

# CASE NEXT UP 2016

Jakten på framtidens digitala talanger

How can we extend education outside of the physical classroom?

## PREREQUISITE

Everyday we travel... from home to school, into town, to sports practice or a friend's house and back to home.

We don't live our lives in a single destination and our experiences and life lessons that shape who we are also without borders.

What if we could use the time we travel in a better way?

Can we utilize our connected devices to complete tasks and collaborate with classmates outside of the classroom?

Where to start?

There is a saying that  
"The future is already here, you just need to find it!"  
An insight that helps you kick-start any innovative challenge!

## THE CHALLENGE

How can we extend education outside of the physical classroom?

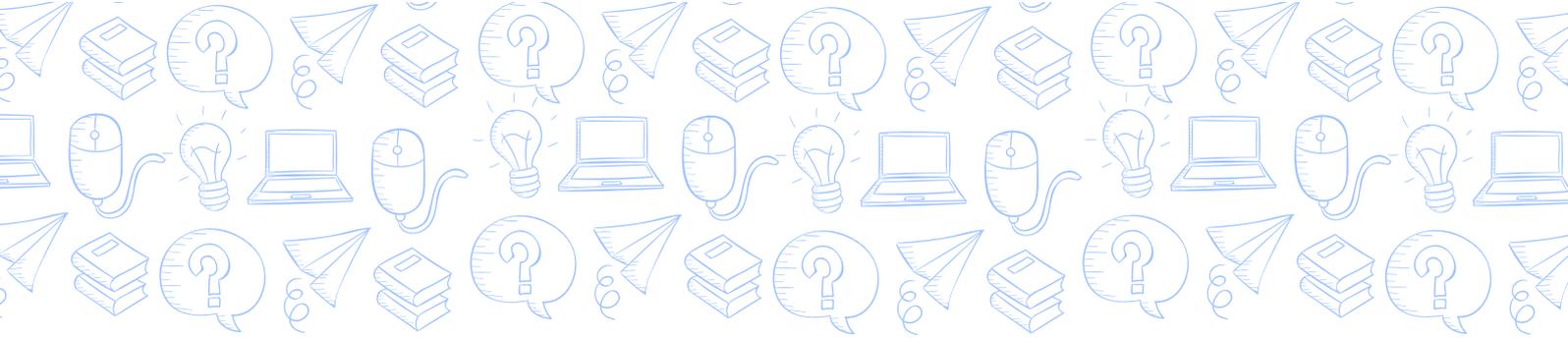
- What are some of the settings or locations in your day-to-day lifestyle that could be better utilized for educational activities?
- What are some of the dimensions that digital technology is impacting the tasks and activities we carry out?

Brainstorm a number of ideas for the above challenge: 'Wouldn't it be cool if...'.  
Select three of these ideas to turn into concepts. After developing and testing (users) these three concepts select one to be presented to the Next Up challenge.

Note:

Information on what makes a good idea, guiding principles for concept development and tools for creating and presenting your concepts will be provided and discussed at the workshop with Volvo.





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Look at and document the tasks that you do today... think about:



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What works well? What are some of the problems that we have?



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Can these be done in another way?



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What is the 'actual' outcome or the result that we are trying to achieve?



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Can digital technology now help or do this in a different way?

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### About the Challenge Host - The Volvo Group

The Volvo Group is in the business of transportation – connecting people and products around the world. Volvo is a large company active in over 190 markets around the world and employing approximately 100 000 people. The headquarters is here in Gothenburg and it is likely that you may know of someone that works for Volvo? And you may even travel in a Volvo everyday?

Here are a few videos about the Volvo Group;

About the Volvo Group, our values and future business direction: <http://bit.ly/10WKYr2>

How new products can allow for new experiences and uses - in this case an electric bus:

<http://bit.ly/1QTV34r>

Using simple games to create interest and educate users: <http://bit.ly/1VYAtmw>

And... just for fun: <http://bit.ly/1HHt08Q>

[Läs mer på nextup.se](http://nextup.se)

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