The +Impact Studio teaches interdisciplinary student teams (e.g., MBAs, MSWs, MPH, Stamps, MSI MEng) how to use scholarly intellectual capital, business acumen and design methodologies to begin to address wicked problems. Wicked problems are issues with societal import, that are difficult to understand, and are embedded within complex systems; for example, how might the financially precarious accomplish necessary transactions; how might citizens living with failing infrastructure be better served by their municipality? Such problems and the definition of ‘impact’ for this course are directly inspired by the United Nations 17 Sustainable Development Goals for 2030. To begin to address such goals, teams will explore leverage points between university-generated intellectual capital (e.g., new insights on FinTech or a machine learning algorithm from Marketing research) and opportunities to build a sustainable solution to an unmet need at scale. There is a trove of such capital within the University that would otherwise remain disconnected from the pressing problems of our generation. Thus, this course serves as a nexus between this intellectual capital, a wicked problem and design. In the Winter term, this course focuses on generating and prototyping a viable solution (complete with a fundable/sustainable business model) to an opportunity researched, developed and identified by BA670 students in the previous Fall term. Specifically, teams will take on the challenge of developing a human-centered and systems-centered understanding of the specific opportunity to make a positive impact at scale. Your work this Winter term will be packaged such that it would be ready to be launched and make an impact.
LEARNING OBJECTIVES

The course will provide students an opportunity to learn the foundations of design methodologies generated in anthropology, social psychology, sociology and industrial design. Upon successful completion of this course, students will be able to: apply a systems approach to identifying stakeholders and how they are connected within a network, conduct ethnographic qualitative research, surface implicit emotional and behavioral needs among stakeholders, generate composite personas, conduct bricolage-ideation sessions, engage in iterative prototyping and build a Business/Mission Model Canvas. These are the same design methodologies increasingly used in many organizations including Amazon, McKinsey, Bank of America Merrill Lynch and General Motors.

Time Commitment
Applying the Rackham formula of credits to hours (i.e., 4.5 credits = 4.5 classroom hours, 2-3 hours per each credit out of formal class time), the expected time breakdown is as follows: Teams will hold regular meetings (e.g., every Wednesday 12-2) in the +Impact Studio facility in addition to hours spent outside the studio doing research.

Digital Collaboration Tools
Teams will be required to maintain all digital assets on the dedicated course ‘Miro’ site (https://miro.com/) and rely on an integrated Slack app (https://slack.com/) for internal team and course communication. Canvas will be used solely for submitting the individual assignments and posting course grades.

Policy on the use of electronic tools in class and in the studio (laptops, tablets, phones).
No electronic devices are allowed during Monday class. Phones: In the studio, phones should be set to vibrate or turned off (if you need to message or make a call, do so outside the studio during a break)-no phones are to be used within the studio. Laptops: In the studio, only one laptop may be turned on and only if its screen is projected onto the team display—that is, laptops are to be used when the entire team needs its eyes on a display.

Academic Honor Code
Personal integrity and professionalism are fundamental values of the Ross Business School community. This course will be conducted in strict conformity with the Academic Honor Code. The Code and related procedures can be found at http://www2.bus.umich.edu/MyiMpact/academics/ross-community-values. The site also contains information on what constitutes plagiarizing. Claimed ignorance of the Code and related information appearing on the site will be viewed as irrelevant should a violation take place.

Core Course Values: Intellectual Humility and Relentless Curiosity
Students with Disabilities

If you think you need an accommodation for a disability, please let me know prior to the first class (so that I can adjust accordingly). I will treat information you provide as private and confidential. Here is more from the School’s official policy: Policy on Testing Accommodations for Students with Disabilities

The University of Michigan is committed to providing equal opportunity for participation in all programs, services and activities. Students wishing to receive testing accommodations must register with the UM SSD (Services for Students with Disabilities) as soon as possible. Students must then submit their Verified Individualized Services and Accommodations (VISA) form online as early as possible, but no later than two weeks prior to the first test or exam for which accommodations are requested.

Requests must be sent using the Accommodations Request Form and must include a scanned or photographed copy of the VISA form. This form only needs to be submitted once during your academic career with Ross unless your accommodations eligibility expires. Questions can be directed to the Accommodations Coordinator at RossAccommodationsCoordinator@umich.edu. In rare cases, the need for an accommodation arises after the two-week deadline has passed (for example, a broken wrist). In these cases, students should still contact SSD and the Ross Accommodations Coordinator at RossAccommodationsCoordinator@umich.edu, however, due to logistical constraints we cannot guarantee that an accommodation can be made after the two-week deadline has passed.

DELIVERABLES

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Format</th>
<th>Due Date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Logs (n=7)</td>
<td>Individual Assignment</td>
<td>Weekly</td>
<td>15%</td>
</tr>
<tr>
<td>Team-led discussion of the readings/videos</td>
<td>Team Assignment</td>
<td>Assignment of teams to class session noted in the schedule</td>
<td>10%</td>
</tr>
<tr>
<td>Team Mission &amp; Canvas (Living Document)</td>
<td>Team Assignment</td>
<td>Feb. 7</td>
<td>5%</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>Team Assignment</td>
<td>April 20</td>
<td>15%</td>
</tr>
<tr>
<td>Final Portfolio</td>
<td>Team Assignment</td>
<td>April 25</td>
<td>30%</td>
</tr>
<tr>
<td>Dossier</td>
<td>Team Assignment</td>
<td>April 25</td>
<td>10%</td>
</tr>
<tr>
<td>Participation/Peer Evaluation</td>
<td>Individual Assignment</td>
<td>April 25</td>
<td>15%</td>
</tr>
</tbody>
</table>
Learning Logs

Individual learning is central to the +Impact Studio. To facilitate, document, and assess this in an on-going fashion, individually, submit structured memo each week: A link to the Learning Log Submission page can be found on our course Canvas Homepage. Each memo provides a venue to document how you are thinking differently as a result of (a) class/studio content, (b) discussions, and (c) readings/videos. These should be submitted by the end of each week, no later than Sunday, 10AM EST.

Team-Led Discussion of the Readings/Videos

As noted in the schedule, a specific team will be responsible for leading a discussion in class on the readings. Successful completion of this assignment is to prepare, in advance, specific questions for the class to consider from the readings/videos as well as raise personal conclusions and implications (no slides). In addition, success entails eliciting an engaging discussion with students from other teams. This in no way removes responsibility for all students to come prepared having read/watched all of the material. Instead, it provides a student-centered lens on making the most of readings/videos.

Team Mission & Team Canvas

The template for this assignment can be found on our Miro site. Teams are expected to first build an analog representation in their studio space and then digitally capture these on Miro.

Final Presentation

The final presentation consists of an oral presentation that provides a highly interactive overview of the contents contained in the final portfolio (see below). In addition, teams are expected to be prepared to elaborate, defend, and iterate during the presentation on the team’s analyses, conclusions, and suggestions for next steps. The presentation should contain a slide deck as well as supplementary digital and analog materials. All members of the team are expected to contribute to the development and the delivery of the presentation in a meaningful way.

Final Portfolio

The final portfolio is the comprehensive set of materials required to make full use of this semester’s work in launching a proposed enterprise or other solution (or convincingly making the case that no viable solution is possible, at least at this time).

Dossier

The dossier contains the complete set of artifacts created during the semester. These artifacts will be submitted in analog and digital format (e.g., google drive).
Participation/Peer Evaluation

Much of the academic work in this course is done in interdisciplinary teams. In addition to the preparing for a weekly team stand up (template will provided to teams via Slack) and the Class #2 presentations of the Fall Brief, peer reviews will be collected from team members for all students, and these reviews will be carefully considered in the Professor's evaluation of a student's relative participation. Peer evaluations are confidential. Frank and honest feedback is highly valued.

Ross Curve

Where applicable, grade distributions will adhere to the Ross curve.

Bonus

Many additional course resources are provided with the goal of enabling you to teach this material in your next organization.
Additional Information about the +Impact Studio

Mission
The +Impact Studio’s mission is to harness the power of design and business to develop impactful solutions to global challenges and to deploy leaders with a social innovation skill-set. As part of this work, the Studio seeks to translate faculty research insights into applications that address wicked problems.

Big picture of the two-semester design cycle program (Students enroll in either the Fall or the Winter Semester)
OVERVIEW OF COURSE SCHEDULE FOR WINTER 2020

JANUARY 13: CLASS #1 - STUDIO WEEK #1
DESIGNING THE RIGHT THINGS - AFFINITY MAPPING THE BRIEF

JANUARY 20: NO CLASS (MLK DAY), BUT STUDIO WEEK #2
RESEARCH CONTINUES AND YOUR PRESENTATION IS NEXT MONDAY

JANUARY 27: CLASS #2, STUDIO WEEK #3
STUDENTS’ PRESENTATIONS ON THE BRIEF, LADDERING THE OPPORTUNITY, ECOSYSTEM MAPPING 2.0 & TEAM FORMATION

FEBRUARY 3: CLASS #3 - STUDIO WEEK #4
BRICOLAGE, LO-FI PROTOTYPING, BMC/MMC

FEBRUARY 10: CLASS #4 - STUDIO WEEK #5
PATHWAYS FOR DESIGN IN IMPACT INNOVATION & STORYBOARDING

FEBRUARY 17: CLASS #5 - STUDIO WEEK #6
VIABILITY: INSIGHTS FROM TECH TRANSFER

FEBRUARY 24: CLASS #6 - (NO STUDIO WEEK DUE TO EXAMS):
GETTING AN IDEA ON BENEFICIARIES RADAR

MARCH 2: NO CLASS - SPRING BREAK - ENJOY!

MARCH 9: CLASS #7/STUDIO WEEK #7
DESIGNING THINGS RIGHT

MARCH 16: CLASS #8/STUDIO WEEK #8
IDEATION/TESTING CYCLE

MARCH 23: CLASS #9/STUDIO WEEK #9:
REFINE CONCEPT INTO A SINGLE COHESIVE DESIGN READY FOR IMPLEMENTATION

MARCH 30: CLASS #10/STUDIO WEEK #10:
VALIDATION AND HIGHER RES PROTOTYPE DEVELOPMENT

APRIL 6: CLASS #11/STUDIO WEEK #11
WABI-SABI DESIGN REVIEW

APRIL 13: CLASS #12/STUDIO WEEK #12:
teAMS HAVE MONDAY & THE WEEK TO PREPARE CONCEPT MATERIALS

APRIL 20: CLASS #13/ NO STUDIO WEEK:
FINAL CONCEPT PITCH, REFLECT, (& CELEBRATE)
LEARNING GOALS: GAIN A BIG PICTURE PERSPECTIVE ON THE FIRST HALF OF THE DESIGN PROCESS AND FORMS OF COLLABORATION REQUIRED FOR SUCCESS

READINGS - DISCUSSION LED BY TEAM: ________________________

1. LIEDTKA, JEANNE, ANDREW KING & KEVIN BENNETT. SOLVING PROBLEMS WITH DESIGN THINKING. NEW YORK: COLUMBIA BUSINESS SCHOOL PUBLISHING, 2013. CHAPTER 9 & 10; PP. 143-159, PP. 160-178.


3. BROWN, TIM & MARTIN, R. “DESIGN FOR ACTION.” HARVARD BUSINESS REVIEW, VOL 93, NO 9.


STUDIO WORK:

1. Study the Fall Portfolio/Dossier

2. Research the roots (technology/other companies in this space),

3. Use Affinity Mapping to Document Insights

Due by Sunday 10:00am: Individual learning log (link provided on Canvas)
JANUARY 20 NO CLASS (MLK DAY), BUT STUDIO WEEK #2
RESEARCH CONTINUES AND YOUR PRESENTATION IS NEXT MONDAY

STUDIO WORK:

1. Research of the Fall Portfolio, potential competitors in the marketplace and University scholarly intellectual capital

2. Create a list of unmet needs.

3. Create an initial list of specific potential beneficiaries (e.g., target B2B and B2C markets).

4. Prepare a 10-min presentation of key insights, beneficiaries, unmet needs

Note: Your Presentation is Next Monday
JANUARY 27: CLASS #2, STUDIO WEEK #3
STUDENT’S PRESENTATIONS ON THE BRIEF, LADDERING THE OPPORTUNITY, ECOSYSTEM MAPPING 2.0 & TEAM FORMATION

LEARNING GOALS: DEVELOP AN APPRECIATION FOR MULTI-PHASE, MULTI-TEAM APPROACHES TO BUILDING SUSTAINABLE SOLUTIONS; LEARN AND APPLY THE DESIGN TOOLS OF LADDERING AND ECOSYSTEM MAPPING

TODAY, STUDENT GROUPS WILL PRESENT A CONCISE YET COMPREHENSIVE NARRATIVE OF KEY INSIGHTS AND REMAINING QUESTIONS BASED ON THE THREE FALL DOSSIER AND PORTFOLIOS

READINGS - DISCUSSION LED BY TEAM: ____________________

1. PARNES, SIDNEY J. CREATIVE BEHAVIOR GUIDEBOOK. NEW YORK: CHARLES SCRIBER’S SONS, 1976; PP. 122-133.


3. KOLKO, JON. “DESIGN THINKING COMES OF AGE” HARVARD BUSINESS REVIEW, 2015, PP. 1-7.


STUDIO WORK:

1. Complete a living Team Canvas (drawn on butcher paper),

2. Create an Ecosystem Map (including leaves, roots, analogous contexts, extreme users and competitors)

3. Begin to ladder your HMW and begin an assumptions list

Due Monday Jan 27 Research Report-out presentations

Due by Sunday 10:00am: Individual learning log (link provided on Canvas)
FEBRUARY 3: CLASS #3 - STUDIO WEEK #4
BRICOLAGE, LO-FI PROTOTYPING, BMC/MMC

LEARNING GOALS: ACQUIRE A DEEPER UNDERSTANDING OF THE PSYCHOLOGY OF IDEA GENERATION (BRICOLAGE), BARRIERS TO LO-FI PROTOTYPING; HOW TO USE A BUSINESS AND MISSION MODEL CANVAS IN THE DEVELOPMENT OF AN ENTERPRISE/MISSION DRIVEN ORGANIZATION

READINGS - DISCUSSION LED BY TEAM: ____________________


3. TIPS FOR CONDUCTING FOR ETHNOGRAPHIC INTERVIEWS AND PARTICIPANT OBSERVATION

4. WATCH: IIT: Getting People to Talk: An Ethnography & Interviewing Primer (30 MIN)

5. Conducting an interview A: Conducting an Interview B

6. READ: Interview for Empathy

7. WATCH: What people are really doing

STUDIO WORK:

1. Conduct a Bricolage Session/ Heat Mapping
2. Prototype top 2 popular ideas (keep unprototyped ideas “alive and digitized”)
3. Begin a living BMC/MMC with clear articulate of customer’s/beneficiaries’ job to be done
4. Update Team Canvas, 5. Revise HMW 6. Continue research on resources and competitive landscape

Additional Tools:

- Mission Model Canvas Videos and templates - More BMC videos  BMC 3 Watch: NYT Meant to Keep Malaria Out, Mosquito Nets Are Used to Haul Fish In (3 min)

- Read: NYT Book Review Virginia Eubanks, How Big Data Is ‘Automating Inequality’

- Read: Bain & Co. Tackling AI’s Unintended Consequences

Due by this Friday: Team Canvas Poster posted in studio

Due by Sunday 10:00am: Individual learning log (link provided on Canvas)
FEBRUARY 10: CLASS #4 - STUDIO WEEK #5
PATHWAYS FOR DESIGN IN IMPACT INNOVATION & STORYBOARDING

LEARNING GOALS: ACQUIRE A PERSPECTIVE ON HOW TO CONTEXTUALIZE A SOCIAL PROBLEM USING THE ‘PATHWAYS GRID’ AND HOW TO USE THIS GRID TO FOCUS A CONCEPT DESIGN

READINGS - DISCUSSION LED BY TEAM: ____________________

1. SANCHEZ-BURKS, JEFFREY & QUY NGUYEN HUY. “EMOTIONAL APERTURE AND STRATEGIC CHANGE: THE ACCURATE RECOGNITION OF COLLECTIVE EMOTIONS.” ORGANIZATION SCIENCE. VOL 20, NO. 1, 2009, PP. 22-34. (READ ONLY THE INTRODUCTION AND DISCUSSION SECTION)


STUDIO WORK:

1. Complete a Pathways 1.0 to contextual problem and concept space
2. Conduct another Bricolage session
3. Update Team Canvas
4. Each team member completes this Value Proposition and posts in the studio
5. Revise HMW
6. Continue research on resources and competitive landscape

Additional Tools:
- Business Model Canvas - Prototyping Video  https://www.designkit.org/methods/35

What can go wrong:
- Read: “Ban the box” does more harm than good
- Watch: Systems thinking: a cautionary tale (cats in Borneo) (3 min)

Due by Sunday 10:00am: Individual learning log (link provided on Canvas)
FEBRUARY 17: CLASS #5 - STUDIO WEEK #6
VIABILITY: INSIGHTS FROM TECH TRANSFER

LEARNING GOALS: LEARN THE BASICS OF WHAT IS NEEDED FROM A RESOURCE PERSPECTIVE TO LAUNCH A VENTURE

READINGS - DISCUSSION LED BY TEAM: ____________________


STUDIO WORK:

1. Prepare your team report out for next Monday that captures the team’s BBC/MMC (who/what/how to do it and how it can be viable)
2. Revise your HMW

Due by Sunday 10:00am: Individual learning log (link provided on Canvas)

Additional Tools:
https://www.interaction-design.org/literature/article/design-thinking-get-started-with-prototyping
FEBRUARY 24: CLASS #6 - (MONDAY CLASS, BUT NO STUDIO LATER IN THE WEEK DUE TO EXAMS):
GETTING AN IDEA ON BENEFICIARIES RADAR

LEARNING GOALS: HOW TO TAKE INTO ACCOUNT FACTORS THAT AFFECT ADOPTION OF SOLUTIONS EVEN WHEN THE BENEFIT IS CLEAR

READINGS - NO READINGS TO PROVIDE TIME FOR YOU TO PREPARE FOR YOUR EXAMS

GUEST SPEAKER: MARCUS COLLINS
MARCH 2  NO CLASS - SPRING BREAK - ENJOY!

GOALS: RELAX, REFLECT, RECHARGE
MARCH 9: NO MONDAY CLASS - ROSS HOLIDAY, BUT STUDIO WEEK #7
DESIGNING THINGS RIGHT

LEARNING GOALS: WITH ONLY FOUR WEEKS BEFORE YOU PREVIEW YOUR FINAL DESIGN IN A PRESENTATION, IT'S TIME TO DEVELOP A PLAN FOR FINAL RAPID ITERATION, MMC/BMC AND PROTOTYPE DEVELOPMENT.

STUDIO WORK:

1. Update Team Canvas
2. Develop and specific team plan for final 4 weeks before first Concept Pitch and Final Submission in 6 weeks),
3. Testing and learning from the field
MARCH 16: CLASS #7/STUDIO WEEK #8
IDEATION/TESTING CYCLE

LEARNING GOALS: BETTER UNDERSTAND HOW META-BRICOLAGE ACROSS TEAMS CAN CONTRIBUTE TO A MORE COMPREHENSIVE SOLUTION

READINGS - DISCUSSION LED BY TEAM: ____________________


STUDIO WORK:

1. Move forward cross-team collaboration (meta-bricolage).
2. Revise your HMW
3. Ideate/Prototype/Test/Learn/Repeat

Additional Tools:
Business Model Canvas - Validating Video

Due by Sunday 10:00am: Individual learning log (link provided on Canvas)
MARCH 23: CLASS #8/STUDIO WEEK #9:
REFINE CONCEPT INTO A SINGLE COHESIVE DESIGN READY FOR IMPLEMENTATION

LEARNING GOALS: CONCEPT REFINEMENT

READINGS - DISCUSSION LED BY TEAM: ____________________


STUDIO WORK:

1. In cross-team collaboration, Ideate/Prototype/Test/Learn/Repeat

Due by Sunday 10:00am: Individual learning log (link provided on Canvas)
MARCH 30: CLASS #9/STUDIO WEEK #10:
VALIDATION AND HIGHER RES PROTOTYPE DEVELOPMENT

LEARNING GOALS: HOW TO BUILD AN EMPIRICAL CASE FOR THE DESIRABILITY, FEASIBILITY AND VIABILITY OF A CONCEPT

READINGS - DISCUSSION LED BY TEAM: ____________________

1. THARP, BRUCE M. AND STEPHANIE M. THARP. “DISCURSIVE DESIGN: CRITICAL, SPECULATIVE, AND ALTERNATIVE THINGS.” 2019. CHAPTER 9, 110-133

STUDIO WORK:

1. Ideate/Prototype/Test/Learn/Repeat
2. Refine concept into a single cohesive design ready for implementation
APRIL 6: CLASS #10/STUDIO WEEK #11

WABI-SABI DESIGN REVIEW

LEARNING GOALS: HOW TO STRUCTURE AND CREATE A WABI-SABI GROUP CULTURE. TEAMS WILL HAVE A FINAL PREVIEW OF THEIR CONCEPTS BEFORE THE FINAL PITCH IN TWO WEEKS

STUDIO WORK:

1. Refine Concept based on Pitch Feedback
APRIL 13: CLASS #11/STUDIO WEEK #12:
TEAMS HAVE MONDAY & THE WEEK TO PREPARE CONCEPT MATERIALS

READINGS


STUDIO WORK:

1. Invite Prof. JSB and other relevant parties for feedback huddles
APRIL 20: CLASS #12/ NO STUDIO WEEK
FINAL CONCEPT PITCH, REFLECT, (& CELEBRATE)

LEARNING GOALS: PULLING IT ALL TOGETHER

STUDIO WORK:

1. Post presentation: Last week to finalize and then submit by end of the week your final deliverables and required peer reviews