Innovation Menu

The Academy for Innovation & Entrepreneurship works with faculty to integrate design thinking into courses. We’re happy to present to you our menu: a carefully crafted collection of curriculum for the creatively curious. This menu features ways in which we work with faculty to integrate Design Thinking, a process that helps solve difficult real-world challenges in an iterative and human-centered way.

We pride ourselves in the freshest and most experiential curriculum, which is constantly being tested, re-designed, and tested again by our team of Design Thinking Facilitators and Peer Innovation Coaches. While we have been known to whip up some specialties “off the menu” for our most loyal customers, we encourage you to first indulge in what you see here.

Overview of Offerings:
• Appetizers // Taught by AIE Facilitators
• Light Entrees // Taught by AIE Facilitators
• Custom Cooking Classes // AIE Facilitators prepare faculty to teach a custom session

Design Thinking Appetizers  LTF, FF, DFF
Don’t have a project for students to apply design thinking to? Only have time for a session or two of Design Thinking? Our appetizers are a wonderful way to introduce design thinking in small, bite-sized ways. Be careful—these are sure to build an appetite for design thinking!

Introductory Project...................................................................................................75 min
Students complete an entire design thinking project which will help introduce them to the steps of the process.

Project Flavors:
» Mon-Yays // Redesign the Monday Morning experience.
» Oral Hygiene // Redesign the oral hygiene care experience.
» New City // Redesign the experience of traveling to a new city.

“Skillfull” Small Plates........................................................................................75 min each
These stand-alone sessions don’t require an attached project. They’re grouped below according to abilities that we refer to collectively as The Designer’s Mindset.

♡ Develop deep empathy & spot design opportunities

HOW TO TALK TO STRANGERS
By following a series of prompts sent to their mobile device, students conquer their fear of approaching strangers and identify why these interactions might be important for their work.

HOW TO SEE THE WORLD FROM A FRESH PERSPECTIVE
Students use the concepts of Norman Doors and “Vuja De” to identify innovation-ripe opportunities out in the world.

OBSERVING THE WORLD LIKE AN ANTHROPOLOGIST
Students improve their observation skills by listening to a podcast that will prompt them to “notice” the world around them more deeply and fully.
“Skillful” Small Plates, cont.

- **Reframe problems in unexpected ways**
  HOW TO FIND PATTERNS AND MAKE MEANING FROM EMPATHY DATA
  Students use synthesis tools to sift through multiple data sets and arrive at insights.

- **Brainstorm to generate radical ideas**
  HOW TO BE AN IDEA-GENERATING MACHINE
  Students practice conducting effective brainstorms by learning various brainstorm techniques.

- **Learn from trying out unpolished ideas**
  HOW TO LEARN FROM MAKING IT FAST
  Students experiment with building to brainstorm by using rapid prototyping to come up more radical ideas, and explore the differences in feedback elicited by different prototyping techniques.

- **Experiment Rapidly**
  HOW TO USE IMPROV TO PROTOTYPE
  Students use improvisational theater techniques to flesh out ideas and to quickly (and cheaply!) test and iterate.

- **Radical Collaboration**
  HOW TO LEVERAGE A DIVERSE TEAM
  Students use the 6 Hats Framework to experiment with different ways of thinking and working in teams, and learn to leverage these different ways of thinking and working while doing teamwork.

  HOW TO GO WITH THE FLOW
  Students learn how to leverage the core principles of improvisational theater to become more creatively agile, open, and collaborative with team members.

### Design Thinking Light Entrees

If you want to introduce students to the entire design thinking process in an in-depth and highly scaffolded way, consider these light entrees. These offerings pair well as a pre-cursor to a longer course project where design thinking will be applied.

**Mini Project**

Students complete an entire design thinking project that will walk them through three steps: Build Empathy, Brainstorm Ideas, and Test Solutions. You will be paired with an AIE facilitator to conduct this project. You may choose from the Project flavors provided, or work off menu a bit as long as the flavor meets the criteria for a good mini project.

Examples of Project flavors:
- Redesign the welcome experience for new students.
- Redesign the commute experience for UMD staff, faculty and students that live off-campus.
- Redesign the campus wellness experience.

**Contact Erica Estrada-Liou (eestrada3@umd.edu) with questions.**

LTF: Light Touch Faculty
FF: Fearless Faculty
DFF: Distinguished Fearless Faculty

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Custom Cooking Classes

Want to seamlessly integrate the concept of prototyping, empathy or some other Design Thinking-related topic of your choice? Or, do you want help with things like designing your design project and promoting more effective teamwork in your course? Try one of our Custom Cooking Classes where you are the chef, and we coach you through designing and implementing various aspects of your course. This option works well if your students are working on a course project, and you want them to tackle the project with a Design Thinking approach.

**Custom Cooking Class**

It depends.

The length of class time depends on what you and your AIE Facilitator cook up! You’ll be paired with an AIE Facilitator to design the project, teamwork experience, class sessions, activities, assignments and other aspects of the learning experience needed for you to integrate elements of The Designer's Mindset into your course.

Things we can help with:

- **Designing the design project.** If you want your students to use a Design Thinking approach to a course project, we will work with you to frame the challenge in a way that is ripe for this type of work.

- **Designing an environment for effective radical collaboration.** If your students will be working for more than a couple of weeks in project-based teams, we can work with you on designing the teamwork experience.
  - Team Formation
  - Team Feedback (Techniques & frameworks that help students give each other direct & constructive feedback)

- **Integrating specific Design Thinking content into your course.** We can help you design the activities and assignments related to these concepts, and either co-teach with you or help prepare you to take the lead:
  - Empathy (Interviewing, Observation, Immersion)
  - Synthesis and Define (Tools to find patterns in empathy data, Creating a Point of View)
  - Ideation (Brainstorming)
  - Prototyping (Experience Prototyping, Prototype to Test, Prototype to Think)
  - Storytelling (Story Arc, Storyboards, Techniques for “Show, don’t tell”)

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