

Goals and Principles

Goals of Moonshine/Lean prototyping @VM:

Culture of creative confidence

Communicate that all VM staff members have the ability to identify solutions to daily work problems.

From ideo:

"What design thinking does do is draw on the mindset that skilled designers cultivate—strategies for unlocking creativity, approaching the unknown with curious confidence, and being unafraid to try new approaches."

Create Community

Staff return to workshops with fresh ideas and support each other. Make it easy to contribute and give actionable feedback on projects through workshops and process. Make it lighter than work.

Find the Rock (State the problem)

To achieve these goals:

Simplify

Language can be pared down, simplified. Get to the point. Initial messaging can be better, and then provide details as needed.

Tell a story

Communicate value to staff through success stories



Sticker/ Proto Kit Variant

Goals of rapid prototyping at VM

Accessible and Engaging Workshops

Give actionable feedback on projects through workshops and process.
Make it lighter than work.

Culture of creative confidence

All VM staff members have the ability to identify solutions to daily work problems.

Find the Rock

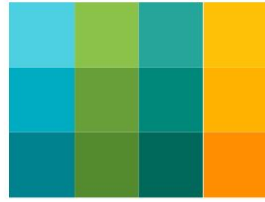
State the problem, design a solution.

Voice

Lightweight but purposeful guidance.

Keywords

Experimental
Lightweight
Clear
Rapid
Mobile
Actionable



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Heading 2: Raleway X Bold 32 px

Heading 3: Raleway X Bold 28 px

Heading 4: Raleway Bold 28 px

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Accessible and Engaging Workshops

Give actionable feedback on projects through workshops and process. Make it lighter than work.

Culture of creative confidence

All VM staff members have the ability to identify solutions to daily work problems.

Find the Rock

State the problem, design a solution.

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“It’s taking the rock in your shoe and turning it into a diamond...”

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PROTOTYPE



PROMOTE



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EXPAND



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