goal

- Starting with the social business ideas developed in SIP 1, students evaluate their products / services with potential clients.
- Students develop in several loops prototypes of their products / services, based on clients‘ and stakeholders‘ feedback (prototypes or minimum viable products / MVPs).
- Students understand needs and expectations as well as willingness to pay of their future clients to that extent that they develop a product / service „ready for market“.



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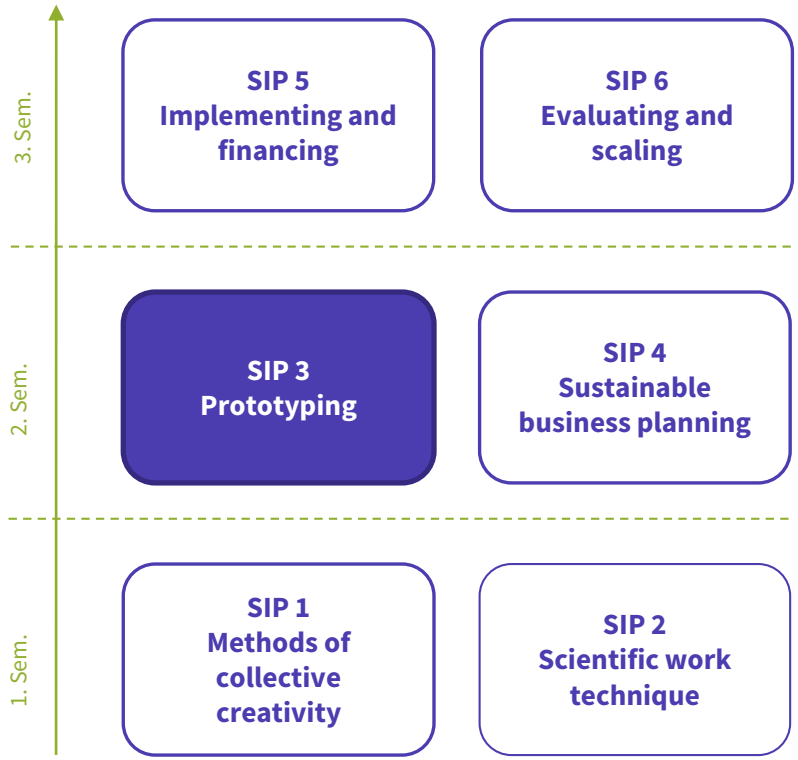
# 2. Aims & Scope

## 2.2 Learning goals

- LE1: Understanding, explaining and critical discussion of Design Thinking and related approaches
- LE2: Knowing clients‘ challenges and needs based on easy & fast research
- LE3: Exercise build-test-learn / design thinking loops with potential clients
- LE4: Measure willingness to pay of potential clients with a prototype / MVP
- LE5: Make decisions based on research
- LE6: Being able to reflect own entrepreneurial mindset and ideas.
- LE7: Building of prototypes/MVPs as testable hypotheses



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# 3. Examination performance

**Learning Portfolio (100%)**

- T1: Learning Portfolio Prototyping (80%) Team
- T2: Reflection Logs (20%) Individual

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# 4. Content

**The students…**

- **Learn** about Design Thinking approach,
- **Empathize** with user and/or clients‘ needs using personas, empathy maps and customer journey maps to understand and **define** their needs related to their sustainable business idea,
- **Ideate**, iterate and specify solutions to meet those needs and develop them further,
- **Prototype** the developed solutions for tangible evaluation,
- **Test** the prototypes with stakeholders regarding acceptance, usability and willingness to pay,
- Collect and analyze **feedback** from potential clients, and other stakeholders to precise their business model
- **…to develop as viable sustainable innovative product or service.**

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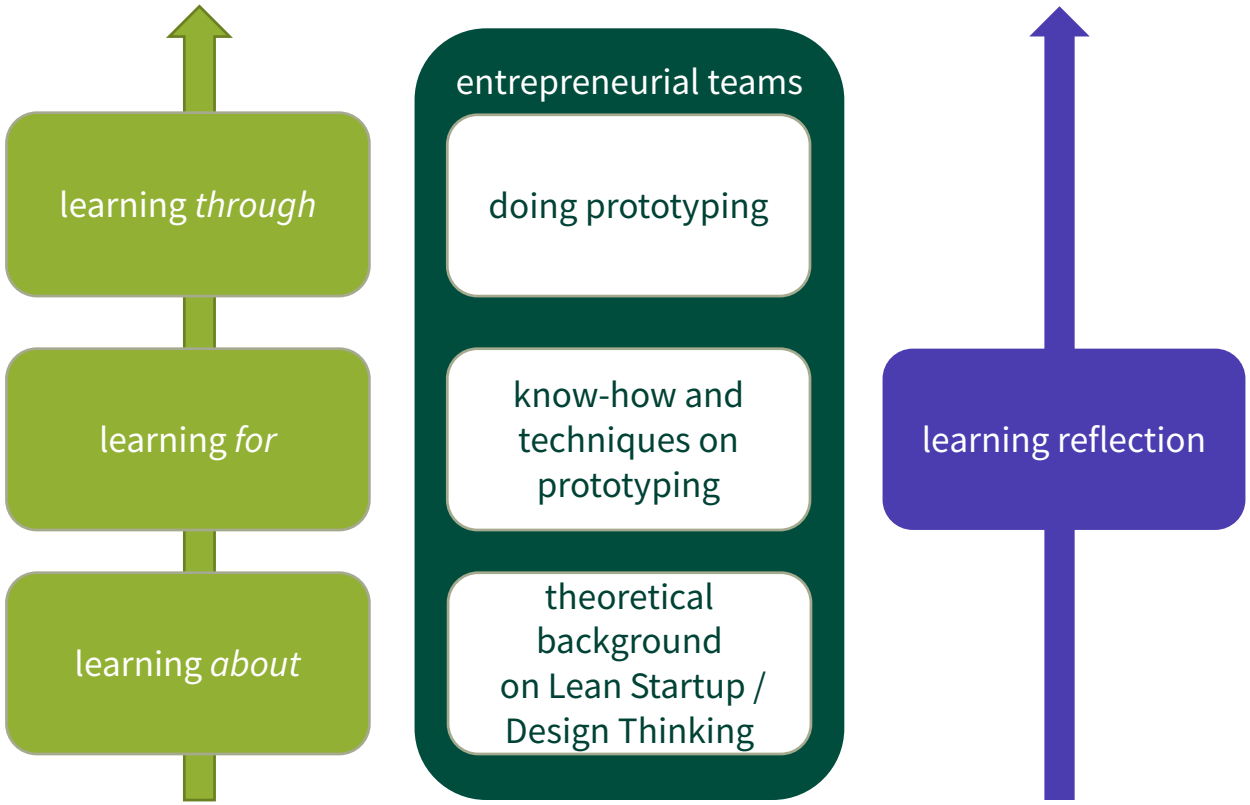
# 5. Didactical approach



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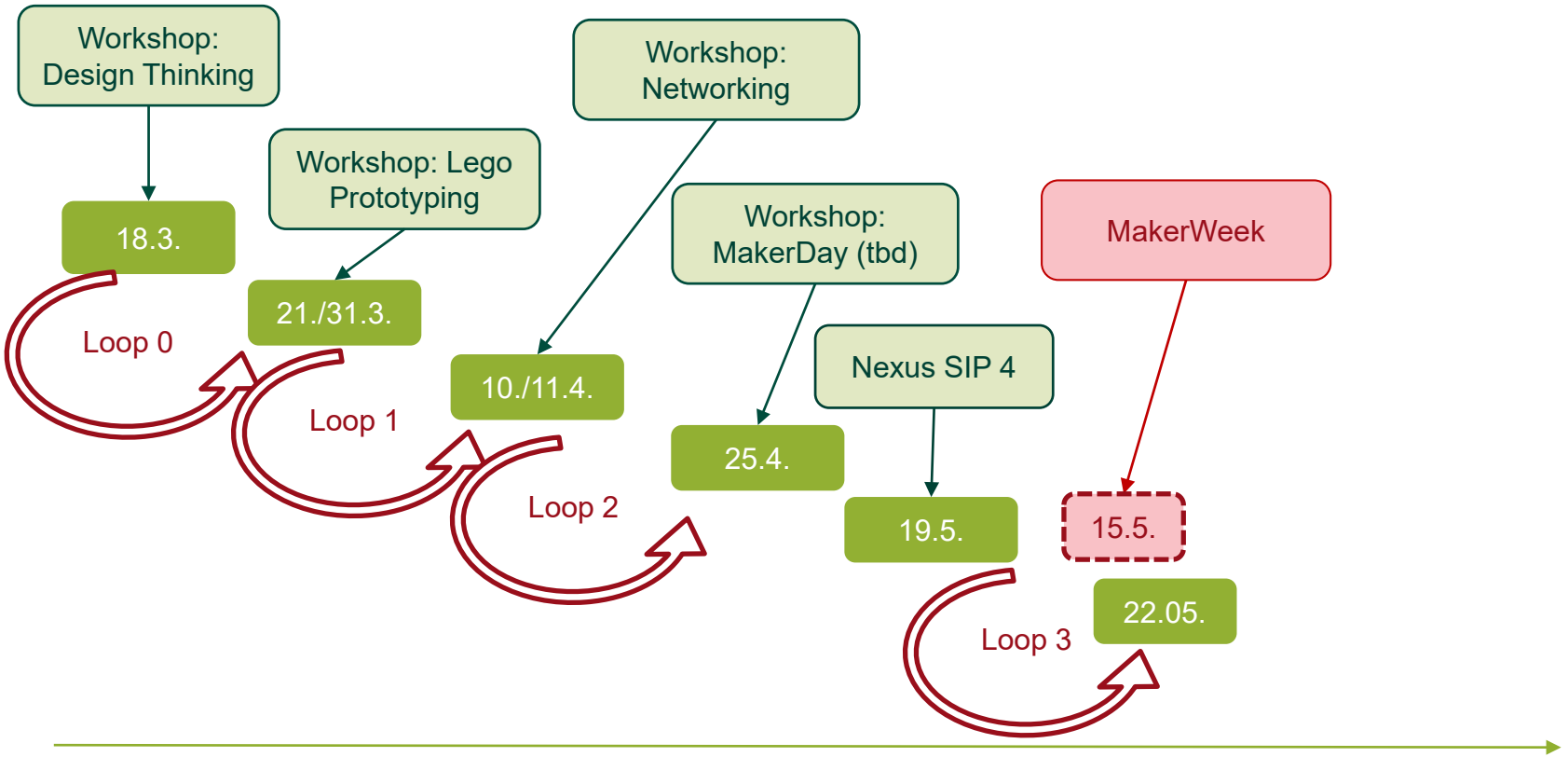
# 6. Schedule

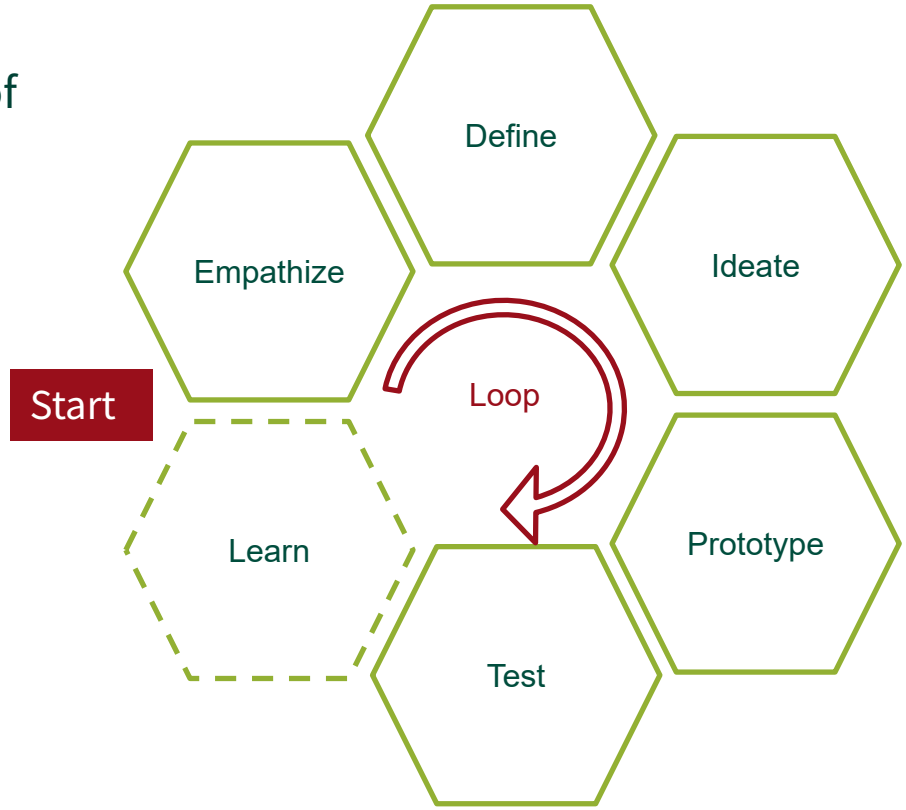


# 6. Schedule

- What is a Loop?

A Loop is the complete process of Design Thinking with all stages:

- Empathize
- Define
- Ideate
- Prototype
- Test



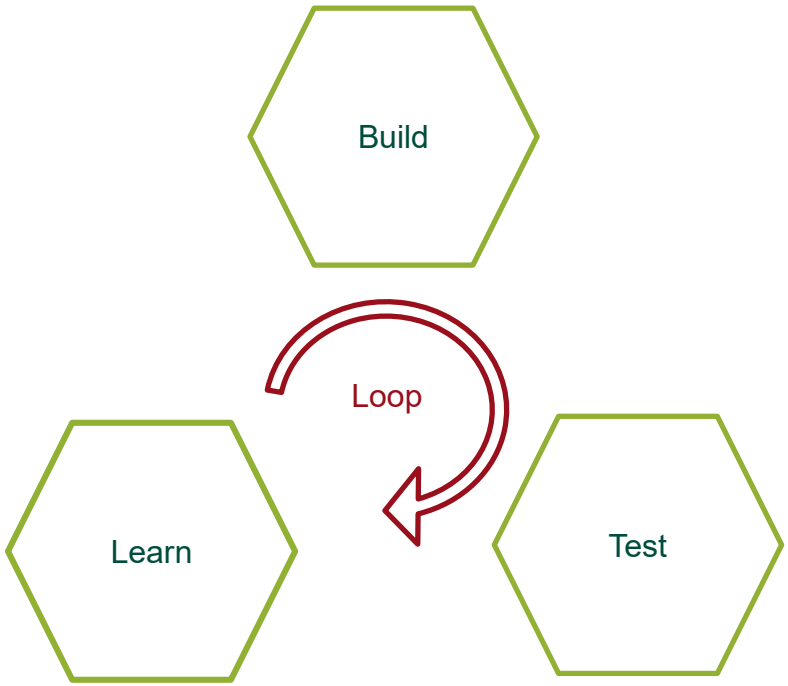
# 6. Schedule

- What is a Loop?

This approach integrates the Lean Startup process (Eric Ries):

- Build
- Test (Measure)
- Learn

The goal of the build-measure-learn cycle is **learning** (Ries, 2011).




Ries, E. (2011). The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses. New York: Crown Business

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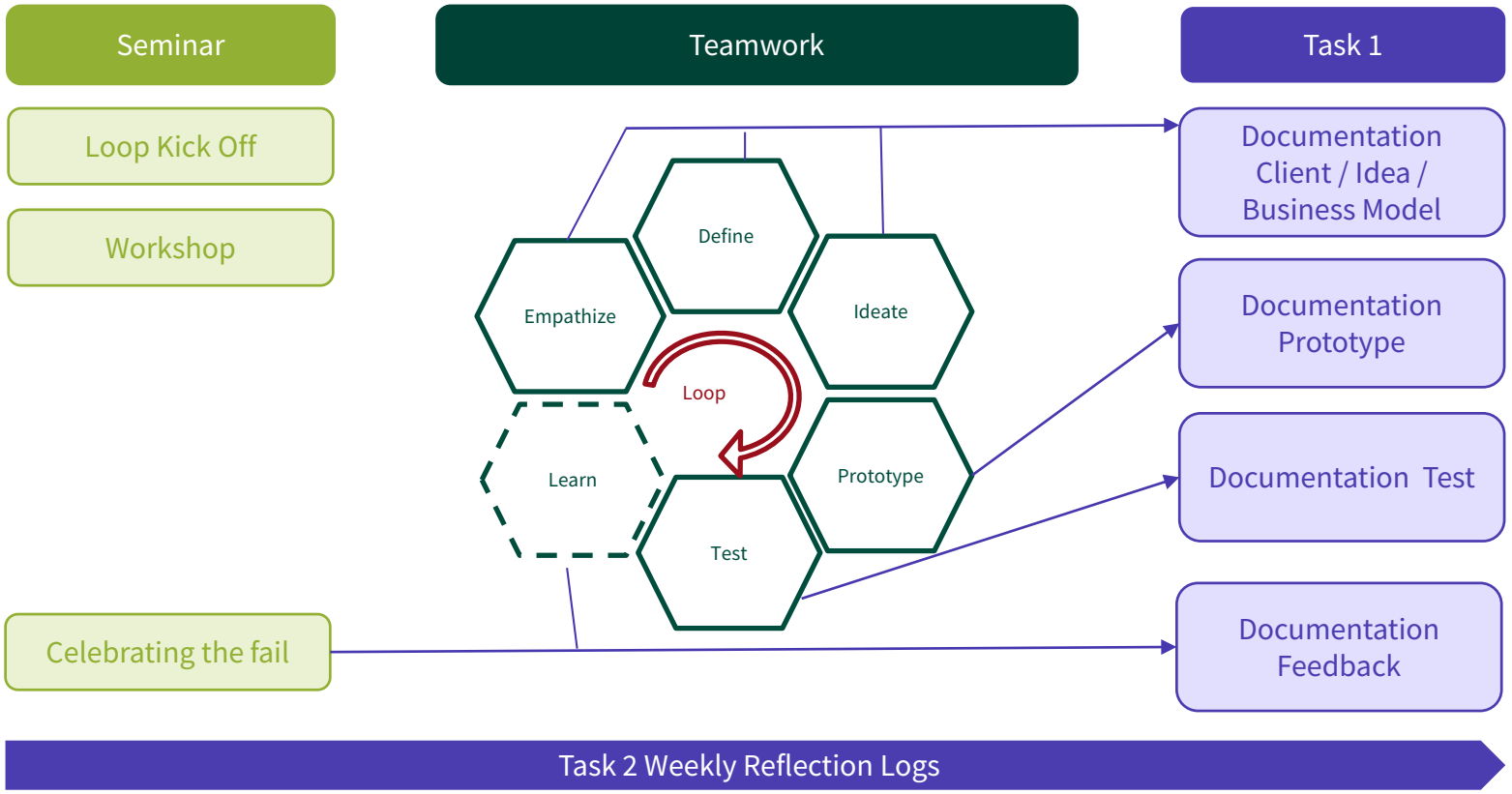
# 6. Schedule

- What happens exactly during one Loop?



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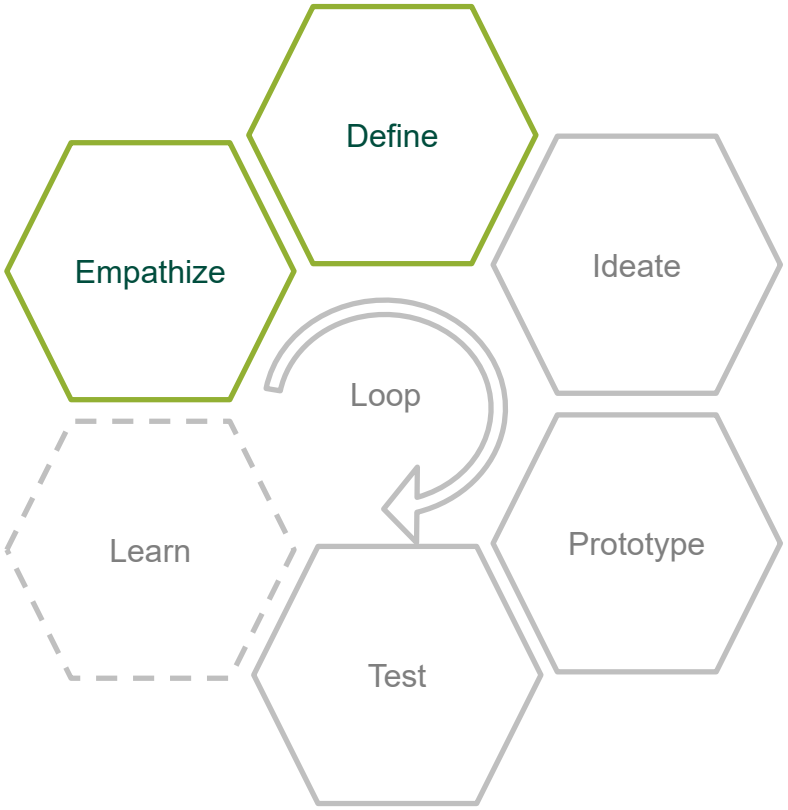
# SIP 3 Loop Process

**Documentation of customer & idea (T1):**

Outlining the data collection developed during the Empathize & Define stages to solve your challenge:

- What are the needs of potential customers (Empathize & Define)?
- How do you describe these potential customers using personas, empathy maps, or customer journey maps?



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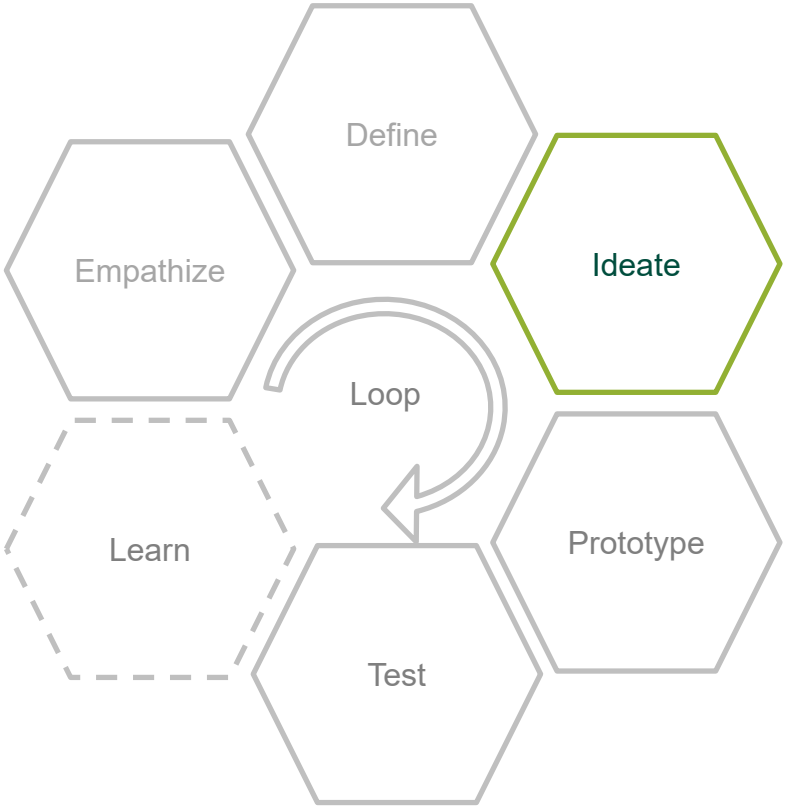
# SIP 3 Loop Process

**Documentation of customer & idea (T1):**

Outline your ideation process and briefly describe the idea (Ideate stage) that the team starts with answering the questions:

- What is the product/service?
- Who are the potential customers?
- What is the social impact?
- What is the business model (who pays how much for what)?



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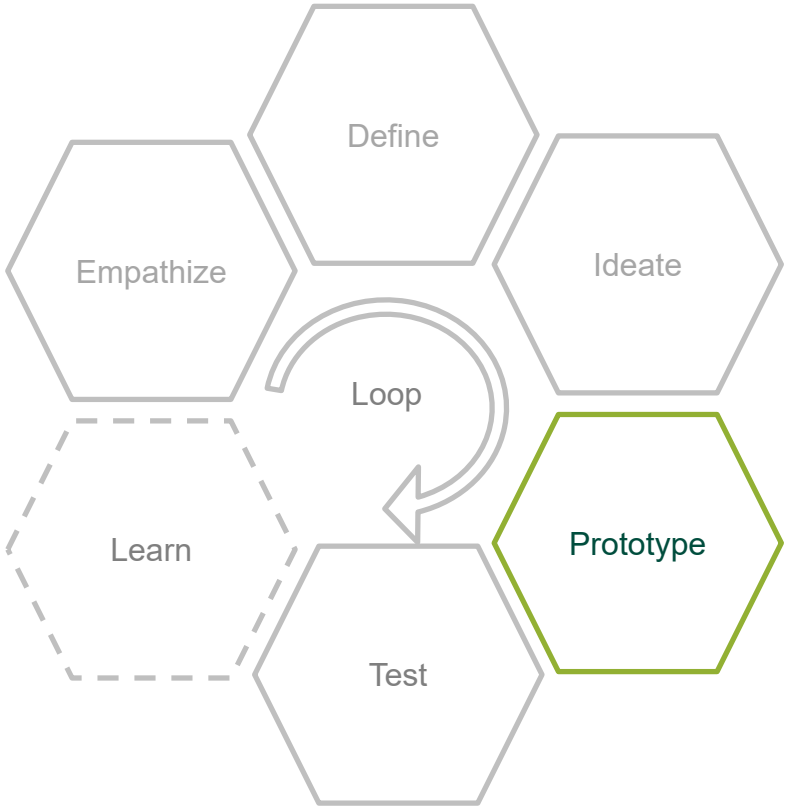
# SIP 3 Loop Process

**Documentation Prototype (T1):**

A prototype of the product/service is developed; partly with the help of impulses/workshops within the course:

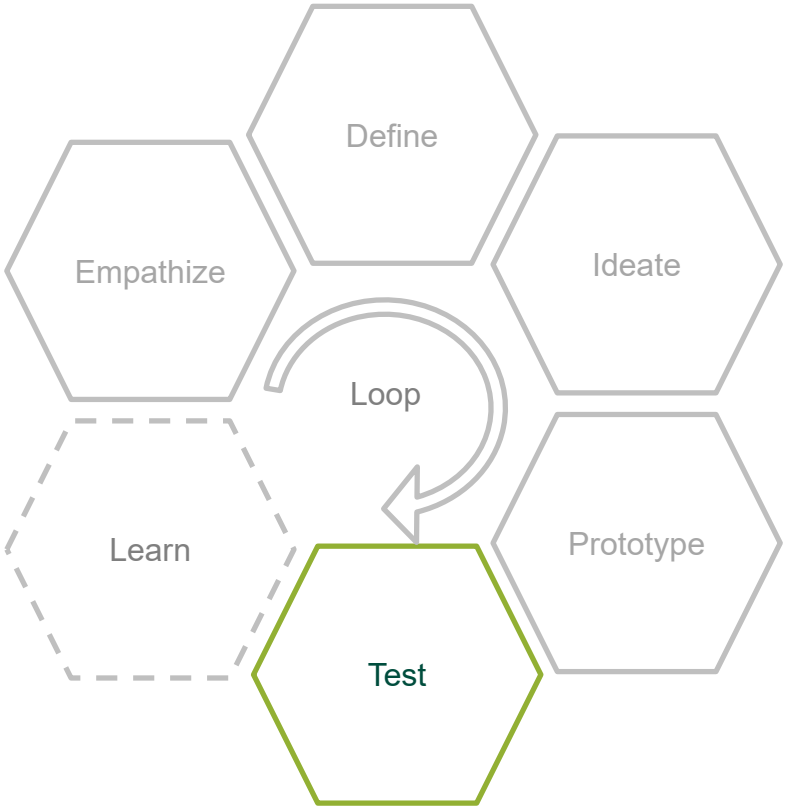
- Visual representation of the respective prototype (photos with caption/explanation).
- Description of the core functions of the respective prototype.



# SIP 3 Loop Process

**Documentation Test (T1):**
After the prototype has been developed, a test should be conducted and documented. The documentation shall include the test setup and results:

- Description of test setup (date, location, participants, planned procedure, data sought, methods of data collection).
- Description/presentation of collected data (e.g. interview protocols, questionnaires).
- Description of results (concrete product improvements or changes).



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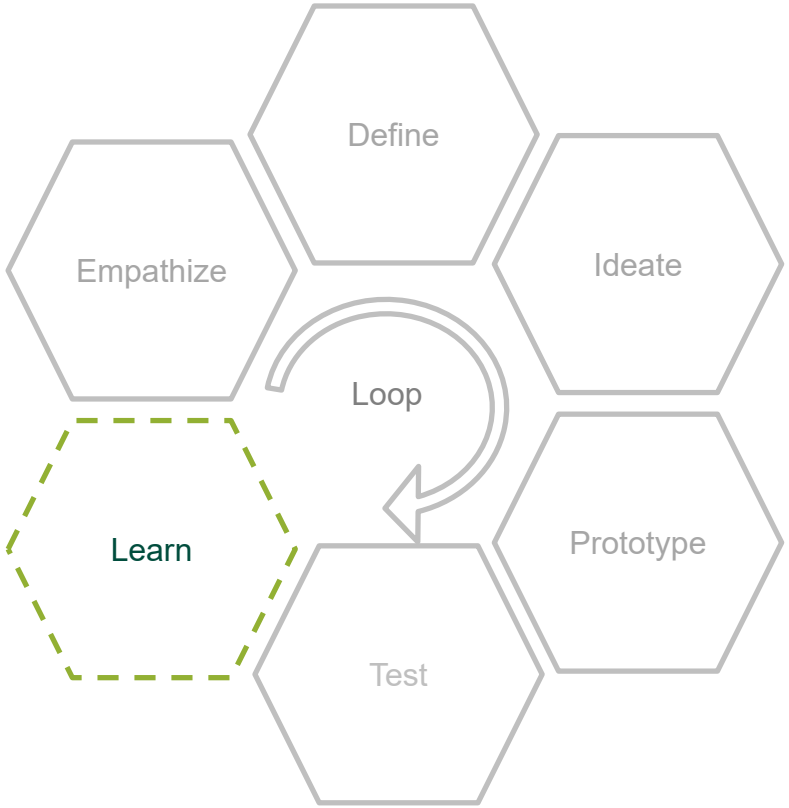
# SIP 3 Loop Process

**Documentation Feedback (T1):**
After testing, the team solicits further feedback in the sense of 360° feedback (e.g., from customers, suppliers, team members, other stakeholders).

**Students have to talk to at least two more stakeholders regarding their impact and business model.**

Documentation of feedback includes:

- Description of the 360° feedback setting (date, location, participants, process, methods if applicable).
- Description of the feedback results.



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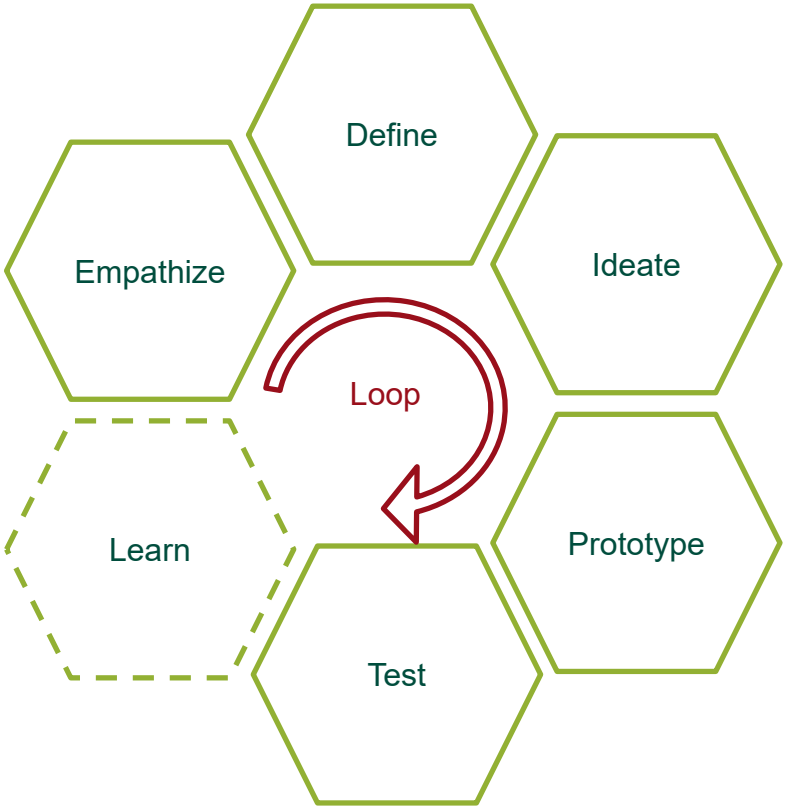
# Transfer Theorie zu Praxis: 4 Loops Design Thinking

At the end of each loop:

**„Celebrating the fail“**

5-10 min pitch on the topic: With regard to which assumptions of the loop did the team whoppingly fail?

- ... to the product/service
- ... to customers
- ... to the social impact
- ... to the business model




## „Design Thinking is Painstorming“

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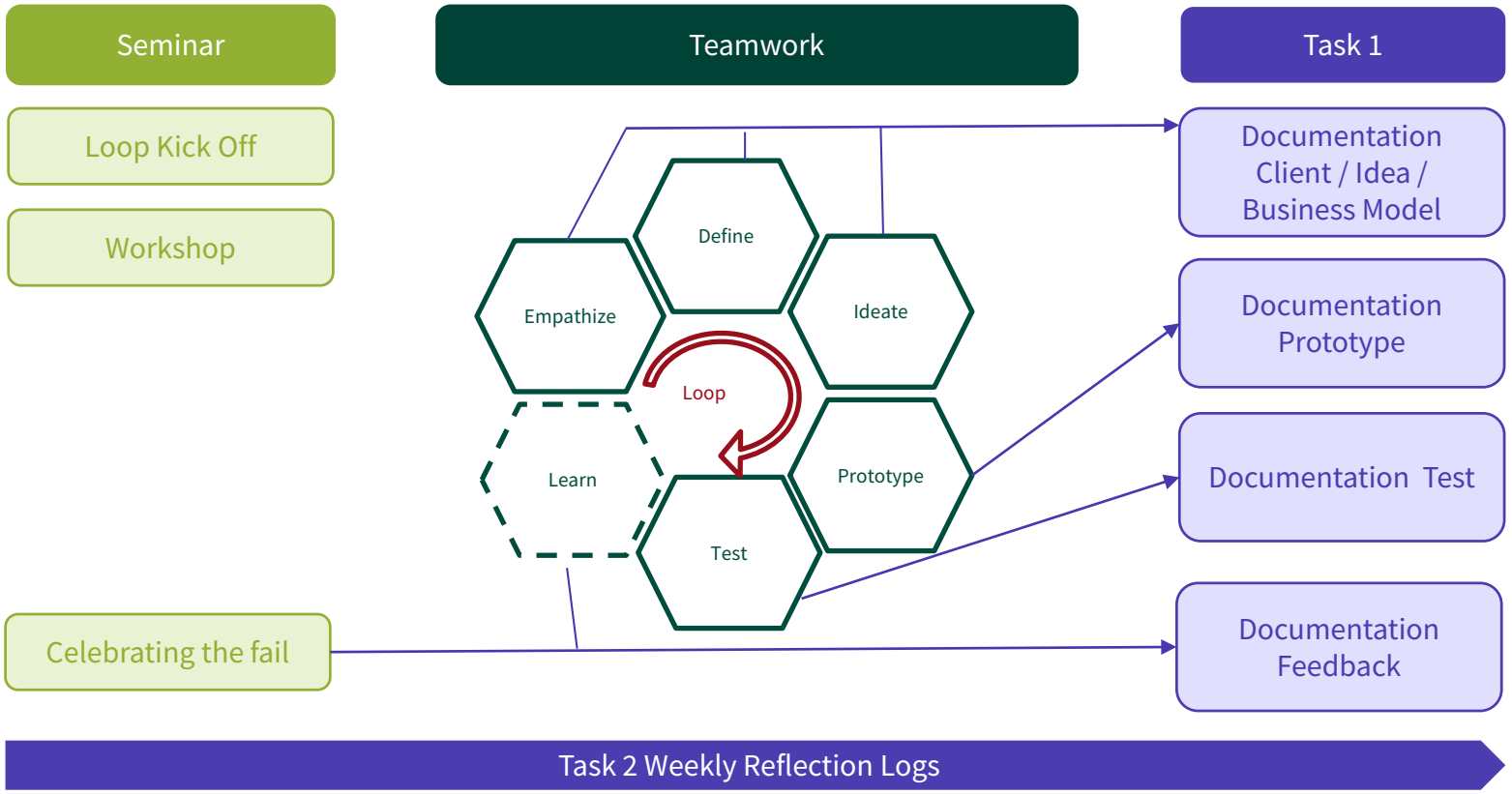
# 6. Schedule

- What happens exactly during one Loop?



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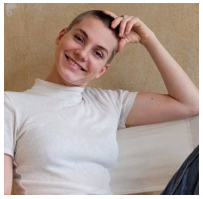
# 6. Schedule

- **Workshop 1: Design Thinking (Camilla Rackelmann, Lina Ewert)**
  - Learning the methodology

BI Berliner Ideenlabor

- **Workshop 2: Lego (Serious) Play**
  - Prototyping

- **Workshop 3: Networking (Arian Ajiri, SEND)**
  - How to network


Social Entrepreneurship Netzwerk Deutschland

- **Workshop 5: Maker Day (Your turn)**
  - Organising several stakeholders to test prototype

- **Workshop 4: Nexus SIP 4 (Startup Lab)**
  - Pitch Your Green Idea (board game)

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# 6. Schedule

**Maker Day (Loop 3)**

- Students acquire in advance at least 3 different stakeholders including their first potential customers, invite them and actually try to sell their services.
- Location: Up to you

**Save the date: May 12-16, 2025 (flexible)**

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# 7. Tasks

## Task 1

| (Loop 0) | Loop 1 | Loop 2 | Loop 3 |
|---|---|---|---|
| Documentation Client / Idea / Business Model | Documentation Client / Idea / Business Model | Documentation Client / Idea / Business Model | Documentation Client / Idea / Business Model |
| Documentation Prototype | Documentation Prototype | Documentation Prototype | Documentation Prototype |
| Documentation Test | Documentation Test | Documentation Test | Documentation Test |
| Documentation Feedback | Documentation Feedback | Documentation Feedback | Documentation Feedback |
| | - Moodle 15.04.- **voluntary** max. 4 extra points | - Moodle 29.04.- **voluntary** max. 4 extra points | - Moodle 28.05.- **voluntary** max. 4 extra points |

Deadline T1:

upload final documentation of all 3 Loops – Moodle – **mandatory**

August, 1st (23:59)

## Task 2 Weekly Reflection Logs (Loop Me)

RL 1 | RL 2 | RL 3 | … | to be done weekly (Sundays, 23:59) | … | RL 15 | RL 16 | S

Deadline T2: **meta-reflection** August, 1st (23:59)

# 7. Tasks

- Only 2 tasks, with deadline August, 1st (23:59) both.

- Task 1
  - *Mandatory* final submission.
  - *Voluntary* interim submissions after every loop (option: up to 4 extra points per loop) .

- Task 2
  - *Mandatory* weekly RLs & final submission (meta-reflection).

# 8. Learning Setting

- Seminars
  - online/present in 10 sessions
- Moodle
  - All course materials (slides, literature list etc.)
  - Specific task descriptions (T1-T2) + upload to submit

**Stay on track:**

Main result of SIP 3 shall be a product / service „ready to market“ including a clear vision of a social business model.

Completion of T1 & T2 shall help you to reach this goal.

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# This is your SIP3 Team

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