



SOLUTION PITCH

Using an appropriate story structure to communicate design ideas.



Participants
Individual/group



Design skill
Share ideas



Prior design experience
None or little



Duration
75 minutes



Design step
Presenting

Description

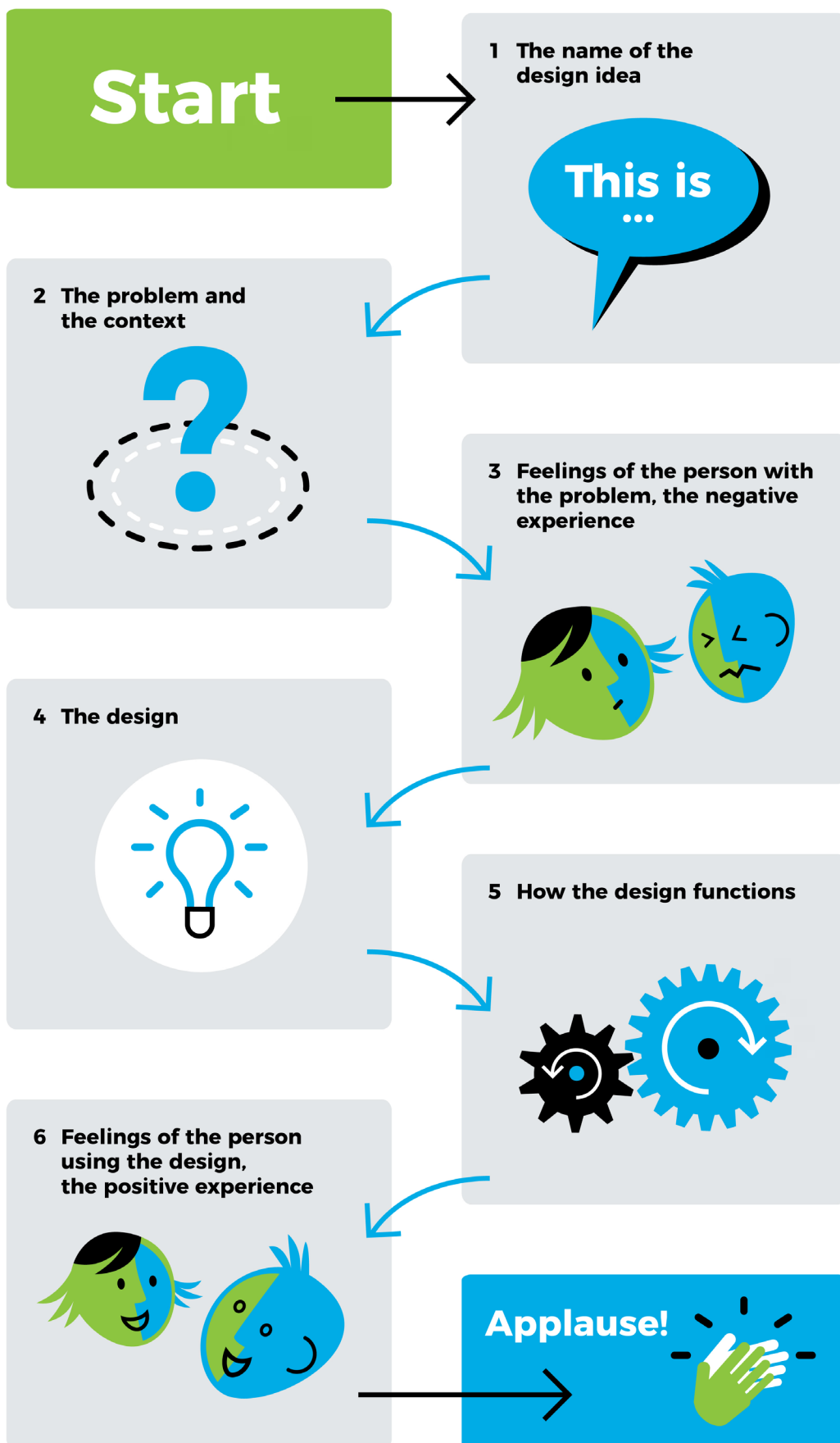
Participants prepare a presentation about their design idea for people who weren't directly involved in their design process, such as the client. Every participant receives their own Solution pitch workbook. The pages of the workbook contain the start of sentences about important design elements. Completing these sentences and making illustrations forms a storyline about the design.

Participants complete the sentences and make illustrations. The process helps them to explain how they solved the key issues in the design problem. They learn how to present an idea from the user's perspective.



This tool provides a natural structure for the participants' because they are able to give a comprehensive explanation of their thought processes. A natural structure for the presentation arises.

Presentation hopscotch track: six basic steps

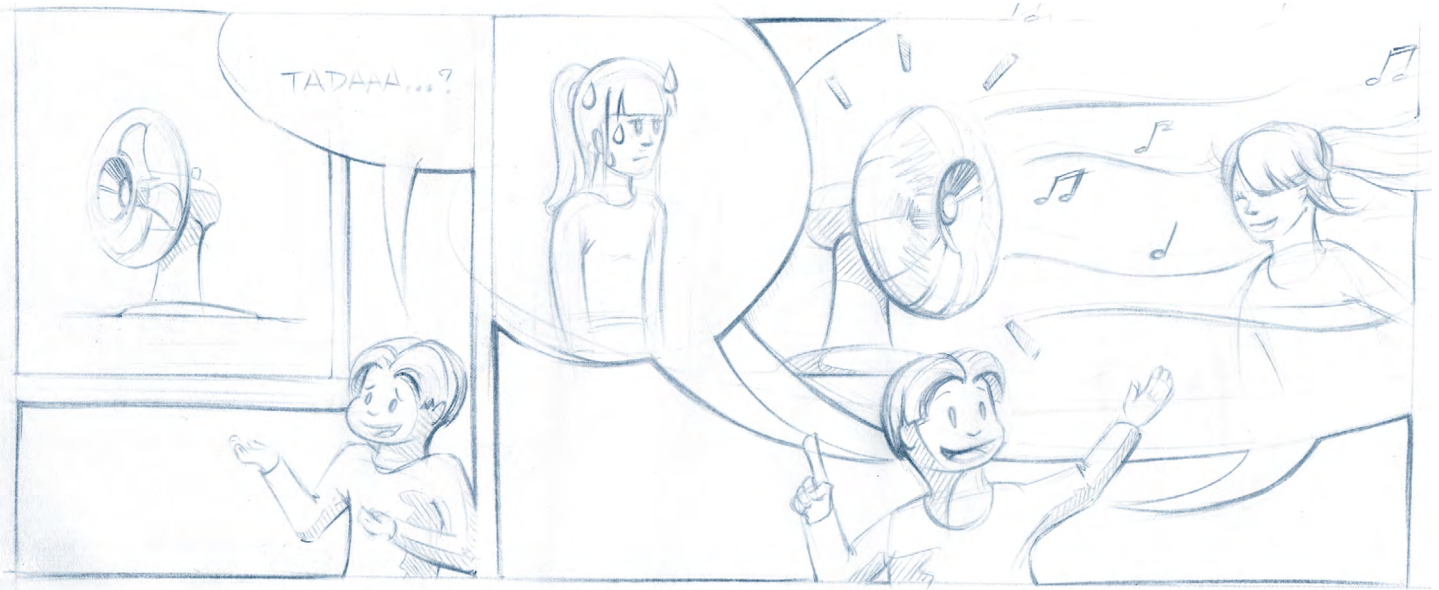


Effect

Using a fixed story structure allows participants to independently work on a presentation of their design idea. The presentations are comprehensive and easy for an audience to follow. A benefit is that participants develop a conceptual framework for the design process. They learn to think from the users perspective.

Without the Solution pitch

With the Solution pitch



Example

A seven year old boy uses the Solution pitch workbook to prepare his presentation. He came up with a solution to reduce the plastic pollution in the ocean.

The Solution Pitch workbook helps him to create a comprehensive view of his idea. All of the important aspects are included in his story. Thanks to his thorough preparation, the boy feels confident about his presentation. He has the confidence to share his ideas.

The waste catcher

Our design is called 'The waste catcher'. An astronaut in space saw that there was a lot of plastic in the world's waters. He was not happy with that. Back on earth, he wants to clean the environment with the 'waste catcher'. The waste catcher is a flying bottle that sucks up plastic and



water. There are sponges in the bottle that let the water out but the plastic stays in the bottle. He now feels reassured about the situation in the environment, because of the 'Waste Catcher'.

Step by step

- 1 Make sure the participants have a design idea ready.
- 2 Discuss what the participants already know about presenting. An example of a design presentation video can also be shown.
- 3 Explain to the participants that they will prepare a presentation about their design idea. By completing the Solution pitch workbook, they will cover all the elements of their design.
- 4 Have the participants complete the sentences and make drawings.
- 5 Let the participants practice their presentations and give them one point of feedback for improvement. Repeat just this part until you and the participants are satisfied. Celebrate the success.
- 6 Have the participants present their idea to the intended audience and allow time to communicate about their design (afterwards).



Tips

- ▶ Let the participants real-time perform their presentations. This will help them learn how to explain their design idea through words, gestures, drawings and even prototypes. This leads to a presentation that contains a more 'vibrant' feel for the client.
- ▶ Participants can make a video to present thier idea instead of presenting in person.
- ▶ Use the tool 'Puzzling a design pitch' as preparation for this activity.

You should try another nice tool!



Materials

- ▶ Solution pitch workbook





SOLUTION PITCH: PRESENTING YOUR DESIGN



Name: _____

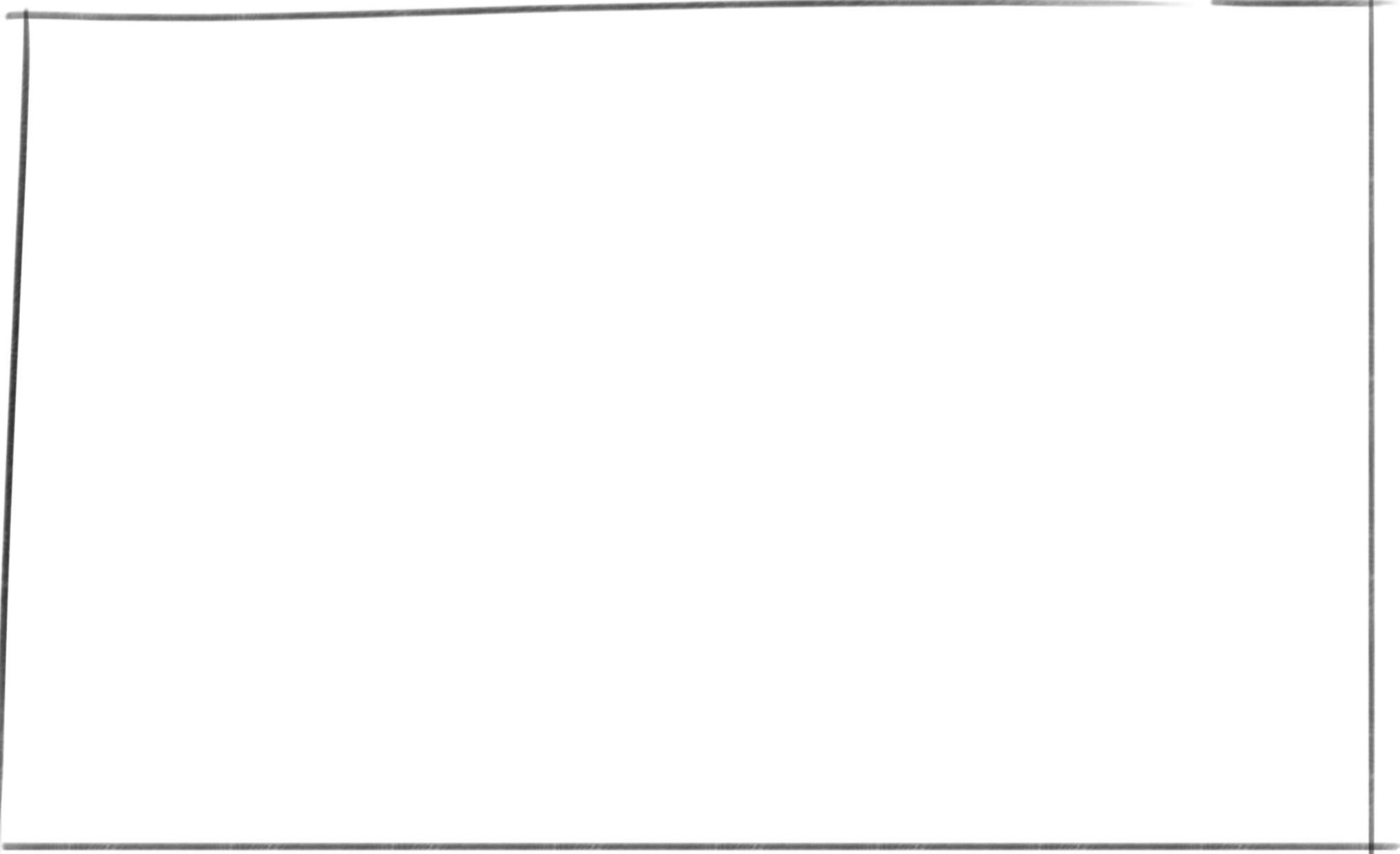
Class: _____

Instruction: Describe your design and create a story about it. Use the sentences in this booklet to make the story. Make drawings to help explain your point.



We want to present a design to you. Our design is called:

With this design, we want to help ...



(space to draw)

Who is this story about?



or



Once upon a time, there was

Once upon a time, there were

Where does this story take place?

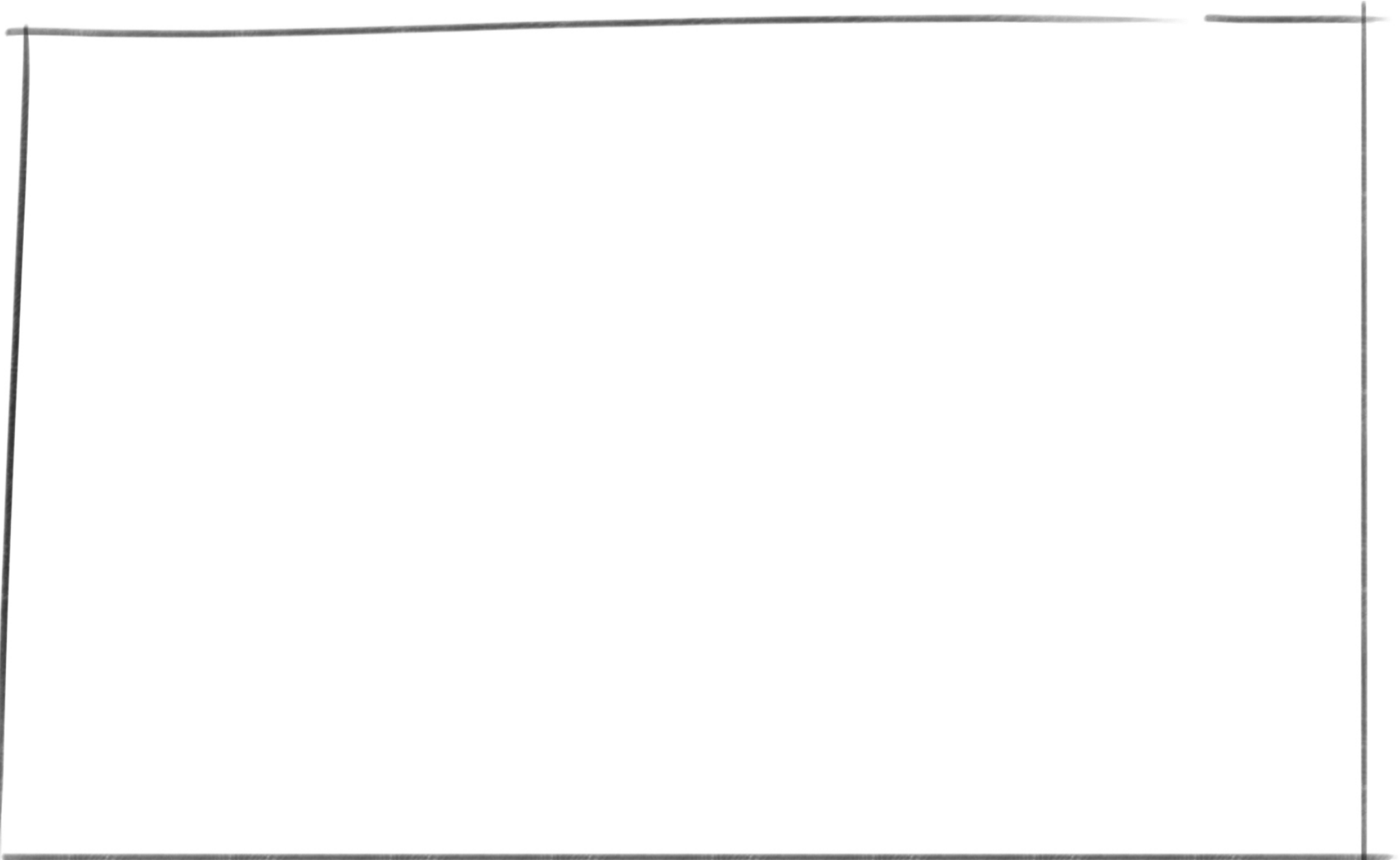


or



He/She was

They were



(space to draw)

1. What was the problem?



or



His/Her problem was

Their problem was

2. How did they feel?

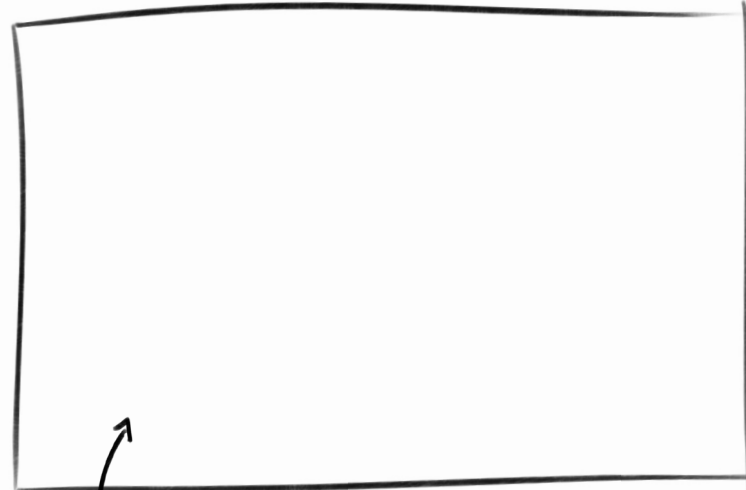


or



He/She felt

They felt



(draw the emotion here)



(space to draw)

1. What has been made to solve the problem?



or



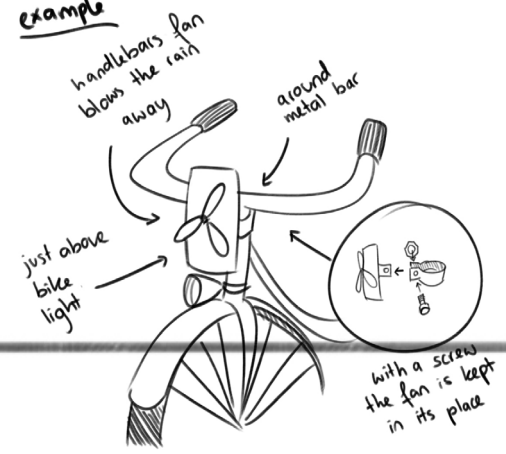
He/She has

They have

2. What does it look like?

3. How does it work?

example



handlebars fan
blows the rain
away

around
metal bar

just above
bike
light

with a screw
the fan is kept
in its place

(space to draw)

1. What is new and special about your design?

2. What is super useful about your design?

3. How do they feel after using your design?

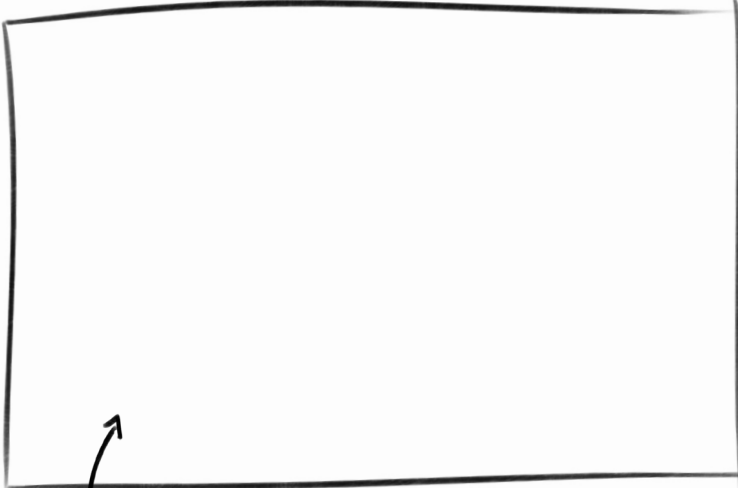


or



He/She feels

They feel



(draw the emotion here)



(space to draw)

As you could see, our design helped to solve the problem of



With _____ *(name of the design)* you will not have any issues with

We are curious to hear what you think about our design!





(space to draw)