



Methodology

Human-centred design is the foundation of the Student Service Design Challenge. This is a creative approach to problem-solving that involves real people right from the start and places them at the heart of the design process. By collaborating with the people you're trying to reach, you can innovate with them rather than for them.

Empathising with them allows you to develop a clear understanding of their problems, goals, needs, thinking, emotions and behaviour. When designing from this perspective, you will more likely end up at new, unexpected and effective solutions that have a lasting impact and that have the capacity to really improve people's lives.

This approach starts with spending time understanding people's experiences and resources on their own terms, taking methodical steps to analyse and address these with their active participation, and pushing for more effective cross-team and cross-organisational working. With this, services can become more valuable to customers and users, easier to use, with fewer resources wasted on implementing the right ideas in the wrong way (or on the wrong ideas entirely). This Methodology guideline will take you all the way through this process. Try the tools and methods out, reinvent them, and let us know how you've adapted them for your own context.

Designing planet-centric solutions

A step beyond human centricity is planet-centred design, which expands the human-centric approach to design services that do not harm the planet. The Earth system is complex and intertwined, and this interconnection is the

reason why we need to create better solutions for society that fit within its boundaries.

Planet-centric design has emerged as a transformative approach in service design, emphasising our responsibility to think beyond traditional boundaries. In a world facing interconnected environmental, social, and technological crises, service design must integrate sustainability at its core. By drawing inspiration from planet-centric design principles, the Student Service Design Program encourages to design solutions that benefit not just individuals and organisations but the planet itself. This perspective requires a shift from focusing solely on desirability, feasibility, and viability to embracing a systemic view that aligns human, technological, and natural systems for sustainable outcomes. It's essential for designers to consider their impact on the planet while promoting innovations that sustain life within Earth's boundaries. We challenge you to move past superficial greenwashing efforts and instead focus on creating enduring value that resonates with both people and the environment. In doing so, it fosters a future where organisations contribute meaningfully to a sustainable world.

Incorporating circularity is a natural extension of this vision, as it aims to redefine the way we produce and consume. Circular design focuses on keeping materials and resources in use for as long as possible, minimising waste and regenerating natural systems. The Ellen MacArthur Foundation provides a framework for embedding circular principles into design. You will be using that for your challenge.

By adopting the Circular Economy Framework, you can close the loop, reducing environmental impact while creating resilient systems that align with the principles of planet-centric design.

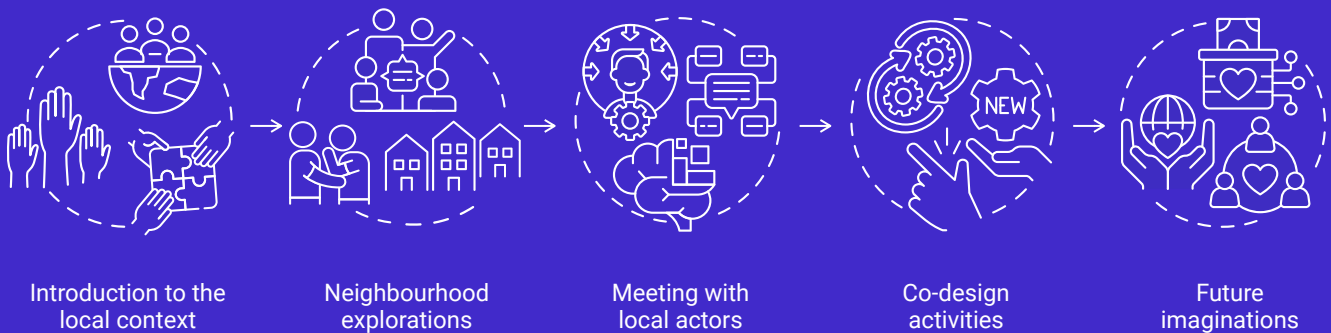
Promoting positive change

Design has the potential to drive meaningful and lasting positive change by focusing on a clearly defined and articulated set of values and perspectives, such as inclusivity, sustainability, and equity. By prioritising these principles, you can create interventions that not only address immediate challenges but also empower communities to thrive sustainably. Making sure your work is based on shared values and local contexts, you can co-create systems, methods, or processes that inspire transformation and align with a broader vision of equity and inclusion.

A key principle of achieving positive change is recognising that it is a collaborative effort. We encourage you to engage stakeholders—service users, organisations, and communities—in participatory practices that reflect their needs, aspirations, and local knowledge. This collaboration ensures your service will be rooted in lived experiences and create lasting value. As Cipolla and Bartholo (2014) suggest, the role of the designer shifts from being a solution provider to an enabler of societal change, building capacity rather than dependency while designing interventions that are not only sustainable but also socially responsible.

At the same time, designing for positive change demands an ethical approach. Communities are diverse and multi-faceted, shaped by shared identities, interests, and socio-cultural norms. Understanding this complexity requires empathy and a commitment to inclusivity. Participatory practices ensure your design process respects and amplifies diverse voices, particularly in under-served, overlooked, or under-resourced settings. Not for nothing, the United Nations Development Assistance Framework (2017) emphasises, change efforts must be evidence-based and adaptive, fostering continuous learning to address the evolving dynamics of communities and systems. Design's capacity to create social innovation is inherently tied to its ability to activate and amplify the social and environmental capabilities of people and organizations (Manzini, 2015).

In other words, promoting positive change requires you to embrace your role as agents of transformation. By using ethical, participatory, and evidence-based approaches, you can contribute to futures that are inclusive, equitable, and deeply sustainable. As DiSalvo et al. (2013) remind us, "this work is as much about designing the process as it is about the outcomes—creating pathways for communities to lead their own change while embedding a sense of shared responsibility." Much of this thinking is informed by the report 'Change Agents: Blueprints for Inter-Institutional Collaborations in Social Design' (2024).



Designing for sustainable futures

People's lives are in constant change, as new technologies and new behaviours spread and become routine, and external conditions are in continuous flux. The outcome of that is that the services that once worked seamlessly may no longer meet today's needs. As a designer, you are uniquely positioned to navigate these complexities and help create solutions that anticipate and adapt to an uncertain future. By incorporating futures thinking, you can design a service that is not only relevant for today but resilient in the face of tomorrow's challenges.

Designing with the future in mind requires a balance of foresight and creativity. Foresight offers tools for imagining alternative futures and understanding the uncertainties of changing business environments. These methods help you and your team explore potential scenarios, identify emerging trends, and create a vision for desired futures that are grounded in the real needs of users, while remaining participatory, human-centered, and innovative.

In practice, this involves more than just predicting future changes—it's about building the capacity to act on them. In the first steps of your design process, we ask you to not only focus on understanding current customer needs but also how they are likely to evolve. Empathetic and contextual research methods allow you to sense opportunities and challenges, turning uncertainty into actionable insights. As you move forward, you can incorporate foresight tools to imagine alternative futures and create concepts for services that address these potential realities. Methods, such as visual prototyping, scenario testing, and experimental pilots, help bring your ideas to life, ensuring they remain aligned with (potential) users' values and broader systemic considerations. They help you to refine your service concept, ensuring it's not only visionary but also practical and achievable. Conceptualising your service for implementation marks the critical point where foresight and

design translate into transformation. The service you create will not just respond to the future—they will help shape it. The ability to imagine, design, and actualise your service concept that adapts to dynamic futures, empowers you to create lasting value, for individuals, groups and communities, in an ever-changing world.

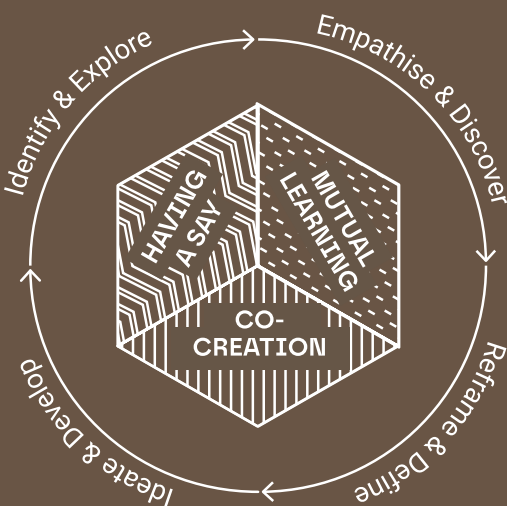
THE SET-UP

To facilitate this way of working, the Student Service Design Program is based on design frameworks and fields such as 'co-create by Philips Design', 'the double diamond', 'design thinking', 'social design', 'systems thinking', 'strategic foresight' and 'Enterprise Design Thinking by IBM', and is structured around one initial proposal round 'Identify & Explore' plus three main rounds; 'Empathise & Discover', 'Frame & Define' and 'Ideate & Develop'. Each of these rounds has clear objectives and introduces specific tools and techniques that allow you to successfully move on to the next. Every round ends with a submission that needs to be handed in and uploaded for assessment.

In the **Challenge toolbox**, you'll find a selection of tools, methods and worksheets to help you on your way. The tools were selected to build on one another, whereby the outcomes from one worksheet could provide the input for the next. Most of the tools are widely applicable, but it will be your own responsibility as a team to assess their usefulness for your specific project. The last tool of each round, however, deserves extra attention and should usually be worked out and handed in for the assessments. Keep in mind that these are tools, not templates. They can help you organise your process and progress, but the goal is to use them critically. Always think about how they can help you in relation to your own specific requirements. So, instead of simply filling them out, adapt them where necessary.

THE PROCESS

The design innovation process encompasses different activities, such as interviewing, gathering information, facilitating co-design workshops, sketching, ideating, and evaluating results. This approach reflects insights from the report 'Change Agents: Blueprints for Inter-Institutional Collaborations in Social Design' (2024), which highlights the iterative and collaborative nature of social design processes. Although the Challenge Rounds are presented chronologically (see page 6), we like you to consider them as modes (Kimbell and Julier, 2012) because they describe the overarching goals of activities rather than the chronological sequence. They guide your project development in a non-linear, iterative fashion, in a loop-like manner, rather than a linear path from discovery to development. In the figure below, we have combined the 4 Challenge Rounds with the 3 participatory lenses from Bratteteig et al. (2012).



Adjusted from 'Change Agents - Blueprints for Inter-Institutional Collaborations in Social Design', 2024 (visual: Agnes Jekli)

MODES (ROUNDS)

Identify & Explore

This initial step builds what is often called 'sensing capability', enabling a systemic

understanding of trends and opportunities that might inform service innovation. Techniques from foresight studies, such as environmental scanning and PESTLE analysis, aid in identifying significant changes and emerging trends in society, technology, and the economy. These techniques provide a foundation for understanding the macro-, sector-, local- and service-specific dynamics related to your problem area.

The typical methods that can be used for understanding individuals, groups, communities and organisations' current and future needs, as well as mapping trends, include both qualitative and quantitative approaches. This is about taking an expansive approach and looking to find out more about all the ingredients which make up a social issue or existing service. The mode involves being as wide ranging and imaginative as you can, and remaining open to finding out unexpected things. To do this you can draw on diverse local experts, participants, users and customers along with the front-line staff and volunteers who work with them.

Empathise & Discover

Service design emphasises deep empathy to understand people's lived experiences. Ethnography, for example, provides profound insights into (potential) service users' lives by observing their behaviours in natural settings. Cultural probes, such as diaries or cameras, encourage them to self-document their experiences, providing rich, qualitative data that captures nuances and inspires innovative thinking. Similarly, observation and other empathic methods such as contextual interviews conducted in their own environments offer direct insights into their values, perceptions, and behaviours, allowing you to ground your understanding in real-world contexts.

Reframe & Define

This is about beginning to learn from your research and make it useful and usable. As you

analyse your data, it's important to identify key patterns and insights that can inform the direction of your project. In doing so, you are making sense of your findings. Through your analysis, your team's picture of users' lives should become richer, and you should be better able to say what they and you want to change and why. It is also the time to start developing a consensus within your group about the key issues you would like to focus on and structure these into frameworks.

Ideate & Develop

This mode combines two steps, starting with working up and sharing provisional ideas – new activities, processes, systems, or touchpoints that address the issue you've identified. At this stage, keep your approach open; don't invest too much time in a single idea. Instead, co-design, test, gather feedback on multiple variations, learn from them, and iterate. Iteration can be seen as overarching all the other modes. It is the process of testing your ideas and exploring what they would really be like in practice, allowing you to refine or rework an idea. After that, it's time to make choices: which idea is the strongest and most viable to develop further as the solution you will design? Whilst this might seem to be the final stage, some of the things you learn in this mode may prompt you to revisit your understanding of the issue. Service organisations that prioritise continuous improvement and learning naturally operate in this iterative mode.

PARTICIPATORY LENSES

By combining the four modes with a participatory mind-set, we encourage you to move beyond the basics of inquiry, to make informed design propositions with the service users involved. By empowering them, you will achieve better design results. We invite you to apply the following three lenses: 'having a say', 'mutual learning', and 'co-creation'.

Having a say

Having a say is about the importance of including diverse perspectives in your design process, to create user-centred solutions. The representatives of current and future service users, need to have a say in the design and development of the service because in the end, it will affect their daily lives. This forms the basis for developing solutions adapted to the users' needs and their practice.

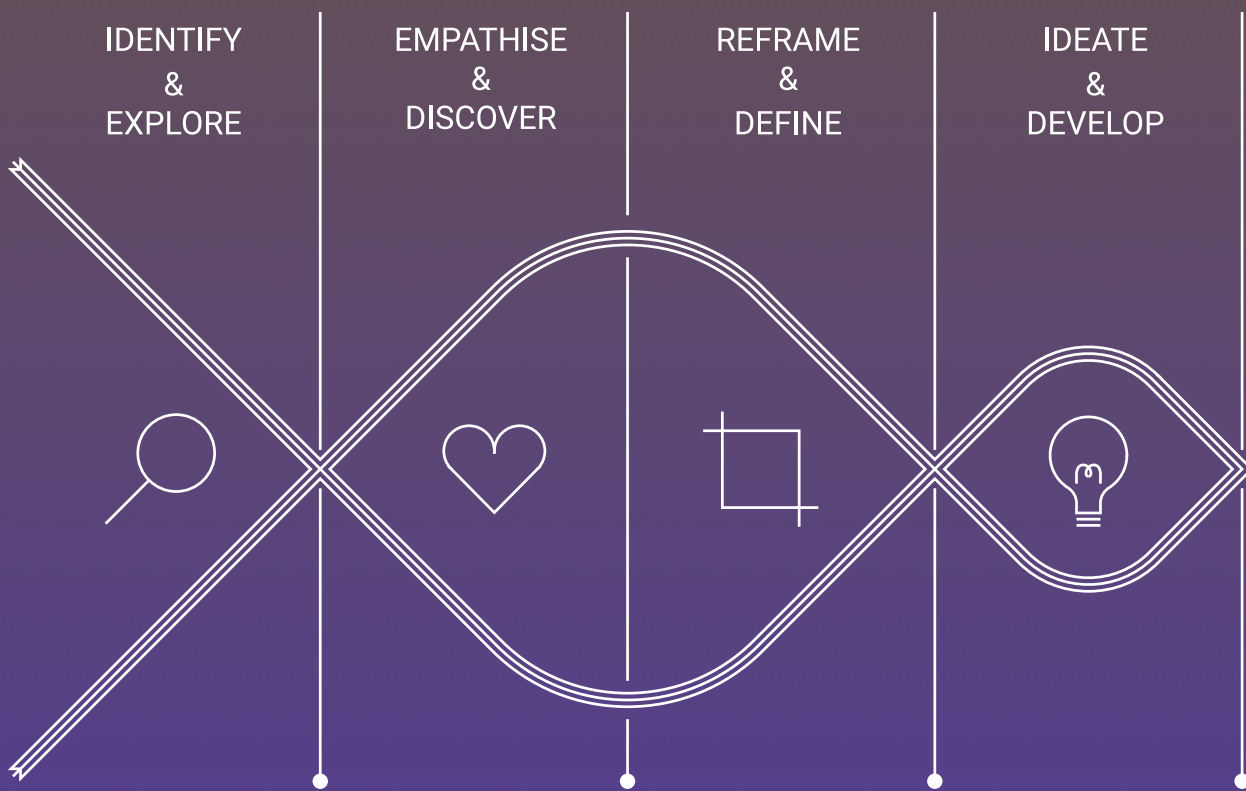
Mutual learning

You need to have knowledge of users' needs in their daily lives, while users need to have knowledge of the service potentials and options. Through this mutual learning, a shared understanding between you and users can be achieved, and it provides the basis for the design and development of a valuable service. Fostering genuine participation, with the intention of equalising the power between designers and users, facilitates mutual learning.

Co-creation

Co-creation is becoming important in the face of complex social, political, environmental, educational and technological issues, where no one person has the knowledge and skills to understand and solve them, and where a different approach is needed to empower people to participate and take control of their own life and environment. Co-creation activity produces new knowledge as people develop and experiment with (new) ideas around a matter of concern and as they engage in negotiations around the development of these ideas.

Challenge rounds



1. PROPOSAL (IDENTIFY & EXPLORE)

The goal of this round is to explore the topic in all its facets, to identify potential local opportunities and to write a detailed design proposal based on a primary problem statement. Start by doing [secondary research](#) ^ρ to learn about the principles of this year's theme and brief topic. Find out about the positive and negative consequences of current services and service systems within the problem space and get to know the business models of some of the frontrunners. Practice distinguishing between extreme views on the topic, read research reports and papers on this, and reflect on the role of stakeholders (government, businesses, service providers, communities, families and individuals) in tackling this. Use the Internet, newspapers, magazines and journals to collect

inspiration and trigger ideas. Then **dive into your local context**, and find a related local issue by researching people and their behaviour. Pay attention to information about your own geographical location and its specific technological, economical and cultural dependencies. If possible, use primary research methods and techniques to confirm the urgency of the issue you like to solve. You can also talk to [local experts](#) ^ρ to gain more insight. Get the facts and figures you need to understand the objectives of the problem. Try to map any collaborative opportunities within your own local context. Try to identify existing (local) forces and systems that encourage or hold back innovation and positive change and that you could improve through designing a new or better service. Remember that the most interesting and pressing problems are most likely

interconnected and require a systems-based approach. Therefore, carefully consider where there is potential to create an impact in the wider system. To do this, create a [system map](#) around your problem area that shows how the important products, services, artefacts, processes, stakeholders, etc. are connected and make sure to highlight any issues and opportunities. Clearly [frame](#) what problem you are looking to solve and the impact you hope to have. [Frame your problem](#) and compile everything into a [problem statement](#).

Once the primary problem is identified, it's equally important to understand its background and context and how it fits into the larger picture. Offering background information, such as the history or external causes of the issue, helps stakeholders understand the broader scenario.

Consider this: Have there been previous attempts to address or tackle this problem? If so, what were they, and why did they fall short? These details will provide a holistic perspective, which can be the key to crafting a solution that's different from past efforts. Understanding the reasons behind the problem's existence not only paints a clearer picture for those involved but also helps ensure that any proposed solution addresses the underlying (root) cause, not just its manifestations. Also, describe in your proposal what's at stake. What are the potential consequences if this problem goes unresolved? Discussing the possible negative outcomes emphasises the urgency and significance of the issue at hand.

Moreover, understanding the problem's ripple effects means looking beyond the immediate aftermath. How might the problem impact different stakeholders, from individuals to groups and communities? Making the consequences clear conveys the full weight of the situation and is considered a powerful motivator for action.

Include any data, evidence or background information that is necessary to fully understand the problem you've identified. Make it tangible by including visual elements such as diagrams, illustrations, photos or videos.

Tools

- Secondary research
- Preparatory research
- Primary research
- Expert Interview
- Circular Opportunities
- Environmental scanning
- Inequalities framework
- PESTLE analysis
- Root cause analysis
- Content analysis
- Delphy method
- Drivers of Change/Driver mapping
- Product Journey Mapping
- Frame your design challenge

Submission

- Video (max. 5 min.) introducing the team, the research and the problem statement.
- PDF document (A4, max. 4 pages, English) containing the problem statement. Including system map and any visual research / background material.
- PDF hero-image (A4, English) clearly framing the problem statement.

2. EMPATHISE & DISCOVER

The goal of this round is to dive deeply into the problem you are trying to tackle by becoming immersed in the lives of the people involved. Remember, we are asking you to look at and into your local context, so that you can meet the actors involved personally, face to face, shadow them and immerse into their lives and circumstances.

When designing a service that takes the complex challenge of the design brief seriously,

you're not only designing for a single customer or user but many others involved. So, in order to design valuable solutions you'll need to discover ρ all the stakeholders and learn to empathise ρ with them. This means being able to see the world through the eyes of anyone who might have a role in the final solution, as a service user, as a service provider, as a healthcare provider, etc.; anyone who might be touched by your proposed solution. Aim to better understand their behaviour and their motivations and how these may be influenced by environmental, social, economic, organisational and regulatory factors.

You can apply methods for doing ethnographic research like observing and interviewing ρ or designing 'cultural probes' ρ to identify peoples' needs, values, aspirations and challenges. What are their hopes and dreams? What are their values? What gets in their way? Can you find a middle ground somewhere? The resulting information and insights should be clustered in an experience flow, user journey map or relational map ρ.

This round is a continuation of the previous one, meaning you can also use the tools and methods from the previous round's tools list.

Tools

- Define your audience ρ
- Align on your participatory approach ρ
- Understand everyone involved ρ
- Multiple use-cycles exploration ρ
- Stakeholder mapping ρ
- Ethnography Fieldguide ρ
- The 5 WHYS ρ
- Cultural Probes (Gaver, Dunne, Pacenti) ρ
- Power dynamics ρ
- Probes context mapping ρ
- Personas ρ / Co-creating personas ρ
- User Journey Map ρ
- As-is scenario map ρ
- Experience Flow ρ
- Storytelling/Storyboarding ρ

Submission

- Video (max. 5 min.) clearly demonstrating ethnographic research, insights and relational maps.
- PDF document (A4, max. 6 pages, English) containing insights, experience map or customer journey map, relational / stakeholder map, and background material.

3. REFRAME & DEFINE

This step is about synthesising the information from the previous discovery phase and reviewing your progress in relation to your proposal and initial problem statement from round one.

In other words, the goal is to transform your research insights into a focused and actionable challenge by reframing the initial problem into a well-contextualised statement that addresses immediate needs while anticipating future scenarios and interconnected impacts. This ensures your design process is grounded in evidence yet forward-thinking, enabling it to navigate complexity and explore resilient solutions proactively.

Central to this step is design synthesis, a process where diverse inputs are organised, analysed, and connected to generate coherent insights. By examining the problem within its larger ecosystem, design synthesis helps you uncover underlying patterns, relationships, and leverage points. Incorporating participatory methods ρ like co-creation workshops ρ, ecosystem mapping ρ, and user scenario mapping ρ ensures that these insights are rooted in diverse perspectives. Engaging stakeholders directly during this phase fosters shared ownership of the (redefined) problem and enhances the inclusivity of potential solutions. These methods help you bridge the gap between data and actionable insights while reinforcing the importance of collaboration.

Ask yourself the following questions:

- **Understanding deeper motivations and needs:** What truly matters to individuals and communities, and how can these insights account for broader systemic implications?
- **Synthesising and analysing data:** How can your research findings be mapped into actionable insights that reveal connections and potential ripple effects?
- **Scoping and framing:** How can you narrow the focus to a precise, forward-looking problem statement that balances immediate needs with long-term goals?

In this step, you create the foundation for your next phase—ideation—by ensuring your ideas are contextually relevant and adaptable to uncertainty. By aligning insights with broader systemic and temporal considerations, you set the stage for innovative, transformative solutions that remain relevant and impactful over time.

Reframing is a crucial step before moving on to creating ideas as it reveals new solutions and opportunities. By sharing [inspiring stories](#) ♪ together, the goal is to identify the gaps, challenges and patterns in the maps of the current situation and translate these into [themes](#) ♪. Based on the themes you can then envision and [speculate](#) ♪ about possible desired futures by asking ‘what if’ or ‘[how might we](#)’ [questions](#) ♪. The objective is to re-write your design proposal by creating a more focused challenge- or [needs statement](#) ♪. And remember, service solutions for behavioural change start with defining problems in behavioural terms.

Tools

- Co-creation workshops ♪
- Ecosystem mapping ♪
- Co-Design Canvas ♪
- Share inspiring stories ♪
- Find Themes ♪
- Hypothesis generation ♪

- Create Insight Statements ♪
- What if questions ♪
- Opportunity statement ♪
- How might we? ♪
- User scenario mapping ♪
- Future scenario building ♪
- Needs statement ♪
- Reframe your problem ♪

Submission

- Video (max. 5 min.) demonstrating the overlapping themes, what if questions, opportunity statement and reframed problem statement while showcasing your co-design workshop and shared insights.
- PDF document (A4, max. 4 pages, English) containing themes, ecosystem map and opportunity statement.
- PDF hero-image (A4, English) showing what if / opportunity statement.

4. IDEATE & DEVELOP

This is your final round! Now everything should come together.

After reframing the problem in the previous round, you can begin to think of solutions about how you can achieve what you have set out to do. The aim here is to diverge before converging. First try and get as many ideas as possible out of your head and onto (virtual) paper. [Draw](#) ♪, sculpt and/or [create collages](#) ♪ to help visualise your ideas. Optionally you can use aids such as [ideation cards](#) ♪ to help create a long list of ideas. Next, start narrowing down the long list to a [short list](#) ♪. To help you order the list, plot your concepts on a value matrix to measure their difficulty to implement against how much impact they could have. Finally move from a handful of ideas into a fully-fledged concept that you’ll refine. [Develop user scenarios and storyboards](#) ♪ to push forward how the concept would be used. Also, think about what parts of the concept you can quickly test out by [rough](#)

prototyping ρ them as props or as functional models. Invite the people you are designing for to co-design with you and give you feedback ρ. Improve the concept and prototypes through iteration and compile the best ideas into an experience prototype ρ for a minimum viable product or service ρ (MVP/MVS). Explain your service concept (process, experience, etc.) with the use of a service blueprint ρ and as a working prototype or MVS. Document the user experience in a video.

It's crucial to demonstrate the value proposition of your newly designed service concept, system of intervention. This helps ensure that your solution contributes to the co-creation of value not only for and with users but also for the wider community, society, and environment. A strong value proposition shows how your solution benefits various stakeholders, making it meaningful beyond just financial outcomes.

To do this, consider the following elements:

- **Social value:** Reflect on how your service addresses societal needs or challenges. Does it improve the quality of life for individuals, communities, or marginalised groups? How does it contribute to social equity or wellbeing?
- **Environmental value:** Consider the impact of your service on the environment. Does it promote sustainability, reduce waste, or help protect natural resources? How does it align with environmental goals and contribute to the transition towards a more sustainable world?
- **User value:** Think about the value your service provides to individual users. Does it meet their needs, solve their problems, or enhance their experiences? Ensure your service is truly user-centred, making life better or easier for those it serves.
- **Organisational value:** Consider how your service adds value to the organisation(s) or community you're designing for. Does it help improve efficiency, create new opportunities,

or foster stronger relationships with stakeholders? Is it a tool for long-term impact and growth?

We also invite you to think about how your service can grow over time. Can it be adapted or expanded to reach a larger audience? Will it be able to handle increased demand without a significant increase in cost? By framing your service in terms of broader forms of value, you demonstrate that your solution is not only viable but also meaningful, sustainable, and capable of creating positive change in society and the environment.

Tools

- Get Visual ρ
- Top Five ρ
- Ideation cards ρ
- Service flip ρ
- Concept selection ρ
- Paper prototyping ρ
- User scenarios ρ
- Co-creation session ρ
- The ladder of co-production ρ
- Experience prototyping ρ
- Storyboard ρ
- Service blueprint ρ
- Sustainable business model archetypes ρ
- Sustainable business model canvas ρ

Submission

- Video overview (max. 10 min.) of the process start to finish. Introducing the team, users, insights and problem definition to reveal the final concept, scenarios and service prototype.
- PDF document (A4, max. 4 pages, English) containing 50 word concept description, design scenarios and necessary background information.
- PDF document (A4, 1 page, English) containing a worked out service blueprint.
- PDF document (A4, 1 page, English) containing a worked out business model canvas.

- Hero-image (horizontal/landscape orientation with a ratio of 16 : 9 and a minimum resolution of 3200 x 1800 pixels, English) showcasing / explaining the final concept.
- Prototype (Figma, Miro, InVision, or other tool) simulating real interactions with the service touchpoints and artefacts.

Please note that even though this 4 step process sounds very linear in reality it often isn't. It is important to fail early, learn fast and iterate. There's no need to discard good ideas simply

because you haven't reached the 'Ideate and Develop' round yet, and likewise don't stop observing your users because the 'Empathise & Discover' round is over. Keep checking your hypotheses and try to adopt new insights quickly. Change your approach if necessary. Practice making and reflecting in parallel. Make as often as you can and use it to give form to your insights and ideas. Iterate as fast as you can to come to a solid understanding quickly.

Video submission tips

You'll have noticed that video is an important part of the submission process. Films that highlight insights and the design process are of great value to the jury, coaches and others.

IMPORTANT: Make sure to capture the lives and stories of the people you are designing for, the problem and the process of solving it. Each round has specific requirements and focal points for the film but combined they should provide a clear documented overview of the project.

The final film should introduce your team, the users, insights and a problem definition before revealing the final concept. Make sure to use appropriate credits. Although slightly different in scope [Fixperts-films](#) ^o can provide a welcome source of inspiration.

It's probably a good idea to make one team member responsible for documentation, this way you can more easily ensure consistent quality throughout. You can get creative editing the film by including text overlays, music (only use rights free music), sound effects and animations, for example.

If you don't have access to film editing or animation software or you don't know how to operate them, an alternative could be to use powerpoint or keynote to make playable slideshows with optional voice-overs.

Coaching and judging

The coaching team consists of expert coaches. They will virtually meet with the teams to support them both individually and as a group during the discovery phase (round 2), define phase (round 3) and development phase (round 4) of the program.

Teams will be guided by team coaches, IBM design strategists and practitioners. The team coaches will guide the teams on a regular basis, and help them move forward, advise them on tools and methods, and more. During coaching meetings you will present the work that has been done and the coaches will give feedback and provide help on specific areas.

At the end of round 4, each design team will submit their concept. All submissions will go through to a first round of judging by the Challenge jury members. The jury members will carefully review, discuss and validate each submission based on the Challenge criteria. There will be a selection of nominees ('Shortlist') who will be able to pitch their concepts to a panel of esteemed judges at a Dragons' Den event.

Dragons' Den

In the last round of the competition, the shortlisted teams will have the opportunity to pitch their concept and show its value. This virtual event takes place after round 4 and is a unique opportunity for the teams to practise their skills and convince the Dragons - Jury members and Challenge partner representatives - to select them as the winners of this edition of the Student Service Design Challenge. The teams will be trained and coached in preparation for their pitch.

Assessment areas

Submissions will be assessed based on each of six areas:

1. **People centric**
Your idea is based on real people's contexts, their needs and habits. The solution you design works for real people, and has a positive influence on their behaviour.

2. **Experience based**
Your idea provides an impactful, rewarding and lasting user experience, both physical and online, by offering an engaging solution that creates an emotional and sensory connection with the users.
3. **Society oriented**
Your idea sees into the inclusive conception of design in which overlooked users, groups or communities, are taken into account to create positive change in society.
4. **Technology enabled**
Your idea is future-ready for the ever changing digital landscape, takes into account the responsible, secure and unbiased use of data, and uses technology wisely and for the good.
5. **Circular & sustainable**
Your idea aims to contribute to tackling a [global challenge](#) ♡ like climate change, access to care, gender equality, waste or pollution. It is regenerative for our world, and supports sustainable and planet-positive innovation by taking wellbeing of the planet seriously, and favouring ethical behaviour as well as empowering people.
6. **Business viable**
Your idea is based on a sustainable, service-centred business model that can launch as a viable service, with a strong value proposition. It is also adaptable and scalable to grow and meet future needs.

Tips on how to meet the criteria

Consider these helpful tips to make sure you meet the criteria:

1. **Think about who is involved**
The success of your service starts and ends with the parties involved; real people. Remember that many service concepts aren't always empowering people in new, modern ways; such as new forms of volunteering and social action, or community-led initiatives. So

research your potential service users, find out what drives them, cross boundaries, and find out how to let them use your service in a positive, rewarding and experience-rich way.

2. **Bring and create value for the long term**
By connecting individuals, enabling and organising peer-to-peer interactions, and optimising under-used assets, physical or human capacity, your service can hold great promise in terms of sustainable wellbeing, both individually and for society by addressing pressing needs and challenges. For lasting success, you will need to keep both people and the planet in mind.
3. **Build trust**
It's important to design a trust-based service, not only trust amongst its users but also trust in contributing to its purpose. Access to information and transparency are a crucial cue that leads to trust.
4. **Technology is a tool not a solution**
Technology has the ability to help bridge distances, enable and facilitate access and democratise use. However, you should use technology wisely and as an effective tool for innovation. We aren't looking for just another app or digital platform.

People and planet

We would like to encourage you to take a people- and planet-centred approach. For this we have added two more websites to inspire you:

- [Circular Design Guide](#) ♡
- [Planet Centric Toolkit](#) ♡
- [Planet Centric Lab](#) ♡

If you like to, join the [Circular Design Guide LinkedIn community](#) ♡. Share your project, ask questions and exchange.