**NECESSITY-DRIVEN ENTREPRENEURSHIP**

What if ECHO could help small business owners navigate the ecosystem and lower the feeling of risks associated with starting a business?

**KEY INSIGHTS:**
- Small business owners and entrepreneurs need to feel empowered and encouraged.
- Aspiring business owners have a fear of failure, which blocks them from starting.
- Resources are not in one place or contextually relevant.
- Complex system to navigate.
- ECHO and mentors are vital for catalyzing success.

**PROTOTYPES:**

**JOURNEY MAPS GOALS:**
- Imagine new entrepreneurs through storytelling.
- Offer advice and lessons learned.
- Reflect individual human experiences, unlike many of the existing resources in the Durham ecosystem.

**TESTING:**

**USABILITY TESTING**
- We conducted 10 tests with entrepreneurs, mentors, professionals, designers, and our codesigners.

**KEY QUESTIONS:**
- How do you feel when you look at this map?
- What would you change?
- Walk me through each step and tell me how applicable this is to your own entrepreneurial journey and business idea.

**RESULTS:**

**ITERATIONS:**
- Call to action added to readers can sign up to learn more/volunteer.
- Emphasis on challenges and community impact.
- Design changes to boost readability.

**RECOMMENDATIONS:**
- Templates for ECHO to utilize for future stories.
- Key questions and added experiences adapted to the template to guide storytelling.
- Future recruitment campaign.

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**CLIMATE**

What if Durham community members, local organizations, and policymakers collaboratively develop inclusive and actionable climate resiliency solutions that incorporate the community’s needs and wants?

**KEY INSIGHTS:**
- Climate resilience is a complex issue that is difficult to address without meeting basic community needs.
- Various stakeholder groups are asynchronously working to strengthen climate resilience within the Durham community.
- Effective climate resilience solutions need to educate community members, provide realistic actions, and strengthen communication channels.

**PROTOTYPE:**

**CLIMATE ACTION PAMPHLETS GOALS:**
- Provide equitable and easy-to-understand information on climate issues in Durham.
- Include a QR code to access more in-depth information.
- Durham Community leadership to eventually utilize these pamphlets.

**TESTING:**

**PAMPHLET TESTING**
- We distributed climate action pamphlets to community members at public spaces and provided a usability survey.

**KEY QUESTIONS:**
- Was the language used appropriate?
- Was the pamphlet visually appealing?
- Did this pamphlet make you feel more knowledgeable about extreme heat/flooding? Is there any information you wish the pamphlet would include?

**RESULTS:**

**USABILITY TESTING**
- Majority gained more knowledge about heat and flooding.
- Majority gained new practical actions to take.
- 100% agreed that the pamphlet was easy to navigate.

**RECOMMENDATIONS:**
- Provide tips for how to deal with climate issues in the moment.
- The use of QR codes and links not accessible to everyone.
- Provide information and resources regarding health.

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**COMMUNITY TECH**

What if there were established, easily accessible models for engaging Duke students in technology volunteerism?

**KEY INSIGHTS:**
- Tech volunteerism has emerged as a valuable way to fill demand for tech skills and the limited resources of non-profit organizations.
- With students, there is a two-way street: where organizations get help while students practice their skills.
- Students want to devote more time for volunteering, but time constraints prevent them.
- Students are interested; however, they are often not aware of the opportunities available to them as well as tech volunteerism.

**PROTOTYPES:**

**POSTER**
- A poster was shown for 30 seconds with recall and design tested.

**SYLLABUS**
- Different materials were created for the advertising and the introduction of the class to potential students.

**TESTING:**

**PRESENTATION**
- An abbreviated version of the first class presentation was shown.

**QUESTION:**
- How well did the poster advertise the class to potential students?
- How engaging is the class structure and materials?

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**EDUCATION**

What if high school educators could intuitively integrate ethical decision-making into technical project work in existing computer science curricula?

**KEY INSIGHTS:**
- For human flourishing, all students must have opportunities to meaningfully engage with computer science and technology education.
- Pre-existing curricula, such as Advanced Placement, presents a barrier to ethics-centered CS curriculum.
- It is challenging to integrate our curriculum into public school learning; as public school educators tend to have less flexibility.

**PROTOTYPE:**

**NOTION PLATFORM WITH ETHICS-CENTERED CS LESSONS**
- Code a game that counts how many countries the user can name. How do students source their country list? What does this do this week?

**TESTING:**

**PLATFORM**
- 3 educators using the platform, live interview and survey.

**QUESTION:**
- How is the site and how can we improve the site?

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**WHAT IF...**

Students co-designed solutions for flourishing communities with stakeholders traditionally excluded from innovation & decision-making processes?