



UNSW
SYDNEY

FOUNDERS
FOUNDER@UNSW.EDU.AU

LIVERPOOL
CITY
COUNCIL

DIGITAL MAKERS SERIES

Hands-on Tech Skills to Build Your Startup



Every Wednesday, 5:00pm – 7:00pm.
Liverpool Council Library - Attend
one or all!





UNSW FOUNDERS

We are **Australia's leading university-based entrepreneurial support program.**

We help UNSW students, staff, researchers, and alumni translate ideas into great businesses and amazing start-ups, all the way **from developing an idea to raising millions.** And now, *our services are available to you for **FREE!***

Liverpool Innovation Entrepreneurship Program

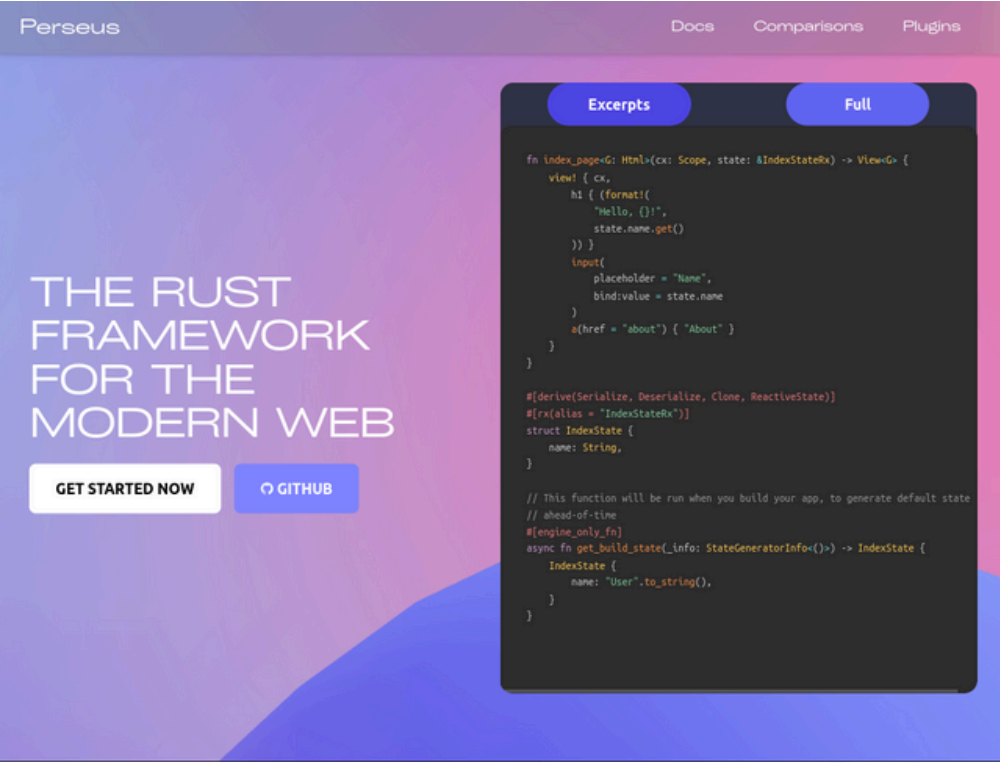
Helping South West Sydney turn ideas
into impact





Meet
SAM

Programmer, teacher
and founder



[The Quantorium](#) [Blog](#)

Welcome to the future of
the internet.

The Quantorium is building the foundations of a new paradigm of decentralization that looks *beyond blockchain* to achieve spectacular new possibilities.

 Kolaris

Ensures data integrity through an incentivized global network of storage and computation nodes with full redundancy.

 Miriar

Provides a decentralized append-only ledger based on patch versioning to replace blockchain with a tiny carbon footprint and no large-scale consensus algorithm needed.

RESDEMOU

Building solutions for matters of the people.

Sign up for our mailing list

We'll keep you updated on Resdemou and what we're building.



It all begins with community

**Our aim is to foster the next generation of digital
makers across Western Sydney**

PLAN

- Build a community
- Help you all build something!
- Give constructive feedback to each other
- Learn about designing and prototyping solutions to real problems

01 WELCOME!

02 DESIGN THINKING AND LEAN CANVAS

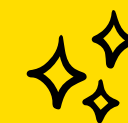
03 FIGMA #1

04 FIGMA #2

05 FRAMER

06 SHOPIFY

07 AI FOR ENTREPRENEURS



PITCH AT SOUTHWEST

**Snacks and introductions, one skill-building
workshop, open feedback, then open networking**

WHAT WILL YOU GET?

EXPERIENCE PROTOTYPING

In Figma, Framer, and Shopify. You'll learn the tools you need to explain your ideas visually to others.

COMMUNITY

A community that holds you accountable to making progress and that gives you rich and constructive feedback.

MENTAL MODEL FOR INNOVATION

An understanding of the design thinking framework and the lean canvas to help you go from seeing a problem to building a solution.

WHAT WE'RE LOOKING FOR

PROGRESS AND LEARNING

How much has your idea, and/or your understanding of the tools and frameworks we're teaching grown over the program?

COMMUNITY CONTRIBUTION

How much are you helping others and adding value to the community?

CREATIVITY AND INNOVATION

Has your understanding and appreciation of innovation and creativity, and how to foster and implement them in the real-world, improved?

No idea? No worries.

Come anyway, and check out the UN *Sustainable Development Goals* to find one to contribute to in some way.

What do you need?

1. Yourself (*and team*)
2. Your laptop (*and charger!*)

Let's get a bit uncomfortable...

Design a *shitty* Tinder

WHAT DOES IDEATION LOOK LIKE?

- 01 REVERSAL**
- 02 EXAGGERATION**
- 03 MASHUP**
- 04 LITERAL INTERPRETATIONS**
- 05 HYPER NICHE**
- 06 UNWANTED SOLUTIONS**
- 07 MISINTERPRETATIONS**
- 08 OVERCOMPLICATION**
- 09 OBSOLETE TECH**

Design a *shitty* Tinder



10 minutes:

Ideating

Design a *shitty* Tinder

Use the paper and markers on your tables!



15 minutes:

Drawing

WHAT IS A PROTOTYPE?

*A simulation of an end
feature or product.*

SAMPLE

A mockup of a product to test.

MODEL

Can be used to test a hypothesis.

DEVICE

Mimics an end feature.

Anything else?

A prototype is *not* an MVP!

**Prototyping is the process of *testing*,
refinement, and *risk mitigation***

THE JOURNEY OF A GOOD IDEA...

Is not linear!

DISCOVERY

Ideas, stories, markets, customers, personae, journeys...

LOW FIDELITY

Sketches, drawings, illustrations, breadboarding, cardboard, ...

HIGH FIDELITY

Simulated apps, interactive prototypes, 3D printed models, PCBs, ...

MVP!

This is *after* prototyping!



Don't be afraid to fail



Prototype so you fail *before* launch!

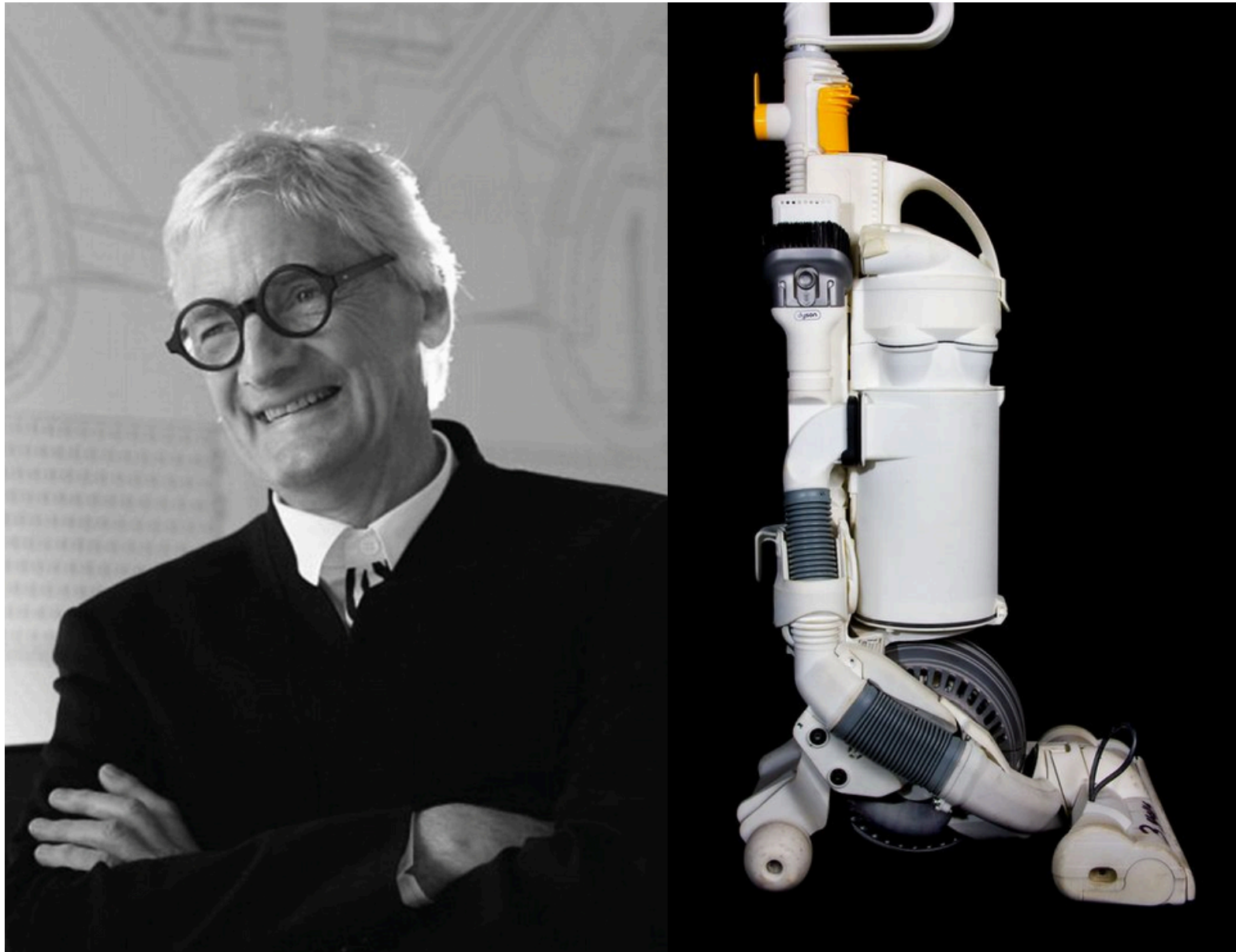
Don't be afraid to fail



*“I didn’t fail 1,000 times,
the light bulb was an
invention with 1,000
steps.”*

Thomas Edison
1,093 patents

Don't be afraid to fail



“Sometimes, just having a good idea isn't enough”

Sir James Dyson

130 patents

5,126 failed prototypes

Don't be afraid to fail

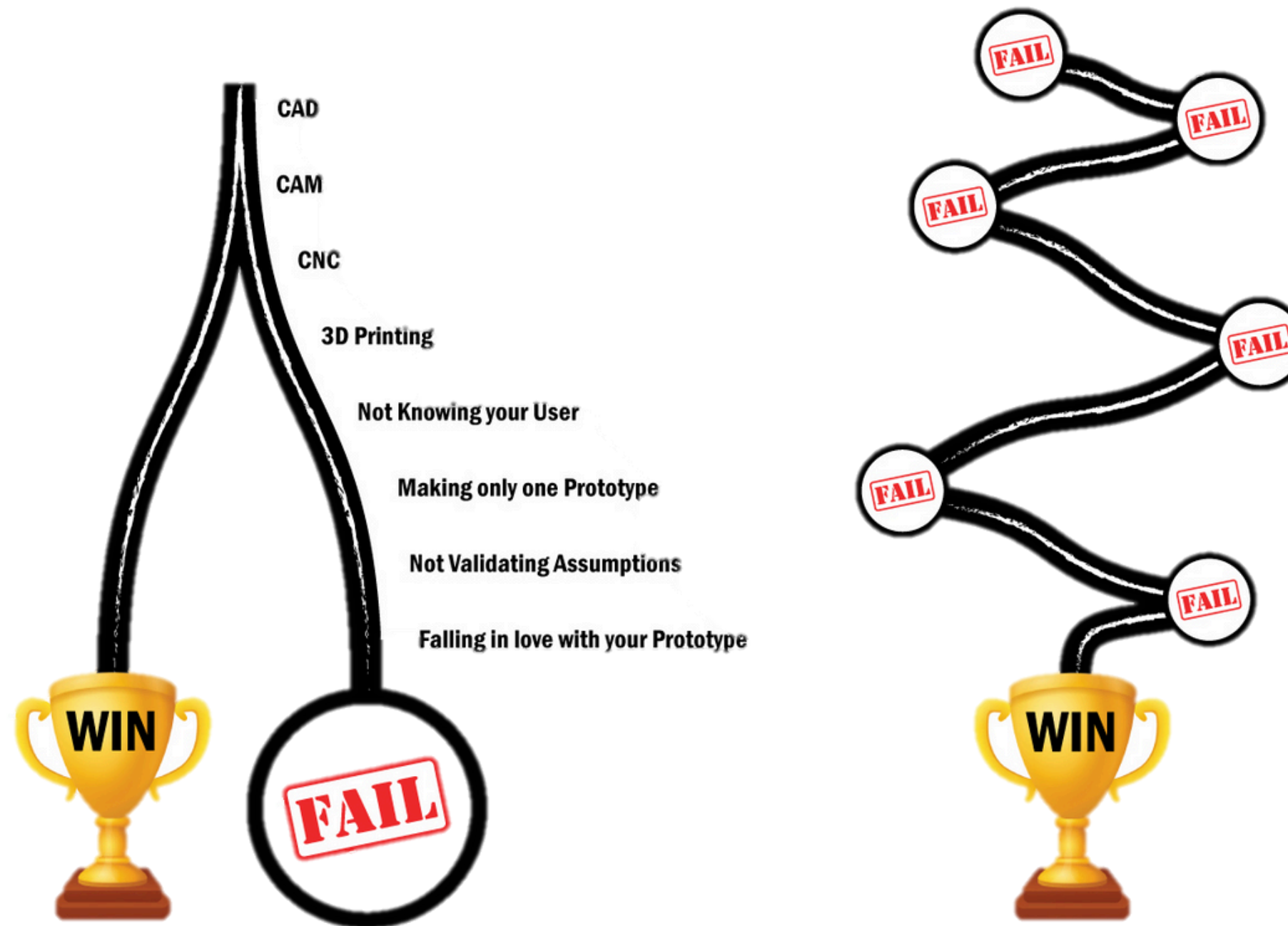


*“I think it's also important to show that failure is a part of the process. It can sometimes be the end goal. **People are very obsessed with building useful things and I think often that also stops people from getting started.**”*

Simone Giertz

Queen of Shitty Robots

The journey of a good idea is not linear!



WHY SHOULD YOU PROTOTYPE?

- 01** REDUCE TIME/COST
- 02** GET USERS INVOLVED EARLY
- 03** GATHER ACCURATE REQUIREMENTS
- 04** EXPLORE THE PROBLEM SPACE DEEPLY

WHAT CAN YOU PROTOTYPE?

AESTHETICS

Test how something *looks*.

FUNCTIONALITY

Test how something *works*.

INTERACTION

Test how people *interact* with it.

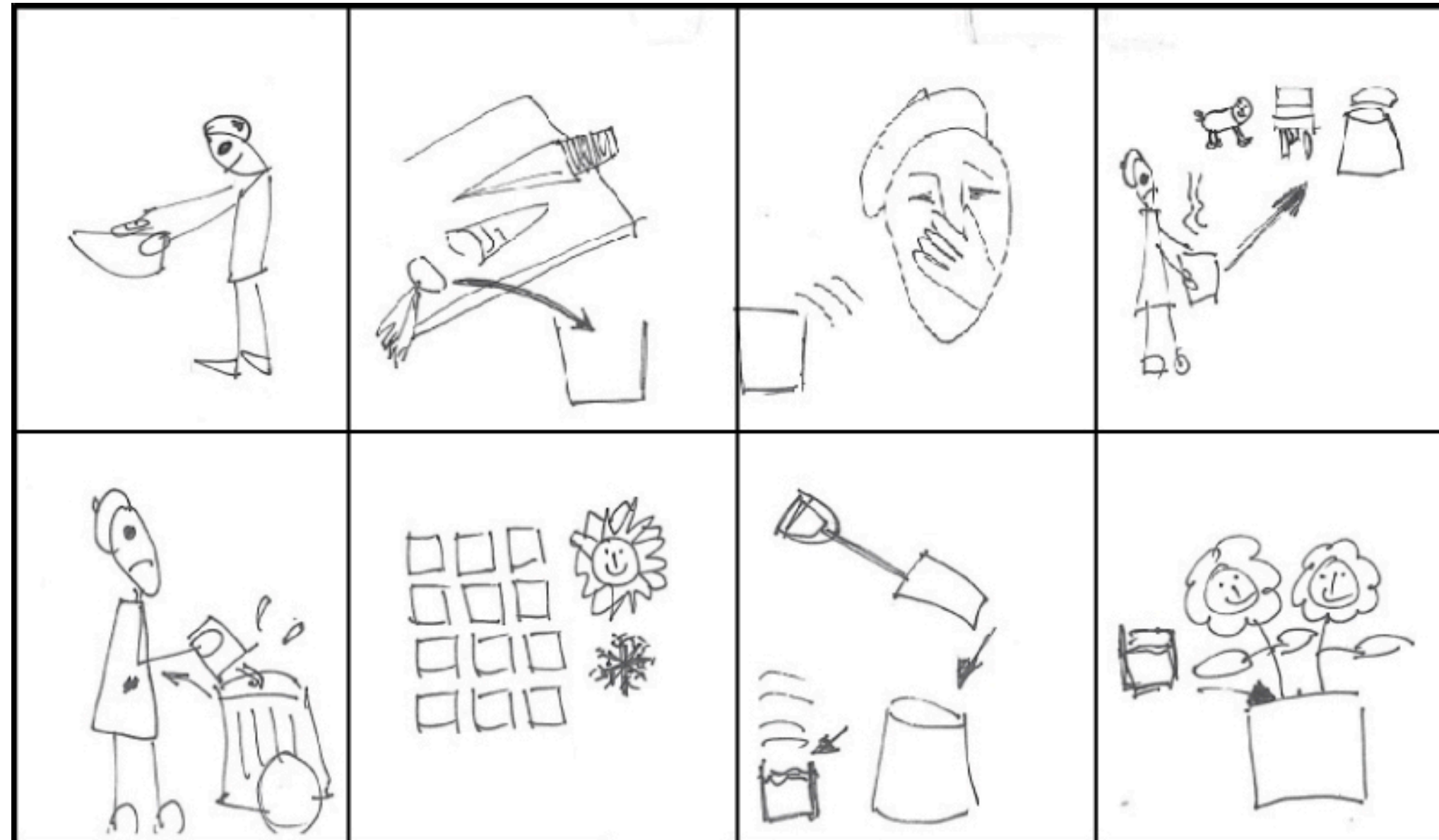
DELIVERY

Test how something is *made, produced, or delivered*.

COMMON PROTOTYPING MISTAKES

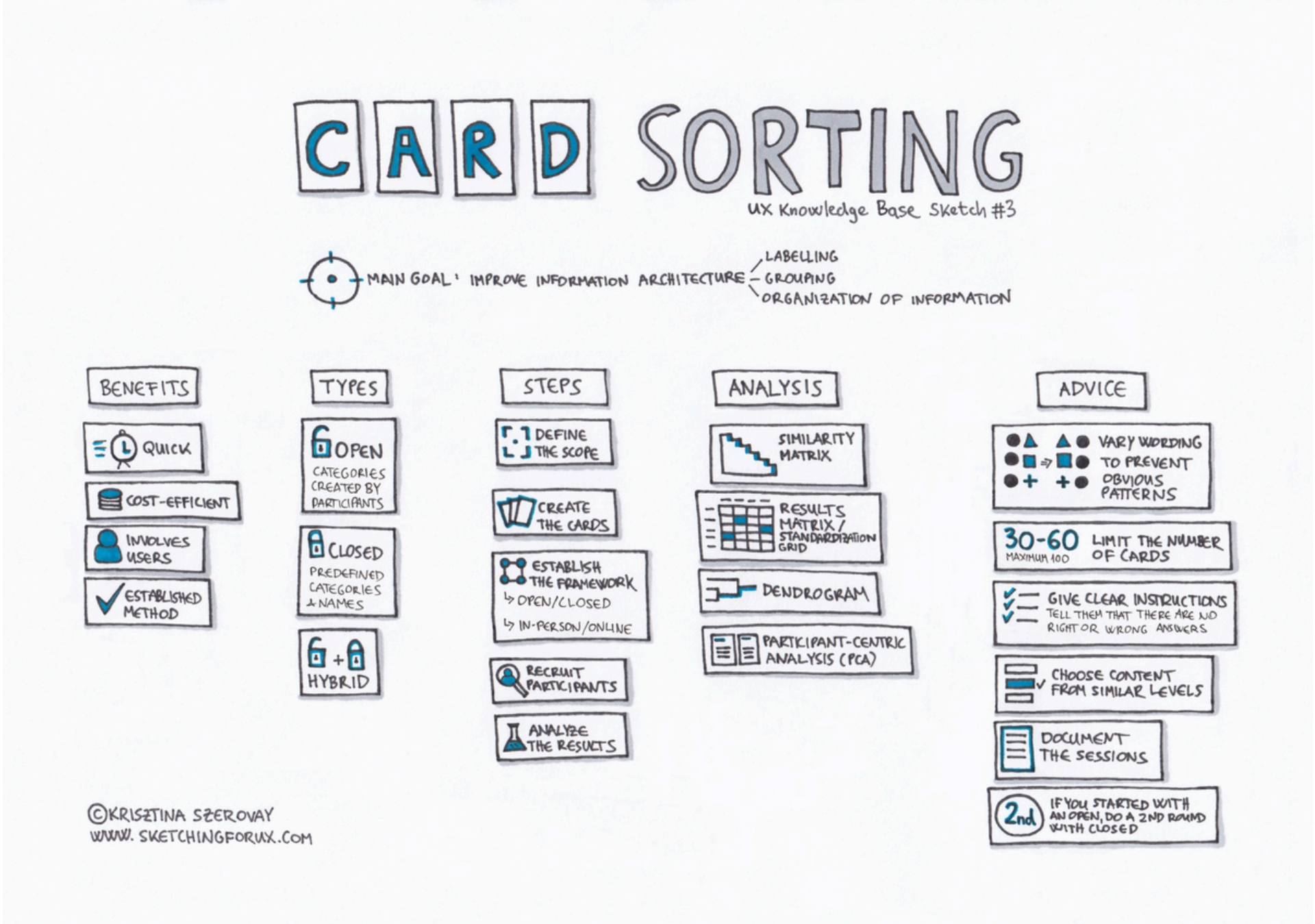
- 01 GETTING EMOTIONALLY ATTACHED**
- 02 REQUIRING EXPLANATION**
- 03 FEELING DISCOURAGED BY FAILURE**
- 04 SEEING IT AS A WASTE OF TIME**

USER JOURNEY MAPPING

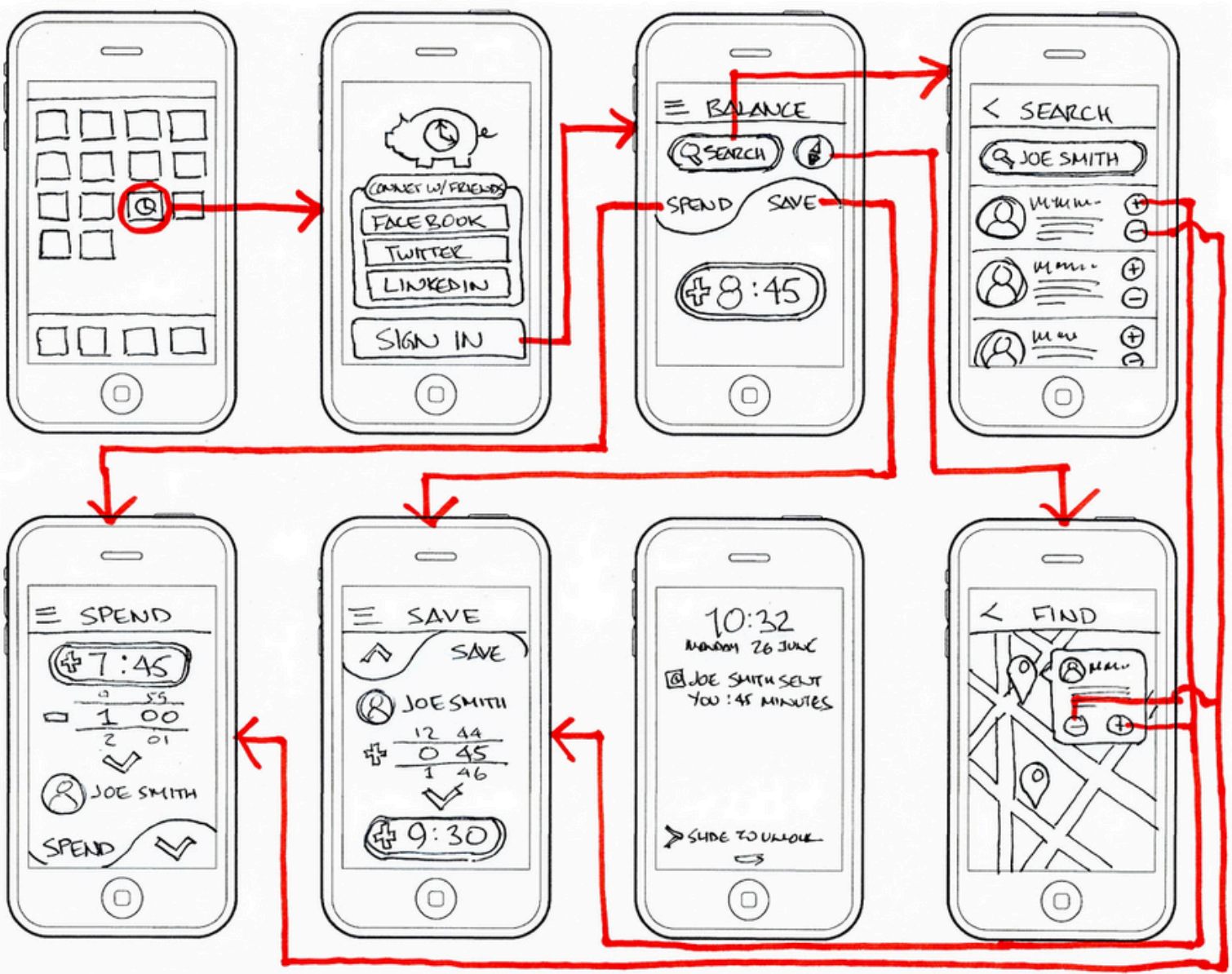
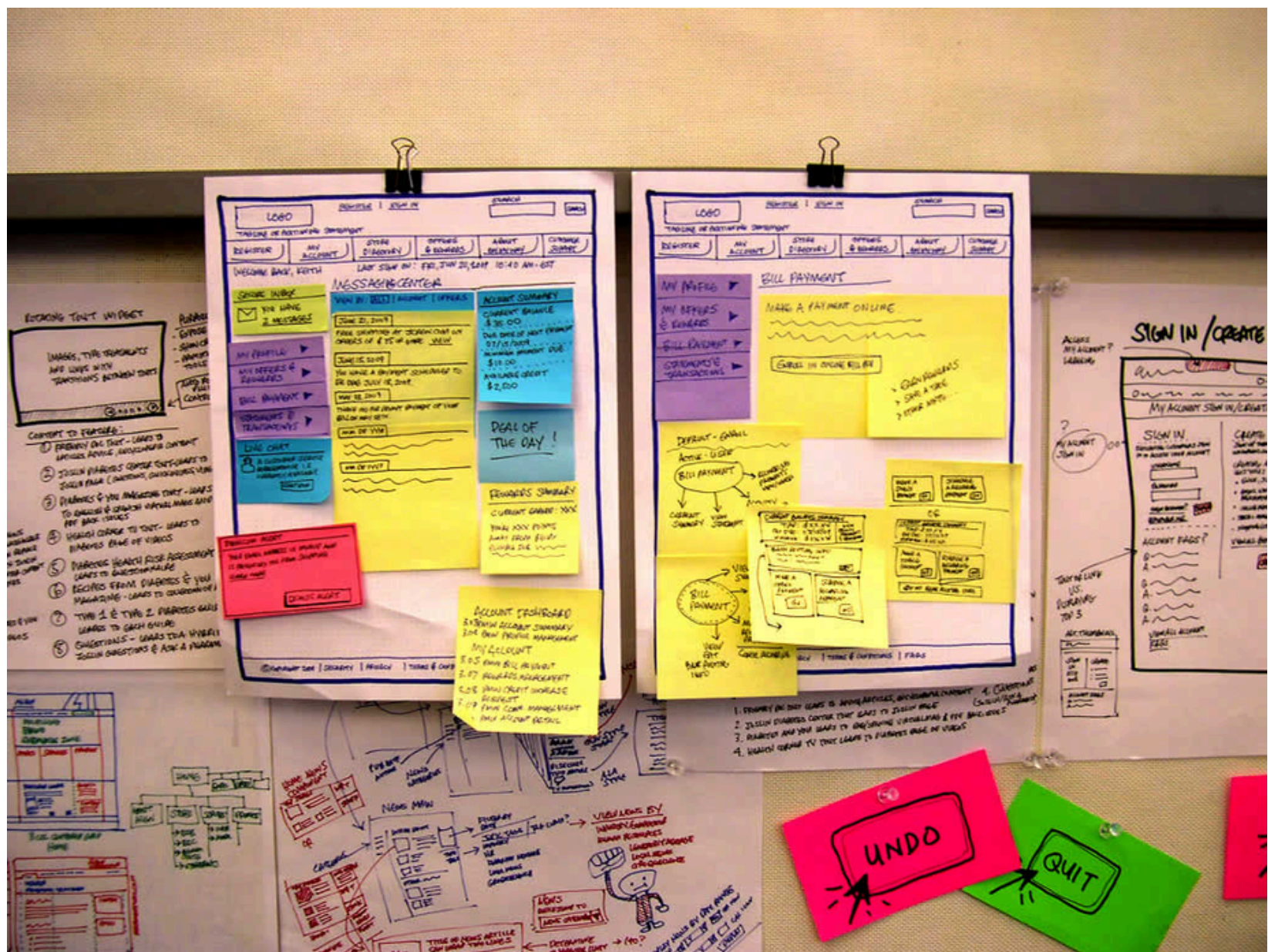


● ● ————— ●
Low Fidelity High

CARD SORTING



APP SKETCHING/MAPPING

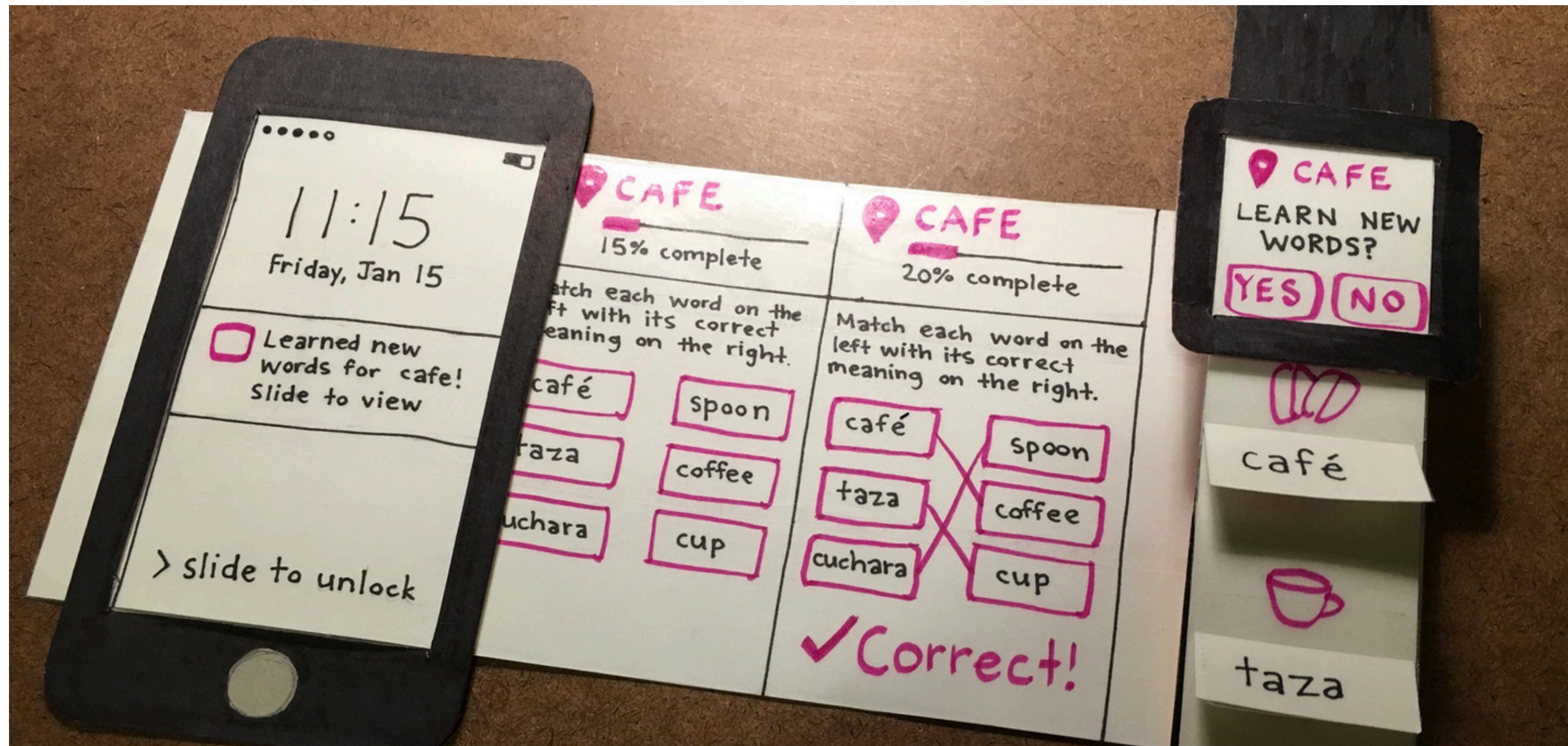


Low

Fidelity

High

LOW FIDELITY APP TESTING



Low Fidelity High

DIGITAL WIREFRAMING



Low

Fidelity

High

WIZARD OF OZ MOCKING



LOW FIDELITY PROTOTYPING RULES

WORK ROUGH

Just get the minimum level of detail.

WORK RAPID

Go for many prototypes testing many hypotheses rather than few in great detail.

WORK RIGHT

Always focus on the Key Value Proposition and what the customer wants.

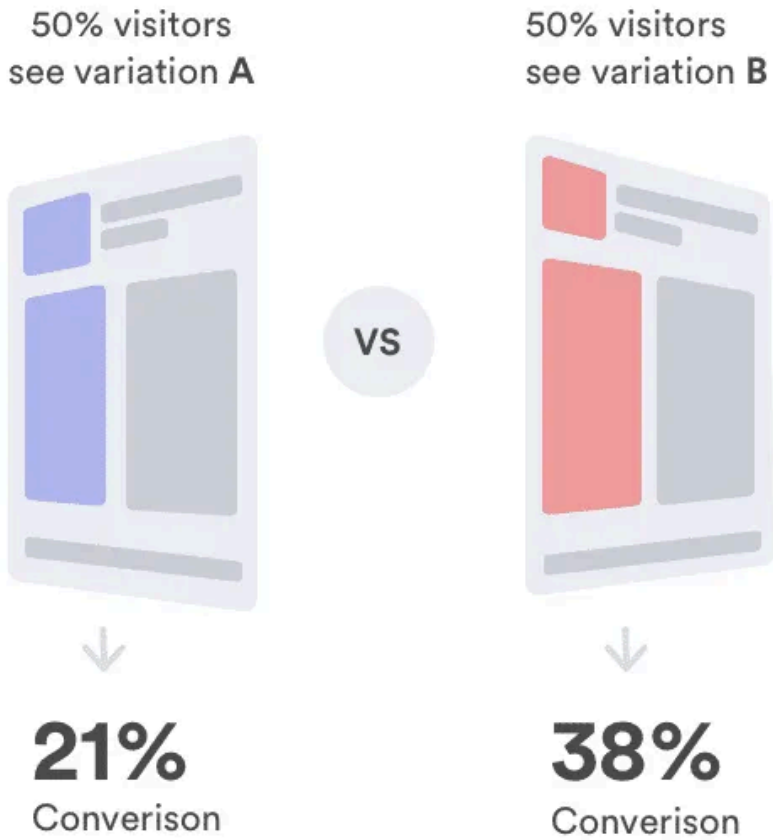
WORK CHEAP

Be able to make many variations and rapidly iterate at low cost.

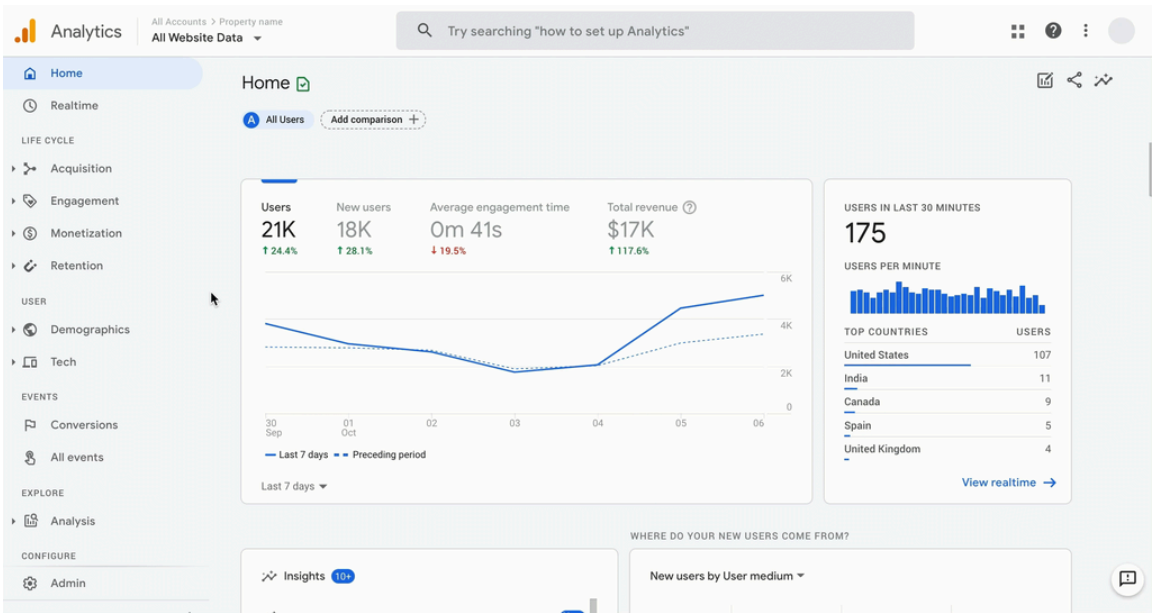
TESTING



Interviews and
Observation



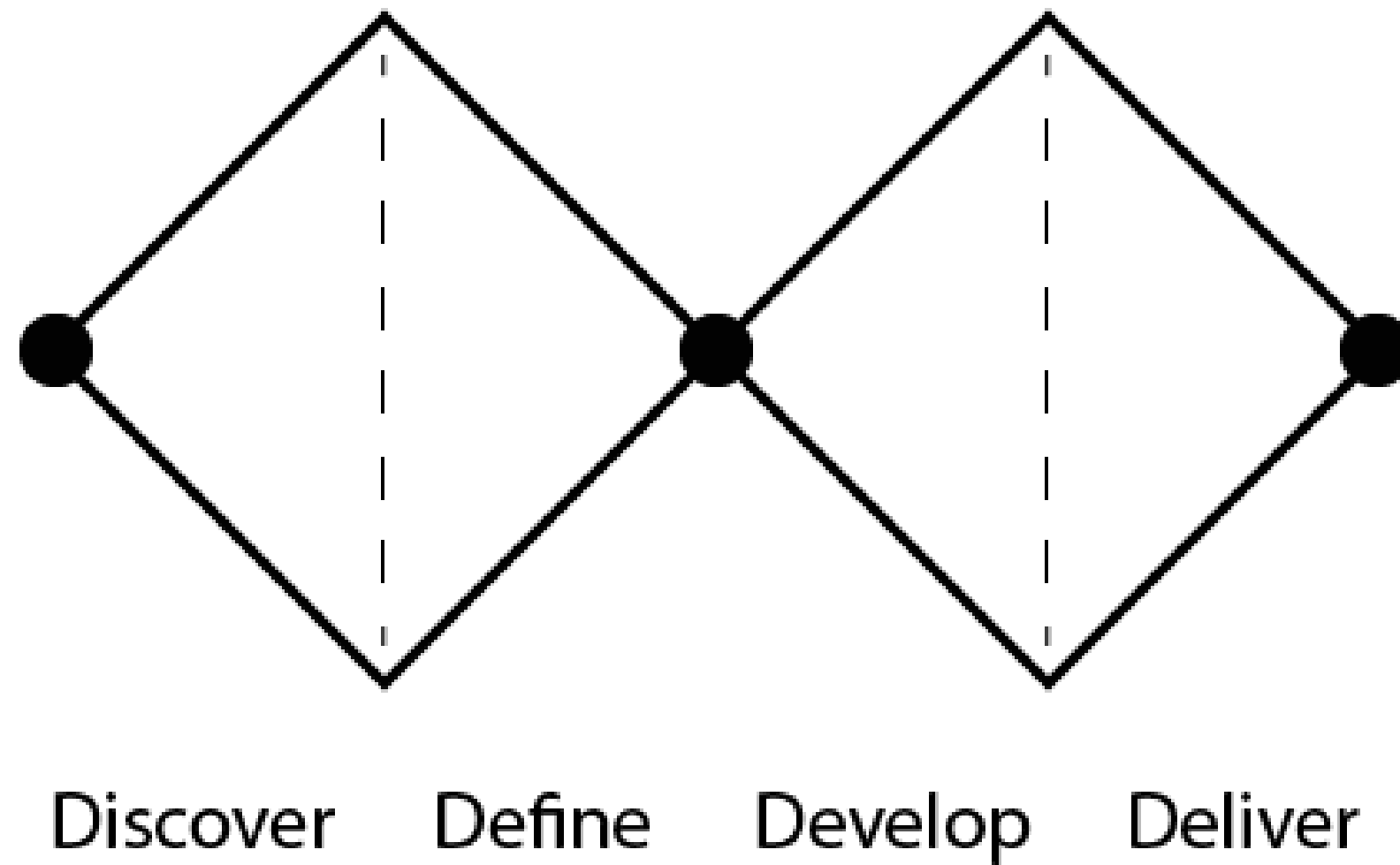
A/B Testing



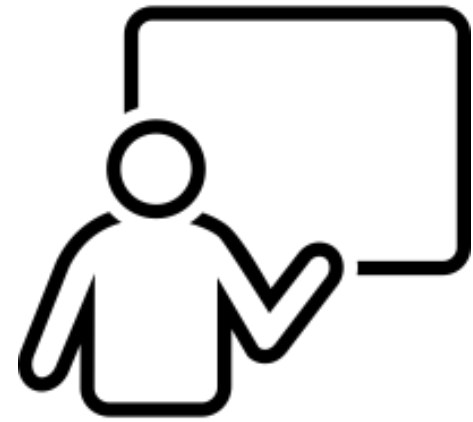
Analytics



What is iteration?



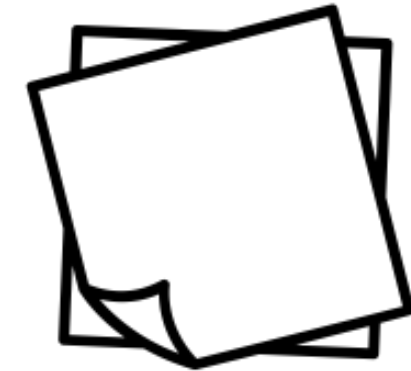
Giving constructive feedback



**Learn about the idea
and the prototype**



Ask lots of questions!



**Write your thoughts
on sticky notes**

And stick those on the table!

Gather Feedback

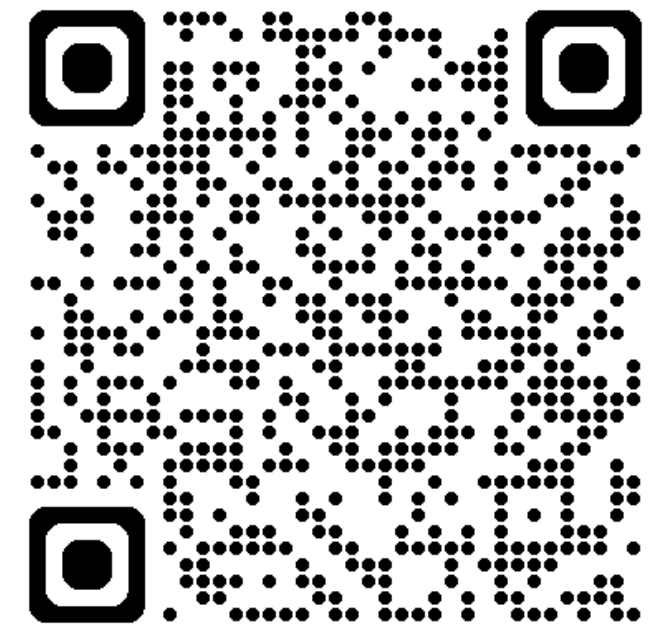
Tour the room and give others feedback on their designs!

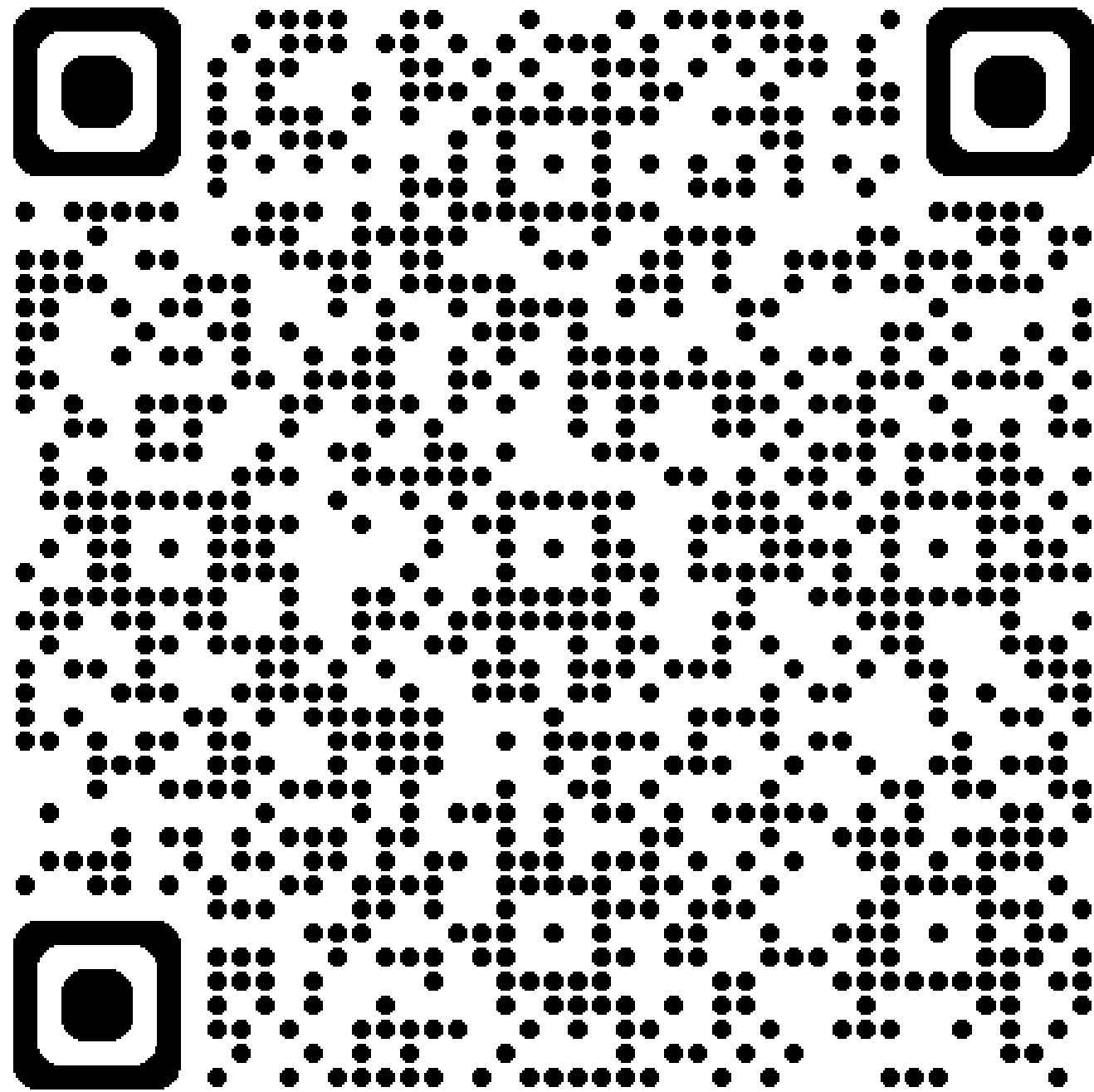


20 minutes

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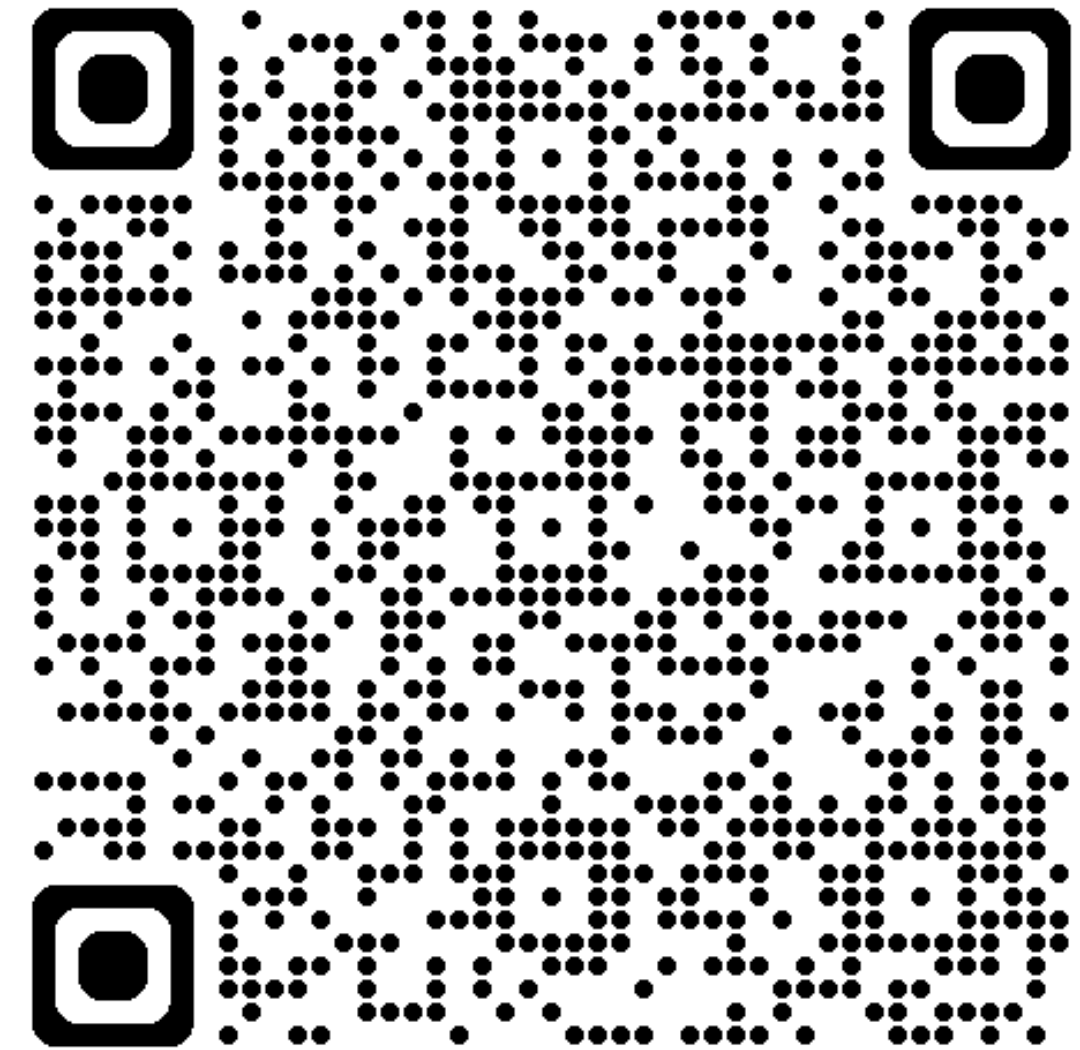


Scan to give feedback

**YOUR
FEEDBACK
MATTERS!**

THANK YOU!

Next time: *Design thinking and the
lean canvas*



**Scan to register for the
next workshop!**