



# Designing for a VUCA World Competition Phase 2

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[Shpe.org/vuca](https://shpe.org/vuca)



**SHPE**

Leading Hispanics in STEM



# Phase 1 Recap

- Great job, you all have completed Phase 1 and are now ready for Phase 2!
- You have selected a problem statement and have uploaded your videos to YouTube to be evaluated by the judges.
- By now we hope that you have gotten to know your teammates and are becoming comfortable with working with one another.
- **\*\*\*Reminder\*\*\*** Make sure you are having fun!



# Design Process Overview Slide

[Stanford d.school Design Thinking Bootleg](#)

Empathize & Define

Ideate & Proof of Concept

Prototype & Test

Final Presentation



# Phase 2 Deliverable

- Its time to ideate and develop a proof of concept
- Remember this is not to be confused with prototyping (Phase 3)!
- Submit a presentation of your proposal for the problem statement you have selected.
- The focus here is to describe how your team went from brainstorming ideas to landing on this concept.
- In your own words, we want you to sell us your product before showing us a sample.



# Phase 2: What We Are Expecting



- 3-minute Presentation using Visuals
- We want to see the **PROCESS** from Problem Statement and user research to ideation
- How you came up with your idea and proof of concept





# Questions?



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