design thinking pizza party: an introduction and application

design thinking 101

youthprise

about | youthprise

Youthprise was founded in 2010 by the McKnight Foundation, with early investment from The Minneapolis Foundation, to increase access to and quality of youth development opportunities for young people in Minnesota, a state with nation-leading disparities in wealth, education, and other socioeconomic indicators. Our mission is to increase equity with and for Minnesota's indigenous, low-income, and racially diverse youth. Since beginning our work thirteen years ago, Youthprise has been actively immersed in creating authentic opportunities for youth engagement, with a considerable segment of that work focused on youth-adult partnerships. We model this approach at all levels of our organization, including in governance. Our distinctive governance structure requires that we reserve 50% of our board seats for youth, with each member having equal decision-making authority.

Strategic Framework and Impact Areas.
We continue to address unequal access to quality learning opportunities by innovating systems, structures, and practices that enable youth to thrive. We do this by:
- *Mobilizing & Investing Resources* dedicated to increasing equity and giving grants and other investments to networks, organizations, and young people doing this work.
- *Advancing Knowledge & Advocating for Change* to increase equity via research, advancing policy advocacy, facilitating trainings and peer learning communities, and sharing media.

Guided by our core values: Equity, Impact, Youth-Centered, and Self-Sustainability, Youthprise launched a new strategic framework in 2020 to build on our focus on small to mid-sized BIPOC-led organizations to create a MN where outcomes for youth are no longer predictable by race, geography, or socioeconomic status. We have the infrastructure, relationships, expertise, and bandwidth to help these organizations navigate systems, access best practices and training opportunities, and contribute to systemic change in ways that would otherwise be out of their reach.

meet the youth innovation team

essence blakemore

Youth Innovation Associate
essence@youthprise.org

molly dubois

Youth Action Board Coordinator
molly@youthprise.org

neese parker

Youth Engagement Manager
neese@youthprise.org

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what is youth-adult partnership?

A collaborative relationship where both youth and adults learn from one another and share accountability toward a common goal in a balanced, respectful, and complete way.

One in which both young people and adults share power, decision-making, and initiative in a balanced and harmonious relationship.

It is a shared responsibility towards a greater goal with clear and concise expectations of what both parties will gain from this partnership along with having a growth, optimistic mindset

Transparent and mutually beneficial relationships between young people and adults that center values of shared ownership, decision-making, and accountability in all aspects of the work - from design, implementation, and evaluation.

A genuine, balanced and harmonious relationship where young people and adults mutually grow and hold accountability together. They collaborate to share power and decision making while holding joy and building trust.

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why would we do this activity?

what does this have to do with what you offer afterschool?

we use design thinking when
we have been tasked...

to be innovative

come up with something new

to think creatively

we need to develop something cutting edge

think outside the box…. or in our case, pizza box
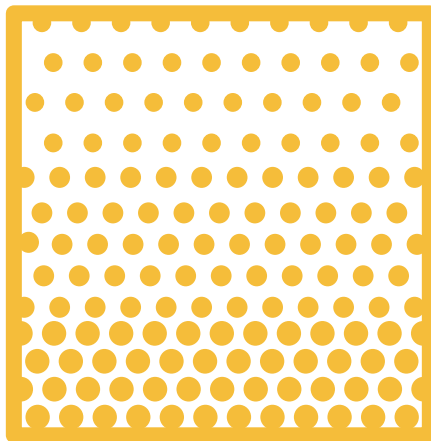
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think outside the pizza box

What does it mean?

What exactly is the pizza box?

What is it really trying to tell us to do?

Who made the box?

Who is holding it?

Who said the pizzabox is not innovative?

What is inside it?

What is out of the box thinking anyway?

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think outside the pizza box

If you are trying to come up with something truly innovative, of course you shouldn't be thinking of the problem in the same way as everyone else...

If you don't, you will just come up with the same product, service, or solution...

it often is trying to get the team to think about the outside of practical constraints or boundaries (i.e. money, space, human capital, etc.).
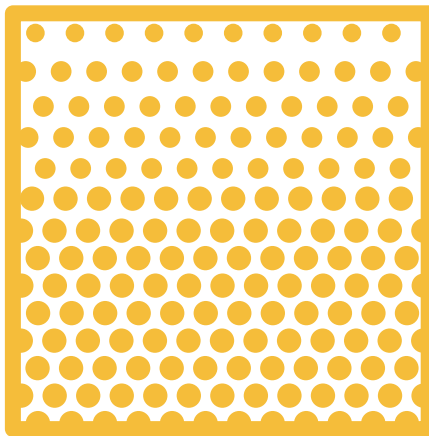
It's problematic because...

- Implies that you have to think freely without constraints in order to be innovative

- Abandoning boundaries/constraints is the only way to be innovative

- The pizza box can't be changed

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Think about the boundaries and what is in the container as opposed to ignoring them all together to 'think outside the box.'

think inside the pizza box

boundaries:

- Too many options can create creativity blocks – too many choices

- Focus where to spend time and increase impact

- Allow for real, sustainable solutions to be developed

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design thinking

methodology used to solve complex problems and find desirable **solutions.** Design thinking draws upon logic, imagination, intuition, and systematic reasoning, to explore possibilities of **what could be** and to create desired outcomes that benefit the **end user**

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student government
MPS

12mo curriculum
idea dev + life
planning

AmeriCorps year-
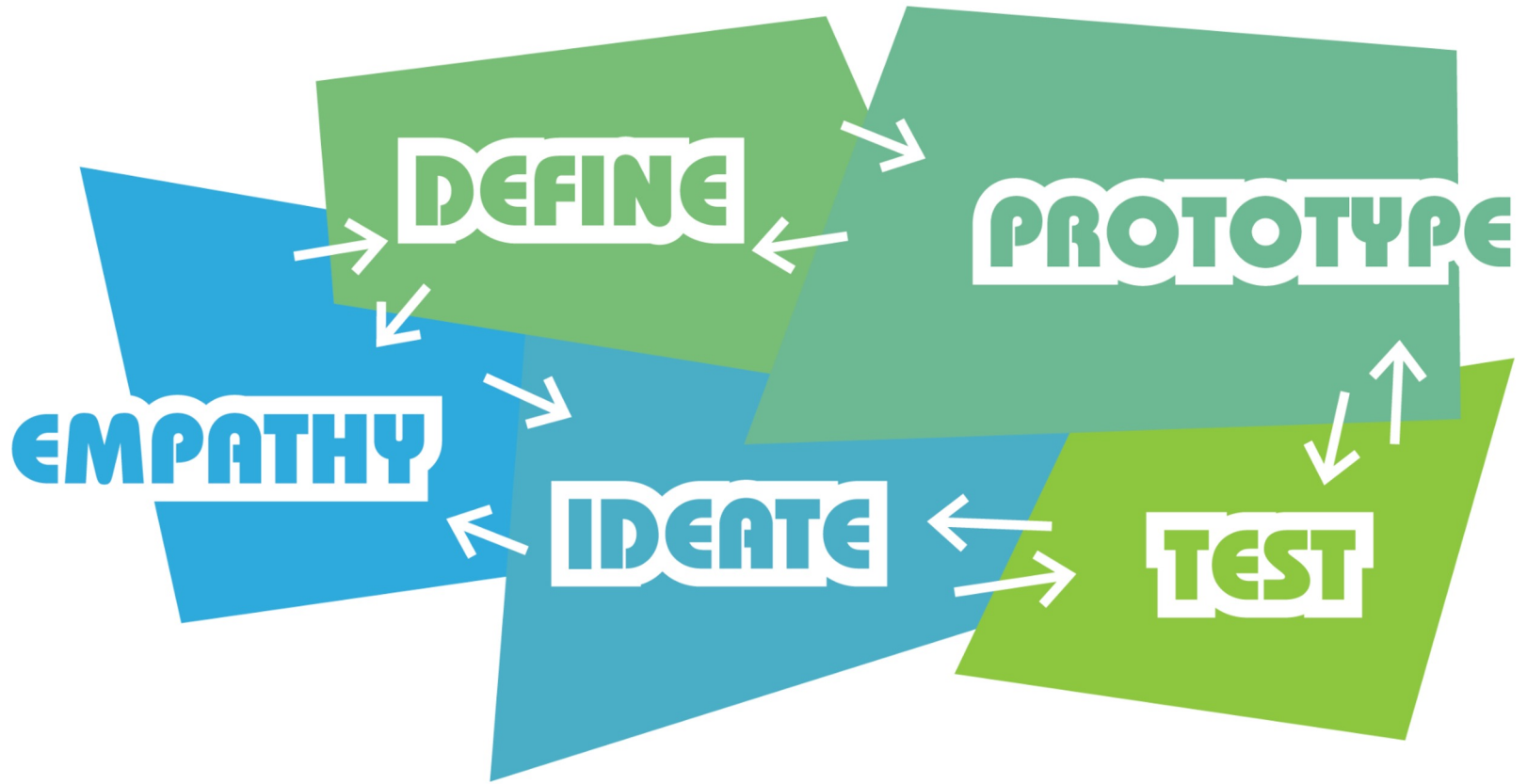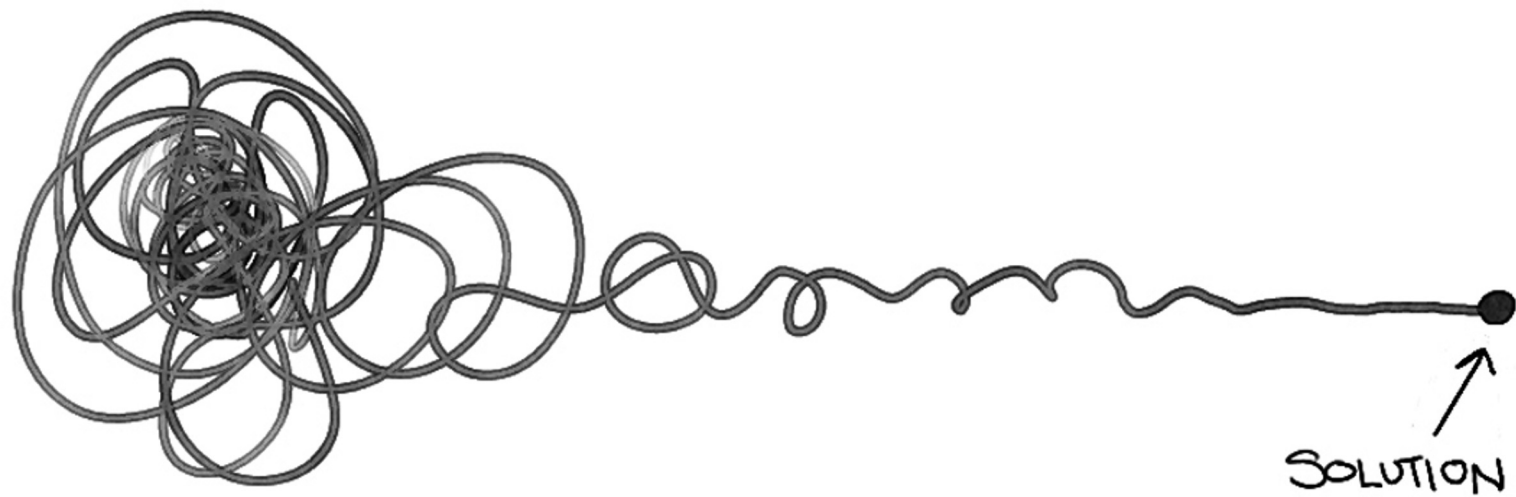long evaluation +
experience redesign

design thinking@

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sharing
approach

reimagining
afterschool

develop a youth
biking experience in
Harrison

mentor match
meeting & match
parties

develop new teen
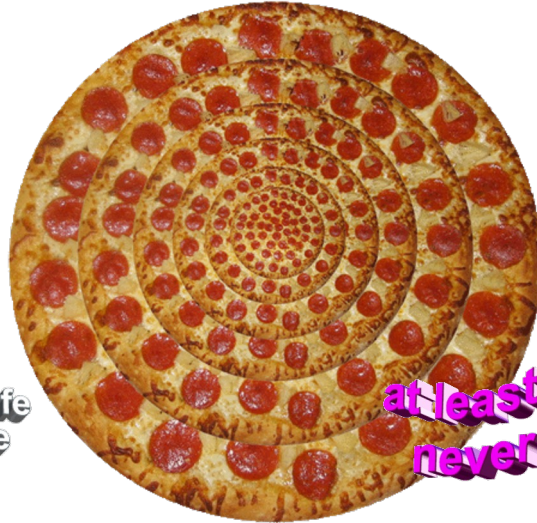programming

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SOLUTION

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EMPATHY → DEFINE → IDEATE → PROTOTYPE → TEST

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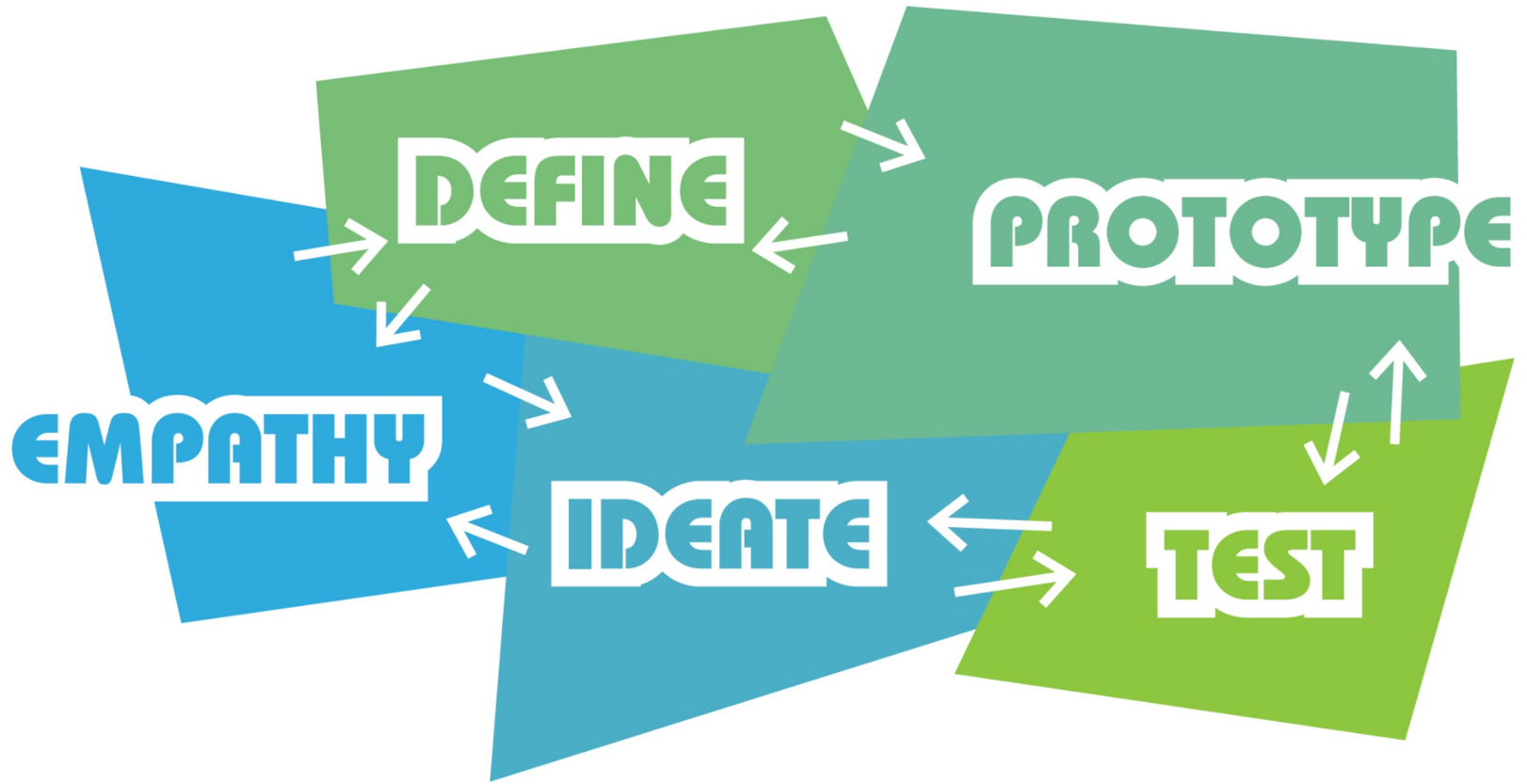
how might we...
design the
ULTIMATE PIZZA?

the pizza life
chose me

at least pizza will
never hurt me

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your box:
each group gets ONE PIZZA.

1 Add everyone's age and divide by the number of people in the group. Your average age gets you this much money:

average age:

18 - 28……...$40

29 - 39……...$35

40 - 50……...$30

51+….…....…$25

2 You get additional $$$ if someone in your group has a birthday in:

august……...add $10

february……minus $10

leap year……...double budget

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PIZZA PARTY

pizzas	
Cheese	$12
Pepperoni	$15
crusts	
Gluten-Free	+$2

specialty	
Vegan Cheese	+$2.50
add-ons	
Extra Meat	+$2.50
Extra Veggies	+$1.50
Extra Cheese	+$1

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empathy

what: ability to share and understand the feelings of another

why: seek to understanding and uncover need, not based on assumptions, predictions or research studies. Gain insights that can only be captured by knowing someone. Design for a real person.

how: come from a place of inquiry, talk to people, street interviews, one-one conversations, phone calls, focus groups, etc.

breakout:

talk as a group, ask questions and uncover needs, wants and desires in a pizza? (hint: ask questions about food allergies, religious holidays, etc)

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define

what: state or describe exactly the nature, scope or meaning of

why: clarity around articulating the big picture – where are they coming from and what are the problems, needs, assets, opportunities, strengths, etc.

how: allow stakeholders to define, try the re-definition exercise (what is it, what is not, what could it be, what can't it be) use the data and insights collected during the empathy stage

breakout:

DEFINE PIZZA. Use the 4 quads activity: what is it, what is it not, what could it be, what can't it be?

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ideate

what: produce ideas and ways of solving problems

why: get as many ideas as you can, quantity versus quality, build off of the ideas of others, encourage wild ideas, stay focused on issue or concept you are designing.

how: brainstorm!

breakout:

based on your definition of pizza & empathy discussion – how might you build the ultimate pizza for your team?

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. . . prototype

what: a first or preliminary model of something

why: allows for quick changes, improve as you go, nothing is final and demonstrates experience before you make decisions

how: build something, drawn it, write it up, show don't tell. Physical model, clay, cardboard, wires, on paper, videos, skits, etc.

breakout:

draw, describe, and/or use the space to show us the pizza!

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test

what: take measures to check the quality, performance, or reliability

why: see what works, understand how people interact with it, initial reactions, and find the gaps and strengths

how: create the experience, interviews, focus groups, etc.

breakout:

TEST. Can everyone eat it? Does it fit within the budget amount? Will it serve everyone? Do you want to eat it, would it taste good to you? Would you bring it to the other teams party? How do you think you could have made a better pizza?

pizza making

What types of pizza should I order?

Does anyone have any dietary restrictions or preferences that will inform what they can eat? Will people who eat meat choose cheese or veggie pizzas? Will everyone have enough to eat?

Have I asked people with dietary restrictions or preferences what they will or won't choose to eat?

afterschool

What types of assistance (services, resources, approaches, etc.), and what specific projects,what do you offer in afterschool?

What specific needs must we address that afterschool program currently isn't? Will people for whom we have designed specific programs use those programs, or will they choose other programs or resources? Are there enough options that everyone will be served by a resource they want? Who will decide if young people's needs are being met? How?

Have I collaborated with people with lived experience to understand what they would and wouldn't choose, want, and need when designing which projects to build and fund?

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pizza making

Will people have eaten before arriving?

How much will the ideal pizza order cost? The one I can afford?

Will or could this be a potluck where people will bring things to eat to complement my pizza order?

afterschool

What intensity of programming, or length of time enrolled in a project, will any given person want, need, and use?

How much will it cost to fund your ideal and most robust afterschool program or project? What will you prioritize creating/implementing first? Will you compensate young people for sharing their voice, expertise, and time in program design/implementation?

What other opportunities exist that are available to complement the push for reimagining increased youth voice and leadership?

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pizza to go: closing reflection

think inside YOUR pizza box

top 5 ways you can apply this to your work boundaries:

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