



DESIGN ODYSSEY
FAQ

How do the phases and packages work?

There are 4 phases.

Phase 1: Spring & Summer 2016

Phase 2: Fall 2016

Phase 3: IAP 2017

Phase 4: Spring & Summer 2017

The first 2 phases focus on social innovation while phase 3 & 4 focus on immersive industry experience. There will be an overseas social immersion trip during phase 3 (IAP 2017). Thereafter, participants will be paired with their internship mentor to gear up for phase 4. There are 4 packages to choose from - altruist, rover, professional and exponent.

Altruists will be involved in phases 1 & 2 where they will conduct self-directed user discovery and create prototypes to tackle social issues that they have discovered. They also have the option to go for the overseas immersion trip in phase 3. Altruists will experience approximately 24 hours of contact time with facilitators in this programme which includes camps, mentorships, activities and gatherings

Rovers will be involved in phases 2 & 3 where they will build and test their prototypes during the overseas immersion program. Overall, rovers will experience approximately 24 hours of contact time with facilitators in this programme which includes camps, mentorships, activities and gatherings.

Professionals will be involved in phases 3 & 4 where they will be paired with an industry mentor and deep dive into the internship project(s) from February to August. They too will have the option of being a part of the social immersion trip. Overall, professionals will experience approximately 24 hours of contact time with facilitators in this programme which includes camps, mentorships, activities and gatherings.

Exponents get the full experience of the Design Odyssey Program by being involved in all 4 phases of the program and will experience at least 36 hours of contact time in this programme which includes camps, mentorships, activities and gatherings

What is the detailed timeline and activities for the program?

Design Odyssey will kick off on 7th March 2016 with a 2-day design camp on 7th and 8th March from 10am and 4pm.

The workshop will include a micro design innovation experience, activities dealing with team dynamics and emulation exercises pertaining to people with disabilities. Participants will have the opportunity to gain a greater understanding of design innovation, transforming mindsets and equipping oneself with business skill sets for one's social entrepreneurship journey. There will also be opportunities to receive feedback from mentors, comprising of faculty, the IDC design innovation team and industry partners.

Subsequently, we will enter **Phase 1** which will comprise core and optional activities. The details are as follows:

CORE

23rd March: Portfolio Development by Industry

15th April: Social Lunch

29th April: Briefing for Summer

OPTIONAL

30th March: Team Dynamics

11th June: Visit to Singapore Association of Visually Handicapped

Summer: Self-Directed Social Discovery and Insights

Despite being a part of GLP/ALP/EIA or any other exchange program/internship, participants can still be involved in this phase. Any/all observations and insights will bring greater diversity and scale to the Design Odyssey program. Participants will be expected to have a monthly progress update with their mentors (online or offline). Documentation of discoveries and insights can be in any medium (journals, photos, videos, social media page, blogs and etc.) as long as it is done consistently.

At the end of Phase 1, participants will be expected to have conducted extensive user studies and have a good of the social challenge that they wish to focus on.

Phase 2 will begin on the week before fall term 2016

During one of the days from 5th to 9th September, we will have a gathering where Altruists will share their findings from phase 1 and propose the projects that they will work on or are already working on. Rovers who will have just joined the programme in Phase 2 will be given the option to join the Altruist groups or other social projects that will be made available for them to work on.

During this week, there will also be a second run of the 7th & 8th March camp for those who missed it in March.

In this phase, participants will be given prototyping budget to scale their projects further and will be expected to present fortnightly or monthly progress updates to their mentors. A poll will also be conducted on the skills participants wish to pick up (which may be required for their projects) and subsequently, there will be studio sessions conducted to equip participants with the required technical and design skills.

Phase 3 will take place during IAP 2017.

This phase will consist of a week-long overseas immersion trip to a country within South-East Asia. The details have yet to be confirmed but the aim of the trip will be for participants to gain perspectives of social awareness on a global scale and also to potentially test out their prototypes with these communities.

During this period, the project briefs from industries will be released. These will be for participants who will be part of the professional package. They will be interviewed and paired with their internship mentors before the start of phase 4.

Phase 4 will start Spring 2017

During the spring term, participants will work with mentors to co-discover, scope, conceptualise and co-create ideas for the industry project. As the participants transition into the summer internship, they will start to prototype and implement their concepts in the company. This internship experience will be significantly different from regular internships because participants will go into their internship knowing very well what they are supposed to be doing and what is required of them. There will be minimal need for orientation/training and participants will be able to maximise their time in the industry by focusing on implementing and testing their prototypes.

Are we supposed to complete all four phases of the program?

The program is flexible and participants have a few options. Freshmen are encouraged to complete all 4 phases (exponent package). Alternatively, they can choose the smaller packages i.e., the altruist (phase 1 & 2), rover (phase 2 & 3), professional (phase 3 & 4).

To ensure that the participants have an immersive experience, we prefer that they go through at least 2 phases.

Can I change my choice of package later on?

You can enter the programme at the start of each phase (1, 2 or 3) but should follow through for at least 2 consecutive phases. We encourage all to attend the March camp to get a better idea of this programme.

What are the type of projects we will be working on?

Phases 1 and 2 are entirely self-driven, meaning it is totally up to you what you wish to do! Altruists will be able to self-discover and initiate their own social projects based on their research in phase 1. Rovers will be given the option to join Altruists or alternatively to take on projects proposed by the programme organisers. Project themes can be such as but not limited to:

- Disaster relief
- Refugees
- Eldercare
- Education for the underprivileged
- Energy in developing countries
- Sustainable cities
- Food Wastage
- People with Disabilities (PwDs)

For phase 3 & 4, the companies are still in the midst of submitting their projects briefs. Please refer to the next question on industry for the list of partner companies.

Who are some of the industry partners we will be working with and how is it different from what has been done before?

The list of companies will be confirmed at a later date.

In the Design Odyssey programme, participants will have 8 months to see a project through from start to finish. This extended internship model will allow for greater continuity in internship projects and more in-depth skill development through understanding and executing industry practices; which puts participants in a good position for full-time conversion since they will be able to transit seamlessly into the company with minimal need for retraining.

Who are the mentors and their roles?

The team of mentors will consist of SUTD faculty, the IDC Design Innovation Team, social organisations and industry advisors.

Mentors will be responsive to queries from the participants and will guide them in user research, ideation and prototyping approaches.

What is the commitment for Design Odyssey?

We have specified a minimum contact time of 24 to 36 hours, depending on the packages you choose. This includes design camps, meetings with mentors, progress updates, activities and gatherings.

As participants are very busy with their main curriculum and other commitments during term time, we will organise intensive activities like design camps during breaks such as recess week and IAP. Having said that, this program is primarily self-driven; participants are expected to work on their projects during term time and there will be fortnightly progress updates and mentorship sessions.

If I am going for an exchange during Summer 2016, what are my choices?

Participants can choose to be a part of any of the 4 packages because summer 2016 focuses on self-directed discovery. Participants can be a part of the discovery phase regardless of their geographical location or internship commitments.

Social challenges one chooses to address can be shaped or inspired by observations and experiences in America, China, Italy or anywhere else in the world. This global perspective will value add to the Design Odyssey program.

If I am a Junior this year, what are my choices?

Juniors will only be able to join as an Altruist or Rover. The Exponent and Professional packages cannot be chosen since juniors will not have a summer internship next year.

Alternatively, juniors can also join to be a part of the core team for Design Odyssey and be a facilitator or organise activities/camps for the participants. If you are keen to be a part of the executive committee, please drop us an email at design_odyssey@sutd.edu.sg

If I am a Senior this year, what are my choices?

Unfortunately, the activities in this programme will not be applicable for the graduating class. Seniors can still be a part of the core team for Design Odyssey and be a facilitator or organise activities/camps for the participants. If you are keen to be a part of the executive committee, please drop us an email at design_odyssey@sutd.edu.sg

If I am already doing a social project, how do I get involved?

Arrange a meeting or email us (design_odyssey@sutd.edu.sg) to tell us more about your project and the social challenges it targets. We are more than willing to build upon current projects so that participants can focus their efforts and utilise the resources provided through this programme to the fullest. This applies to individual projects, UROPs and any club activities.

Is it free?

Yes. This program is kindly sponsored by JPMorgan.

Will there be a selection process?

More details will be given during the 7th & 8th March camp.