SMART MOBILITY CHALLENGE

FORD MOTOR COMPANY FUND

2020-2021 Challenge | Competitors Pack
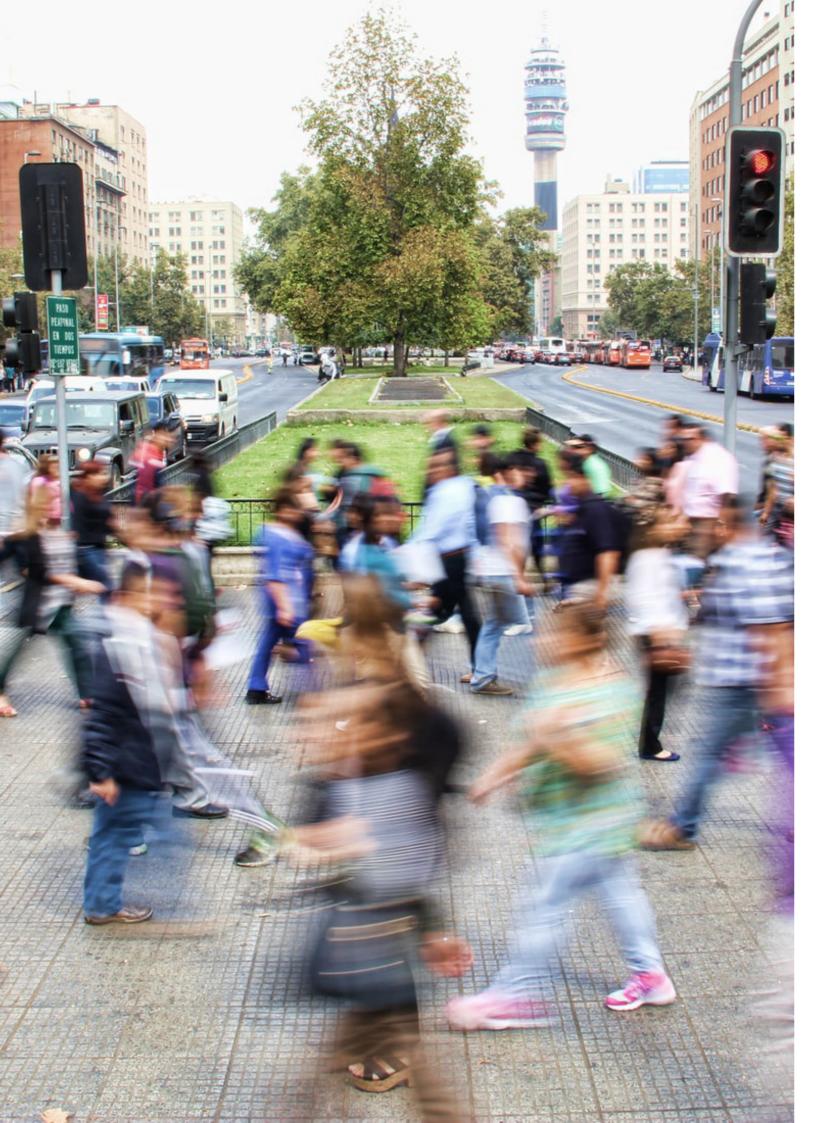
Welcome to the 2020-2021 Ford Motor Company Fund Smart Mobility Challenge.

Loughborough School of Design and Creative Arts is proud to host the 2020-2021 Ford Motor Company Fund Smart Mobility Challenge.

The Brief

The Ford Motor Company Fund Smart Mobility Challenge invites teams of students to propose new ideas for sustainable urban solutions for communities. The outcomes might be solutions which will make people's lives better by shaping the way people live and move within their urban communities, enabling and empowering them as individuals and citizens. Solutions might enable people and goods to move freely, easily and safely, provide access to essential resources, promote connectivity, health and well-being, be green and clean, and promote energy efficient living.

There will be **awards** to invest in the projects with the most potential, to help to realise their implementation.

This year's extra-curricular and online challenge will involve a series of engaging workshops from Loughborough School of Design and Creative Arts to support student teams.

How the Challenge Will Run

The challenge will loosely follow the framework of a 'Design Sprint'. A Design Sprint is a rapid design and development process that solves big problems and tests new ideas in just 5 days.

The 2020-2021 challenge will follow this format, but instead of being a one-week intensive process, it will be split across several weeks. In light of the current Covid-19 pandemic, it will also run entirely online via. MS TEAMS and Miro (www.miro.com).

This format will student teams time and support to develop their entries extra-curricular whilst limiting impact on studies. Teams will need to actively bring content to the scheduled online workshops as a basis for moving projects forward with support from the challenge leaders.

Additional support will be provided with regards to connecting teams with specialist stakeholders that can support projects, and who may also be able to help teams connect with end user groups that can participate in user research and design work.

There will be five online workshops to support student teams. Each team member will need to register for each workshop via EventBrite in advance as places will be limited.

The workshops will help teams choose a problem to tackle and get to grips with why it is an issue, create plans for conducting field research, and analyse the data collected.

Further support will also include: how to rapidly generate ideas, how to prototype potential solutions in the field with real people, how to develop business cases and how to pitch your idea.

These workshops will be scheduled around key coursework deadlines where possible, however we cannot guarantee perfect alignment with all coursework deadlines or taught sessions across the University.

Who Can Be Involved?

This year's challenge invites Loughborough University students to participate in interdisciplinary teams wherever possible Loughborough School of Design and Creative Arts will 'host' the challenge, but we are keen to accept entries from other schools across the University too..

Teams may comprise between 3 and 6 people and can include team members from other schools in the University. Traditionally, teams comprising different specialisms and skill sets have been highly successful. It is a good idea to sound out friends or flat mates in different schools who may be interested in taking part and encouraging them to do so.

The only hard and fast rule is that each team should have at least one 'design expert' from Loughborough School of Design and Creative Arts.

The workshops will be via registration only. Each individual team member will need to register via EventBrite prior to each workshop. Links will be circulated nearer the time. Please check your email inboxes regularly.

Who Should a Team Comprise?

When assembling teams, different specialisms and skill sets can be really useful to bring different perspectives to solving a problem. Student's might want to consider recruiting / teaming up with other students that are specialists in, for example, being a:

- 'Decider' – someone who can make the key decisions for your team e.g. your CEO;
- 'Finance expert' – someone who's good with numbers;
- 'Marketing expert' – someone who can sell your solution;
- 'Customer empathiser' – someone who has an affinity with who you are designing for;
- 'Tech / logistics expert' – someone who can help to build and deliver a solution, and lastly
- 'Design expert' – someone who can design the solution you will submit.

Key Dates, Times & Locations	Event *NOTE: Workshop dates and time may be subject to change. Challenge organisers will email team leaders in advance of any changes.
S1, Week 9: Wednesday 2nd December 2020. 1pm - 3pm via. TEAMS & Miro.	Challenge Launch & 'Taster Activity': The Ford Motor Company Fund, Ford Smart Mobility & Past Challenge Winners (TBC) will launch the competition and brief, including key dates and deadlines. This will be followed by a short online 'taster' workshop that will demonstrate to prospective challengers why reduced mobility can be a problem for people. The workshop will pose a series of provocative How Might We? questions to inspire and provoke thinking around (real world) mobility problems and help potential challengers to consider particular topic areas, user groups, and mobility issues they might want to focus on if entering the challenge.
S1, Week 11: Friday 18th December 2019. 4pm.	Deadline for student teams to sign up to the challenge. Teams may begin considering potential project ideas over the Christmas break.
S1, Week 13: Wednesday 20th January 2021. 1pm - 4pm via. TEAMS & Miro.	'Touch Base 1': Student teams will pitch their initial ideas to the challenge organisers and update them on their chosen topic area, user group, and mobility issue via. bookable online TEAMS calls. Ethics forms and procedures will be outlined and the challenge organisers will begin to support teams in connecting with relevant stakeholders for access to end user groups.
S2, Week 1: Wednesday 10th February 2021. 1pm - 4pm via. TEAMS & Miro.	Synthesising Research & Insights to Opportunities: This workshop will help teams extract insights from their research findings and develop these into opportunities for new solutions. Each team will leave with a set of key insights around their chosen mobility issue and target user group and several opportunities to explore in more detail.
S2, Week 2: Wednesday 17th February 2021. 1pm – 3pm via. TEAMS & Miro.	'Touch Base 2': Student teams are to touch base with the challenge organisers to update on progress and plans to move forward via. bookable online TEAMS calls. . General Q&A will be provided via. Sli.do.
S2, Week 3: Wednesday 24th February 2021. 1pm – 4pm via. TEAMS & Miro.	'Mini-Design Sprint': A short form 'Design Sprint' will support teams in solidifying their research findings to inform new ideas. Rapid ideation activities (e.g. Crazy 8's) will encourage teams to generate large numbers of diverse potential solutions and methods for narrowing down to a smaller number of focused solutions will be provided. .
S2, Week 5: Wednesday 10th March 2021. 1pm – 4pm via. TEAMS & Miro.	Prototyping Solutions: This workshop (supported by a Service Design consultancy - TBC) will help teams prototype their ideas. Teams will focus on prototyping within their student teams (e.g. bodystorming, cardboard prototyping) but will also cover prototyping in the real world.
S2, Week 7: Wednesday 24th March 2021. 1pm – 4pm via. TEAMS & Miro.	Viability, Feasibility & Desirability, Completing Proposals & Pitching Ideas: The final workshop will support teams with developing the business case behind their proposed solutions using a range of tools (e.g. the business model canvas). Support on completing the proposal form for the challenge will also be provided by the challenge organisers alongside specialist support for pitching ideas.
Friday 23rd April 2021. 4pm.	Final Challenge Deadline: Student teams will submit their proposals to the challenge leaders no later than 4pm via email.

How to Get Involved

If you have a team in mind, then one team member (preferably from Loughborough School of Design and Creative Arts) should submit your team and the names of your team members to **Dr Stuart Cockbill (s.cockbill@lboro.ac.uk).**

If you want to take part but don't have a team then please let us know ASAP and we can try to match you with others who are interested. Again, please **email Dr Stuart Cockbill** to express your interest.

Key Dates

Launch Ceremony:

Wedneday 2nd December 2021 - 1pm - 3pm via. MS TEAMS and Miro. Click here to join the meeting.

Student team sign up:

No later than 4pm on Friday the 18th December 2019 (Semester 1, Week 11).

Final submission deadline (via Email):

To Dr Stuart Cockbill (s.cockbill@lboro.ac.uk) and/or Dr Val Mitchell (v.a.mitchell@lboro.ac.uk) no later than 4pm on Friday 23rd April 2021.

Challenge Deliverables

• A short (90 second) video (via. an online link) and/or up to 5 PowerPoint slides (via. email) that pitch your proposed solution concisely and effectively. Examples and guidelines will be provided by the competition organisers.

• 1x completed Ford Fund Smart Mobility Challenge Entry Form. Support for filling in the forms will be provided in the final workshop.

• Anything else that you would like to submit (digitally only via. email) to support your entry, for example: customer journey maps, service blueprints, business model canvases, research work, visuals, storyboards, narratives, videos (via online links) etc.

About the Ford Motor Company Fund:

This project is a collaboration with the Ford Motor Company Fund; Ford's non-profit corporate foundation that leads and drives community investment and employee volunteer-related activities. The Ford Motor Company Fund aims to make people's lives better in three key areas: Education, Sustainable Communities, and Safe and Smart Mobility.

https://www.lboro.ac.uk/internal/news/2019/june/winners-of-the-ford-fund-smart-mobility-challenge-revealed.html

Past Challenges

The Ford Motor Company Fund Smart Mobility Challenge was first launched by Loughborough academics and Ford Fund representatives in November 2018. Ten student teams submitted entries to the first challenge for initiatives that would provide mobility solutions to society. Seven teams entered into the 2019-2020 challenge.

Representatives of the Ford Motor Company Fund and Ford Mobility, alongside academics from Loughborough University and Loughborugh Enterprise Network judged the submissions and attended the awards ceremonies.

Past Challenge Winners

Winners of the 2018-2019 challenge were an interdisciplinary team of undergraduate and PhD students: Rhys Comissiong, Robin Hamer, Rachel Chung, Will Jephcote, Peter Waters and Nick Johnson. The team created 'Pronto' - A 'smart service' that helps to increase the mobility of the elderly population by providing an intelligent 'care from a distance' platform. The team spun out into a company via the 'Start Up Lab' at Loughborough University.

Two other teams were awarded grants to support the development of their ideas. These included: 'The Caterpillar Club' - A park and stride walking school bus that enables parents that do not live within walking distance of their children's school to park and drop their kids at designated spots, where they are collected by volunteers and walked to school, and 'YOO' - a product service system designed to enable shoppers to more conveniently transport their shopping around town using a card operated 'Boris Bike' style shopping trolley.

Winners of the 2019-2020 challenge were an interdisciplinary team of undergraduate and PhD students: Lalith Sanathi, Arnaud Gillard, Tom Sussex and Jun Li. The team created 'Herd' - A digital platform to help mobilise communities during crises such as flooding.

Two other teams were awarded grants to support the development of their ideas. These included: 'Trove' - A digital platform to make book sharing more accessible within communities, and 'UBag' - A sustainable service that delivers and stores travellers' baggage safely for hands-free journeys.

A fourth team were also received a highly commended award for 'Wefill' - a modern food delivery service for students that brings food in reusable containers and takes them back once the students have used them to reduce plastic waste.