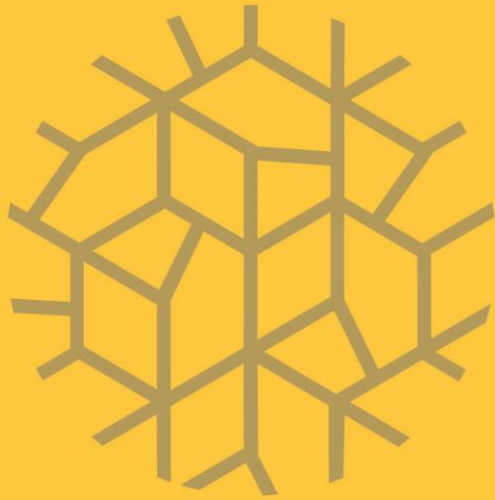


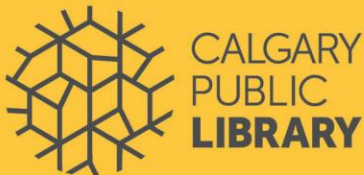
Build an accessory that reflects your personality!*

- * don't like this idea? create your own.
- * You have 7 min



You just built a prototype!

Give yourselves a hand😊





Why does this matter?



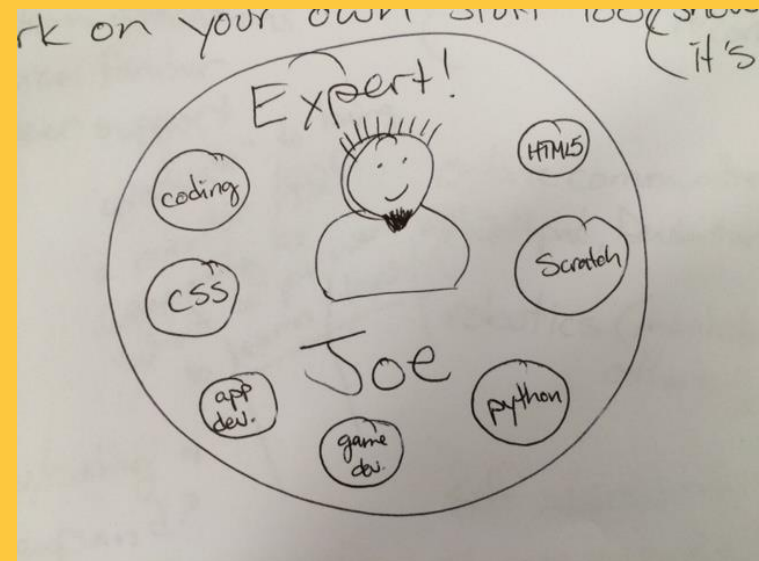
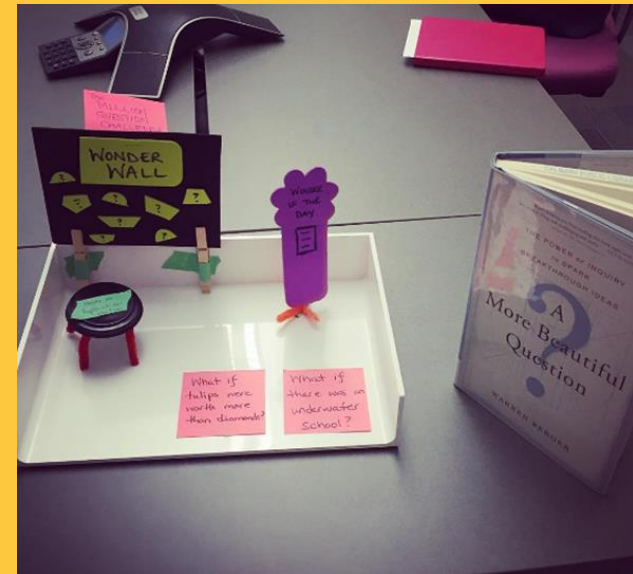
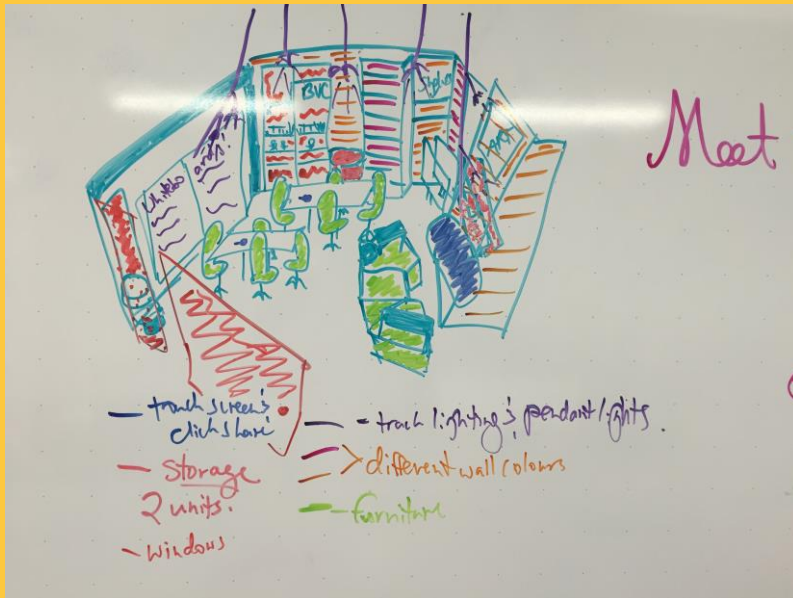
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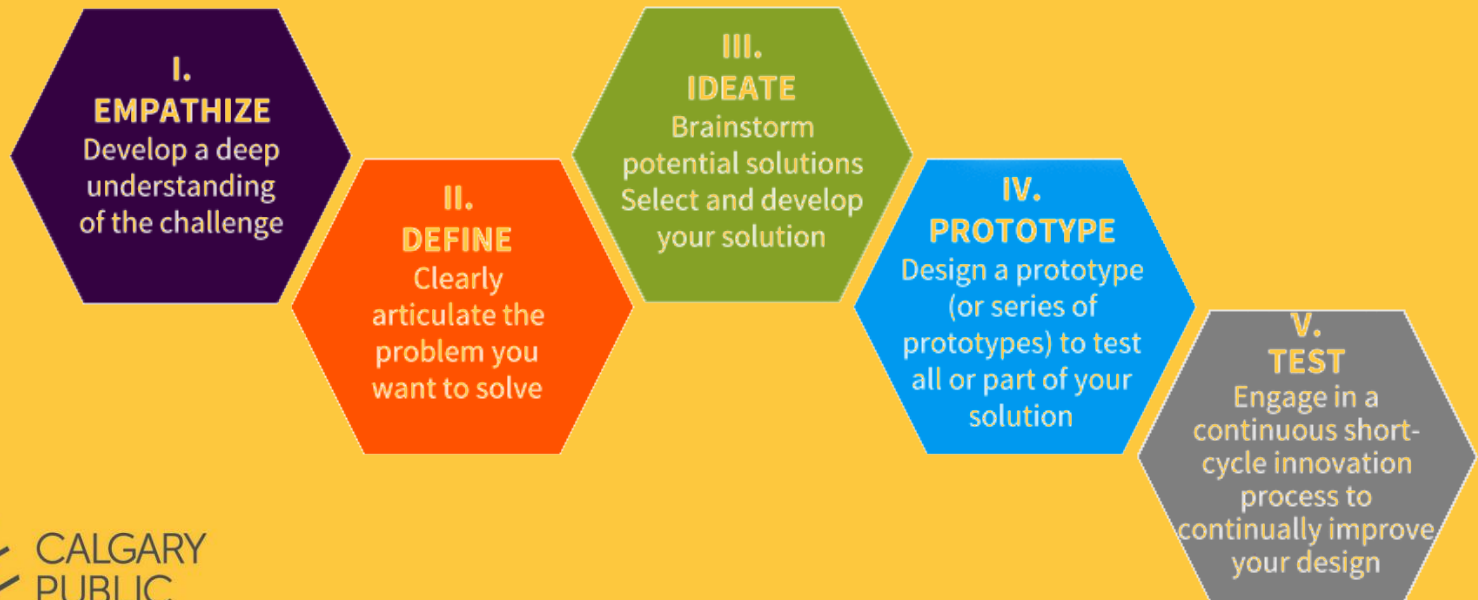
Design Lab @ Calgary Public Library



Spark * SCHOOL *for*
INNOVATION
BY DESIGN



Design Thinking



Let's Draw!!





Fluency

(speed and quantity of ideas)

vs.

Flexibility

(different or divergent ideas)

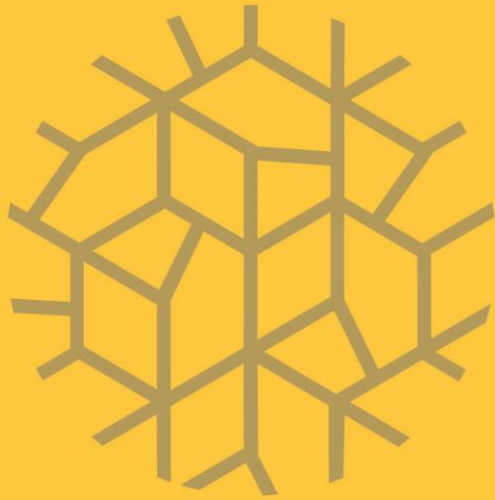


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Designing Big Value Opportunities

@theinnographer



1. “we” all
stopped
developing your
innovation
literacies

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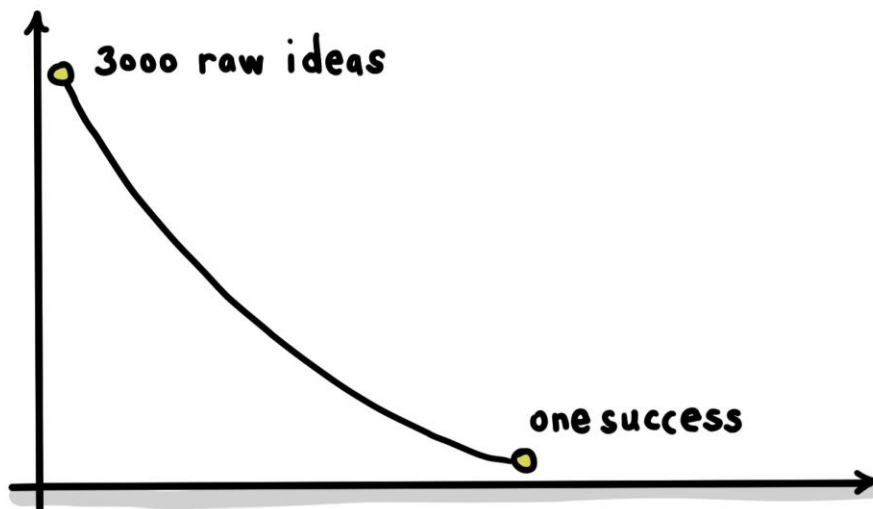


(most of)
2. your
ideas
suck

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After: Stevens and Burley (1997)



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3. we're (way)
too often
blind
squirrels

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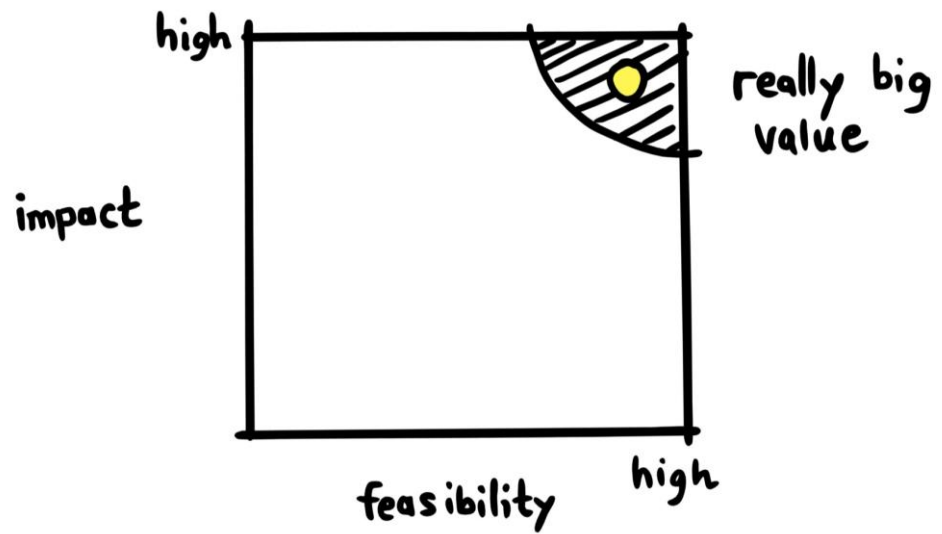


you can
4. design the
really
big value
version of
your idea

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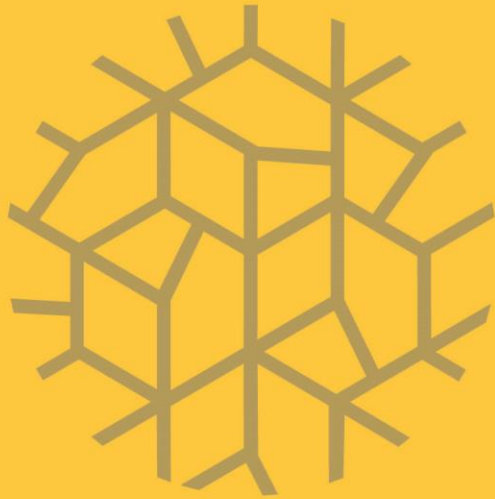
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5. iterate and assess with wee bets & quick tests...



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MarshmallowChallenge.com

The Marshmallow Challenge

[About](#) [Host](#) [Photos](#) [Videos](#) [Links](#)

Hosting a Challenge

Running a marshmallow challenge is easy. The ingredients cost only a few dollars and the time invested is less than an hour.

Step One: Find a Venue, Willing Teams and Reasons.

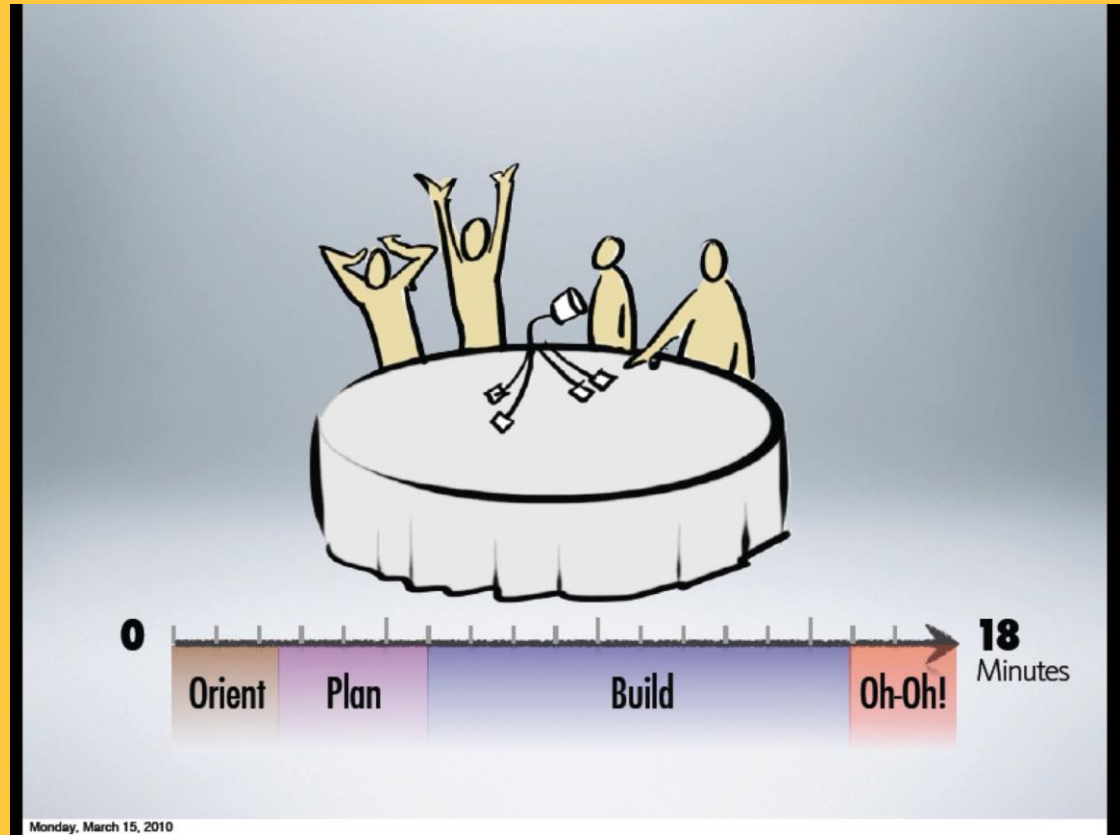
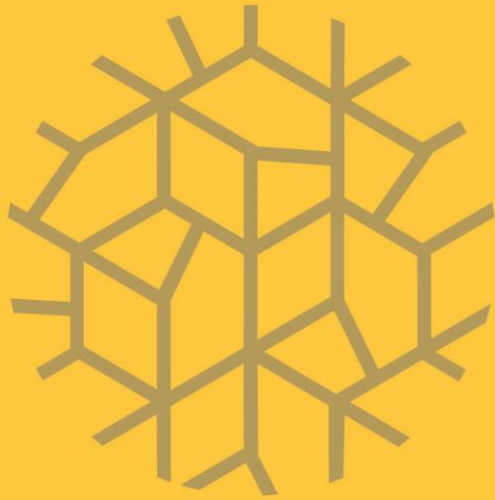
Step Two: Get the Ingredients.

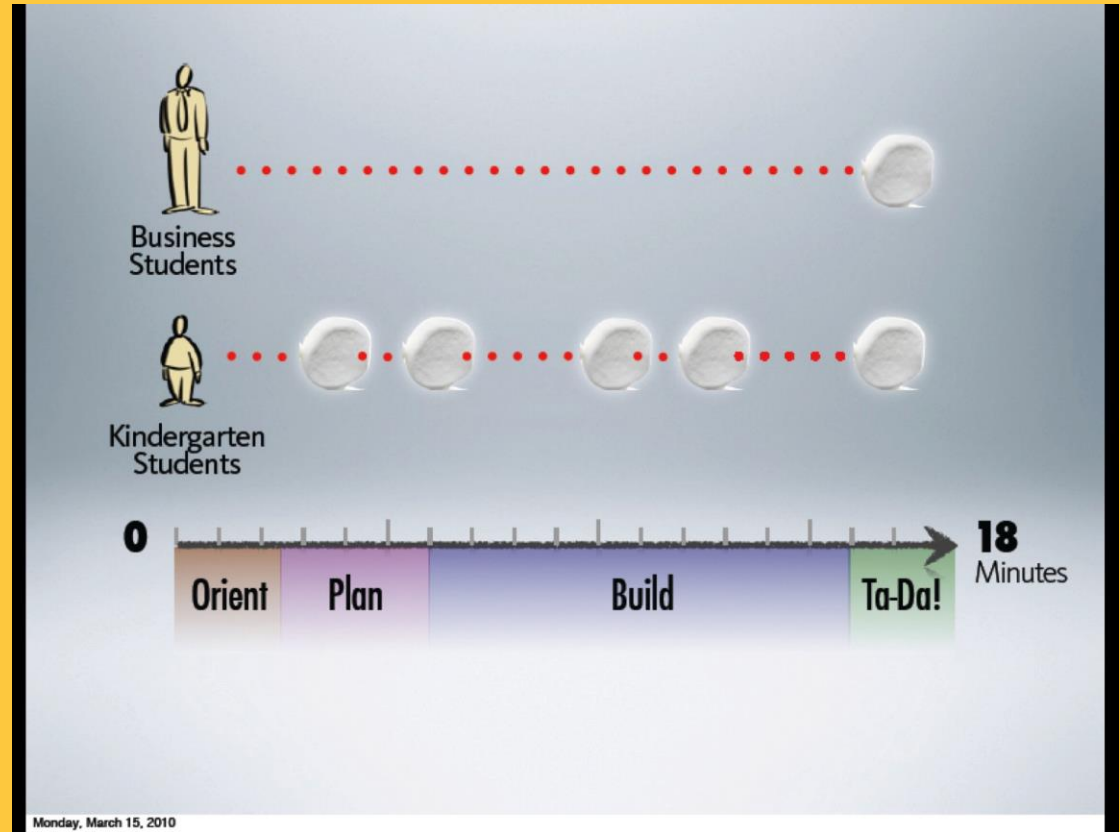


Step Three: Set up the Environment.

Step Four: Equip the Tables.

Monday, March 15, 2010





Idea Storming



In these tough economic times, what can libraries do to empower your community?

- *Use your post-its to write down 10 ideas (1/post-it)

- *Place them on the back wall

- *Use the 5 dots you have and place them on the best ideas you see (not necessarily your own)

What you said!

64 suggestions: Career counseling in collaboration with employment agencies, including job search help, free job boards & websites, free job skills upgrading, interview skills training

43 suggestions: Free resume workshop/resume assistance

32 suggestions: Programs & resources (partner with banks) on how to budget (food, entertainment, etc.)

27 suggestions: Partner with other organizations in the community (Chamber of Commerce, Alberta Health, small businesses) for resources or to promote libraries' services

26 suggestions: Offer all free programming & services

25 suggestions: Provide free access to business services (printing, computers, scanning, Wifi, etc.) for all, especially job seekers (possibly with community sponsorship)

24 suggestions: Drop late fees/fines or waive for food donation (partner with food bank)

22 suggestions:

Expand borrowing to include tools, gardening tools, kits, kitchen equipment, musical instruments, and other items so people can reduce spending

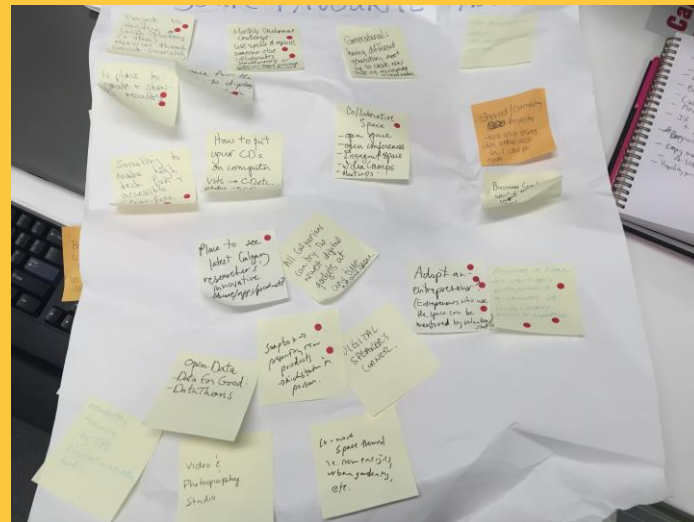
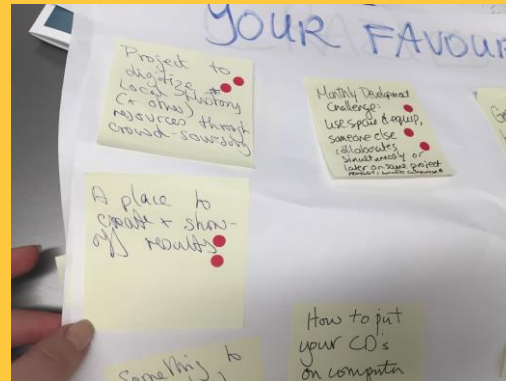
20 suggestions: Family movie night (with or without popcorn) & other free family entertainment

19 suggestions: Host a job fair (with local or other employers) / Free memberships

17 suggestions: Small business/entrepreneurial help (free) – grant info, startup info sessions (MOOCs), startup space where small startups can meet/collaborate, and help marketing them

Want the whole list? Email
sarah.meilleur@calgarylibrary.ca







Personas

- Genre reader - Lola
- Newcomer - Luis
- Busy Mom - Gail
- Child – Tyson and Neva
- Job Seeker - Gordon
- Socially Isolated - Mark
- Teen – Jordan and Taylor

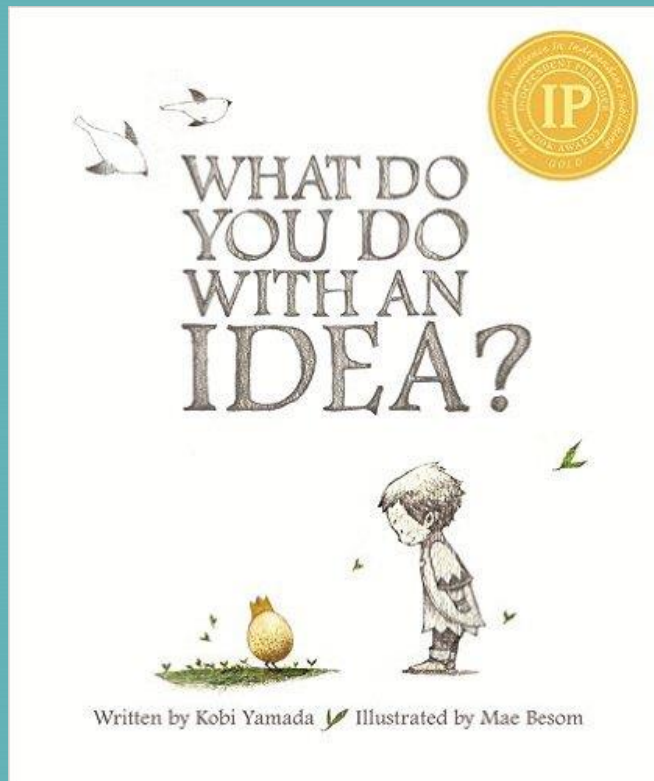




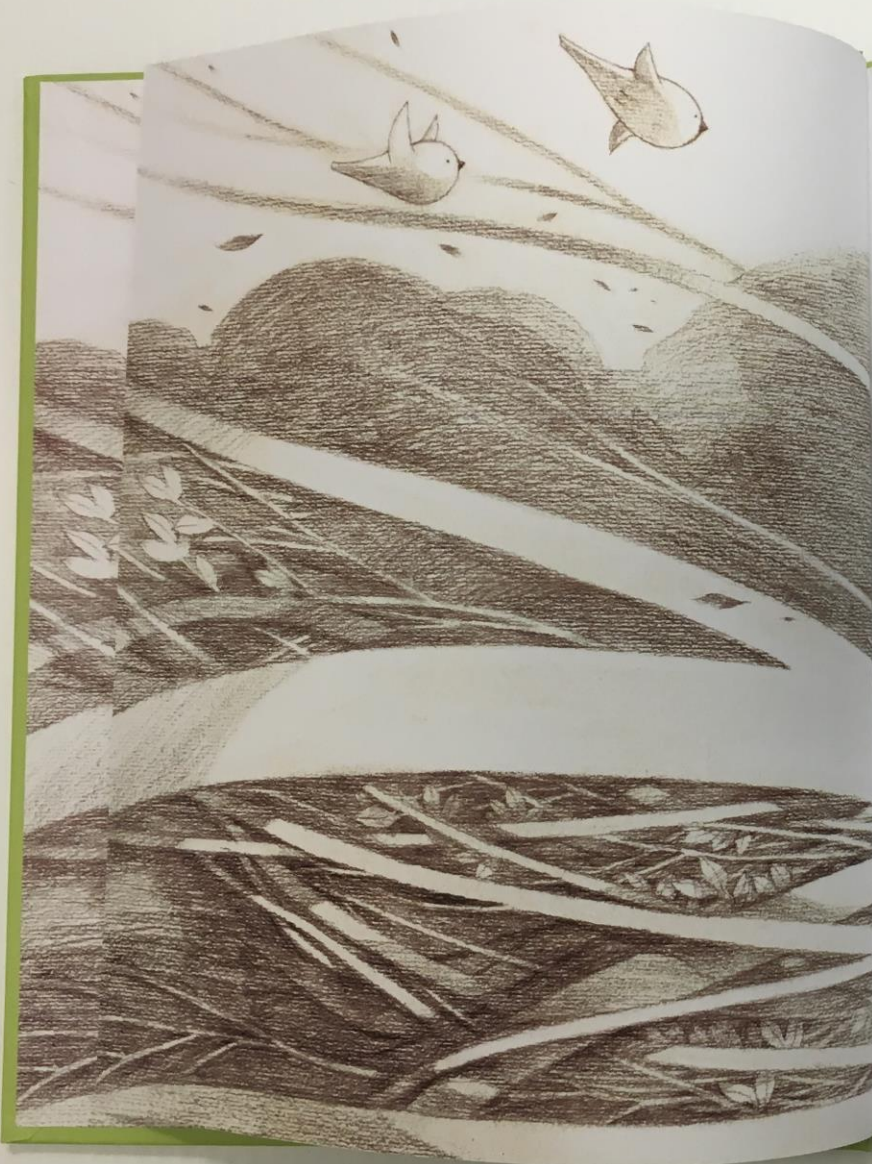
Personas

- Age group
- Occupation
- Technology Skills
- Library Interaction
- Back Story
- Motivations
- Frustrations
- Ideal Library Experience
- Quote in their own words

What do you do with an Idea?

Written by Kobi Yamada
Illustrated by Mae Besom

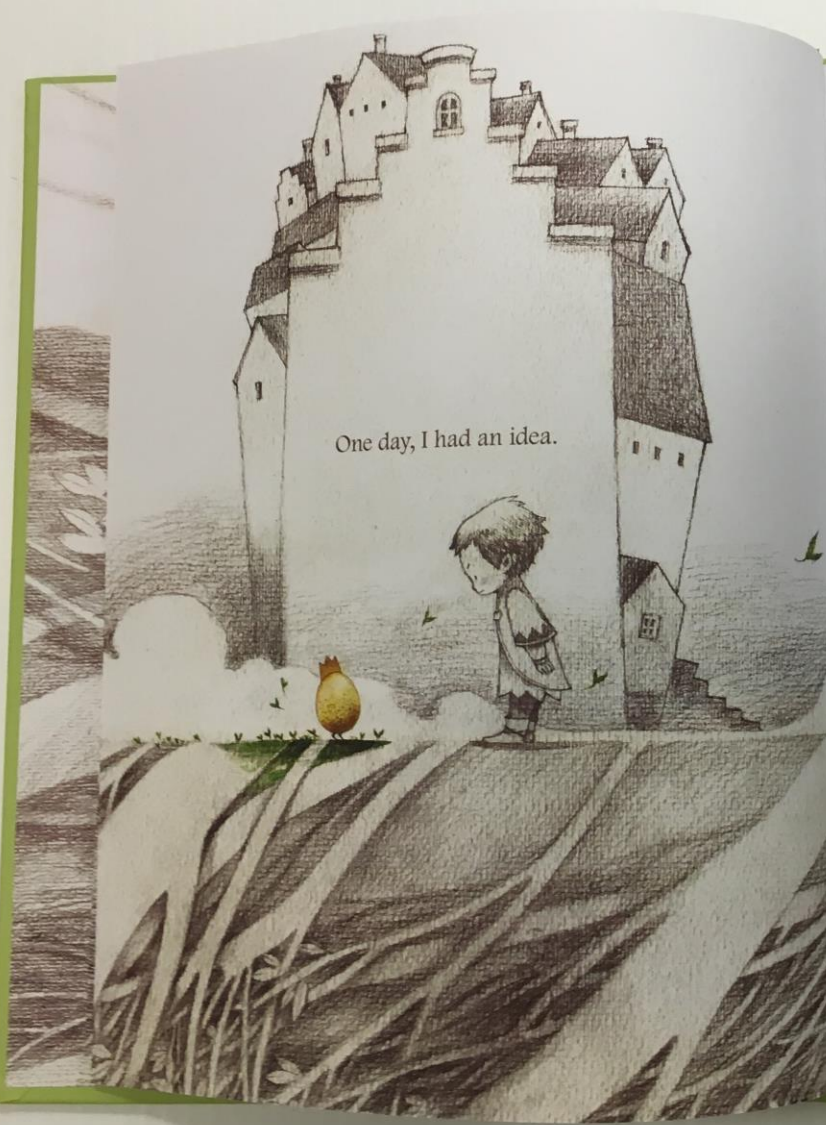




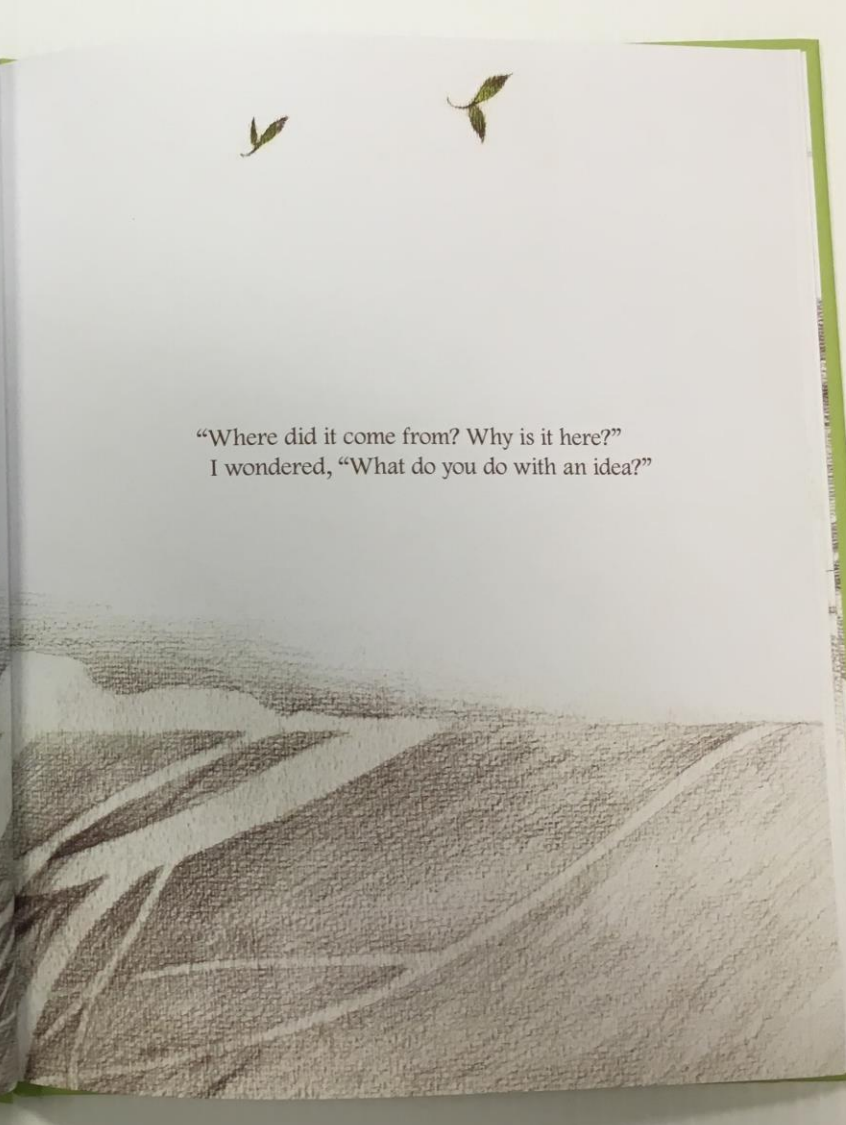
WHAT DO YOU DO WITH AN IDEA?



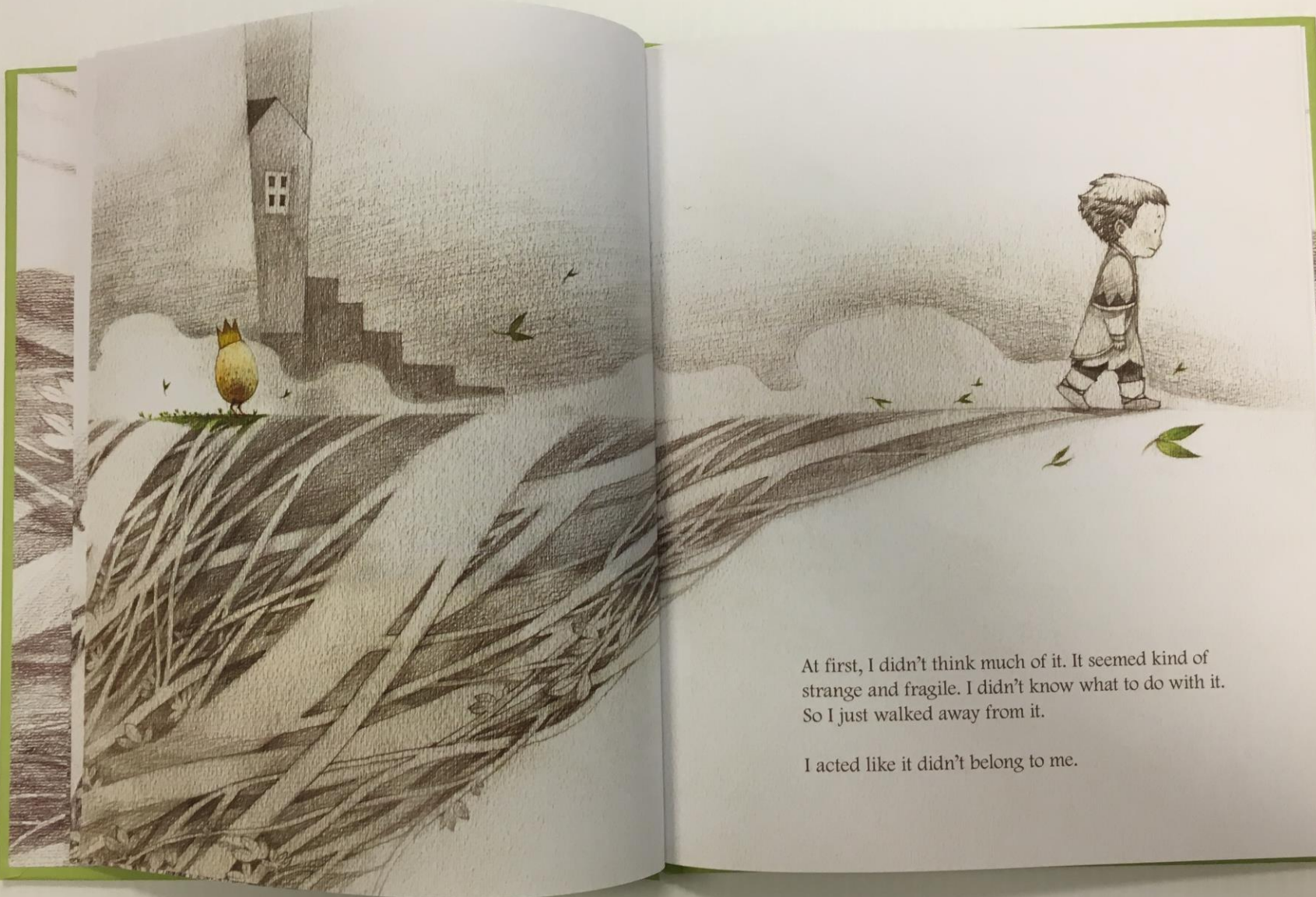
Written by Kobi Yamada 🐦 Illustrated by Mae Besom

A black and white illustration of a young boy with short hair, wearing a simple tunic and trousers, standing on a grassy hill. He is looking towards a large, multi-story house built into a cliff. The house has many windows and a small tower on top. A small, round, yellow object, possibly a fruit or a flower, is on the ground near the boy. The background shows a hilly landscape with some trees and a small bird flying in the sky.

One day, I had an idea.

A black and white illustration of a young boy with short hair, wearing a simple tunic and trousers, standing on a grassy hill. He is looking towards a large, multi-story house built into a cliff. The house has many windows and a small tower on top. A small, round, yellow object, possibly a fruit or a flower, is on the ground near the boy. The background shows a hilly landscape with some trees and a small bird flying in the sky.

“Where did it come from? Why is it here?”
I wondered, “What do you do with an idea?”



At first, I didn't think much of it. It seemed kind of strange and fragile. I didn't know what to do with it. So I just walked away from it.

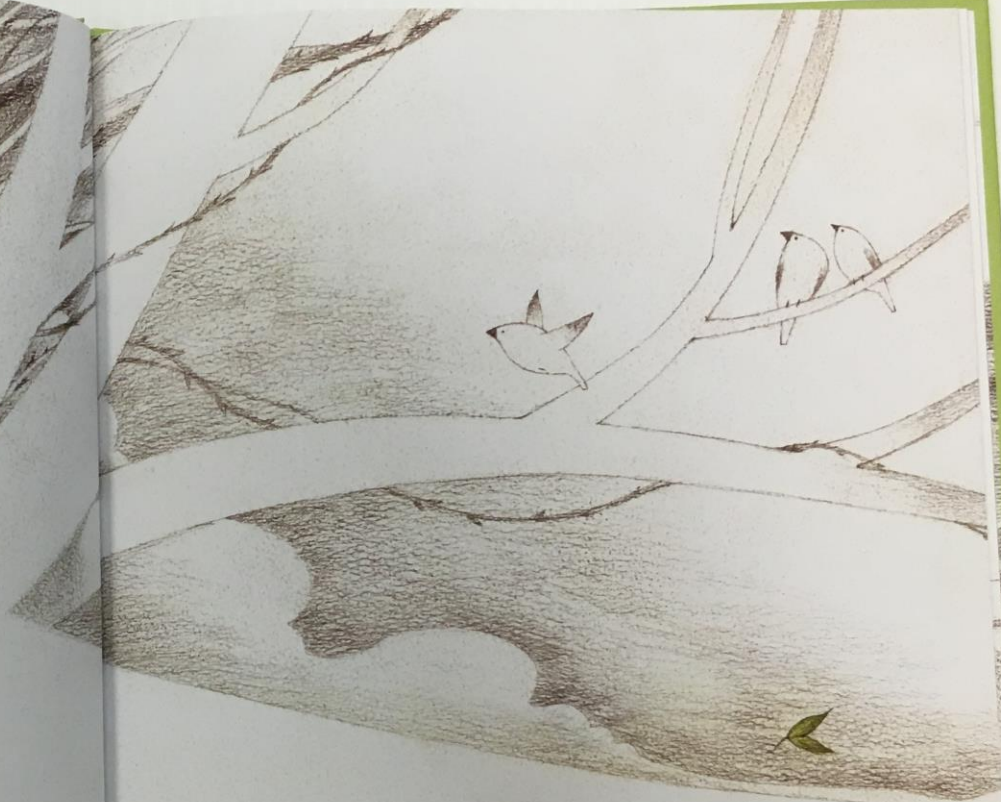
I acted like it didn't belong to me.



But it followed me.



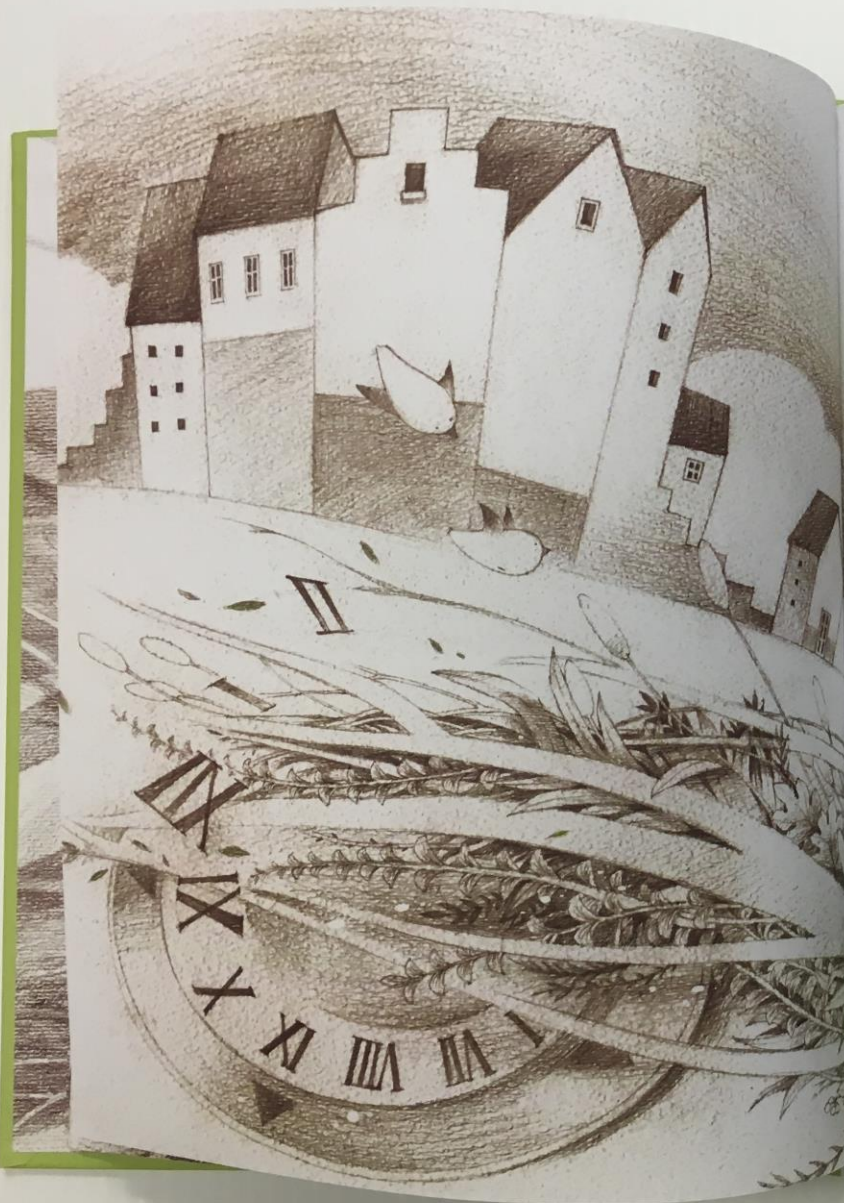
I worried what others would think.
What would people say about my idea?



I kept it to myself. I hid it away and didn't talk about it.
I tried to act like everything was the same as it was
before my idea showed up.



But there was something magical about my idea. I had to admit, I felt better and happier when it was around.



It wanted food. It wanted to play.
Actually, it wanted a lot of attention.





It grew bigger. And we became friends.





I showed it to other people even though I was afraid of what they would say. I was afraid that if people saw it, they would laugh at it. I was afraid they would think it was silly.

And many of them did. They said it was no good. They said it was too weird. They said it was a waste of time and that it would never become anything.

And, at first, I believed them. I actually thought about giving up on my idea. I almost listened to them.





But then I realized, what do they really know? This is MY idea, I thought. No one knows it like I do. And it's okay if it's different, and weird, and maybe a little crazy.

I decided to protect it, to care for it. I fed it good food. I worked with it, I played with it. But most of all, I gave it my attention.

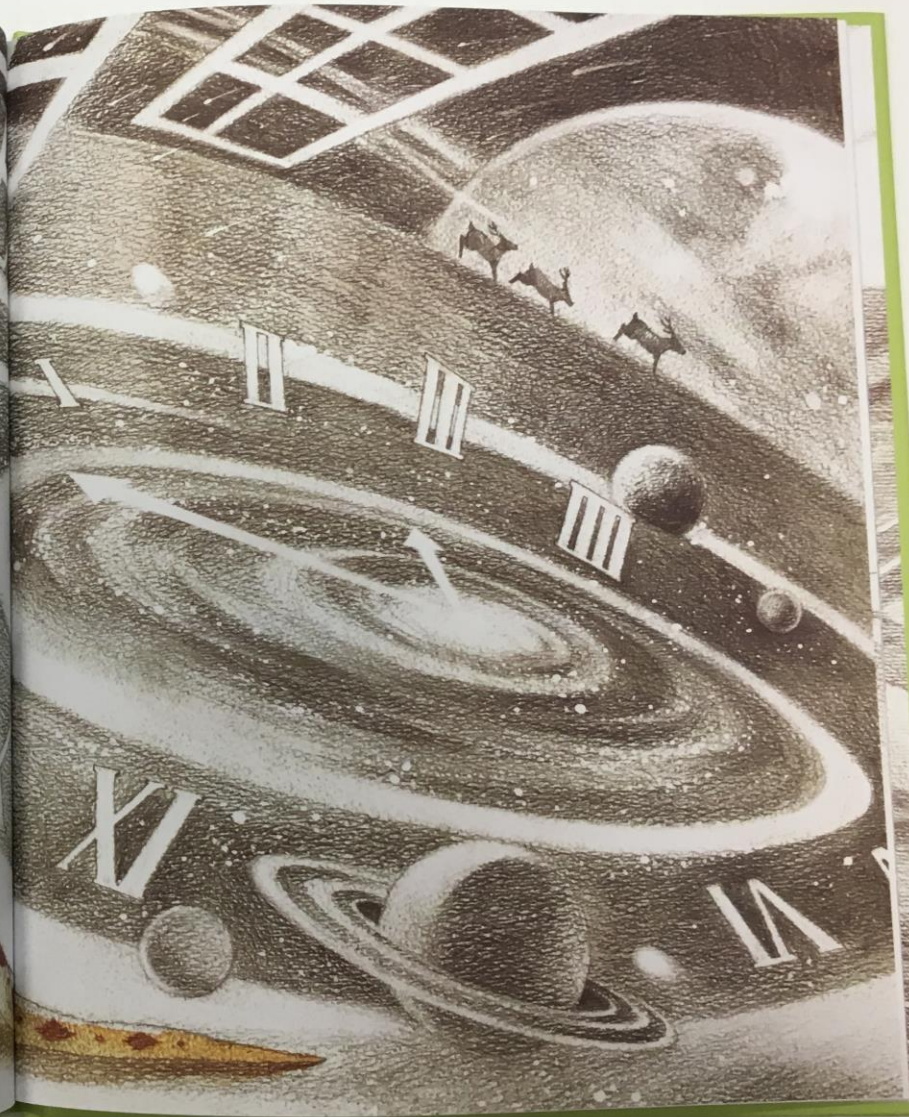




My idea grew and grew.
And so did my love for it.



I built it a new house, one with an open roof
where it could look up at the stars—a place
where it could be safe to dream.





I liked being with my idea. It made me feel more alive,
like I could do anything. It encouraged me to think big...
and then, to think bigger.



It shared its secrets with me. It showed me how to
walk on my hands. "Because," it said, "it is good to
have the ability to see things differently."



I couldn't imagine my life without it.



Then, one day, something amazing happened. My idea
changed right before my very eyes. It spread its wings,
took flight, and burst into the sky.





I don't know how to describe it, but it went from being here to being everywhere. It wasn't just a part of me anymore... it was now a part of everything.



And then, I realized what you do with an idea...

You change the world.





Thank you!

Questions?

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Director, Service Design
sarah.meilleur@calgarylibrary.ca