Social Impact Design-a-thon: Design for a Need!
DESIGN GUIDELINES

Hello

Hello all! Welcome to the Social Impact Design-a-thon hosted by SEE and Net Impact! We really hope you have a great time!

Design Prompt:

Design a solution that will allow the Berkeley community to solve some aspect of California's drought
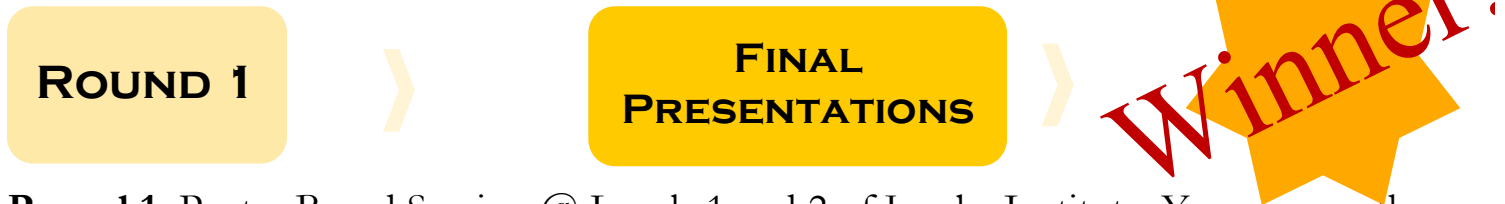
Event Goal:

During this event, you will learn about taking into account "context" while creating solutions and designing those solutions with social accountability.

You will design a product, service, program, or process to address the design prompt. With the help of the design guidelines, the speakers, and the mentors, you will edit your designs and solutions to incorporate social accountability and maximize the impact your solution intends to create.

Deliverable:

You will design a solution to solve the given prompt. Along with explaining what the solution is, you will be creating a participation plan to show **how you will engage various stakeholder groups during your design process.**

ROUND 1 〉 **FINAL PRESENTATIONS** 〉 *Winner!*

Round 1: Poster Board Session @ Levels 1 and 2 of Jacobs Institute. You can use the template provided.

Final Presentation: Presentation @ HP Auditorium (Be Creative!)

Rubric/Components

Include the following components in your presentations. Be creative as you present this information. Ask questions to the speakers, mentors and SEE/NIB volunteers. We are here to help you =)

1. **Explain your solution and the problem it solves**

2. **Stakeholder Analysis**
   - Identify various stakeholder groups. This is just a fancy phrase for "Who is affected by the problem you are trying to solve?" and "Who is affected by the solution?"
   - Identify the interests of each stakeholder group with respect to the solution. How do each stakeholder group's interests impact the project?
   - Identifying skills, talents, and advantages each stakeholder holds (or disadvantages and missing opportunities). To what degree does each stakeholder group influence your project?
   - What are the some conflicts of interest between stakeholder groups? How do these conflicts of interest affect the success of your solution?

3. **Participation Plan**
   - Identify which parts of the design process need participation from the stakeholders.
   - As per the prompt, one of your participation groups must be Berkeley students. This doesn't mean that your solution has to occur on Berkeley's campus--be creative in how you would get them involved!
   - How will these stakeholder groups help with each part of the design process? Elaborate on the mechanisms that will allow you to reach out to the

stakeholder groups, the stakeholder groups to reach out to you, communicate effectively, gather additional needed information etc.
- Why would the stakeholders work with you and care about the solution. Please be as detailed and creative as possible.

4. Design
- Go over the design iteration process. Explain the first design, why did it change, what was the next design, and how did the designers end up with the final design?
- How does your design work with the stakeholder analysis and participation procedure?
- This is a great chance to show your creativity here! Share a CAD file of your product, a brochure that explains your service or program, a sketch or prototype of your website or app, or any other demonstration of your project!