

BIRMINGHAM MADE ME

Hacking the Future 2014: LIVE – PLAY – MOVE

Successful innovations start with great stories

This document provides an overview of the **Birmingham Made Me 2014 (BMM) Student-Business Collaboration Projects**, its purpose, activities and details the Six Challenges that will form basis for student and business engagements.

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The Goal “Sustainability” and “Well-being”

To create positive impact on peoples’ lives by harnessing “sustainability” and “well-being” behaviours through design.

*“Creating a sustainable future will require fundamental changes in attitude and behaviour across society. Governments and industry will have to change but so too will individual citizens. We all know from personal experience of losing weight or getting fit just how difficult change is....Successful change comes from a real understanding of people, their habits and their motivations.” **Unilever***

*“There is still a big opportunity for more businesses to use design to change people's behaviours and buying habits. The process of capturing the public's imagination has hardly started. There is no sense of excitement.... Not enough breakthroughs to excite consumers for them to drive the market. Businesses need to demonstrate that switching will benefit families and improve quality of life by making it real for them.” **Richard Lambert, former Director General, CBI***



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The BMM Approach

Use design thinking, collaborative idea generation and entrepreneurial attitude to stimulate positive behaviour change and inspire new lifestyle experiences

The Birmingham Made Me Student-Business Collaborative Project - '*Hacking the Future 2014*' - will start by working with 144 BCU students to explore and uncover inspirational opportunity stories that respond to six challenges (see below) under the themes of LIVE – PLAY– MOVE . The students will 'learn by doing' and apply selected design thinking methods to uncover and explore existing and desirable consumer behaviours. They will work toward building great concepts that will form the basis of the stories for the 2014 Birmingham Made Me Design Expo at Millennium Point from 1-9th May. They will ask the following questions within the context of their challenge and

OPPORTUNITIES – where are the opportunities for behaviour change?

BARRIERS – what are the things that stop people from adopting a new behaviour?

TRIGGERS – how could we get people to start a new behaviour?

MOTIVATORS – what are the ways to help them stick with the new behaviour?

The Six Challenges

The six challenges have been devised around the sustainability and wellbeing agenda to give structure to the student's explorations and further themed around **LIVE – PLAY - MOVE**. The topics have been loosely connected to discipline areas to help keep relevance to student portfolios and career preferences. However, we believe these are sufficiently open not to limited student creativity.

LIVE Home Living

For 'Home Living' the students will be tasked to look beyond the obvious and explore opportunities for sustainable living and wellbeing while preparing and eating food at home. Student may wish to consider topical areas such as the 'circular economy' as potential models for sustainable lifestyles – ultimately, they need to explore ways to delight and reward to the end user.

Companies that may align to these : AGA Rangemaster Group, Kier Construction, Vax, Amtico, M&B, Architype, RB, Hille, Amtico, Johnson Tiles, Dudson, Emma Bridgewater, Steelite and FloGas, Baxi Heaters, Rolls Royce, Eon, Severn Trent,



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O2, Maverick TV, Custard Factory, Fazeley Studios, Midlands Architects and developers including Glenn Howells Architects, Architype, Urban Splash and EDG.

Challenge 1. Motivate, inspire home energy efficiency in heating, food preparation and food storage.

- Managing energy consumption is an increasing problem for domestic living. This challenge will involve defining and exploring a user journeys for home heating and living.

Challenge 2. Motivate, inspire healthy eating while selecting, preparing, cooking and serving food.

- Being able to consume the right food is paramount to our health. Explore and identify strategies to help us make healthy food choices.

PLAY Interactive Packaging/Communications

For 'Interactive Packaging' the students will be tasked to take a fresh look at how people actually engage with consumer packaging. In what ways can packaging experiences be meaningful, fun and reward consumers for being sustainable and supporting wellbeing.

Companies that may align to these: Custard Factory, Assay Office, Malvern Outdoor Elements, Acme Whistles, Pentland, Paul Smith, Stella McCartney, Kraft, Bulmers, Marmite, Chase Vodka, Tyrrells, Heart of England Fine Foods, Pashley Cycles, Brooks England Saddles, Jack Row, James Newman, Emma Bridgewater

Challenge 3. Connect, play and share with friends.

- Explore new forms or interfaces for packaging that help us find ways that we can connect, play and share with friends. This is as much about exploring analogue or traditional forms of human engagement as it is about the potential of new digital interfaces.

Challenge 4. Explore mechanisms for mass customisation that inspire wellbeing behaviours.

- Explore appropriate forms and interfaces for consumer packaging where personalisation and bespoke packaging can result in better wellbeing.

MOVE Wearable Technology & Urban Interventions

For 'Wearable Technology' the students will be tasked with finding opportunities for how and where new interactive technologies could enhance personal attire and the ways we



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engage with each other and the city. How will such new engagements create a more sustainable, happier and healthier city?

Companies that may align to wearable technology: Brooks England, JLR, Deakin & Francis Triumph Motorcycles, Fattorinis, WB the Creative Jewellery Group, Custard Factory, Assay Office, Malvern Outdoor Elements, Acme Whistles, Pentland, Paul Smith, Stella McCartney

For **'Urban Interventions'** the students will be tasked with creating new urban experiences that can have a sustainability or wellbeing impact. How can they remove the barriers and make the city more accessible and appealing and inspiring to people using public spaces.

Companies that may align to urban interventions: JCDecaux, Pashley, Glenn Howells, Hille Chairs, Westfield, Eco-Spin, EDG, Bham City Council, Malvern Outdoor Elements, Alucast, KPMG, RBS, DWF, HME Technology, Custard Factory and Fazeley Studios, The artistinresidence, EC-Arts, JLR, Westfield Sports Cars, Aston Martin, Brooks England, Alucast, CMA Moldform

Challenge 5. Gameifying the commute for sustainable impact

- Explore the ways peoples' commuting behaviours impact on the environment. Identify strategies that will inspire new behaviours and help to create a measurable benefit to the environment.

Challenge 6. The serendipitous commute - well-being journeys

- Explore the mundane nature of commuting and identify opportunities to improve well-being. This is about enabling commuting to become more like exploring and spontaneous discovery.

Entrepreneurial Programme – Delivering the Six Challenges

The entrepreneurial programme will have two distinct projects - **'Discovery'** and **'Idea Collaboration'**. Discovery is a quick research and concept formation project involving lots of students (144) while the Idea Collaboration is a follow-on entrepreneurial coaching programme that builds great ideas and great stories through cross collaboration between student teams and companies. This second project is for students looking for real project experience and wanting to learn design thinking methods. This programme will develop stronger CVs and help build their employability prospects.



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Project 1: Discovery (Jan & Feb)

This is a short three week project based around 144 students from any one of BCU's six faculties attending two workshops and conducting some initial customer research. They will research and explore a challenge area and then build, using rapid prototyping techniques (quick mock-ups), some initial 'experience driven' concepts for **sustainability and well-being**. Students will need to sign up with a couple of friends, choose a challenge and sign-up to two workshops dates. (All though not preferred, individuals can sign-up and will be matched into teams by the project coaches). They do not have to proceed to apply to the next project but we expect most will do.

This project will require each participating student to:

1. Attend 2 workshops (1½ days cumulative)

- Workshop 1 – Briefing and exploration – choose **ONE** of the following half a day sessions
 - Home Living (20th Jan 11am – 3pm)
 - Interactive Packaging/Communications (20th Jan 4pm – 8pm)
 - Wearable Technology (21st Jan 11am – 3pm)
 - Urban Interventions (21st Jan 4pm – 8pm)
- Workshop 2 – Idea development and rapid prototyping – join **ONE** of the appropriate follow -on workshops
 - Home Living & Interactive Packaging (10th Feb 11am – 6pm)
 - Wearable Tech & Urban Interventions (11th Feb 11am – 6pm)

2. Conduct independent research (2 days)

- ### 3. An optional mentoring session for teams will run on the 27th and 28th Jan (by appointment).

This project will require about 3½ days to complete. Students that want to continue will need to make an application through an 'Idea Pitch' (17th & 18th Feb) to get onto project 2 'Idea Collaboration and Awards'.

Project 2: Idea Collaboration and Awards (March, April & May)

This is an 8 week collaborative team-based project for student teams successfully making it through the pitches (up to 18 teams) to work with companies and the Idea Birmingham 'think and do' tank, together with the organisers and project managers for Birmingham Made Me Design Expo, Awards Student and Schools Programmes and project coaches. Successful teams will also need to collaborate with other teams and engage in rapid



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prototyping and collaborative idea development culminating in showcasing project work and public engagements at the BMM exhibition.

During this phase successful teams will form part of the Idea Birmingham ‘think and do’ tank and BMM exhibition project design team and will utilise company support to help build coherent stories and content for the LIVE – PLAY – MOVE exhibition themes.

This project will require each successful student to:

1. Attend four ½ day workshops (2 days cumulative)
2. Meet once a week with coaches (1 day cumulative)
3. Build rapid prototypes and conduct research (10 days)
4. Support exhibition concept design and installation (2 days)
5. Activities at exhibition (3 days)

On this project students will need to spend approximately 20 days which will span between March, April and early May.

The following summarises the 5 phases of the Idea Collaboration project.

1. **Idea pitches** (30 minute slot per team – 17th & 18th February) – Using the ideas developed from the “Discovery Project”, in teams of three students will pitch their ideas to the exhibition panel.
2. **Idea collaborations (+idea surgeries)** (March & April) – The panel will coordinate/merge the successful teams to develop the ideas through collaborations with other teams and businesses. Idea surgeries bring the student teams together with BCU experts and companies.

Proposed dates for ‘idea surgeries’

- Initial company engagements meetings 24, 25 & 26 February
 - Idea Surgery 1 – 4th March (4pm – 7pm)
 - Idea Surgery 2 – 18th March (4pm – 7pm)
 - Idea Surgery 3 – 1st April (4pm – 7pm)
 - Idea Surgery 4 – 15th April (4pm – 7pm)
3. **Rapid prototyping** (February & March) – Building on the initial ideas student’s teams will share and collaborate together and work towards building concepts and exhibition stories with the exhibition design team.



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4. **Curate stories and engagements** – (April) Working with exhibition design team to finalise designs and nature of public engagements at the show.
5. **Exhibition showcase & awards** – (May) The idea collaboration project will culminate with an exhibition and some live public engagements at the start of the exhibition on the 1st May and work to be completed at a series of live business development workshops. Awards ceremony on the 9th May.

Independent Course Programmes

BMM is able to work with courses programmes. Course leaders can bid for funding to support initiatives enabling their students to undertake work aligned to the six challenges. There is opportunity to work directly with our member companies.

If you are a course director and wish to discuss creating a brief please contact louise.hewins@bcu.ac.uk.

Finally, here is what a few of last year's BMM students had to say:

"In this project I was able to put in practice some of the theories I learnt on my course. This has been a challenge for me due to the fact that I have never worked with marketing and design before. Through this project I was able to meet the board of directors of a respectful British company, AGA, this motivated not only me, but the whole group to experience the brand and how it is perceived by those who know it very well (the employees) as well as its customers. This was an important phase for the project and a wonderful experience for me." **Roberta Okamoto, International Business**

"Taking part in this project has given me invaluable experience of interdisciplinary working and close industry engagement, which have vastly improved my skills in both verbal and visual communication, and improved my employability. This project has given me hands on experience of sharing creative goals with fellow students and design professionals." **Sam Lawson, Product Designer**

"Working alongside staff and external professionals broadened our view and understanding of business within the design sector. We were able to bounce ideas and queries off staff which helped our development as a team and the development of our concept. It also confirmed the expertise within our university and the outside experience and connections our staff have. The staff helped us to really push our thinking and ideas and definitely helped us to reach our full potential while working on this project." **Chloe Frost, Textile Designer**

