



D4D COMPETITION OVERVIEW

Description

Students will use the Design Thinking and Design for Delight (D4D)’s three principles (Deep Customer Empathy, Go Broad to Go Narrow, and Rapid Experimentation) for creative problem solving.

Guidelines

Written Submission: Each team will submit a PDF presentation into the VE Competition Manager prior to the competition.

Oral Presentation: A team of 1-4 employees will have 5 minutes to deliver an oral presentation addressing the company’s design thinking process.

- **FALL 2020 COMPETITION:** Explain how your team used the D4D process to develop your firm’s business idea and product/service.
- **SPRING 2021 COMPETITION:** Explain how your team used the D4D process to address a challenge/issue your firm is facing this year.
- **ONLINE (via ZOOM):** Presentation slides must be submitted through the Competitions Manager as a single .pdf file. During the Zoom presentation, students should be prepared to share their presentation which should summarize/support the points made during the presentation and may include charts, graphics, examples of promotional materials, actual vs. projected sales charts, and/or other pertinent materials.
OR
- **LIVE IN-PERSON PRESENTATIONS:** Teams should bring two copies of a “supplemental materials” packet (using a maximum of 2 sheets of paper) to provide to the judges on the day of the competition.
 - Supplemental materials may include: key slides, charts, graphics, promotional materials, actual vs. projected sales charts, and/or other pertinent materials.

Career Readiness Framework Alignment

Leadership:

- Demonstrates intrapreneurship

Professional:

- Demonstrates well-rounded perspective and unique style
- Collaborates with others
- Solves problems creatively
- Embraces diversity

Functional:

- Conducts research and analysis

Core Technology Skills:

- Presentation slides

Q&A: The presentation will be followed by 5 minutes of Q&A from the judges.

Rubric

<p>5 stars Well above standards</p>	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
<p>4 stars Above standards</p>	Well executed: content and/or strategies are evident and well researched and/or developed.
<p>3 stars Meets standards</p>	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
<p>2 stars Below standards</p>	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
<p>1 star Well below standards</p>	Major flaws or section missing.



D4D COMPETITION RUBRIC

Rubric & Scoring Elements

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

ELEMENT	JUDGING CRITERIA	VE TASK ALIGNMENT
Customer Empathy / Problem Statement (Deep Customer Empathy)	<p><i>How well does the team articulate their customer research and problem statement?</i></p> <ul style="list-style-type: none"> Provides a clear and simple summary of the main customer problem the business is trying to solve. Shares customer research that goes beyond assumptions and common knowledge (i.e. customer observations, interviews, and/or research that generated new and surprising insights) Includes a short description of the customer’s values, the causes of the problem, and how the problem affects customers. 	DT-1 DT-2 MKT-2 MKT-3
Creative Process / Collaboration (Go Broad to Go Narrow)	<p><i>How well does the team describe their creative process and emphasize their collaborative efforts during the process?</i></p> <ul style="list-style-type: none"> Provides a description of the process for coming up with ideas to solve the customer problem and explanation of methods used to increase creative output. Shows how they carefully and thoughtfully explored and then selected one idea from many to pursue. Includes evidence of collaboration throughout all stages of the design process. This may include specific examples of team challenges or early failures and how they responded to these obstacles together. 	DT-1 DT-3
Rapid Experiments / Innovation (Rapid Experimentation)	<p><i>How well does the team test ideas through experimentation and prototyping?</i></p> <ul style="list-style-type: none"> Do they explain how they will create simple prototypes and use fast, easy experiments to test their solution? Does the solution directly address the customer problem in a way that is likely to improve their lives? Is the solution presented innovative, providing a new approach or significantly improving an existing approach? 	DT-1 DT-4
Quality of Design & Delivery of Presentation	<p><i>How well does the company present the material?</i></p> <ul style="list-style-type: none"> Design: Logical organization, well designed and branded, free of errors, quality writing, effective use of charts, graphs and graphics, font is easy to read, legible. Includes applicable footnotes or citations to research. Delivery: Presenter(s) speak clearly, articulately, with appropriate voice projection and eye contact. Presenter(s) are dressed professionally and display appropriate body language. Presentation is engaging and effective. 	
Q&A	<p><i>How well does the team answer questions based on the presented materials?</i></p> <ul style="list-style-type: none"> Are they able to effectively answer your questions? Are they able to provide additional context or clarity that enhances the information presented? Are their responses consistent with the information that was presented? 	