CANTINA

Building Products Your Learners Will Love

January 31, 2020

FACE DRAW

Grab a sheet

Draw your neighbor's face without looking at the paper
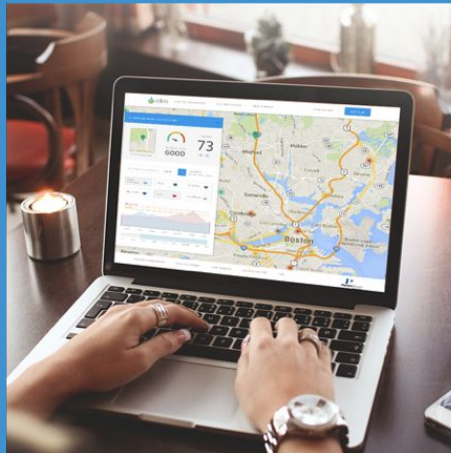
Time yourself for 2 minutes
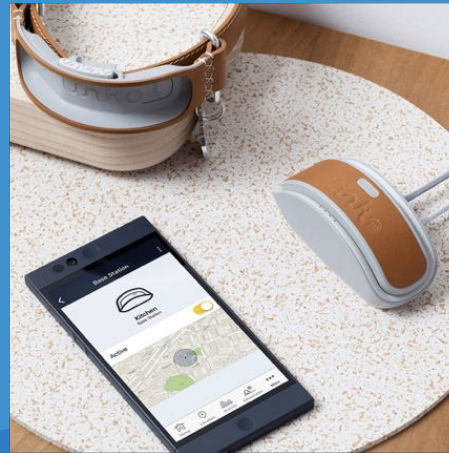
Swap and Introduce yourself!

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ABOUT CANTINA

MOBILE **WEB** **IOT** **EMERGING**

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Education & Ed Tech Clients

Pearson · VISTA HIGHER LEARNING · HARVARD UNIVERSITY · MIT · ELSEVIER · CALIFORNIA STATE UNIVERSITY Stanislaus

The Princeton Review · GEORGETOWN HOYAS · ascend LEARNING · MONEY EXPERIENCE · Kaymbu · PARTNERS HEALTHCARE

Other Notable Clients

John Hancock · PUMA · Reebok · Putnam INVESTMENTS · ORACLE · zipcar · SANOFI

Note: This is a representative list. It is not exhaustive.

WHO ARE WE?

Amy Baron

Director, Education
and Ed Tech

Alice Chiang

Lead Designer

Katrina Stropkay

Service Designer

Randy Duke

Senior Experience
Strategist

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TODAY WE WILL

Participate in a hands-on workshop where product designers from Cantina will walk you through the process of working through a problem.

Participants will:

- Practice applying design thinking skills to address learner challenges

- Explore key principles of learner-centered design

- Learn about methods to help you identify your key target learner audience

- Discuss the practicality of design thinking and your business goals

- Learn how to apply industry best practices beyond the workshop

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AGENDA

DESIGN THINKING AND
LEARNER-CENTERED DESIGN

ACTIVITIES

PRESENT

QUESTIONS

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A **human-centered** approach to innovation that draws from the designer's toolkit to integrate the **needs of people**, the **possibilities of technology**, and the requirements for **business success**.

Tim Brown, Former CEO of IDEO

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LEARNER-CENTERED DESIGN & DESIGN THINKING

Focus on empathizing and understanding of a learner to inform your product and business solutions

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WHY USE DESIGN THINKING?

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IT PAYS TO INVEST IN DESIGN THINKING

86%

86% will pay more
for a better customer
experience

140%

spend 140% more
for the best experiences
compared to poorest
experiences
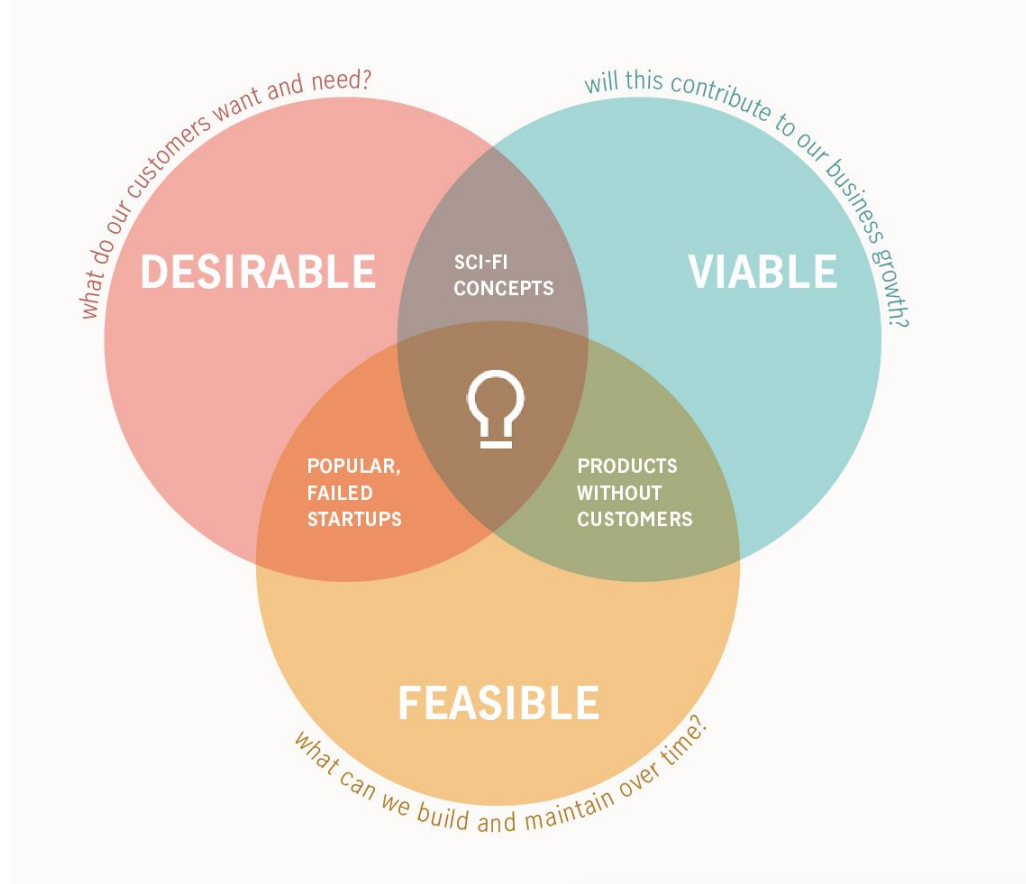
3x

3x ROI
a $3 return for every
$1 invested

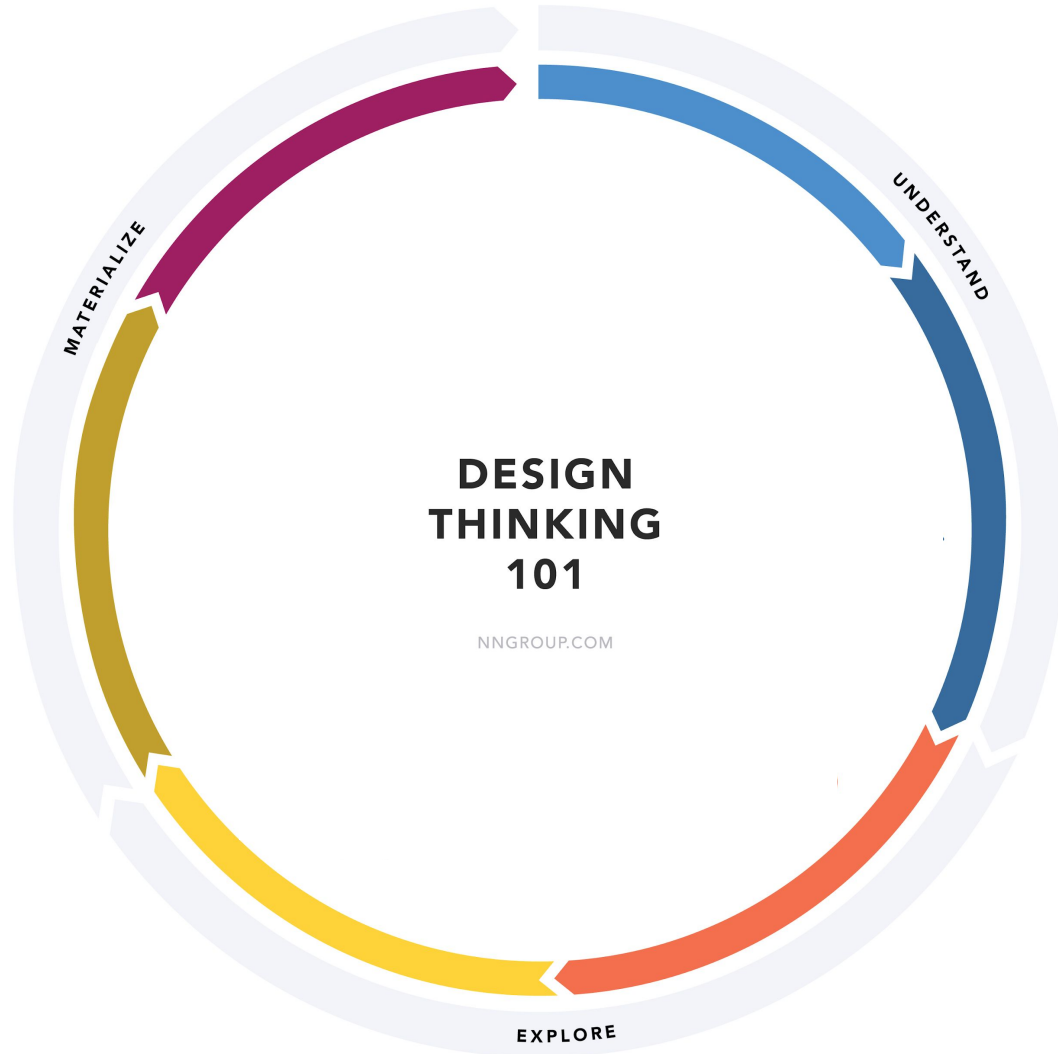Source: Harvard Business Review

CANTINA

> "

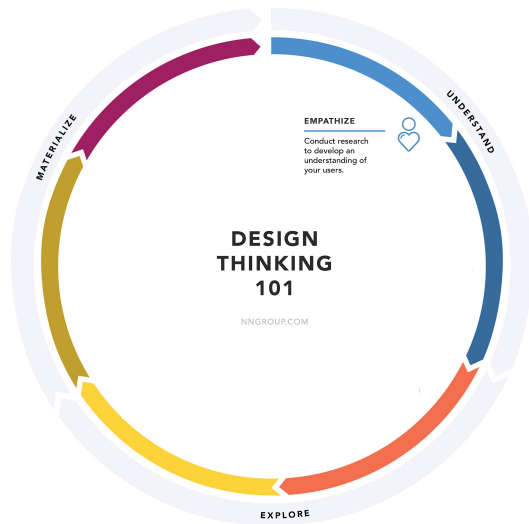Fixing an error after development is up to 100 times as expensive as it would have been before development.

Dr. Susan Weinschenk, behavioral psychologist and author of "100 Things Every Designer Needs to Know About People"

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WHY USE DESIGN THINKING?

WHAT ARE THE STEPS IN DESIGN THINKING?

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MATERIALIZE

UNDERSTAND

DESIGN
THINKING
101

NNGROUP.COM

EXPLORE

EMPATHIZE

Conduct research to develop an understanding of your users.
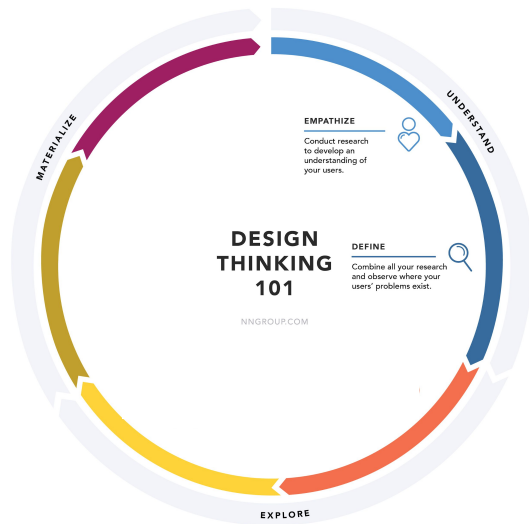
DESIGN THINKING 101

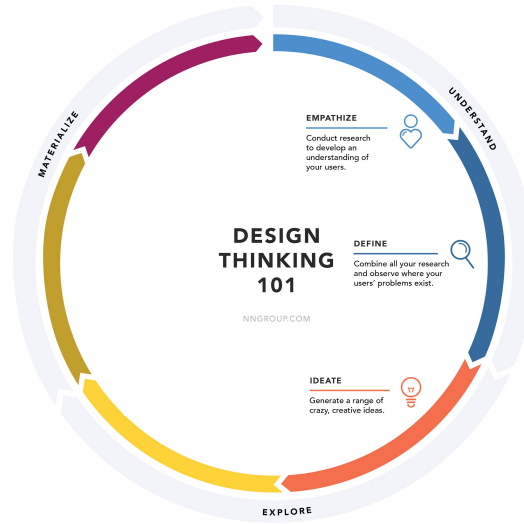EMPATHIZE
Conduct research to develop an understanding of your users.

DEFINE
Combine all your research and observe where your users' problems exist.

NNGROUP.COM

UNDERSTAND

EXPLORE

MATERIALIZE

DEFINE

Combine all your research and observe where your users' problems exist.

DESIGN
THINKING
101

NNGROUP.COM

EMPATHIZE

Conduct research
to develop an
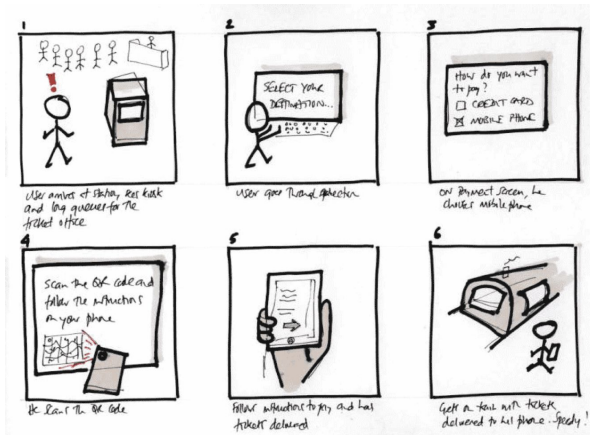understanding of
your users.

UNDERSTAND

DEFINE

Combine all your research
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IDEATE

Generate a range of
crazy, creative ideas.

MATERIALIZE

EXPLORE

IDEATE

Generate a range of
crazy, creative ideas.

TEST

Return to your users for feedback.

DESIGN THINKING 101

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EMPATHIZE
Conduct research to develop an understanding of your users.

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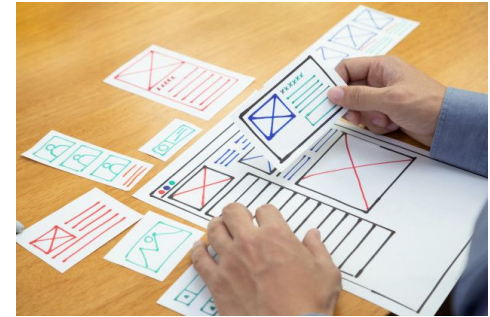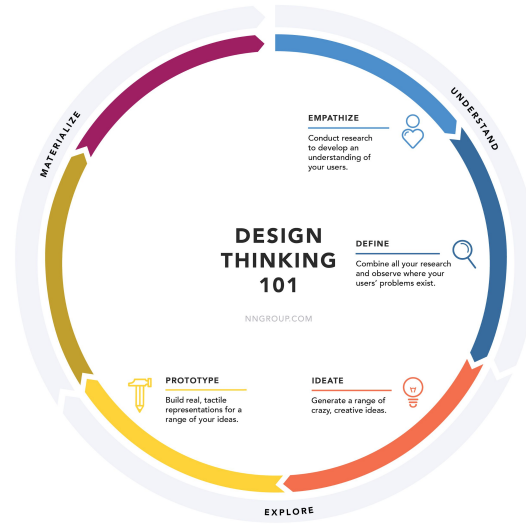Combine all your research and observe where your users' problems exist.

IDEATE
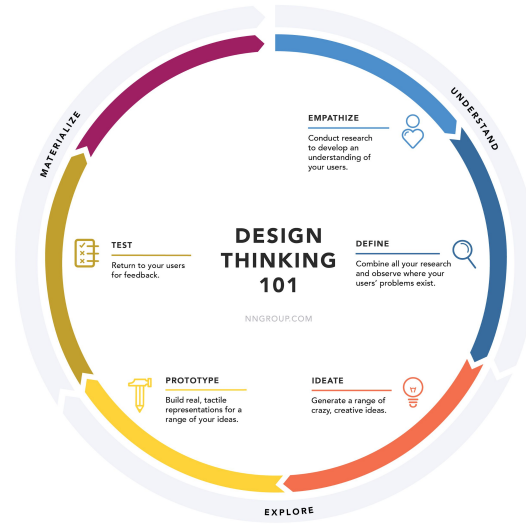Generate a range of crazy, creative ideas.

PROTOTYPE
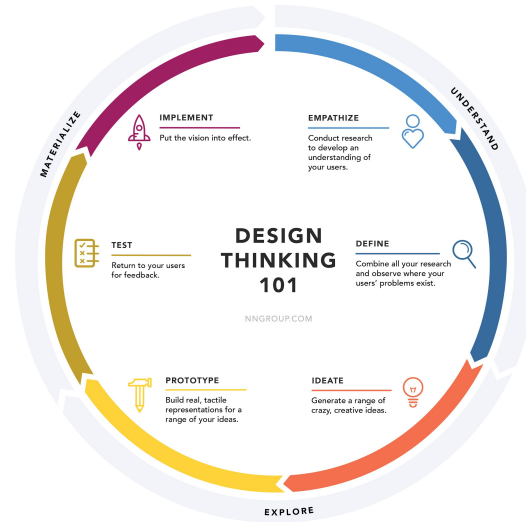Build real, tactile representations for a range of your ideas.
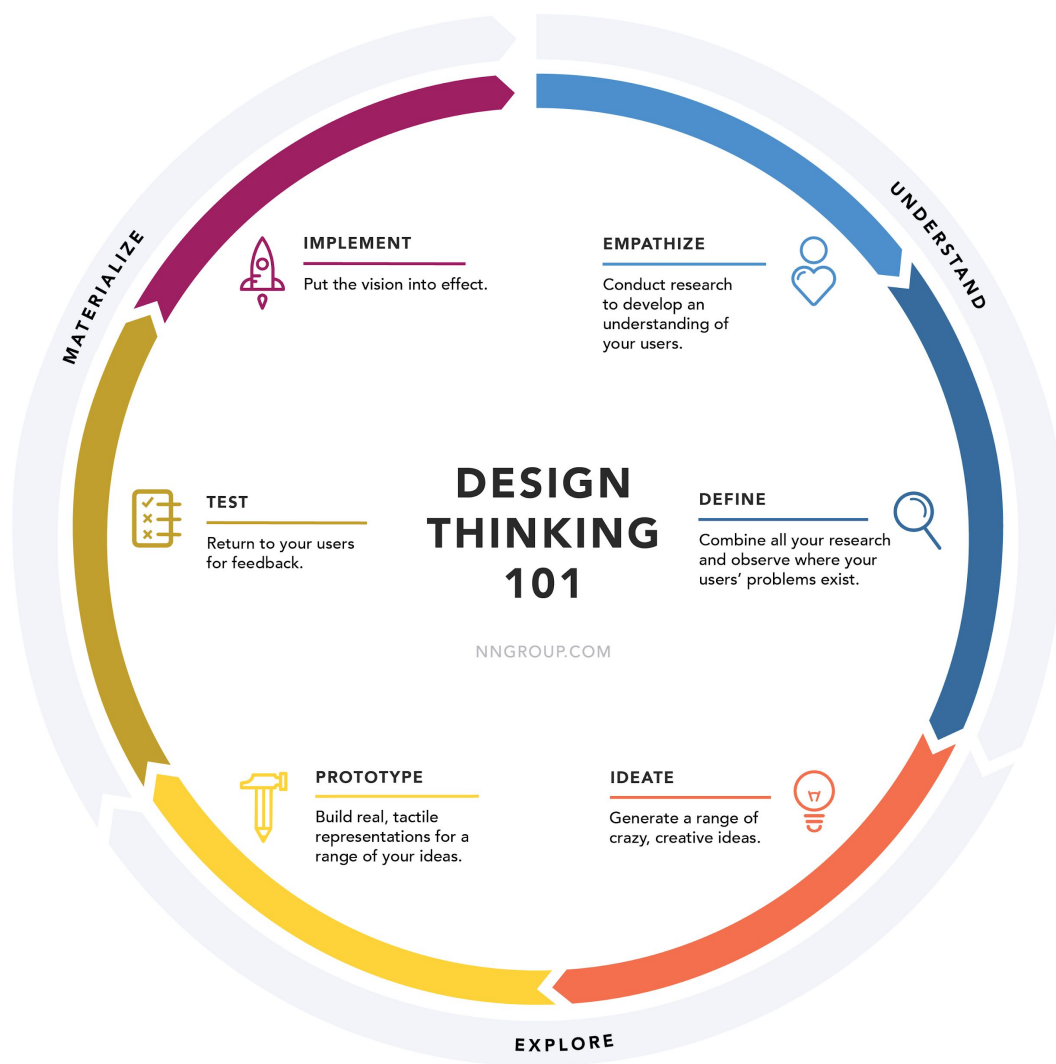
TEST
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UNDERSTAND

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MATERIALIZE

IMPLEMENT

Put the vision into effect.

DESIGN THINKING 101

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IS TECHNOLOGY REALLY THE PROBLEM?

WALDEN UNIVERSITY
A higher degree. A higher purpose.

REQUEST INFORMATION

Programs and Degrees   Tuition and Financial Aid   Admissions   Connect   Experience W

Top 5 Benefits of Technology in the Classroom

The New York Times

Screens in the Classroom: Tool or Temptation?

Smartphones and other devices have long been maligned as distractions in university classrooms. But when employed strategically, many educators find them useful.

The New York Times

Growing Up Digital, Wired for Distraction

teachthought
WE GROW TEACHERS

TEACHING   LEARNING   CRITICAL THINKING   LITERACY   TECHNOLOGY   MORE TOPICS ˅   PD ˅

Home › Technology

5 Problems With Technology In Classrooms

WORKSHOP

Break into teams of 5-6

Archetypes and Problem

Ideate and Storyboard

Share Out

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ARCHETYPES

International Higher-Ed Student
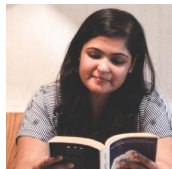
HOW MIGHT WE...
Leverage emerging technology to help international students with English as a second language better understand lecture content?
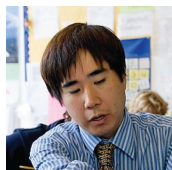
Middle School Student
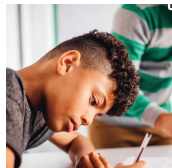
HOW MIGHT WE...
Leverage emerging technology in order to help middle school students build empathy and social skills (social-emotional-learning) as they make the transition into high school?

Middle School Teacher

HOW MIGHT WE...
Leverage emerging technology in the classroom to help high school teachers improve students development in social-emotional-learning?

Professor for a Hybrid Course

HOW MIGHT WE...
Leverage emerging technology to help professors facilitate interaction between remote and on-campus students in order to increase collaboration?

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CANTINA
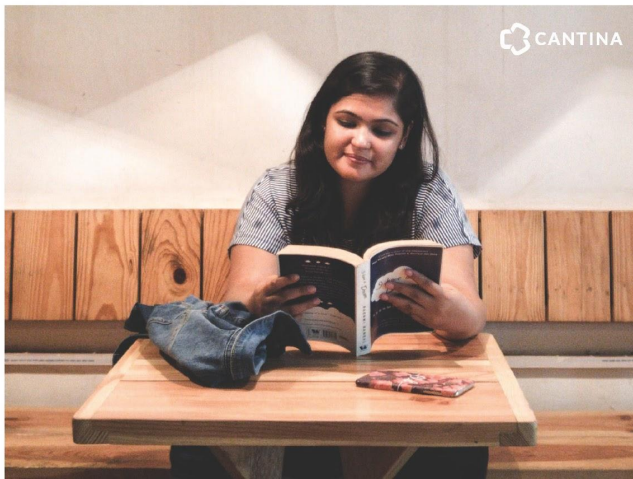
USING TECHNOLOGY TO ENHANCE STUDENT
LEARNING IN THE CLASSROOM

International Higher-Ed Student

HOW MIGHT WE...

Leverage emerging technology in the classroom to help
international students with English as a second language
better understand lecture content?

ABOUT ME

I'm in my first year of university, studying abroad as an
international student. I'm fairly proficient in reading and
writing English, but sometimes it is difficult to follow
lectures and conversations, especially when the professor
is speaking quickly. I want to ask them to slow down, but I
don't want to cause an interruption to my professor or my
classmates.

MY GOALS

- To follow and digest lecture content effectively so I can
  understand all the material.
- To be able to confidently speak with non-international
  students during smaller class discussions.

MY NEEDS

- I need to be able to quickly translate and check terms
  during conversations and lectures.
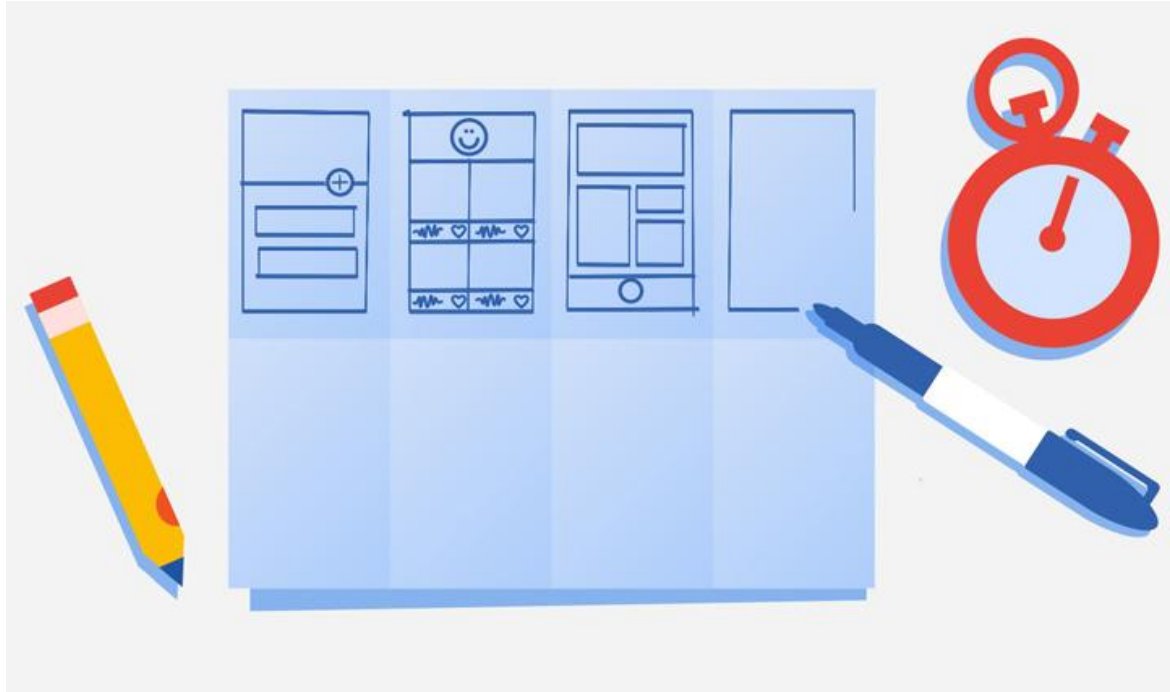- I need to feel better connected to the professor and my
  classmates.

CHALLENGES

- Reading and writing comes more eailisy to me than
  speaking English does.
- I can be self conscious about speaking in front of the
  whole class.

3:59

Learn more at www.cantina.co

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IMPLEMENT
Put the vision into effect.

CRAZY 8'S

Step 1: Set up your sheet
Fold into 8 rectangles

Step 2: Draw
1 minute each square

Use sharpies, markers, pencils

FILL UP ALL 8 IDEAS

8:00

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TELL A STORY

MUFASA!

YOU'RE NOT MUFASA.

MUST I

FOREVER BE RIMINDED OF THIS?

HEY, BANZI

I SMELL

REVENGE.

1

SELECT YOUR DESTINATION...
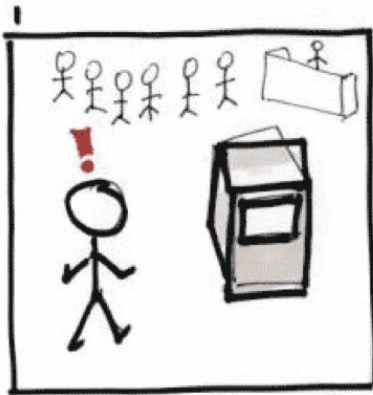
User arrives at station, sees kiosk and long queues for the ticket office

2
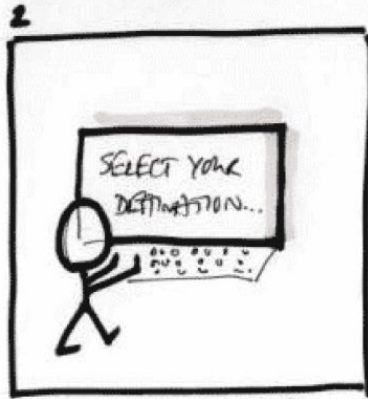
User goes through selection

3

How do you want to pay?
☐ CREDIT CARD
☒ MOBILE PHONE
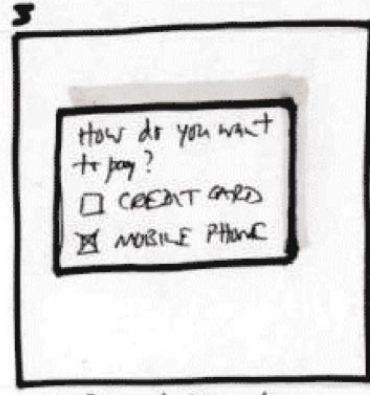
On payment screen, he chooses mobile phone

4

Scan the QR code and follow the instructions on your phone

He scans the QR code

5

Follow instructions to pay and has tickets delivered

6
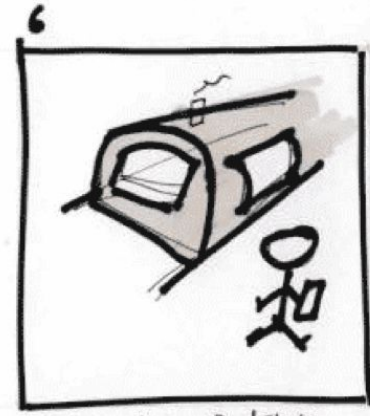
Gets on train with tickets delivered to his phone. Speedy!

STORYBOARDING
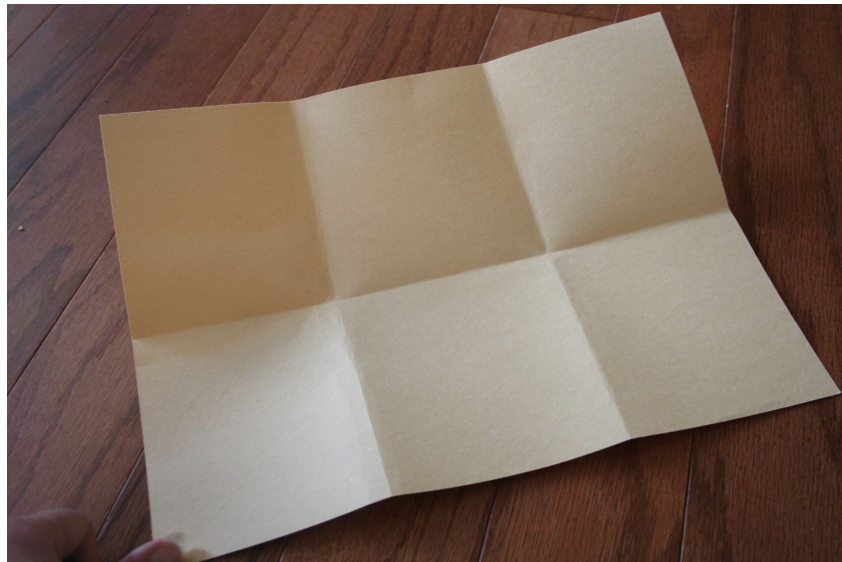
Step 1: Identify the Plot
Goals
Triggers
Important Moments (obstacles, decision making points)

Step 2: The Script
Who are the players?
What are they thinking, feeling, and doing?

Step 3: Draw out the Scenes

10:00
MR. TIMER

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> "
>
> The goal of rapid experiments is to learn as fast as possible from real customers, based on real behaviors, before investing additional resources in a given idea or course of action.

Intuit - Design for Delight

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TYPES OF EXPERIMENTS

Crowdfunding

Wizard of Oz

PROTOTYPING

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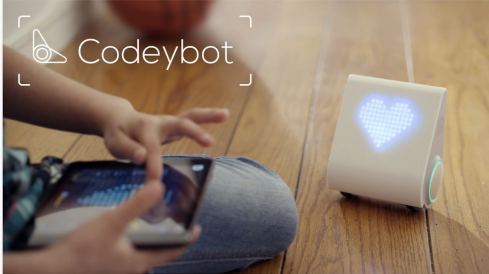
VIDEO LINK ON PROTOTYPING

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KEY TAKEAWAYS

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KEY TAKEAWAYS

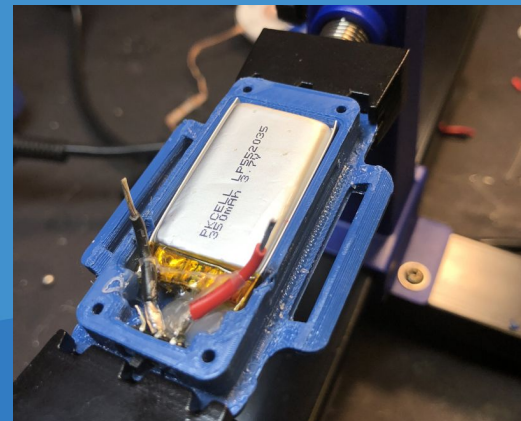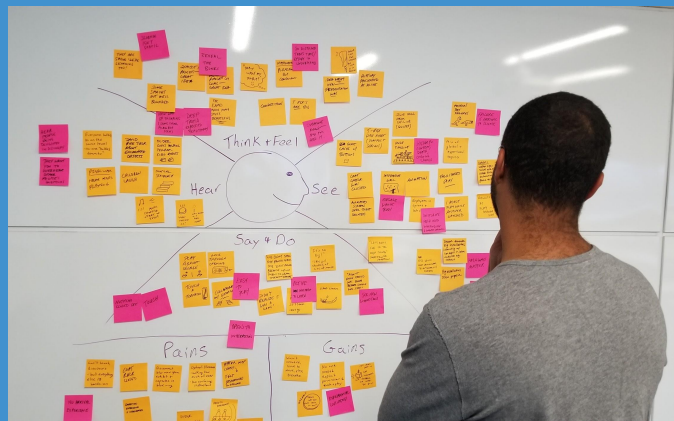Always talk to your learners, instructors, and users. Build your empathy.

Identify the problem before jumping into solutions.

Design with the learner's experience or story in mind.

When in doubt, use storyboarding to bring your team back to the users.

Keep testing and building (not just building).

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QUESTIONS?

THANK YOU

Amy Baron

Director, Education
and Ed Tech
amy.baron@cantina.co

Alice Chiang

Lead Designer

alice@cantina.co

Katrina Stropkay

Service Designer

katrina@cantina.co

Randy Duke

Senior Experience
Strategist

randy@cantina.co

Find out more at cantina.co
@Cantinac on Twitter

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