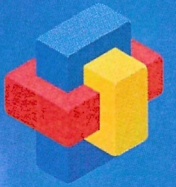
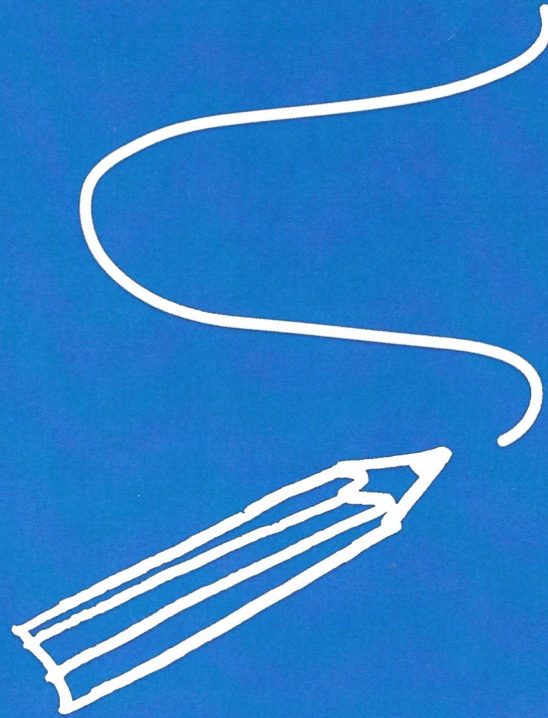


SAMSUNG



13-15
year age
group

**Solve
for Tomorrow
Next Gen**

**The Design
Thinking
Idea
Builder**



Welcome to this year's Design Thinking sprint!

Want to design a world where everyone belongs? Now's your chance...

Samsung Solve for Tomorrow: Next Gen is our competition for young innovators across the UK and Ireland. We want to know how you'd solve some of the biggest issues in society today – using tech for good.

This year our focus is on **inclusivity**, and Solve for Tomorrow: Next Gen is inviting you to take part in an opportunity like no other: to explore the role tech can play in **creating a world where everyone belongs**.

All you have to do is complete this sprintbook, share your ideas and enter the Solve for Tomorrow: Next Gen Competition for the chance to be an innovator of the future.

Before you start, here's some inspiring examples of tech that helps include others:



Previous Solve for Tomorrow Winners



Ramneek Kaur Ahluwalia

Solve for Tomorrow 2022 Winner

A smart cane that supports visually impaired users to navigate their surroundings with AI and GPS technology.

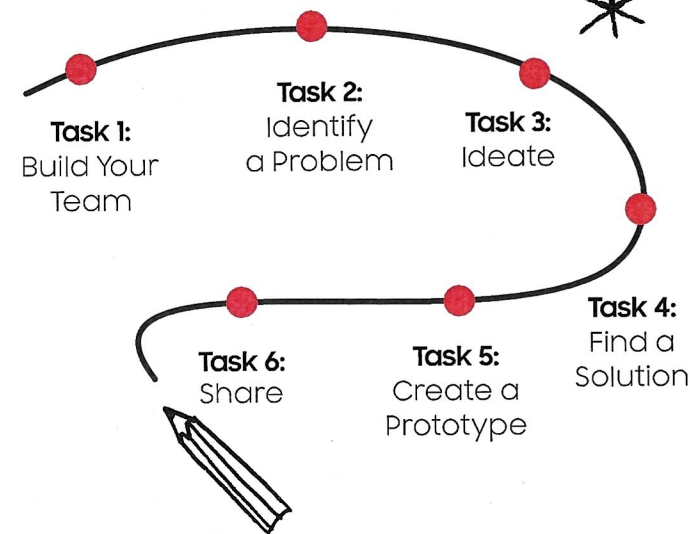
Finn and Josh (Grange Park, specialist school for Autism)

Solve for Tomorrow: Next Gen 2022 Winners (13-15)

A smart bin that makes recycling accessible for all by using audio cues. Users select their waste item on a screen and the smart bin will then tell them which compartment to dispose of it in.



Design Thinking journey



Samsung's tech solutions

Samsung SmartThings

The SmartThings mobile app allows users to control their home devices from one place – their phone. The app turns a mobile phone into a remote control, letting users manage things like their lights, locks, speakers, and even refrigerators. For users with reduced mobility, the app can serve as a helpful household tool.

Samsung Smartphones

Samsung's smartphones are built to include hearing aid support, meaning that users can use Bluetooth to hear their device through their hearing aids.



Task 1 Build your team

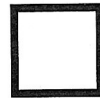


⌚ 2 mins

Before we start the Design Thinking process, it's time to pick a job role.

Research & Development

This team works hard to gather the knowledge needed to create new products. They're all about exploring new ideas to find out what's going on in the world of technology.



Name: harshvi

Design

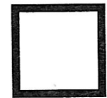
Designers bring ideas to life by creating different designs of a project - this could be a sketch, model or animation.



Name: Victor Hugo

Sales & Marketing

This role is all about how ideas are shared with the rest of the world. Sales and Marketing teams work to make sure that other people hear about their idea and want to get involved with it.



Name: amil

Read the job description and pick a role that plays to your strengths. **Circle** which of the skills below are needed for this role.

Problem solving

Innovation

Following instructions

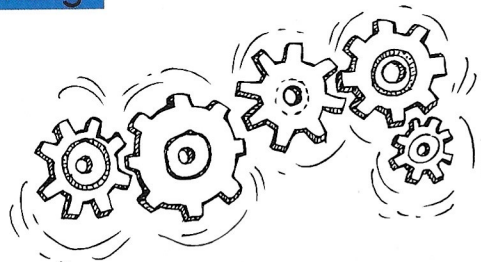
Communication

Initiative

Presenting

Planning + organisation

Productivity



Why will this role suit your skillset?

This role suits me as designing allows me to
be creative and let my imagination flow
to solve different problems and
create something new. Seeing my work
come to life is always a dream come true



Task 2 Identify a Problem



⌚ 4 mins

Let's get started with the Design Thinking process. Complete this page to identify a **problem** that a person might face.

Problem	What are they excluded from?	Why is this unfair?
Example: Homeless people don't have an address..	Example: Without an address, a homeless person can't open a bank account or get a job. They also don't have anywhere safe to store their possessions.	Example: This is unfair because without a job and a bank account, a homeless person can't find a place to live.

1 Step one: Start by circling **one** topic you'd like to focus on.

Disability

People with disabilities have different access requirements.

Gender+

From stereotyping to equal pay, gender still creates barriers.

LGBTQ+

LGBTQ+ people are twice as likely to not feel good about themselves on a daily basis.¹

Mental health

Mental health conditions can create barriers to inclusion.

Race

Discrimination can create barriers in all areas of life.

Poverty

Financial barriers can exclude people from experiences and tech.

Age

Elderly people can face physical and digital exclusion.

Loneliness

45% of adults have felt occasionally, sometimes or often lonely in England.²

2 Step two: Think about what opportunities this group may be excluded from. Use the empty boxes to add any of your own ideas.

Employment

◦ job interviews that do not provide sign language interpreters or other accommodation

Sport

◦ team sports that require good communication skills

Socialising

◦ Being part of a group of friends or not being able to go to a social gathering because of discrimination

Independence

◦ inability to call for emergency services using voice communication.

3 Step three: Why is this unfair?

It is unfair for a certain group of people to be excluded from certain activities because it violates the principles of equality and equity. Every individual should have the same opportunities and access the same resources regardless of their race, gender, sexual orientation, ethnicity, religion or any other personal characteristic such as disabilities.



Tip for Research & Development: If possible, make sure your team focuses on something that they are passionate about. When presenting your tech solution later, it'll help if it's something you really believe in.

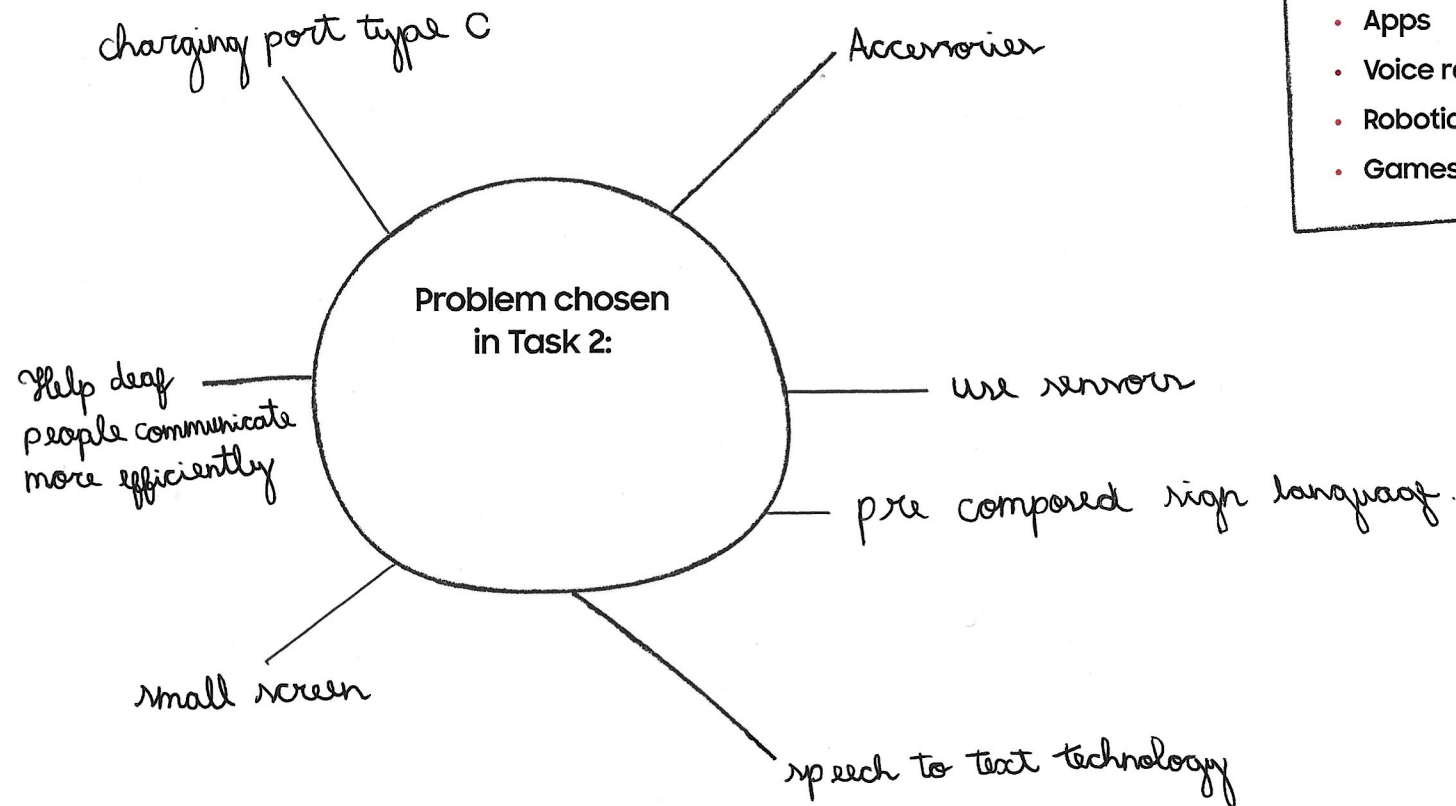


Task 3 Ideate



⌚ 4 mins

Time to get creative! Now that you've chosen your problem, it's time to come up with solutions. How many ways could you use tech to solve your inclusivity issue? Jot down as many as you can.

**Tech you could use for your solution...**

- Smart devices (smartphones, tablets, smart watches)
- Accessories (headphones, microphones, keyboards, webcams, speakers)
- Apps
- Voice recognition
- Robotics
- Games



Task 4 Find a Solution



⌚ 4 mins

Now back to your problem. You came up with a few ideas, so it's time to choose the best one and refine it. You can use the boxes to write or sketch your answers.

1. Which solution have you chosen?

We have chosen to create a glove that can translate sign language to make it easier for people to socialise and communicate.

Example: Our team are going to solve... because...

2. How does your solution help a person or group be more included in society?

By making communication easier for deaf people and helping other people understand what they are saying if they do not know sign language.

Example: Our solution will help ... to be more included in society by...

3. How does it work?

The user can use the glove that contains multiple sensors to sign words and the glove will translate it to spoken language so that other people can understand. When the person that does not know sign language speaks the glove will be able to hear what the person is saying and translate it to sign language through the built in screen.

Example: Users will be able to...

3. How will you make sure it appeals to your target audience?

Taking great photos of the product, making an advert, partnering with influencers that support the cause and send them a sample to showcase to their audience and by collaborating with charities such as the Royal National Institute for Deaf People?

Example: When designing our product, we'll make sure users are drawn to...



Tip for Research & Development: You get the final say on this one!

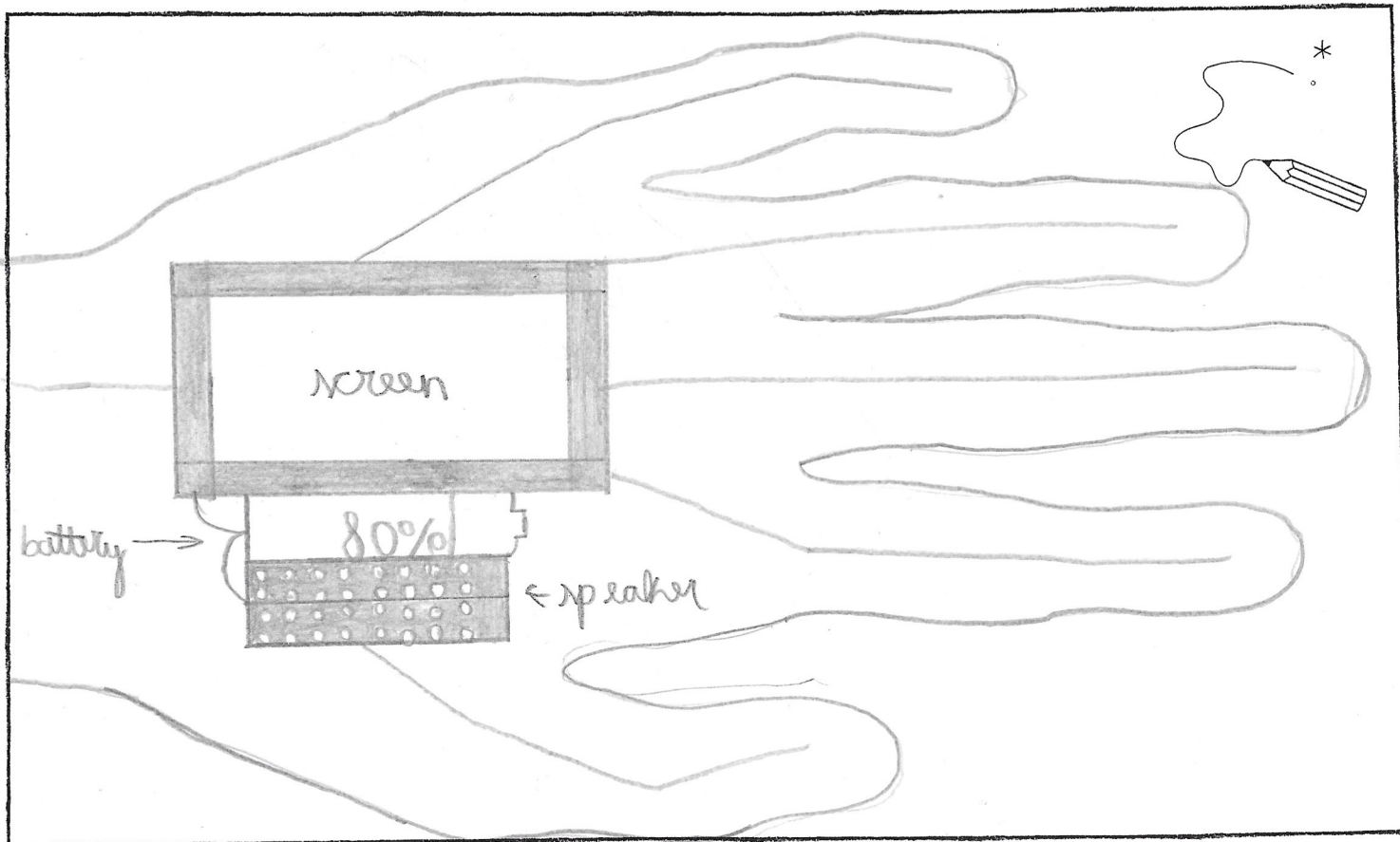


Task 5 Create a prototype



4 mins

It's time to bring your idea to life. Speed sketch a labelled diagram of your solution – don't worry about perfection at this stage, just get your ideas out of your head and down on paper.



What are the features?

How does it look?

How do you use it?



Tip for Design: You could also create a prototype using paper, building blocks or other materials (if they're available).



Task 6 Share



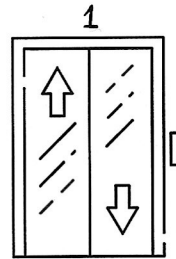
⌚ 4 mins

It's time to show off your design and find out if it solves your chosen problem. You're going to be sharing it with your peers to find out what works... and what doesn't. As a team, use the talking frame below to come up with a 30 second elevator pitch that you can use to share your idea and gain feedback.



What's an elevator pitch?

Imagine you're pitching your idea to someone... but you're in an elevator.



You've got the time it takes to ride the elevator from the ground to the top floor to describe your tech solution.

This means you need to keep it short but sweet.

Hook

Have you ever ...? / Can you imagine ...? / What if ...?

Problem

We believe that one of the biggest problems ... face today is ...

This problem needs to be addressed because ... / The consequences of this problem are that ...

Solution

To tackle ..., we've designed our very own solution.

Our product/service would work by ...

Users would benefit from ...

Impact

We think our solution could really ...

We welcome any feedback to help us improve our design, so please ...



Tip for Sales and Marketing: Lead the way on this one. Start by getting your team to help with slogans and ideas, then storyboard it, script it, whatever works for you.



Task 7 Feedback (optional)



⌚ 4 mins

You've completed the design sprint and developed a **game-changing idea**. Now it's time to present your idea to the class. Use this page to gather feedback on how your idea could be improved.

Write three questions you would want to get feedback on.

1.

Do you think that it will provide people with hearing impairments with more opportunities?

2.

Do you think that it is an appealing product?

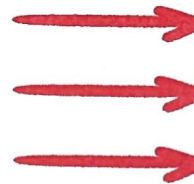
3.

do you think the marketing strategies are good?

Feedback:

Tip: another team could use this space to jot down their thoughts

1. it will provide and/or increase opportunities
2. it looks appealing but the joints are menacing
3. the strategies are good, especially the first one since you show the product works.



Improvements based on feedback:

How To Enter

We want to hear your solutions that build a better future for all, so we've made it as easy as possible for you to tell us about them.

To submit your entry and share your ideas, all you have to do is:

1. Complete the competition entry, either online or on the next page
2. Enter your details (don't forget to check they're correct before submitting!)
3. Submit your entry by doing **one** of the following:
 - Upload your entry to <https://woobox.com/n86v36>
 - or
 - Send your entry by post to: Samsung Solve for Tomorrow: Next Gen, We are Futures, 1 Paris Garden, London, SE1 8ND
 - Email your entry digitally with any supporting files or pictures to: samsungnextgen@nationalschoolpartnership.com

Entries should be submitted by **23 June 2023**.

Judging criteria

The winning entry must be 'an innovative idea that uses technology for good to tackle an inclusivity issue in society.'

Here's what we'll be looking out for:

- ☒ An idea that helps a group who may be excluded from a service or experience
- ☒ An idea that is innovative
- ☒ The use of technology

Prizes and opportunities



First Prize:

1 Galaxy Tab S8 for each participant

1st



VIP invitation to a Samsung Solve for Tomorrow event

Second Prize:

A pair of Galaxy Buds2 Pro for each participant



2nd

plus



Teacher's Prize:

A Galaxy Book2 360 for the teacher of the winning students

Please check the full **Terms and Conditions** for all prize-winning information.

Cut off entry submission below.





Entry Submission

Try to answer the following questions:

1. What problem are you trying to solve?
2. What is the name of your product?
3. How does it solve the problem?

Please check the full terms and conditions

<https://nationalschoolspartnership.com/sft-ng-2023-tcs/> for all entry requirements.

Teacher / Guardian's name: Mrs Rafiq

Student name(s) & age(s): Victor Hugo de Jesus Assumpção, Harvri Khatri, Jamil Abidin (all 14)

Teacher / Guardian's email: RRafiq@stm.beds.catholic.edu.org

Team / Idea name: _____

School name: St Thomas More Catholic Secondary School Bedford School Postcode: MK41 7UL

Describe your idea in 200 words: Our idea is a glove that will process and translate sign language using speech to text (back and forth) technology. Our idea will help make communication easier for people with hearing impairments. This is important because people with hearing impairments^{they} are deprived of the same opportunities as people who don't have hearing difficulties, this can lead to feelings of isolation and a lack of connection with others. It will help the users feel more included and open the door to new (and improved) opportunities for example they will be able to participate in social events or conversations. Overall, it will drastically improve inclusivity regarding those with hearing impairments

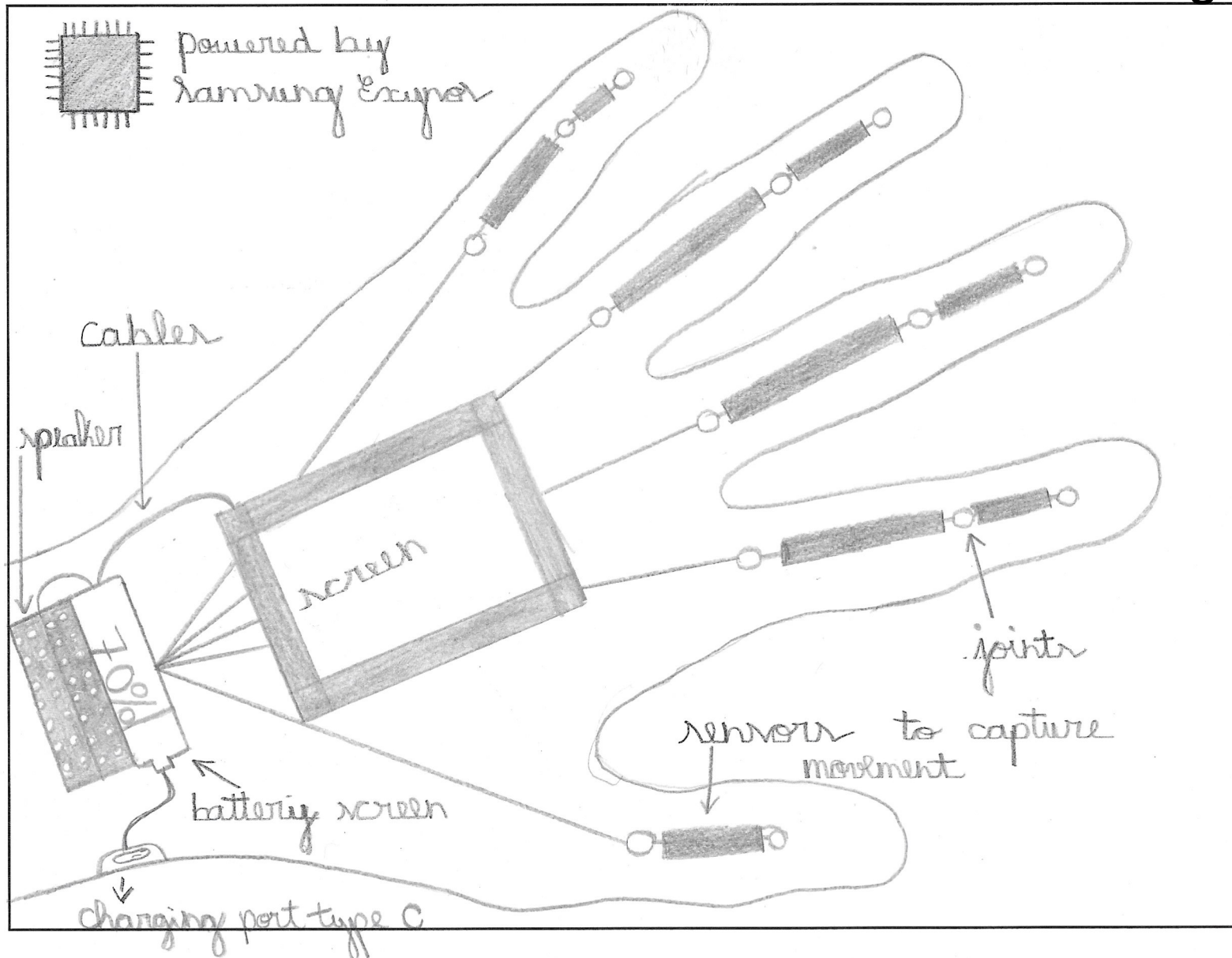
Sentence starters: My idea will help solve... This is an important problem to solve because... It will help solve... by....



Sketch

Use this space to show us your design in action...

Final design



Add sketches to show how your solution works.

Annotate your design to show:

- The features of your product
- How it works
- The unique selling point of your idea
- How it solves a problem to create a more inclusive society

Take it further

If you want to, you can upload extra files with your submission. Create a presentation, digital drawing, video or anything else to explain your idea.

Good luck!