



Aalto University
Design Factory

PDP Toolbox



Economy
Budget

Leadership
Mgmt
Teamwork

Safety
& order

Textbook
PDD

Project
[e.g. PMBOK]

Meetings

How to ...
at DF

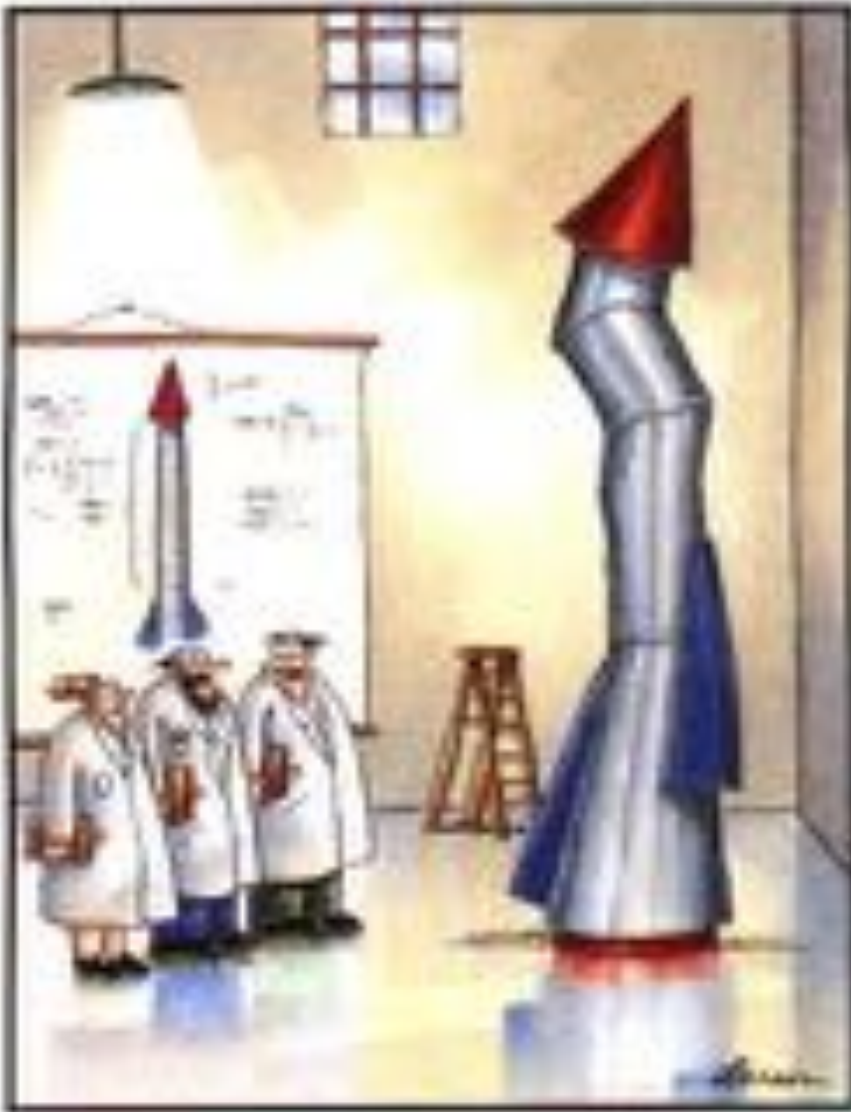
To get stuff
& services

Prototyping &
Thinking by doing

Economy
Budget



Leadership
Mgmt
Teamwork



It's time we face reality, mates. We are not rocket scientists.





Decision making

About myself

I am studying Mechanical Eng

I play football

I can do CAD

I trust in facts and logic

About myself

How do I react in situations...

What motivates me...

How do I organize myself...

I'm afraid of ...

When I'm facing conflict...

- I'm not sure if this is the right team...
- My manager is an idiot...
- How will it go with the remote students...
- We have no XYZ skills...
- We failed to get our first priority project...
- The project turns to smth different...



Trends in Arranged and Love Marriages

(% of total)



Scores on Rubin's Love Scale
(9-item version; possible range 9 to 81)

--- Love Marriages
— Arranged Marriages

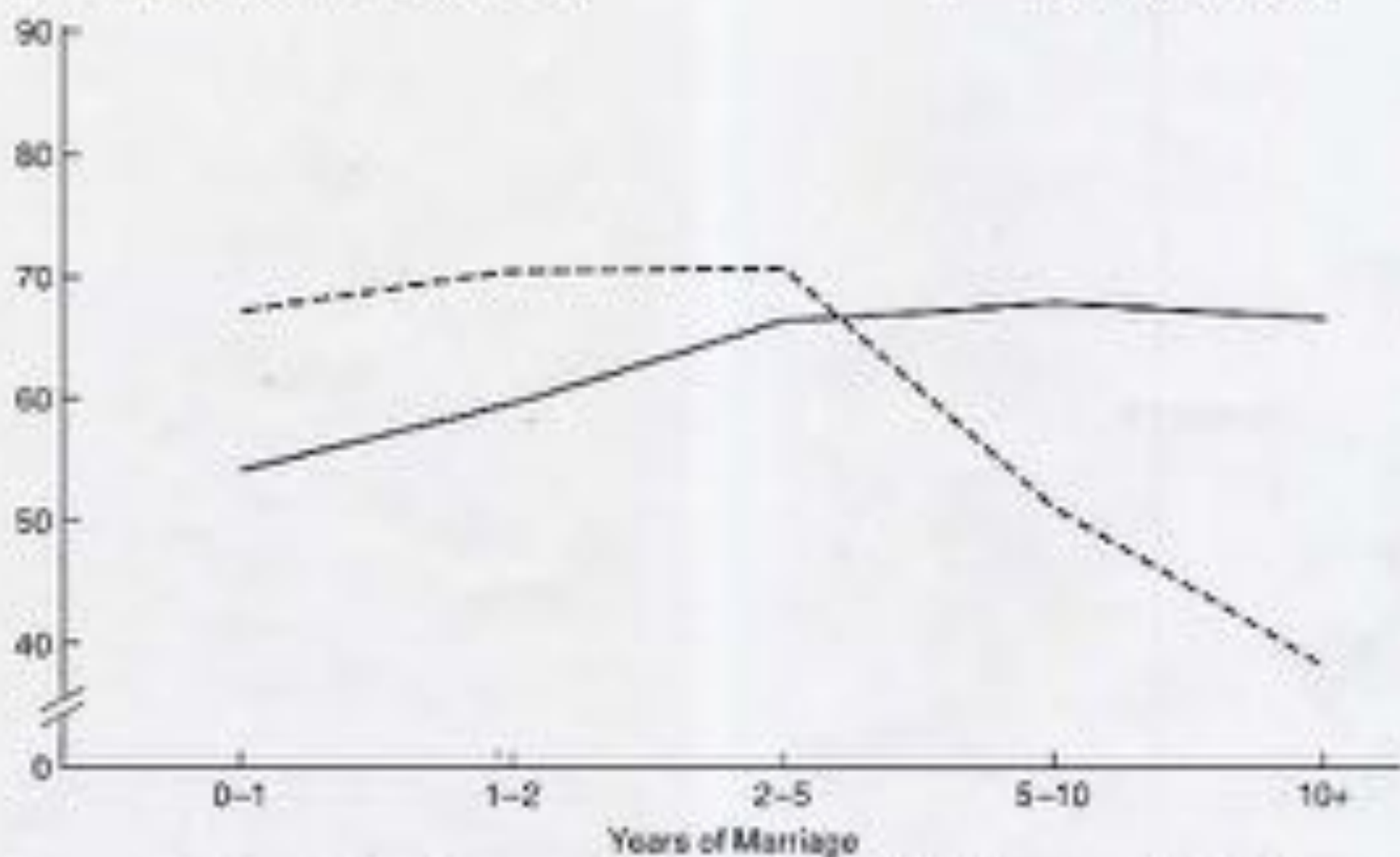


FIGURE 8.3. Romantic love decreases after people marry for love. A study in India compared arranged marriages to those in which the spouses married because they were in

Safety
& order

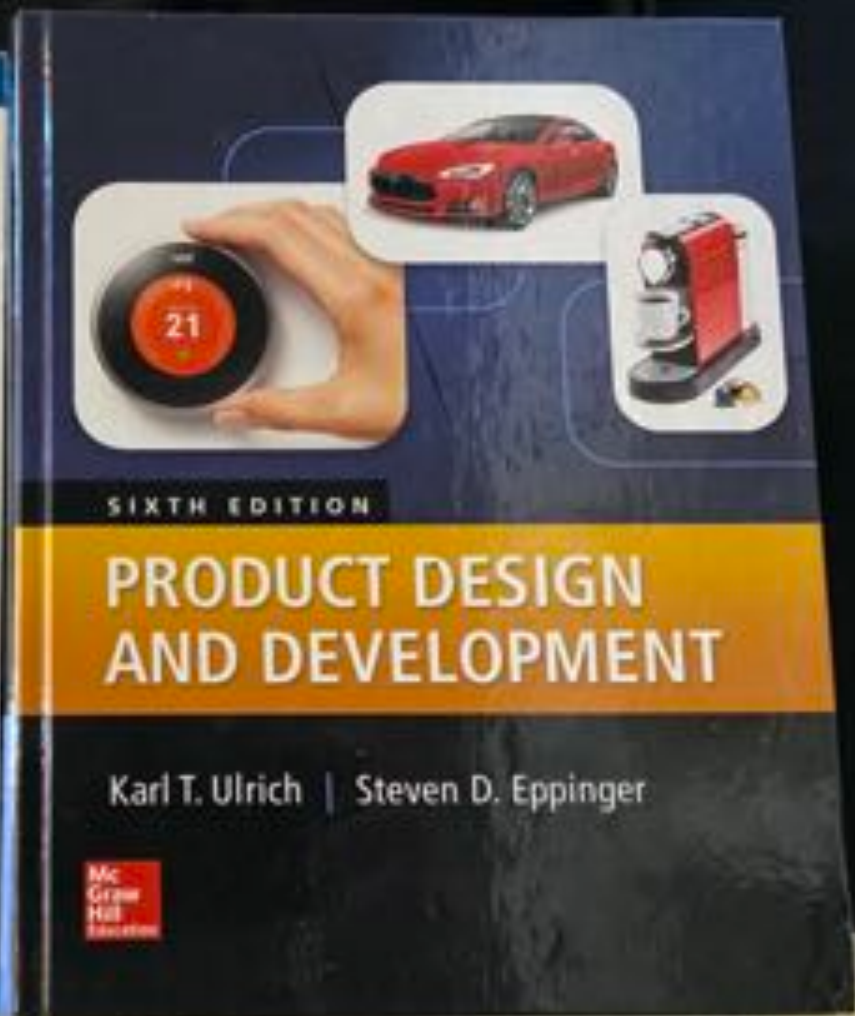


Design Factory Safety

Introductions and manual
Version 22/09/2021

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Textbook
PDD



DISCOVER

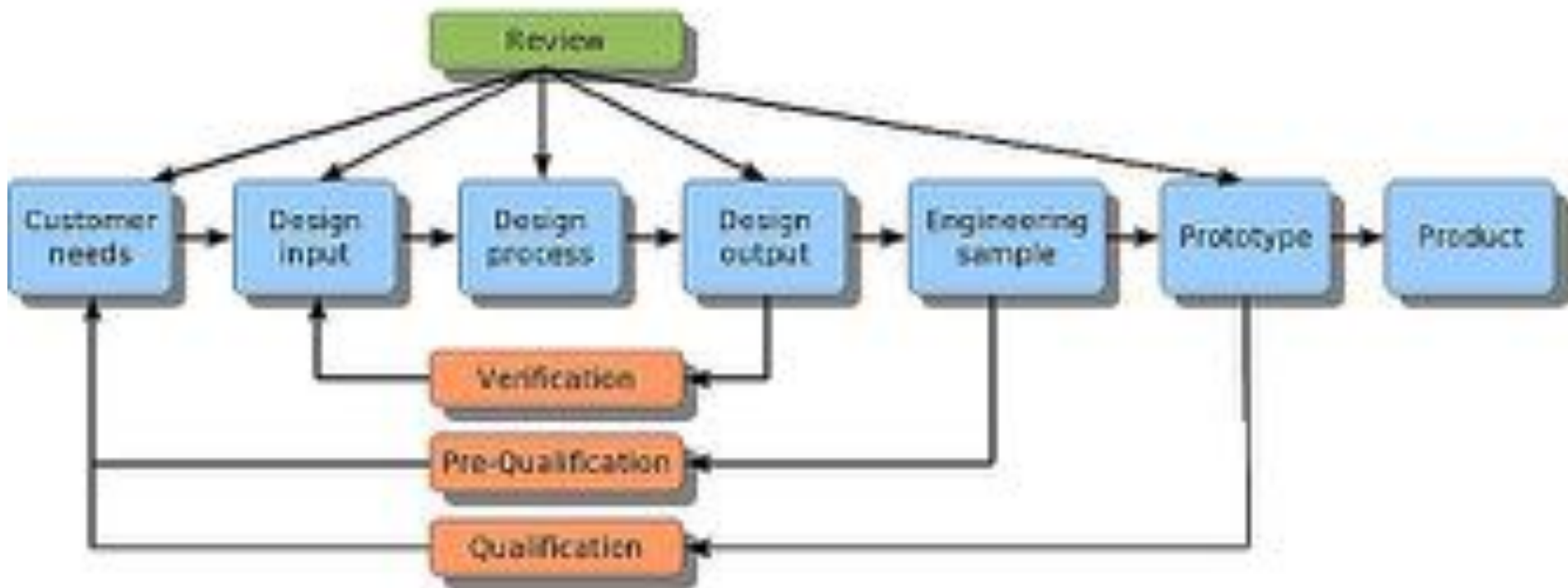


DEVELOP



DELIVER







1. Concept	2. Research	3. Analysis	4. Develop	5. Launch
<p>Description of Activities:</p> <ul style="list-style-type: none"> Idea Generation: <ul style="list-style-type: none"> Requests Customer Pain Market Studies Legislation Competitors <p>Key Deliverables:</p> <p>Product Concept Doc.</p>	<p>Description of Activities:</p> <ul style="list-style-type: none"> Assess Market: <ul style="list-style-type: none"> Segments & Size Growth Potential Customer Needs Legal Issues Competition <p>Key Deliverables:</p> <p>Market Research Report</p> <p>Market Req. Document</p> <p>Product Definition Statement</p>	<p>Description of Activities:</p> <ul style="list-style-type: none"> Business Analysis: <ul style="list-style-type: none"> Cost/Benefit Resources Required Capital Expenses Profitability/Margin Anticipated Sales <p>Key Deliverables:</p> <p>Business Case</p> <p>Profitability Analysis</p> <p>Product Req. Document</p>	<p>Description of Activities:</p> <ul style="list-style-type: none"> Product Development: <ul style="list-style-type: none"> Technical Specs Prototyping Trial Production Testing & QA Test Market Selling <p>Key Deliverables:</p> <p>Product Dev. Schedule</p> <p>Product Testing Report</p> <p>Test Market Sales Report</p>	<p>Description of Activities:</p> <ul style="list-style-type: none"> Go To Market: <ul style="list-style-type: none"> Marketing Plan Sales Training Distribution Plan Collateral Design Set Launch Date <p>Key Deliverables:</p> <p>Product Launch Plan</p> <p>Product Launch Budget</p> <p>Product ROI Forecast</p> <p>Target Launch Date Set</p>

Checkpoint #1	Checkpoint #2	Checkpoint #3	Checkpoint #4	Checkpoint #5
<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Research Incubate Idea or Kill 	<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Analysis Incubate Idea or Kill 	<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Develop Incubate Idea or Kill 	<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Launch 	<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Market









Project
[e.g. PMBOK]



GLOBAL STANDARD

A Guide to the Project
Management Body of Knowledge

PMBOK[®] GUIDE

Seventh Edition

AND The Standard
for Project Management

ANSI/PMI 99-001-2021

Project plan

1. **Background**
2. **Project objectives, expected deliverables**
3. **Methods**
4. **Organization**
5. **Work breakdown structure**
6. **Schedule**
7. **Budget**
8. **Communication plan**
9. **Meetings , checks and decision making**
10. **Risk analysis**
11. **Plan for reporting and transfer of results**
12. **Tracking experiences, lessons learned and feedback**

STUDENT PROJECT

- Difference from industry; punishment & bonus ?
- Part-time effort; competing courses, work, hobbies
- Enthusiasm-skills-matrix
- Sponsor / students -relationship
- Opportunities?
- Have fun
- This project will be (part of) your life for 8 months
- Make the world better

Make your self easy to find
Make yourself easy to help
Do your homework
We are all human
Start with what you can give
Look for the win win
Be concistent
Build your project brand (=promise,
no conflict with your ethics)
Luck happens (must buy tickets anyway!)
When all fails, just laugh!

By Heidi Roizen 2011 @ADF

Meetings

MEETINGS

- Why this meeting is needed?
- Starts – Ends at ...
- Chairperson
- Taking notes (where do they go?)
- Decisions to be made
- Topics to be discussed
- What makes meetings frustrating / inspiring, efficient / waste of time, helpful / harmful ...



**KEEP
CALM**

&

**FOLLOW
THE RULES**

Being late

Email, sms, call

Rotation

Files and storages

Documentation

Backups

Supporting activities

Talk to strangers

Safety comes first

Fail fast succeed sooner

How to ...
at DF

To get stuff
& services

Prototyping &
Thinking by doing



Prototyping & Thinking by doing









Design factories around the world



DESIGN FACTORIES LISTED BY YEAR OF FOUNDING

- | | | | |
|---|---|---|--|
| <p>01 AALTO UNIVERSITY DESIGN FACTORY
Aalto University, Helsinki, Finland (2006)</p> | <p>09 FRISIAN DESIGN FACTORY
FH4, Swabian University of Applied Sciences, Ulm/Weiden, the Netherlands (2015)</p> | <p>16 DESIGN FACTORY NEW ZEALAND
Whanau, Hamilton, New Zealand (2017)</p> | <p>24 HANKI DESIGN FACTORY
Helsinki University of Applied Sciences, Helsinki/Finland (2019)</p> |
| <p>02 SINO-FINISH CENTRE
Tongji University, Shanghai, China (2010)</p> | <p>10 METU DESIGN FACTORY
Middle East Technical University, Ankara, Turkey (2016)</p> | <p>17 WARSAW DESIGN FACTORY
Warsaw University of Technology, Warsaw, Poland (2017)</p> | <p>25 ST. JOHN'S UNIVERSITY DESIGN FACTORY
St. John's University, New York City, USA (2019)</p> |
| <p>03 DESIGN FACTORY MELBOURNE
Swinburne University of Technology, Melbourne, Australia (2011)</p> | <p>11 DESIGN FACTORY JAVEBIANA BOGOSÁ
PUC Jezeirana, Bogotá, Colombia (2016)</p> | <p>18 FUSION POINT
ESADE, Universitat Politècnica de Catalunya and IED, Barcelona, Barcelona, Spain (2017)</p> | <p>26 HANNAM DESIGN FACTORY
Hannam University, Daejeon, South Korea (2019)</p> |
| <p>04 DUOC DESIGN FACTORY
Duoc UC, Santiago de Chile, Chile (2012)</p> | <p>12 NYC DESIGN FACTORY
Pace University, New York City, USA (2016)</p> | <p>19 KYOTO DESIGN LAB
Kyoto Institute of Technology, Kyoto, Japan (2017)</p> | <p>27 SHENKAI DESIGN FACTORY
Shenkai College, Tel Aviv, Israel (2019)</p> |
| <p>05 IDEASQUARE @CERN
CERN, Geneva, Switzerland (2014)</p> | <p>13 RTU DESIGN FACTORY
Riga Technical University, Riga, Latvia (Oct 2016)</p> | <p>20 CALI DESIGN FACTORY
PUC Jezeirana, Cali, Colombia (2017)</p> | <p>28 OPER SPACE
University of Bologna, Bologna, Italy (2019)</p> |
| <p>06 DESIGN FACTORY KOREA
Yonsei University, Seoul, South Korea (2011)</p> | <p>14 UPV DESIGN FACTORY
Universitat Politècnica de València, Valencia, Spain (2017)</p> | <p>21 INNO SPACE
Hochschule Mannheim, Mannheim, Germany (2018)</p> | <p>29 TECHNOVATION HUB
KU Leuven, Leuven, Belgium (2020)</p> |
| <p>07 PORTO DESIGN FACTORY
Porto Polytechnic, Porto, Portugal (2011)</p> | <p>15 DESIGN FACTORY SÃO PAULO
Universidade São Paulo, São Paulo, Brazil (2017)</p> | <p>22 UNIVERSITY OF TARTU DELTA SANDBOX
University of Tartu, Tartu, Estonia (2018)</p> | <p>30 DESIGN FACTORY LONDON
Brunel University London, UK (2009)</p> |
| <p>08 NEXUS DESIGN FACTORY
Thomas Jefferson University, Philadelphia, USA (2019)</p> | | <p>23 SIT DESIGN FACTORY
Singapore Institute of Technology, Singapore (2018)</p> | |

What next today?

FIRST

Design Factory Tour

SECOND

Speed-Chat

SPEED-CHAT

 Tables | Breakout rooms

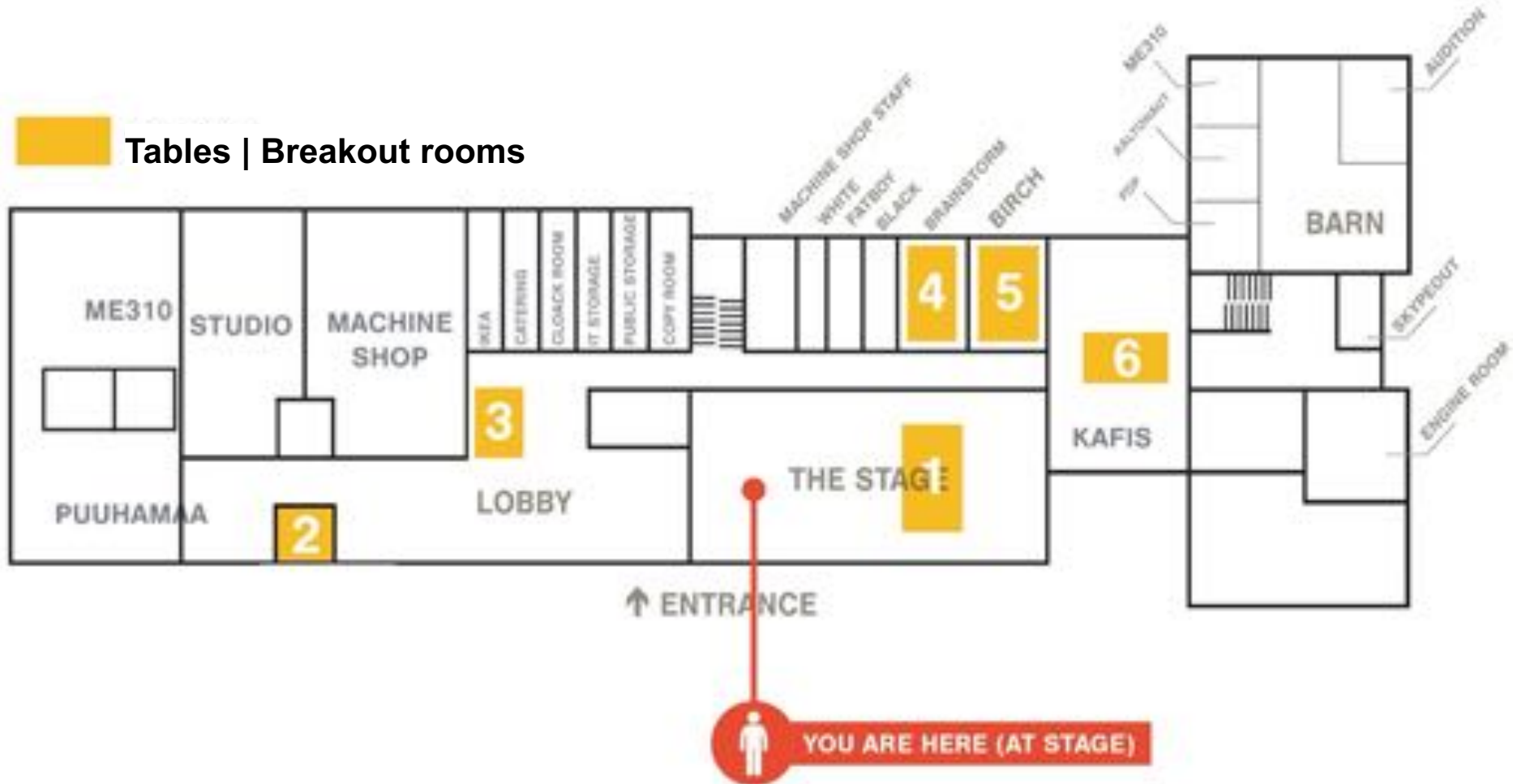


Table and breakout rooms topics

- 1 Table / Breakout Room 1: Elwood boat & Saarnio**
- 2 Table / Breakout Room 2: Foam Wood**
- 3 Table / Breakout Room 3: Konecranes & Ensto**
- 4 Table / Breakout Room 4: StarkFood**
- 5 Table / Breakout Room 5: Sako & Saab**
- 6 Table / Breakout Room 6: Lifa-Air & Cleandet**

Rules for Speed-Chat

- 1 The activity will take in total: 40 minutes.**
- 2 There will be 4 rounds of 10 minutes each.**
- 3 It is mandatory to switch tables at every round.**

A dimly lit conference room with two projectors displaying technical diagrams. The room is illuminated with purple and red lights. A central text overlay reads "Ready to know DF?".

Ready to know DF?

