



PHASE 3

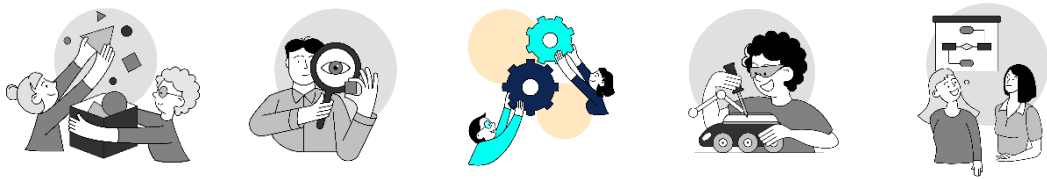


Make-a-Ton

Make-a-ton

1. Context in the Comon Project

The Make-a-ton took place in February 2022. It was our biggest activity within the "Brainstorm Solutions" phase.



2. Objectives

In the previous phases and activities of the Comon project, the main focus was gaining a better understanding of the challenge we were working on, and on creatively brainstorming hypothetical solutions (e.g., during co-creation workshops). During the Make-a-ton, a 5-day event, interdisciplinary groups of students worked on materializing the ideas that had been developed throughout the Comon project. This way, we moved from hypothetical and creative solutions to more intricate concepts that were built and tested in the form of prototypes.

We immersed the students in an innovation process focused on understandable healthcare. On the last day of the Make-a-ton, the students showcased their work at De Krook to the general public, and a professional jury decided on the feasibility of all ideas and prototypes.

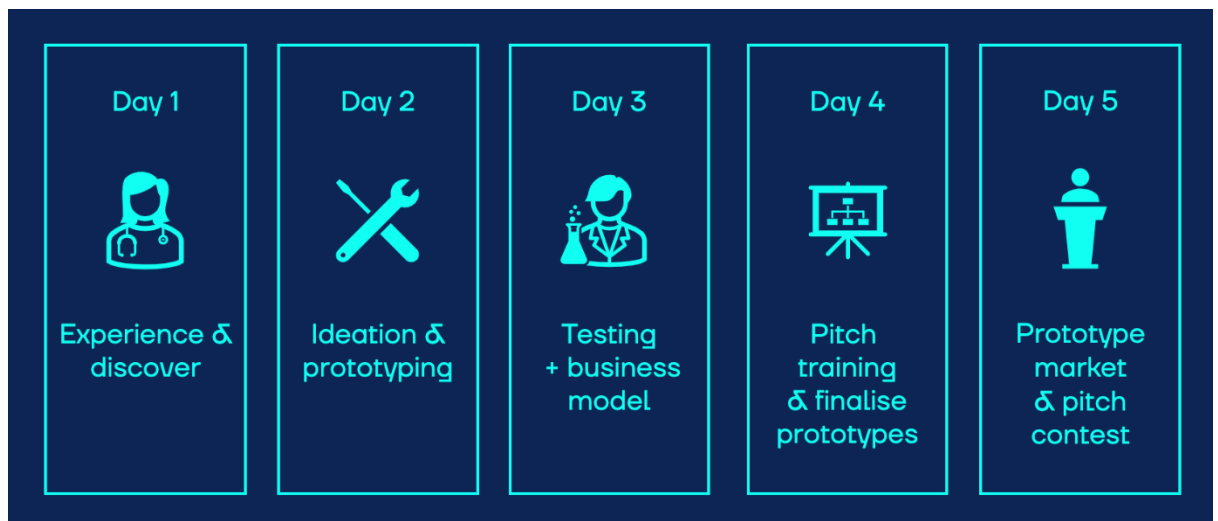
3. Methodology

3.1 Program – Schematic

	MONDAY February 7th	TUESDAY February 8th	WEDNESDAY February 9th	THURSDAY February 10th	FRIDAY February 11th
8:30	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00	Guided tour @ De Krook	Workshop Ideation	Workshop User testing	Unstructured Working Time + experts on call	Unstructured Working Time
10:00	Intro Comon				

11:00	Challenge-market + groepen vormen	Unstructured Working Time	Workshop Business Modelling		Prototype-market
12:00	Lunch	Lunch	Lunch	Lunch	
13:00	Pick up rental bikes	Workshop Software/ paper prototyping	Unstructured Working Time + experts on call	Pitch training	Lunch
14:00	Excursions	Workshop Hardware prototyping		Unstructured Working Time + experts on call	Pitching competition
15:00		Unstructured Working Time			
16:00	Return rental bikes			Jury deliberation	
17:00	Evening activity		Evening activity		Announcement of Winner
18:00					Reception

3.2 Content Focus per Day



3.3 Preparations - Communication with Students

3.3.1 Registrations

Registrations were open to all students in Ghent, from any educational institution and program. There were no application rounds or the like; any interested student could participate. During registration, we asked students for the following information:

- Name and contact information
- Educational institution, program, and year of study
- A brief motivation regarding why they wanted to participate in the Make-a-ton
- A choice from the following options that best matched their profile:

Tech Enthusiast: Are you pursuing a program like computer science, engineering, programming...? Do you have knowledge of/interest in new technologies? Then you are the right tech enthusiast for the team.

Designer: Are you studying programs like digital design & development, industrial design, graphic and digital media...? Interested in product development? Then you fit perfectly as a designer within the team.

Health Expert: Are you passionate about the medical field? Are you pursuing a program like medicine, nursing, dietetics, kinesiology...? We need you too!

Social Expert: Are you pursuing a program like social work, socio-cultural work...? Are you able to think from a people-oriented perspective about how a solution could genuinely make a societal difference? Join us to strengthen the team.

Communicator: The challenge we are focusing on revolves around understandable healthcare. To truly come up with solutions that promote comprehensibility, we need communication specialists. Are you studying communication sciences, linguistics, communication management...? Then you are the perfect addition.

Entrepreneur: Are you studying economics, business management...? Is your main interest how to run and maintain a business or organization? Then you complete the team.

Freestyler: If you don't identify with any of the above profiles but are very interested in participating, please sign up! We will discuss how to best match your skills and knowledge with those of other students.

3.3.2 Digital Pre-Event

A month and a half before the start of the Make-a-ton, we organized a digital pre-event via a Zoom call. During this event, we provided all interested students with more information about what they could expect from the Make-a-ton, and they could ask questions.

3.3.3 Practical Information via Email

Information provided to students in advance:

- Request to bring their own laptop
- COVID precautions (face masks, CST ticket, etc.)
- Map with the location of the meeting point
- Meal arrangements (allergies, etc.)
- Contact person & mobile number

- Request to bring their own bike or indicate if they wanted to borrow a bike from us
- Inquiry about specific support needs

3.4 General Framework

3.4.1 Communication Channels

WhatsApp

Two WhatsApp channels are be created:

- **A "moderated" Make-a-ton channel:** In this channel, all participants are added, but only a few facilitators can post messages. Here, we only post "urgent messages of general interest" that are too pressing to send via Slack or others.
- **A Make-a-ton chatterbox channel:** In this channel, all participants are added, and everyone can send messages. The entire group can chat here. It's important to convey to everyone not to send anything important or urgent here, as it will likely get lost in the conversation.
- **TBD:** a WhatsApp group per team, with one Comon facilitator as a moderator.
- **Note:** Not everyone uses WhatsApp! Important messages will also be posted on Slack.

Slack

- A Slack team is created with several groups and channels:
- Thematic channels (makerspace questions, business model questions, etc.).
- In advance, we will decide who will monitor the questions in each of these channels.
- A Slack group will be provided for each student team
- A Slack group will be provided for all coaches

Zoom

Video call rooms are be set up:

- For each expert (for expert on-call conversations).
- For each group (in case a group member is unable to attend in person due to COVID quarantine but still wants to work digitally)

3.4.2 Administration

Waiver of Ownership Rights

On the first day, we will have all students sign a brief document in which they declare that they transfer ownership rights to what they conceive and create during the Make-a-ton to Comon. This ensures that we can continue with these ideas after the Make-a-ton and allow teams in the Microlabs to further develop them. We guarantee all students that if their ideas are continued during the Microlabs, they will have guaranteed access to the Microlab team working on them if they wish.

De Krook Badges

Each student will receive an access badge during the Make-a-ton week. They will pay a 10-euro deposit, which they will receive back at the end of the week.

3.4.3 Other

Playful Name Badges

Every day, we will give each student a name badge (sticker) with a "Fun Fact of the Day: ...". The idea is that they write a different short (preferably amusing) fact about themselves on it every day. For example: "Loves cheese," "Becomes uncontrollable after too much coffee," or "Wearing two different socks today."

Video Diaries

Students will be asked to keep video testimonials for each group, which can be posted on Instagram.

3.4.4 General Entertainment

- VR Headsets on Floor +3: On the third floor, we will provide VR headsets for playing games.
- Chatbox: A chatbox in a corner surrounded by curtains, where students can record a video testimonial themselves.
- Beanbags and couches
- Life-sized Jenga tower

3.5 Day 1 - Experience & Discover

8:30 am - Breakfast

Students will be welcomed at the Krookcafé with a small breakfast. De Krook is not open to the public at this time, so students can enter through the back door of the building.

9:00 am - Introduction & Tour @ De Krook

We will start the day with an icebreaker game. However, we have limited time but still want to encourage interaction among the students. Therefore, we instruct them to quickly:

- Form a chain alphabetically by first name
- Form a chain alphabetically by birthplace
- Find all students who enrolled in the same profile for the Make-a-ton (designers, health experts, etc.) and form groups accordingly
- Form another chain... (continue)

The last chain will be divided into 3 equally-sized groups. In these groups, students will receive a guided tour of the building to familiarize themselves with the surroundings.

To help students navigate the building, they will receive a 45-minute tour before the regular opening hours.

10:00 am - Introduction

The purpose of the introduction is to provide an overview of the Make-a-ton. This includes:

- Introducing the organizers/partners/coaches
- Briefly explaining the history and purpose of Comon
- Emphasizing the code of conduct
- Explaining logistical matters: schedule, Wi-Fi, Slack, etc.
- Discussing communication:
 - Internal communication via Slack
 - Call for video diaries
 - Photographer taking pictures of your work (ask for permission!)
 - Camera crew capturing atmospheric shots (ask for permission!) and looking for students for short interviews during the week (volunteers?)

11:00 am - Idea Market

At 11:00 am, we will introduce the various challenges that students can work on during the Make-a-ton. We will also inform them about the groups they will be working with during the Make-a-ton. We will assign groups based on the profiles students provided when registering (ensuring an interdisciplinary mix).

- Pitch ideas
- Choose challenges for each group
- Explain afternoon excursions (see below)

We will present the various afternoon excursions, and students can choose which one they want to attend. The goal is for the groups to spread out optimally across the excursions: each member of a group chooses a different excursion. This way, they return to their group with very different inspiration the next day.

12:00 pm - Lunch

Students will be provided with lunch at the Krookcafé, and they can sign up for the various afternoon excursions (on large post-it notes; first come, first served).

1:00 pm - Choice of Excursion & Departure

In the afternoon, students will go on a 2-hour "excursion." The purpose of these excursions is to immerse students in the issues surrounding understandable healthcare (what are the current practices) or to inspire them on how innovative solutions can strengthen the healthcare landscape (what the future could look like).

At 1:00 pm, we will gather the students after lunch. Students without their own bikes can pick up their rental bikes at the Bicycle Point under De Krook. They should leave on time to arrive at their destination by 2:00 pm. Each group will be accompanied by a Comon facilitator (see below). Some "excursions" take place in a room within De Krook, so the cycling aspect does not apply to them.

2:00 pm - Excursions

Where will the students be going?

INGent

INGent is an organization that focuses on inclusion and low-threshold communication. For this excursion, they have arranged for 3 doctors (experienced or in training) with different cultural backgrounds to speak about cultural and language barriers in healthcare from their own experiences. An INgent staff member will moderate this discussion.

Creative Therapy

A startup that focuses on healthcare - <https://www.creativetherapy.be/>. They can provide insights into understandable healthcare and share their experiences as a startup in the health sector.

Centrum Algemeen Welzijnswerk

Low-threshold reception for vulnerable profiles, working with interpreters, sign language interpreters, etc. A project on simplifying jargon. Sharing best practices and challenges.

Local Service Center and Residential Care Centre Wibier

Social work, primary care, home assistance, daily activities, adapted living, volunteering, community projects, physical and psychological vulnerability in the elderly, accessible activities/services.

Homelab (+ De Krook Labs)

This excursion consists of two parts:

1. The first hour in the [Homelab](#), where the infrastructure will be shown and explained.
2. Then, a half-hour in De Krook where [the infrastructure of the labs](#) (Media Experience lab, ASIL-lab, Fablab) will be shown.

iDrops

This excursion consists of two parts:

1. iDrops is an organization that seeks social progress with marginalized groups, organizations, and governments. During this excursion, they will explain the "Everyone Health Literate" project.
2. Then, a half-hour in De Krook where [the infrastructure of the labs](#) (Media Experience lab, ASIL-lab, Fablab) will be shown.

Clinicoders

This excursion consists of two parts:

1. The first hour by Clinicoders, showcasing best practices and concrete demos/workshops related to young people coding in a healthcare context.
2. Then, a half-hour in De Krook where [the infrastructure of the labs](#) (Media Experience lab, ASIL-lab, Fablab) will be shown.

Bluehealth Innovation Center

Explanation of the health startup ecosystem, concrete inspiring examples, stories about startups, and best practices.

4:00 pm - End of Excursions

After the conclusion of the excursions, students will return to De Krook. The goal is for everyone to be back by 4:30 pm at the latest.

Blended: Joining an ongoing evening activity in the Krookcafé.

5:00 pm - Evening Activity

After the excursions, students are welcome at the Krookcafé. They can enjoy an apero at our expense from 4:30 pm; drinks are at their own expense. A music performance begins at 5:00 pm.

3.7 Day 2 - Ideation & Prototyping

8:30 am - Breakfast

Students will be welcomed at the Krookcafé with a small breakfast. De Krook is not open to the public at that time, so students can enter through the back door of the building.

9:00 am - Ideation Workshop (by Leap Forward)

All participants will attend the ideation workshop. The goal is for them to build on the challenge they chose on Monday and refine it into an idea they want to work on during the upcoming week. This will be done within the groups that were formed on Monday morning.

Location

- Study room on the 3rd floor of De Krook

Required Materials

- Leap Forward presentation
- Microphone + screens

11:00 am - Unstructured Working Time

Students continue to work independently. A facilitator from Leap Forward will remain present to provide guidance as needed. By the end of the afternoon, their ideation exercise should be completed, and their idea should be concrete enough to move on to the prototyping workshop. This will be an stressful phase for the students, so Comon facilitators will provide support to coach all students effectively.

12:00 pm - Lunch

Students will be provided with lunch at the Krookcafé.

1:00 pm - 2:00 pm - Paper & Software Prototyping Workshop (by Leap Forward)

Leap Forward will conduct a workshop on prototyping, explaining what it is, the concept behind it, and how to approach it. This workshop will also cover some simple tools that allow you to create a software prototype of a digital tool or application (e.g., <https://marvelapp.com/>, Figma, ProtoPie, etc.).

Location

- Study room on the 3rd floor of De Krook

Required Materials

- Leap Forward presentation
- Microphone + screens

2:00 pm - 3:00 pm - Creating Storyboards

Students will create storyboards under the guidance of a Leap Forward facilitator, outlining precisely how their solution will work. This will help them make concrete decisions about how to prototype (using tools like Figma, Marvel, or hardware prototyping).

3:00 pm - 5:00 pm - Hardware Prototyping Workshop / Guided Software Prototyping

Starting at 3:00 pm, two Comon facilitators will take interested students to the Artevelde University College's Fablab for a hardware prototyping workshop (3D printing, laser cutting, etc.). For the rest of the day until 5:00 pm:

- Comon facilitators will work with the hardware prototyping groups at Fablab Artevelde.
- A Leap Forward facilitator will guide the software prototyping groups at De Krook.

Hardware Prototyping Workshop Content

How to create a prototype in a makerspace using equipment such as laser cutters, 3D printers, Arduino boards, etc.

At the Artevelde campus, the Fablab is reserved, and two classrooms are available. Two facilitators will alternate between two groups:

- Providing explanations in the classrooms about various hardware prototyping methods and discussing with the groups present what they would like to do.
- In the Fablab itself, going through the equipment and available materials.

Comon facilitators will remain available for the rest of the day to provide guidance if students have additional questions.

Location

- Artevelde Campus Kantienberg, Voetweg 66, 9000 Gent

Required Materials

- Hardware prototyping workshop presentation

Rest of the Day - Work Time with Coaches Available

During and after the workshops, we will have sufficient coaches on-site to assist students when they encounter challenges.

3.7 Day 3 - Testing & Business Modeling

8:30 am - Breakfast

Students will be welcomed at the Krookcafé with a small breakfast. De Krook is not open to the public at that time, so students can enter through the back door of the building.

9:00 am - Testing Workshop (by Leap Forward)

Leap Forward conducts a workshop on testing. The importance of user testing is emphasized, various forms are introduced, and practical approaches to user testing are explained using an interview guide. This allows students to evaluate their prototype with end-users. The Leap Forward facilitator also provides a standard script for students to start with. Note: This workshop does not need to be attended by everyone, but we expect at least 1 student per group to participate.

Location

- Study room on the 3rd floor of De Krook

Required Materials

- Leap Forward/Knight Moves presentation
- Microphone + screens

11:00 am - Business Modeling Workshop (BHIC)

A workshop on the Value Proposition Canvas and Business Model, provided by Bluehealth Innovation Center. Note: This workshop does not need to be attended by everyone, but we expect at least 1 student per group to participate.

Location

- Study room on the 3rd floor of De Krook

Required Materials

- To check
- Microphone + screens

12:00 pm to 12:30 pm - Lunch

Students will be provided with lunch at the Krookcafé.

1:00 pm - Unstructured Working Time & Experts on Call

During the afternoon, students can continue working on their solutions (prototype, business model, etc.). Various forms of guidance are provided. The basic principle is that students work independently and proactively seek feedback or assistance.

Available On-Site Guidance at De Krook

- Coaches from Leap Forward/Knight Moves, Bluehealth Innovation Center, imec, and UGent
- Expertise available in:
 - Design Thinking
 - UX/UI
 - User testing
 - Business models
 - Software prototyping
 - Hardware prototyping
 - Programming
 - Electronics
 - Knowledge of the e-Health landscape
 - Healthcare technology

Available Remote Guidance via Calls (time slots to be digitally booked by students)

- Experts available from UGent, imec, and healthcare partners (neighborhood health centers, hospitals, etc.)
- Expertise available in:
 - Healthcare landscape
 - Social work
 - Primary healthcare
 - Hospital administration
 - Patient communication
 - Health promotion

5:00 pm - Evening Activity

After working hours, we will organize a fun evening activity for the students (ice skating / going to the movies).

3.8 Day 4 - Pitch Training and Finalization

8:30 am - Breakfast

Students will be welcomed at the Krookcafé with a small breakfast. De Krook is not open to the public at that time, so students can enter through the back door of the building.

9:00 am - Unstructured Working Time & Experts on Call

During the morning, students can continue working on their solutions (prototype, business model, etc.). Various forms of guidance are provided. The basic principle is that students work independently and proactively seek feedback or assistance.

Available On-Site Guidance at De Krook

- Coaches from Leap Forward/Knight Moves, Bluehealth Innovation Center, imec, and UGent
- Expertise available in:
 - Design Thinking
 - UX/UI
 - User testing
 - Business models
 - Software prototyping
 - Hardware prototyping
 - Programming
 - Electronics
 - Knowledge of the e-Health landscape
 - Healthcare technology

Available Remote Guidance via Calls (time slots to be digitally booked by students)

- Experts available from UGent, imec, and healthcare partners (various neighborhood health centers, hospitals, etc.)
- Expertise available in:
 - Healthcare landscape
 - Social work
 - Primary healthcare
 - Hospital administration
 - Patient communication
 - Health promotion

12:00 pm - Lunch

Students will be provided with lunch at the Krookcafé.

1:00 pm - Pitch Training (Bluehealth Innovation Centre)

All students participate in a pitch training workshop conducted by the Bluehealth Innovation Center.

Location

- Study room on the 3rd floor of De Krook

Required Materials

- Microphone + screens

2:30 pm - Unstructured Working Time & Experts on Call

During the afternoon, students can continue working on their solutions (prototype, business model, and especially their pitch). Various forms of guidance are provided. The basic principle is that students work independently and proactively seek feedback or assistance.

Available On-Site Guidance at De Krook

- Coaches from Leap Forward/Knight Moves, Bluehealth Innovation Center, imec, and UGent
- Expertise available in:
 - Design Thinking
 - UX/UI
 - User testing
 - Business models
 - Software prototyping
 - Hardware prototyping
 - Programming
 - Electronics
 - Knowledge of the e-Health landscape
 - Healthcare technology

Available Remote Guidance via Calls (time slots to be digitally booked by students)

- Experts available from UGent, imec, and healthcare partners (various neighborhood health centers, hospitals, etc.)
- Expertise available in:
 - Healthcare landscape
 - Social work
 - Primary healthcare
 - Hospital administration
 - Patient communication
 - Health promotion

3.9 Day 5 - Idea Market & Pitch Moment

8:30 am - Breakfast

Students will be welcomed at the Krookcafé with a small breakfast. De Krook is not open to the public at that time, so students can enter through the back door of the building.

9:00 am - Unstructured Working Time

During the morning, students still have 2 hours to finish their prototype, especially their pitch. On this day, there are no more experts on call, so the focus is on finishing the project within their own group. Starting at 11 am, it's "show time."

11:00 am - Idea Market @ Agora

Students present their prototype in the Agora of De Krook. Presentation blocks are set up in the Agora, these can be used as demo booths. They will also be provided with some Comon branding. This way, people can come and take a look, and the groups can ask for additional feedback. We invite the public and partners in advance through Comon's communication channels, so there will be a lot of people checking out the students' ideas from 11 am onwards.

Location

- Agora, ground floor of De Krook

Requirements

- Presentation booths
- Branded stickers for presentation booths with a whiteboard surface: Students can write the name of their concept on it and provide additional explanations if needed

1:15 pm - Lunch

Students will be provided with lunch at the Krookcafé.

2:30 pm - Pitching Contest

The endpoint of the Make-a-ton has arrived: students get to give a short pitch about their prototype to a professional jury. One team will go home with a nice prize (gift voucher).

This pitch contest takes place in the Krookcafé and is open to the public. Anyone interested is welcome to come and listen.

We allocate a total of 2 hours for the pitches, from 2:30 pm to 4:30 pm. Each student group has a maximum of 10 minutes: 7 minutes for the pitch and 3 minutes for Q&A. If we finish earlier, we will wrap up earlier.

After the pitches, the jury members will deliberate, deciding which student group deserves the prize based on a predefined list of parameters. In addition, the audience can vote during the pitches using Mentimeter. This way, a public's choice winner is also selected.

At 5 pm, the winners (jury winner and public's choice winner) will be announced. Each member of the winning teams will receive a 100 euro gift voucher.

Location

- Krookcafé

Requirements

- Stage, microphones, and screen
- 2x Comon trophy (laser-cut)

5:00 pm - Closing & Reception

After announcing the winners, we will wrap up the week with a reception.

Location

- Krookcafé

Requirements

- Drink vouchers for Krookcafé
- Gift vouchers for students (City of Ghent gift vouchers)

4. Evaluation

The Make-a-ton was a success. Students indicated that it was an incredibly educational week for them. Professionals, on the other hand, expressed that it was a very enjoyable way to share knowledge and a unique opportunity to facilitate interdisciplinary collaboration among students. Furthermore, two ideas from the Make-a-ton were further developed during the subsequent Comon trajectory (see Microlabs).

However, there are still some areas for improvement. The Make-a-ton required a significant effort from the Comon team. If we want to keep the Make-a-Ton the same length next time, we will need to seek external expertise—individuals who are willing to organize a part of the trajectory from their own organizations. Additionally, we should engage more students with technical backgrounds. Only then can we create even more diverse teams. Lastly, there is a greater need for critical debate in this phase. In the future, we aim to employ several methodologies to introduce ethical reflections into this problem-solving phase.

5. Authors

- Pauline De Wolf
- Lynn Coorevits
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- Ben Robaeyst
- Line Windey