

### **STUDENT DESIGN CHALLENGE- Printemps Numérique-Scénario DigiCamp 2016**

From the 6<sup>th</sup> to the 8<sup>th</sup> of May 2016 at ETS, DigiCamp introduced 6 company problems for mixed student teams to tackle. Participating schools were ETS, HEC, UQAM, Concordia University, McGill University, and Dawson College.

Dawson College participated as a member of 'École de l'innovation citoyenne' (EIC).

The event brought together 58 students from these 6 academic institutions. The idea was to put together teams of students from various disciplines: Mechanical Engineering and Programming (ETS), Design (Dawson College), and Marketing/ Communications (UQAM), and Programming (Concordia University).



Shown above is Dawson's team: Interior Design graduating students (left to right): Anissa Colasante, Lu Gan, teacher Scott Millar, Yvonne Huang, Marianne Esses. Anissa's team of 4 were the winners over 10 other teams. They addressed the STM challenge.

Over the course of Friday night, all day Saturday, and Sunday, May 6<sup>th</sup> to 8<sup>th</sup>, the students in mixed teams developed their design, engineering, marketing, and programming concepts for the company problems, and then presented to a jury. .



Shown above is the team that addressed the Desjardins problem:

**MouvementDesjardins:**

Every year, around 100,000 people come to settle in Quebec. Among them, a large number of international students who arrive without knowing this major cooperative financial institution. During DigiCamp students will explore by what channels Desjardins could advertise and promote their mission. Creative ideas, the use of digital devices, and multi-platforms proposals are welcome.

The winning team addressed the STM problem:

**STM- Mouvement collectif:** (Société de Transport de Montréal)

DigiCamp students will work on the creation of a new tool or a model that will put in common all of different travel applications currently available on maSTM. How can the public transit experience be improved?



Winning team (L to R front row)- ETS Mechanical Engineering student: Melal Gotham; UQAM Communications/ Marketing student Valentin Kravtchenko; Dawson College Interior Design student: Anissa Colasante; and UQAM programming student: Juju Lcc. Won the 1st prize over 10 other teams. The jury members are in the back row.

The 4 other company problems were:

**Ellicom:**

Canadian leader of online training: students should reflect on new strategies to ensure the capture, the preservation and transmission of the organizational memory in a period of strong growth. This is an opportunity to use creativity to innovate the company culture!

**JournalMetro:**

False information is spread even faster than the real on the web. Amateurs will improvise on journalist, scientific, or expert information. Jeff Yates of the newspaper Metro, aka **Inspecteur Viral**, uncovers daily myths for the pleasure of the discriminating reader. Students will focus on the following question: how to raise the awareness of people who never check anything about their sources?

**Moment Factory:**

How can Virtual Reality provide an experience of sharing rather than limiting the spectator to a personal experience? Students will focus on ways to use this technology in synergy and not as a lonely tool that isolates the participants from each other. Moment Factory aims to bring people together to experience a sense of wonder in a collective.

**Quartier des spectacles, Montréal:**

How to find an innovative way to facilitate decision making, management and operation of public space? Help the Quartier des spectacles to answer this question by the visualization of data. The Goal: to observe in real time pedestrian traffic and allow for projections of necessary adjustments of the neighborhood where we find the highest concentration of diversity and cultural places in North America!

If you are interested in sending some of your students to up-coming design charettes involving real community issues, and other schools, please contact Scott Millar [smillar@dawsoncollege.qc.ca](mailto:smillar@dawsoncollege.qc.ca) The only requirements are creativity, curiosity, and a desire to get involved.