

DO TANK

DESIGN THINKING
THROUGH ACTION



2017 Challenge:

Designing the Future of Storefronts & Urban Streetscapes

Challenge Brief



Bustling storefronts have long been a fixture of vibrant urban spaces. **A storefront is often more than just a storefront. Neighborhood institutions like bodegas, barbershops, cafés and the like serve as places for social interaction and civic engagement.** Coffeeshops and restaurants have become makeshift co-working spaces reflecting the present and the future of work. Shop windows serve to entice customers but also as canvases for artists to inspire and provoke. Even as online shopping gains more and more marketshare, online-first retailers are recognizing the importances of brick and mortar shops as showrooms and brand showcases.

We are seeing new forms of storefront uses emerging : a bookshop sharing space with a boutique, a barber shop and a coffee shop co-existing side by side, temporary use of spaces taking over empty storefronts and lots, and many more. Are these new forms of uses here to last or just another trend? While consumer trends and neighborhoods change, storefronts remain as important as ever.

- **How might we use a design and futures-thinking perspective to (re)imagine these important “third-places”?**
- **How do we design the future of storefronts as more than just retailing but also places of socio-economic production?**

COMMUNITY
PRODUCTION
PLAY
BRAND EXPOSURE
EXPERIENCES
EXPERIMENTS
DIALOGUES
WORKSPACE
PUBLIC SPACES
SHARED INFRASTRUCTURE

[YOUR NEW CONCEPTS?]

Target Audience

In this course, participants will learn the tools of **Design Thinking, Futures Forecasting, Storytelling, and Prototyping** to bring the futures that they want to see to life. These skills can be integrated into existing design and creative practices or future entrepreneurship projects.

We welcome current students from design or non-design backgrounds and working professionals to apply. No formal design training is necessary, simply is willingness to learn hands- on through doing.



History of Do Tank

- **Started as a collaborative project with OpenIDEO at IDEO**, the Do Tank is an action-oriented design thinking course, tied to a challenge for local impact.
- **Action oriented**: the goal of the Do Tank is to have workable prototypes
- **2015 challenge topic**: From production to consumption, how might we reduce waste to create a more sustainable food system?
- **2016 challenge topic**: On borders & immigration, how might we break down barriers and foster connection?
- **2017 challenge topic**: Designing the Future of Storefronts & Urban Streetscapes

What is Do Tank

IDEATION

The Do Tankers start with an intensive weekend focused on discovery and ideation. They learn key concepts of design thinking, ethnographic research, and basic creative prototyping. Class formats include a combination of lectures, workshops, field work, team work and individual sessions.



WORKSHOPS / LECTURES

We invite a range of design experts and subject matter experts to guide the participants throughout the process.



OBSERVATIONS

Research, through observation, interaction and interviews, is a key part of the program. The Do Tankers document and draw insights from target audience and develop techniques of observations.

PROTOTYPING

From expert led sessions on Permission to Prototype and Agile Prototyping, the Do Tankers learn different ways to produce fast and agile prototypes that are ready to be tested in the real world.



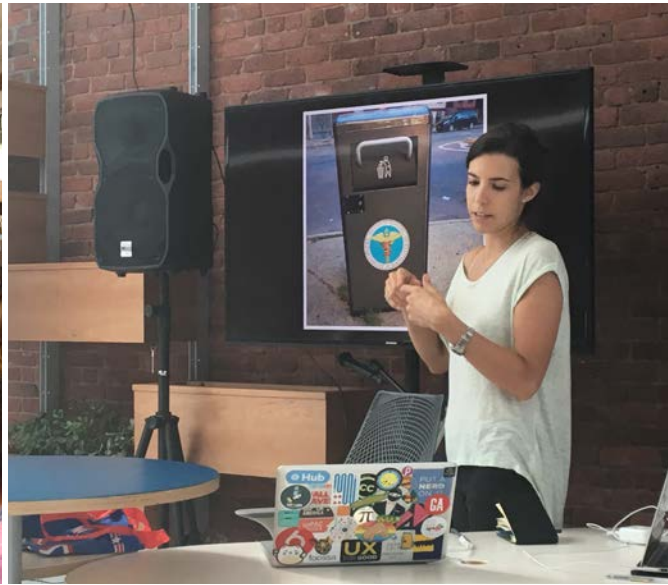
POP-UP EXPERIENCE

The Do Tankers refine their mission to produce a pop-up experience, or live-versions of their prototypes at the end of the program

Sample of Learning Processes



Lecture & Workshops



Observations Report-Back



Prototyping



Ideating



Defining Personas / Audience



Prototyping



ZERO FOOD WASTE
Pop-up Experience



Minimal Viable Product
Self Recycling Kit



Educational Workshop:
Composting with Community



you compost? [per GrowNYC Green Market Collect



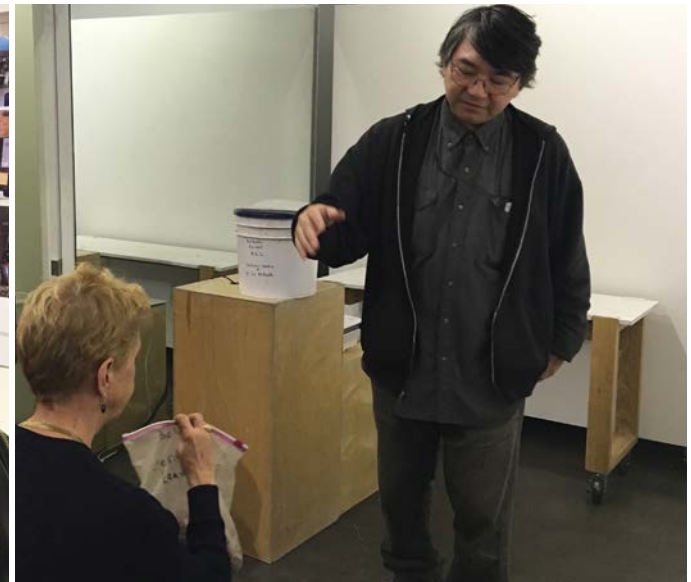
Fruit



Educational Workshop:
Composting with Community



Educational Workshop:
Composting with Community



Educational Workshop:
Composting with Community

Final Prototypes 2016



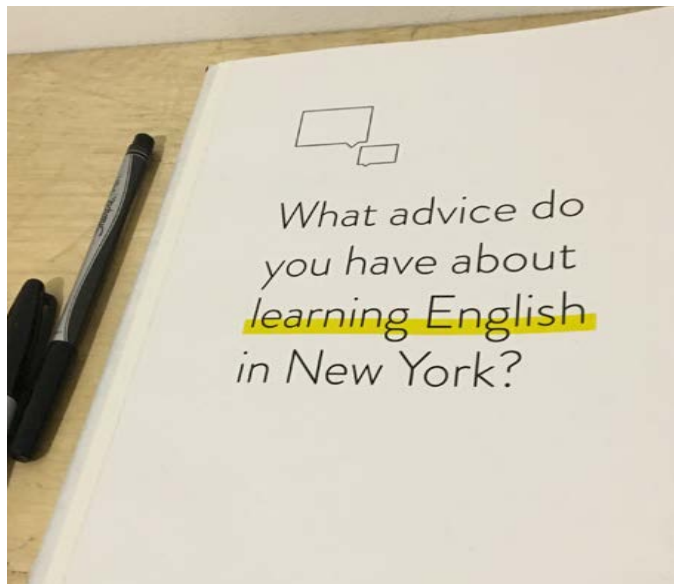
UNSPOKEN Pop-up Experience



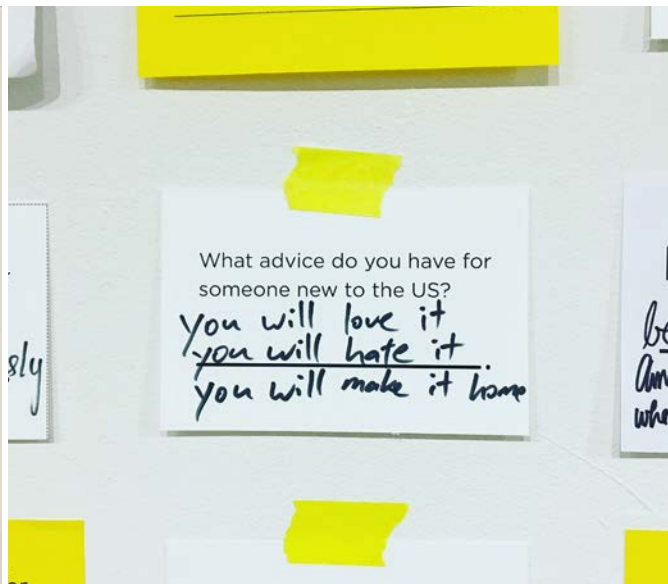
Stories of Immigrants Exhibit



What type of Immigrants are you?



Advice for Immigrants /
Non-Immigrants



Advice for Immigrants /
Non-Immigrants



Journey of different prototypes
through pop-up experience

Traction of Do Tank

- Number of total participants: 20
- Avg participants per cohort: 10
- **Participants from a wide variety of background** including UX and Design Professionals, Social Innovators, Entrepreneurs, and more
- **Small Class Size** allows for high-quality teaching and deep team-building among participants
- **Over 50 hours of class time** on Design Thinking, Ethnographic Research, Prototyping, Lean Startup Methods
- **Participants typically dedicate over 100 hours of time** beyond class on research, observations, and DOing
- **A diversity of partners** including OpenIDEO, Tenement Museum, Foossa, Makeshift Magazine, Design for America at NYU, NYU School of Engineering, Ace Hotel, Impact Hub NYC, 30 Weeks by Google, MILES

Current & Former Instructors

- **Anne Laure Fayard** : Associate Professor of Management, NYU Tandon School of Engineering
- **Eric Ho**: Founder of MILES.CITY, Part-time Faculty, School of Design Strategies, Parsons School of Design at The New School
- **Lee-Sean Huang** : Co-Founder, Foossa; Part-time Faculty, School of Design Strategies, Parsons School of Design at The New School
- **Justin Levinson**: Director, Makeshift Institute; President, Hack Manhattan
- **Vivian Lo**: UX Designer, IDEO
- **Chris Milne**: Chief Prototyper, IDEO
- **David Colby Reed** : Co-Founder, Foossa; Part-time Faculty, School of Design Strategies, Parsons School of Design at The New School
- **Josh Treuhaft**: Designer, Arup Foresights; Founder, Salvage Supperclub

Testimonials



"The DoTank was a great experience working with so many passionate people from different backgrounds. Through collaboration with a diverse team I was able to expand my skillset as a UX Designer and experiment with creating physical artifacts and experiences. The practice over theory approach allowed everybody on the team to learn quickly and get a feel for the process. Pairing a pressing cause to the process really helped catalyze the team and added an extra level of enjoyment when breakthroughs were made."

- Jason Grant



"I enjoyed the learning environment immensely at Miles Do Tank! We are taught the fundamental principles of design thinking by dedicated professionals in the field. We are given the opportunity to collaborate with our peers and to apply our learnings to solve real-life social issues. I recommend this course to anyone interested in gaining hands-on knowledge of human centered design and passionate about making the world a better place."

- Alison Jeng



"Do Tank enabled me to connect with a ragtag team of "Do-ers" and collaboratively address a real world issue in my neighborhood. As someone who designs mostly digital experiences, I appreciated the opportunity to apply the Human Centered Design process to develop and produce a public popup experience. The insights from our research, prototypes and iterations continue to inform my work. In addition, I now have a network of friends where I know we can make things happen."

- LaTeisha Moore

Partners / Collaborators

openIDEO



ACE HOTEL



FOOSSA

Makeshift



TENEMENT
MUSEUM



Key Organizers



MILES | www.miles.city

MILES is a civic startup, comprised of designers, architects, event producers, social entrepreneurs and real estate professionals committed to activating urban neighborhoods as canvases for pop-up entrepreneurship. We provide entrepreneurs, creatives, brands, and neighbors with accessible space, talent, and tools to realize their visions within physical spaces. Inspired by and started in the Lower East Side of Manhattan, miLES enables the connection between people and spaces across neighborhoods of different cities, near and far. Together we transform underused storefronts to create new ways to work, shop, play and collaborate. We have enabled over 140 creative pop-up projects to date working with a diverse group of stakeholders.



FOOSSA | www.foossa.com

Foossa is a Strategy & Design Consultancy. We are a network of problem-solvers, change-makers and storytellers. We partner with companies, non-profits, and government/multilateral agencies to help them better understand, engage, and grow their communities. Drawing from a variety of disciplines like user-experience, data science, and community organizing, we dedicate our work to fostering participation, increasing human agency, and creating new forms of shared value. We call it "Community-Centered Design."



HACK MANHATTAN | www.hackmanhattan.com

Hack Manhattan is a non-profit, all-volunteer hackerspace in New York City. Our space is a place for people to come together and socialize, work on projects, and share knowledge.

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