



Engaged and Entrepreneurial European University as
Driver for European Smart and Sustainable Regions

SESSION TWO – WEEK TWO

30TH MARCH 2023

GOALS:

E-Portfolio Reflection

Introduction to Local Week

Empathy Map Outcomes

Introduction to Define Stage



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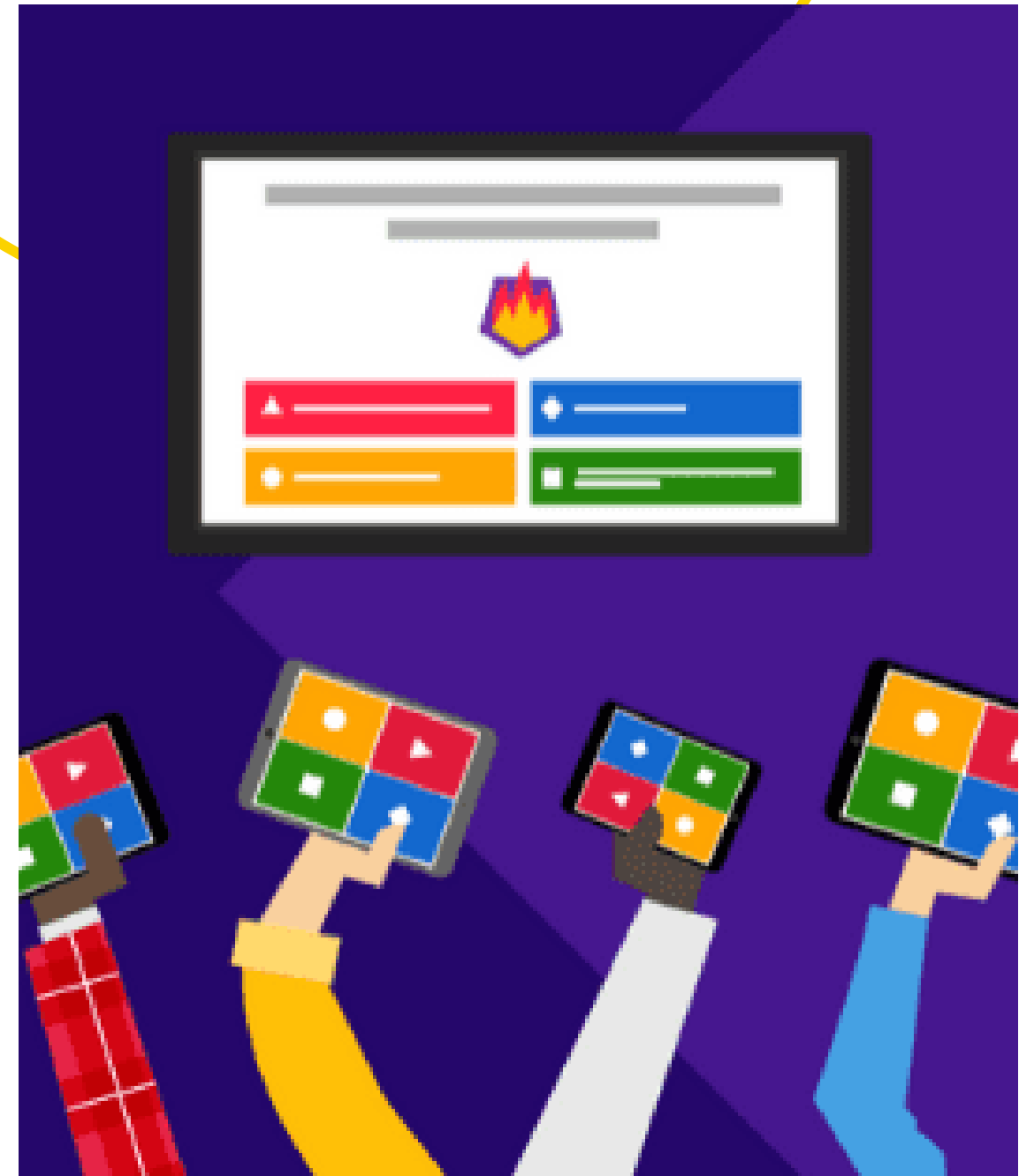


WARM UP



Kahoot!

1. Please go to Kahoot.it (with your smartphone)
2. Enter the following PIN which I send you here
3. After typing the PIN, you will have to type a nickname (or your first name)
4. You will have to answer 5 questions correctly (you have 20 sec/question)
 - The best wins 😊



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TEAM CHECK-UP



TEAM CHECK-UP

- What went well in your team?
- What can be improved in the teamwork?

TEAM 1

TEAM 2



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PERSONAL HOMEWORK

- **PERSONAL GOALS**
- **E-PORTFOLIO FIRST PAGE**

**(INCLUDING FEEDBACK FROM YOUR REFLECTION
PARTNER & E-PORTFOLIO WEBLINK ON GOOGLE
SHEET)**

E-PORTFOLIO – HOMEWORK – REVIEW



1. Start your e-portfolio
2. Use your first name as “title”
 - Let us know more about yourself (can be text-based / drawing / video ...)
 - Give feedback to one another
3. Choose “reflection partners” using the google sheet link at Unicampus, “Personal goals+Reflection partner”
 - Bi-weekly, Person A and Person B meet and talk about the contents of their e-portfolios*

PERSONAL GOAL SETTING SESSION – „HOMEWORK” FOR 30TH MARCH –REVIEW

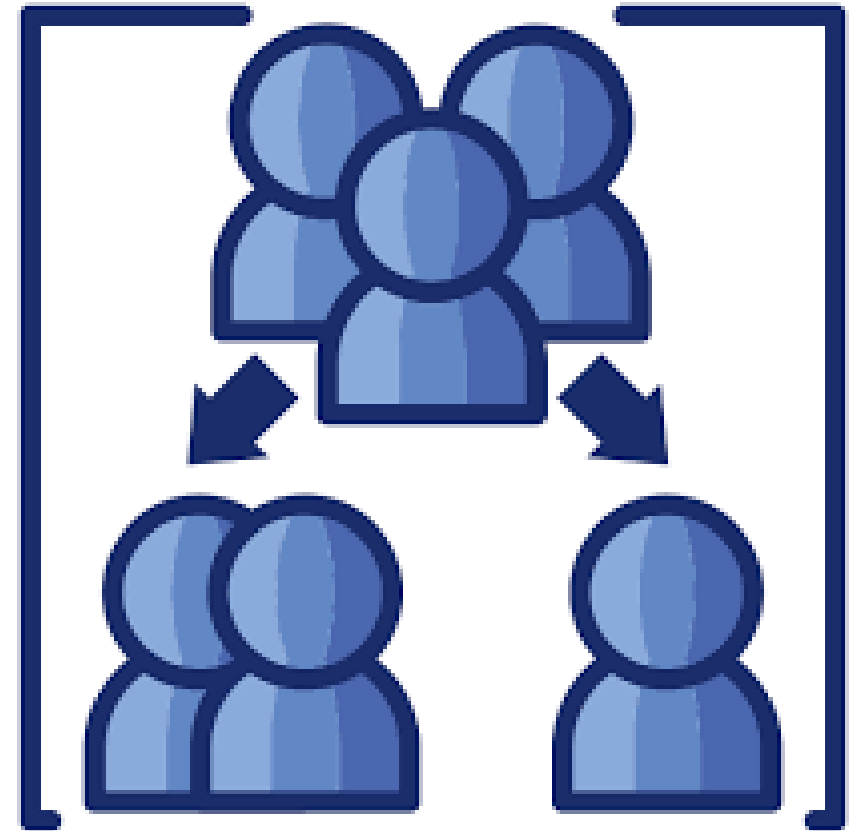


1. Reflect on your personal goals
2. Choose 3 learning outcomes along the Learning outcomes framework in Unicampus
3. Fill the table below using the [google sheet link](#) at Unicampus, “Personal goals+Reflection partner”

Future skill chosen	Learning outcome chosen [initial self-assessment]
e.g. Design Thinking	Level 3 [Level 1]

BREAKOUT ROOM (4)

First name	Surname	Room	EE
Bianka Anita	Daróczy	1	Mercy
Botond Kálmán	Süli	1	
Chiamaka	Adinnu	1	
Emīls Daivids	Kļaviņš	1	
Eva	Nascimento	2	Sylvianne
Firas	Alarawi	2	
Gabriel	Mermer	2	
Inês	Ramalho	3	Sandrina
João	Batista	3	
Krista	Briede	3	
Lisa	Rosen	3	
Rita	Briosa	4	Patricia
Tiago	Santana	4	
Zoe	Colman	4	



- Describe the chosen future skills (learning outcomes)
- Explain own classification of the level at which you see yourself at the beginning

05:00





DANIQUE

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TEAM HOMEWORK

- EMPATHY MAP

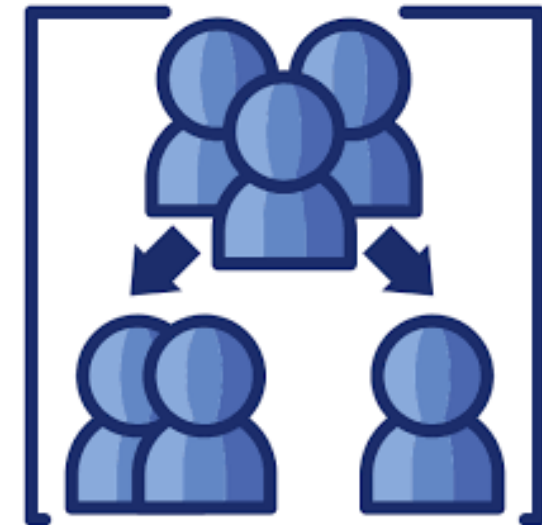
TEAM HOMEWORK – LETS DISCUSS YOUR EMPATHY MAPS OUTCOMES

- After you have picked your end-user you have to characterize it.



CREATE AN EMPATHY MAP

20:00



TEAM 1
ROOM 1

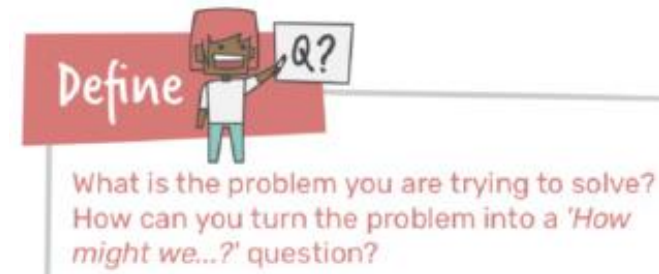
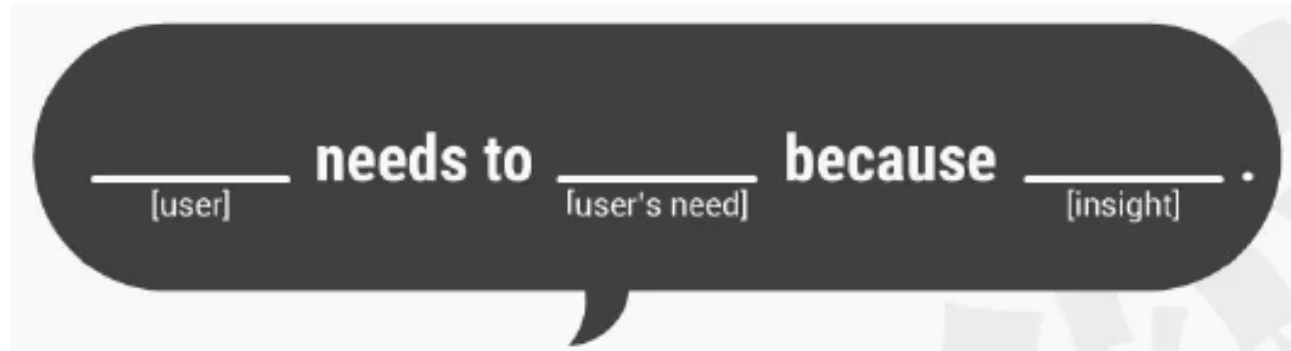
TEAM 2
ROOM 2

Sylvianne &
Patricia

Mercy &
Sandrina

DEFINE STAGE

- Define phase – to narrow down the broader design challenge to something more specific (from a general to a **specific problem**).
- Unpack the empathy findings into needs and insights and scope a meaningful challenge.
 - An 'unpack' activity creates **structure** in all the ideas, experiences, emotions, questions, insights, hunches you have collected in **the empathise phase**.
 - Definition of a **good point of view statement**, in which the team will focus on solving: it does not give a solution; it is your problem definition!



DEFINE EXERCISE: GOOD POINT OF VIEW + “HOW MIGHT WE?”

(in breakout rooms):

1. Good point of view (POV) (10 minutes)

... Formulate a POV by combining these three elements:

- **User:** Defines the type of specific user whom you're writing your POV about.
- **Need:** Identifies the users' essential needs/goals.
- **Insight:** Synthesizes the gathered information into a key takeaway. This statement can be used to design a solution.

... Insert your information about your user, the needs and your insights, by filling in the following sentence:

○ **the user (describe vividly) needs... because of... (compelling insight).**

e.g. “Busy working professionals **need** an easy, time-efficient way to eat healthily **because** they often work long hours and don't have time to shop and meal preparation”

DEFINE EXERCISE: GOOD POINT OF VIEW + “HOW MIGHT WE?”

2. How might we? (HMW) (5 minutes)

... Reframe the POV statement as a “how might we” question

e.g.

POV: “Busy working professionals **need** an easy, time-efficient way to eat healthily **because** they often work long hours and don’t have time to shop and meal preparation”

HMW: How might we provide a quick convenient solution to eating healthily?

... Present both the POV and the HMW that you have defined

... Reflect and discuss on the POV/HMW

Upload your results in Mural

INSPIRING EXAMPLE TO DEFINE PROBLEM WITH THE HELP OF MURAL

A problem isn't simply an unwanted situation or a matter that deviates from the norm—although these are still valid definitions of a problem. For designers and creative problem solving, a problem is an **unmet need** that, if met, can **satisfy the user's purpose**.

What is the actual problem? What is the need? What is missing or lacking?

mismatching between the employee and company starts career development

Employees find out they do not match a company's culture until after joining

Needs a safe environment to work in

possible catfishing from both sides

Employers aren't certain about the procedure

Employees seem not happy with their role in work

Finding a job

Get an idea about job market

Many jobs are never publicly posted

Employees have no idea what their personal strengths are

Company probably not really into the employment process if employees need intervention and not on the same level

Whose problem is it? Who needs something more or better?

Employees need to have greater confidence in themselves and their skills

People who are reaching out to this platform for jobs are the ones who need the most support

employer's needs more interested team members

employee's needs to know that his future job is a safe space that will help his career

People that feel lost about jobs opportunity

Why is it important? Why should we solve the problem?

Solving these problems would not only help him but help many others

Because knows that there are more people interested in his skills

It saves time, energy and money in the long run

In doing this healthier environments can be created

Can help people find aspirations that they didn't know

Helps advance his career and helps him grow

INSPIRING EXAMPLE ON HOW TO FORMULATE A PROBLEM STATEMENT

Here are some examples of how you can formulate your problem statement:

- "(Persona) needs a way to (user's need) because (insight)."
- "Our (who) has the problem that (what) when (where). Our solution should deliver (why)."
- "How might we...?"

1-How might we ensure that the employee is wanted in the company

2-How might we motivate the employee to use our product

3-How might we give confidence to the employee when it lacks

4-How might we make people trust this process

5-How might we prevent catfishing

6-How might we ensure that a company's actual employees actually have the values it promotes?

7-How might we help the company trust the new employee more and therefore integrate him better?

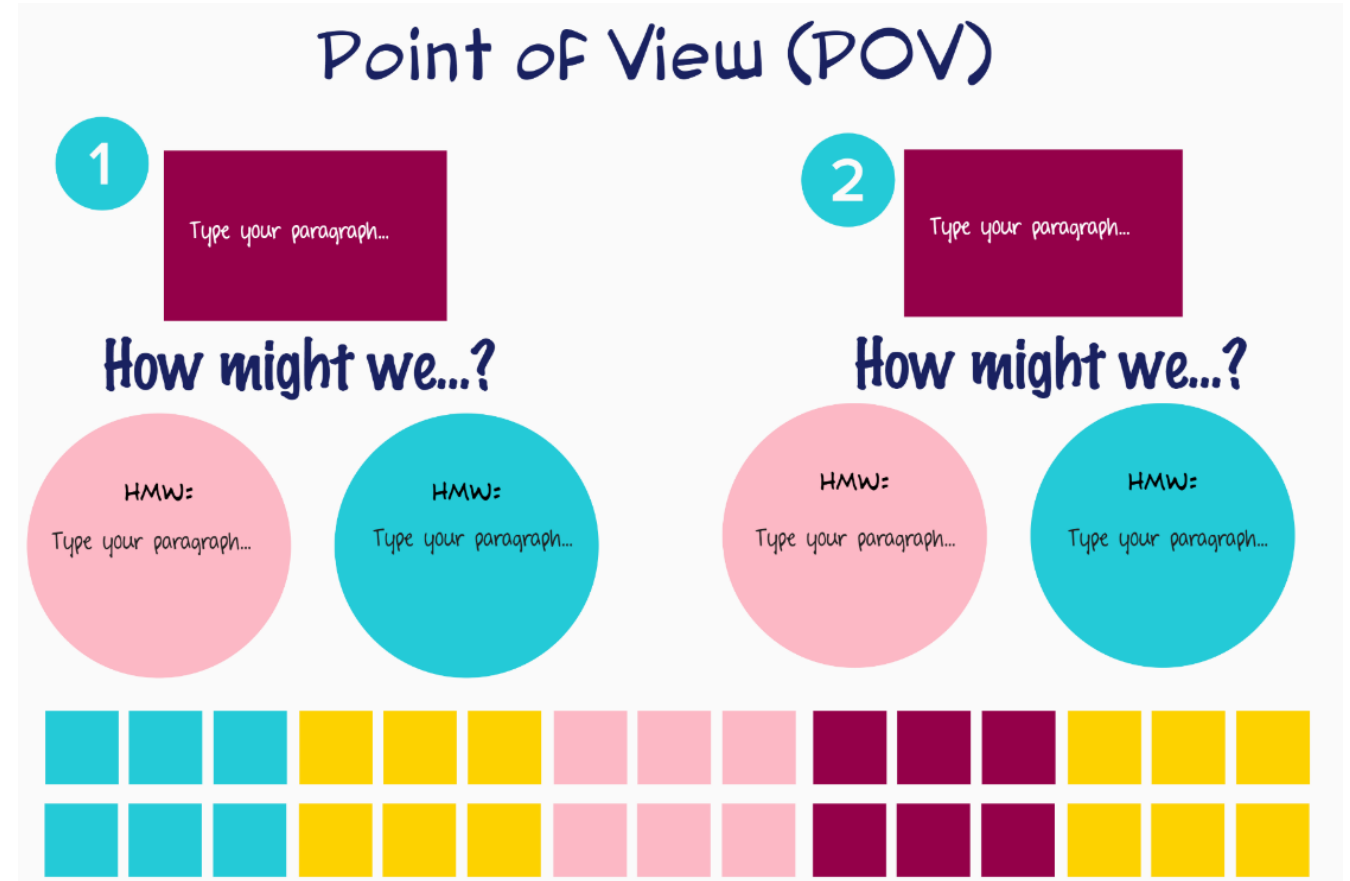
8-How might we make sure that the employer will not discriminate the new employee

9-How can we help Merle to be confidence in his abilities

10- Finding a way to accept everybody's way of thinking. We can't change people's perspectives about someone's political views, but we can find a solution to provide a space where they can stand on the same grounds.

INTRODUCING – MURAL TEMPLATE – FOR POV SENTENCES

- TEAM 1 –
<https://app.mural.co/t/eudreseducationalentrepreneur7675/m/eudreseducationalentrepreneur7675/1680078048669/8b08e8f2bbecc31ed494910004d1caaf036d8b9d?sender=uf7e987cadb1725a7dcf47832>
- TEAM 2 –
<https://app.mural.co/t/eudreseducationalentrepreneur7675/m/eudreseducationalentrepreneur7675/1680082524747/5ed95c9e8c6684328d4b137b96bb5871fc1f7776?sender=uf7e987cadb1725a7dcf47832>



HOMEWORK

○ Keep in mind: you have 3 homework!

- Personal – E-portfolio
- Research to know more on the topics YOU've decided on
- Continue with Define stage exercise

On the 20th April the session will start by your homework



10 WAYS THAT SINGING BENEFITS YOUR HEALTH

1. Relieves stress
2. Stimulates the immune response
3. Increases pain threshold
4. May improve snoring
5. Improves lung function
6. Develops a sense of belonging and connection
7. Enhances memory in people with dementia
8. Helps with grief
9. Improves mental health and mood
10. Helps improve speaking abilities



DANCE MONKEY



