



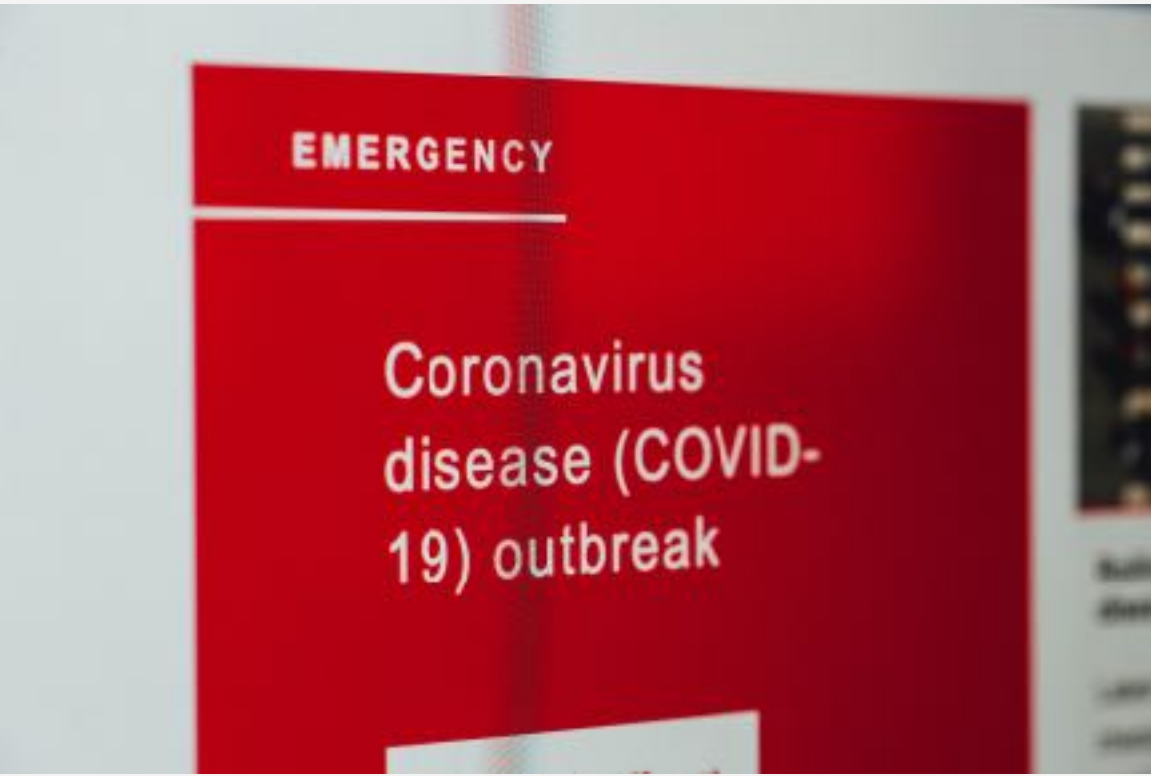
Rosenfeld Design at Scale

June 8-10 | Virtual

Delivering Design Education During a Global Pandemic: Lessons Learned

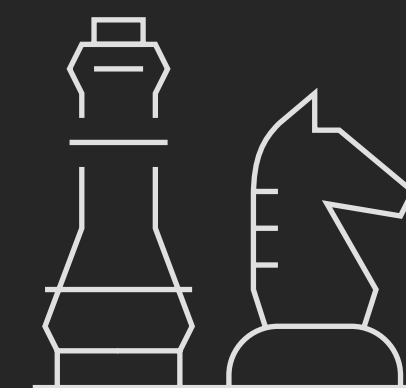
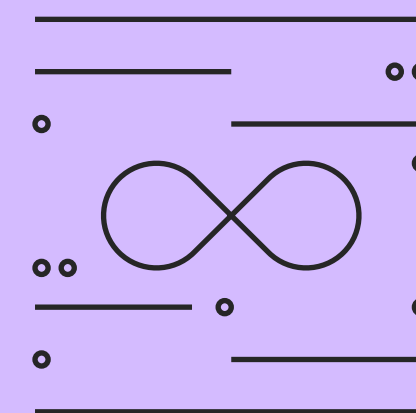
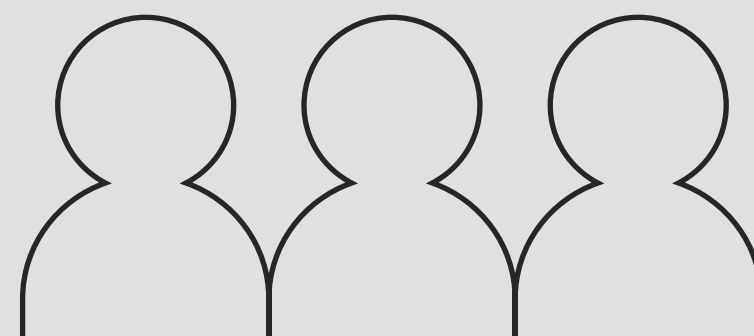
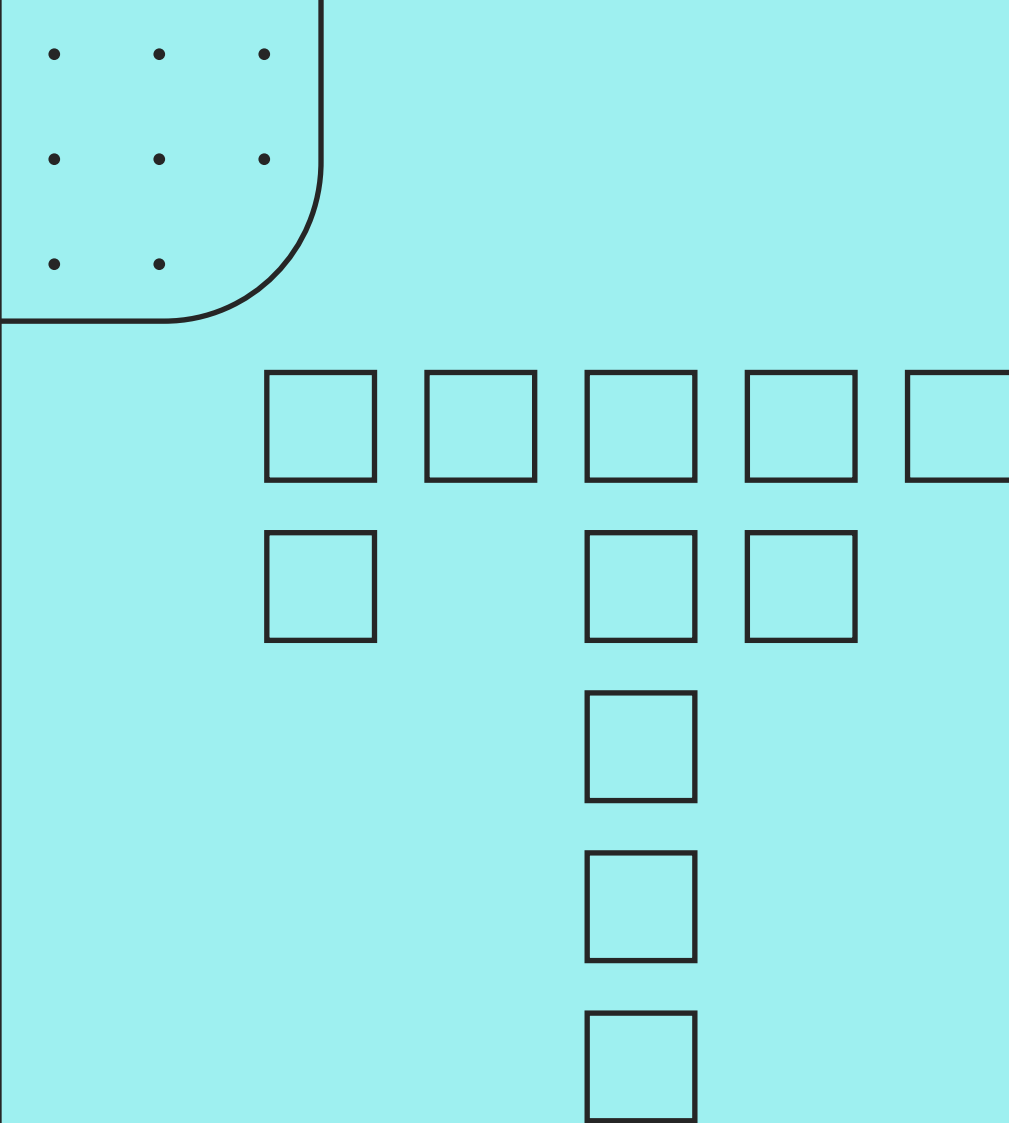
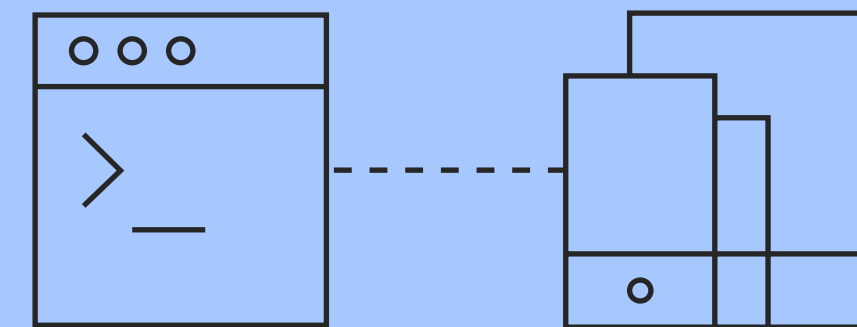
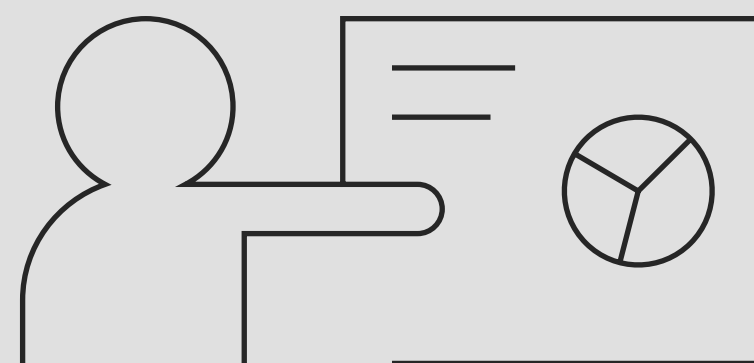
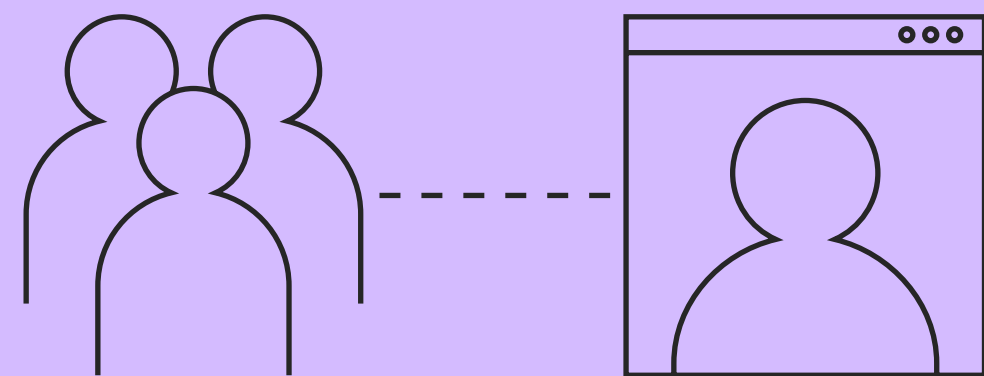
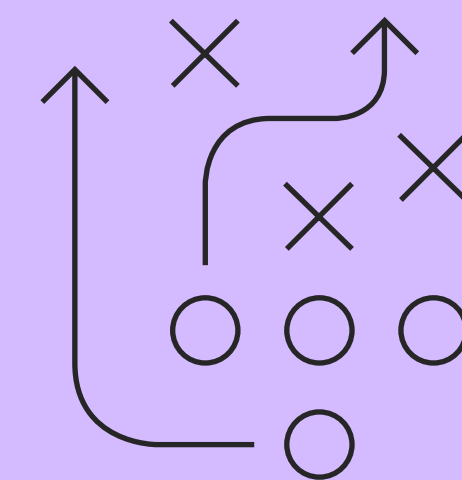
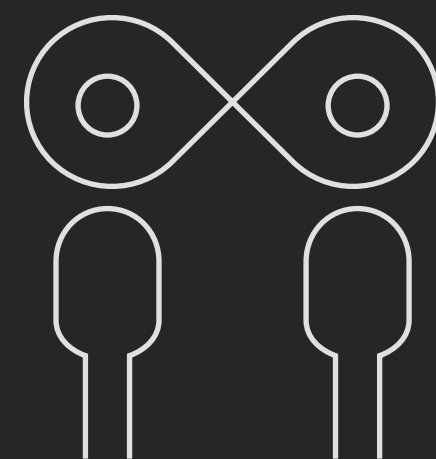
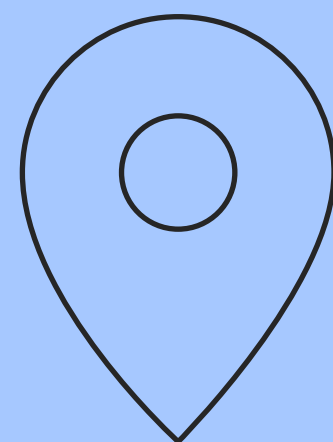
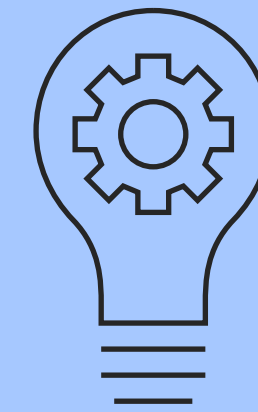
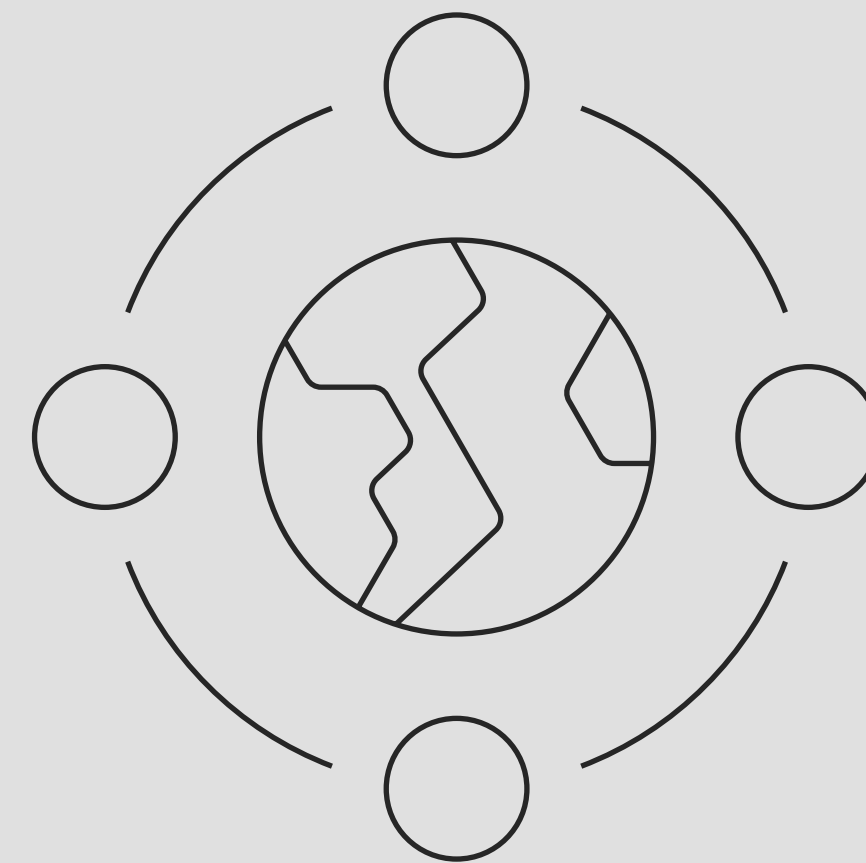
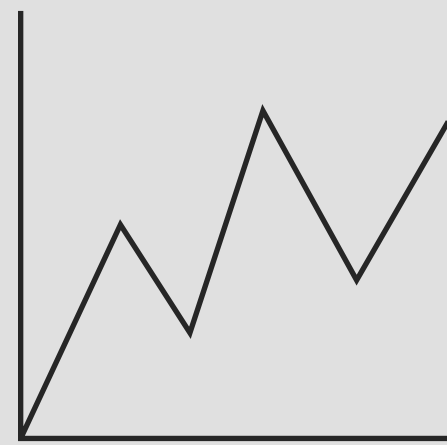
WITH

Nicole Umphress
Education Designer





_Patterns



Before the pandemic
we used to...

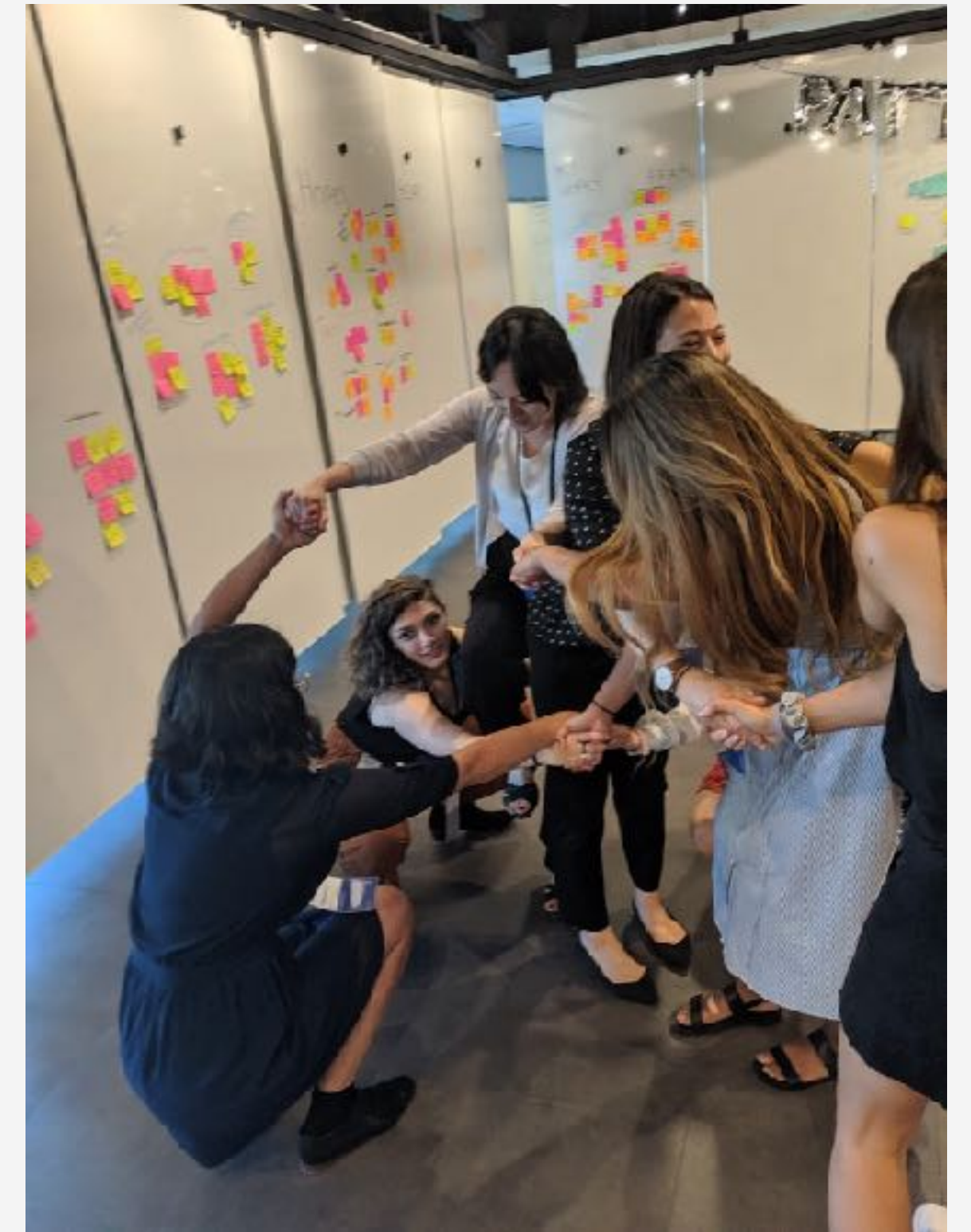
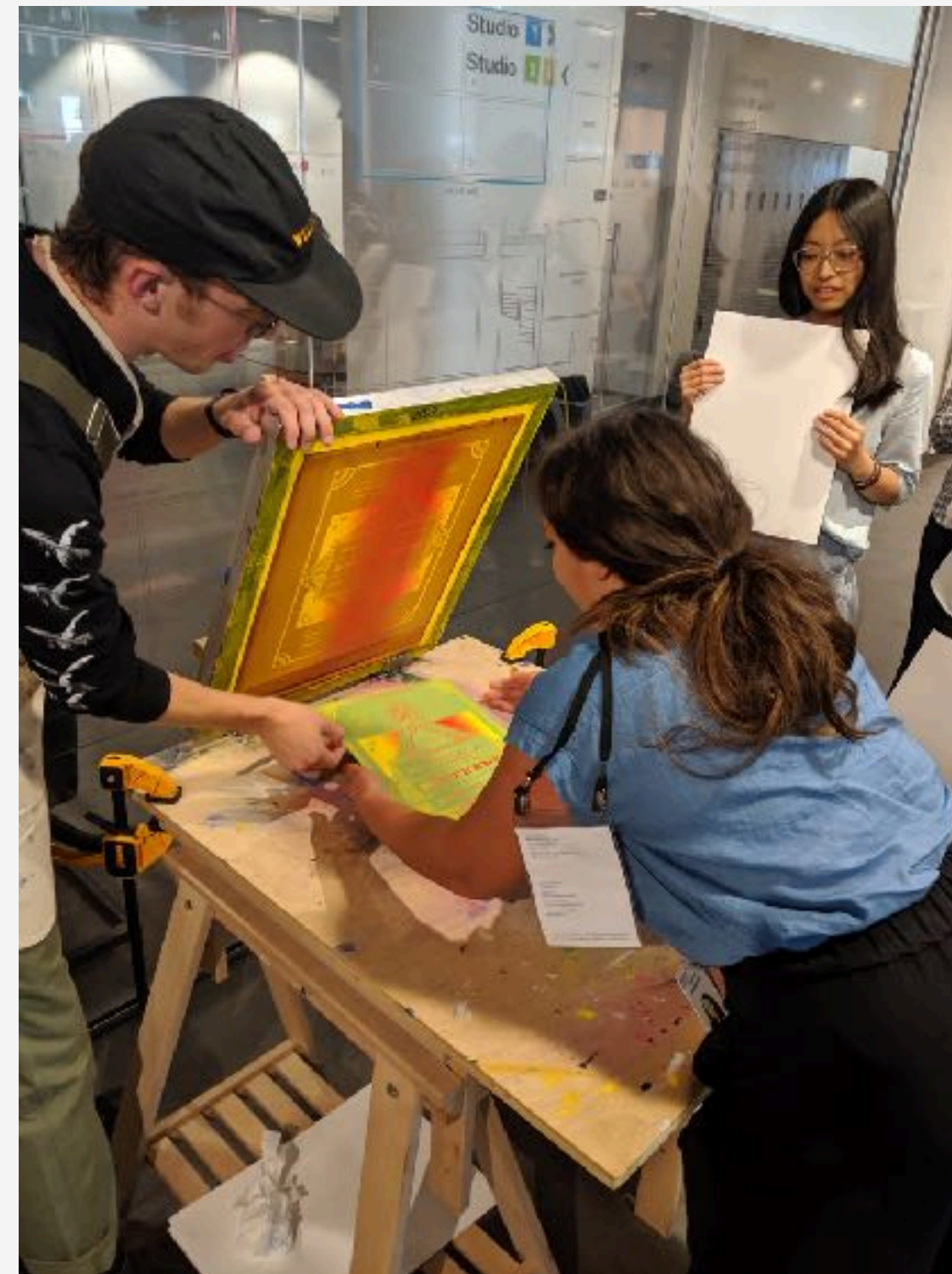
draw on whiteboards.
sticky note all our ideas.
host live education sessions.
work late nights.
share our hobbies + talents.
play team games.
order everyone cupcakes.
organize happy hours.

be together.





Delivering Design Education During a Global Pandemic

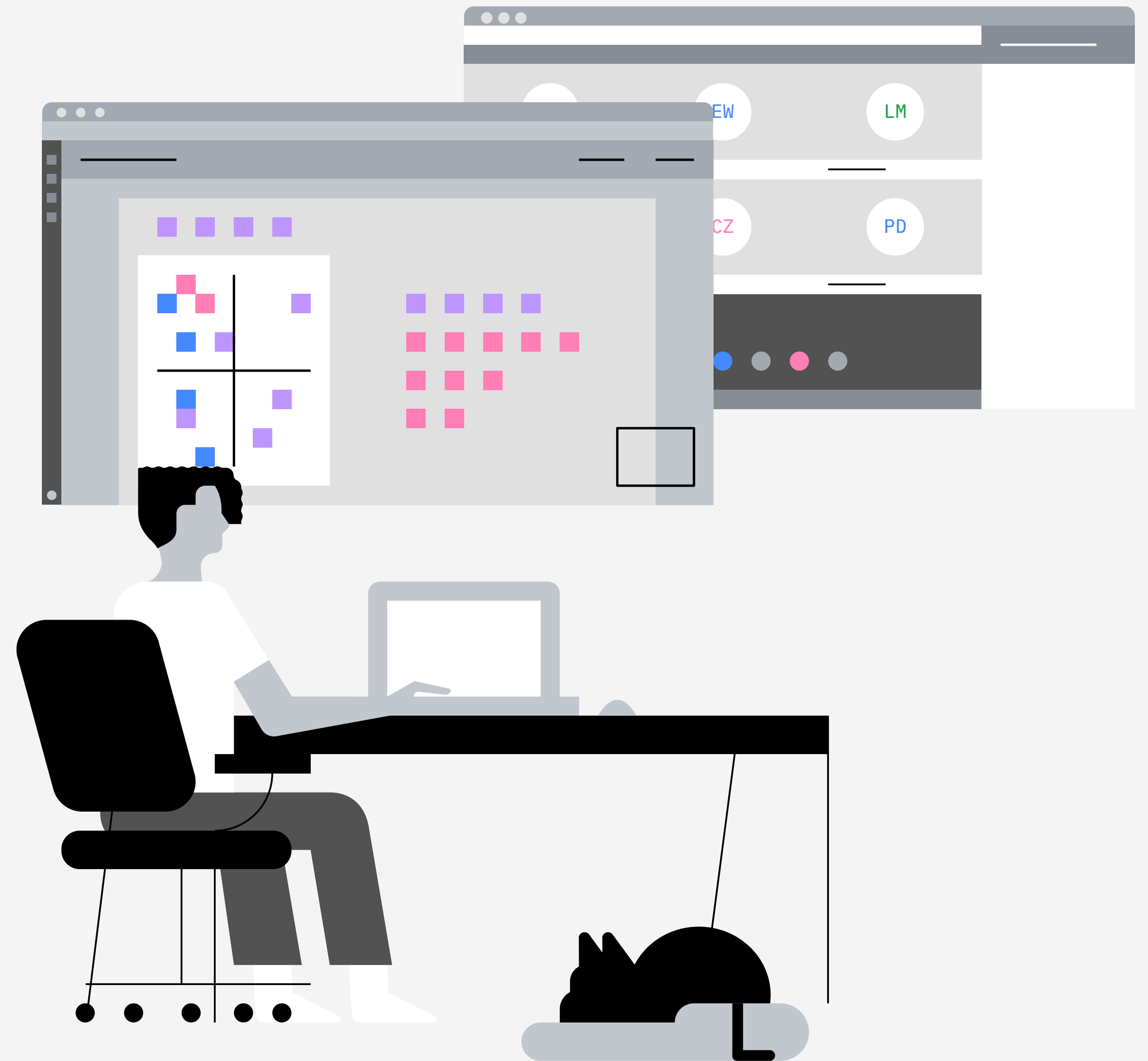


But in March 2020 the
world changed...forever.





Research, research, and—
oh yeah—more research.



All the planning...

Summer 2020 Patterns Planning

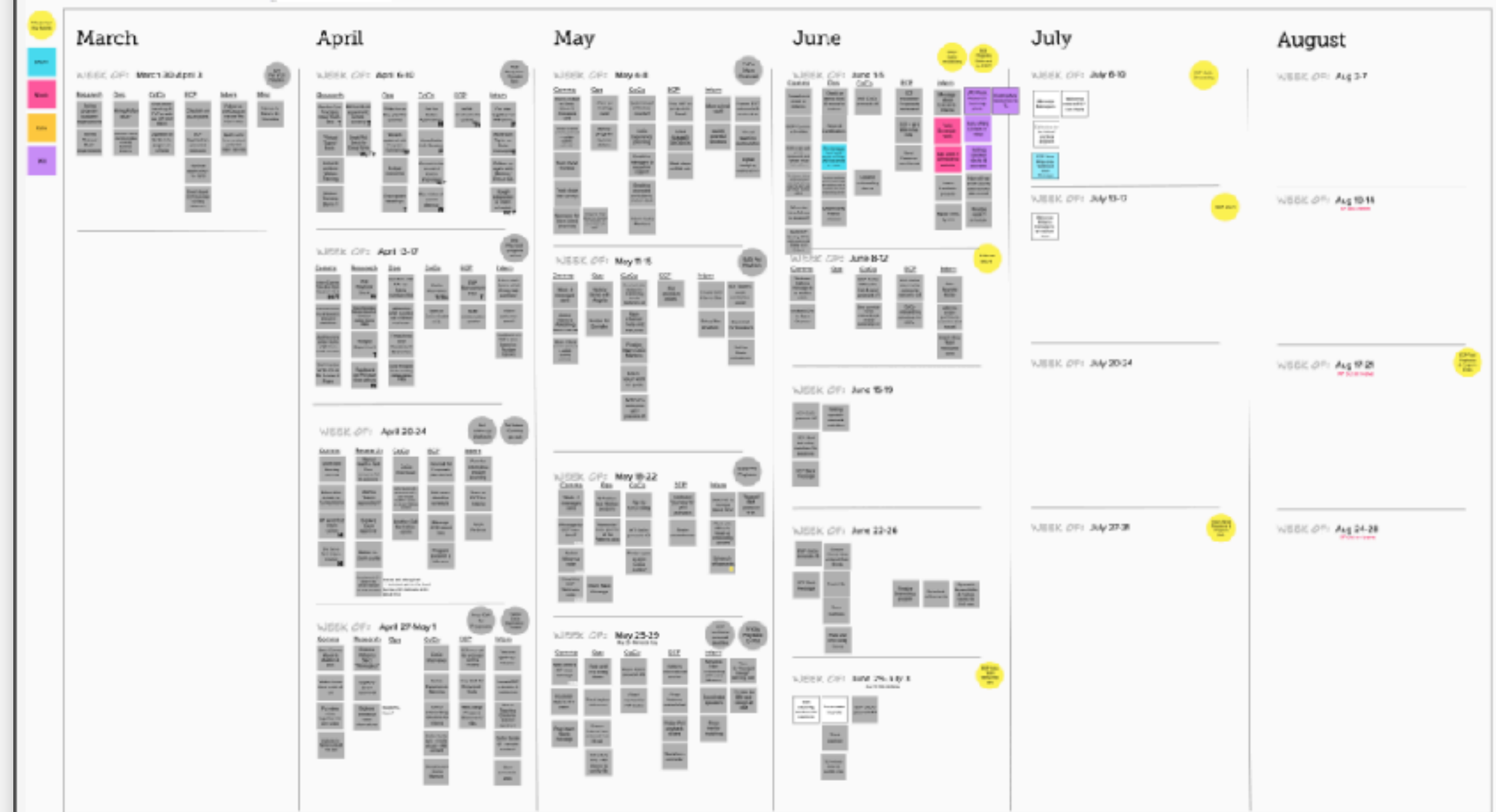
Winter 2020 Planner:



Remote Resources:



New Considerations



Comms Work Session 4.13



Summary W20: Hopes and Fears



Summary W20: Q&A



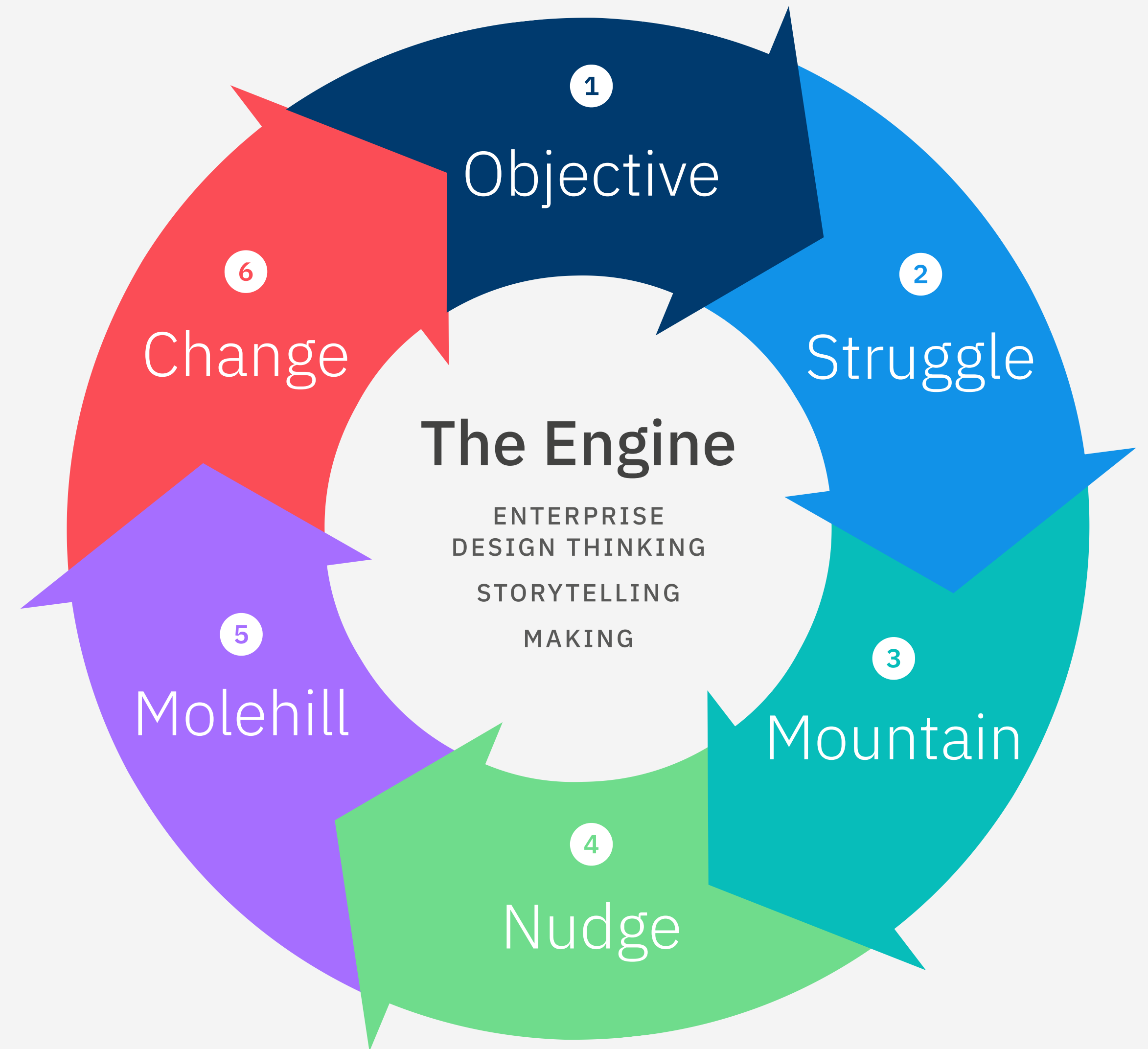
A storied approach

1. You: a character you can identify with
2. Need: have some need/wish
3. Go: cross a threshold; story changes direction
4. Search: go through trials
5. Find: locate it
6. Take: it kicks their ass
7. Return: come back to world they started in
8. Change: they're no longer the same

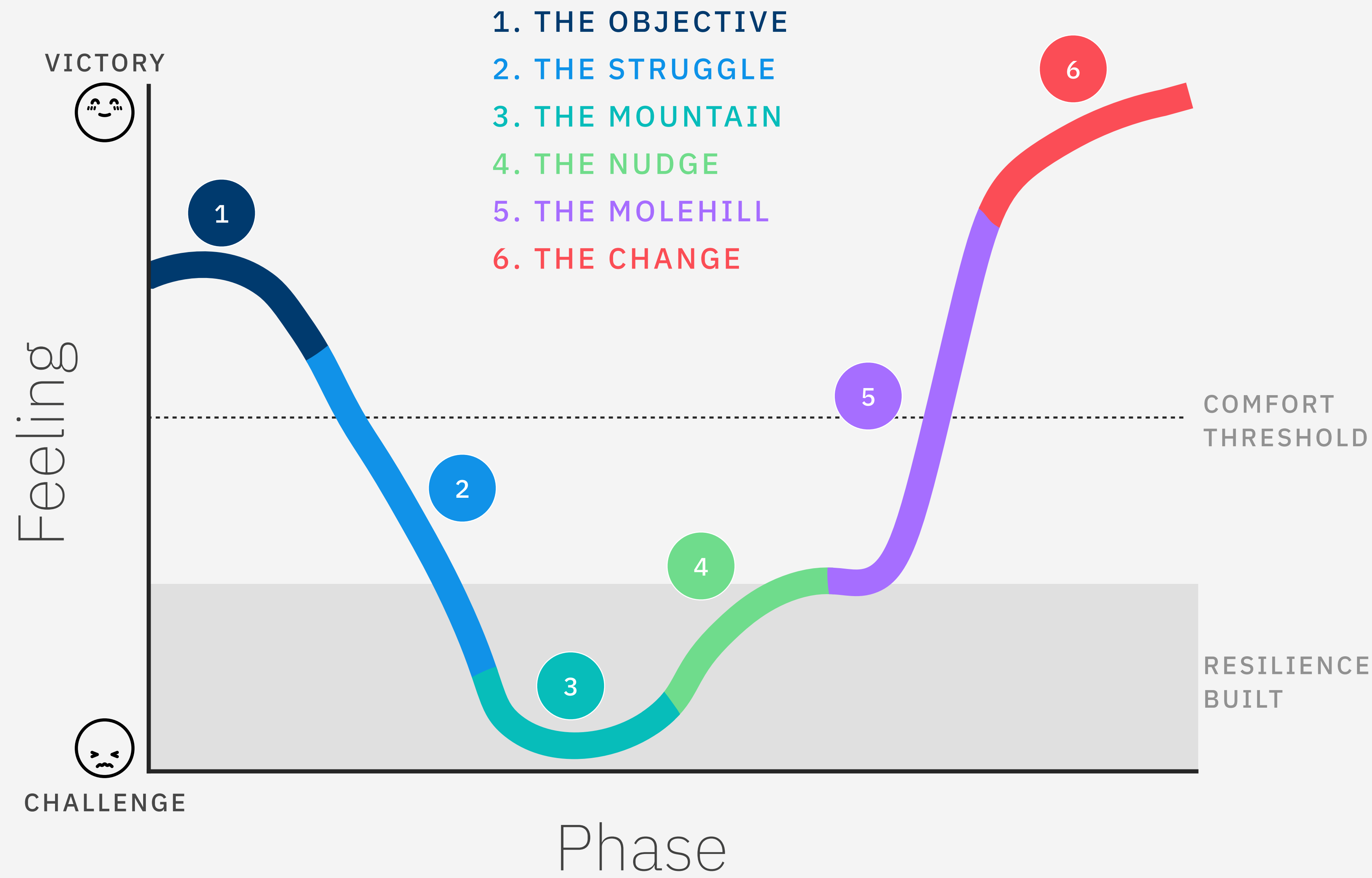


A storied approach

1. Objective: Define what the hero needs to learn
2. Struggle: The hero faces a difficult or unfamiliar situation to navigate with familiar techniques.
3. Mountain: The hero is given an intimidating challenge they're destined to perform poorly at.
4. Nudge: The hero is guided to a new and better way to approach the problem.
5. Molehill: The hero faces an equally formidable challenge they now perceive to be less daunting.
6. Change: The hero looks back on what they've learned and self-reflect on their growth.



The emotional journey



THE OBJECTIVE

THE STRUGGLE

THE MOUNTAIN

THE NUDGE

THE MOLEHILL

THE CHANGE

Monday

6/22

7a

5a

8a

6a

9a

7a

10a

8a

11a

9a

12p

10a

1p

11a

2p

12a

3p

1p

4p

2p

5p

3p

6p

4p

What's my team? + Let's talk expectations

Sponsors + Patternites: Welcome to incubator! Team breakouts

Elective: How to Build Domain Knowledge

Build Domain Knowledge

Questions & Assumptions

EOD Recap @ 4

Incependent Time

Tuesday

6/23

7a

5a

8a

6a

9a

7a

10a

8a

11a

9a

12p

10a

1p

11a

2p

12a

3p

1p

4p

2p

5p

3p

6p

4p

Elective: A Guide to Daily Standups

Making to gauge your understanding

Team Time

Archetypes, Empathy Maps, & As-Is Scenarios

Ready or nct, make a research plan!

Team Time

EOD Recap @ 4

Independent Time

Wednesday

6/24

7a

5a

8a

6a

9a

7a

10a

8a

11a

9a

12p

10a

1p

11a

2p

12a

3p

1p

4p

2p

5p

3p

6p

4p

Daily Standups

Research Synthesis

Finish user interviews

Research synthesis

Elective: Interviewing 201

3-4 Mid-week retrospective

EOD Recap @ 4

Independent Time

Thursday

6/25

7a

5a

8a

6a

9a

7a

10a

8a

11a

9a

12p

10a

1p

11a

2p

12a

3p

1p

4p

2p

5p

3p

6p

4p

Daily Standups

Playbacks & Best Practices (any PB-4 tips?)

Make research documentation plan (offline)

Research findings: Analyze + Visualize

Team time: Research Synthesis

Draf: PB-4

EOD Recap @ 4

Independent Time

Friday

6/26

7a

5a

8a

6a

9a

7a

10a

8a

11a

9a

12p

10a

1p

11a

2p

12a

3p

1p

4p

2p

5p

3p

6p

4p

Daily Standups

Social Contracts

MBTI & Team Roles

Team Time: Playback Prep

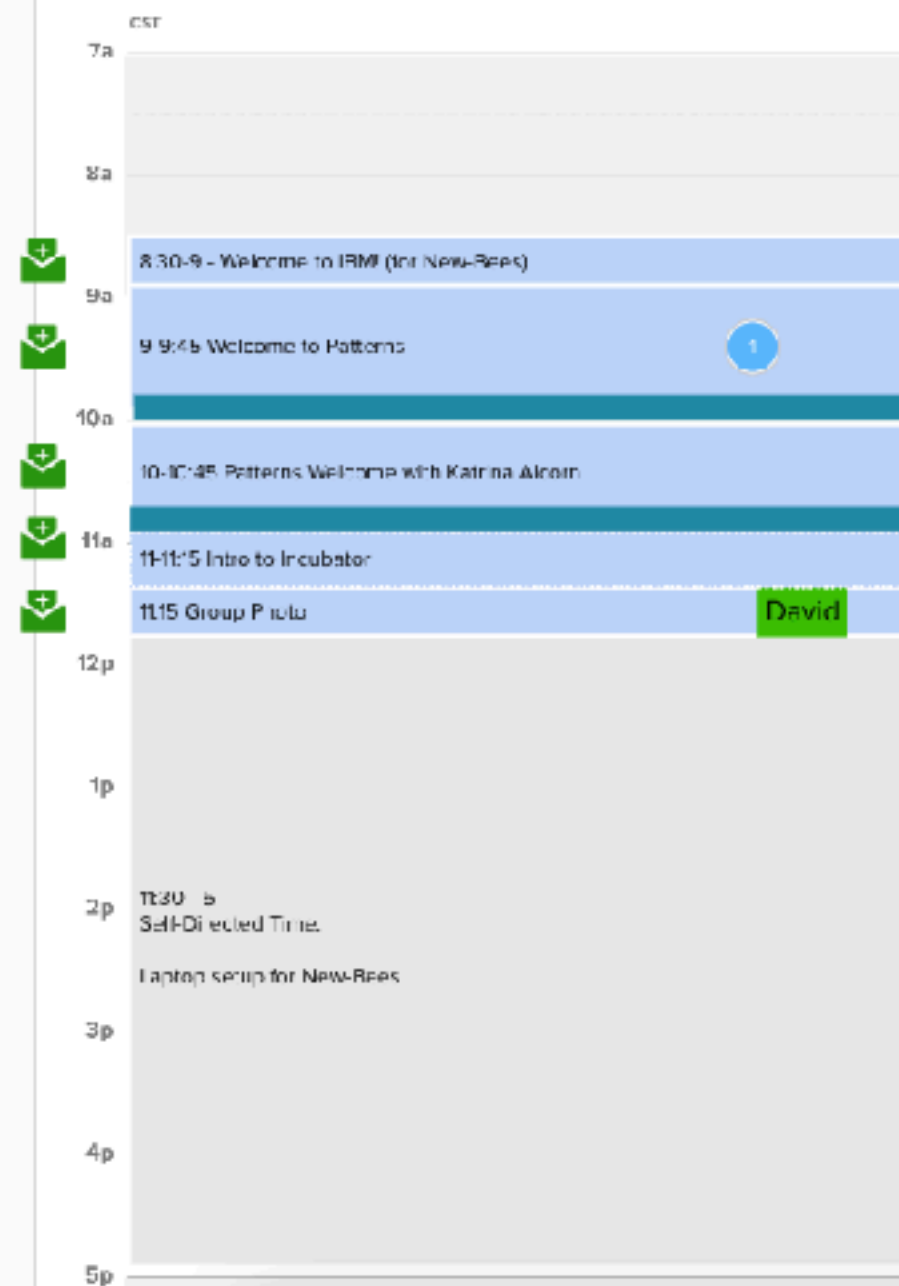
Playback -4 Time Block

Post-Playback Debrief & Retrospective

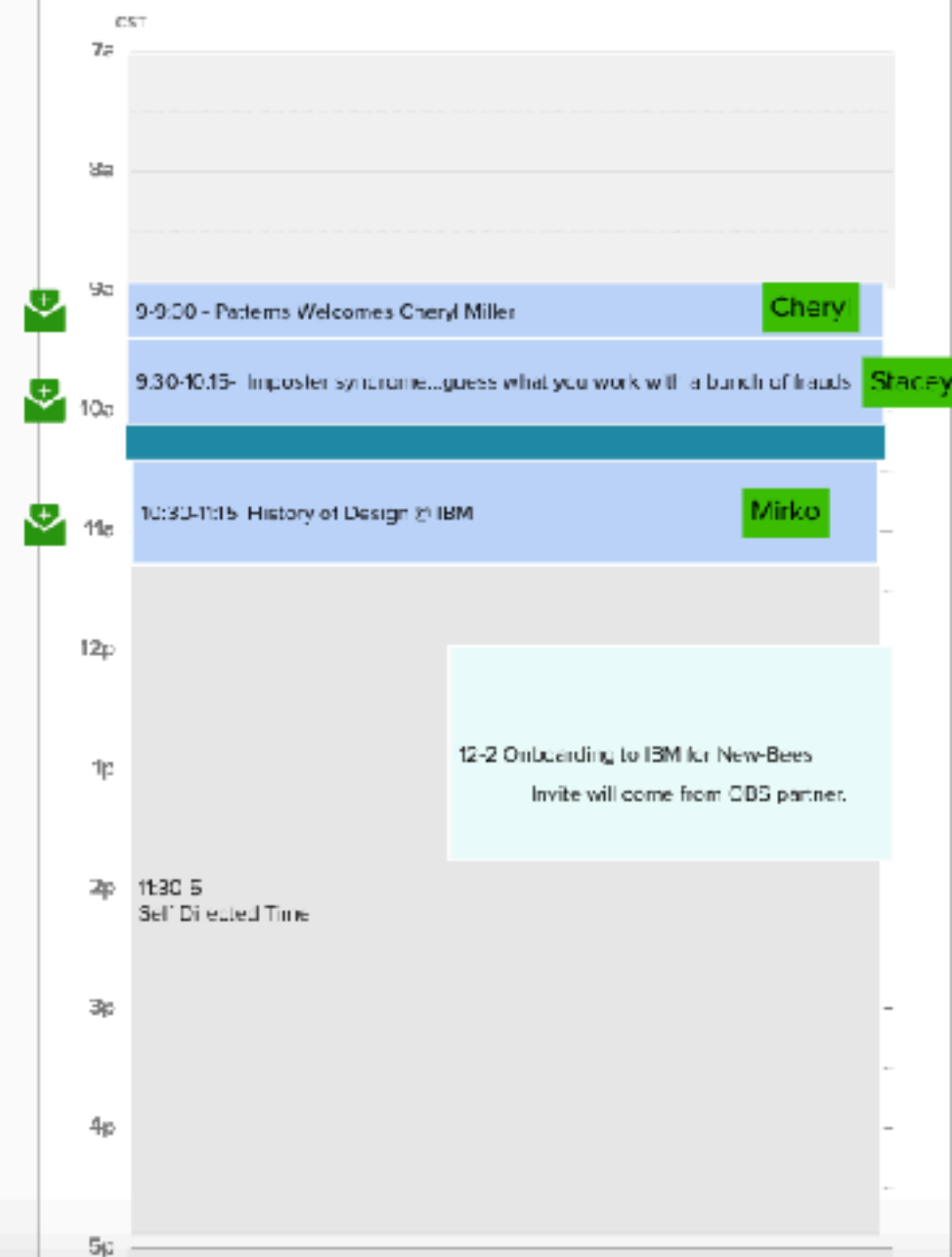
EOD Recap @ 4

Independent Time

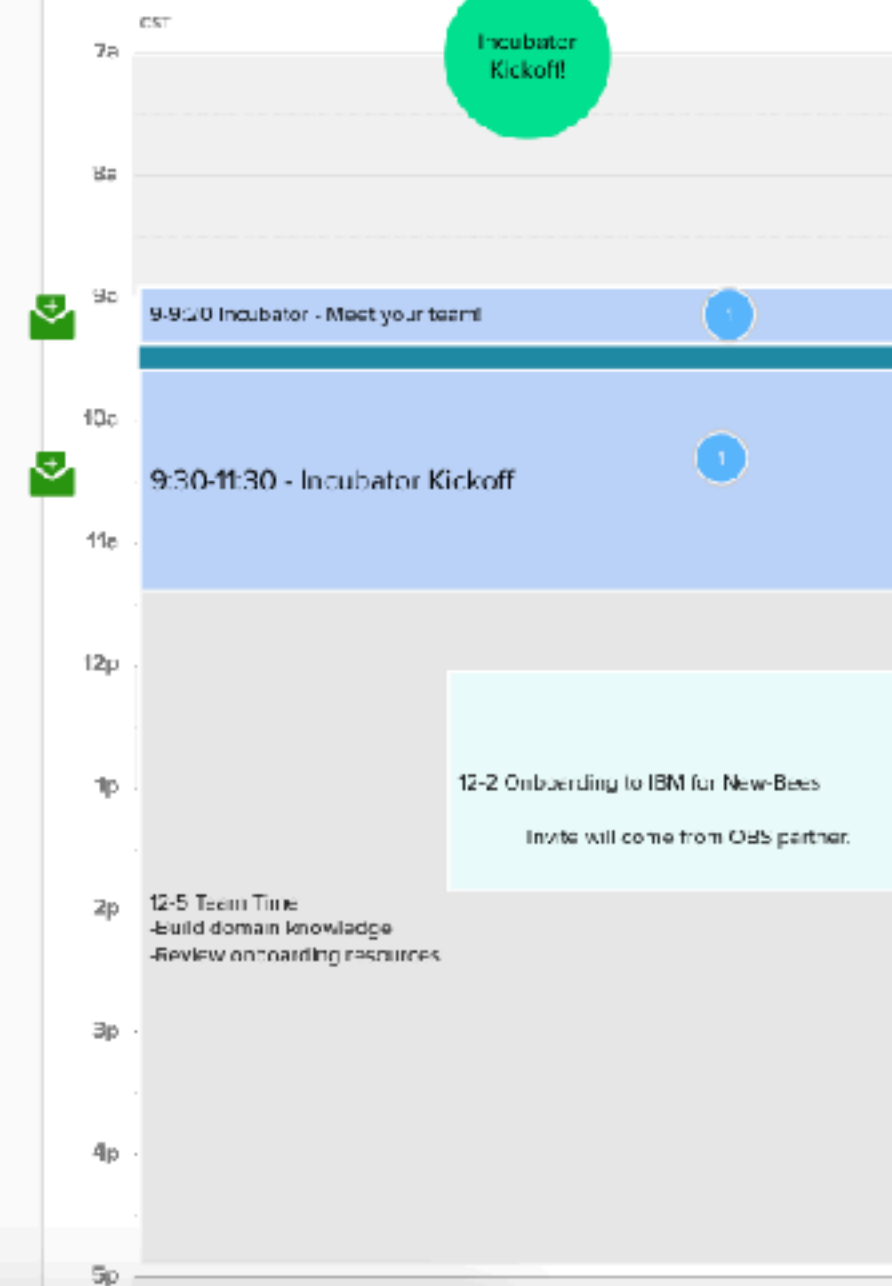
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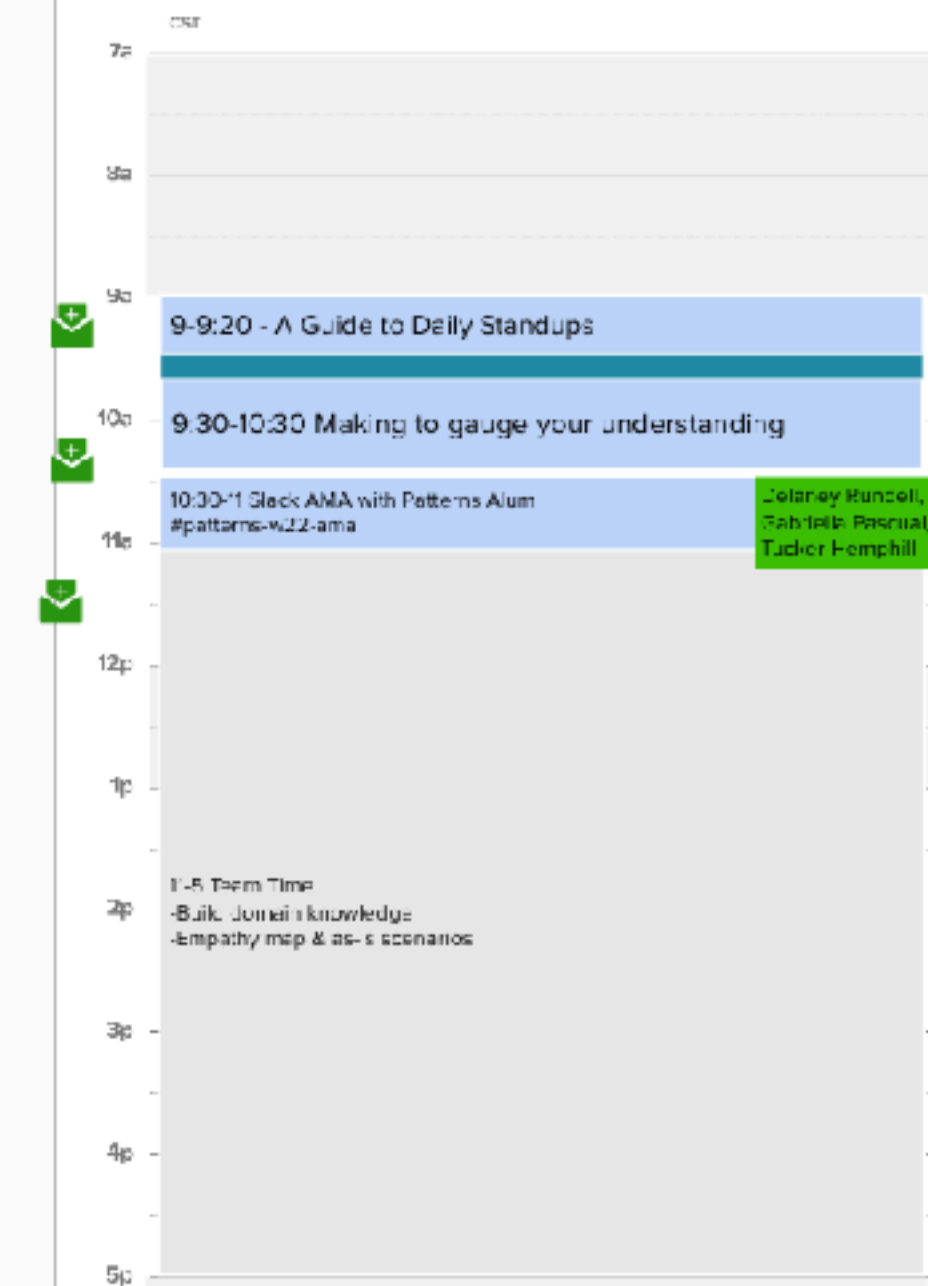
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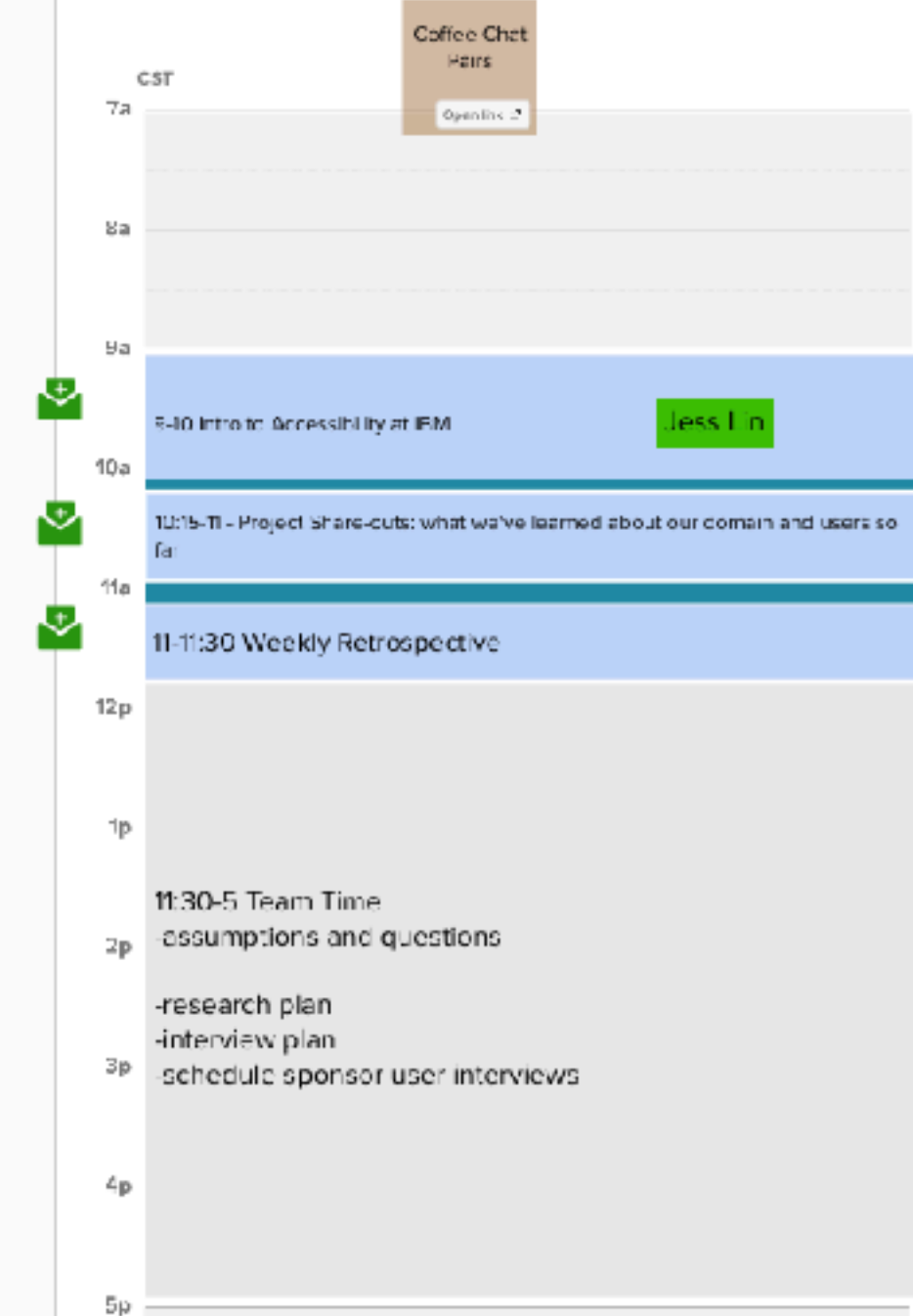
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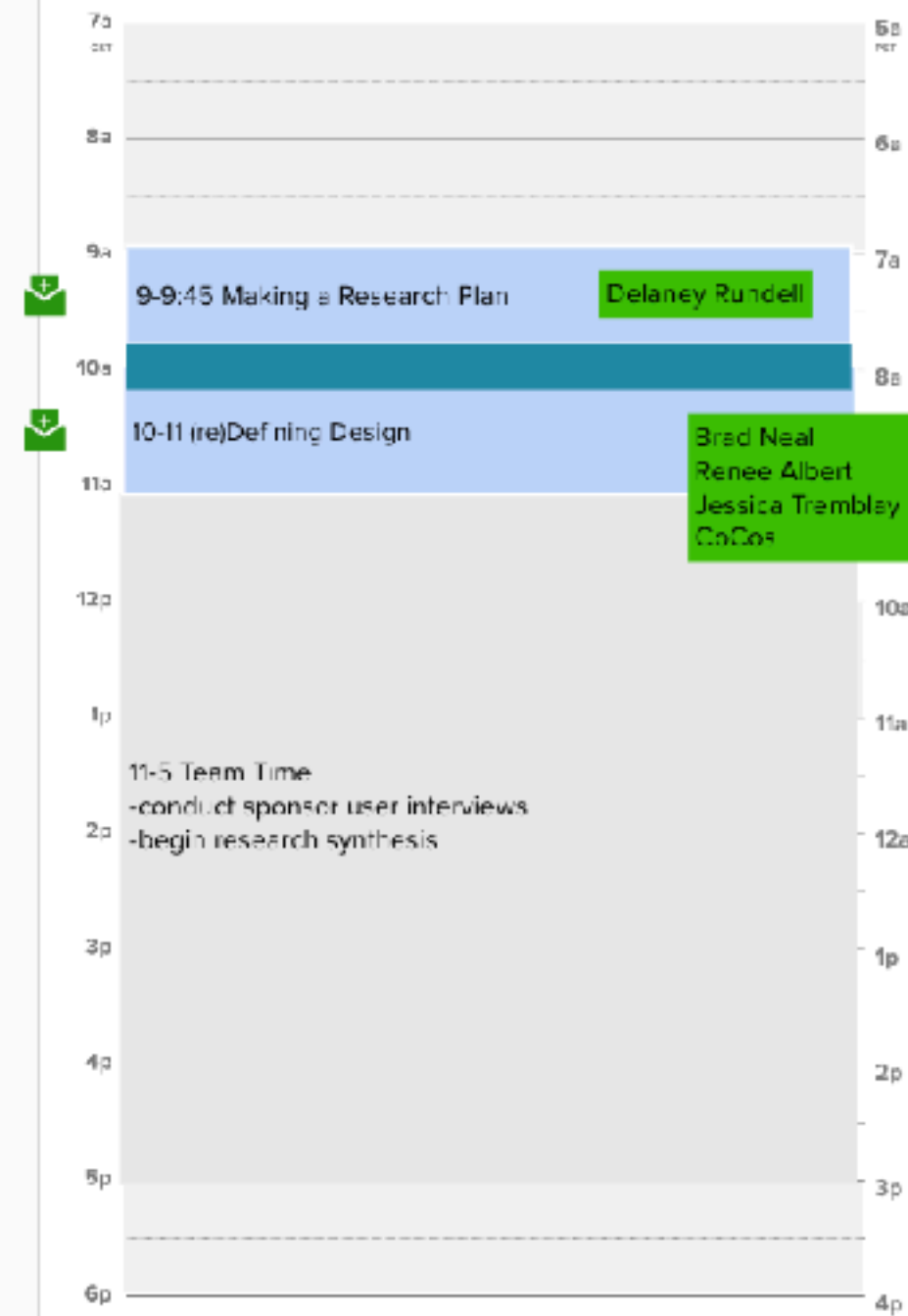
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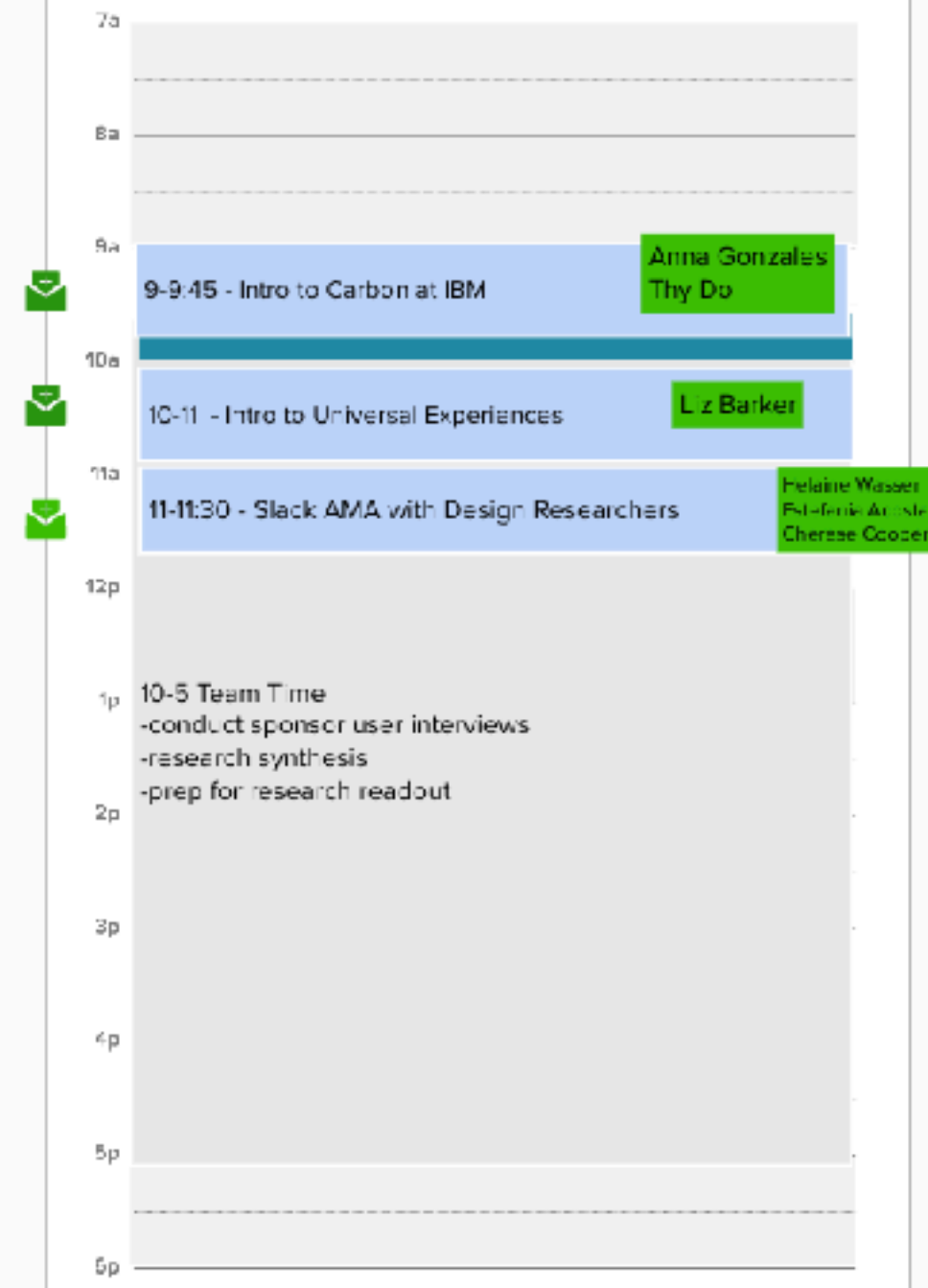
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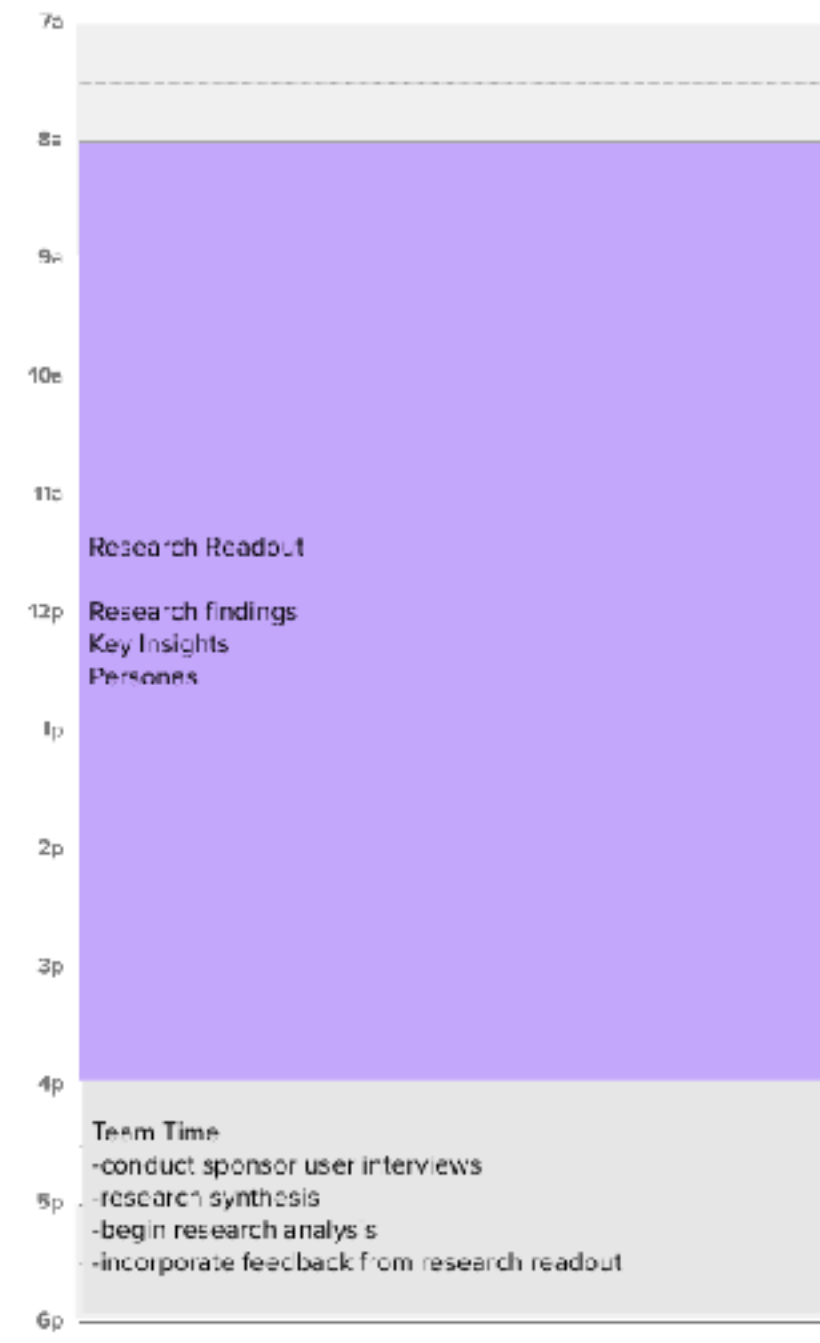
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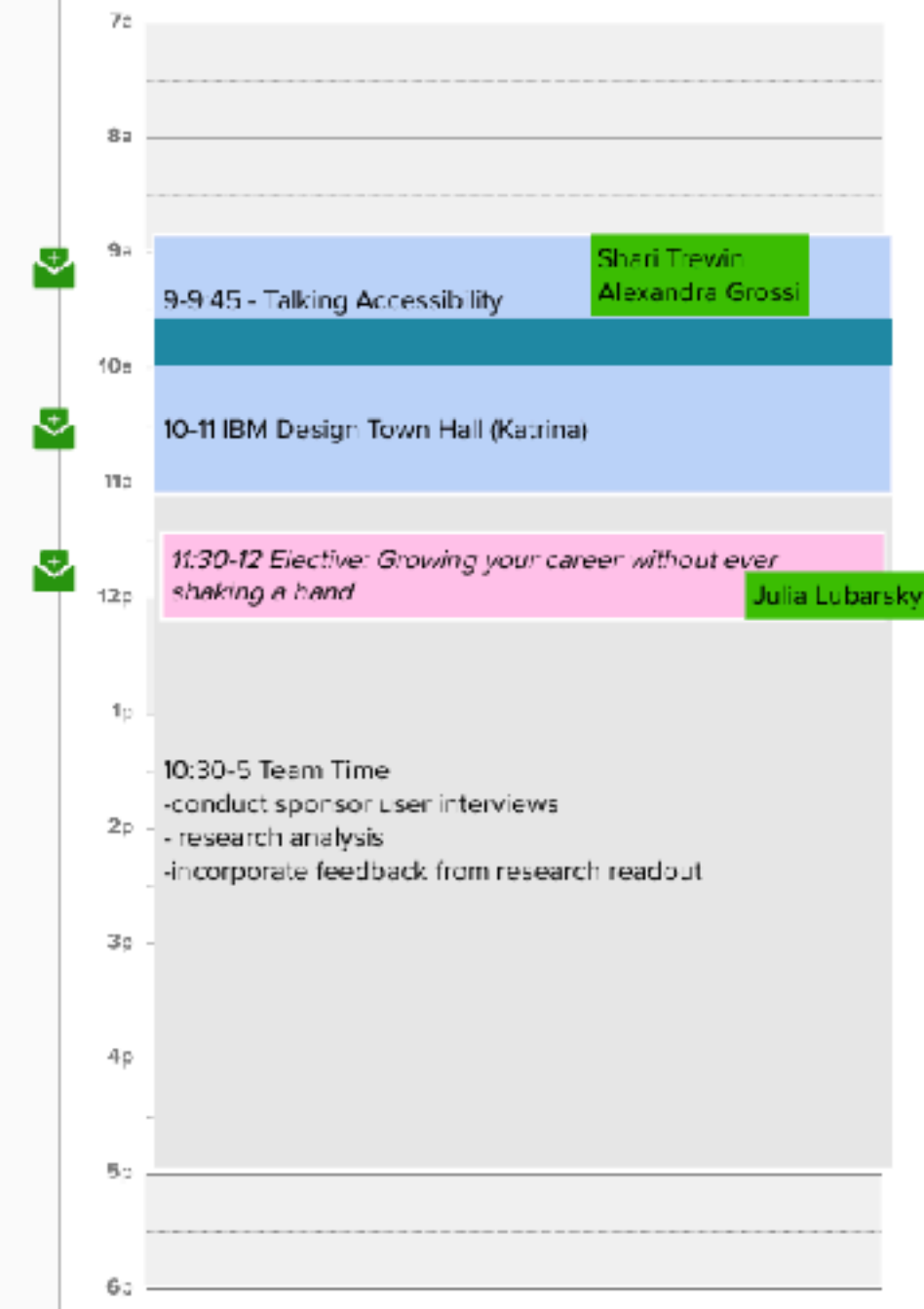
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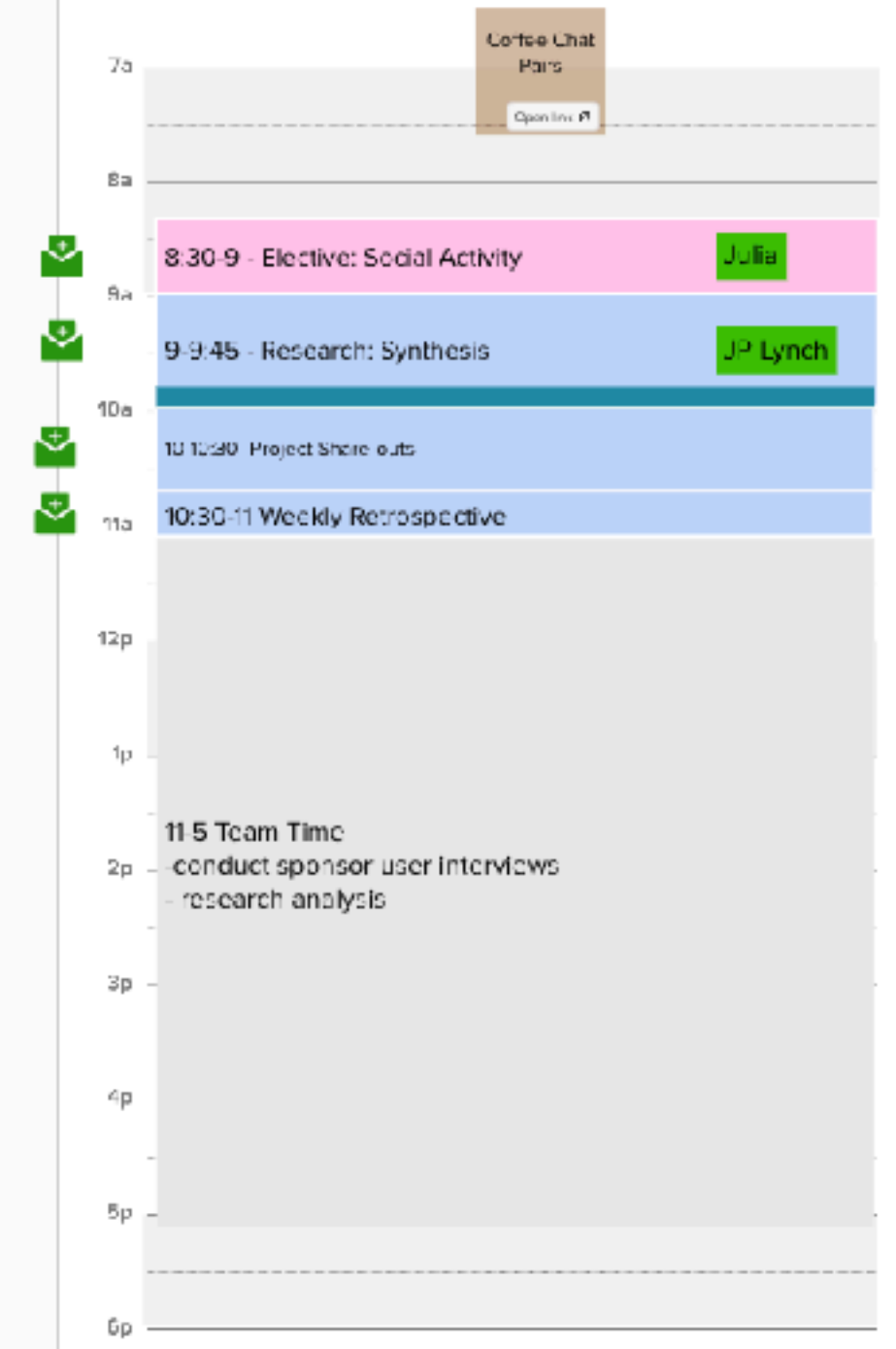
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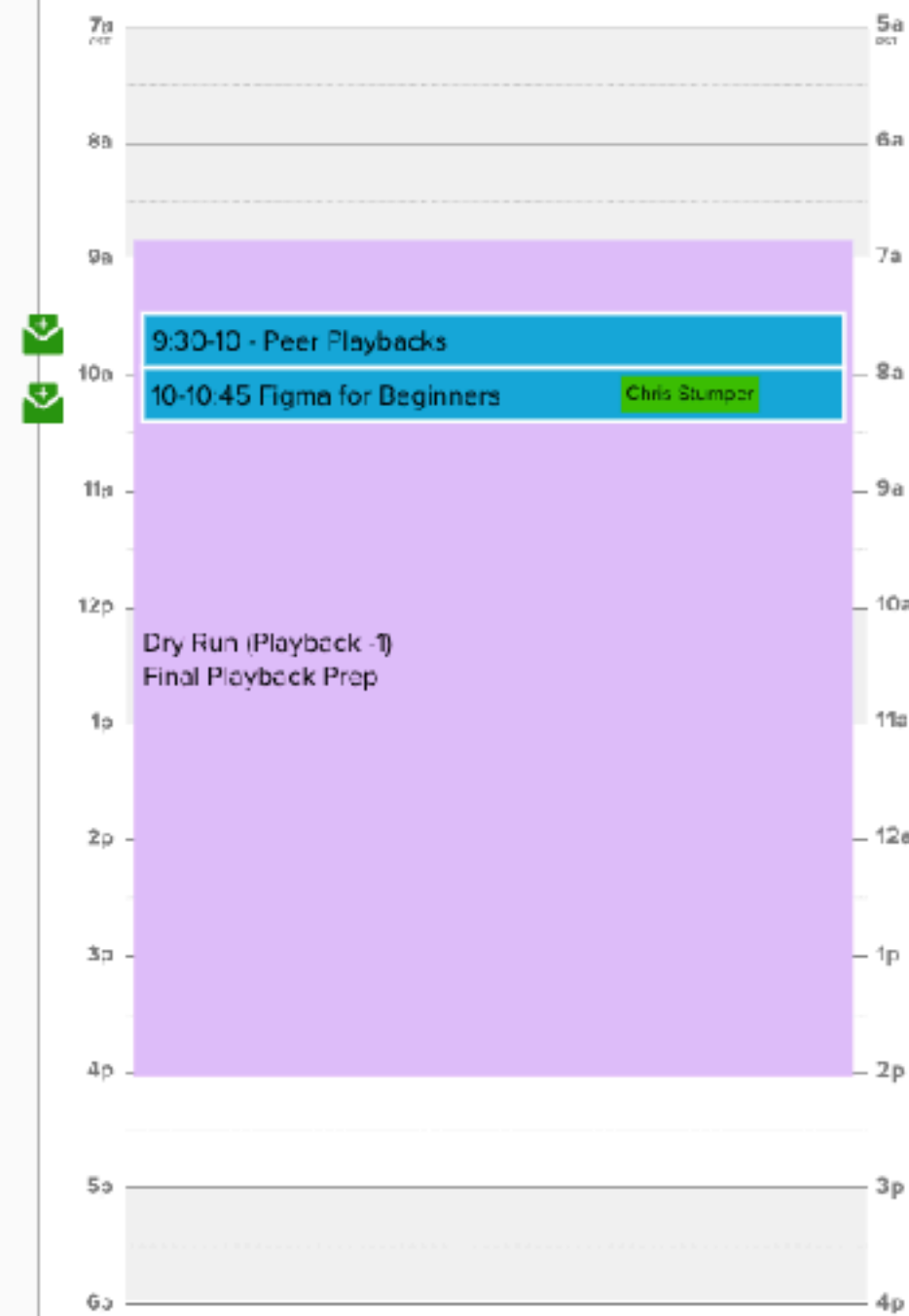
Thursday



Friday



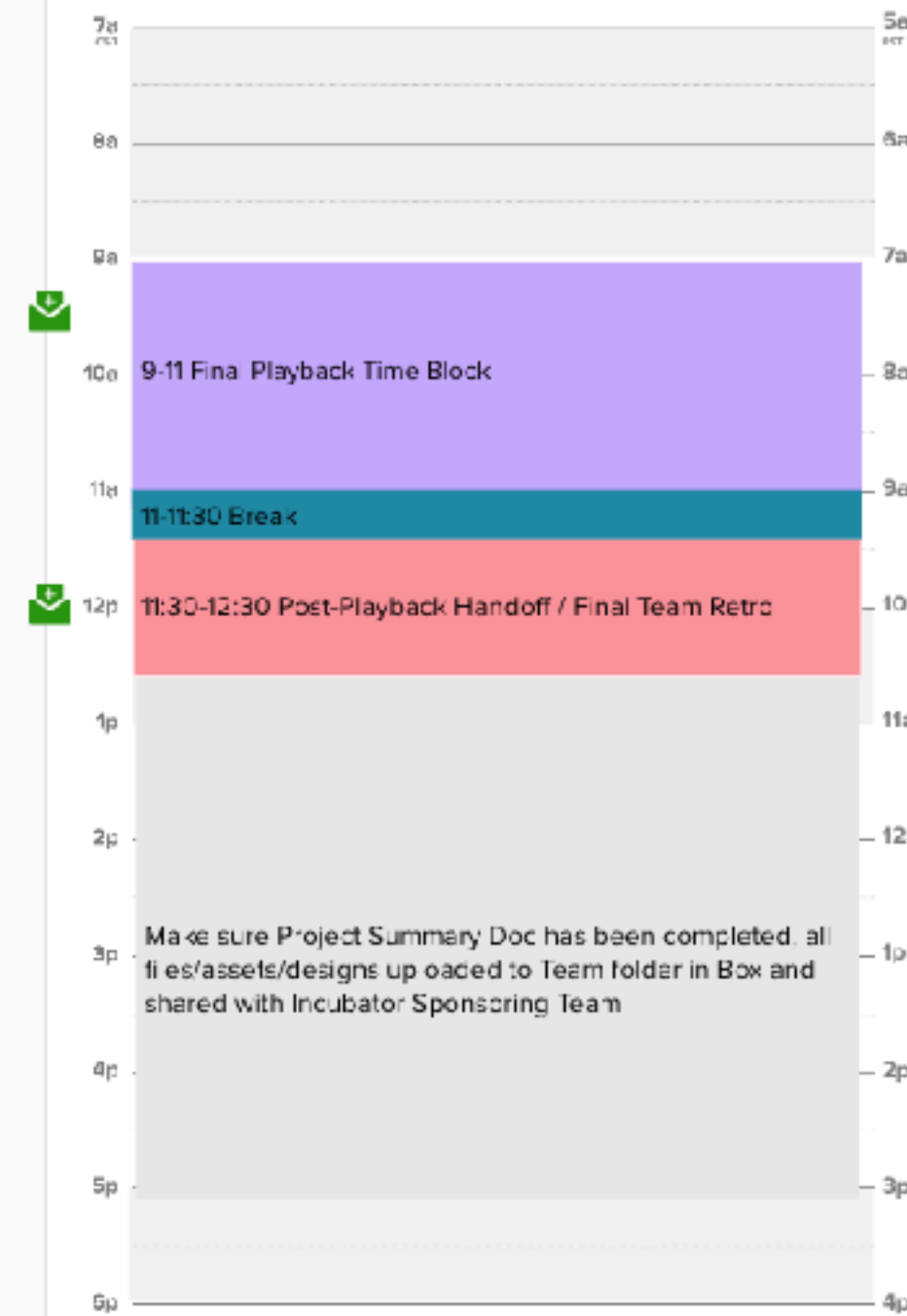
Monday



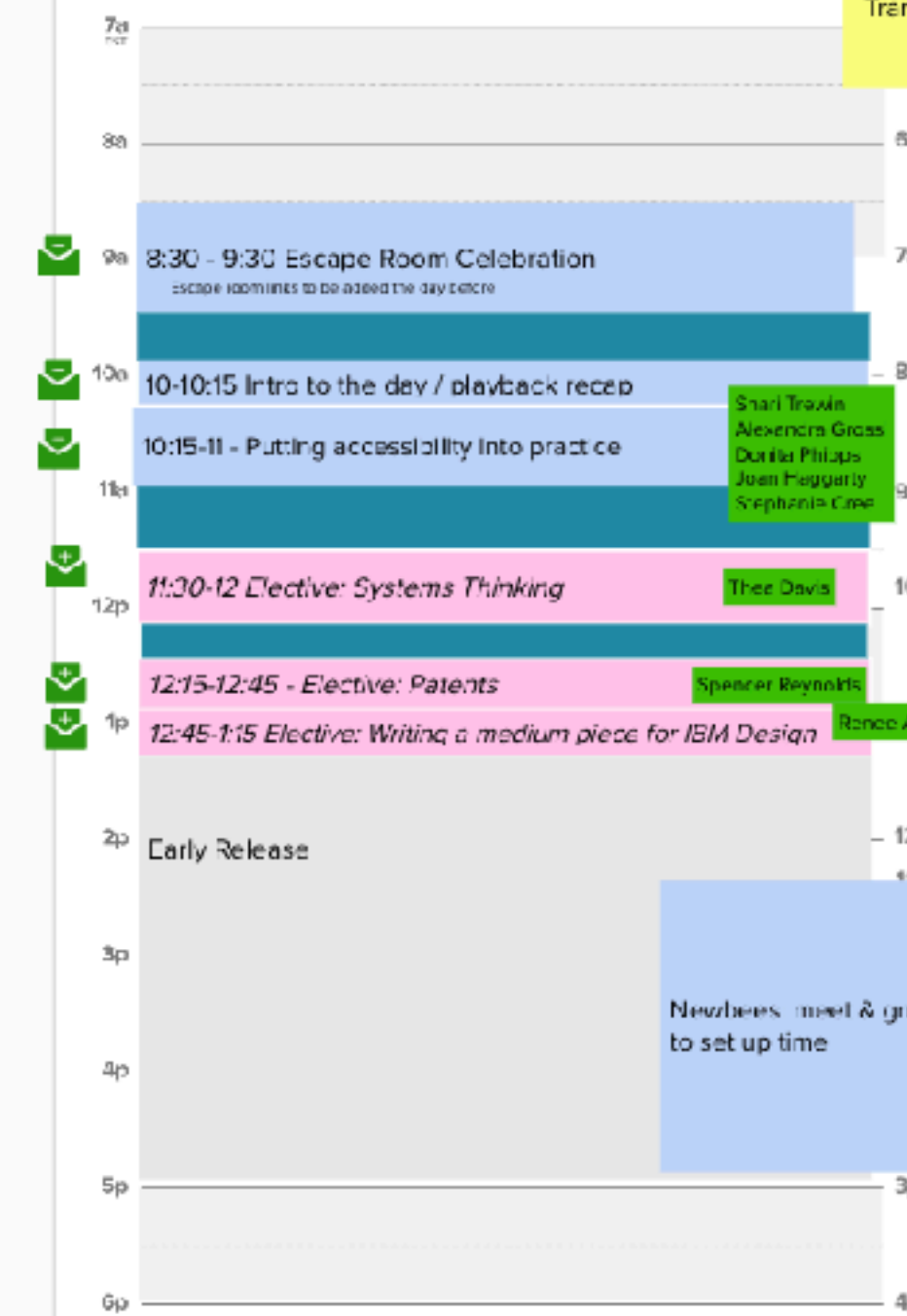
Tuesday



Wednesday



Thursday



Friday



Transforming our content


Patterns Week 2 Work Items

Patterns INT S'20

ENT


Team Visible

Monday, 6.14




Conduct secondary research

14 1 :Varies



Make an interview plan


4 3 :Varies



Primary research: Time to


+ Add another card

Tuesday, 6.15




Lunch Buddies Returns!

2 30 mins




10-Sec Survey: AMAs

9 1 10 seconds




+ Add another card

Wednesday, 6.16



Prepare Prototyp

3 :Var



Document your p

PART I

14 1

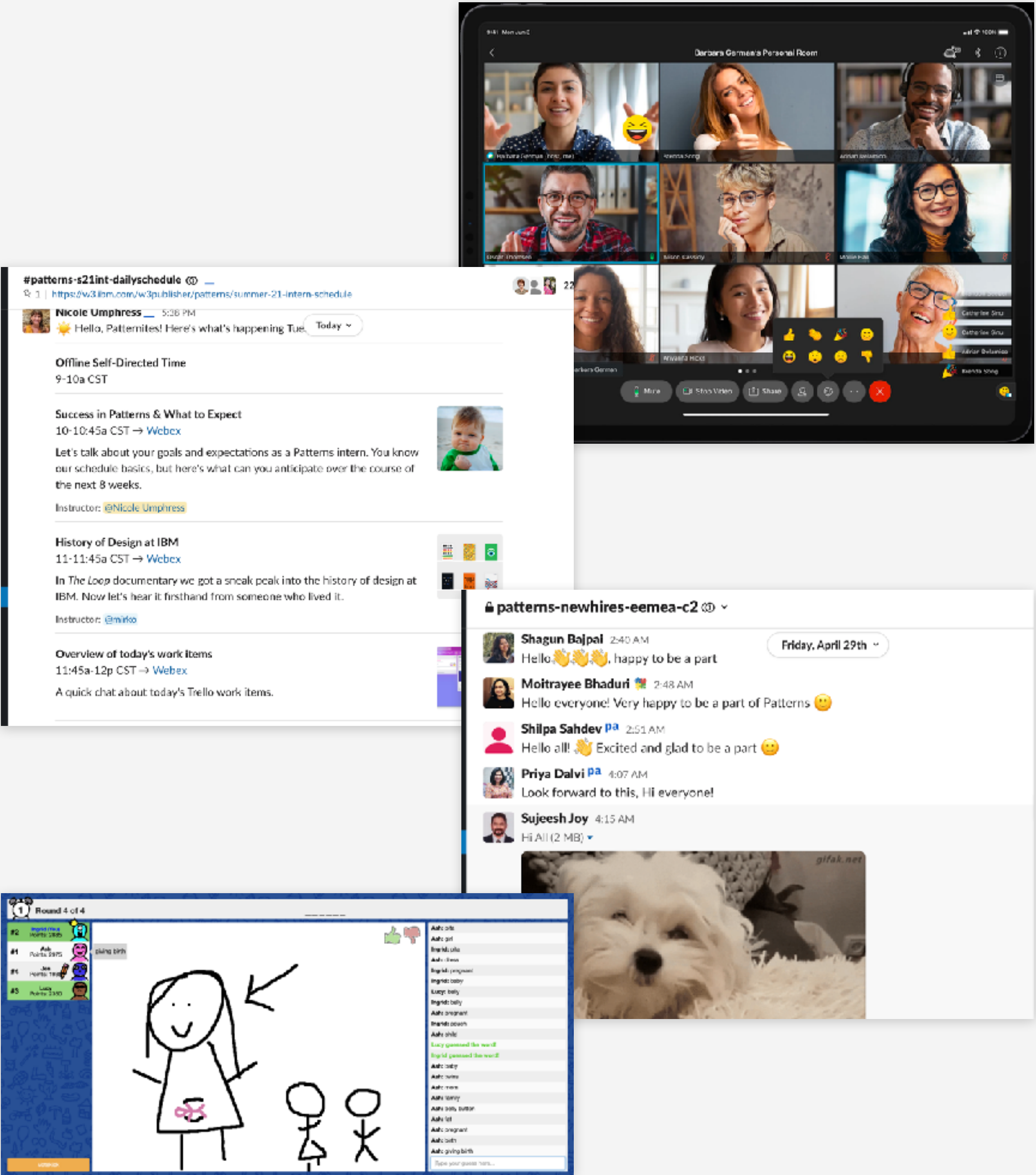
Photo/Video/Doc Challenge

1) Take photos or video with you in your patterns t-shirt in your workspace, around your home, in your neighborhood.

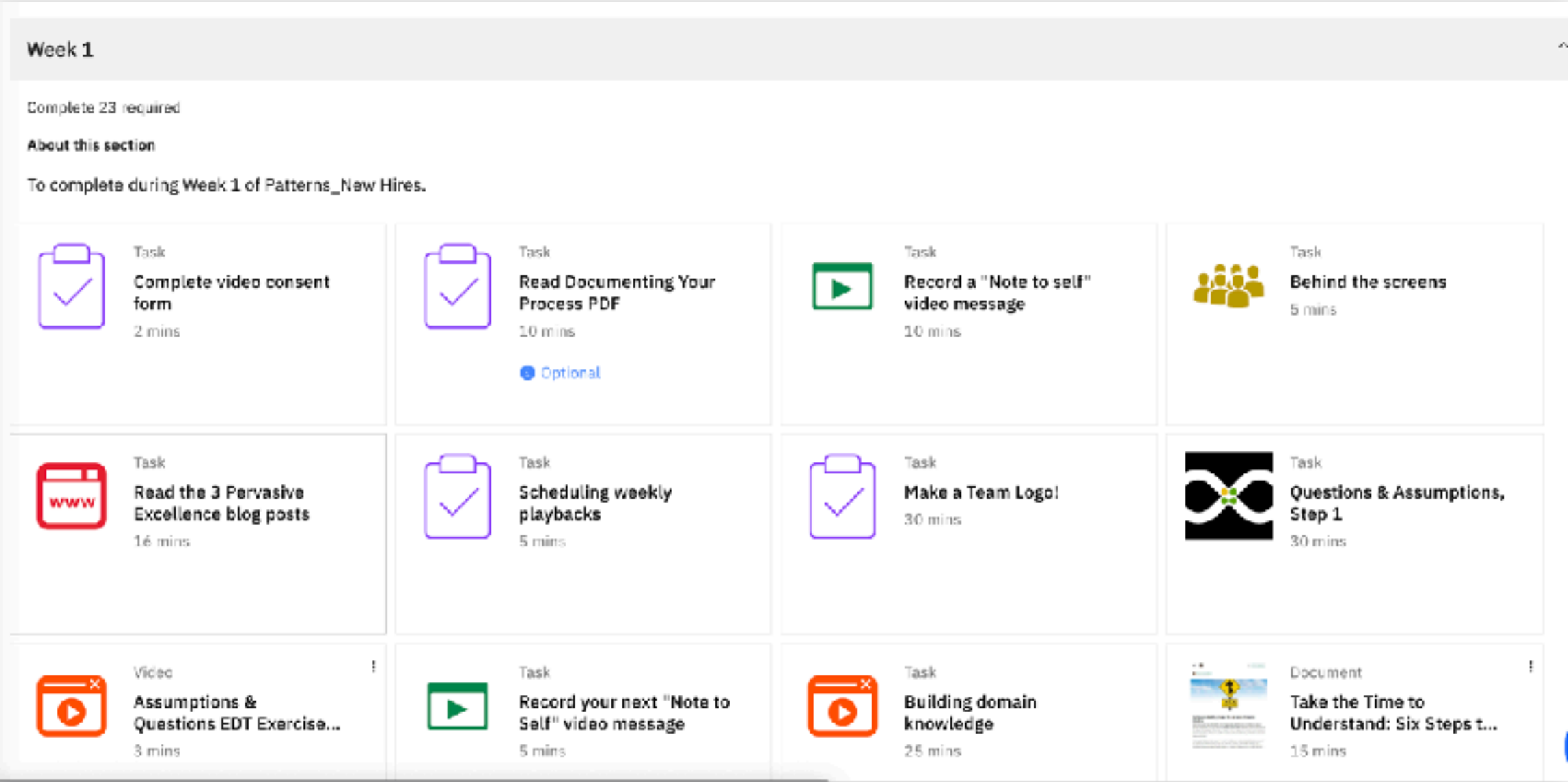
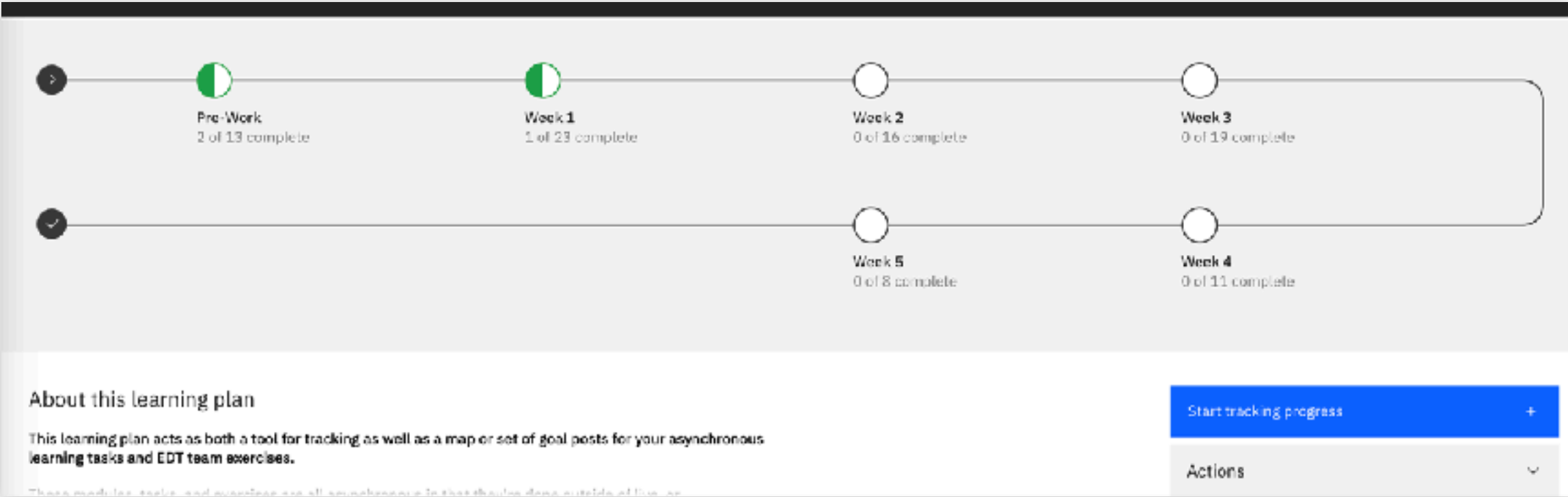
2) Upload your photos or video to your digital portfolio folder on Box

+ Add another c

Creating an online community



Transforming our content





“Being virtual actually gave me more confidence in my own opinion. This was my first training and being virtual allowed me to let my guard down and see people in their natural life.”

“It’s been some time since I turned on the machine in the morning and positive, organized, buoyant people [laid out detailed assets] with such specificity. I also really liked the social opportunities to just play and interface to offset the remote fatigue and isolation.”

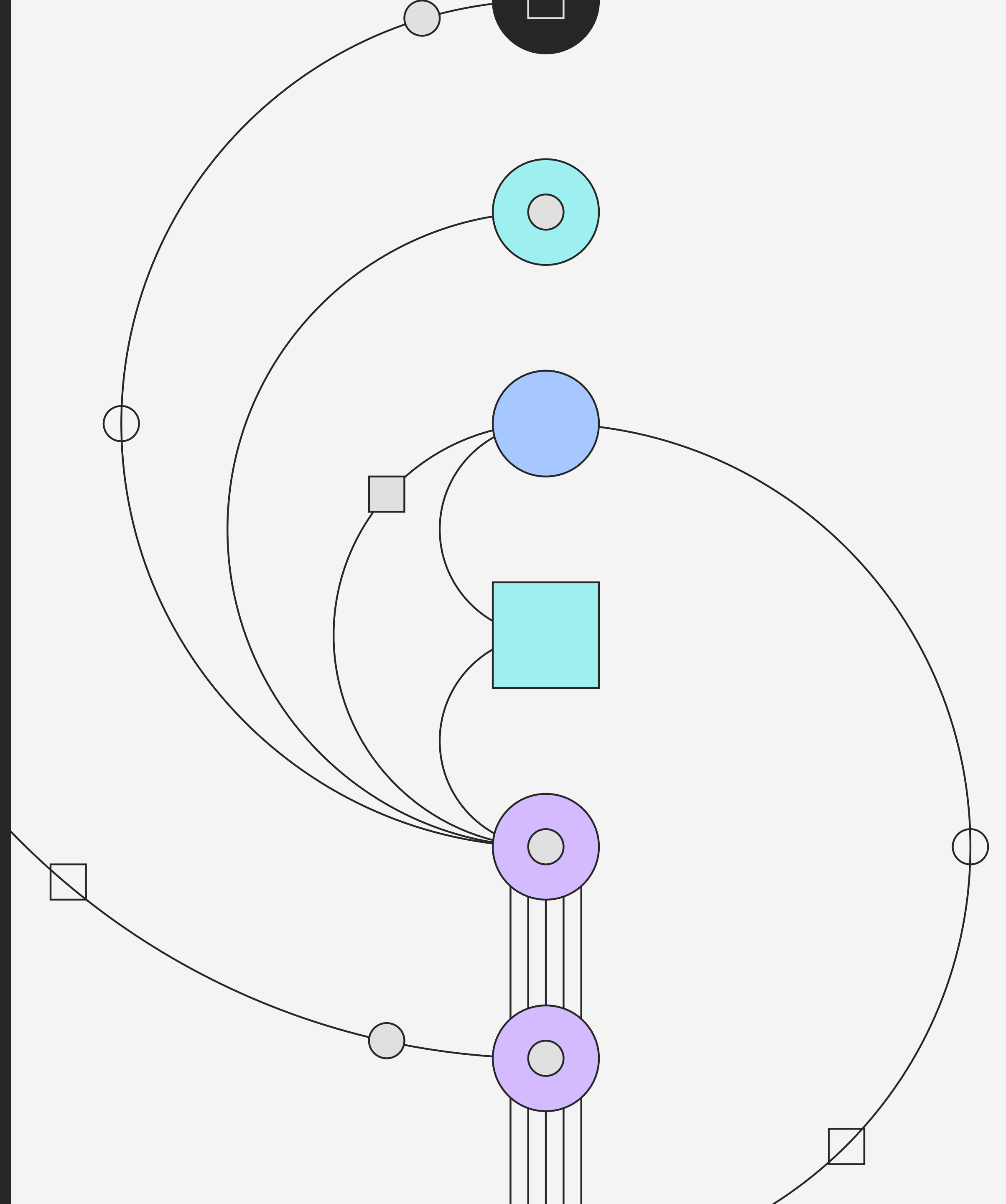
“The program exceeded expectations—it was great! I thought that I would get fatigued, but the program was very interactive + engaging thus I got lost in my own world when on the computer.”

Developed proof
of concept in virtual
training

Improved global
consideration +
remote engagement

Discovered natural
rigor built into the
storytelling model

Why does this
matter to you?



Thank you.

Connect with me:
[linkedin.com/in/nicoleumphress](https://www.linkedin.com/in/nicoleumphress)

