

# EU Youth Design Jam: Application handbook

Building an empowering online experience  
for you and your friends - together



Contact [office@thinkyoung.eu](mailto:office@thinkyoung.eu)

# Presenting: The EU Youth Design Jam!

Do you sometimes wonder what it means when you click agree before using an app? Do you want to help technology companies improve how they explain their terms and conditions or how they use your information?

The EU Youth Design Jam is your chance to do this. We're inviting you to build a team, find a coach, and join others your age from around Europe **on a trip to Brussels, Belgium on April 26 - 28**. There you will work with tech companies and your representatives in the European Parliament and have your say.

## Why?

The internet has a lot to offer young people - but to build the best online experience, tech companies and your EU reps need your help.

## What?

Fast-paced, collaborative activities, called a Design Jam, to reimagine how online services might communicate their "terms and conditions" to teens and explain to them how their data is used.

## Who?

Young people (16 - 18 years old) living in Spain, Sweden, the Czech Republic and Belgium will form teams of four schoolmates.

## Where?

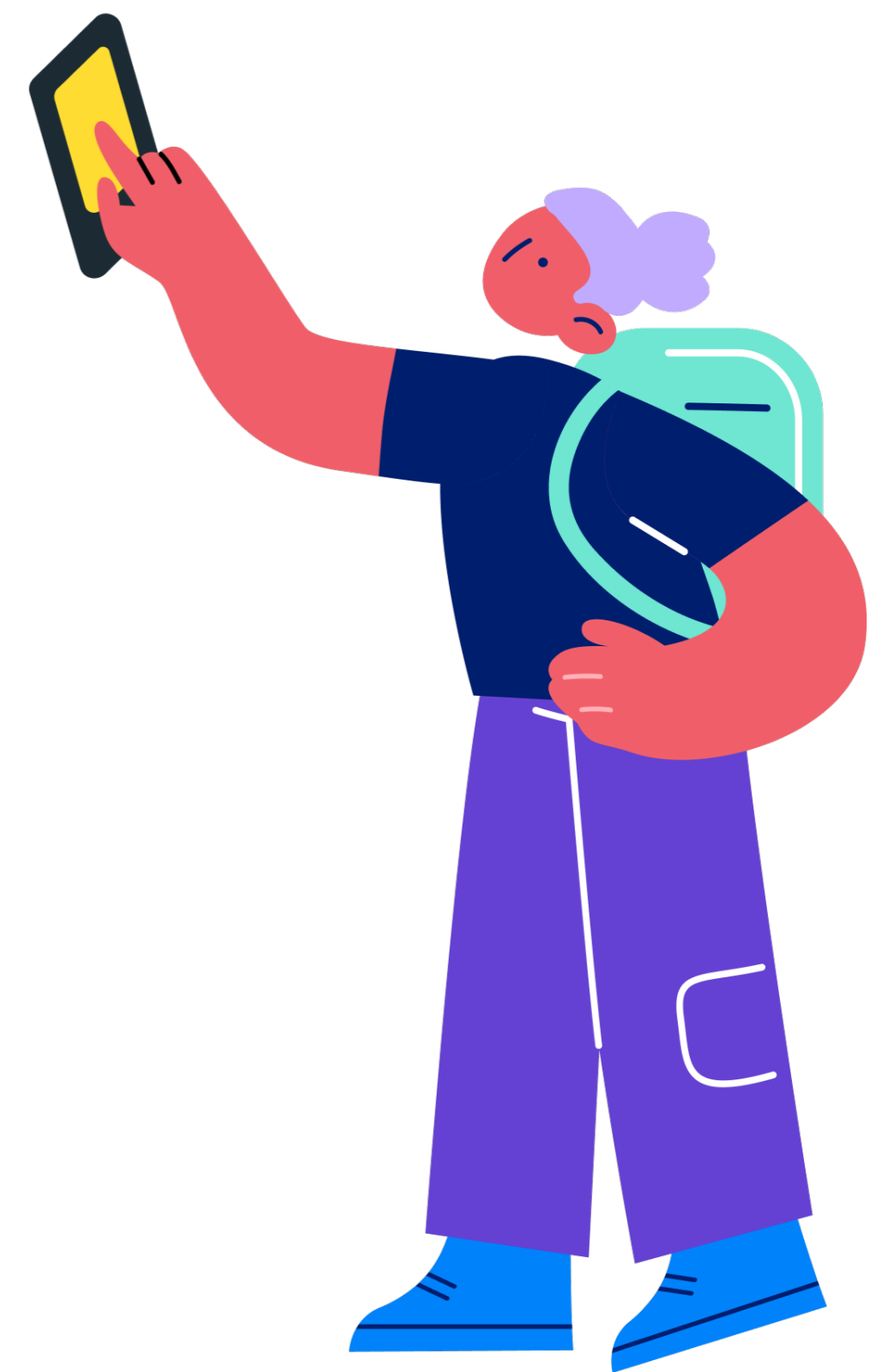
Selected teams will travel to Brussels, Belgium - the capital of the European Union.

## When?

Applications are open from 7 February to 10 March. The Jam will be hosted in Brussels from the evening of 26 April to the morning of 28 April.

**Interested? Then keep reading!**

Contact [office@thinkyoung.eu](mailto:office@thinkyoung.eu)



# EU Youth Design Jam journey

We outline the main steps and dates for the EU Youth Design Jam.

February



## 1. Find a coach

Like a teacher at your school or another adult to help your team and travel with you to Brussels!



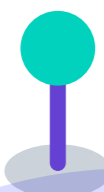
## 2. Build a team

Teams should be groups of 4 students.



## 3. Get to work!

Work through the design challenge.



## 6. Hear back

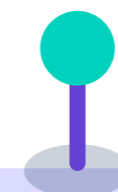
On **17 March 2023**, we'll let teams know if they'll come to Brussels!



## 5. Send it off

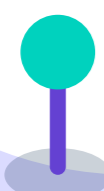
Submit your application by **10 March 2023** to [office@thinkyoung.eu](mailto:office@thinkyoung.eu)

March



## 4. Ask your questions!

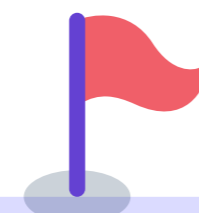
Join one of the optional online info sessions on **13 and 21 February at 17.00 CET**. See the annex for information on how to join.



## 7. Prepare

Selected teams will join a pre-jam session with Meta and ThinkYoung

April



## 8. Travel to Brussels, Belgium

**26 - 28 April 2023** selected teams travel to Brussels for the EU Youth Design Jam



## 9. This is just the beginning

Teams can continue the conversation

# Who can participate? What are you looking for?

We're looking for creative and diverse school teams from around Europe. Find out more below.

## Eligibility

This is a team challenge! All teams must have 4 students and an adult coach.

All team members must be at least 16 years old and have parental permission to join the Design Jam in Brussels.

For this first EU Jam, team members must live in Spain, Sweden, the Czech Republic or Belgium - but you do not have to be from that country to apply.

Only selected teams from these countries will be invited to Brussels, but teams from other countries who want to apply by submitting design ideas will receive feedback and a small gift!

## Ideas will be judged based on



### Creativity

How original and innovative is your team's idea?



### Diversity

Does your team have a mix of ages, backgrounds, genders?



### Empathy

How well did you connect with the persona you chose? Does your proposed solution fit their needs, age, and values?



### Relevance

How well does your proposal respond to the design challenge?

## But don't stress about



### English

Though your application needs to be in English, submissions will not be judged on your level of English or quality of language.



### Format

Use any format you like to explain your idea. A pdf, a video, or something else? Make it visual!



### Technical language

Don't worry if you don't understand all of the words. Use the glossary if you need help!

# Who's who?

The EU Youth Design Jam is organised in partnership by Meta and ThinkYoung. If you get stuck, send a message to [office@thinkyoung.eu](mailto:office@thinkyoung.eu)

## Your team

You and your friends are online, and you want that time to be meaningful, fun and safe!

Tech companies and governments work hard to make sure of this. But they need your help to understand what could make your online experience even better.

Teams at the EU Youth Design Jam will travel to Brussels, solve a design challenge, meet new friends, and talk to tech companies and people working for the European Union about what they love about being online, and what could be better.

Together we will think about ways online services could communicate their “terms and conditions” to teens and explain to them how their data is used in a way that is easy to understand.

## Your coach

Coaches must be an adult (like a teacher) who will help your team work on its idea and apply to the EU Youth Design Jam and go with you to Belgium in April.

In Brussels, your coach will stay with your team as you meet and work with teams from other countries and go to the European Parliament and Commission.

Coaches should read this handbook, focusing on resources like the FAQ or tips. Coaches should encourage students to think big and creatively, ask questions, and make mistakes!

## Meta

Meta is a tech company with apps that you may know, like Instagram or WhatsApp. We want young people to enjoy our platforms and to be safe. We work hard to build online spaces where young people can learn, connect, create, and have fun.

Co-designing with young people is one way for Meta to understand what you want and need from your apps. We have a dedicated youth co-design initiative with our [Trust, Transparency & Control Labs](#) (TTC Labs), and working with you gives Meta fresh ideas to improve our services and make sure they work for you.

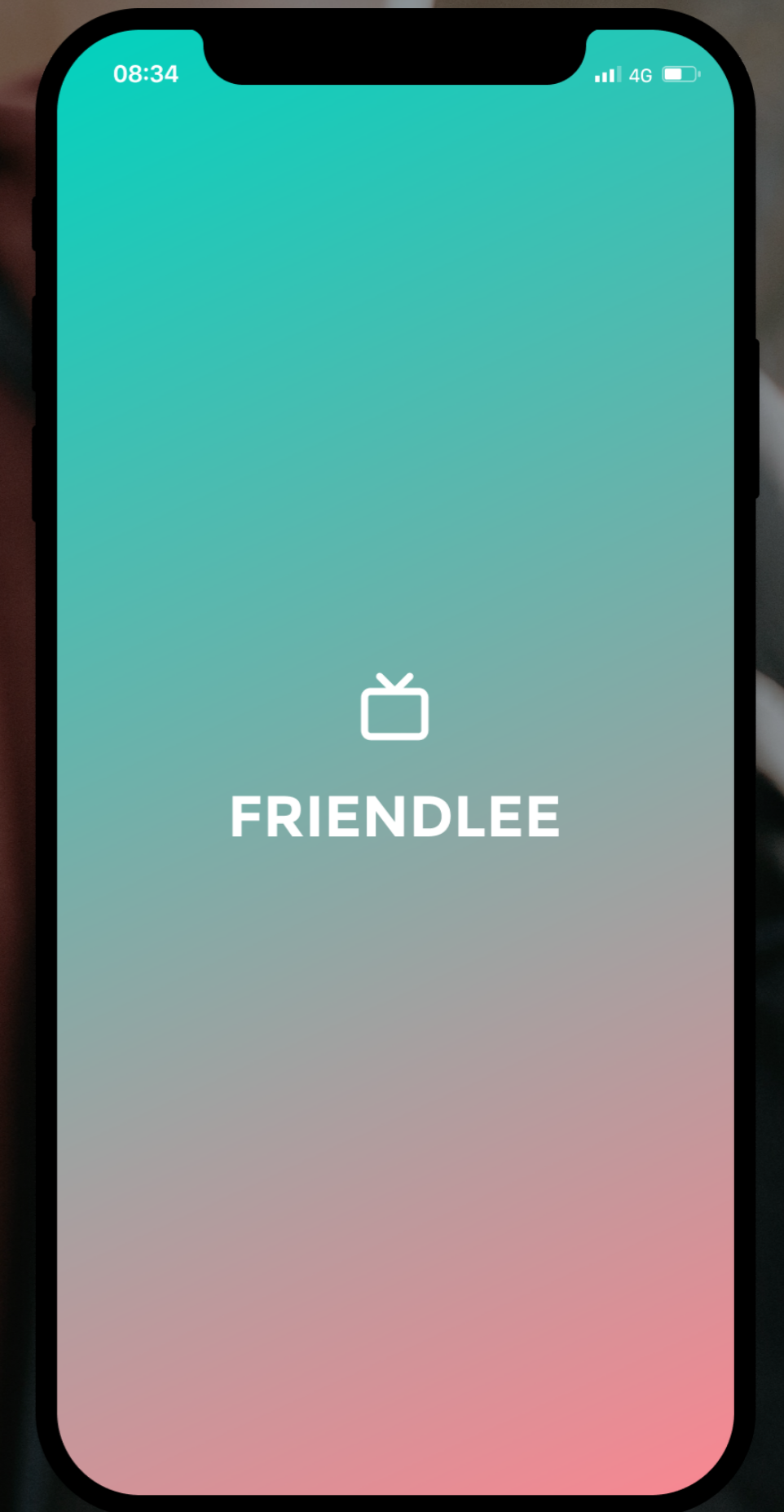
## Think Young

ThinkYoung is a not-for-profit organisation, aiming to make the world a better place for young people by involving them in decision-making processes and providing decision-makers with high-quality research on youth conditions. ThinkYoung conducts studies and surveys, makes advocacy campaigns, writes policy proposals, and develops education programmes: up to date, ThinkYoung projects have reached over 800,000 young people. We have offices in Brussels, Geneva, Hong Kong and Nairobi.

Co-designing with young people is a way for ThinkYoung to involve and make you the protagonist of your safe digital experience.

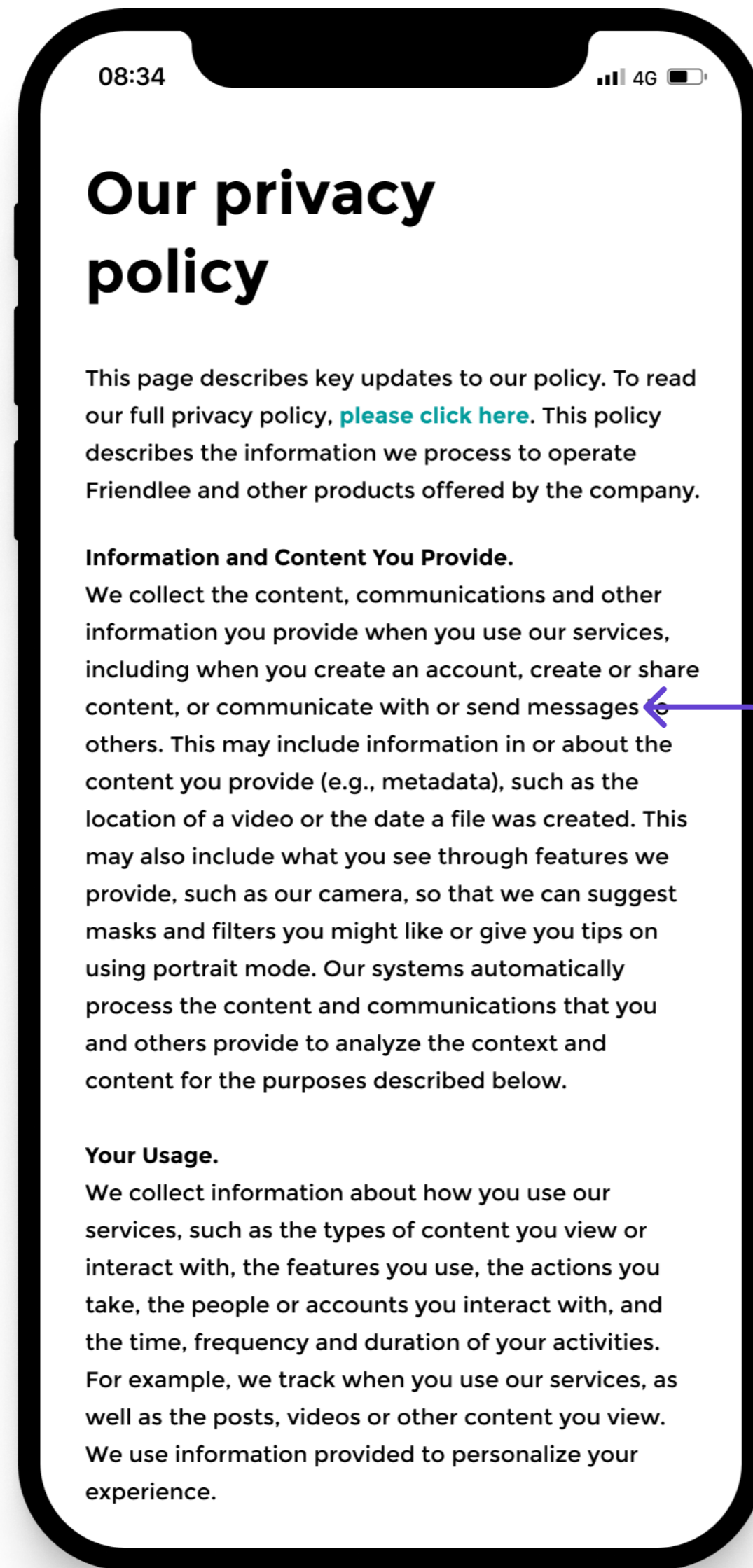
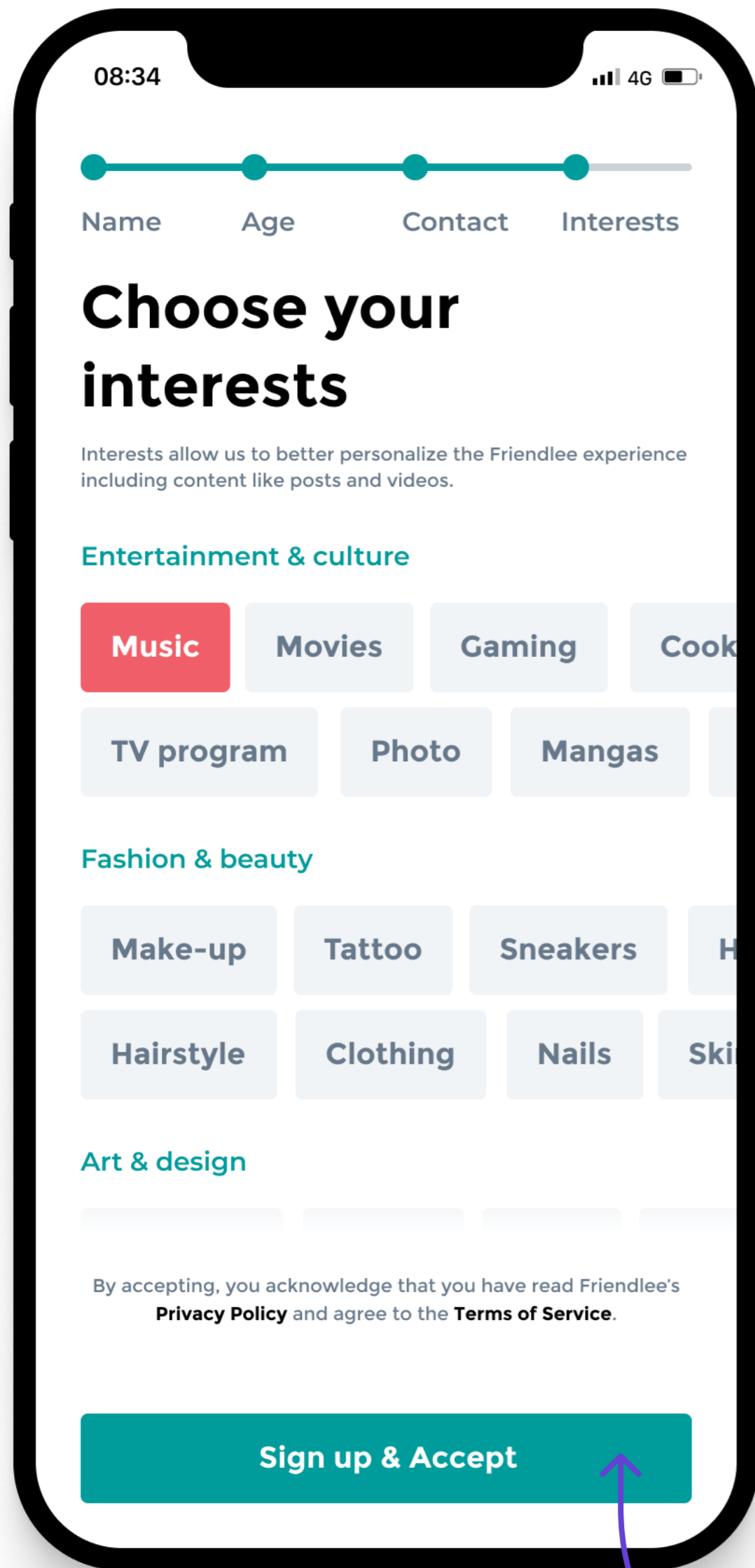
# Let's start the design challenge!

You are now on Friendlee's design team! Friendlee is a social media app. You need to help teens have a fun experience while helping them to understand how their data will be used to power the app.

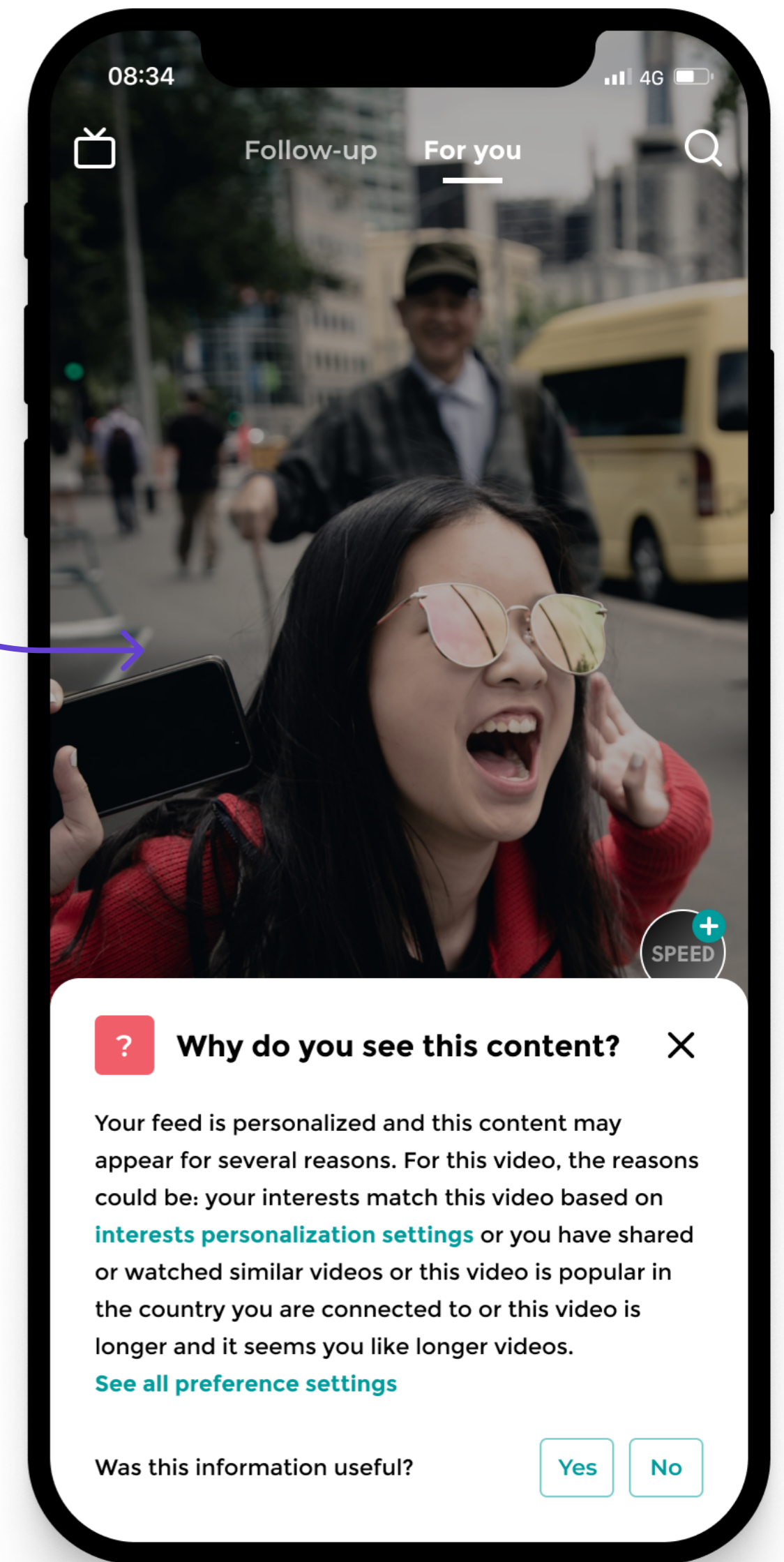


# The app to redesign in detail

## ↓ Sign up process



## ↓ Video feed



Could you design a more creative and interactive way to explain to Bella why she sees certain content while she uses Friendlee, and help her to control it?

Could you design a more creative and visual way to educate Bella about how the app uses her personal data as she reads the privacy policy for Friendlee?

Could you design a more creative and interactive way to help Bella understand how the app works based on her personal information and interests as she signs up for Friendlee?

# The design challenge

Now get started! Follow these steps to work through the challenge. These steps will help you and your team to solve a design challenge using problem-solving skills.

## Before you start

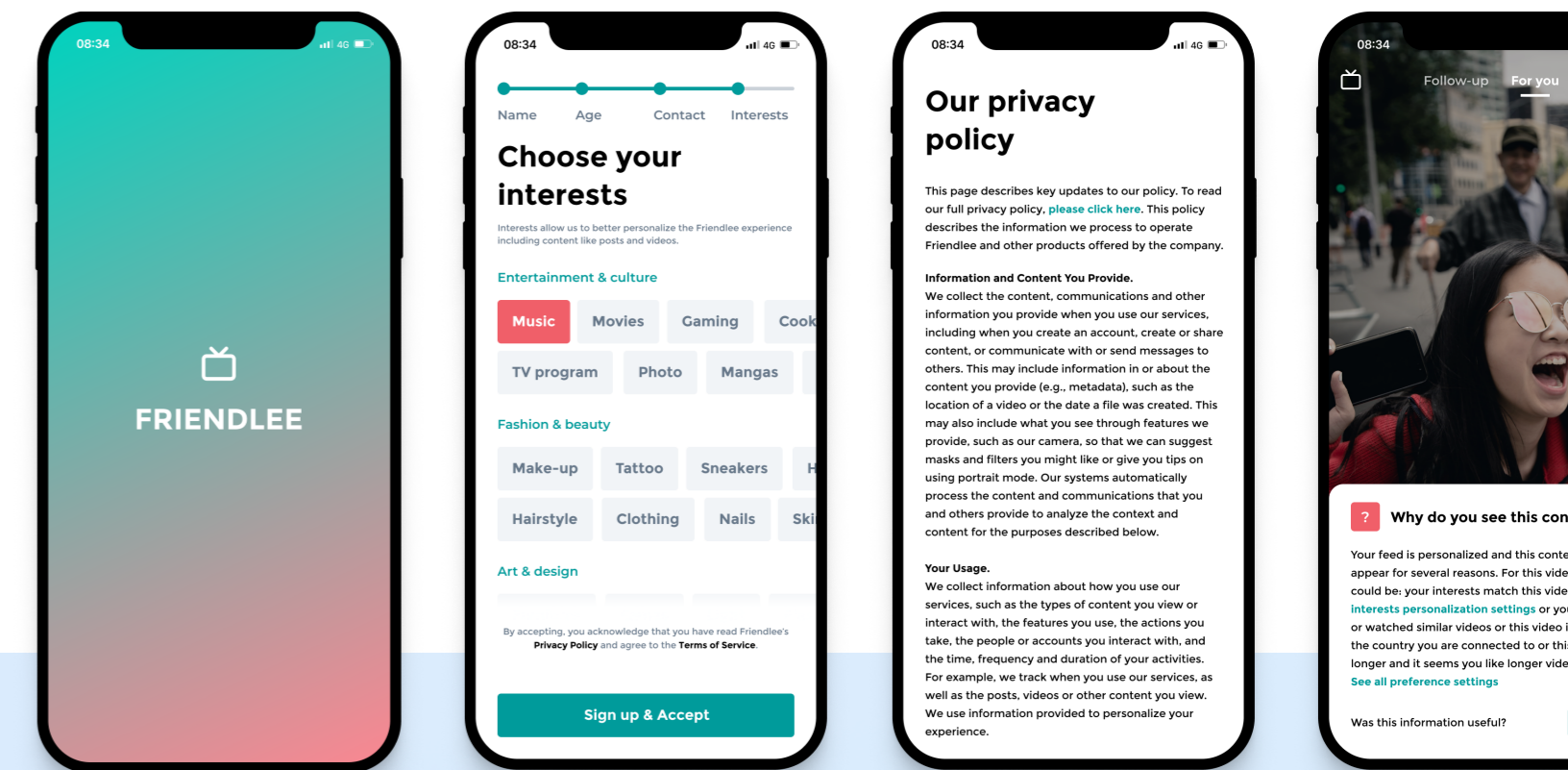
Set up your design team (5 students max.), name your team and define roles.

One person should manage the mini project and keep track of time. One person should help to facilitate discussion. Another person should take the lead recording information and writing up the proposal.

Find a quiet space for your team to work together. Grab post-it notes and pens. Use this pack and print out lots of blank templates.

## Mission

You are now on Friendlee's design team! Friendlee is a social media app. You need to help teens have a fun experience while helping them to understand how their data will be used to power the app.



### → Step 1

#### Warm-up: Time Machine

First reflect on your own experiences of social media.

### → Step 2

#### Pick your persona

Now apply your experiences to build empathy with a fictional person, who your team will design for.

### → Step 3

#### Create your design statement

Create a simple sentence to help guide your team's direction.

### → Step 4

#### Brainstorm, sketch and share

Come up with lots of design ideas and discuss.

### → Step 5

#### Finalize and show us your ideas

Finalise your design and explain how your team solved the challenge.



## Step 1 Warm-up: Time Machine

15 mins

Let's go back in time and remember what it was like when you first joined social media.

- Get around a table.
- Take 5 min individually & grab your piece of paper and fold it into quarters. Feel free to write or draw your answers.
- Then share your memories as a group.

Think about how you used social media when you started:

What is one thing that inspired you?

What is one thing you struggled with?



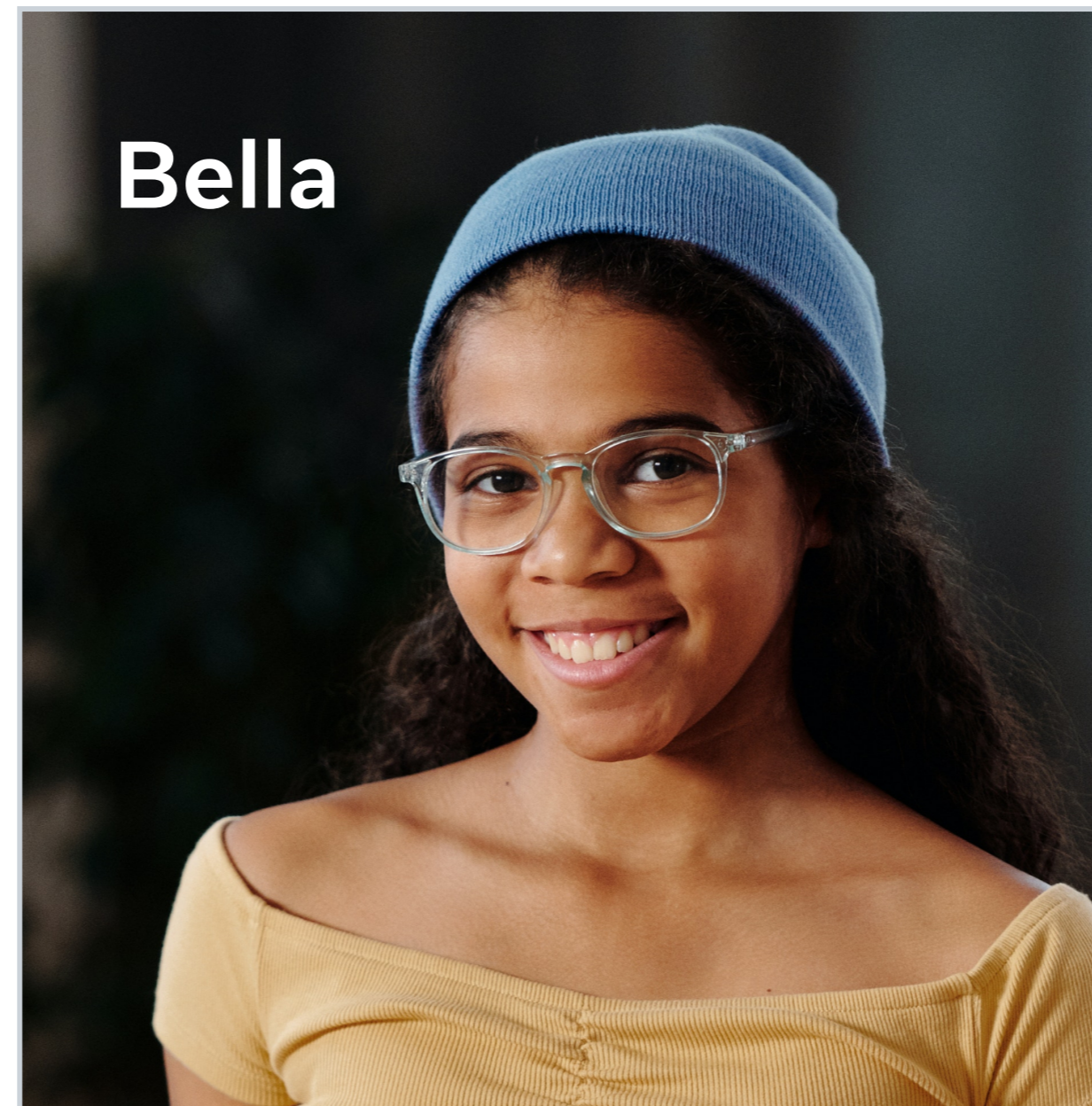
## Step 2 Pick your persona

20 mins

Now that you've reflected on your own experiences around social media, think about what you all had in common and imagine what someone else might feel.

- Consider these two personas.
- Choose one to design for.
- Discuss and complete your chosen persona. Where do they live? What's their attitude to data and privacy? Add a quote that represents their views and needs.

Personas are fictional. They aren't real people, but they could be. Using personas as a tool helps product designers empathise and understand the people who use their service.



**Bella**

### Digital devices

13 years old / Middle school

### Digital devices

Hand-me-down iphone and ipad

### Digital Behaviors

After school and week-end only:  
social media, messaging, music,  
photo and video sharing...



**Matteo**

### Digital devices

16 years old / High school

### Digital devices

PC, XBOX, Google Pixel phone

### Digital Behaviors

Regular and throughout the day:  
videos, gaming, blogging,  
messaging, ...

# Bella



## Digital devices

13 years old / Middle school

## Digital devices

Hand-me-down iphone and ipad

## Digital Behaviors

After school and weekend only:  
social media, messaging, music,  
photo and video sharing...

## Location

Bella lives in...

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## Family situation

Bella lives with her mother and  
younger sister

## Top 3 social media needs



Still learning the basics of online  
safety and privacy at school



Doesn't yet understand why and  
how social media works




Wants to spend time at her friends'  
homes to try new apps and devices

## Attitude to data and privacy

### Data & Privacy Concern

Low  High

### Data & Privacy Literacy

Low  High

“

## Quote

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”

Matteo



**Digital devices**

16 years old / High school

**Digital devices**

PC, XBOX, Google Pixel phone

**Digital Behaviors**

Regularly and throughout the day: videos, gaming, blogging, messaging, ...

**Location**

Matteo lives in...

\_\_\_\_\_

**Family situation**

Matteo lives with his parents and 2 older brothers

**Top 3 social media needs**



Aware from school of how data can be connected across the internet



He feels aware of personalised content and would like to control it



He is becoming careful of his image online and would like tools to help

**Attitude to data and privacy**

**Data & Privacy Concern**



**Data & Privacy Literacy**



“

**Quote**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

”


# Step 3 Create your challenge statement

45 mins

Now look at the app screens to re-design for your persona. This is the Friendlee app. Like the persona, this app is fictional.

Fill in the gaps to create a challenge statement that will guide your design ideas for Friendlee.

**Example:** How might we help Bella to understand terms and conditions by making the sign-up process for Friendlee fun and educational?

 See the Friendlee app to redesign in detail on [page 7](#)

How might we help  
persona:

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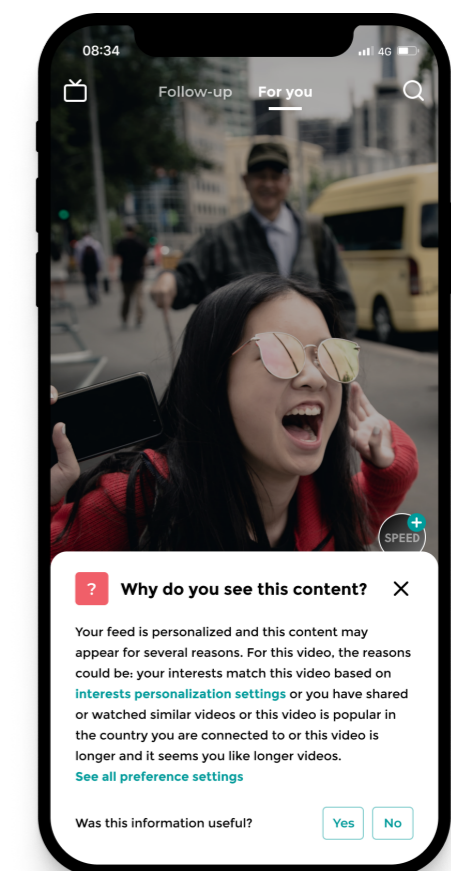
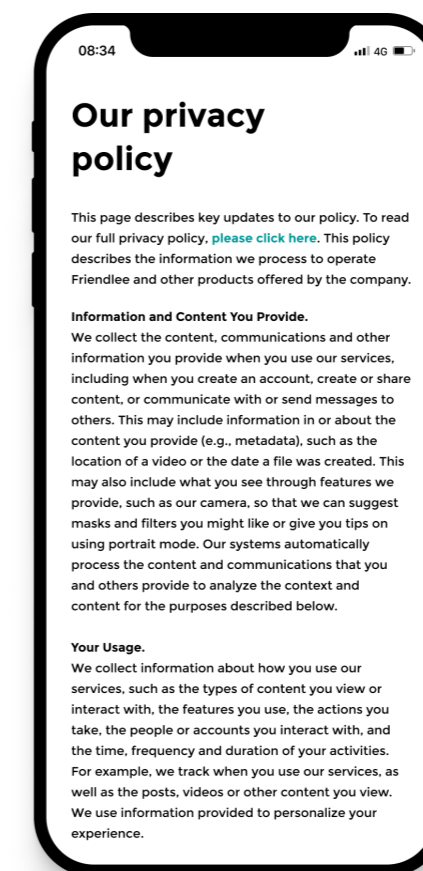
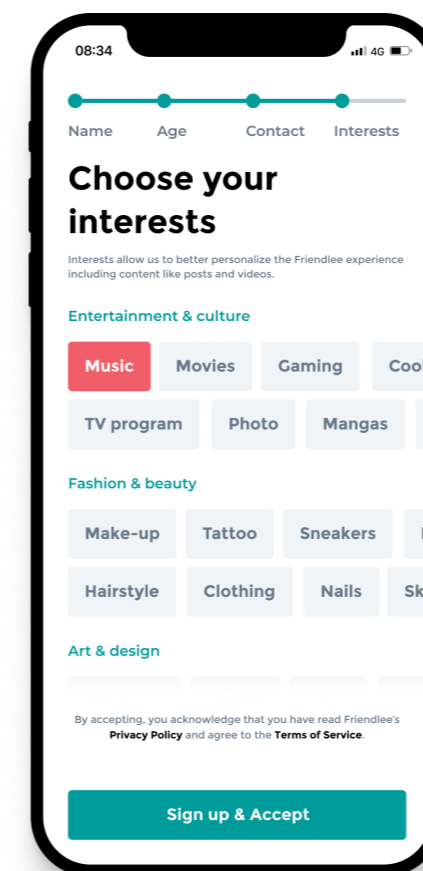
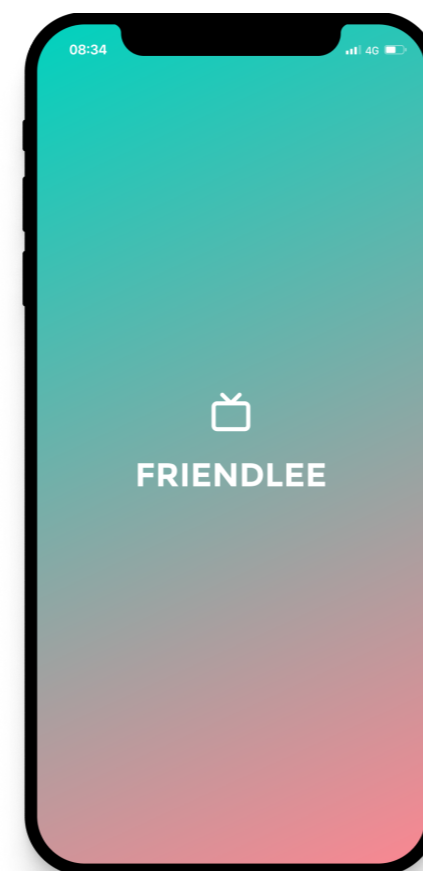
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by:

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## Step 3 Brainstorm, sketch and share

45 mins

Now using your challenge statement to guide your team, let's try to redesign and reimagine these app screens for the persona you selected.

Sketching can help your team to communicate visual ideas, compare them and find things in common.



Use the mobile screen templates on the [next page](#)

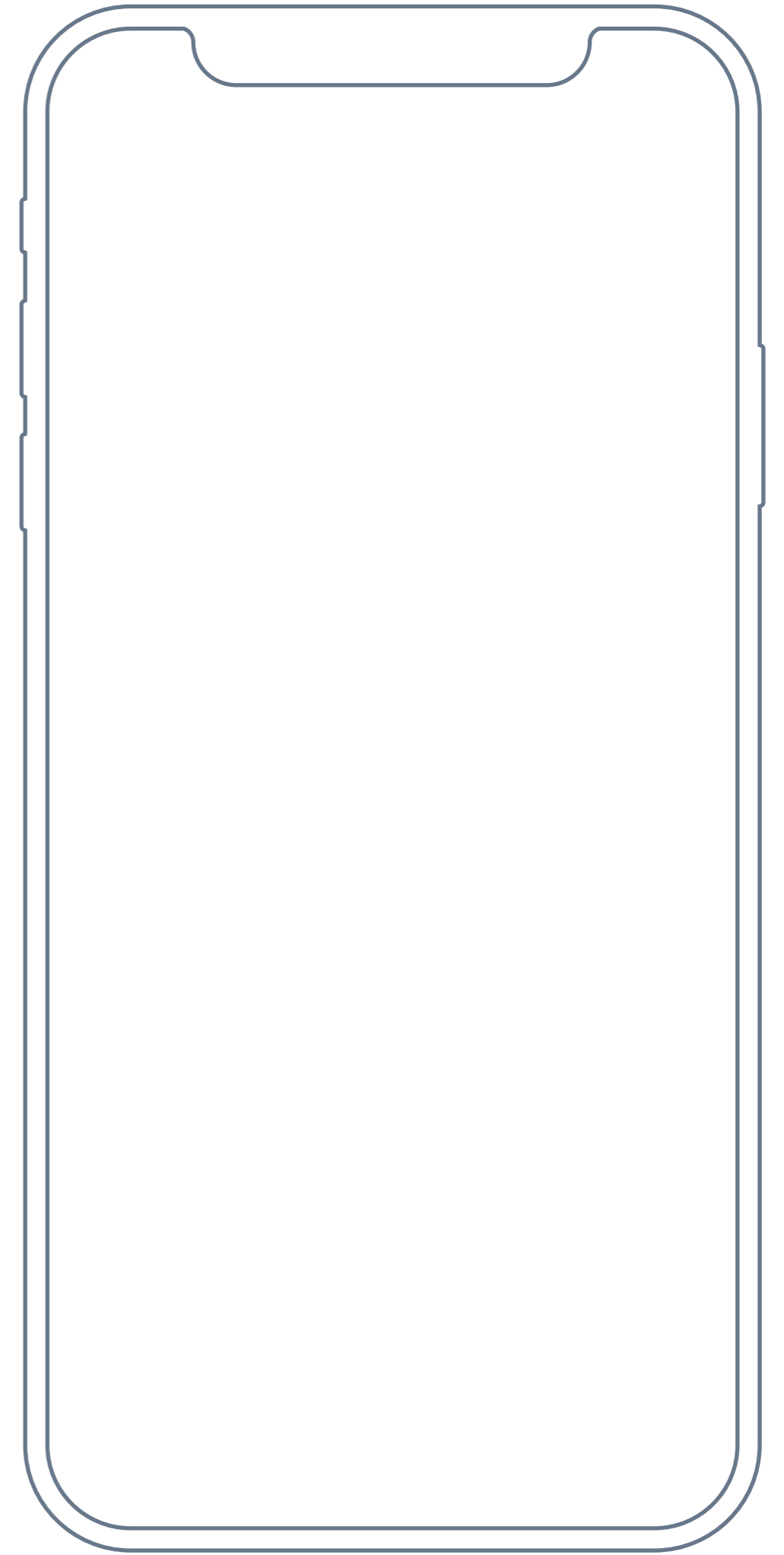
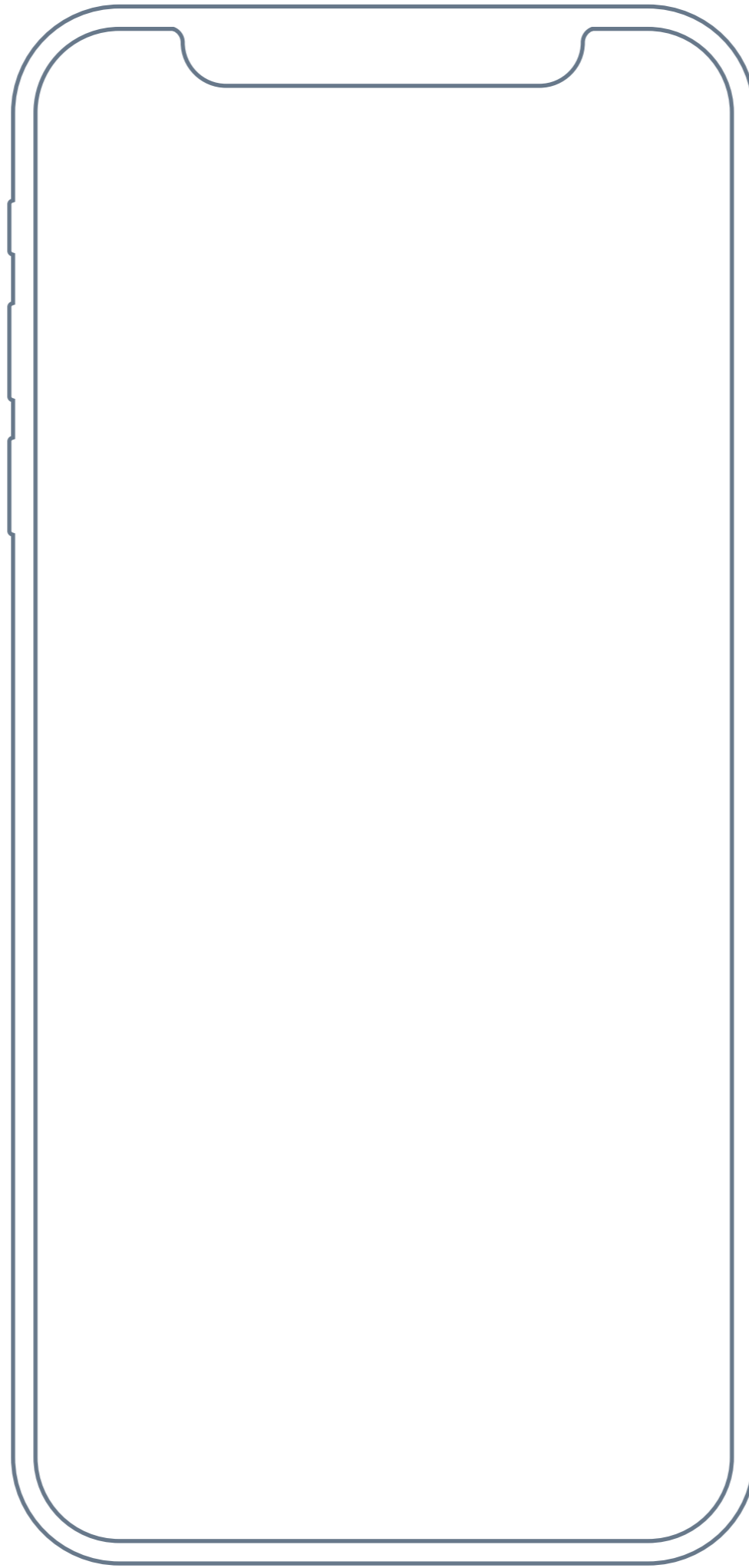
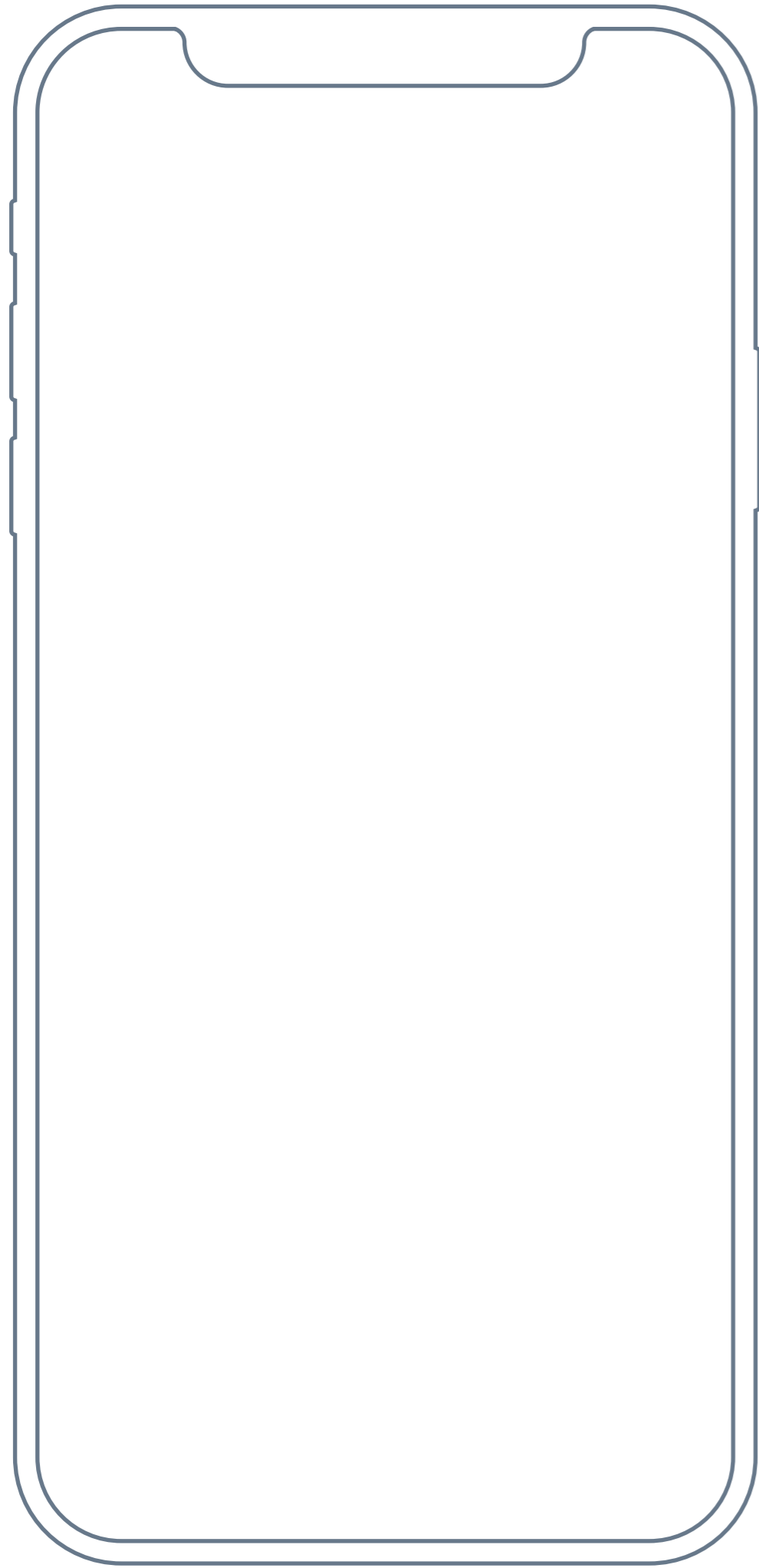
Get inspiration and guidance with design examples & tools resources in the appendix on [pages 20 & 21](#)

→ Aim for quantity, not quality. Your sketches don't need to be beautiful. They simply need to communicate your ideas for potential design solutions.

→ Use a pen and paper. You can use the mobile screen templates to sketch your ideas. Sketching within the template will help you appreciate the constraints of mobile app design.

→ Save the last 15 minutes for everyone to share your ideas as a group. Remember to build on your ideas by saying "yes and" instead of "no but".

→ The goal is for the majority of your team to agree on the 2-3 design idea(s) that help to solve your team's challenge statement.





## Step 3 Finalize and show us your ideas

45 mins

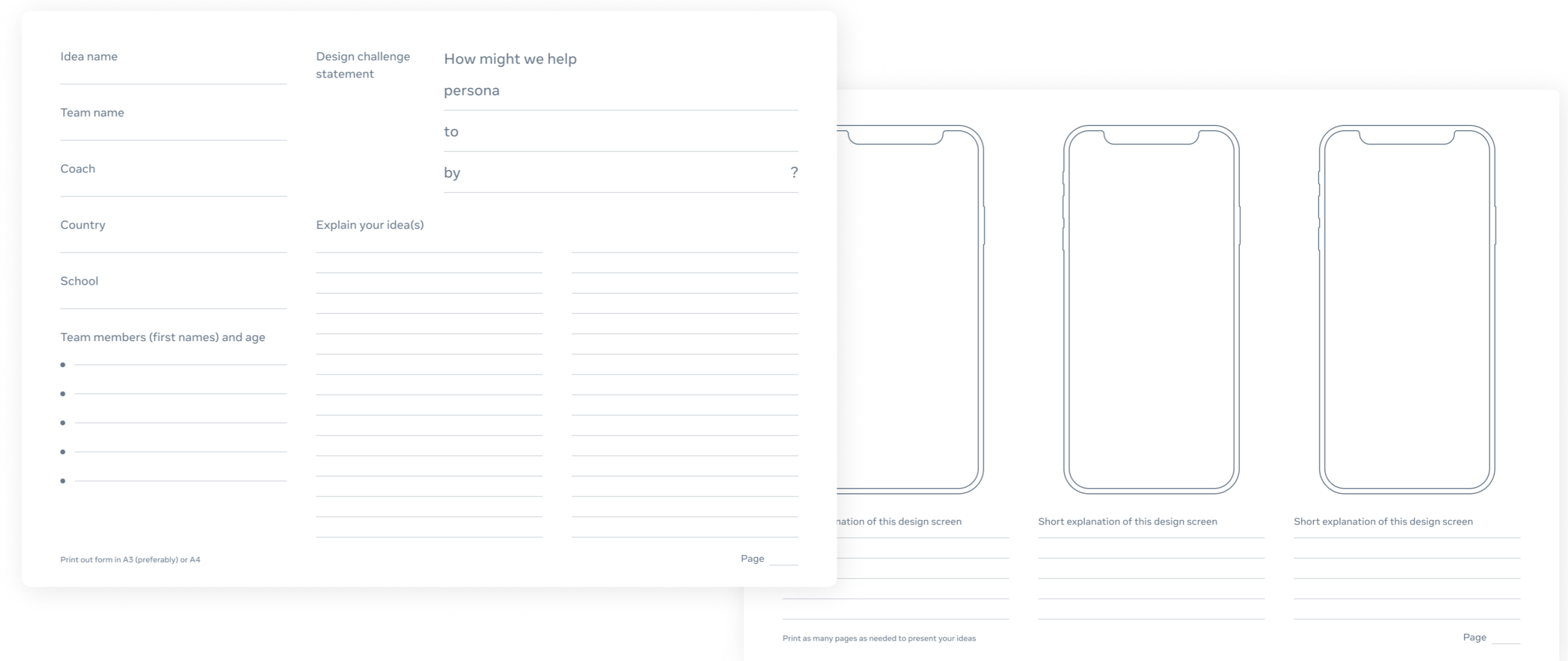
Now you have to communicate which idea(s) your team decided to prioritise. Please fill out the following pages (text in English) to tell your team's story as part of your design proposal.

This is what you will submit as your application. Remember, format is up to you - and you won't be judged on your English.

 Use the application form on the [next pages](#)

 Get inspiration and guidance with design examples & tools resources in the appendix on [pages 20 & 21](#)

→ Application form to fill out



The image shows two overlapping application forms. The top form is a text-based application form with the following sections:

- Idea name
- Team name
- Coach
- Country
- School
- Team members (first names) and age
- Design challenge statement
- How might we help persona
- to
- by
- Explain your idea(s)

The bottom form is a design screen template with three mobile phone outlines. Below each outline is a section for a short explanation of the design screen.

→ How to submit?

Please submit your application by **10 March 2023** to [office@thinkyoung.eu](mailto:office@thinkyoung.eu)

Only applications with the parental permission forms will be accepted.

Please save the date for the **26- 28 April!**  
Teams chosen to travel to Brussels will be informed no later than **17 March 2023.**





Idea name

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Team name

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Coach

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Country

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School

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Team members (first names) and age

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Design challenge  
statement

How might we help

persona

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to

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by

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Explain your idea(s)

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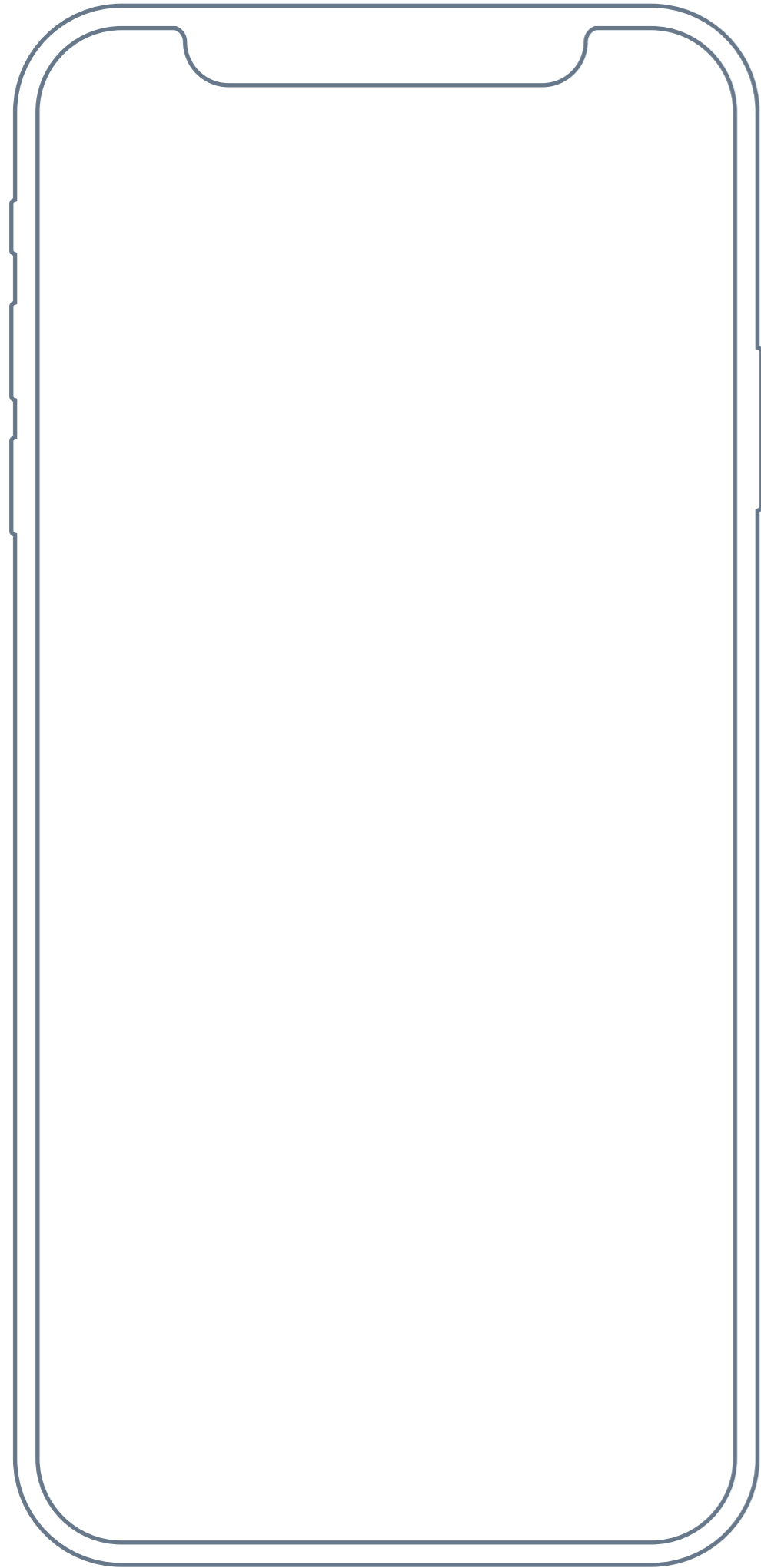
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Short explanation of this design screen

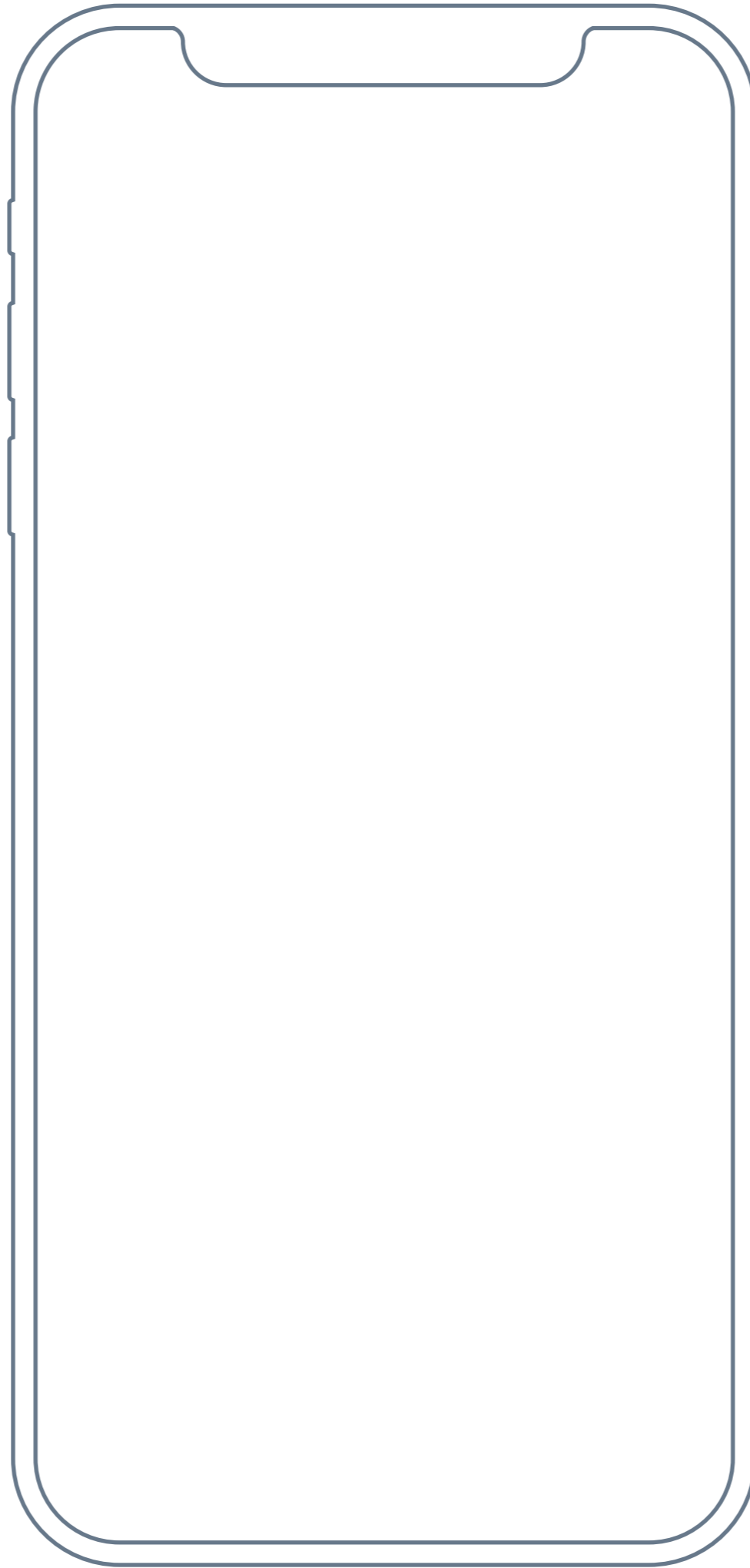
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Short explanation of this design screen

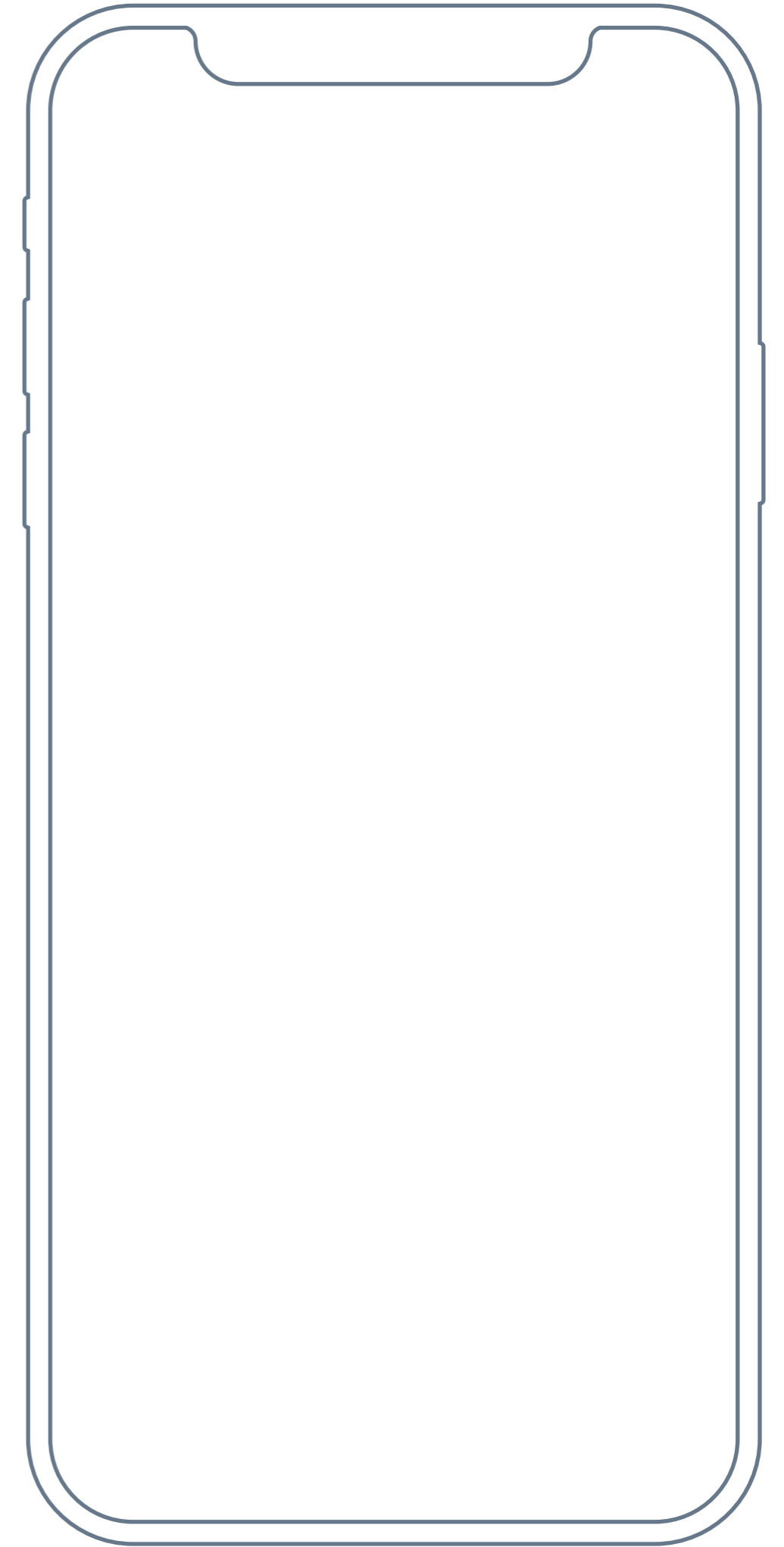
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Short explanation of this design screen

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# Apendix

Design examples & tools

p. 20

Infos sessions

p. 22

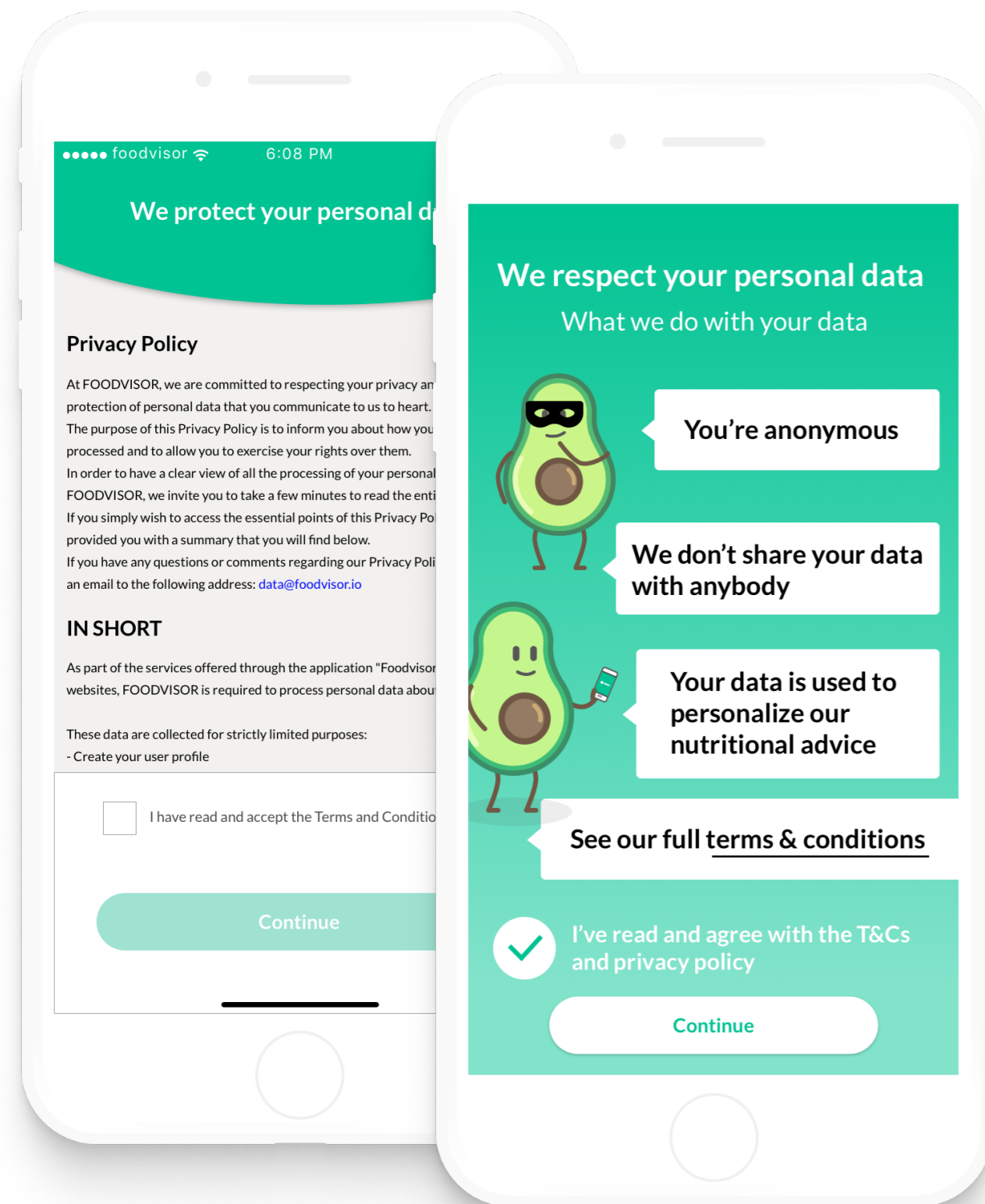
FAQ

p. 23

Glossary

p. 24

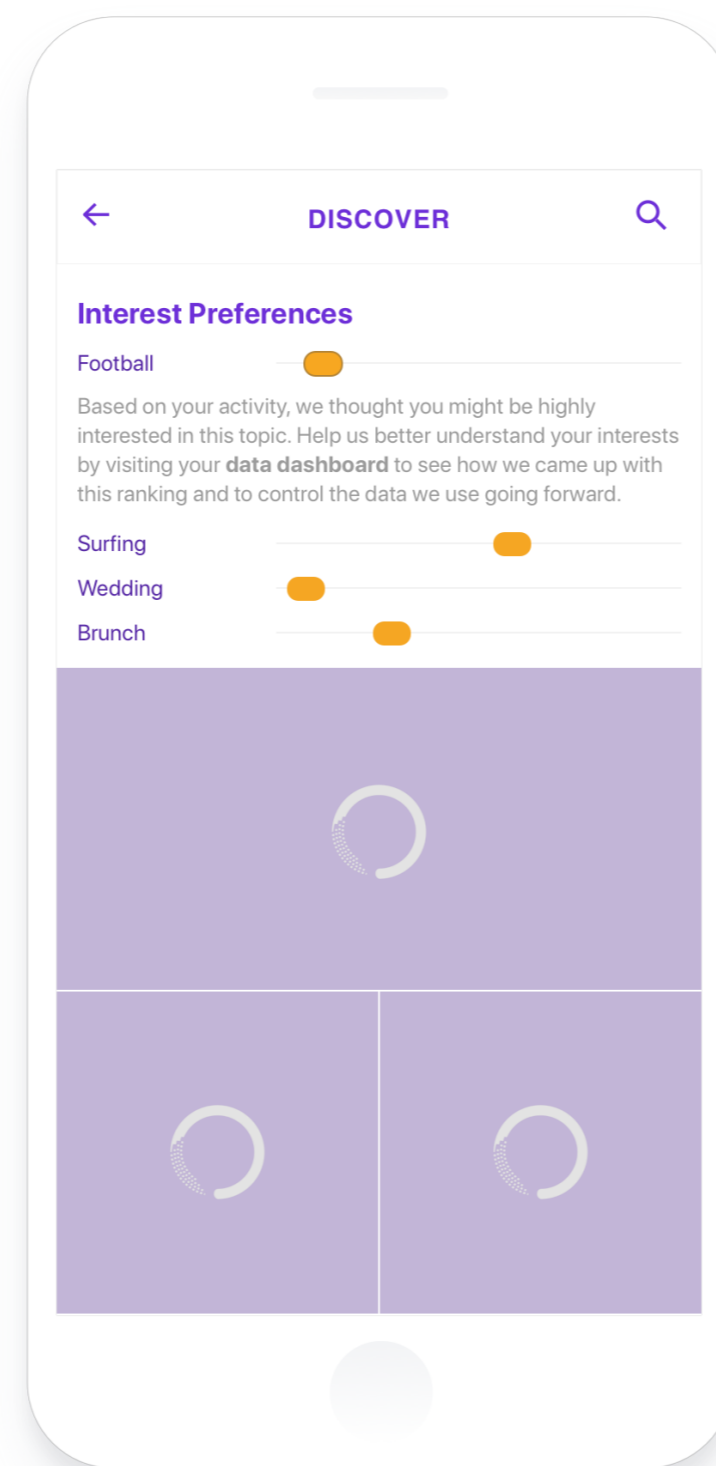
# Design examples



## Visual storytelling of privacy policy

This team used storytelling to explain the features people would have access to if they shared data with Foodvisor, increasing transparency and showing people the value they gain by sharing their personal information.

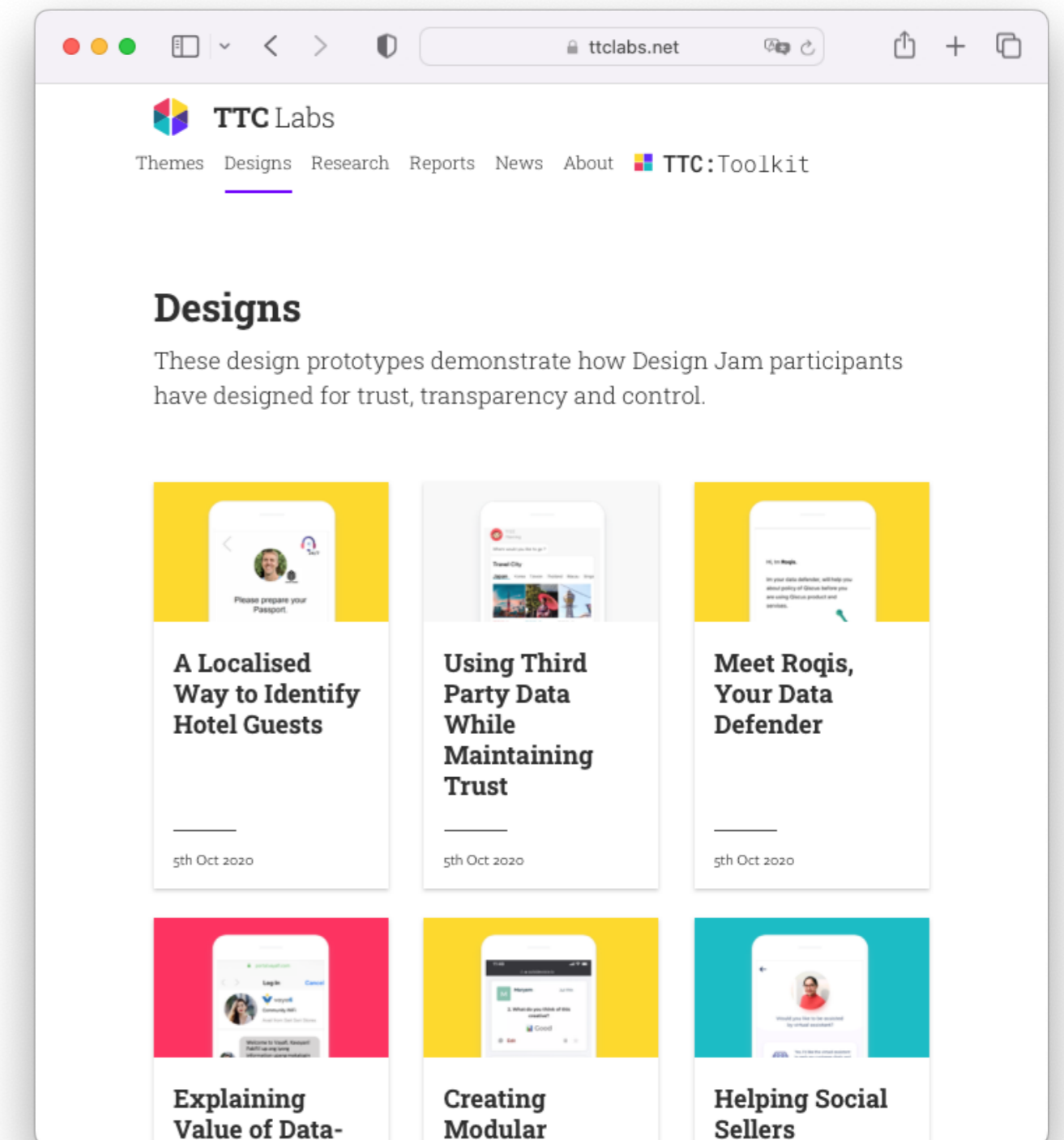
[See more on this example](#)



## In context interest sliders

This team designed controls that work by customizing their personalised experience with little effort without people having to leave their social media feed. When browsing through their interests, they can navigate to a data dashboard area for more advanced controls if they wish.

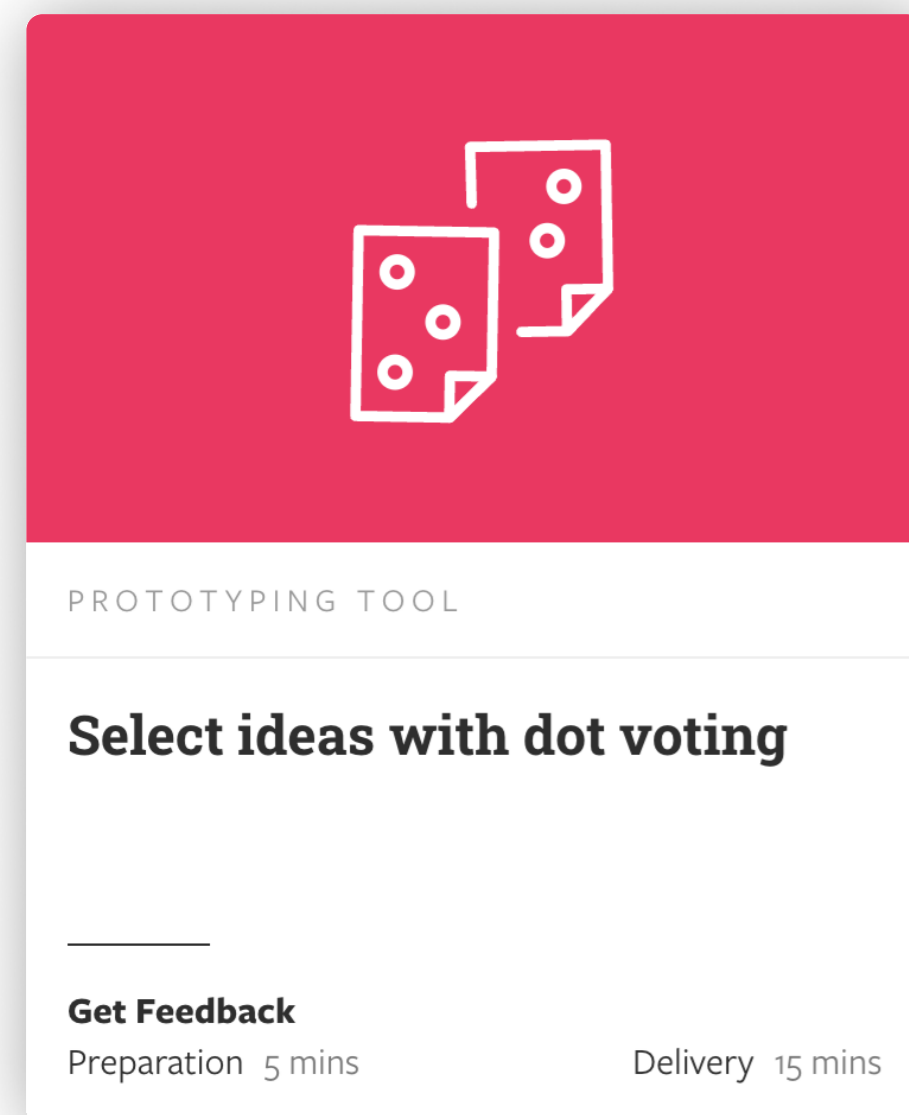
[See more on this example](#)



Explore more design examples to inspire your ideas and creations!

[Discover the Design Gallery](#)

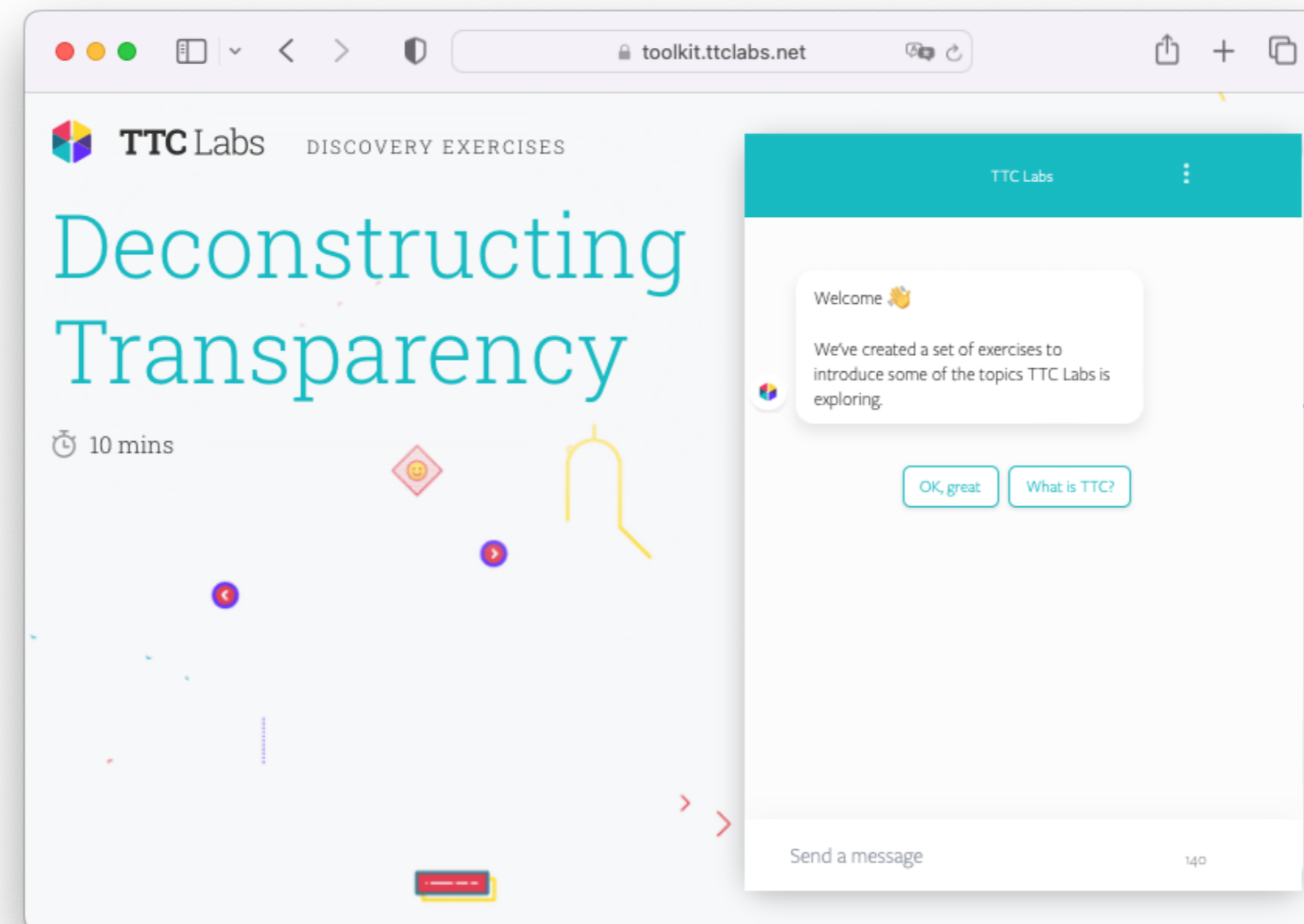
# Design tools



## Select ideas with dot voting

After ideation, teams need a way to choose from multiple ideas. Dot voting can aid in this decision. This exercise will help your team vote and prioritize your ideas.

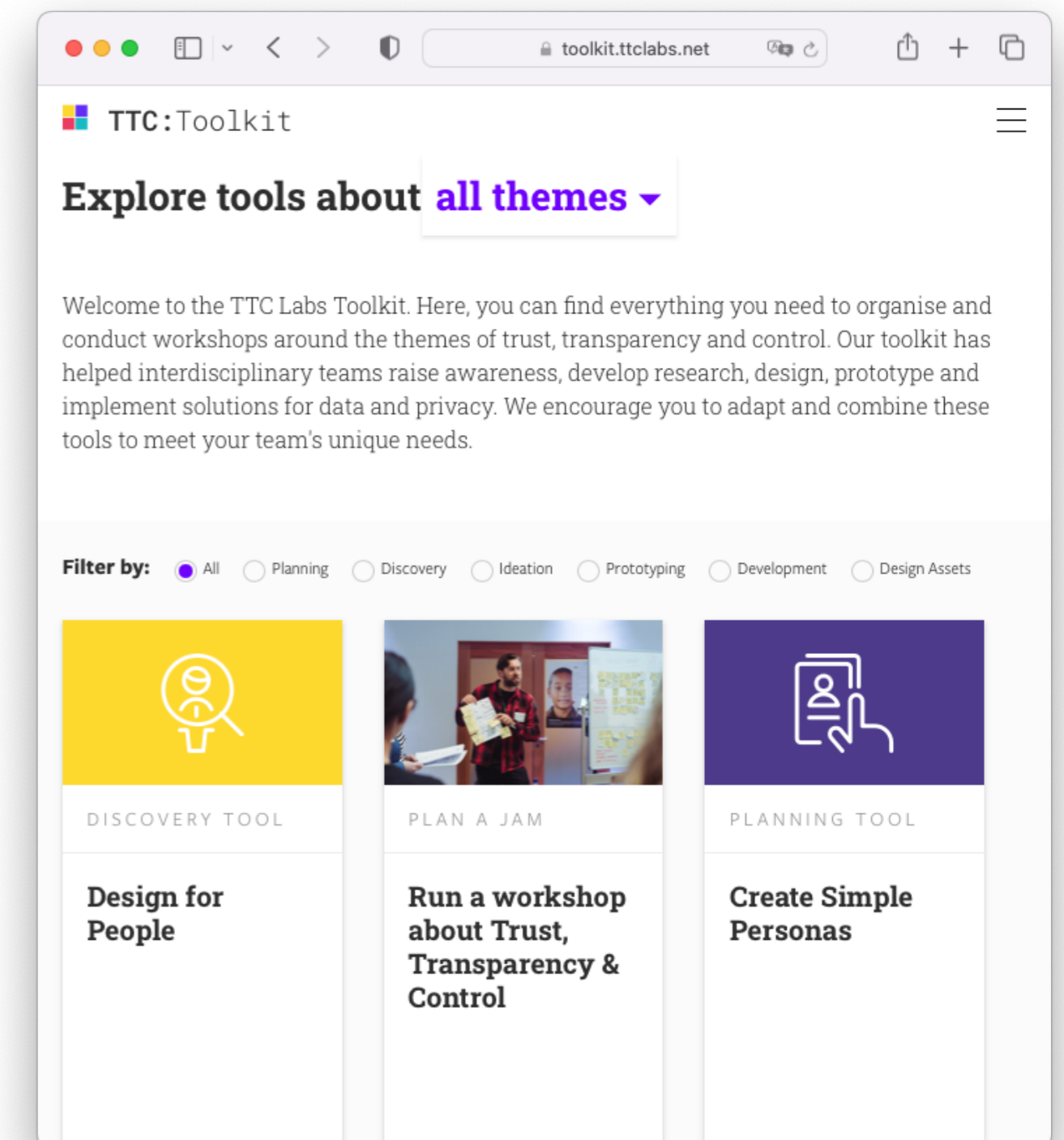
[See more on this tool](#)



## Deconstructing Transparency

Interactive exercise where you will get to explore design for data privacy based on four factors: how clear the screens are, how simple the language is, how engaging the information is presented and how much control it gives people.

[See more on this tool](#)



Discover more tools! Browse our design toolkit to help you design your solutions for data.

[Discover the Toolkit](#)

# Info sessions

EU Youth Design Jam: Ask your questions!

Feb 13, 2023



## Time

Feb 13, 2023 05:00 PM Brussels time

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## Join Zoom Meeting

<https://us06web.zoom.us/j/83903630174>

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No computer? Join using your phone and the Meeting ID: 839 0363 0174:

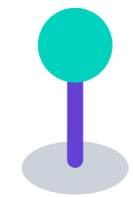
Belgium: +32 2 585 5574

Czech Republic: +420 239 018 272

Spain: +34 917 873 431

Sweden: +46 850 539 728

Feb 21, 2023



## Time

Feb 21, 2023 05:00 PM Brussels time

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## Join Zoom Meeting

<https://us06web.zoom.us/j/89772059596>

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No computer? Join using your phone and the Meeting ID: 897 7205 9596 :

Belgium: +32 2 585 5574

Czech Republic: +420 239 018 272

Spain: +34 917 873 431

Sweden: +46 850 539 728

# FAQ

## The teams

### Who can take part?

Anyone aged 16-18 from your school - your group doesn't need to be from one class, you can do it with friends from different classes.

### Which countries are participating?

Belgium, Spain, Czech Republic, Sweden

### Who can be a coach for my team?

Your coach should preferably be a teacher at your school, but a parent can also fill this role if you can't find a teacher to help and travel with you.

## Key dates

### What is the deadline for submitting my proposal for the online design challenge?

The deadline for submissions is 10th March 2023.

### When will the in-person Design Jam in Brussels take place?

The in-person Design Jam in Brussels will take place between the 26th (evening) and the 28th (morning) of April, with the full-day challenge on 27 April. Selected teams will arrive on 26 April and meet the other participants, have dinner (also with ThinkYoung and Meta), and check-in to their hotel. On the 27th of April the teams will take part in the design jam, visit the European Parliament, and take part in several activities across Brussels before travelling home late on 27th or on 28th April.

### When will I find out if my team is going to Brussels?

After the jury has evaluated all submissions the winners from each country will be announced on 17 March 2023.

## Applications

### How much time do I need to spend on my proposal?

There is no right or wrong amount of time to spend, but experience shows teams will need about 2-4 hours of collective work outside of the classroom.

### What will my team do in Brussels?

You will get to know the other winning teams, take part in a live design challenge (a secret for now!), and have the chance to visit the European Parliament and meet representatives from your country and tech and social media companies.

### Do we have to use English in our submission?

Yes, please make sure all text is in English. However, your entry will be judged on its creativity, diversity, empathy and relevance not the quality of your language, so focus on the design rather than the text!

### What do I do if I don't understand something about the challenge?

Have a look at the glossary (page 24) You can also attend one of the Q&A sessions in February.

### Who should I contact if I have other questions?

Send an email to [office@thinkyoung.eu](mailto:office@thinkyoung.eu) and we will do our best to help!

### How much will it cost to take part?

It's free! Your flights, accommodation and food will be paid for, but it's a good idea to bring some money for waffles and souvenirs!

# Glossary

## **Age-appropriate**

Designing experiences for young people depending on their age

## **Brainstorm**

Come up with lots of ideas to solve a challenge

## **Challenge**

The challenge is a team activity to solve a problem as if you were a digital designer

## **Challenge statement**

A simple sentence that frames the mission based on your understanding before you design solutions

## **Design Jam**

A fast-paced, collaborative workshop where teams work together to explore problems, collaborate and find potential solutions.

## **Digital behaviour**

How the things you interact with on the web power online services

## **Empathise**

Explore and try to understand the someone else's needs

## **Feed (n.)**

The main screen of a social media app with content that is personalised for them

## **Ice breaker**

A short warm-up exercise to get started and share experiences

## **Interests**

Social media apps provide personalised experiences based on your hobbies, activities and things you care about

## **Mission**

Your task as a team to solve the design challenge

## **Online services**

Online services can be for nearly anything on the web, including social media apps

## **Persona**

A used by designers with a fictional representation of a real person to help guide design

## **Personalised**

Social media experiences based on someone's individual needs and interests

## **Personal Data**

Information about you that is used by online services to power your experience

## **Privacy Policy**

A document that explains how an online service handles people's information, including personal data where relevant

## **Proposal**

Documenting your team's prioritised idea(s) in the template

## **Redesign**

Exploring ways to build on and reimagine current designs

## **Sketch**

Quick and visual ways to come up with ideas using a pen and paper

## **Social media**

Online services that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual networks and technologies.

## **Templates**

Pages in the application pack and booklet for you to use as you brainstorm, sketch and share your final ideas in the proposal

## **Terms & Conditions**

A document that sets out people's relationship with a service. Terms and conditions might govern the type of content you may post on the website as well as how that content may be used by that website and others. It can also include access to a privacy policy.

## **Transparency**

Being clear, open and honest about how an online services are built, operate and function by providing people with access to relevant information and helping people engage with it

## **Tool**

An activity together with worksteps and templates that can help you to solve problems