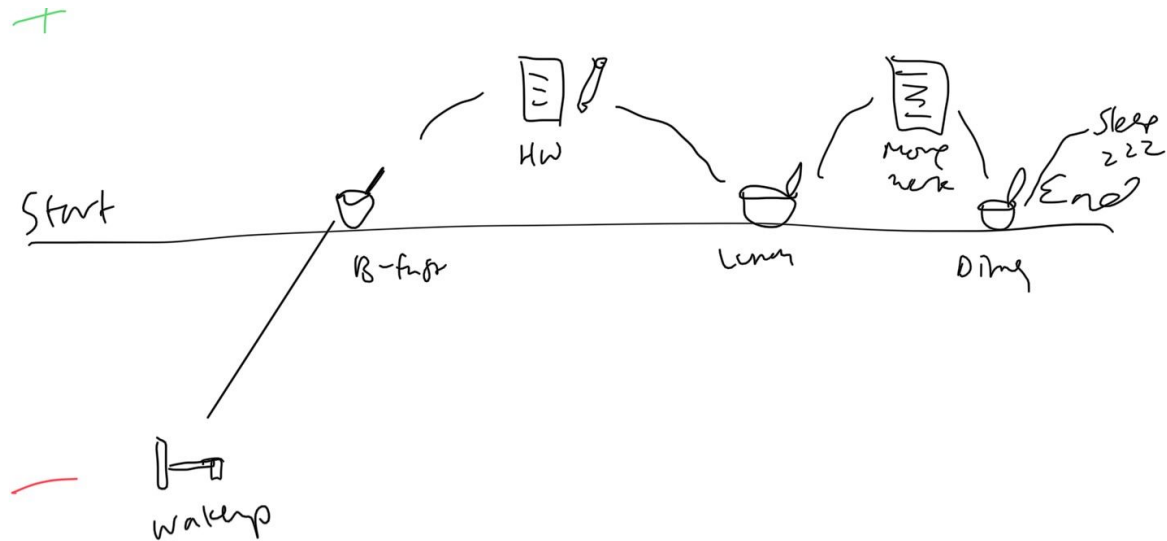


## Design Sprint 2030 Reflections - alex hong

### DAY 1:

Woohoo Design Sprint 2030! Day 1 began with a simple thinking exercise. Mr. Hoch led us in a discussion of a day's activities.

Figure 1. We had to draw out our day's plans. As you can see, I am very artistic (not) and I still do homework during winter break.



Design Sprint started with a few questions: **what is the purpose of education, how will education change, and what is flourishing.**

\*something along these lines sorry if I misphrased any

I stated some pretty basic stuff such as the purpose of education is to cultivate a lifelong passion for learning new things. This might be overly cliché but I think this goes a lot with the growth ideal mentality where growth is not measured by end statistics but durational statistics. For jobs, I stated they will probably be in the digital or healthcare fields as there is great need in both areas as technology continues to transform society. For flourishing, I just said it's being the best version of yourself because at the end of the day, there's nothing more you can ask for.

## Design Sprint 2030 Reflections - alex hong

Dr. Chernik discussed some educational points and we covered important topics in education like **growth mindset** and **depth vs. breadth** (something my team member Jeffrey brought up). The growth mindset isn't really rewarded in modern education. We don't always measure growth, we often measure end results with standardized tests. Additionally, modern education has a depth vs. breadth conundrum. Many models now exist from the traditional liberal arts colleges to "new" STEM schools. Liberal arts colleges emphasize breadth and exposing yourself to many areas while STEM schools may emphasize becoming great at one thing. Is the liberal arts ideal good for personal development? Perhaps. But does this come at the cost of specializing and being very good at what you do in your career? Maybe also. I think education will continue to evolve to find the best of both worlds.

A student named Alan brought up a good point about our priorities being wrong, for example movies v. math. Why are there multimillion dollar movies but no multimillion dollar math classes? This bounces to the point that actors are overpaid and teachers are underpaid. Everyone has their opinions on this but it's indisputable that for the value, **good** teachers are not compensated fairly and accurately. This is something that hopefully education (and one thing this design sprint can do) will address in the future.

Then we did breakout rooms to learn more about people. I got paired with Nidhi who is in my HMW (how might we, teams for the design sprint) group. We had to share about our daily routines and come up with solutions to problems we faced. The solution had to:

- be expensive
- be done tomorrow
- include a game component
- include robots

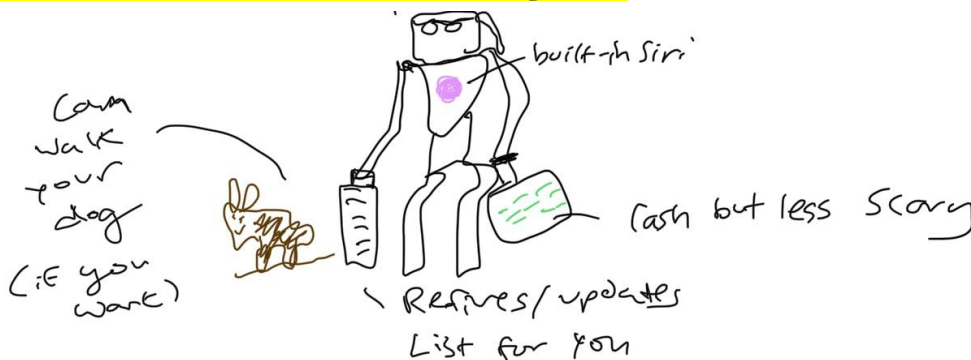
As seen in Figure I, I have trouble waking up in the mornings. Her solution involved me having a series of incentives to force me to wake up, like eating ice cream for breakfast. Nidhi wanted to improve job application outcomes. My solution for her included things like hiring a special hitman to bribe HR officials for jobs. Okay, maybe a different wording but you get the idea.

## Design Sprint 2030 Reflections - alex hong

Figure 2. Some solutions we had to draw for our partner. I drew a hitman (expensive), an essential worker (has a job tomorrow), Siri (asking Siri stuff is like a game), and a Boston Dynamics robot (robot) to boost Nidhi's productivity and application success.



Figure 3. After hearing feedback from our partner, we had to revise our solutions so I just mashed them all together.



In the end, we had to take our partners/customers feedback and customize it to have better outcomes. This was done through a series of “why” questions. **Through this experience, we learned to cater to our customers’ needs while also being able to open up to others.**

We concluded the day by meeting with our HMW (how might we) groups (our group is HMW 2A) and our group is called

## “Thing 2A.”

So original! We defined team roles and goals and are prepared for the next day.

## DAY 2:

Today is all about the importance of stories and interviews. The keys of interviews are **empathy** and **rapport** and the goal is to **build understanding of the interviewee**.

\*important note: make sure you get consent if you ever want to record an interview.

In the morning, we talked with community leaders. In my group, I had my teammate Jeffrey as well as a senior named Steve. Steve gave us freshmen good insight. Together, we helped interview Ms. Delaney, who works in design and development for the Durham city government. We got good advice and suggestions from her. A point I took away was she stated **we should all be more involved in our community**. In other words, the “Duke Bubble” phenomenon is real and perhaps Duke students can be more involved in the greater Durham community.

### **IDEA**

This led to my idea that perhaps a service learning component/designation be required as a T-Req or something like that. Replace a T-Req with this new T-Req since everyone can agree community involvement is good. This will make Duke students better citizens and give them opportunities to take service learning classes they may otherwise not take.

During our guest speaker session, we had Ms. Echeverri from IBM join us. She is in charge of AI education and development at IBM. She brought up some important points about how the workforce is changing to need both specialized (your traditional engineers) and broader workers (like managers). Additionally, development of courses is really expanding from MOOCs (like Coursera, EdX) to include things to help people removed from the workforce like veterans, new moms, and recent high school grads. This is a good initiative since new tech innovation can provide fresh opportunities but also leaves others behind if they are not included. What better way than to help those who make great contributions to society in other ways.

We wrapped up the day talking to our team leaders; mine is Ms. Kaligotla. She’s in charge of the service learning at Duke which really pertains to my group’s theme of interconnecting Durham and Duke. Also, she lived in Georgia for awhile just like me now so that’s pretty cool. That’s it for today, see you tomorrow!

---

## Design Sprint 2030 Reflections - alex hong

### **DAY 3:**

Today, we did multiple interviews.

My first interview was with Mrs. Summe, who is a grad student at Fuqua. As a Duke student now and a previous resident of Durham, she was able to provide a unique view to both sides of my group's question: the relationships between Duke and Durham. She talked a bit about how the triangle doesn't have to be limited to just Durham, Chapel Hill, and Raleigh but can include suburbs like Cary and Apex as well. Additionally, she talked about the rich startup scene as well as the gentrification that has kind of followed in this area (specifically of Black Wall St. and areas). In terms of equitable and sustainable partnerships, she thinks one thing that could be brought back is the Bull City Connector (a bus that runs the length of E-W Durham). Since Duke pulled funding, the system could not run well and it was eventually stopped. This caused quite an uproar in the community. Finally, she stated students can get involved. There are many ways but one such is the East and Central NC Food bank, which is quite renowned (by Feeding America) for their efficiency and operations. A quote I took away was:

*"Money is good but relationships are better."*

With this in mind, Duke should keep building relationships apart from just funding.

We also heard from Dr. Clifford who teaches Spanish and Global Health. She gave us interesting insight. For example, she talked about Durham Regional Affairs and also told stories of when Duke had issues with communities such as the canceling of the DOLRT (Light Rail) project. When bad incidents like these occur, it can be remembered for a long time, eclipsing good contributions. This is something to be cognizant of. Additionally, she stated it's important to examine if sending/investing in international or "exotic" programs is really worth its weight when the same investment can have a 10x benefit in local work. That's not to say going to these places is bad but more thought needs to be put into examining a balance between local and international contributions.

Tomorrow we are going to keep working with our teams!

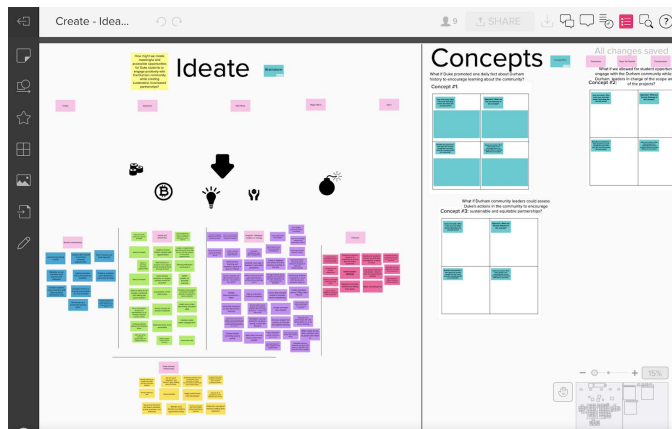
---

## DAY 4:

One message today was flare v. focus. During design, these ways of thinking vary. Brainstorming is a time of flare where thinking can be more wide while focus is more reserved and when you take all the thinking and better structure it.

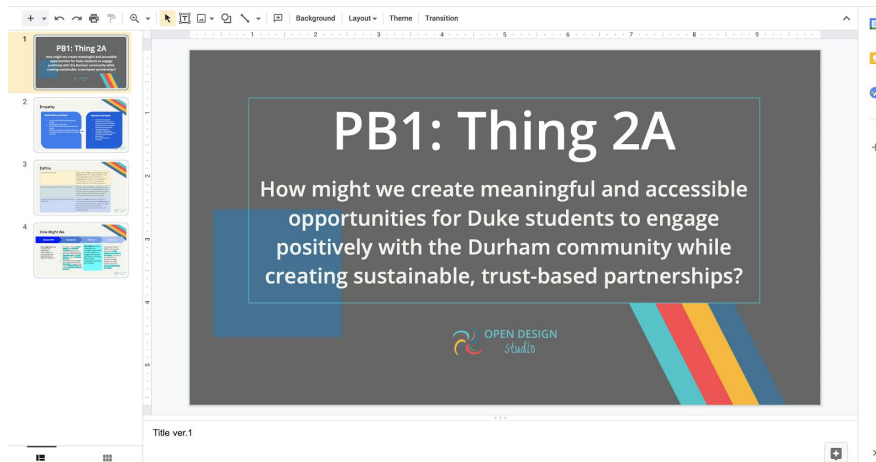
Today was a productive day of work in our groups. This part included work on Mural, which is like a virtual mural board with virtual stickies. It's a pretty cool tool to use.

Figure 4. Mural Boards!



We combined and structured our insights, created new statements, and worked on a slideshow presentation. We were able to keep it smooth and around 5 minutes. Professor Kaligotla said we were efficient and did a good job.

Figure 5. Pretty good go at our first PB (Playback Presentation).



Our group gave feedback for Group 1C. I'm glad my interview with Mrs. Summe actually got incorporated into their presentation haha. Our group went fifth and Mr. Hoch and Dr. Chernik really emphasized our group's emphasis on *trust (in the community)* which is something our group will try to build into our solution.

---

## DAY 5:

Today is my last day for blogging! We began today with a small breakout room where we got to talk about our dream vacation. I talked to Pradnesh, a fellow first year and Guinevere, a business grad student. It was fun talking about places. Pradnesh liked Alaska for the Northern Lights and Guinevere liked Italy. I chose Scandinavia because of snow (the Georgia weathermen always lie about the snow forecast).

As Dr. Chernik says,

*fall in love with the problem not the solution*

This is the goal of design thinking. Today's focus is on the concept of ideation.

We ideated (created ideas) in our team groups and got so many ideas, 100+ to be exact. It's really crazy how the power of people can really generate so many ideas. As mentioned, we focused on **quantity > quality** and we had some very wild and impossible ideas.

We finished the day by working in groups and constructing a poster. Monday is a big presentation to the provost.

Figure 6. Shoutout Jeffrey!



That's it for week 1 of Design Sprint 2030! Thanks for joining me!