welcome to **day 4**
Joel Peterson
Chairman, JetBlue
1. May 6
   - exciting times + GSB brand
   - you
   - d.thinking

2. May 8
   - think inside-out
   - eBay
   - empathy

3. May 10
   - be human centered
   - HOT/Facebook
   - idea to story

4. May 13
   - spark participation
   - JetBlue
   - review storyboards

5. May 15
   - inspire stories
   - Heat SF
   - iterating

6. May 17
   - Your graduation
   - you
   - nada
<table>
<thead>
<tr>
<th>STEP</th>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>1</td>
<td>GUEST: Joel Peterson</td>
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<tr>
<td>2</td>
<td>transition</td>
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<tr>
<td>3</td>
<td>LAB: storyboard feedback</td>
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<td>4</td>
<td>spark participation</td>
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<tr>
<td>5</td>
<td>socializing mini framework</td>
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<tr>
<td>6</td>
<td>project progress, examples</td>
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“Know, first, who you are, and then adorn yourself accordingly.”

— Epictetus, Greek Philosopher
**Interviews:**
- Fernando

**Ideas:**
- Community

**Our Experiences:**
- Alex: Not much... What if graduation was cancelled?
- Will: Giving silly gifts to the school.

Claudia:
- Faculty attendance is lower than it could be, because Grad is always the same.

**The GSB Brand**
- Resistance to change

**Values:**
- Community
- Leadership
- Change (goals + aspirations)

**Others:**
- Cognistatador: What fills this space?

Grad cancelled
- People from GSB love costumes.
- CHB Change Machine

**Stanford Graduate School of Business**
- Stanford Business School
- Stanford Graduate School of Business
**MORTAR BOARD**

**WHO IS GSBG?**

**ESSENCE OF GSB**
- Community
- Innovation
- Fun

**NOW**
- The Music Man

**LATER**
- Professor X

**End of Inception**
- End of Friends

**ESSENCE OF GRADUATION**
- Reflection
- Celebration
- Memories
- Closure
- Formalizing transition

**LOW POINTS**
1) Boring Speaker(s)
2) Lack of Interactivity
3) Boring Reception
4) Same day logistics
5) Lack of Reflection
6) Lack of cumulative POVs

**HIGH POINTS**
- Arjay Miller
- Happiness
- Celebration
- Family

**Day before**
- Gathering
- Procession
- Speaker

**Day of**
- Diplomas
- Reception
- Family
- Time

**Day after**
- Time

**HMW**
- Raise the low points on this graph?
DESIGN THINKING

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test
two kinds of **thinking** actions:
two kinds of **thinking actions**:

- **CONVERGENT**
  - refining
  - reducing options
  - making decisions
  - applying constraints
  - eliminating variables

**DEFINE**

**PROTOTYPE**

**TEST**
two kinds of thinking actions:

DIVERGENT

- generative
- explorative
- expanding options
- creating new alternatives
- challenging assumptions
YOUR DESIGN PROJECT:

Envision a remarkable, uniquely-GSB aspect of the graduation experience, based upon your insights into the Stanford GSB’s brand & its participants.
LAB
STORYBOARD
FEEDBACK
Today’s Lab

Get together with your team. Partner with another team and...

1) State your single focused goal and share your storyboard. (10 mins.)

2) Feedback + generate more ideas with the other team. (20 mins.)

Switch teams and repeat.
HOW TO RETHINK BRAND?

THINK INSIDE-OUT

BE HUMAN CENTERED

INSPIRE STORIES

SPARK PARTICIPATION

THE SOCIAL BUTTERFLY
THE SOCIAL BUTTERFLY

- Invite participation. Open up and design for co-creation.
- Live in beta. Create just enough so that others may still add to it.
- Be nimble. You can have a focused goal but consider how you will adapt as conditions change.
COKE HAPPINESS MACHINE

http://www.youtube.com/watch?v=lqT_JPApj9U
How can we raise kids' awareness of the benefits of fresh food so they can make better choices?

Jamie Oliver won the TED Prize wish last year. His wish was to create a Food Revolution in America, to change the way kids eat by teaching them how to cook and what fresh food can do for them. This is all in the effort to help fight to obesity, one of the largest health issues in the United States. OpenIDEO is all about getting a broader group of people to solve some of the world's most difficult challenges, and this seemed like a great one to kick off with.

Read The Challenge Brief
SparkLab: the educational build-mobile!
An Open Hardware project in Stanford, CA by SparkLab - send message

426 BACKERS
$31,275 PLEDGED OF $25,000 GOAL
0 SECONDS TO GO

FUNDING SUCCESSFUL
This project successfully raised its funding goal on March 23.

PLEDGE $5 OR MORE
34 BACKERS
Thanks for keeping us going! We'll dedicate a gallon of gas in your honor and give you a virtual high-five.

Estimated Delivery: Mar 2012

About this project
Follow us on Twitter for the most up-to-date info!

We're in the news!
TARGET FLASH MOB
PARTICIPATORY MOMENT

http://www.youtube.com/watch?v=9q7R9qFcrbl
APPLE GRAND CENTRAL LAUNCH
PARTICIPATORY MOMENT
VITAMIN WATER + NEW FLAVOR

CONTEST
TYPOLOGY OF CO-CREATION

CREATION PLATFORMS
Kickstarter, Quirky, Threadless

COMMUNITY ACTIVITIES
Harley Posse Rides

SOCIAL GOOD CAMPAIGNS
Pepsi Refresh project

PARTICIPATORY MOMENTS
Target flash mob, Apple retail

CONTESTS & VOTING
Ikea giveaway, Vitamin Water

SHARABLES
Coca-Cola
SOCIALIZING

- Hello (again)
- Thank
- Apologize (and recover)
- Listen
HELLO (HELLO AGAIN)
HELLO (HELLO AGAIN)
LISTENING

http://youtu.be/InrOvEE2v38?hd=1
APOLOGIZE (AND RECOVER)
APOLOGIZE (AND RECOVER)
APOLOGIZE (AND RECOVER)
THANK
CUEING UP MAY 17TH

Logistics
Fidelity Expectations
What to expect
So what does May 17th look like?

**Final Presentation in Studio 2**
3:00-3:15 set up any prototypes/brand artifacts around the room
3:15-4:00 presentations
4:00-6:00 reception with guests

1. **Context** (1 minute)
2. **Your video** (2-3 minutes)
3. **Your take-away** (1 minute)
FIDELITY EXAMPLES
ANIMATION WITH CUTOUTS

http://www.youtube.com/watch?v=vBqtVRz0khA
ANIMATION WITH CUTOUTS

http://www.kickstarter.com/projects/jasonchua/sparklab-an-educational-build-mobile
SKETCH ANIMATION

http://www.youtube.com/watch?v=Ack535QRaGA
SLIDESHOW WITH VOICEOVER

http://www.youtube.com/watch?v=oH5rs2ktazQ
ACTING / WIZARD OF OZ METHOD