

Innovating Memory: Entrepreneurship in Holocaust Education and Commemoration

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Course Description:

This course empowers students to tackle complex challenges in Holocaust education and commemoration using human-centered design thinking methodology. Students will work in collaborative teams to identify pressing issues, conduct user research through interviews and empathy mapping, and develop innovative, tested solutions.

The course progresses through the complete design thinking cycle: beginning with foundational methodology and challenge identification, advancing through user research and persona development, then moving into structured ideation and solution evaluation. Students will build prototypes, conduct user testing, and refine their solutions based on real feedback from target audiences.

Through hands-on workshops, structured brainstorming sessions, and comprehensive user research (including 7 interviews per team), students will develop practical design skills and have the opportunity to develop their own initiatives. The course culminates in final presentations where teams showcase their complete journey from problem identification to tested solution, demonstrating their innovative approaches to Holocaust education and commemoration challenges.

Course Requirements: Course Requirements: Students will work on a group project and will take on specific tasks within the group. They will need to demonstrate progress each week in their work towards developing a concept for a solution in the form of a project / a program / or a product.

At the end of the course, the students will present the concept as well as the process they have gone through during the semester. The presentation will be given in class.

This course does not offer the possibility of writing a referat or a seminar paper.

Participation is only possible in Person (not via Zoom)!

Breakdown of grade:

Class participation: 30%

Home assignments: 40%

Presentation of project: 30%

Course schedule:

Week 1 – July 13

Human-Centered Design for Holocaust Education and Commemoration Challenges

This foundational session introduces students to human-centered problem solving through design thinking methodology, emphasizing empathy, ideation, and iterative testing as core principles for addressing complex social challenges in Holocaust education and commemoration.

Week 2 - July 20

Identifying Challenges, Forming Solutions Teams

Through collaborative mapping exercises, students will identify and prioritize key challenges in Holocaust education, then form project teams based on shared interests and complementary skills while learning foundational project management approaches. The session culminates in developing interview protocols that students will use to conduct interviews as their home assignment, creating the research foundation for their innovative solutions.

Home Assignment: Each team will interview seven people.

Week 3 - July 27

Empathy and Ecosystem Understanding

This session will focus on synthesizing the interview findings. Students learn empathy mapping techniques and ecosystem analysis that will help them transform raw interview data into empathy maps for the potential “users” and comprehensive ecosystem maps identifying existing solutions, gaps, and opportunities.

Home Assignment: Develop 2-3 detailed personas based on interview insights, incorporating behavioural patterns, motivations, and pain points discovered during research.

Week 4 – August 3

No Lesson

Week 5 – August 10

Challenge Definition and User-Centred Design

This session focuses on precise problem definition and user persona development. With the method of "How Might We" question formulation, we will create problem definitions for each persona. The groups will then decide which problem statement they will want to design a solution. Prerequisites: Students should bring their completed 2-3 personas from the previous session's home assignment to build upon during persona refinement and "How Might We" question formulation.

Week 6 – August 17

Brainstorming and Solution Development

This session engages students in structured ideation methodologies to generate innovative solutions. Through diverse brainstorming techniques, students will develop multiple solution concepts that are systematically evaluated using feasibility and creativity criteria and frameworks. The session concludes with discussions on prototype development strategies to bring the most promising ideas to life.

Prerequisites: Students should bring their "How Might We" questions from the previous session to guide targeted ideation and ensure solutions address specific user needs and challenges.

Week 7 – August 24

Prototype Development and Testing Preparation

This session introduces students to various prototyping techniques and methodologies for building testable solutions. Students then work collaboratively in groups to develop functional prototypes of their solutions. The session concludes with comprehensive discussions on user testing strategies and implementation approaches.

Home Assignment: Collect structured feedback from at least five people and analyse results for integration into the final project. Prepare the final presentation of the project.

Week 8 – August 31

Final Presentations and Showcase

In this session the teams will present their complete design thinking journey and solution outcomes. Each team delivers a 15-minute presentation followed by Q&A, showcasing their research insights, design process, prototype development, and user testing results to demonstrate the impact and feasibility of their proposed solutions.