

Welcome to OpenIDEO! We're excited that you're considering bringing OpenIDEO design challenges to your campus.

This University Toolkit is here to guide you through the process of sharing OpenIDEO challenges with your campus. Read through it when you're getting started, use it as a template when you're looking for inspiration or refer to it as

a guide when you need to get unstuck. No matter how you use it, we know you'll enjoy being a part of such a collaborative, open and fun design and innovation process – so let's get started!

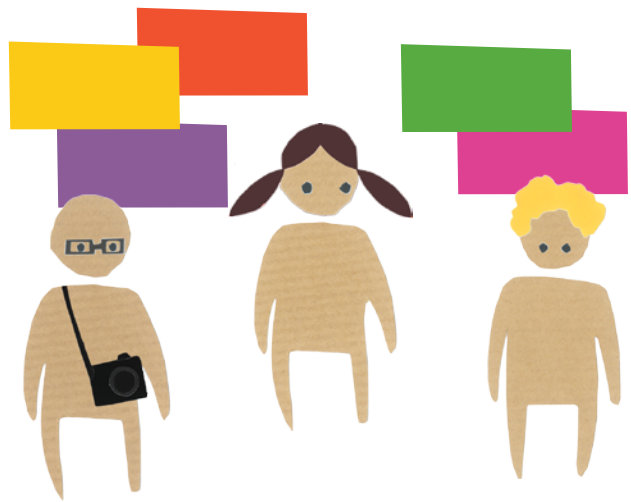
What is OpenIDEO?

OpenIDEO is an open innovation platform where we tackle design challenges for social and environmental impact. OpenIDEO has over 40,000 community members from 170+ countries — and each member brings unique skills, experience and insights to our collaborative efforts.

On OpenIDEO we value these key principles ([learn more here](#)):

Inclusive **Collaborative**
Optimistic **Community-centered**
Always in Beta

These values are present in all of our work together, from the way we share ideas to how we communicate with one another. These values will be important for you and your classmates to understand and incorporate in your own efforts too.



Since OpenIDEO is a digital platform that relies on virtual collaboration, it can sometimes be confusing to take these online challenges and translate them to 'offline' moments you can share with your friends. For some students, getting involved may be as simple and discreet as hosting a brainstorm among friends. For others, it might mean something bigger like starting an OpenIDEO club on campus. It all depends on what works best for your school's culture, interests and schedule. The most important thing is to share OpenIDEO challenges with your community in ways that feel high-impact, engaging, authentic and fun.

The Challenge Journey

Every 12-week OpenIDEO design challenge follows the same, phased process:

Asking a Big Question

All challenges start with a big question to get us in the right frame of mind. Often these questions are phrased as a 'How Might We....' as this tends to be open-ended, generative and optimistic.

The Brief

Every challenge includes a brief that introduces our challenge sponsor, the issue we're tackling and our goals for the challenge.

Inspiration

In Inspiration we explore the challenge topic and share existing examples to learn more. We may also conduct user interviews or other hands-on learning activities. Inspiration is not the time for ideas; instead our focus is gathering knowledge, understanding opportunities and informing our future designs.

Concepting

Concepting is the idea phase, when we collaborate to design concepts that address our challenge question. We also host in-person, offline brainstorms to generate ideas and then post these ideas on the website. After Concepting ends, there is a short Applause phase to get everyone's instant feedback on the ideas we designed together. This feedback helps inform which concepts move on to Refinement.

Refinement

Refinement marks the unveiling of a challenge's shortlist — usually 20 concepts that the community and the sponsor think best answer the challenge question. In Refinement we edit, iterate and test concepts. Some folks may also host prototyping workshops to build out the short-listed ideas.

Evaluation

In Evaluation we review the shortlisted concepts and provide feedback on them, usually through multiple choice questions. It's our chance to share input with OpenIDEO and the challenge sponsor before the winning concepts are chosen.

Winners Announced

At the end of every challenge, a set of winning concepts (usually between 8 and 10) are announced. Multiple winning concepts ensure we have solutions that tackle our challenge question from a variety of angles. Some winning concepts are big, resource-heavy, long-term ideas that our challenge sponsor may undertake. Others are less resource-intensive and shorter-term concepts that you or any of our community members could take forward.

Realisation

In Realisation OpenIDEO, challenge sponsors, and community members share updates related to a challenge after it's ended. These stories celebrate our challenge concepts' path to impact — as sponsors and community members plan, pilot and implement ideas to make them real.

INSPIRATION
364 inspirations

CONCEPTING
158 concepts

REFINEMENT
158 final concepts

EVALUATION
20 final concepts

WINNING CONCEPTS
Announced!

REALISATION
Ongoing

Getting Started

Easy ways to share OpenIDEO on campus.

The best way to start is by joining us on [OpenIDEO.com](https://openideo.com). Create a profile and jump into a current challenge to learn how our community works together. Don't worry: we're all really welcoming and friendly toward beginners – everybody has to start somewhere!

Joining our online process also helps you determine how to best take things 'offline' at your school. In addition to OpenIDEO.com, be sure to check out our [University User Forums](#) to connect with other students and hear about their efforts.

Once you understand what OpenIDEO is and how it works, the fun part is figuring out how you want to engage with it on campus. There are whole host of ways to do this, including:

Field Trips During Inspiration

Does a particular OpenIDEO challenge topic hit close to home? How about organising a field trip with your friends to observe and learn about some of these issues firsthand? Be sure to add your insights as inspirations in our challenge.

Brainstorms During Concepting

One of the easiest ways to get involved is to host a challenge brainstorm, what we call an OpenSTORM. OpenIDEO always posts a downloadable brainstorm toolkit for each challenge – all you need to do is print it out, grab some friends and some post-its, and start 'storming! Be sure to add your ideas to the online Concepting phase once your brainstorm has finished, too.

Outside Speakers

Real-world experts can add a new dimension of energy and tangibility to your OpenIDEO efforts. Who do you or your professors know that could speak about this topic, either in class or at a club meeting? Then, share these insights with our global, online community via your Inspiration or Concepting submissions.

Prototyping Sessions During Refinement

Hands-on prototyping is a fun way to bring design and social innovation to life. How about hosting a prototyping workshop for our shortlisted concepts during Refinement? Grab some pipe cleaners and construction paper, recruit a team of friends who can build, code or make, and give it a go!

Evaluation Workshops

Evaluation is an important part of our process and a great skill to practice. Why not host a session to review the shortlisted challenge concepts and evaluate them for factors like viability, feasibility and desirability?

Starting a Club

If you just can't get enough of OpenIDEO and want to formalise your efforts into a student club – go for it! First, start by checking with your student programs office to find out what's needed to officially form an OpenIDEO campus chapter. While OpenIDEO does not provide funding for any fees related to starting a club, we'd love to hear more about how it's going once you've set it up!

Sharing your stories, photos and learning

On OpenIDEO we have more fun when we share and collaborate together. With that in mind, we've set up a [User Forum](#) for our university network for students to connect, ask questions, and share news and photos. Also, as you and your classmates consider how you might take your OpenIDEO ideas and bring them to life, be sure to share your action-related stories with us through our [Share Your Stories](#) feature. The best stories of impact will be featured on OpenIDEO.com.



How can OpenIDEO help me bring design challenges to campus?

OpenIDEO is excited that you want to bring our collaborative design and innovation methods to your school. As a small team with limited resources, we aren't able to work one-on-one with every member of our university network — we wish we could! This Toolkit is our way of sharing what we know in a fun and useful way.

How do I explain OpenIDEO to my classmates, professors and friends?

Sometimes it's tough to explain exactly what OpenIDEO is all about. Here's a tip on how you might frame it for newcomers:

OpenIDEO is an online, collaborative platform that enables people from all over the world to design solutions to some of our world's most pressing social and environmental issues. Our community includes over 40,000 people from 170+ countries. For more information, check out openideo.com and join a challenge!

You might also want to show them [our introductory video](#).



How do I introduce my classmates to the OpenIDEO community?

Introducing yourself is the first step toward collaborating online with our community. Whether you create an individual OpenIDEO profile for yourself, or a team profile for you and your classmates to share, be sure to say what school you go to, what you're studying, and why OpenIDEO is exciting to you. Also, add a picture to your profile to help others engage with you and any other people behind your ideas.

When you add an inspiration or concept that you and your classmates developed together, it's helpful to also add a quick note about your group effort in your submission. This helps people understand how your insight or idea came to be – and it might even inspire others to follow your lead!

I want to host a Concepting OpenSTORM — what's the best way to get our ideas submitted to the challenge when we finish?

Brainstorms are fun, engaging, and interactive – making them



perfect for a group of friends. But what do you do with all of those great ideas once you've collected them? Ideally all of your ideas will make it into the challenge's Concepting phase, so that our entire global community can read them, react to them, and build on them. To do this, you've got a couple of options:

1. Build 10-15 minutes into your brainstorm schedule to allow people to post their concepts at the end of the session. You might even encourage folks to sign up for a profile before they come to the brainstorm, so they're ready to sign in and upload their ideas as soon as the session is over.

2. Create a team or class profile on OpenIDEO and designate one person responsible for uploading your group's ideas. This is a good way to make sure that your ideas make it up onto the platform, but be sure to share the login information with your entire team so that everyone can stay engaged in the conversation online.



How do I maintain interest after phases have ended?

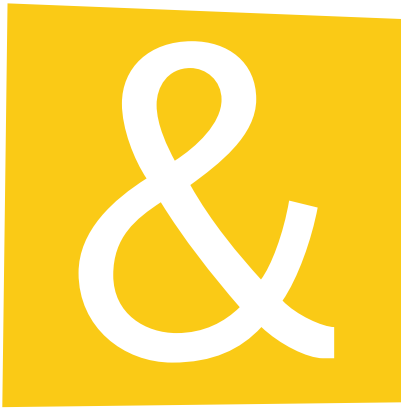
OpenIDEO's process is designed to be open so that anyone can join in at any point. Once Concepting ends, however, we narrow our efforts to focus on the shortlisted concepts that made it into Refinement — which can mean that the concepts submitted by you and your classmates might no longer be part of the main conversation.

The good news is that everyone is welcome to refine, iterate, prototype and comment on every idea, even ones that aren't their own. So jump in, no matter where we are in the challenge!

You might also think about hosting a Refinement prototyping session or an Evaluation workshop. Both will help people stay energised and engaged even after Concepting ends.

What happens to our concepts after we submit them to a challenge?

On OpenIDEO, any idea that anyone submits to a challenge is available for remixing and reusing



by anyone else. Our Terms of Use are similar to Creative Commons, where you can build on any of the community's ideas as long as you give the appropriate credit to the author.

During a challenge, OpenIDEO and our sponsors work together to select the ideas that are best poised for real-world impact (a decision that's based on OpenIDEO and the sponsor's experience and feedback from the community). When the challenge ends, the sponsor may choose to use those winning ideas as inspiration for their own projects. Similarly, you or anyone else may decide to take up a challenge idea and try to realise it either on your own or with a team. If you're excited about an idea that you or someone else has designed and you want to share your story with the OpenIDEO community, [let us know.](#)

How can I connect with other students who are doing this at other schools?

The best way to find other students who are sharing OpenIDEO with their school is to post something in our



[User Forums.](#) You can also use social media channels like Twitter and Facebook to reach other students who might want to join your efforts.

Where can I learn more?

Check out these great resources to learn more about OpenIDEO, our university network and human-centered design:

[OpenIDEO](#)

[OpenIDEO Introductory Video](#)

[OpenIDEO How It Works](#)

[OpenIDEO General User Forums](#)

[OpenIDEO University User Forums](#)

[IDEO Human-centered Design Toolkit](#)

[Lowdown on OpenSTORMS](#)

And of course, you can always reach us at hello@openideo.com and we'll do our best to point you in the right direction.

