**Zeer Pot Simulation: Character Cards**

**The Donor(s)**

* *Ideal attire:* Business. If helping with setup/cleanup, consider changing.
* You are President (plus CEO if multiple) of the Global Order of Doing Some Highly Innovative Things
* You’ll present the challenge, bark out orders to shift between phases (with a megaphone?), conduct the testing and pitches, and distribute the awards.
* Be a caricature of “old aid” donors. I-Know-Best? God complex? Out of touch with grantees and end users? Go for it.
* Embrace the character. Make people address you by something like “Dr. Moneypants.” Smarmy’s the word. Consider favoritism. Used car salesman? Snake oil extraordinaire? That Hunger Games TV anchor? Make us feel uncomfortable but dependent. Ick.
* *ACT I: The Setup (15m)*
  + Using the slides, introduce the simulation and team
  + Always unironically say the entire phrase “Global Order of Doing Some Highly Innovative Things;” let the audience figure out what it stands for (high schoolers, in 3.2 seconds).
  + Allow a *(too brief)* Q&A
  + If appropriate, assure participants that if at any time they need to speak to you out of character, not to Dr. Moneypants, they can.
  + Split participants into teams of 3 - 4, distribute Shillings
* *ACT II: Prototyping (45m)*
  + Issue regular reminders about Form “MPRF…” being due. Review them (in character!), and make them work for the additional Shillings. It’s intended to be unreasonable. Consider partial or no shillings, but don’t be *too* discouraging.
  + Issue regular reminders about the end of the prototyping period: pitch and testing.
  + Around halfway, announce you have brought the End Users to the prototyping area “at great expense” so teams can access them for free for a few minutes. Announce their departure, and the resumption of travel charges.
  + Interrupt teams to (i) recommend they use the consultants and end users, (ii) offer unexplained praise, (iii) offer unexplained passive-aggressive criticism,  
    (iv) suggest (kindly or not) that they look at or work with another team.
  + About ¾ of the time through, announce the selection criteria (internal temp, aesthetic, usability, price) It’s probably too late for them to make changes. HA.
  + Generally keep tabs on everything, and adjust the simulation as you see fit! Announce temporary sales at the bazaar, technical advice, etc.
  + Consider helping the bazaar merchant(s) make sales during inevitable rushes.

(Continued)

* *ACT III: Testing, Pitches, and Awards (30m)*
  + Testing and pitches
    - Have teams all STOP working and gather around the box fan. If more than 10 teams, have another facilitator (e.g. CEO, expert) run a second station in parallel. All should observe the pitches of their station; it’s great!
    - Place two pots in front of the fan, with thermometers installed. Have each team give their 1 minute pitch, using a timer (e.g. on phone). Ask tough questions afterward, especially if they missed a whole category.
    - Make test conditions unfair: the thermometers used are different (e.g. non-contact IR vs. thermocouple), pots a different distance from the fans, varying test times, etc.
    - Make teams feel nervous: interrupt a bit, make questions curt, favor teams unfairly (e.g. solely on pitch even if tech was crap, 50 points to Gryffindor because I like Harry).
  + Awards
    - Confer with the other station facilitator (if any), and grandly announce your chosen winner. Their prize: the giant awesomely bad sign, and 200 Shillings (8x the initial amount!). Take a photo of it all with you, and self-aggrandize.
    - Announce that, at great expense, you have flown some end-users to the awards ceremony, and that they would like to say a few words.
    - Be surprised when an end user says they don’t like the winning design, and they would prefer another. They buy it from the team for $5 real cash.
    - Be surprised when the other end user explains they don’t like any of them. The end user shows either a cold-pack lunchbox or a dorm fridge, explaining that they now have electricity, or someone nearby does, so this is a much better solution.
* *ACT IV: Reflection (30m)*
  + Break character. Congratulate the participants and facilitators, and make some sincere observations. Step back from center stage (finally!) to encourage reflections from participants and expert observations from the other facilitators.
  + You or another facilitator can take the lead on nudging the reflections through the learning objectives in a human-centered way: lots of asking participants questions and responding “yes, and…”

**Bazaar Merchant(s)**

* *Ideal attire:* Business casual. If helping with setup/cleanup, consider changing.
* Sell things at the prices marked, and make change. HOWEVER, consider making life complicated and unfair:
  + Only speak in a foreign language, and struggle to understand them
  + Decide that, at the moment, all items cost double because of the exchange rate
  + On an item with no price (or rip it off in front of them),  
    quote a ridiculous highball (Sh 20 for a Sh 2 item?) and hope they negotiate
  + Hide some items, and show only some teams the “special items”
  + Refuse to make change
  + Be a “Bizarre Merchant” (thanks, David!)
* ACT I: The Setup (15m)
  + Kindly observe the intro. Consider futzing about in your shop.
* ACT II: Prototyping (45m)
  + Sell, sell, sell! Put media in the gallon bags. Haggle. Use the gags above.
* ACT III: Testing, Pitches, and Awards (30m)
  + Watch the pitches. If you remember particularly good/bad purchases, consider interjecting about them. Or just be proud that “I SOLD THEM THAT!”
* ACT IV: Reflection (30m)
  + Break character, and participate in the reflections. Many participants bring up the bazaar experience.

**Expert consultant**

* *Ideal attire:* Business. If helping with setup/cleanup, consider changing.
* For the first minute or so, be SUPER nice to people who want your services. Promise the moon.
* Require that they sign an NDA and contract that you have prepared. Should be uncomfortable and take too long.
* Using a stopwatch, provide actually good advice and STOP every minute with your hand out for payment.
* Consider being a conceited jerk.
* At all times, act awfully important and awfully busy
* ACT I: The Setup (15m)
  + Kindly observe the intro.
* ACT II: Prototyping (45m)
  + Immediately start offering teams your services. Be kind but pushy. Follow the advice above throughout
* ACT III: Testing, Pitches, and Awards (30m)
  + Watch the pitches. If you disagree with something the judge says about a team you helped, interject like an angry trial attorney with an objection. Offer your services to the judge. For a fee.
* ACT IV: Reflection (30m)
  + Break character, and participate in the reflections. Some will wonder if the consultant was worth it.

**Expert team member(s)**

* *Ideal attire:* Business casual. If helping with setup/cleanup, consider changing.

* Be yourself.
* This is a *learning activity* so help a bit (don’t steamroll!), ensuring they wrestle with:
  + Poorly framed problem choice
  + Incomplete or misleading information
  + Scarcity
  + Competition (and eventual collaboration) with peers having similar goals
  + Budget constraints (and exchange rate)
  + Technical difficulties
  + M&E(metrics and evaluation)
  + Communication and marketing
  + Stakeholder interactions, including end users
  + Reflections on the development sector
* ACT I: The Setup (15m)
  + Kindly observe the intro.
* ACT II: Prototyping (45m)
  + Offer your services. *IF NOBODY BUYS* in the first few minutes, allow the Donor to assign you to a team as a pro bono team member.
  + Help as above in a participatory process; provide more thoughtful questions than answers
* ACT III: Testing, Pitches, and Awards (30m)
  + Watch the pitches and act as a fully fledged team member.
* ACT IV: Reflection (30m)
  + Break character, and participate in the reflections.

**End User 1**

* *Ideal attire:* Casual, as your character would dress. If helping with setup/cleanup, consider changing.
* **Location:** Urban slum dweller
* **Home life:** middle aged, single parent, 3 children
* **Job:** You sell things in an informal market, and aspire to get an office job
* **Electricity:** You DO have access to electricity, but it is unreliable
* **Money:** You have a *little* spending money
* **Apples**: Apples are only in the rich export supermarkets
* ACT I: The Setup (15m)
  + Kindly observe the intro.
* ACT II: Prototyping (45m)
  + Go to a far corner/wall of the room so you are still visible, but out of the way.
  + You may have significant downtime, so always be observing.
  + As teams come to visit you, collect their travel money, answer their questions according to your profile above, and kick them out after the specified time.
  + Use your profile as the base (which is different from the other end users), and be creative in answering as your character would.
* ACT III: Testing, Pitches, and Awards (30m)
  + Observe the testing/pitches.
  + [SECRET!!] After the Donor makes the award, you will interrupt to say you don’t like any of the chosen options, and show the cold-pack or dorm fridge you have chosen instead. Your electricity is good enough, or you know someone nearby (friend/relative) who lets you use the fridge or freeze your cold-packs.
* ACT IV: Reflection (30m)
  + Break character, and participate in the reflections. Many will regret not visiting end users more. A key point will be: was the problem framed correctly? Were zeer pots ever a good solution?

**End User 2**

* *Ideal attire:*Casual, as your character would dress. If helping with setup/cleanup, consider changing.
* **Location:** Rural subsistence farmer
* **Home life:** Young, living with parents
* **Job:** Help in the fields. Can’t afford school.
* **Electricity:** None
* **Money:** Hardly any. Currently don’t sell what you produce.
* **Apples**: Never seen apples before. No use for something to chill apples.
* End user information contradicts each other (urban vs. rural?)
* ACT I: The Setup (15m)
  + Kindly observe the intro.
* ACT II: Prototyping (45m)
  + Go to a far corner/wall of the room so you are still visible, but out of the way.
  + You may have significant downtime, so always be observing.
  + As teams come to visit you, collect their travel money, answer their questions according to your profile above, and kick them out after the specified time.
  + Use your profile as the base (which is different from the other end users), and be creative in answering as your character would.
* ACT III: Testing, Pitches, and Awards (30m)
  + Observe the testing/pitches.
  + [SECRET!!] After the Donor makes the award, you will interrupt to say you like a different design much more. Offer the team real cash ($5 provided by the organizers) to buy it. Explain briefly why you like it better.
* ACT IV: Reflection (30m)
  + Break character, and participate in the reflections. Many will regret not visiting end users more. A key point will be: what was worth more? Lots of additional grant funding, or a single small but real sale?

**End User 3**

* *Ideal attire:* Casual, as your character would dress. If helping with setup/cleanup, consider changing.
* **Location:** Rural entrepreneur
* **Home life:** Live with spouse and one child
* **Job:** Started up a local company with 4 employees (you pick what it does!)
* **Electricity:** None at home, but reliable electricity at your office 2km away
* **Money:** Your business is making a small profit, so you are comfortable but ambitious.
* **Apples**: Occasionally see apples but nobody wants them
* End user information contradicts each other (urban vs. rural?)
* ACT I: The Setup (15m)
  + Kindly observe the intro.
* ACT II: Prototyping (45m)
  + Go to a far corner/wall of the room so you are still visible, but out of the way.
  + You may have significant downtime, so always be observing.
  + As teams come to visit you, collect their travel money, answer their questions according to your profile above, and kick them out after the specified time.
  + Use your profile as the base (which is different from the other end users), and be creative in answering as your character would.
* ACT III: Testing, Pitches, and Awards (30m)
  + Observe the testing/pitches.
  + At the awards, after the other end users interrupt with their opinions, state that you still like the one the Donor chose!
* ACT IV: Reflection (30m)
  + Break character, and participate in the reflections. Many will regret not visiting end users more.