IDBM INDUSTRY PROJECT

Project Framing

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Aalto University, School of Business,
Dept. of Management Studies (IDBM)

The idea is to start project planning today.

But we don’t know everything yet.

How to start?

Let’s start with something that gets us moving.

Let’s start with something we have tested.

But if you have already a good method, use that one!

The agenda of this session

1. Designing an IDBM industry project
2. Workshop
3. Interteam feedback
4. Summary

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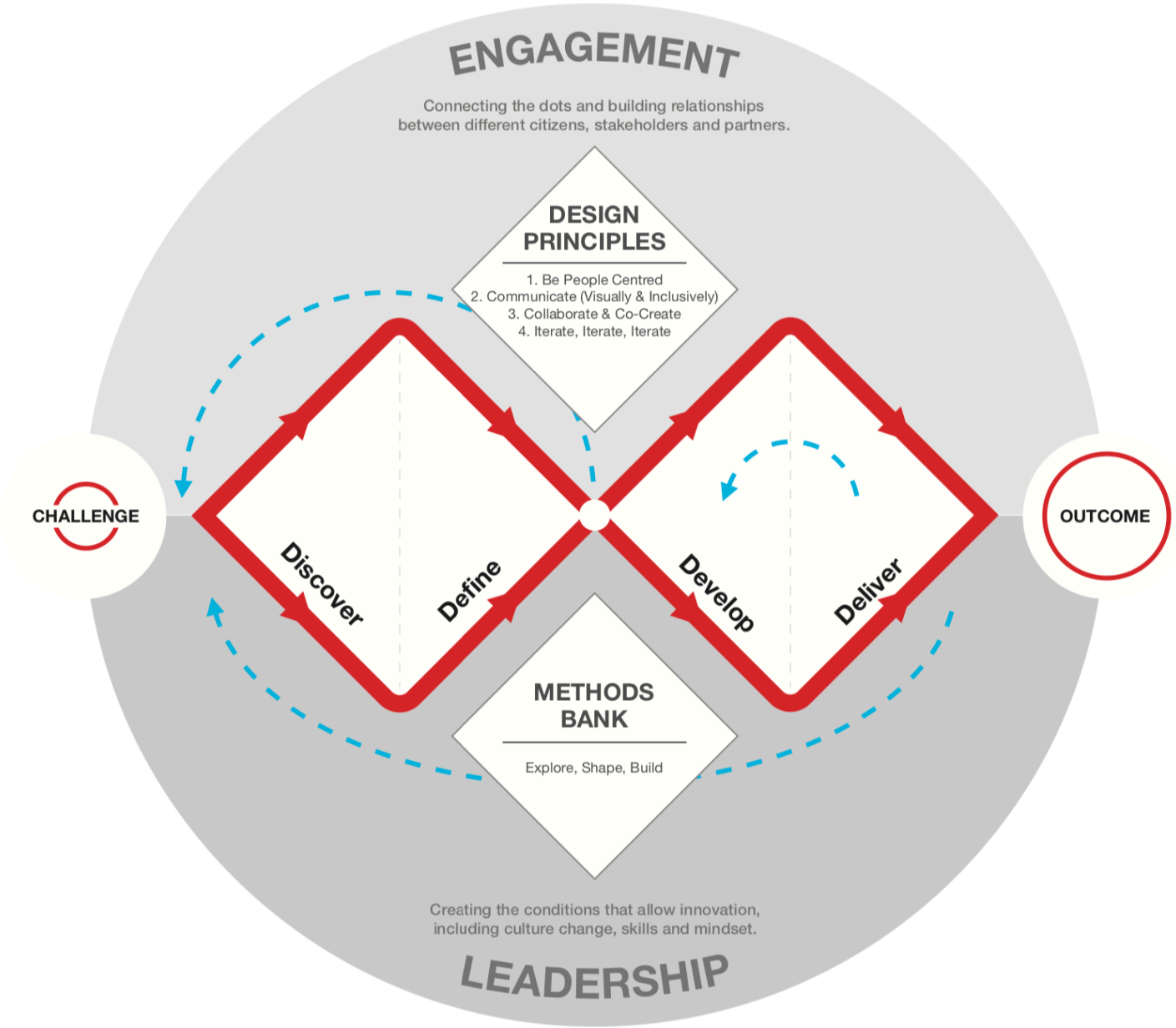
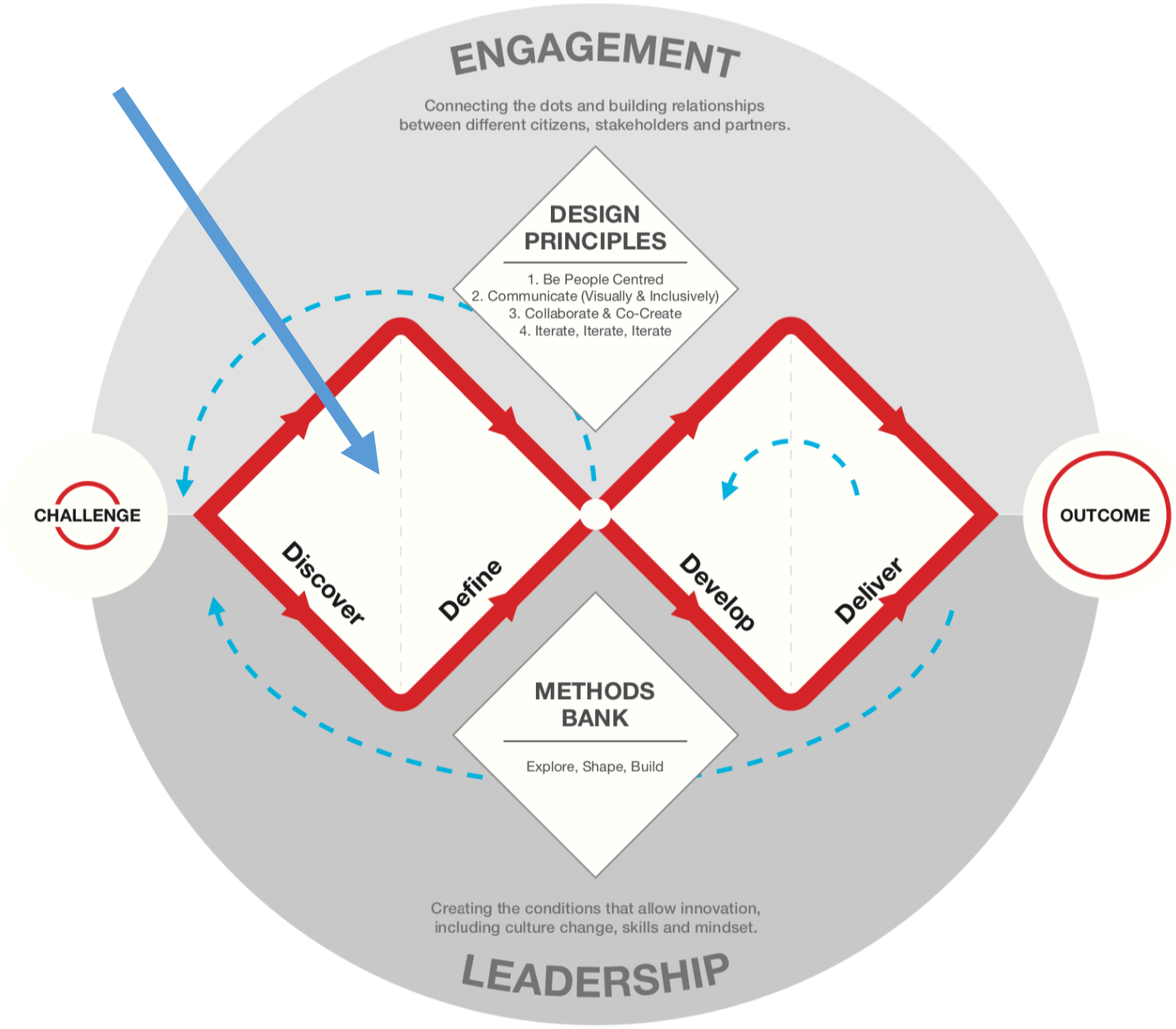
Planning the timeline


ENGAGEMENT
Connecting the dots and building relationships between different citizens, stakeholders and partners.
DESIGN PRINCIPLES
1. Be People Centred
2. Communicate (Visually & Inclusively)
3. Collaborate & Co-Create
4. Iterate, Iterate, Iterate
CHALLENGE
Discover
Define
Develop
Deliver
OUTCOME
METHODS BANK
Explore, Shape, Build
Creating the conditions that allow innovation, including culture change, skills and mindset.
LEADERSHIP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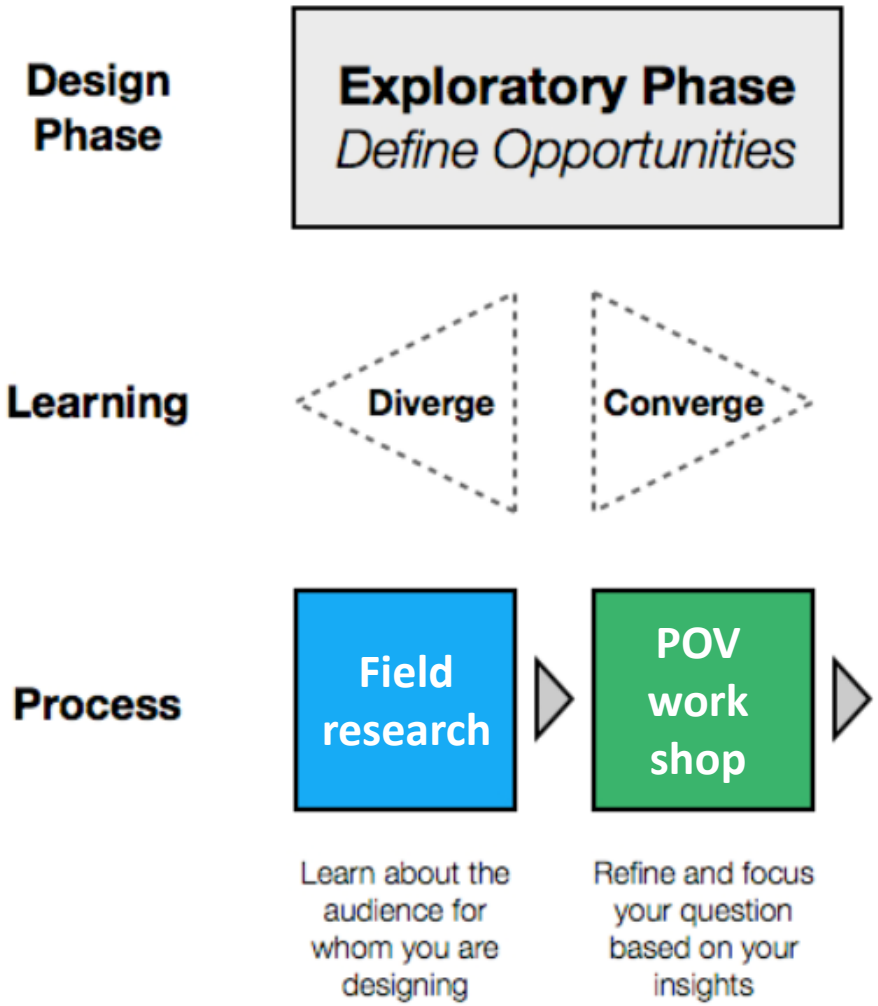
January - February



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WEEKS 3 - 9

EXPLORATIVE RESEARCH PHASE

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WEEK 7

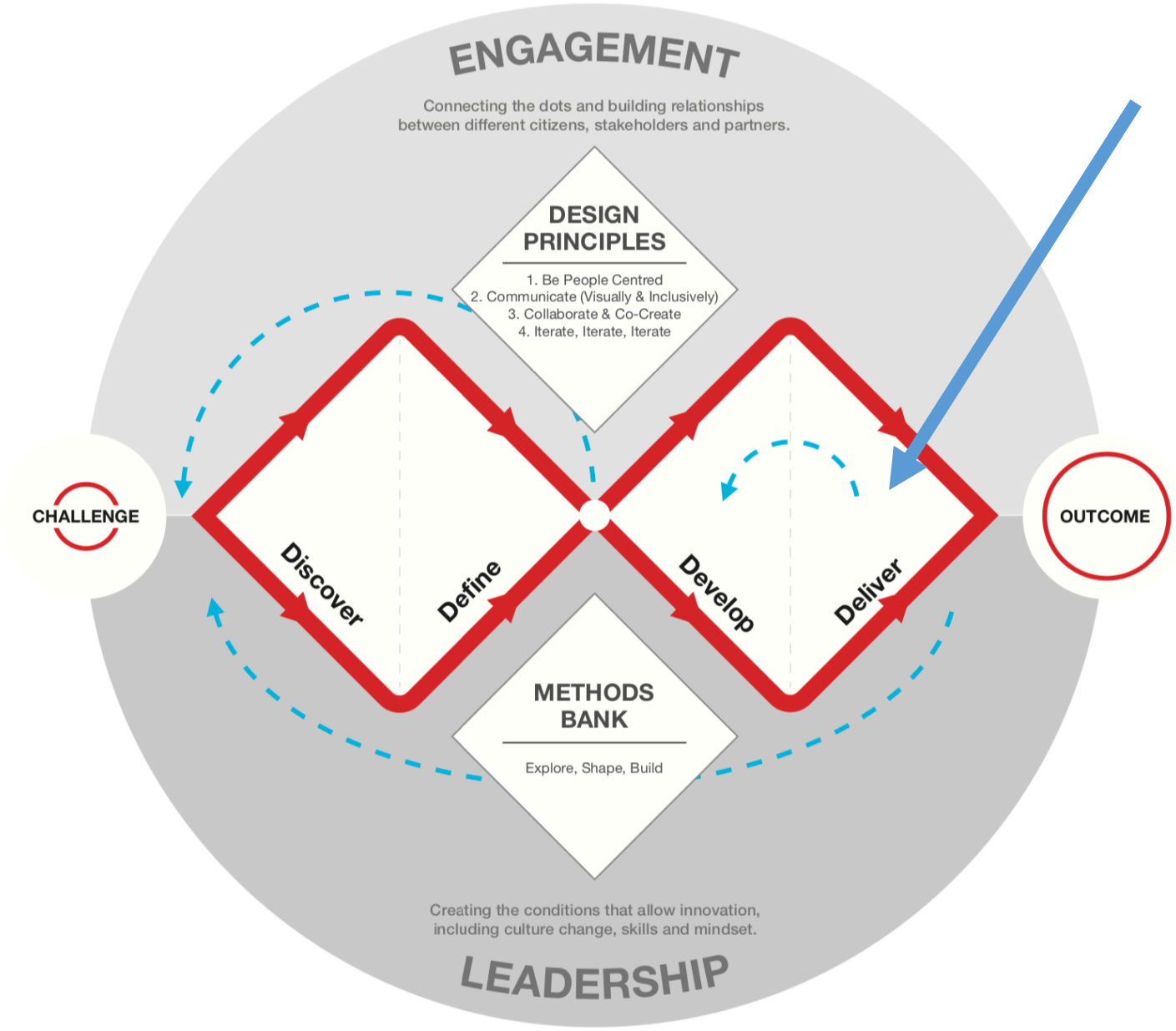
Point of view (POV) workshop

user + need + insight

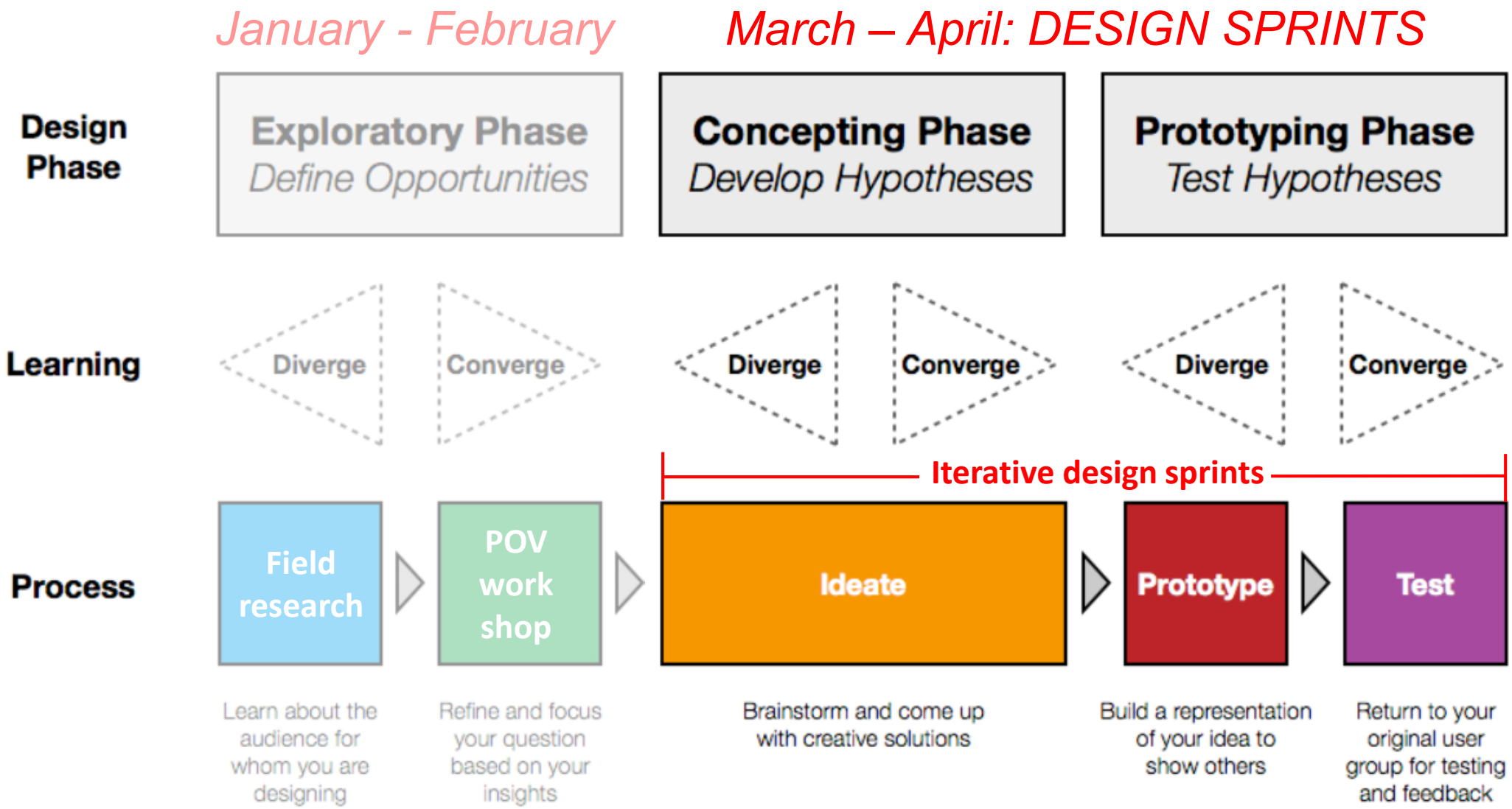
Defining the RIGHT QUESTION to address in the ideation sessions.

The workshop involves reframing your design challenge into an actionable problem statement.

Schedule your workshop time that works for your client ASAP from the doodle calendar found in MyCourses.



Design Council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Exploratory Phase
Define Opportunities
Concepting Phase
Develop Hypotheses
Prototyping Phase
Test Hypotheses
Learning
Diverge
Converge
Diverge
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Converge
Iterative design sprints
Process
Field research
POV work shop
Ideate
Prototype
Test
Learn about the audience for whom you are designing
Refine and focus your question based on your insights
Brainstorm and come up with creative solutions
Build a representation of your idea to show others
Return to your original user group for testing and feedback

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There is going to be a dedicated session about design sprints.

Key idea of design sprints in 4 bullet points.

- Divide your challenge into parts
- Ideate, iterate, test, learn (in sprints).
- Adjust the big picture.
- Then take next part.

WEEKS 9 - 16

The Design Sprint

Understand

Draw insights from your research data

Sketch

Brainstorm lots of ideas

Decide

Rank solutions, pick one

Prototype

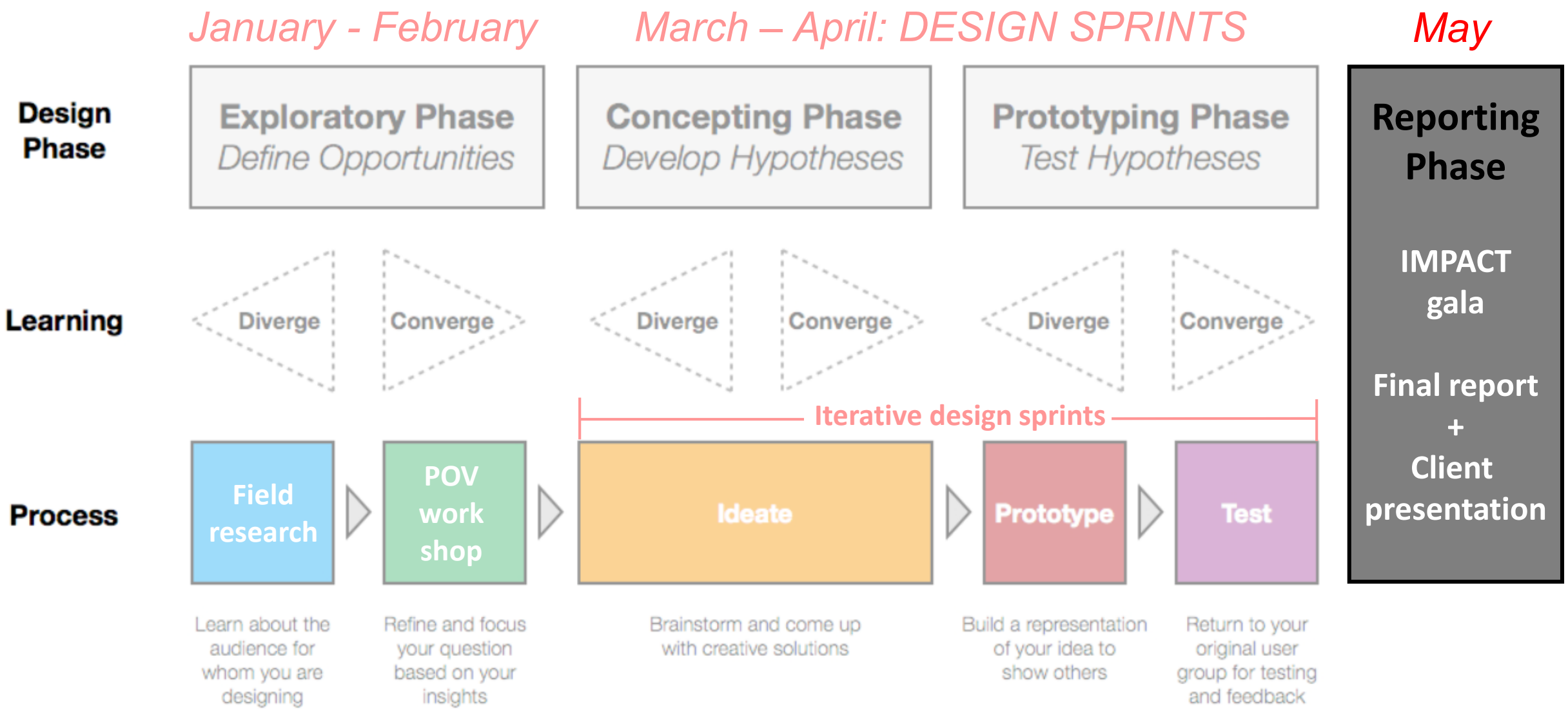
Create a minimum viable concept

Validate

Test and observe what is effective for users

ITERATE

userbrain.net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Aalto University

IDBM
Design, create, lead.

WEEKS 7 - 20

MARKETING

Get the word out about the event! Hype the people, manage the social media. Do what you need to secure a full-house attendance.

HOSTS

Every successful party needs a good host. Whether it's about MC-ing or managing guests, it's your job to hold the fort on the big day!

SWAT

Special Forces! Weaving in & out the other teams, you're the ones who'll be making things work jumping in wherever needed. Flaunt 'em skills.

VENUE

Space Planning, Setup, Logistics, Flow of event/ people/ AV system, what do you need to make the event space work for you?

FOOD & DRINKS

People bond over food & drinks! Prepare some snacks, get sponsors, be creative. Free food attracts people always.

2D, BOOKLET

It's always good to have a program booklet or at least a collateral that explains what the teams are doing. Afterall, people want to see what cool stuff you have done!

MULTI-SENSORY

Lights, Camera, Action. These folks will be in-charge of the overall vibes and experience. Tingle our senses. Be creative, blow our minds.

CLEANING

Literally, metaphorically, it's up to you. You guys are key to ensuring that you keep some structure to the chaos. Also, please return the venue to original state!

TICKETING & CUST. SUPPORT

How many tickets to release? When to put them on up? Also the face of the event, you'll be answering related questions from prospective customers.

SPONSORSHIP TEAM

Who can sponsor how much or what? What will they get in return? Can the client companies also provide some swag? Ask early!

Best practices

BEST PRACTICES

CLIENT MEETINGS

- Send agenda and materials to the client 3 days before the meeting
- Prepare for the meeting well and make sure that the team is on the same page of all the topics discussed in the meeting
- Arrive on time to the client meetings
- Write a memo of the meeting and send it to all participants

CLIENT MANAGEMENT

- Manage the scope of the project with the help of your supervisor
- Clarify with the client what deliverables will not be part of the project

COMMUNICATIONS

- Agree with your client and supervisor how you will keep them up to date of project progress
- What is the best format for communications: email, shared document, news letter…?

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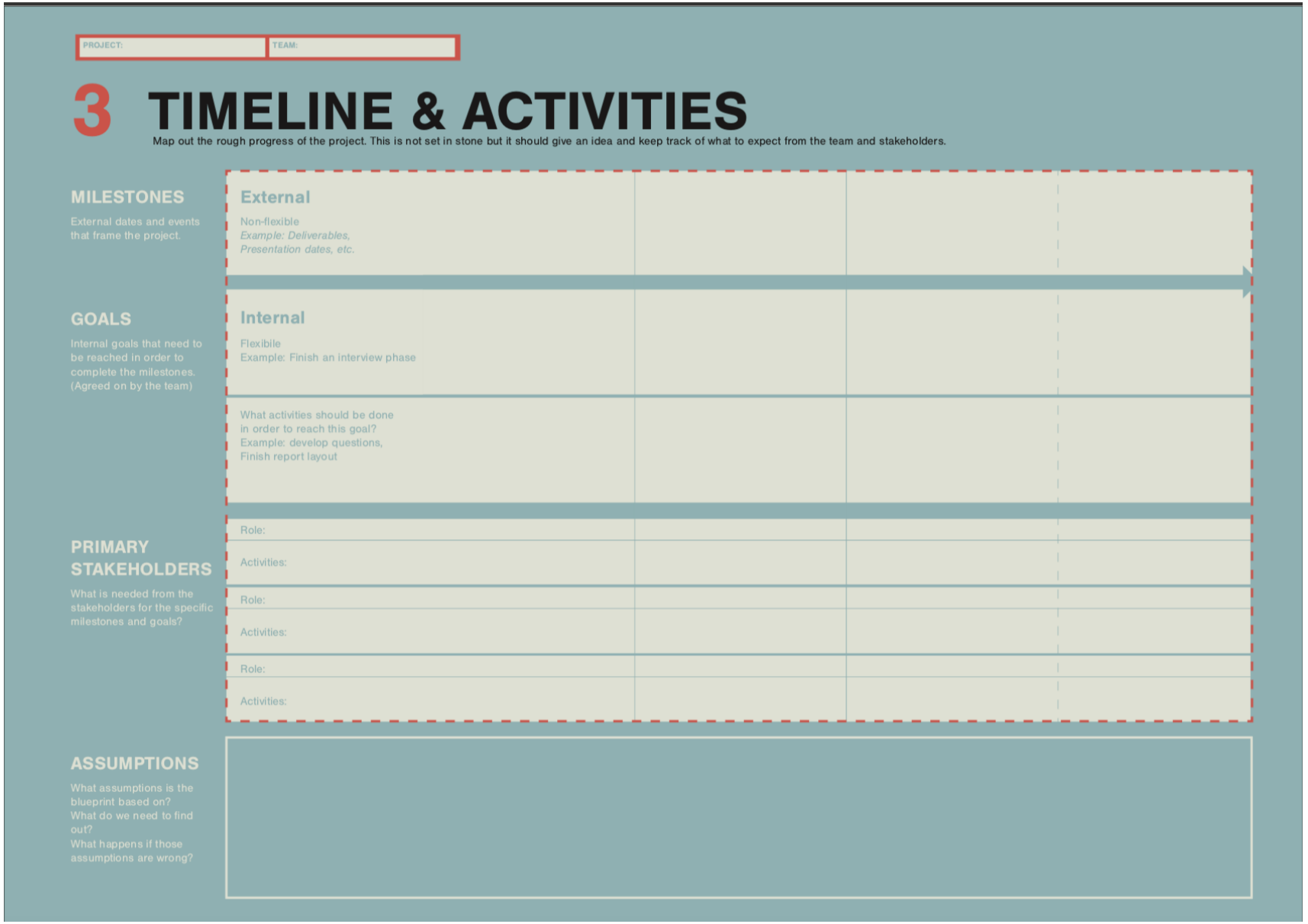
1 STAKEHOLDERS

- Who are the project stakeholders?
- In what ways are they involved?
- What are their needs?
- What value do we aim to create to them?
- How can we engage them in research / prototyping / validation?
- Map out actions that needs to be taken.

2 GOALS & OUTCOMES

- What are the **main goals** of the project?
- What **value** do they create?
- How can the success of each outcome be **measured**?
- What are **critical success factors**? Consider skills, relationships, technology, spaces, communications, timing, that help ensure success.
- Identify **constraints and limitations** that directly affect the project activities or the deliverables (e.g., budget, laws, regulations). Consider if there are any ways around these constraints.



3 TIMELINE & ACTIVITIES

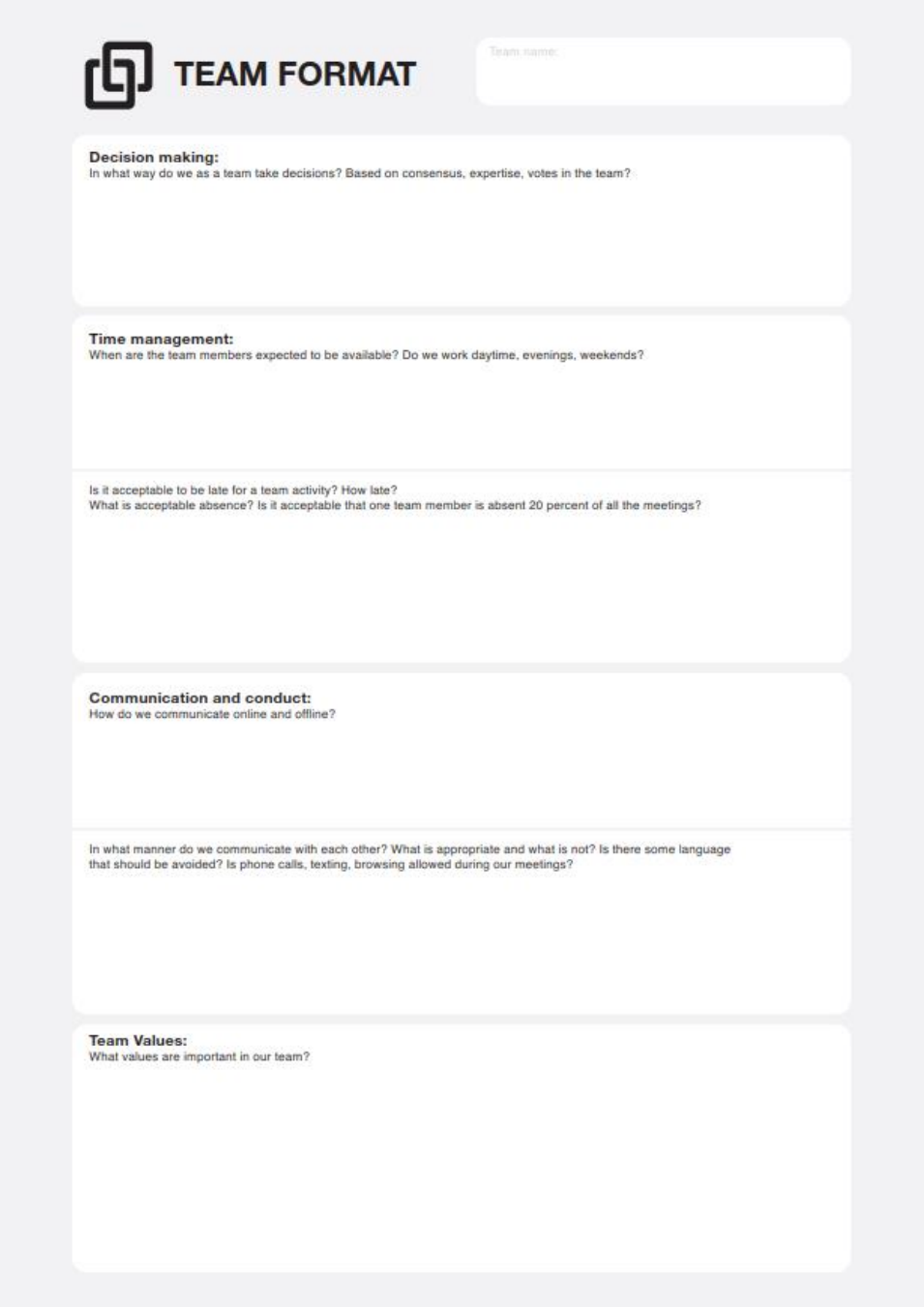
EXTERNAL MILESTONES (not flexible)

List the key dates and events that frame the overall project timeline.

INTERNAL GOALS (flexible)

Map out the main goals. What are the steps and activities required to achieve these goals?

Theresa Berg (IDBM)



4 TEAM AGREEMENT

- List the team members and discuss their roles and responsibilities in the project
- Agree decision making, time management, communication practices, and the code of conduct
- What values are important in your team?

Get a canvas set. Find a good place to work with your team. Back here 15.30.

Not everything has to be completed today!

Prepare to present the results of your work to another team, and give feedback.

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Combine two teams into one.

Present the results of your work to each other. Give feedback and comments.

10 mins for this.

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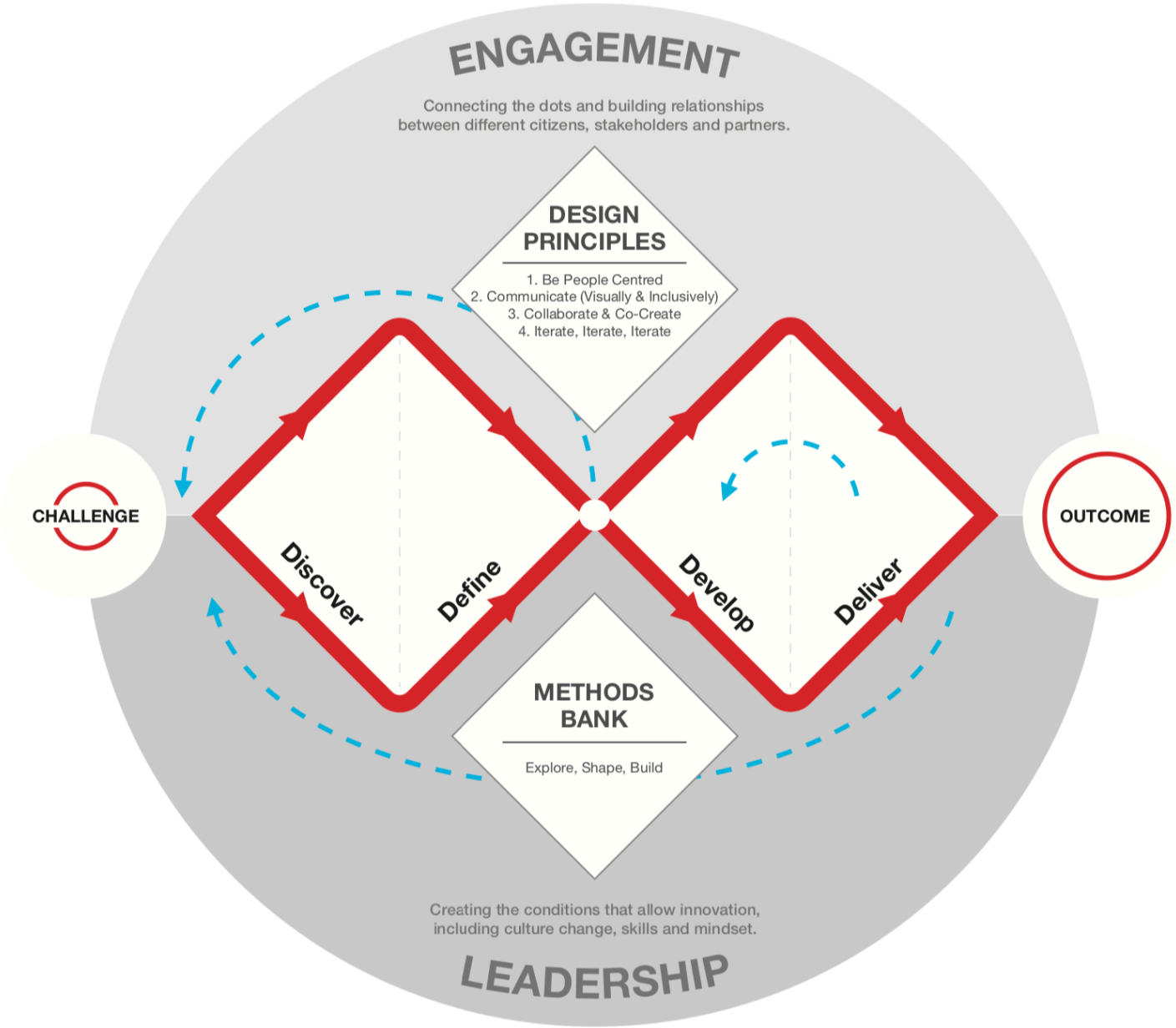
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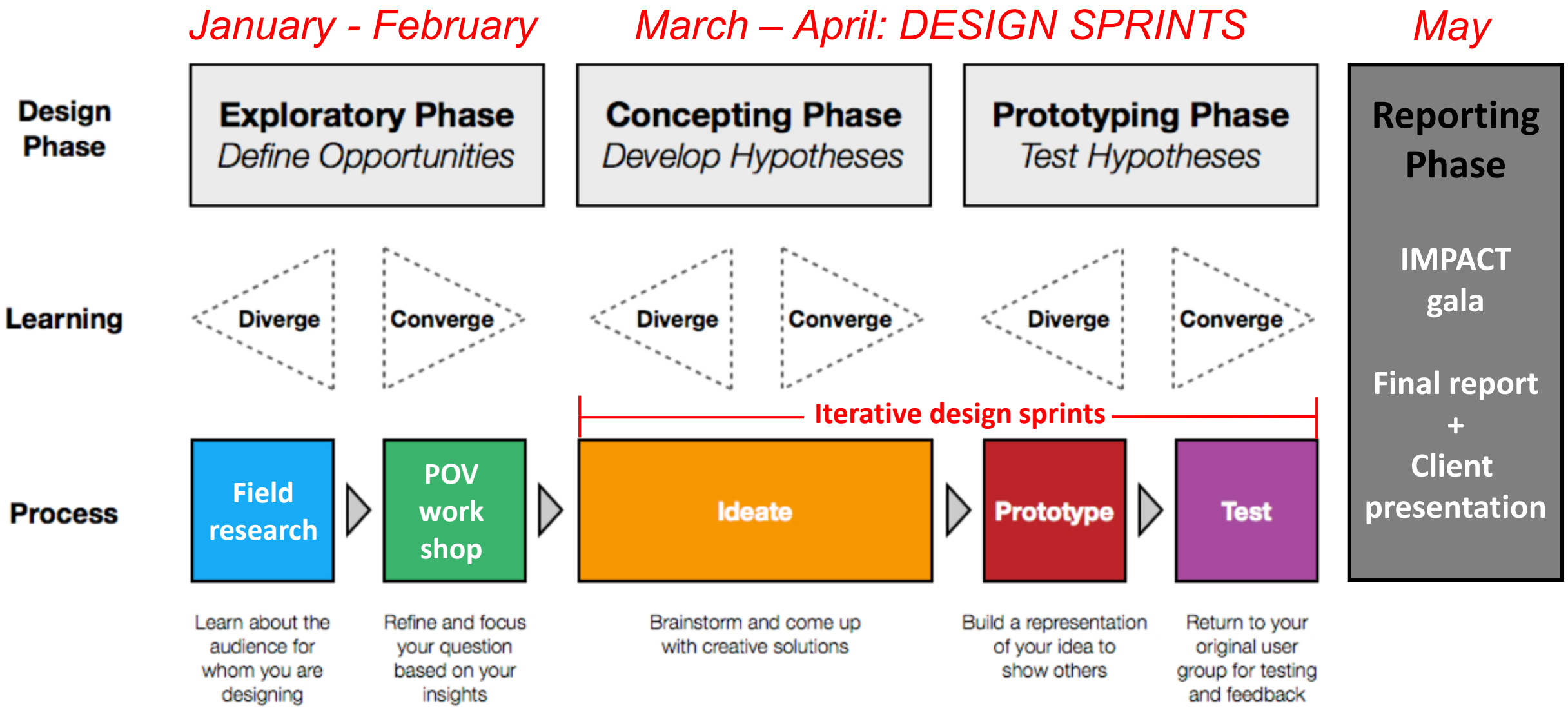
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Next task

Creating and submitting the project plan. Instructions, submission box and timetable in Mycourses.

MORE INFORMATION

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