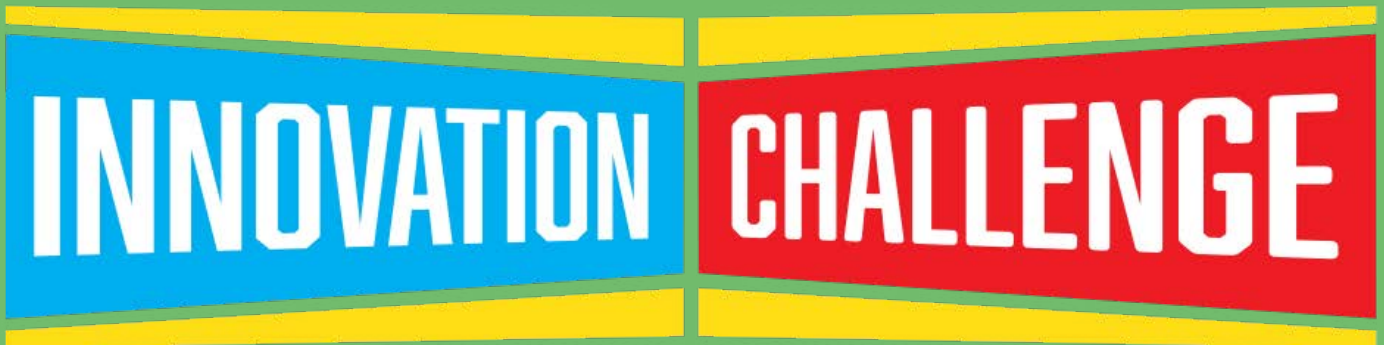


**Construct**

**KATU Innovation Challenge 2022**

Support Workbook



powered by **Construct**

## An Introduction to this Workbook

This workbook is designed to support you in your innovation process and in crafting your final submission responses.

How to use this tool:

- Use this tool to document your process as you design your new concept
- Once your responses are polished you can copy and paste them into the submission form

When you are ready for the final submission you can find it: [HERE](#)

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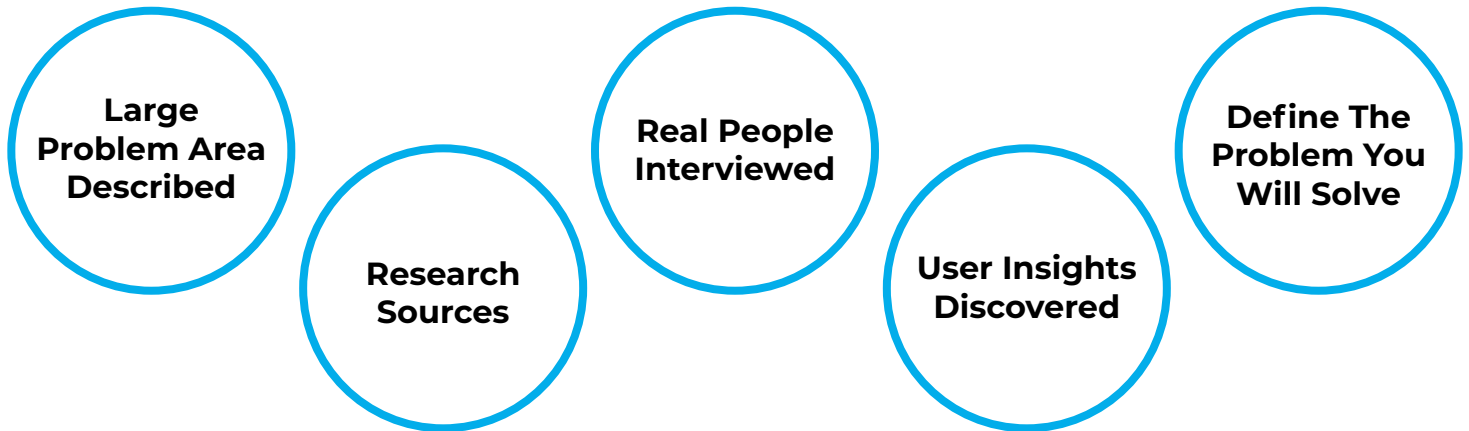
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# Innovation Process

This section makes your innovation process more visible to us. The content in this section is linked to the [Innovation Process Judging Category](#), which represents 30% of your total judging score. It might help you to review the detailed judging rubric related to The Innovation Process before you complete this section, so you can be thinking about what the judges will be looking for in your process.



## Large Problem Area Description (200 Words Or Fewer)

This section is for you to share your understanding of the larger environmental problem area you investigated in order to start your process. Make sure this is in your own words and 200 words or less. *Hint: You can highlight your writing and use the word count tool.*

**Directions:** Whether it was plastic waste, transportation, or some other problem area, your Problem Area Statement should answer these questions:

- What is the problem?
- What are the effects of the problem?
- How is it connected to carbon emissions?
- What are some of the causes of the problem?
- What are some of the solutions that people are already trying?



# Innovation Process

## Your Problem Area Statement (200 Words Or Fewer)

## Research Sources

This is a spot to recognize the key research you used. We recommend at least 3 sources.

You can add as many rows to the table as you need. There is no minimum or maximum number of resources required.

<b>Title of the article, website, podcast, video, etc...</b>	<b>URL (If Applicable)</b>	<b>Author (If Named)</b>



# Innovation Process

## Real People Interviewed

Create a list of anyone your team interviewed to understand the problem area and find opportunities to solve the problem. We recommend at least 3 interviews.

You can add as many rows as you need. There is no minimum or maximum number of interviews.

What's The Person's Name?	What is the person's job title (if applicable)?	Why did your team want to interview them?	What day did you interview them?

## User Insights

The insights you discover from your interviews will inform the design of your new concept. What did you learn about real people's "needs" that helped you find an opportunity for design?

### Terms Defined:

**Insights:** Hunches that you developed by finding patterns in your empathy interviews and drawing out inferences from those patterns.

**Pain Points:** These are problems that people experience.

**Needs:** These are things that you heard people needed that they weren't getting.



# Innovation Process

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## Draft Insights, Pain Points, Or Needs That Were Important To Guiding Your Concept Below (Continued)

## Describe The Specific Problem Your Team Is Trying To Address

Understanding the big problem is important, and you should have uncovered a specific part of the problem that your team is specifically working to address. For example, plastic waste might have been your problem area, but you might have zeroed in on an alternative to plastic bags.

## Specific Problem Statement (100 Words Or Fewer)



# Solution Concept



## Solution Concept

This section focuses on what you've created and for whom you've created it. It might help you to review the **Solution Concept Judging Criteria**, so you can be thinking about what the judges will be looking for in your process.

- Describe the solution created
- Who are the users?
- How did you prototype?

## Describe the Solution You Created

Use the solution concept framework below as the first sentence of your description. You can elaborate after that statement by addressing the following: What is your concept called? How does it work? What are the key aspects of how it will work? How does it help address the problem you identified in Section 1?

## Solution Concept Framework

**It's a** \_\_\_\_\_  
 (Describe the Solution)

**to address** \_\_\_\_\_  
 (Describe the Problem)

**because** \_\_\_\_\_  
 (Describe the People Who Will Use This Concept)

**need a way to** \_\_\_\_\_  
 (Describe the Need)

## Your Concept Description (200 Words or Fewer)





# Solution Concept

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## Who Are Your Users?

What specific group or groups of people do you believe will use your design? We call these user groups. For instance, you might find that you're designing a solution for teenagers in East County or people who don't own cars.

## Users Description (100 Words or Fewer)

## Explain your Prototype Image(s)

Give us some context for the images you sent. What aspect of your concept were you prototyping? Did you learn anything about your idea from the prototypes? Explain anything that might not be evident from looking at what you sent.

## Prototype Description (150 Words or Fewer)



# Potential Impact



## Potential Impact

This section focuses on the potential positive impacts of your idea. It might help you to review the [Impact Judging Criteria](#) before you complete this section, so you can be thinking about what the judges will be looking for in your process

- Who benefits and How?
- Environmental Impact
- Impact on Racial Equity and Economic Inequality

## Describe the Solution You Created

Sometimes the people who benefit from a concept are different or broader than the user group. Identify people who you think would benefit from your concept. In addition, consider how many people you think could be benefited. Would you expect this benefit to take a long time or would it be more immediate?

### Solution Benefits Description (150 Words or Fewer)



# Potential Impact



## Describe The Potential Positive Environmental Impact Of Your Concept

What exactly is the positive impact your concept will have on the environment? If you can estimate a quantifiable potential impact, please do so.

### Environmental Benefits Description (150 Words or Fewer)

## Describe any potential ways that your concept could address racial equity, economic inequality, or other equity-related issues in your community.

Does your concept serve a vulnerable or historically underserved population? Does it address a problem that is reproducing inequities in our society? Does your idea address a climate injustice? Do you anticipate more equitable outcomes as a result of your concept? If so, describe.

### Equity Benefits Description (150 Words or Fewer)

# Construct

Unleash the Joy of Learning



**Congratulations! You did it!**  
**Submit your concept [HERE](#)**

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