



POWERED BY:

**First Central**  
Insurance & Technology Group

# Digital Innovators Competition 2020



@FirstCentralGrp @digigreenhouse #DigitalSkillsGuernsey #FutureGuernsey

## THE COMPETITION

Develop a digital solution to the following problem:

***‘Guernsey is full of talented people  
but it is not easy to find suitable people for specific jobs.’***

### Entry Requirements:

- Entries are open to all students 14+ in Guernsey.
- You can enter individually or as part of a team - teams limited to a maximum of **5 students** per team.
- You must register by **1st May 2020**.
- Registration is through the Digital Greenhouse website - please fill in the form at the bottom of the page here: <https://digitalgreenhouse.gg/programs-impact/skills-education/digital-innovators-competition/>
- Once you have registered you will be provided with a space to upload your entry.
- Entries to the competition must be a final solution to the problem stated above. They can be submitted in any format, i.e. wireframes, sketches, prototypes, etc. (wireframe guide on pages 7-9), along with a description of the solution and any supporting images, demos or material.
- **Entries must be submitted by 22nd May 2020.**
- The entries will be judged by a panel of experts from First Central and Digital Greenhouse based on two categories:
  - **Best Technical Solution**
  - **Most Innovative Solution**

### Timings:

- **22nd May - Entry deadline** - Submissions close at midnight
- **1st June - Judging**
- **26th June - Prize giving**

### Prize:

- **Amazon Vouchers**

## EXPLORING THE PROBLEM

On the following pages there are 3 activities to help you explore the problem statement and develop solutions. They are best done in groups so that you can get differing perspectives, and to let you collaborate and build on other peoples' ideas.

- **Roots & Branches** *Page 4*

This exercise helps unpick the details of the problem, both its effects (visible branches) and its causes (hidden roots). This can help you understand which areas you might want to focus on.

- Give yourselves 15 minutes on this exercise.
- Start with the visible branches - what do you see happening as a consequence of this problem?
- Then work backwards to identify root causes to that problem.
- Once you've come up with your first root cause, ask why this might be happening... Continue to ask 'Why' as many times as you can, building up a thread of root causes that all contribute to the problem. These findings can give you the details needed to develop an effective solution.

- **100 Ideas in 10 Minutes** *Page 5*

An idea generation technique designed to be fast paced and get all of your thoughts down in front of you. Think about the following:

- Explore emerging technologies
- Discover what really matters to the customers
- Imagine different ways of doing things
- Redesign and reshape existing solutions
- How can business or community processes be improved?

*For activity instructions see page 5.*

- **Story Canvas** *Page 6*

This worksheet will help you funnel your ideas down to one solution.

- Give yourselves 45 minutes for this exercise.
- Start with the problem - this might still be the overall problem statement, or it might be a more specific root cause.
- Then work across the top filling in your context and audience - Is your problem, and in turn your solution, specific to one industry or job type? Is it age specific? Is it aimed at businesses or job seekers, or both?
- With those three sections answered, move down to explain your solution clearly.
- Plan out your steps to make it happen in the implementation section.
- The benefits section should be where you identify the reasons why someone would use your solution over existing products/services.

## BRANCH CONSEQUENCES

What is happening  
because of this problem?  
Visible results.

Problem statement:

## ROOT CAUSES

Why is this problem  
happening?  
Hidden issues.

This exercise has been adapted for this context but is originally sourced from: *Aaron Tail & Dave Faulkner. 2016. Edupreneur: Unleashing teacher-led innovation in schools. Wiley, Australia. Page 74.*  
[www.educationchangemakers.com](http://www.educationchangemakers.com)



## 100 IDEAS IN 10 MINUTES

Look at the root causes of the problem from your first activity and come up with ideas to solve them. It is a quick-fire idea generation activity so you should write down anything from the obvious to the ridiculous.

### Stage 1:

- **One idea per sticky note**
  - You can draw them if you like.
- Stick them up in a grid to help you visualise the number of ideas being generated.
- One conversation at a time in your team.
- Build on other peoples' ideas.
- When someone comes up with an idea try responding with "Yes, and..."
- Avoid negativity, there are no bad ideas at this stage.
- Stay focused on the problem.
- **Set your timer for 10 minutes and off you go.**



### Stage 2:

- **Review and discuss your ideas**
  - Give yourselves another 10 minutes for this stage.
- **Group your sticky notes into themes** i.e. types of technology, particular aspects of the problem, different audiences (individuals, businesses, community, education), etc. Your groupings will be led by the types of ideas you generated.
- **Identify a theme to focus on** - Is there one particular theme that your team is most interested in developing?

# Story Canvas

## WHICH PROBLEM

What challenge did you choose to solve?

## CONTEXT

Set the scene, what is the background of the problem?

## AUDIENCE

Who are you targeting with your solution?

## SOLUTION

What is your big idea and how will it work?

## IMPLEMENTATION

How would you implement your solution, e.g. which organisations would you need to connect with?

## BENEFITS

What benefits will your solution have?  
e.g. environmental, economic or social.



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**First Central**  
Insurance & Technology Group



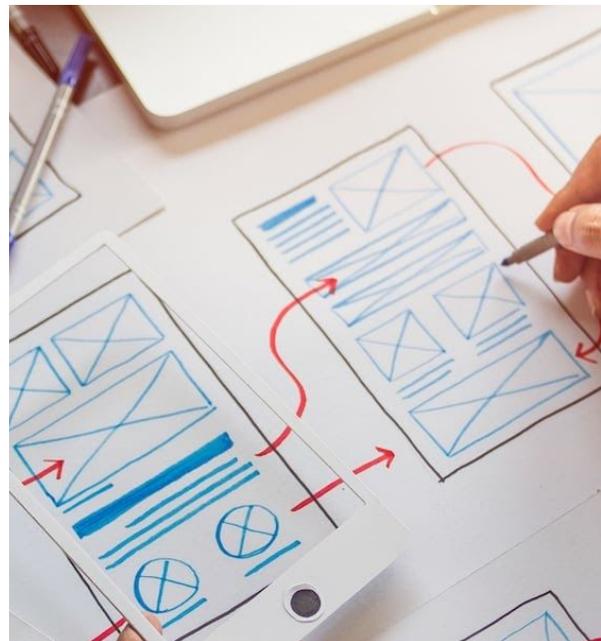
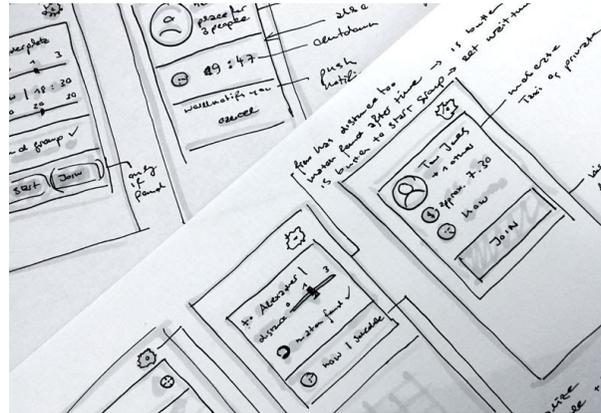
Innovation  
Network

# WIREFRAMING

Look at your solution and start to think about how it might work. The wireframing canvas is a tool that allows you to mock up what your idea could look like before building it.

## Stage 1:

- **Use the canvas on the next page to sketch out your solution**
  - Use as many canvases as you want for different versions but keep to only four screens.
- Keep it simple and keep the user in mind at all points.
- Don't use colour, focus on the content not the design at this point.
- Build on other peoples' ideas.
- Use lines and notes to show the user journey and interactions.
- **Set your timer for 20 minutes and off you go.**



## Stage 2:

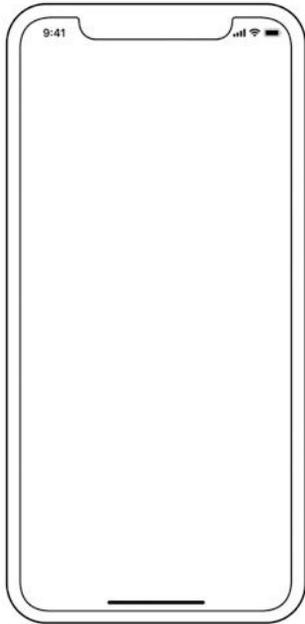
- **Review and discuss your ideas**
  - Give yourselves another 10 minutes for this stage.
- **Take someone through your solution.** Show your idea to someone not in your group, does it make sense to them? Do you need to explain any areas to them? Make notes while showing your ideas to be able to review later.
- **Identify any areas that you will need to improve** - What can you change to make the user experience easier?

# Wireframing

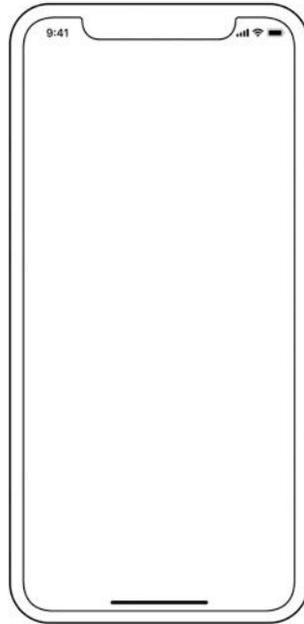
## Data

What information will the user need to give or receive to use your solution?

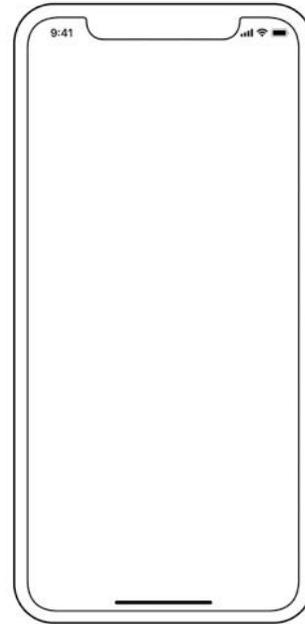
Screen 1



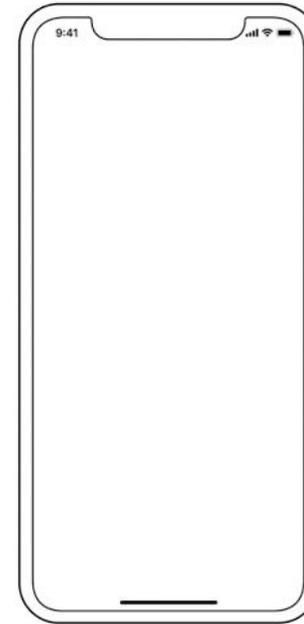
Screen 2



Screen 3



Screen 4



## User Interaction

Think about your users, will it be obvious what they need to click on to use your solution?

## User experience

How will the user interact with your solution?

## Journey

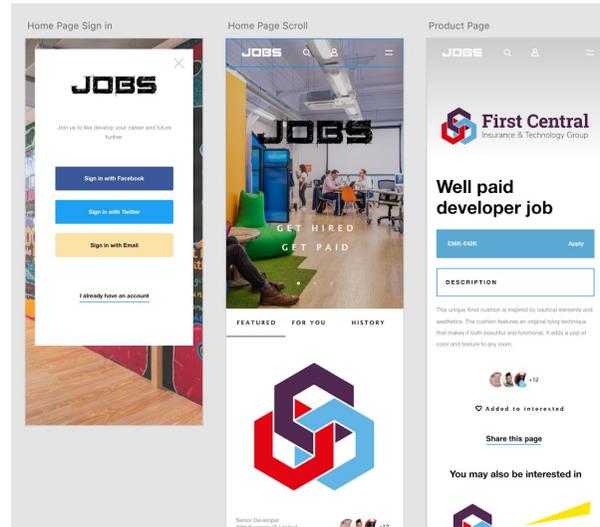
How will your pages link together?  
Draw lines to show these routes.

## WIREFRAMING PART 2

After the previous exercise you should now have an idea of how your solution will work. The next step is to look at the user interface and how your solution might look.

### Stage 1:

- Use the canvas to mock up your solution in Adobe XD
  - Keep to your landing page and up to three artboards.
- Save menu items, colours and fonts as assets to easily use them in other areas.
- Use the prototype section to link up your wireframes, make sure you link all links and buttons.
- Keep it simple.
- Set your timer for 10 minutes and off you go.
- For a guide on how to use Adobe XD visit the link here:  
<https://tinyurl.com/t8a6sve>



### Stage 2:

- Review and discuss your ideas
  - Give yourselves another 10 minutes for this stage.
- Let someone have a go. Use the 'play' option to allow someone to have a go with your solution without any help from your team. Sit back, observe them and take notes - what makes sense to them and what isn't so clear?
- Ask the user for feedback. Ask them what they liked, what they didn't and what could have been better.
- Build on feedback - Take onboard their feedback and continue to develop your solution.

Once you are happy with your solution you can submit it to the Digital Innovators Competition at [Digitalgreenhouse.gg](https://Digitalgreenhouse.gg)