



Teresa Friesen - SheMate

Learning Goals

Develop questions and interview a person to gain insight and perspective about a specific part of their lives in an attempt to uncover opportunities for innovation.



Design Challenge Resources

- ☐ Innovator Insights Video: Whiteclay Artist
- ☐ Word Wall Graphic Organizer
- ☐ Innovator Insights Collectors Card
- ☐ Innovator Insights Notes Graphic Organizer
- ☐ Empathy Interview Graphic Organizers
- ☐ Day in the Life Graphic Organizers

Steps

1. Explore Key Questions for each video. Use those questions to engage before, during and after the videos.
2. Watch each video as a class, in small groups as a station, or individually.
3. Complete the innovator insights documentation log with key information about the innovator featured in the video.
4. Discuss in small groups or as a class:
  - a. The Type of Innovation
  - b. The Problem Being Solved
  - c. Who innovation helps
5. Write or record any additional questions you would like to ask the innovator.
6. Record the Insight Unlocked vocabulary words to the word wall document.
7. As an extension to the video, complete the **Ideation Design Challenge: Conduct an Interview** from the innovator insights toolkit.

Key Questions

Before

- In the video what does Katy say equates to success?
- What are some things that make you happy?

During

- When faced with uncertainty, how do you move forward?
- What is something you learned from by failing?

After

- How does failure help in the innovative process?
- What is something you made a big improvement in that made you proud of yourself?

Vocabulary

**Chapter:** Special group of people who are part of a bigger organization. They work together, share ideas, and do activities related to the organization's goals.

**Network:** A group or system of interconnected things.

**Viral:** Something goes viral online, it means a lot of people are sharing, liking, and talking about it really quickly.

Insights Unlocked

*Social Media*  
**Designer**

*Engagement*  
**Guru**

*Elated*  
**Facilitator**

Career Field

Communication and Information  
Systems



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Key Questions
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