



WISH FOR THE FUTURE – OPEN DESIGN CHALLENGE.

(60-minute version)

{PREFACE}

This open design concept has been developed by Lance Weiler (www.rebootstories.com, Philadelphia), Ele Jansen (www.learndoshare.net, Sydney) and Jorgen van der Sloot (www.freedomlab.org, Amsterdam). It is an early beta prototype. After running several 72-hour sessions, we have condensed our methodology so that a simple 60-minute class can work for teachers and students, NGO's and communities, municipalities and stakeholders, parents and kids, and social innovators and their peers. The sessions touch into the projects listed below.

<http://www.wishforthefuture.com>

<http://www.learndoshare.net>

<http://www.diydays.com>

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{A TEMPLATE TO OPENLY DESIGN}

These sessions invite interdisciplinary teams to work together on finding solutions to local problems using methods that fuse storytelling with games mechanics and design thinking to inspire collaborative action and social good. We designed the hour-long exercise to ignite the imaginations of all participants, taking them out of their comfort zone within a safe environment and giving them a firsthand experience of what it means to create a better future in collaboration with peers that have different horizons and objectives.

Conceptually we have two goals. One is to introduce and spread ways to design and implement smart solutions quickly. The other is to develop action plans that can make the world work for 100% of humanity. To ensure our solutions don't get lost, we collect them on www.wishforthefuture.com for other people to develop them further, get inspired, learn, and take action. The activity itself is meant to provide participants with takeaways around storytelling techniques and games that facilitate fruitful collaboration.

We tie the session to a general design question following Buckminster Fuller's quote:

'How do we make the world work for 100% of humanity in the shortest possible time through spontaneous cooperation without ecological damage or disadvantage to anyone?'

Within that frame of mind, we generate a specific design question and have a prototyping and storytelling team develop a solution within an hour. The underlying premise is to use a global wish in order to fuel local action.

Expect to have a ton of fun, try the absurd and learn something valuable.

We encourage you to document your sessions with stories, pictures, videos and insights. Use the provided form to log your prototypes and upload your results to www.wishforthefuture.com. We're looking forward to collecting, sharing and building upon stories from all over the world.

We're all about research and development, so we encourage everyone to try out different designs. We'd be thrilled to see what you come up with. Please credit us by copying the top right image into your footer. You can share your remixes of this template at collaborate@learndoshare.net.

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{KEY PRINCIPLES}

- start absurd and bring it down to earth
- think fast think slow
- ask why
- be active make it kinetic
- make it work for 100% of humanity
- have fun

{GROUPS}

Prototypers

The future rests in your hands. Over the next 60 minutes you need to come up with a solution that will grant your wish. The wish should embrace the present and the future. At times you will be visited by the 100% committee, they will be your guides. Since time is short you must always be using your hands while talking - writing, building...

Storytellers

Over the next 60 minutes you're going to create a story with a beginning, middle and end. It will have a protagonist and an antagonist. There will be conflict and supporting characters. Weave the prototype that's being developed into your story, as a turning point or solution to the heroes' problem. Your protagonist must have an arc, so that we can see how the story changes them.

100% Committee

You are the keepers of the 100%. Over the next 60 minutes you must make sure that the prototyping and storytelling teams are keeping "How do we make the world work for 100%" within their designs. You are the connective tissue between the groups and transfer information between them. You are also the ones who bring story and prototype together in one coherent storyboard - to become 100%.

{MATERIALS}

Designers

The prototyping group has the task to design a solid prototype including analysis, vision, solution, strategy and tactics.

1 Design Wheel

This wheel divides 60 minutes into the sections: wish, vision, action and share. It explains which steps to follow.

3 Design Cards

Hand out a deck of cards that are stacked in order to follow 3x3 design steps

1. wish (analyze, contextualize)
2. vision (solution, ecosystem and action plan)
3. action (strategy, tactics, execution)

Storytellers

Hand out the wheel that shows the steps to follow to shape the story. Your turning point has to include the prototype.

1 Hero's Journey Wheel

This wheel divides 60 minutes into the sections: characters, journey, to be continued. It explains which steps to follow.

3 Hero's Journey Cards

Hand out a deck of cards that are stacked in order to follow 3x3 design steps

1. Characters:

- consider the wish as a task
- choose a protagonist (individual or group)
- choose an antagonist (individual or group)

2. Journey

- set the protagonist's goal
- create an obstacle
- use the prototype to aid overcoming the obstacle and reaching the goal.

3. To be continued...

- does the solution already work for a 100%?
- What's still missing?
- What would improve the solution?

100 % Committee (scribes)

This group has different tasks. They make sure the design will work for 100%, they are the communicative link between storytellers and designers and they document how prototype and story come together. Follow the wheel to see when to interact with which group. Only communicate with them in questions, but speak normally among each other. Write and draw the core elements on a storyboard and bring the story and prototype together.

Scribe Help

Hand out the scribing template that helps creating a clear storyboard (provide a wall or whiteboard to draw on):

- use capital letters (close your letters, write straight up)
- use short lists or numbers
- use lines, arrows and boxes to structure the flow
- summarize complex issues in images, symbols or single words
- use verbs and nouns

Wheel for 100% Committee

- you are the timekeeper: make notes of when the groups have a breakthrough
- use the wheel as a guide through the 60 minutes
- always keep in mind: what makes it work for 100%?

3 Design Cards

Hand out a deck of cards that are stacked in order to follow 3x3 design steps

1. Prepare:

- discuss what it means to make the wish work for a 100%
- prepare general questions for prototype group
- choose scribes and drawers to prepare your storyboard

2. Feedback loops:

- go to designers, listen to first ideas for the prototype and ask questions



- go to storytellers, who ask questions about the prototype. Answer 'yes, no or maybe'.
(see details below)
- go to designers and flip a coin: ask through the lense of antagonist or protagonist
(see details below)

3. Converge:

- draw characters and prototype
- tweak them to make them match
- arrange your scribe-drawing to tell a coherent story.

Yes – No – Maybe Cards

This is the only time the 100% can communicate in statements (otherwise always in questions). In this game, the storytellers ask the 100% questions, but they can only answer yes, no, or maybe, based on what they know about the prototype.

Flip A Coin Cards

For the 100% Committee to interact with designers and storytellers. The coin game helps to frame questions.

- tails: pass on what you know through the lens of the antagonist
- heads: pass on what you know through the lens of the protagonist

Preparing Pitches

storyteller, designers, and 100% committee prepare pitches. Summarize your results in 3 sentences in the center of your wheel. Show impact, clarity and creativity. Use concise sentences, images (storyboard) and metaphors.



{YOUR INTRODUCTORY TALK}

(make 4 important remarks in 3 minutes)

- **participatory culture** as development back to campfire storytelling, getting together to do it, away from consumerism lean back, collaborating around meaningful topics leads to purposeful storytelling when combined with design science.
- **power of story**: using your Wish for The Future and story evokes **emotional connection and empathy** to the social issue embedded in the wish. The story will carry a complex problem and convey a solution in a simplified way by using archetypes.
- **imperfection**: welcome to an ambitious **experiment** in collaborative design and storytelling with the aim to **research** better processes, gaps for people to step in
- **education**: provide schools with process, **teach** kids design and storytelling skills
- And share outcomes on www.wishforthefuture.com for others to step in and continue what you started.

Need/prepare:

- *a visible countdown clock (e.g. ipad) WE ARE ALWAYS REFERENCING THE TIME*
- *a powerpoint-projection for calls to action (use ppt-template)*



{STEPS EXPLAINED}

We have less than 60 minutes! (Start countdown now!)

Task for all: Generate 100 wishes in 5 minutes

- prepare 8 sheets of paper (A4 or A3) with each a headline of one of the following categories: urbanization, humanities, economy, government, health, sustainability, culture, education.
- hand out pen and the 8 sheets to 8 random participants, make that person responsible to gather a group around them and lead the task
- ask people to write down the 100 wishes on those sheets.
- after 3 minutes make each group choose their favorite
- after another minute ask them to tell their wish one after the other.
- next, read out wishes again and let the group cheers for their favorite wish.

Task: Turn wish into design question: (1 minute)

- rephrase wish as a design question: IE: *Wish: open access to health care for all.*
→ Design question *"How can we give open access to health care to 100% of humanity?"*

**The following sections (A, B, C) run in tandem. It helps to have one facilitator per group.*

Create three groups and give each group their handouts. Describe their first task. (3 minutes)

A) Identify prototypers and form a group of max 7 people. Mix different talents. Ask: who here is a hacker, storyteller, designer, activist, entrepreneur. Bring them over to a table with butcher paper, pens, playdough etc. Handout the wheel and cards and ask them to get familiar with it.

B) Identify storytellers and form a group of max 7 people. Bring them over to a table with butcher paper, pens, playdough etc. Hand out hero's journey wheel, make them think about their antagonist and protagonist and develop questions about the prototype.

C) The remaining people are the 100% Committee. They are central in guiding, documenting and disrupting the process. They are the communicative link between storytellers and prototypers. Provide a white board, wall, or butcher paper to log in mix of visuals and writing how story and prototype come together. Hand out 100% wheel, yes – no – maybe cards and scribe template. Tell them to get familiar with scribing and who wants to be responsible for the storyboard. Let them prepare questions around the wish, which they ask storytellers and designers after ten minutes.

(The set-up is finished. We're following a dramatic 4-Act structure.)

Act 1: IDENTIFY - WISH (10 minutes)

A Designers (8 minutes):

Need/prepare:

- *table with butcher paper*
- *multiple colored sharpies*
- *playdough*
- *whichever props you imagine*

Advise to:

- take the first card and follow instructions
- Ideate wildly. Get them talking BUT they can't just sit and talk they HAVE to be using there hands (drawing working with playdough while they talk). That's to activate both the left and the right brain, which each are the center for pragmatic/structured and creative/lateral thinking.
- Tell them to take notes, photos, video, make drawings to report back to the 100% Committee.
- Say that their first 1-minute pitch is after 8 minutes already.

B Storytellers (10 minutes):

Need/prepare:

- *table with butcher paper, A4 paper*
- *pens*
- *multiple colored sharpies*
- *playdough*
- *whichever props you imagine*

Advise:

- to get familiar with wheel to come up with characters for the hero's journey.
- tell them to take notes, photos, video, make drawings of characters and story to report to 100% Committee
- prepare questions to ask 100% Committee to find out about prototype

C 100% Committee (8 minutes):

Need/prepare:

- *large white board or wall or butcher paper to create storyboard*
- *white board markers*
- *watercolors (in case you use a wall or butcher paper)*
- *some tactile elements to ideate and exemplify*



Advise:

- to get familiar with the wheel as well as the scribing elements and think about structure to best converge story and prototype on wall, paper, or white board
- ponder on what it means to make the world work for 100%
- that they get their first info from prototyping group after 8 minutes

Spend some more time explaining their tasks as they are central for information flow and story convergence:

Yes – no – maybe game: after the 100% come back from the prototyping group they go directly to the storytellers, who ask them questions about the prototype. The 100% can only answer yes, no or maybe (hold up cards).

Flip the coin game: when they communicate with storytellers and prototypers they flip the coin when indicated on their wheel. Head means put yourself in the position of the protagonist, tails means put yourself in the position of the antagonist to communicate with the prototypers/storytellers.

The 100% Committee can only communicate in questions with the other groups. They also converge story and prototype on a wheel and a storyboard, thereby documenting (pics, video, scribe, notes, storyboard).

Hand out scribing template and communication cards. Explain their tasks and tell them to reflect about what 100% means for the outcome of the session in view to Buckminster Fuller's quote.

Pitch: (2 minutes)

- prototyping narrators report to 100% Committee (make sure storytellers can't hear)

Act 2: VISION (15 minutes)

A Designers

- prototypers take 2nd card of their deck and follow instructions
- ideate and build: what's a solution to the core problem with the wish?
- develop a number of single word descriptions and simple illustration that they feel embodies the solution.
- keep on communicating with the 100% Committee, who draw on whiteboard

B Storytellers

- yes – no –maybe: storyteller ask 100% Committee questions, the 100% Committee answer based on what they know of the prototype. They can only answer yes, no, or maybe, so the storytellers will have to anticipate the prototype more than 'knowing' it. (2 minutes)
- storytellers develop story further including a vision and obstacle (8 minutes)

C 100% Committee

- at minute 15 they go to storytellers and play 'yes – no - maybe': storyteller ask 100% Committee questions, the 100% answer based on what they know of the prototype. They can only answer yes, no, or maybe, so the storytellers will have to anticipate the prototype.
- go back and craft their questions, document on wheel and storyboard
- towards minute 25 they go to prototypers and play 'flip the coin'

Act 3: ACTION (20 minutes)

A Designers

- take the third card and follow instructions
- give it a user journey, how is it built and applied>
- focus by asking 'how can this work as a system today?'
- develop further considering story input

B Storytellers

- write turning point with solution and risks and helpers
- at minute 40 play flip the coin with the 100%

C 100% Committee

- sketch, converge, tweak, fit story and prototype
- at minute 40 play flip the coin with the 100%

Act 4: CONVERGE AND PRESENT (15 minutes)

A Prototypers

- at minute 45 'listen and ask' with 100% Committee (2 minute pitch)
- 100% Committee fires questions (1 minute, no answers)
- prototypers go back and refine
- prototypers final presentation, starting at minute 52

B Storytellers

- prepare pitch describing the change and how it works for 100%
- storytellers present, rounds starting at minute 52

C 100 % Committee

- 100% Committee refine storyboard, prepare closing argument
- 100% present their work and argument, starting with 52



EVALUATION AND RECAP (5-10 minutes)

You went through a collaboration that simulates how creative entrepreneurs work together. Point to notable helpers and hindrances the participants came up with.

What we did:

START WITH CLEAR OBJECTIVES

We began with an introduction to the thinking that led to here.

WHAT IS THE GOAL AND WHY DOES IT REQUIRE EVERYONE?

To focus the session, we established a design question for a wicked challenge.

ENCOURAGE EXPERIMENTATION.

We got everyone ready to step into the unknown and set the stage for experimentation.

FAIL FAST AND LEARN FROM IT.

We encouraged people to understand the value of failure through intuitive action.

START WITH SOMETHING FUN & COLLABORATIVE – THE ABSURD IS WELCOME.

In five minutes we attempted to generate a 100 ideas and put you in a future mode.

SET TIME CONSTRAINTS.

We used a visible clock with verbal countdowns to stress urgency.

BREAK PEOPLE INTO GROUPS. LET DIVERSITY OF SKILLS DETERMINE THE GROUP.

We asked our audience who dubs themselves a hacker, storyteller, educator, activist, game designer and entrepreneur. They were mixed within the groups to increase variety of thinking.

EVALUATION

You can ask players what worked, what stalled process, what was confusing, what could be more.