

WIN
\$1000!

DESIGN CHALLENGE

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PICK A **PROBLEM**
BRAINSTORM A **SOLUTION**
CREATE A **PROTOTYPE**
WIN GREAT **PRIZES**



Eagle Works
TENNESSEE TECH



OPEN TO ALL STUDENTS!
FREE FOOD!

Wednesday, Feb. 12
5 p.m.
RUC 282

tnitech.edu/eagleworks

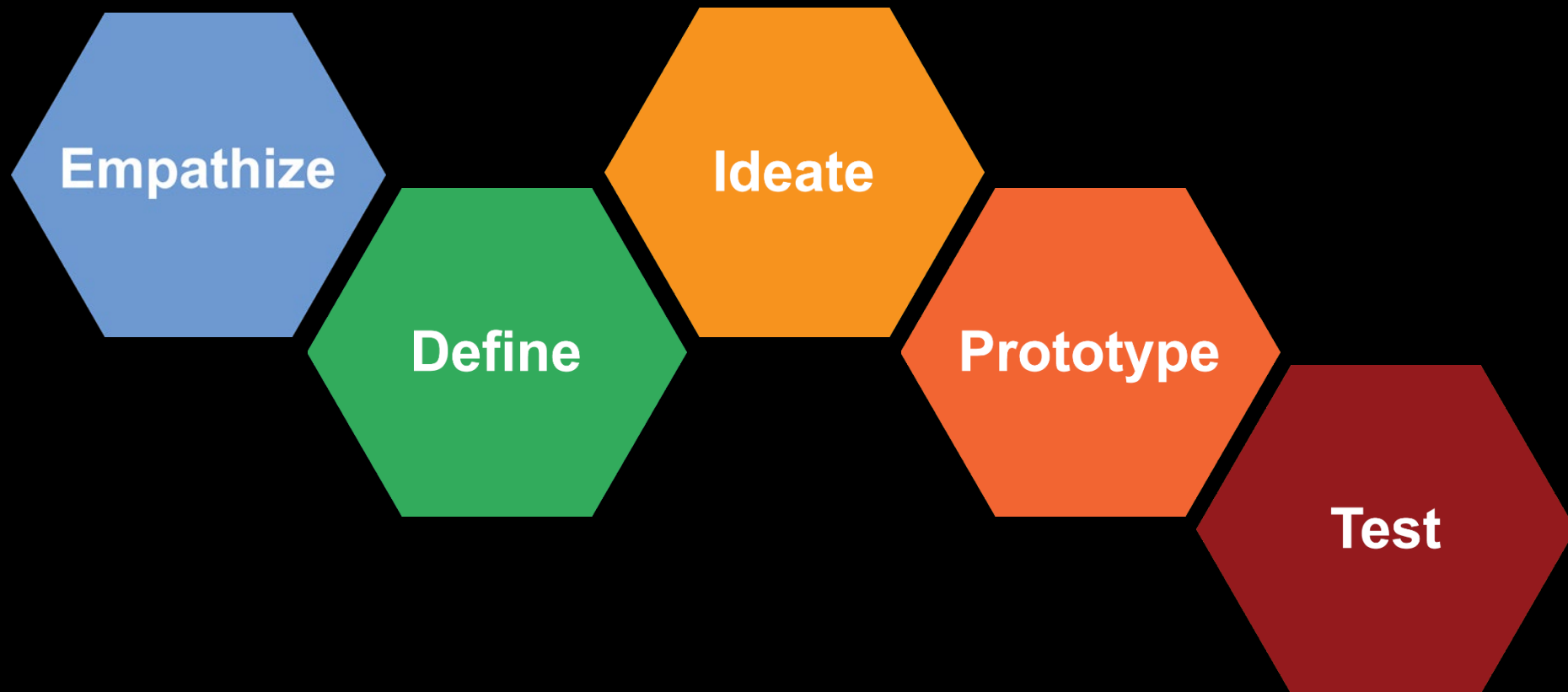
**Design is not just what it looks like
and feels like. Design is how it works.**

- Steve Jobs

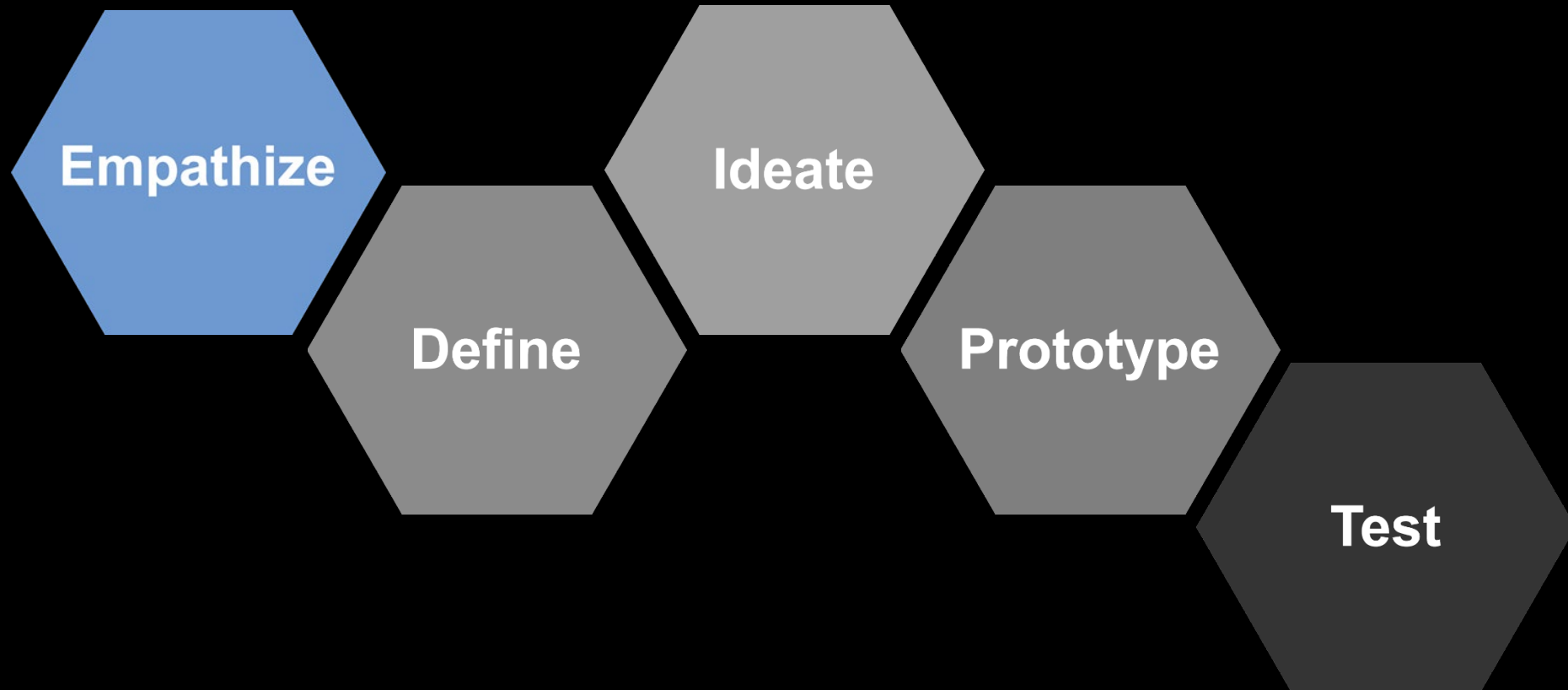
Design Thinking

- A method to solve problems, innovate, grow
- 5 modes (steps)
- Adopt beginners mindset
- Continuous iteration through feedback

The Design Thinking Process



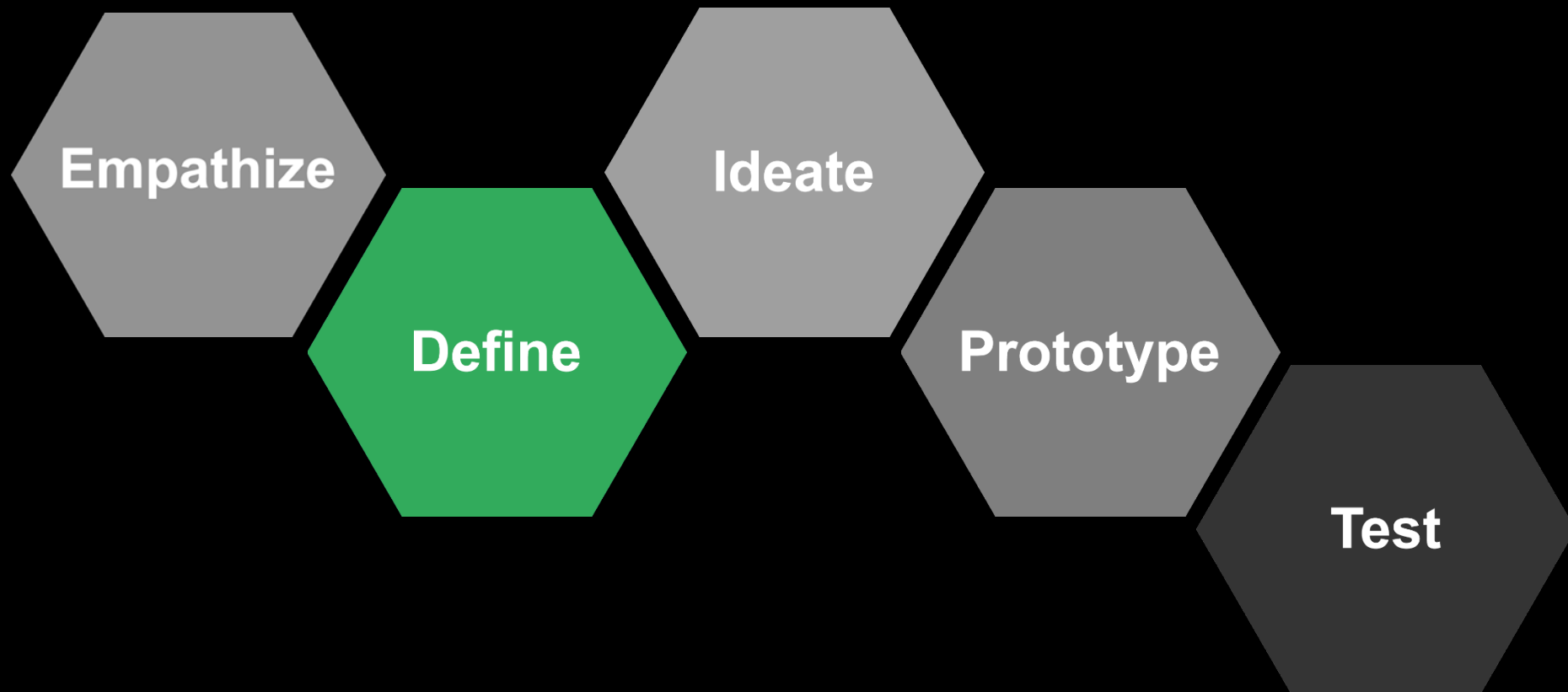
Put yourself in their shoes



Mode: Empathize

- Walk a mile in another's shoes
- Adopt beginners mindset
- How does the problem affect them? You?

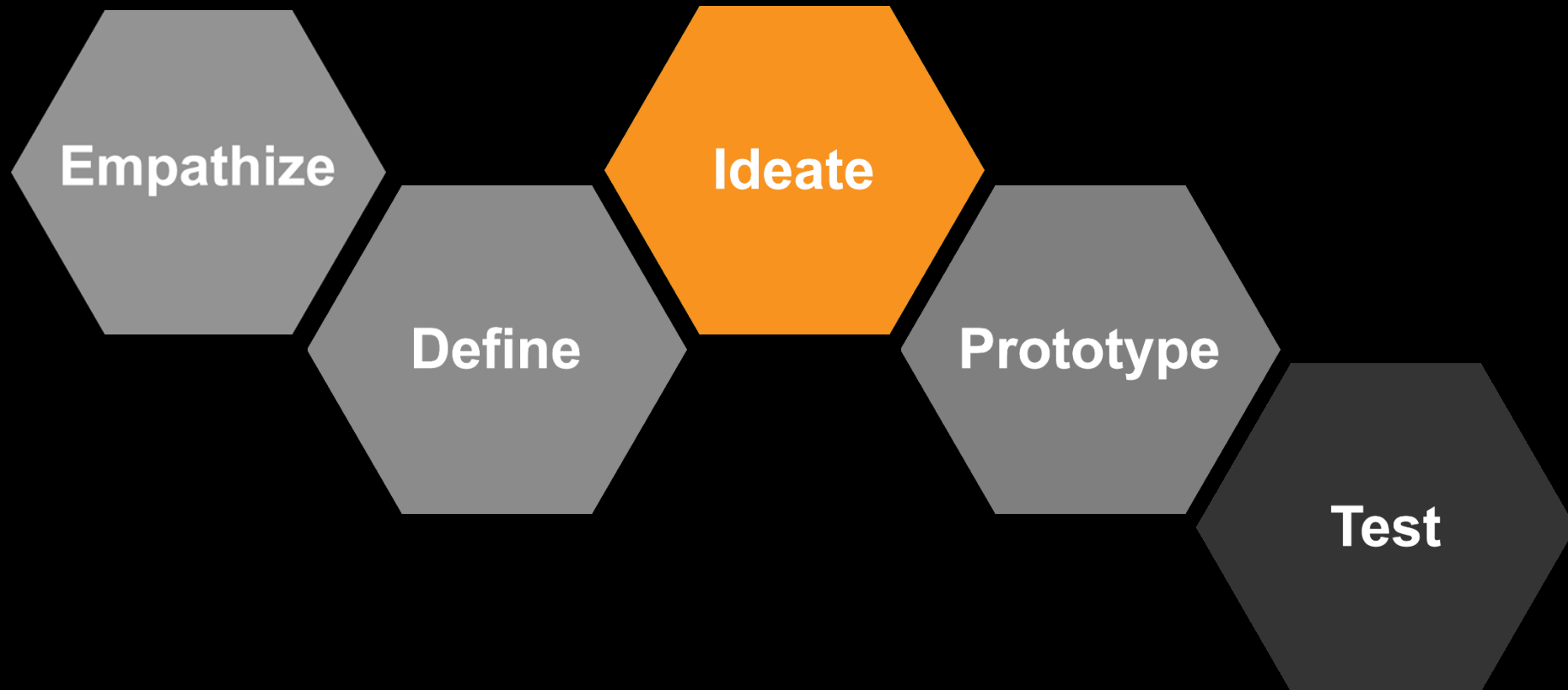
What is the problem? Ask yourself WHY?



Mode: Define

- Unpack findings from empathy mode
- Write initial problem statement, gain feedback
- Write final, explicit problem statement
- Utilize definition throughout the process
 - Update/pivot via feedback and testing

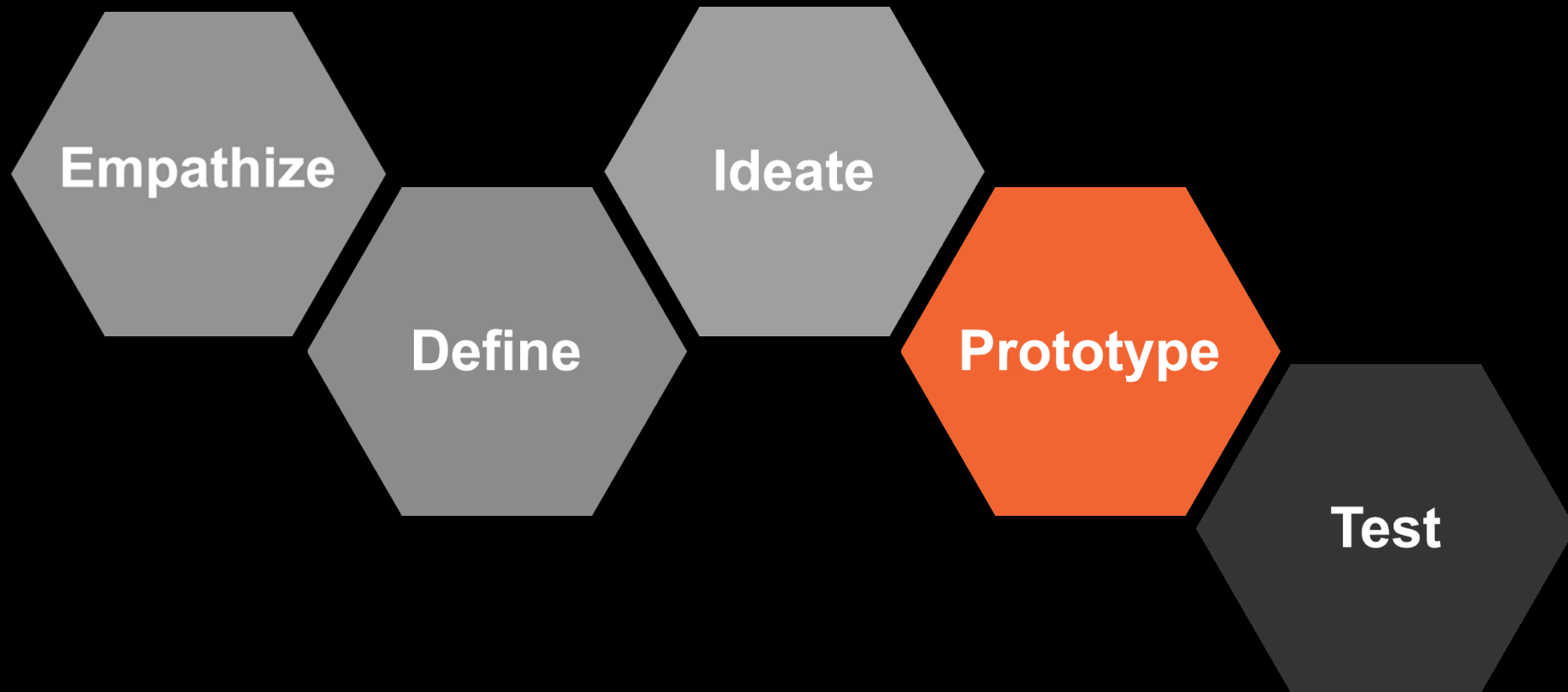
Brainstorm Solutions



Mode: Ideate

- Time to brainstorm solution
- Don't evaluate at first
- Narrow ideas, compose restraints, select the best idea
 - NOTE- it doesn't have to be a perfect idea, something is better than nothing and you can always improve upon the idea through prototyping, testing, and feedback

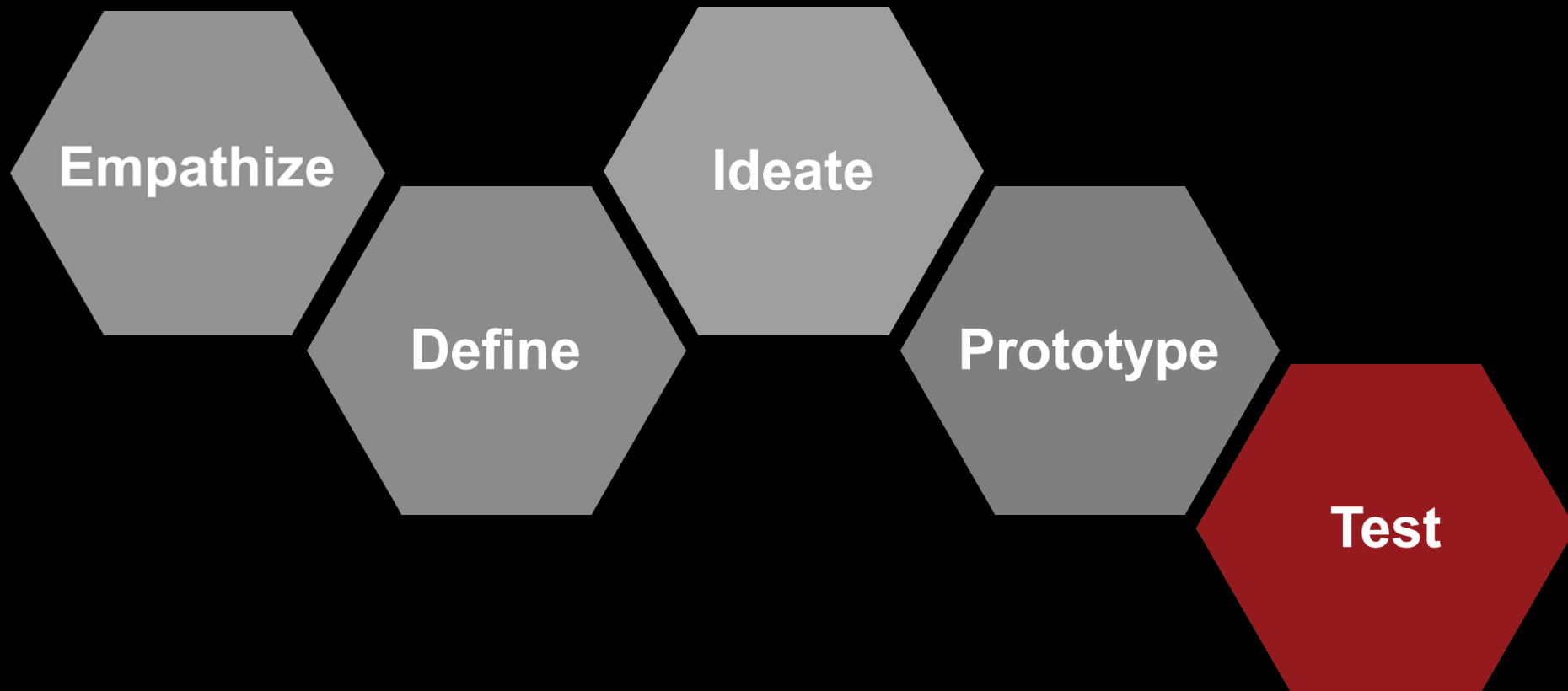
Develop a prototype for quick adaptation and reiteration



Mode: Prototype

- Low-res prototyping
- Move towards and MVP (minimally viable product)
- Prototype should attempt to solve the defined problem
- Don't worry about looks or additional features, you will continue to improve as you test and receive feedback
- **FALL IN LOVE WITH THE PROBLEM, NOT THE SOLUTION**

Test out your prototype and get feedback from those experiencing the problem



Mode: Test

- Gather feedback
- Refinement and iteration
 - Keep testing and improving
 - This is where you can “make it look better” – but don’t lose sight of the defined problem
- Story telling – pitch and present your idea to potential customers

ACTIVITY INSTRUCTIONS

Consider the problem you want to solve with your Eagle Works project or a rural based problem.

You can also use our back up problem:

How to get students from all majors interested in Eagle Works/I&E

Empathize: 10 minutes

What do you know about your customer problem experienter?

From your knowledge, what do they like/dislike? What would make their life easier?

What is important to them?

Define: 15 minutes

What are some “needs” this target has?

What are some insights you gained through brainstorming?

What kind of gift are you trying to give?

Ideate: 30 minutes

How might you accomplish this goal?

- Brainstorm, lots of ideas!
- Draw pictures, write phrases, etc.
- Go for quantity, not quality.
- No idea is a bad idea!

Determine one idea.

Prototype: 1 hour

Take all you have learned and all of your ideas from the last mode, and build your gift with supplies provided

Be creative!

Test: Present!

3 minutes each

Take what you learn and incorporate after tonight



SPRING 2020 EVENTS

Wed. 1/29, 5 p.m.	Spring Kickoff and Info Session	iMakerSpace
Wed. 2/5, 5 p.m.	Effective Communication	iMakerSpace
Wed. 2/12, 5 p.m.	DESIGN CHALLENGE	RUC 282
Wed. 2/19, 5 p.m.	Business Model Canvas	iMakerSpace
Wed. 2/26, 5 p.m.	Q&A and Coaching	iMakerSpace
Wed. 3/4, 5 p.m.	Branding	iMakerSpace
Wed. 3/11, 5 p.m.	Effective Presentations	iMakerSpace
Fri. 4/3, 6 p.m.	EAGLE WORKS: PRELIMS	TECH PRIDE RM
Sat. 4/18, 1 p.m.	EAGLE WORKS: FINALS	BELL HALL

WWW.TNTECH.EDU/EAGLEWORKS

BUSINESS MODEL CANVAS

and the Judging Rubric:
How to Succeed in Eagle Works

FREE FOOD!

Wednesday, Feb. 19
5 p.m. - iMakerSpace

www.tntech.edu/eagleworks



Eagle Works
TENNESSEE TECH

Important Spring Dates

Friday, 3/13 – Individual Registration Deadline

Monday, 3/23 – Team Registration Deadline

Wednesday, 3/25 – Business Summary due

Friday, 4/3 – Eagle Works Competition Preliminary Rounds

Saturday, 4/18 – Eagle Works Competition Tradeshow and Finals!!

Need a team member?

Email Andrea

Contact button on the website

See “Student Connections” page on tntech.edu/eagleworks

www.tntech.edu/eagleworks

Follow us on FB/Insta: @TNTechEagleWorks