

5 Steps to Crowdsource for Rapid and Equitable Innovation

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Medallia

We're excited!



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Public Sector



HealthCare



Education



Nonprofit



Forced Innovation

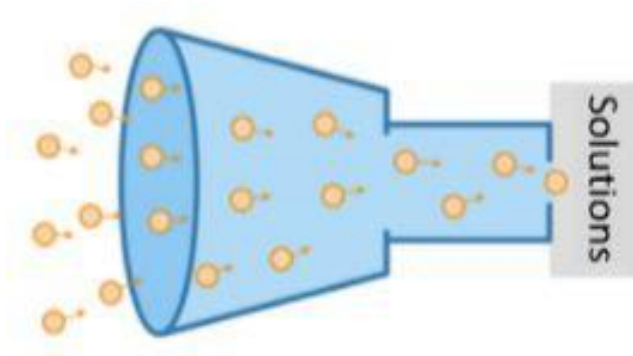
New Challenges

- Rebuild trust between government and citizens
- Safest way to reopen communities
- Support healthcare employees and essential workers
- Provide equitable education, while supporting parents and teachers
- Prepare the most vulnerable for disasters

Design Constraints

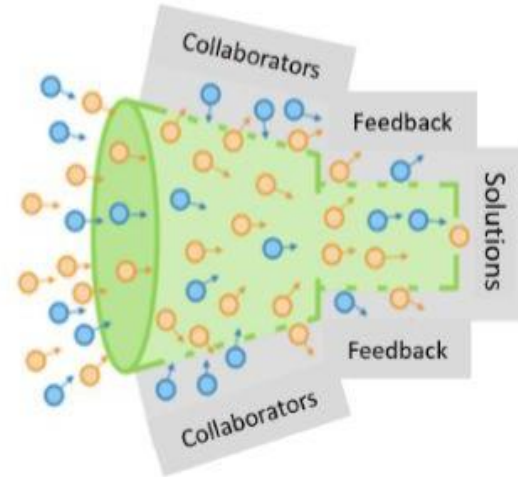
- Digital
- Speed
- Limited resources
- Inclusion of all voices
- Collaboration across sectors

The Usual Method



**Shifting the innovation process
from a small, closed group**

The Crowdsourcing Method



**To the wisdom and collective
experience of many**

Common Applications

1. Research and understand your community's challenge
2. Identify ideas on how to reach an ambitious goal
3. Capture widespread feedback on an initiative, and even drive policy changes
4. Propel ideas forward with the right stakeholders and funding

5-Step Framework

1. Identify your challenge
2. Recruit your crowd
3. Capture insights
4. Facilitate collaboration
5. Realize and action ideas

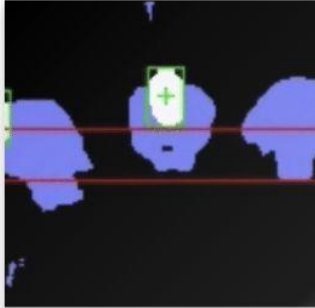
COVID-19 Maker Challenge

1. **Challenge:** Focus on the non-clinical needs of essential workers
2. **Crowd:** Recruit multi-disciplinary teams of makers
3. **Insights:** Apply best practices from Human-Centered-Design -- once identifying what those pressing challenges are, captured ideas on how to tackle them.
4. **Collaboration:** Develop partnerships to share designs and scale production
5. **Action:** Build working prototypes suitable for rapid manufacturing



Tesselation Sanitation Station

Rebranded as Team HermTac, this solution earned top marks as the winner of the iEx Design Award. This innovative solution uses concentrated UVC lighting to create a Tesselation Sanitation Station, capable of sanitizing luggage and other objects in just seconds.



Traffic Monitoring and Mobile Reporting

Rebranded as Team Rona Busters, the team developed a traffic monitoring system complete with a mobile dashboard allowing real-time traffic reports as well as cleaning reports by zone.



Bathroom Door Solution

Automated UVC Decontamination System

The team designed an automated system for decontaminating surfaces in hotel rooms, to include the surfaces of cleaning carts commonly used for housekeeping tasks.

COVID-19 Communication Curriculum



S.A.F.E. Training

After discussing the challenge with in depth, the team pivoted to focus its energy on developing training materials for housekeeping staff. Their student-centered design includes online quizzes and discussion prompts



Articulated UVC Decontamination System

The team built on its experience in the first challenge to develop a UVC decontamination system capable of sanitizing busses of varying sizes. The system deploys from the bus ceiling to maximize light exposure to all surfaces.



Automated UVC Railing Decontamination

Rebranded as Team Off The Rails, the team developed an automated railing decontamination system, complete with articulating arms and safety features that prioritize human railing use over cleaning tasks.