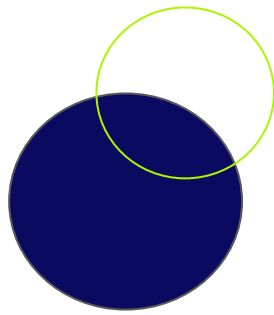


Student KNOtebook Health Equity Challenge



[Add Your Name]

EXPLORE

Meet the Experts

Record notes: quotes, questions, career information, etc.

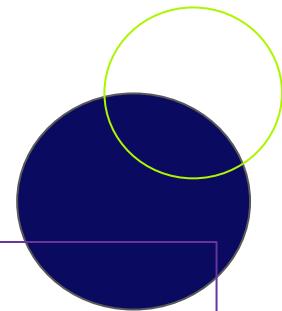
EXPLORE

Medical Research KWL

What do you already KNOW about medical research? What do you WANT to know? What did you LEARN as your review the materials in Explore? Start with the first two columns and continue to add to your KWL chart throughout the challenge.

Know	Wonder	Learn

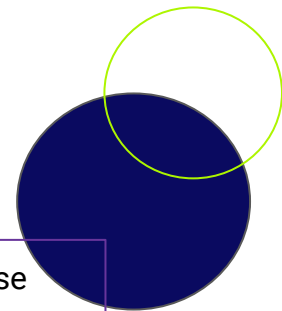
Clinical Trial History



Continue to add to your KWL chart and answer the question:

- Why might people be skeptical about participating in clinical trials today?

Clinical Data Analysis



Explore the [2020 Drug Trials Snapshot Summary Report](#) to look at participation rates in trials, especially for those diseases that impact certain groups of people at higher rates. Either choose a group of people **or** a disease and compare the data. Summarize what you notice.

You may also wish to explore the [U.S. Clinical Trials site](#) and:

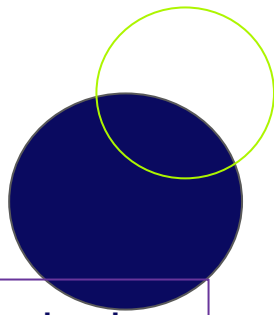
1. Find a study near where you live.
2. Select Recruitment: "Completed" + Study Results: "With Results"
3. Select "Has Results"
4. Review the Study Results - looking at results across gender, race, ethnicity. What do you notice about the population who participated in the study?
5. Continue for other diseases.

Or, continue to explore by disease, area, or eligibility for you or a family member, for example

Clinical Trial Representation

- What other groups do you think might not be well represented in clinical trials? Why? Can you find any data to support your hypothesis?
- What group's experience might you be interested in learning more about? Why?

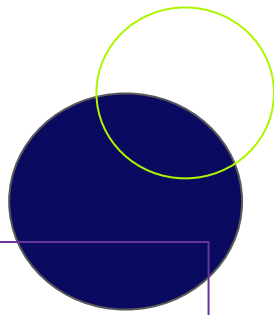
Clinical Trial Participants



Record interesting facts, numbers, statistics, quotes, dates, and other important information that you want to remember. Also, answer the following questions:

- Do you know anyone who has participated in a clinical trial? If you know someone who takes medication, you may want to ask them.
- If you find that you do know someone, ask them about their experience. Record key takeaways.

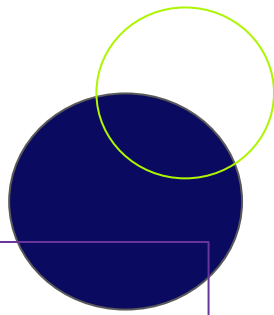
Think about Solution Ideas



Answer the following questions:

- How did looking at any of these examples get you thinking or excited about something that you might like to create? Start a list below.
- Based on your research, what aspect of clinical trial participation do you think you may want to problem-solve for?

Insight Statements



Take a photo of, a screenshot, or add a link to your Step 1 and Step 2 work.

Write your insight statements.

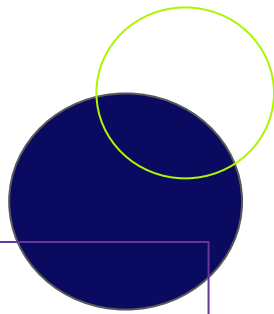
1.

2.

3.

Brainstorm Questions

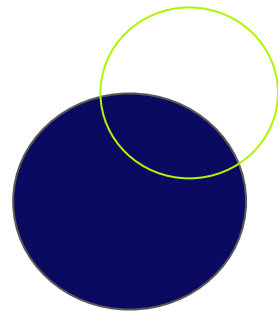
- 1.
- 2.
- 3.
- 4.
- 5.



Select Brainstorm Question

What is your final brainstorming question? Why did you choose this question?

User Persona



[Name]

[Age]

[Gender]



Replace image

About {where does the person live? With who? Family structure? Community? Work experience? Hobbies? Level of education? Social media usage?}

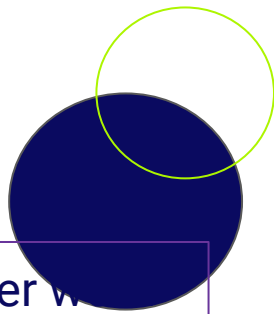
Goals {What does this person want, short term and long term?}

Needs {What does this person need that would help them?}

Pain Points {What challenges and frustrates this person?}

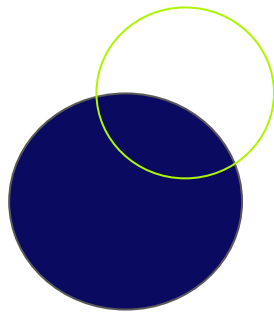
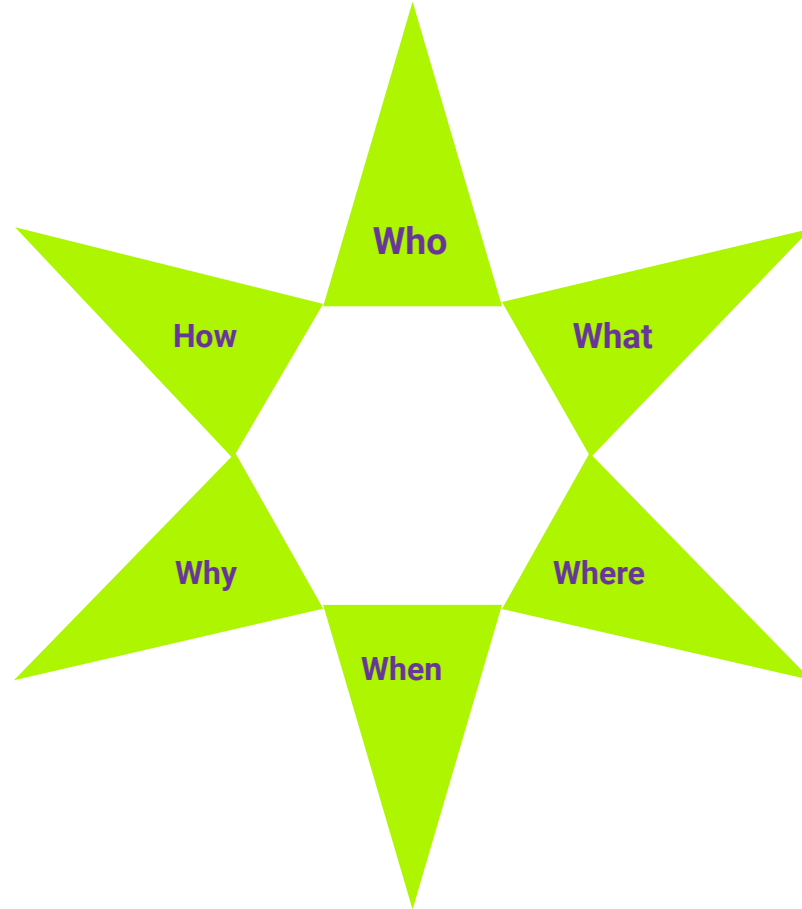
Document Your Brainstorming Process

Take a photo of, a screenshot, or add a link to your downloading and cluster w

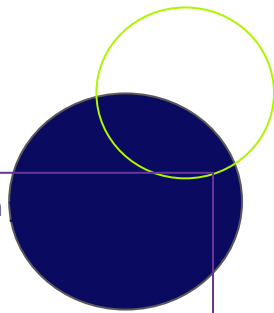


IMAGINE

Starbursting



Share your Top 3 Ideas



For your team's top three ideas, title each and write a summary for a mentor/peer to review. Alter the template, if it does not work with you. Then, put it in the Mentor Feedback area.

Brainstorm Question: _____

IDEA 1: _____

It's a _____ (describe what it is: a program, an app, a campaign, an event, a product, etc.) to address the problem of _____

(describe the specific problem you think it will help) because _____ (identify the user group) need a way to _____
(describe the user need that the concept addresses).

IDEA 2: _____

It's a _____ (describe what it is: a program, an app, a campaign, an event, a product, etc.) to address the problem of _____

(describe the specific problem you think it will help) because _____ (identify the user group) need a way to _____
(describe the user need that the concept addresses).

IDEA 3: _____

It's a _____ (describe what it is: a program, an app, a campaign, an event, a product, etc.) to address the problem of _____

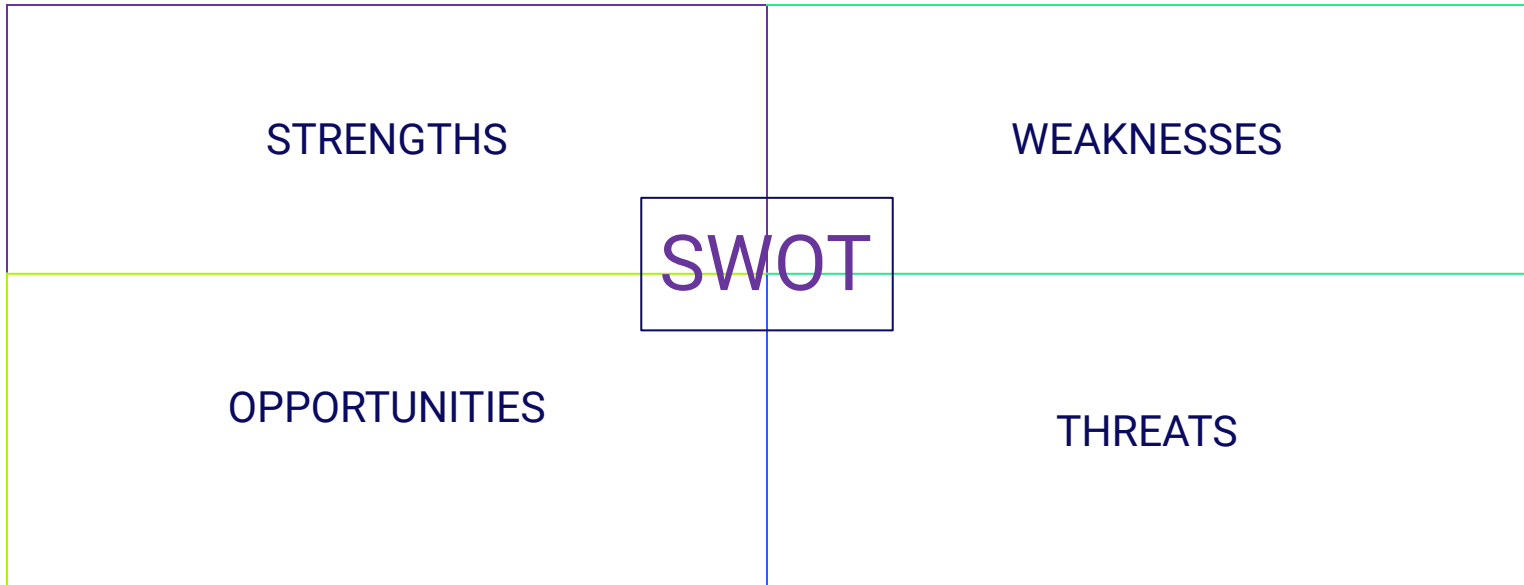
(describe the specific problem you think it will help) because _____ (identify the user group) need a way to _____
(describe the user need that the concept addresses).



IMAGINE

SWOT Analysis

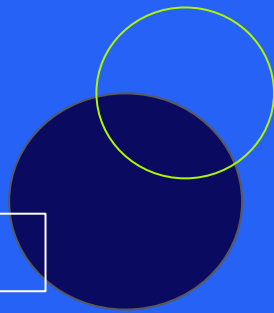
Conduct a SWOT analysis for each of your three ideas. Use whatever method you would like to conduct your SWOT Analysis: verbally, in chart form, listed, etc.



Design Brief

PROJECT NAME	<i>Give your product a name</i>
CLIENT'S NAME	<i>Who is "sponsoring" the product?</i>
DESIGNERS	<i>Who is on your team?</i>
PROBLEM STATEMENT	<i>Describe the problem that your product is addressing. Include the target audience.</i>
DESIGN STATEMENT	<i>Explain what you will create</i>
CONSTRAINTS	<i>List any limitations</i>
RESOURCES	<i>List resources that you will need. Where will you get them? How much will they cost?</i>

Business Blueprint



Customers: *Who is your idea for?*

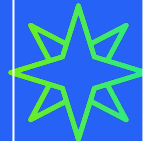
Create Value

Offer

What will your business/organization/service do?

Value Proposition

How wow will your business/organization/service be valuable for customers?



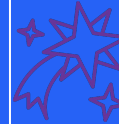
Capture Value

Revenue Model & Price

How will you make sure that you benefit from creating the business?

Costs

What are the costs for people?



Deliver Value

Channel

How will the business work with customers and suppliers to deliver the service?

Partners

Who might you partner with?

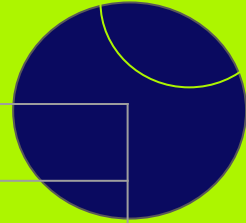
Team and Resources:

What teams do you need? What resources do you require?

See an [example](#)



Campaign Plan



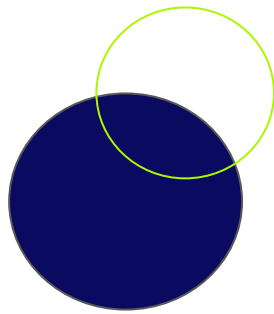
Set A Goal		
Purpose	Explain the purpose of the campaign.	
Results	What are the results you are hoping for? How will you measure the results?	
Originality	How will your campaign be unique?	
Identify the Audience	Who is your target group?	
Influencers	Who influences your target group?	
Define the Message	Identify Your Action/Strategy Explain your campaign plan	
Problem		Describe the problem your campaign is addressing
Solution		Explain the solution your campaign is promoting



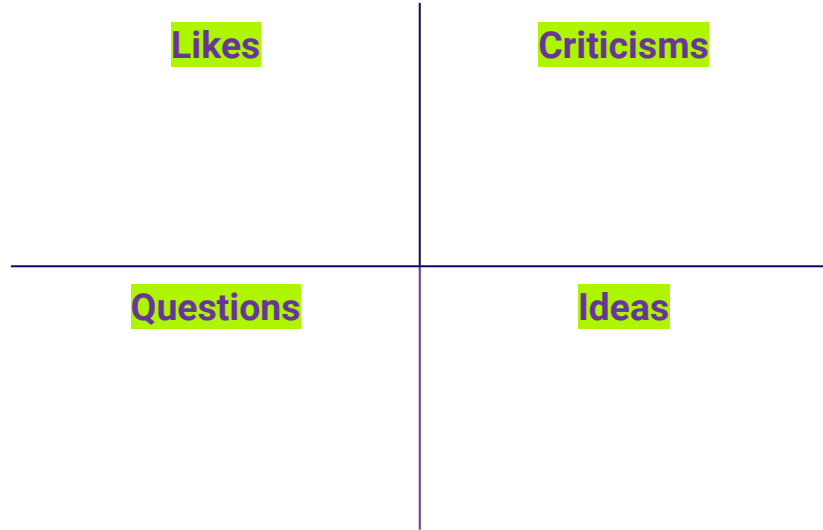
Document Your Prototypes

As you prototype your ideas, add photos, screenshots, or links to your student notebook.

Get Feedback (use for feedback)



Feedback Capture Grid



I Like, I Wish, What If

I like...

I wish...

What if...

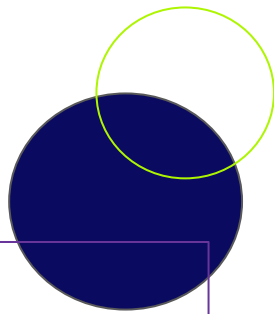
Insert link to survey:

CREATE

Prototype I

Prototype link

Testing feedback

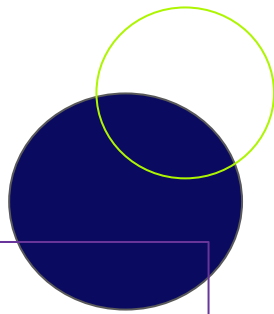


CREATE

Prototype 2

Prototype link

Testing feedback

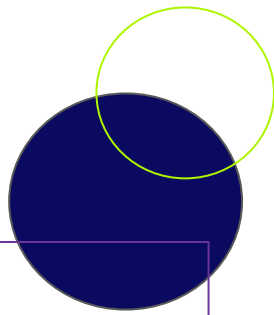


CREATE

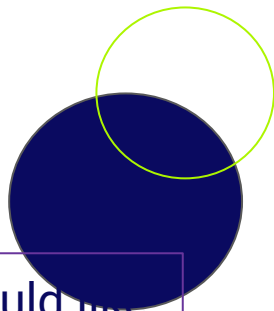
Prototype 3

Prototype link

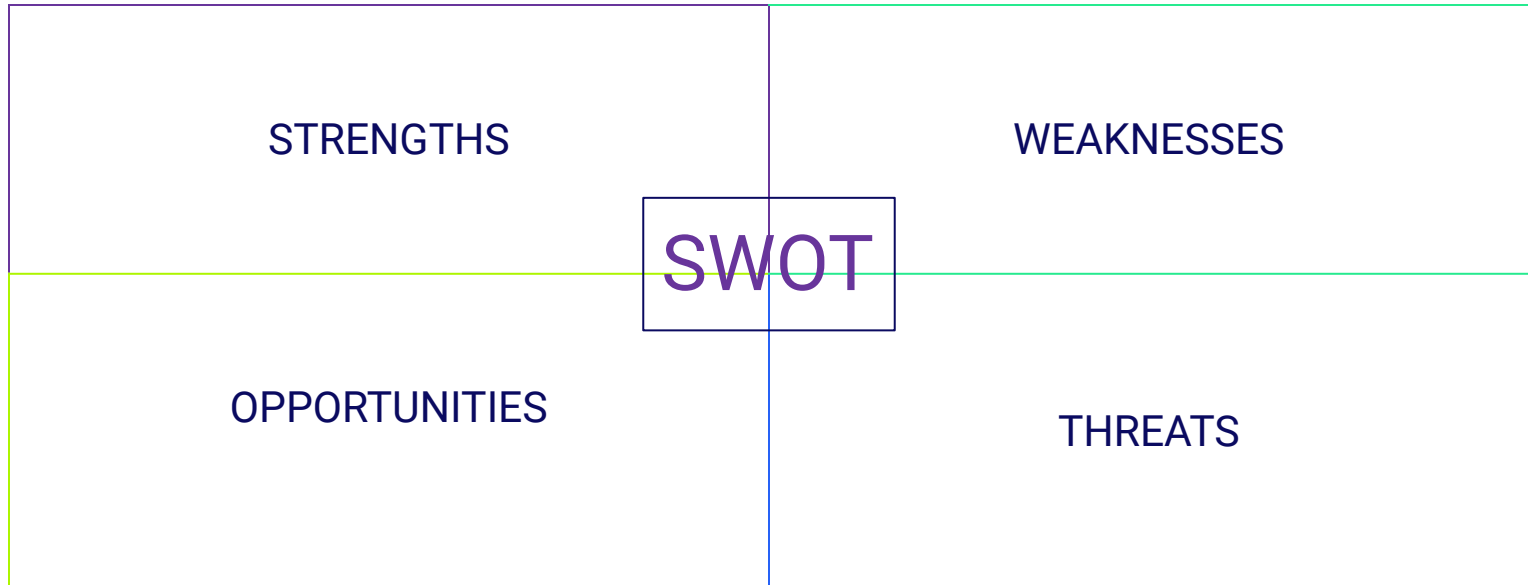
Testing feedback



SWOT Analysis

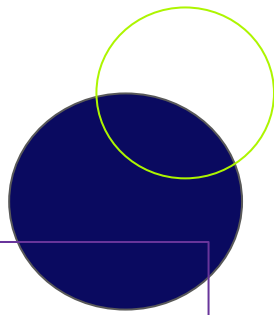


Conduct a SWOT analysis for your prototype. Use whatever method you would like to conduct your SWOT Analysis: verbally, in chart form, listed, etc.



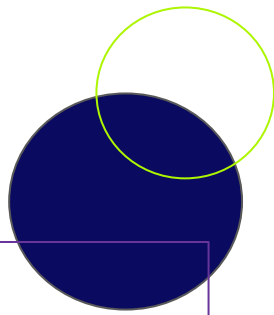
Pitch Technique

What makes the videos stand out? What makes them compelling? Record techniques that you think work well and that you may want to use when creating your video pitch.

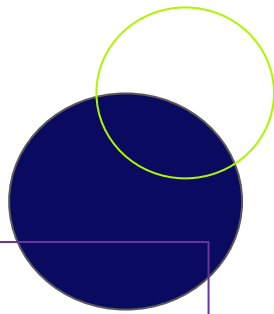


Pitch Storyboard

[add your link]



Pitch Video + Reflection



[Add your Pitch link]

- What did you learn about yourself during this process?
- What new skills did you learn that you will use in your future?
- What was your favorite part of the challenge?
- What surprised you during the challenge?
- If you worked in a group, what did you learn about the people in your group or collaboration?
- Do you consider this project a success?
- What was your toughest challenge that you were able to overcome?
- If you could do this all over again, would you have solved the challenge a different way?