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| **WORKBOOK** |
| TiME | EXCERSICE | DESCRIPTION | DESIRED OUTCOME | PURPOSE | TOOLS | SETTING |
| 11.15 | Presentation/Ditte Thøgersen | Presentation of the ESOF challenge including the main criterias. | Understanding of the case/task |  |  | Plenum |
| 11.25 | Questions/Students | The students ask/interview Ditte based on their desk research/Field work (location and identity) | Understanding of the case/task + clarify issues |  |  | Plenum |
| 11.40 | Concept development. What, How and why?/Marjanne Kurth | Presentation of concept development as a steering tool throughout the course. Including presentation of the process and output of the workshop:  | Understanding of the workshop purpose + outputWorking with 4 elements (insights, theme, user experience and sound potential) + concept description |  | Processlides(including concept description templates) | Work stations |
| 11.50 | Mapping data from field work, desk research, interviews etc | Using the work from home assignment (identity and location)<http://innovation.blogs.ku.dk/metode/kategorisering-af-data-materiale/> | Mapping of data |  | Post its in different colors (and a wall) | Work stations |
|  | Categorizing data | <http://innovation.blogs.ku.dk/metode/kategorisering-af-data-materiale/> | Categorizing of data  |  | Post it | Work stations |
| 12.10 | Building concepts | 1. Define the most important insights (5)
2. Brainstorm on themes. Choose 1 (or combination of more) with the most potential
3. Explain/show the user experience/the change (before – under – after)
4. Brainstorm on How can we? /or ideas?
 | Creating the content of the concept. Structure, visualise and document the discussions. |  |  | Work stations |
| 13.00 | Delivery for ESOF (DITTE) | Make the concept description using the templateQuailfy and redefine with the work done in 4 elements: insights, theme, user, sound potential | A concept description for ESOF. |  |  | plenum |
| 13.15 | Summary + guidelines for home assignment | Make sure everybody know the delivery deadline + home assignment (after Dittes feedback)Remember to keep your material. | All agree on the process ahead |  |  | plenum |
| 13.20 | PAUSE |  |  |  |  |  |
| 13.20 | Lecture /Jacob Kreutzfeldt |  |  |  |  | plenum |
| 14.00 | Finish |  |  |  |  |  |