

LAPASSION SCL

Multidisciplinary Projects/Internships MP/I



This report presents a summary of the first experience of the multidisciplinary project/internship (MP/I) implemented for 10 weeks in Santiago de Chile, from 2nd of April till 8th of June 8, 2018.

**Demo Day LAPASSION
Project at Centro de
Innovación Angelini
June 6, 2018**

LAPASSION Project aims to increase the innovation culture of HEI and the connection with Enterprises/Organizations (E/O) with impact in Employability and Internationalization.

This aim is pursued by implementing multidisciplinary projects/internships

(MP/I) for co-creation, co-development and acceleration of innovative ideas, integrated in the educative Project of the involved institutions. MP/I will be implemented by means of students' teams involving students with different backgrounds, different graduation levels, and from different countries, and solving challenges proposed by E/O.

This report presents a summary of the first experience of multidisciplinary projects/internships (MP/I) implemented for 10 weeks in Santiago de Chile, from April 2 to June 8, 2018.

Week 1	Week 2	Week 3	Week 4	Week 5
Introduction, Methodology, Team building, Challenge launch	Team working plan, counterpart meetings field research	Map of the project-Opportunities of Design	Ideation	Opportunity & Solutions
Week 6	Week 7	Week 8	Week 9	Week 10
MidTerm Presentations	Prototyping	Testing Prototyping	Final Delivery	Demo Day Week

TimeLine Process LAPASSION@Santiago2018

LAPASSION SCL

WEEK N1



Opening session on April 6, at Duoc UC San Joaquín Campus.

MILESTONE:

Introduction to the course methodology, contents and ways of working during LAPASSION project.

MAIN ACTIVITIES:

- **Opening session of LAPASSION.**
Introduction to the project and first experience of MP/I in Santiago de Chile.
- **Team formation:** 6 interdisciplinary teams.
- **Counterparts' challenges** presented to the teams
- **First Lecture and Lab visits at PUC**
- **PD3 Design Factory Workshop.** Product/Service Development workshop in 3 hours

to boost the starting phase of a project by enhancing the communication within working teams and clarifying the tasks ahead. It underlines the value of making ideas tangible in order to foster open communication in collaborative settings. The PD3 Workshops allows team formation and helps to introduce a common language for project development, providing tools for generating, executing and testing ideas in a quick way.

WEEK N2



CIGIDEN counterpart meeting with students team. Duoc UC San Joaquín Campus.

MILESTONE:

Immersion into the Challenge

MAIN ACTIVITIES:

- **Development of teams' working plan and the beginning of the field research.** The students had a lecture of introduction to ethnography, and we given helpful tools usable in field qualitative research.
- **Meeting with counterparts.** Every team had a meeting organized by LAPASSIONs' academic staff. They had the opportunity to get to know and understand the context of the challenge and the organizations.
- **Project progress review -working class-:** Analyze the information gathered. Every team created a map of stakeholders involved in the challenges and mapped out the interactions between them with the aim to identify key informants within the project.
- **Practical issues:** Organization and rules for the breakfast weekly sessions; use of the spaces and facilities at Duoc UC and PUC.

WEEK N3



First Community breakfast organized by Team n°1. Duoc UC San Joaquín Campus.

MILESTONE:

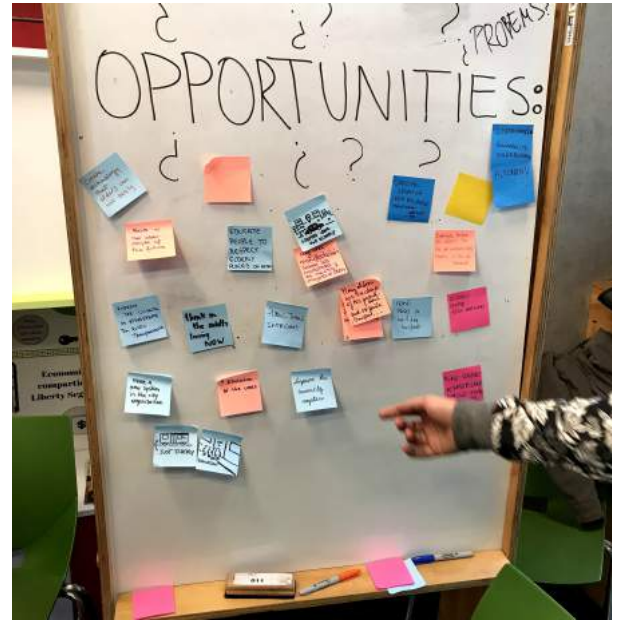
Map of the project and Opportunities of Design

MAIN ACTIVITIES:

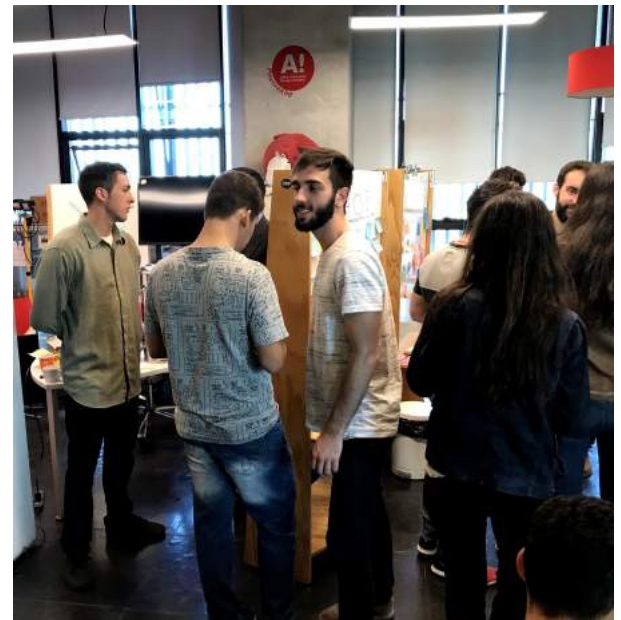
- Project Progress review
- Mapping design opportunities lecture at DDF.
- Team building activity. First community breakfast organized by team n°1. Each team had the responsibility of organizing every week a community breakfast with the purpose of enhancing team communication, building the course

community, and making their project visible for testing or feedback that the team wanted to collect. It's an opportunity to exchange experiences with the rest of the course in a informal but official way. All the teams had a small budget which was given by Duoc to cover some of the related expenses.

- **GD1-Grand Deliverable 1.** Working plan, field work research synthesis and map of 3 opportunities of design. PDF Presentation. Feedback from teaching team as desk and group critiques. **See Annex n°1**



First Community breakfast organized by Team nº1. Duoc UC San Joaquín Campus.



Presentation Team nº 6 GD1, at Domo PUC.

WEEK N4



Team Building Activity. Aguas Ab Space at IF Blanco

MILESTONE:

Ideation

MAIN ACTIVITIES:

- **Evaluation and selection of opportunities** in order to continue it's development.
- **Planning for focused field research.** Definition of locations, users and design protocols for interviews.
- **Team building activity: I Like, I Wish.** Facilitated team feedback activity to provide and receive both positive and constructive feedback in written as well as in spoken format.
- After the first deliverable of the project (GD1) the first internal problems within the teams, related to communicational and language issues, different levels of participation and commitment of the team members started to appear. For this reason it was necessary to dedicate a guided session class activity to reflect on problems within the teams and talk about them. A teaching desk meeting with the main conflicted team was also necessary.
- **Community breakfast organized by team n°2.**
- **Project progress review: opportunity and solution feedback.**

WEEK N5



Work in progress Team n°4

MILESTONE:

Opportunity and Solutions

MAIN ACTIVITIES:

- Preparation of grand deliverable n°2.
- Community breakfast organized by team n°2.
- Project progress review: opportunity and solution feedback.
- GD2-Grand Deliverable 2. Focused field research + opportunity + explorations of solutions. PDF Presentation. Feedback from teaching team as desk and group critiques.
- The teaching team realizes that there was an important gap between students with either engineering or sciences background as the tacit topics behind the course are, innovation, design methodologies, qualitative research, human centered design and product development; which in their discipline are not usually developed. We strongly recommend the future iterations to consider complementary classes and lectures about related topics in innovation project development. And/Or to consider a proper introduction for students before the MP/I experiences LAPASSION, to the main topics related to project development.

WEEK N6



Midterm presentation feedback with LAPASSION Project members. AguasLAB@IFB Blanco

MILESTONE:

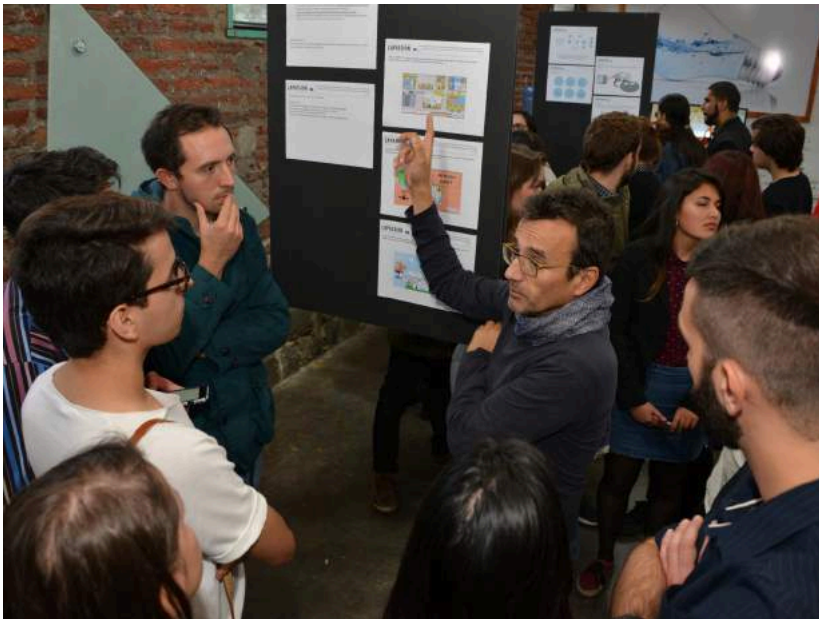
MidTerm Presentation

MAIN ACTIVITIES:

- Project Feedback session with stakeholders and challenge counterparts.
 - Community breakfast organized by team n°3
 - Project progress review: project solutions
 - GD3-Grand Deliverable 3. Solutions to stakeholders (counterparts & LAPASSION project members).
- This midterm presentation was an important milestone during the process. The activity helped push the progress of the projects development, and forced to converge into opportunities and possible solutions as a result of the research stage.



Midterm presentation feedback with Fundación Oportunidad Mayor and CIGIDEN counterpart.



WEEK N7



Presentation Team n° 3 GD4, at Domo PUC.

MILESTONE:

Prototyping

MAIN ACTIVITIES:

- Project progress review. Mockup development and testing strategies.
- Community breakfast organized by team n°4
- GD4-Grand Deliverable 4. Mock up and testing
- During this weeks' sessions the teams were required to reflect-incorporate-make decisions from the feedback obtained from stakeholders in the midterm session, and jump into action on redesigning the project proposals. This being said, the progress on the prototypes was lower than expected.



WEEK N8



Launch session on April 6, at Duoc UC San Joaquín Campus.

MILESTONE:

Testing / Prototyping

The students developed diverse strategies to testing the prototypes with real users and get feedback for project improvements.

MAIN ACTIVITIES:

- Project progress review. Feedback sessions in prototype progress and testing strategies.
- Community breakfast organized by team nº5

WEEK N9



Teaching feedback from DiLab, at Domo PUC

MILESTONE:

Final Delivery (internal).

- Community and final breakfast organized by team n°6.

MAIN ACTIVITIES:

- The students presented the final project to the LAPASSION teaching and project staff Santiago. They received feedback of the project in order to improve the deliverables: pitch, poster and prototypes.
- The students were given a new deadline to upload the final poster with the suggested improvements, to print before the Demo Day. And some extra days to improve the prototypes and presentations.

WEEK N10



Final Presentation Demo Day LAPASSION, Centro de Innovación UC Anacleto Angelini

MILESTONE:

Demo Day

MAIN ACTIVITIES:

- **Preparation of demo day activities.**

The teams were involved in finalizing the preparations of the Demo Day presentations. The organizing team from Duoc and PUC were also present and were coordinating the exhibition space, infrastructure, visuals, cocktail, and the final presentation of the project and Santiago MP/I experience.

Annex

Annex nº1

GD1-Grand Deliverable 1. 3: Opportunities. Description for the Deliverable.

PDF presentation of 10 mins. maximum, which should consider:

01. Graphic synthesis of field work and gathering of information (preparation, methodology and outcomes)
02. Description of each one of the opportunities detected (use of images, storyboards and/or other tools)
03. Display a “mind map” or conceptual map of each one of the opportunities. (Consider the use of software’s for this purpose ex.: Xmind, VUE, MindMeister, etc.)
04. All the teams have to present.

Annex nº2

GD2-Grand Deliverable 2: Focused Field Research. Description for the Deliverable

PDF presentation of 10 mins. maximum, which should consider:

01. COLLECTION: You need to do one last field investigation focused on the detected opportunity. Remember the application of protocols and the registration of your fieldnotes while in field, to validate. Use: interviews, card sorting, field observation, secondary research, photos, etc. Collect information in-context about elements such as:
 - A. Agents involved in the interaction (who)
 - B. Associated behaviors and experience scenarios
 - C. Interactions and critical moments
 - D. Emotions, feelings, implicit and explicit goals and priorities
 - E. Journeys and cycles of use
02. ANALYSIS : With the new data raised in field, you must generate an analysis to obtain "insights" or interpretations that will help us move forward. To "converge" we will define:
 - A. "Personas" {archetypes of at least 3 people and their interaction scenarios related to the opportunity}

- B. Moments {Experience cycles or current journeys}
- C. Identify specific inflection or leverage points in the cycles / journeys to affect the actual experience.
- D. Opportunity Map where one or many central concepts are identified, and on which relationships are articulated among actors, factors and other aspects that determine the opportunity. Also connected with possible explorations of solutions.
- E. Show the exploration of possible solutions.

Annex nº3

GD3-Grand Deliverable 3: Solutions to Stakeholders

Midterm session for challenge counterparts feedback of LAPASSION projects.

The main goal is to align the expectations between the counterparts and the students projects focus that they are developing, and on the other hand prepare students on what will be the type of delivery for Demo Day on June 7.

SCHEDULE

3:30 a 5:00 Prepararon

5:00 5:15 Welcome and brief presentation of project's context 10"

5:40 18:15 Pitch Teams. 3 mins. each team. 20".

19:30 Feedback session counterparts-each team.

Networking Session. Participation of students, counterparts, coordination team PUC-Duoc& LAPASSION project guests.

Closing

TEAM DELIVERABLES:

01. PITCH 3 mins. PDF should include:

- A. Team identification-Counterpart Identification
- B. Counterpart Challenge
- C. C. Map or general scheme of the research process phase, and iterations. Introduce and contextualize to counterpart the research done, putting in value the process done.
- D. Main findings and relevant insights obtained from research and field work.
- E. Opportunity detected. (include the redaction itself).

02. PRINTED. 6 printed sheets as horizontal letter size. Should include:

- A. Challenge identification
- B. Main insights- Opportunity detected
- C. Requirements for solution
- D. At least 3 solutions graphically represented (sketches, storyboards, etc.)

03. PRESENTATION: Maximum 3 minutes. It is not mandatory that all the members of the teams present. Take care of having a clear and effective presentation - both visual and verbal aspects.

Annex n°4

GD4-Grand Deliverable 4: Mockups and Testing

01. CONSTRUCT THE MOCKUPS

- A. Construct at least 3 mockups.
- B. The more mockups, the more iterative cycles you'll have.
- C. They have to be cheap, fast and testable
- D. Bring mockups and bring a pdf of the process

0.2 ITERATIVE TESTING

- A. Create research protocols defining what to measure
- B. To whom, where in which contexts, which will be the evidence, registering?
- C. Which kind of analysis will we use? Statistics? Descriptive Stats? Grounded Theory?
- D. Carry out a series of iterative testing with visible rigor. Show the process

0.3 PRESENTATION 5 min. PDF that summarizes the whole process of the testing of the mockups. Focus on the testing, analysis and learnings.

Annex n°5

GD5-Final Deliverable: Prototype and Final Presentation. Description for the Deliverable

01. FINAL PROTOTYPES

Build one or two well-crafted proof of concept prototypes. If there is difficulty in packaging the technology, you can have one "how it looks" and one "how it works". Rigor and execution will be considered in your grade.

The prototype must "look" like the final solution without being it necessarily in all of its dimensions (for example, you can simulate plastic by painting wood). Nonetheless, the students should specify the real materials and manufacturing processes.

On the side, exhibit your preliminary prototypes and mockups that allow you to get to the final solution.

0.2 FINAL POSTER

In a horizontal format print out a poster that summarizes your project. This will be in 70 x 90 cms. horizontal. The coordination of the course will provide the final printing in adhesive paper on foam. You can include the main moments of the experience, opportunity detection, user scenarios, materials, dimensions, etc.

Include the names of the team members and affiliation. Remember about the official logos of the project. The upper and lower logos are available in the google drive shared folder.

0.3 FINAL PRESENTATION PITCH IN 3 MINUTES

A 10 minute presentation that summarizes the process taken in order to define the solution. Focus on how did you make the decision. You can use slides from previous presentations, but remember to be synthetic and to focus on how did you get to the final solution. Other things on the process can be checked out in your blog.

LAPASSION PROJECT SANTIAGO DE CHILE

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