

IDBM INDUSTRY PROJECT

Project Framing

Dr. Ville Eloranta, University Lecturer,
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!

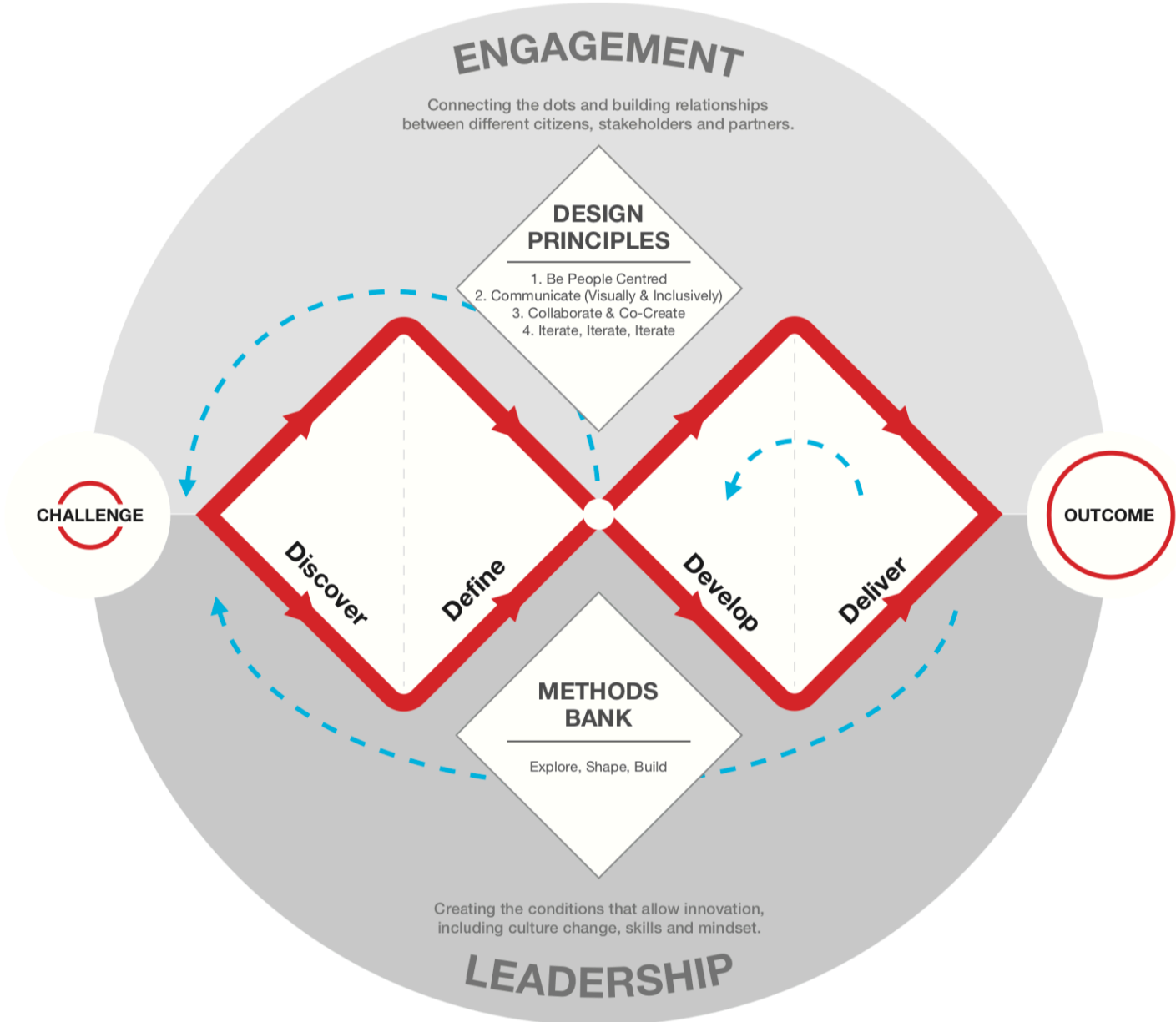
The agenda of this session

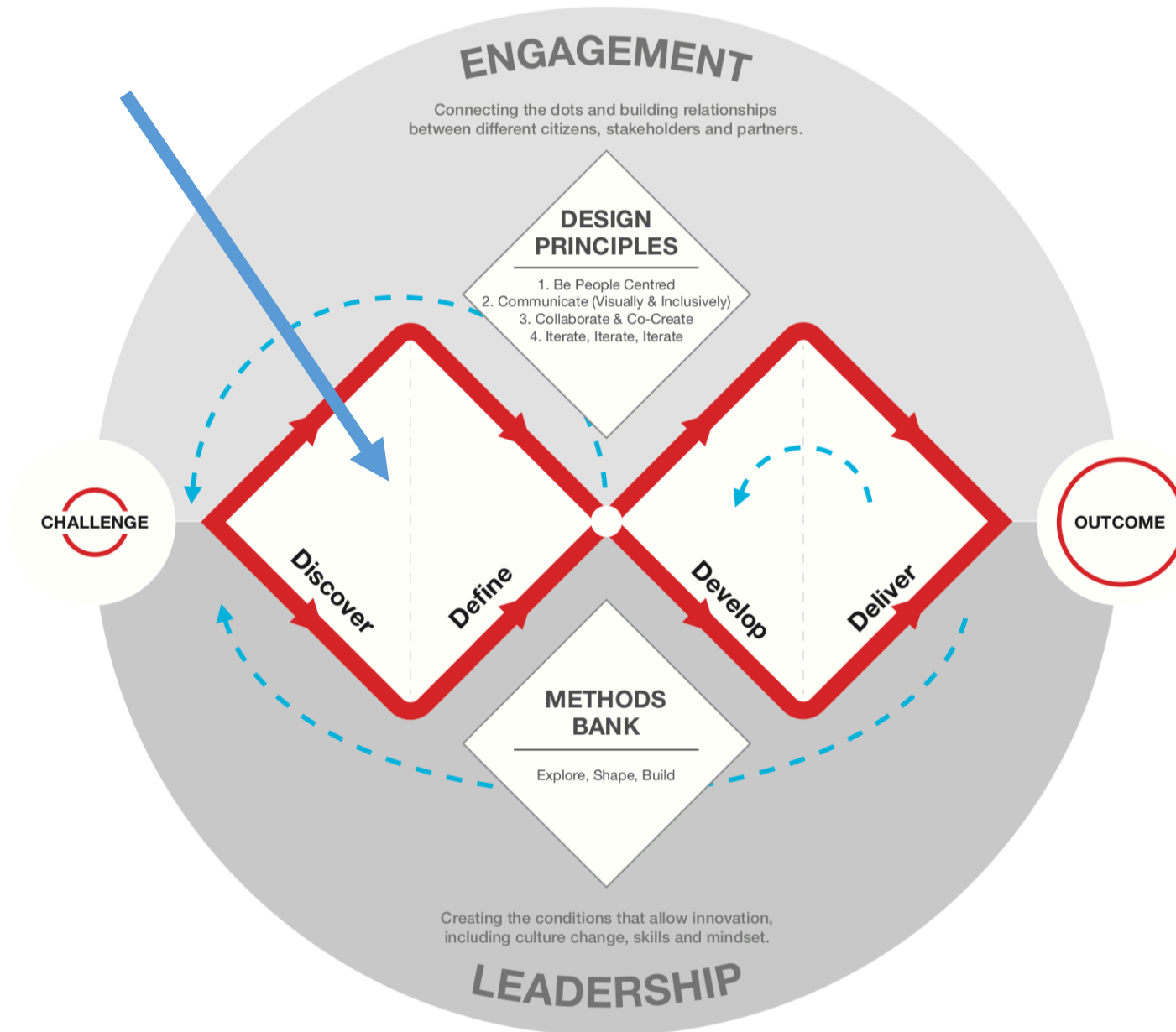
1. Designing an IDBM industry project
2. Workshop
3. Interteam feedback
4. Summary

The agenda of this session

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

Planning the timeline



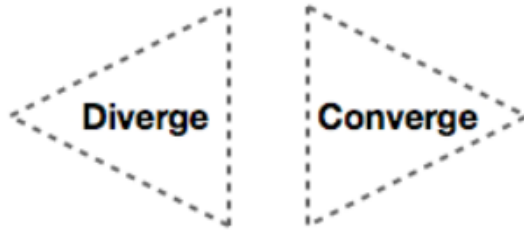


January - February

**Design
Phase**

Exploratory Phase
Define Opportunities

Learning



Process



Learn about the audience for whom you are designing



Refine and focus your question based on your insights



EXPLORATIVE RESEARCH PHASE



DESK RESEARCH



OBSERVATIONS



INTERVIEWS



DATA ANALYSIS & VISUALISATION



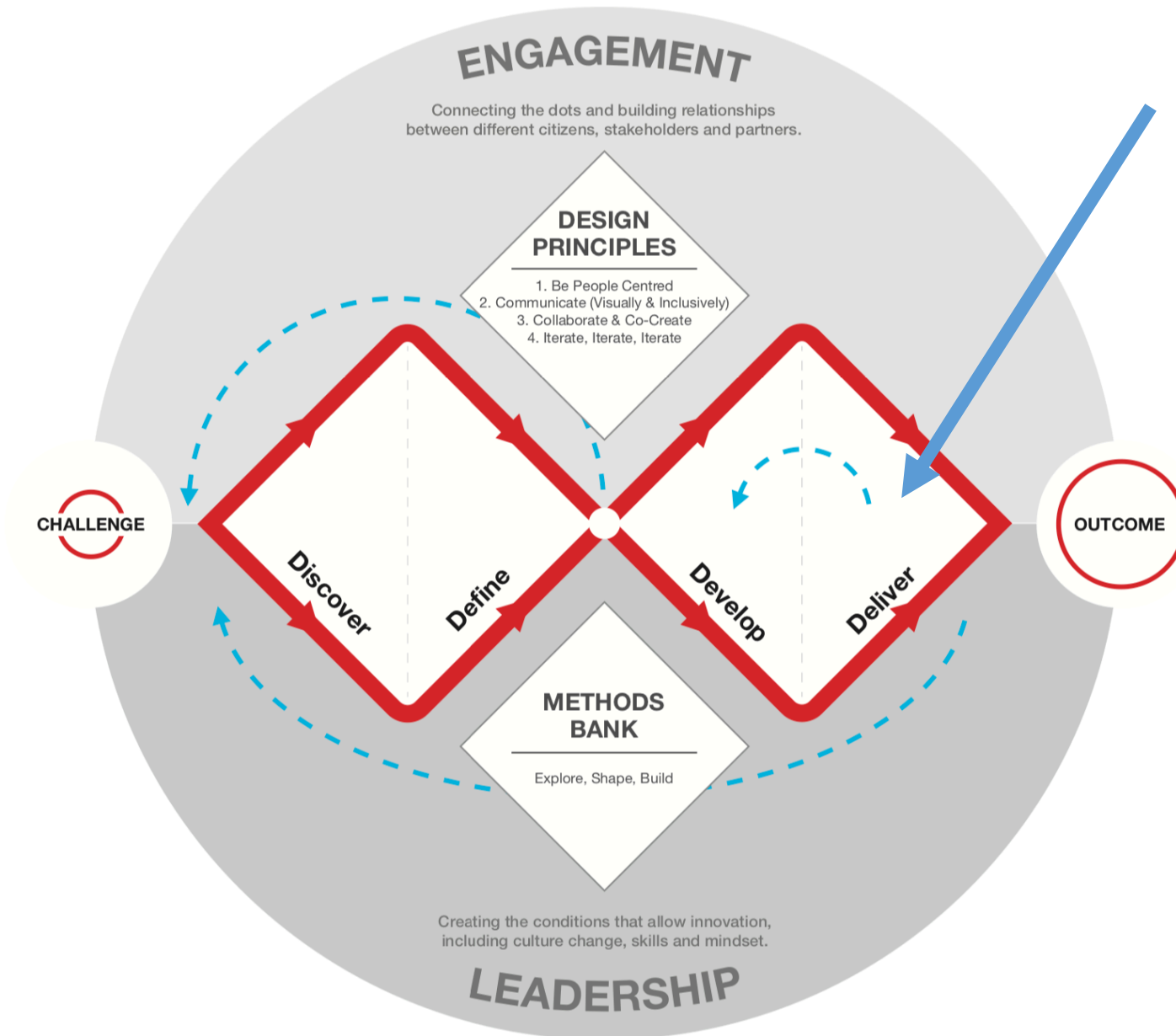
Point of view (POV) workshop

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.



January - February

March – April: DESIGN SPRINTS

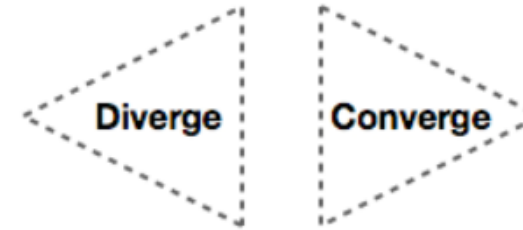
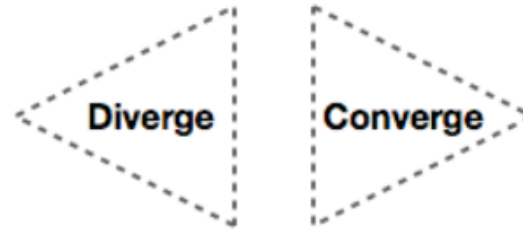
Design Phase

Exploratory Phase
Define Opportunities

Concepting Phase
Develop Hypotheses

Prototyping Phase
Test Hypotheses

Learning



Process



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

Iterative design sprints

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.**

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

January - February

March – April: DESIGN SPRINTS

May

Design Phase

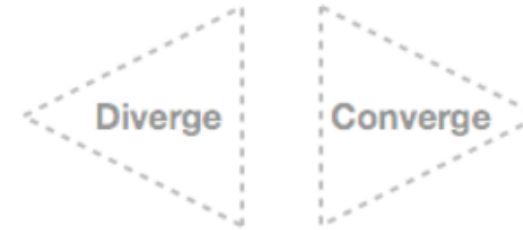
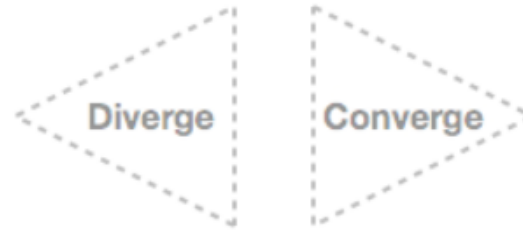
Exploratory Phase
Define Opportunities

Concepting Phase
Develop Hypotheses

Prototyping Phase
Test Hypotheses

Reporting Phase

Learning



IMPACT
gala

Process



Iterative design sprints

Final report
+
Client presentation

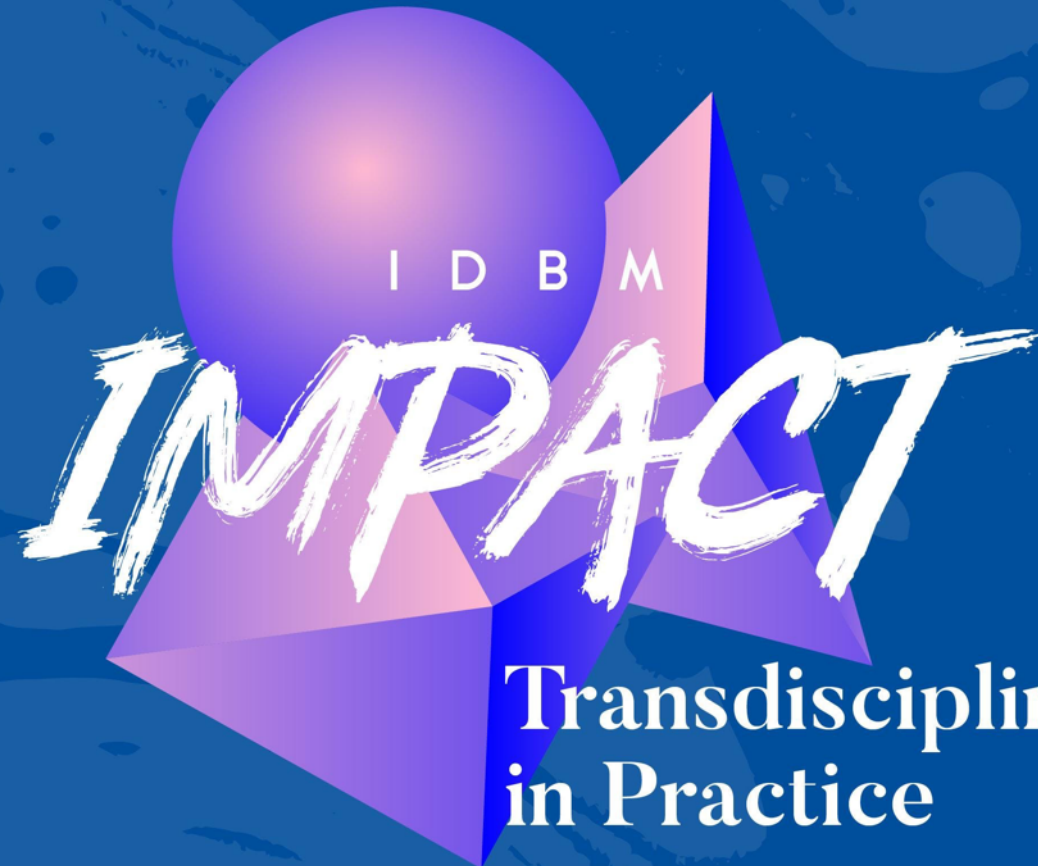
Learn about the audience for whom you are designing

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



I D B M

IMPACT

Transdisciplinarity
in Practice

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. After all, 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...?

The agenda of this session

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

Let's start project planning.

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!

PROJECT: _____ TEAM: _____

1 STAKEHOLDER CANVAS

STAKEHOLDER
 Who are the stakeholders of the project? Be as specific as possible.
Example: Supervisor, University, User, Professors, Client representative.

ROLES & NEEDS
 How are these stakeholders connected to the project? What value do they provide?
Example: Is the user/consumer of the outcome, needs to be kept up to date, provides key insights, reviews/evaluates deliverables.

VALUE
 What value do we aim to create for each stakeholder through the project?
Example: good image for the university/program, solution to the problem.

ENGAGEMENT
 How do we plan to engage our stakeholders? Map out specific actions that need to be taken.
Example: Set up bi-weekly meetings, weekly briefings, compensate with movie tickets.

ASSUMPTIONS
 What assumptions do we have about the stakeholders? What do we need to find out?
Example: Specific expertise area, demographic of users.

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.

PROJECT _____ TEAM _____

2 GOALS & OUTCOMES

Goals, physical outputs and intangible outcomes. Does not include working documents.

GOALS & OUTCOMES
 What are the desired outputs of the project? What major components need to be created?
 Example: a product/strategy, customer/user insights, a number of solutions

← _____ →

↑

VALUE
 What value do these outcomes create? Why are they important?

METRICS
 How can the performance of these outcomes be measured?

<p>SUCCESS FACTORS What will it take to make the project a success? Consider your team, skills, communication, timing, etc.</p>	<p>RESOURCES What might prove to be good resources for the project? Consider reusable contacts, physical spaces, specific skillsets, etc.</p>	<p>CONSTRAINTS What are the limitations or requirements that directly affect the project? Consider deliverables, activities, budget, laws and regulations, etc.</p>
---	---	---

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.

PROJECT: _____ TEAM: _____

3 TIMELINE & ACTIVITIES

Map out the rough progress of the project. This is not set in stone but it should give an idea and keep track of what to expect from the team and stakeholders.

MILESTONES

External dates and events that frame the project.

External

Non-flexible
Example: Deliverables, Presentation dates, etc.

GOALS

Internal goals that need to be reached in order to complete the milestones. (Agreed on by the team)

Internal

Flexible
Example: Finish an interview phase

What activities should be done in order to reach this goal?
Example: develop questions, Finish report layout

PRIMARY STAKEHOLDERS

What is needed from the stakeholders for the specific milestones and goals?

Role:

Activities:

Role:

Activities:

Role:

Activities:

ASSUMPTIONS

What assumptions is the blueprint based on?
What do we need to find out?
What happens if those assumptions are wrong?

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?

Decision making:

In what way do we as a team take decisions? Based on consensus, expertise, votes in the team?

Time management:

When are the team members expected to be available? Do we work daytime, evenings, weekends?

Is it acceptable to be late for a team activity? How late?

What is acceptable absence? Is it acceptable that one team member is absent 20 percent of all the meetings?

Communication and conduct:

How do we communicate online and offline?

In what manner do we communicate with each other? What is appropriate and what is not? Is there some language that should be avoided? Is phone calls, texting, browsing allowed during our meetings?

Team Values:

What values are important in our team?

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.

The agenda of this session

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

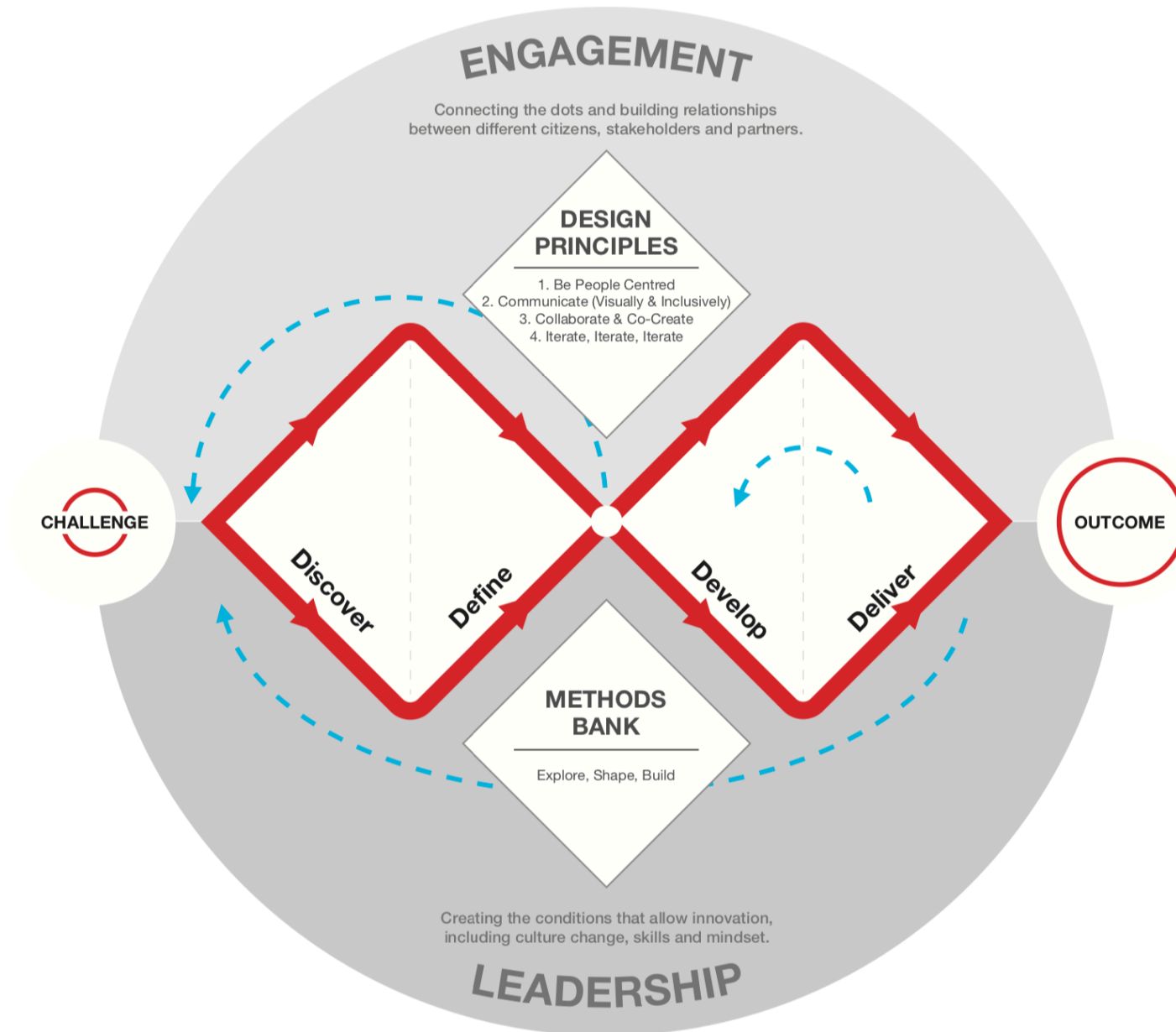
Combine two teams into one.

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

10 mins for this.

The agenda of this session

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



January - February

March – April: DESIGN SPRINTS

May

Design Phase

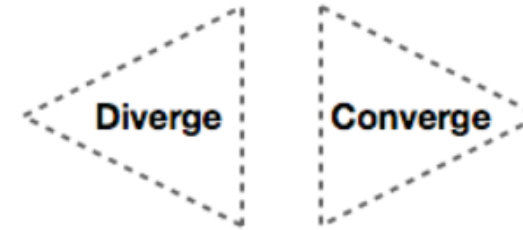
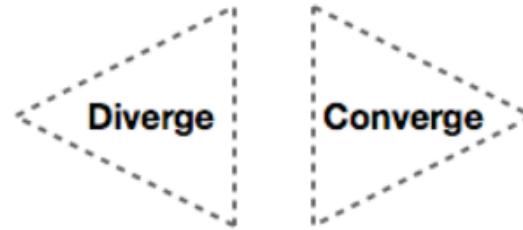
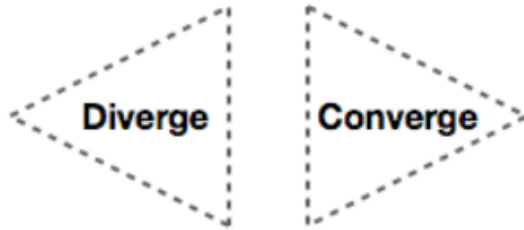
Exploratory Phase
Define Opportunities

Concepting Phase
Develop Hypotheses

Prototyping Phase
Test Hypotheses

Reporting Phase

Learning



IMPACT
gala

Process



Final report
+
Client presentation

Iterative design sprints

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

Next task

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

MORE INFORMATION

Dr. Ville Eloranta, University Lecturer,
Aalto University, School of Business,
Dept. of Management Studies (IDBM)