

LET'S BRING YOUR BIG IDEA TO LIFE!

On the next few pages, we will follow this roadmap to imagine, design, and develop your very own idea around inclusive play. It could be a new type of playground equipment, a feature added to the playground to make it more accessible, an interactive art piece, or even a new way to get around the playground. Anything goes as long as it's inclusive in some way!

1
EMPATHIZE

STEP 1 START WITH EMPATHY

To empathize means to understand and share the experiences or feelings of another. Our first task is to empathize with playground visitors who are living with a disability. Use Box 1 to explore the challenges people may face and choose one that resonates with you to explore in Step 2.

2
DEFINE THE PROBLEM

STEP 2 FIND A PROBLEM TO SOLVE

A design problem is an issue or challenge that requires a creative and strategic solution to meet an objective. In our case, the objective is to be inclusive, accessible, and fun. Use Box 2 to think of a part of the playground that could be made better for the challenge you discovered in Step 1.

3
RESEARCH & OBSERVE

STEP 3 READ, WATCH, AND LEARN

Doing research means taking a deeper look at the problem you are trying to solve and learning from existing ideas to make yours better. See Box 3 for tips!

6
PROTOTYPE

5
IDEATE & DESIGN

4
BRAINSTORM & SKETCH

7
TEST & GET FEEDBACK

8
FINALIZE DESIGN

STEP 4-8 THE DESIGN CYCLE

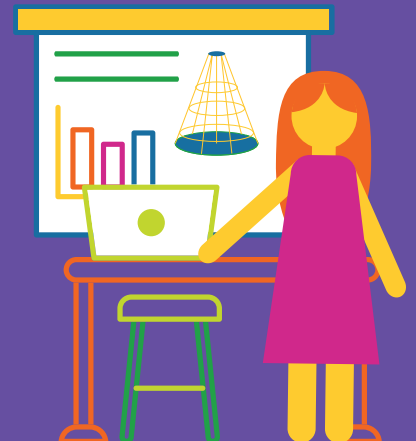
Design is a multi-step process from initial sketches to testing your idea in real life, all while working toward a final design (with lots of tweaks and changes in between). These steps allow you to explore your idea on paper *and* in real life, getting feedback along the way. Check out Boxes 4-8 to learn more about each step.

STEP 9-10 LET'S LAUNCH!

A brand helps people understand the value and purpose of your idea, and helps people identify it quickly and easily. Take a look at Box 9 to learn about creating a brand for your idea. Box 10 is all about telling the world about your amazing idea!

10
SHARE!

9
DEVELOP THE BRAND



1

EMPATHIZE

What do you like to do on the playground. *Slide? Swing? Spin? Climb? Observe? Relax? Pretend-Play?*
Write it below:

Now, imagine if you had a disability, what kind of challenges would you face in order to play? How would you get to the play equipment? Could you use it independently or would you need help? What happens when you're done? Ask friends how they experience the playground to understand someone else's perspective. Write your thoughts below:

Examples:

- A friend with autism feels overwhelmed on a noisy playground.
- A friend who is older has a hard time balancing and bending his legs.
- A friend wants to spin and swing but she uses a wheelchair.
- A friend with developmental challenges may not know how to take turns.

2

DEFINE THE PROBLEM

In Step 1, you explored challenges that someone with a disability might face when playing on the playground. Now, your job is to define a problem that you want to solve to make it easier or more enjoyable for that person to play. Using your findings from Step 1, choose a challenge you'd like to explore and complete this sentence, which will become the problem you want to solve:

I like to _____ on the playground.

With a disability, such as _____,

it would be difficult to _____

because _____

Examples:

- I like to slide on the playground. With a disability, such as not being able to walk, it would be difficult to get to the top of the slide because I use a wheelchair and cannot climb stairs.
- I like to relax on the playground. With a disability, such as autism, it would be difficult to find a quiet spot because the playground is really noisy.

3

RESEARCH AND OBSERVE

You've defined the problem you want to solve in Step 2. Now, let's find out as much as you can about the challenge and other solutions that may address the problem. **ONLINE** Search the Internet using keywords related to playgrounds, disabilities, and accessibility, such as "how does someone in a wheelchair swing at the playground?" or "how does someone with autism react to loud noises on a playground?" Look at other solutions for inspiration (be careful not to copy their ideas). **IN REAL LIFE** Go to a nearby playground and watch how people play and move around. Take notes while you think of a way to make it better, easier, or more fun!

4

BRAINSTORM AND SKETCH

Sketch at least three ways that could solve the "problem" and make it easier for a friend with disabilities to play. You could create something new or modify something already at the playground. You can get creative and messy here!

Take a look at your sketches. Share your ideas with a friend and discuss which one makes the most sense to explore further.

5

IDEATE AND DESIGN

Ideate means to imagine or conceive of an idea and **design** means to create the look and/or function of an idea. Both steps often require many different tries to get it “right” for the next step so grab some extra paper to try out different ideas and make improvements along the way. When you’re ready, draw your best solution below. Try to draw it in a way that helps you explain it to others, so add notes, if necessary, to explain your ideas and any features that make it special. Share your drawing with a friend to get their feedback.

6

PROTOTYPE

A **prototype** is a model (usually 3D) of an invention or idea used to represent and test an idea or solution. Now that you have a design drawing for your idea, you can make a prototype or a smaller-scale model (your solution but much smaller) using different materials, such as paper, foil, cardboard, wood, foam, paper clips, plastic water bottles... whatever you can find. It doesn’t have to be fancy, but it should reflect your idea in as much detail as possible. Your prototype is meant to help you (and others) interact with your solution to discover any potential problems with the design.

7

TEST AND GET FEEDBACK

Share your prototype with others to get feedback. Note your findings below to make an additional prototype, if needed, or to help finalize your design.

What worked?

What could be improved?

Questions/Ideas? What are some things you might want to change?

8

FINALIZE THE DESIGN

Draw your final solution here. Do your best work because this will be the image you'll show the world! Next to your drawing, write the 3 best things about it and then write the 3 best ways it helps someone with disabilities enjoy the playground.

THE 3 BEST THINGS ABOUT MY IDEA (FEATURES)

1 _____

2 _____

3 _____

THE 3 BEST WAYS IT HELPS SOMEONE PLAY (BENEFITS)

1 _____

2 _____

3 _____

9

DEVELOP THE BRAND

Your BIG IDEA deserves a name and a logo so you can share it in the most professional and effective way.

NAME IT! A meaningful or catchy name helps people remember your idea. Here are some helpful ways to get you started:

- 1) Name it after the function or purpose (Chick-fil-A, YouTube)
- 2) Name it after what it looks like (Red Vines)
- 3) Use words that rhyme (StubHub) or use alliteration (TikTok)
- 4) Use an acronym to shorten the description (KFC)
- 5) Name it after yourself since you're the inventor! (Ben & Jerry's)

Got a name? Write it here:

MAKE YOUR MARK! A logo is the word or image that represents your idea. Logos can be the name of your product in a special font (FedEx) or they can include a drawing or graphic (NIKE). Draw your logo in a special font and/or with a graphic here:

BE CONSISTENT! To have a strong brand, all of your materials should be consistent. Your logo, materials, and presentations should all look like they belong together. Select an eye-catching combination of colors, fonts, and images to make your company stand out and look professional.

10

SHARE

A "pitch" is a short summary of your idea to get people interested in it. A pitch can be a conversation or a show-and-tell style presentation. Either way, your pitch will clearly

convey the problem you set out to solve and your idea on how to solve it. The goal is for your presentation or pitch to be professional and memorable. Here are some steps to get your pitch ready:

1 STATE THE PROBLEM Start with sharing the challenge you set out to solve (see Step 2). Make it personal, or ask a question, if you can, so people can relate to it.

2 EXPLAIN THE SOLUTION Explain your idea in two or three sentences (this is hard, ask for help if you're having trouble).

3 LIST THE FEATURES AND BENEFITS Share some of your "3 Best Things" and "3 Ways It Helps" from Step 8.

4 SET UP NEXT STEPS Ask if they'd like more information or have any questions.

Pitch Example: *1 Did you know that swinging is beneficial for improving balance and focus but people using wheelchairs often do not have a chance to swing? 2 I designed a way for wheelchair users to easily swing by attaching their chair directly to the swing chains and using a pulley system to raise them off the ground. 3 It's easy to install and a low-cost solution for any playground. It ensures everyone is included and helps people using wheelchairs to benefit from swinging. 4 If you'd like to learn more or get involved in the development of this idea, I'd love to stay in touch!*