# Design Strategy

## ADD basics

Anton Schubert 16.05.24

**A!**
**Aalto-yliopisto**
**Aalto-universitetet**
**Aalto University**

**Strategy** (Oxford dictionary)

*"A plan of action designed to achieve a long-term or overall aim"*

# Why do we need a Strategy?

**Confusion?**

**Too many ideas?**

**Disagreements?**

**Unclarity?**

**I'm not buying it**

**I don't like the idea!**

**Unsure about next steps?**

**Bad feedback?**

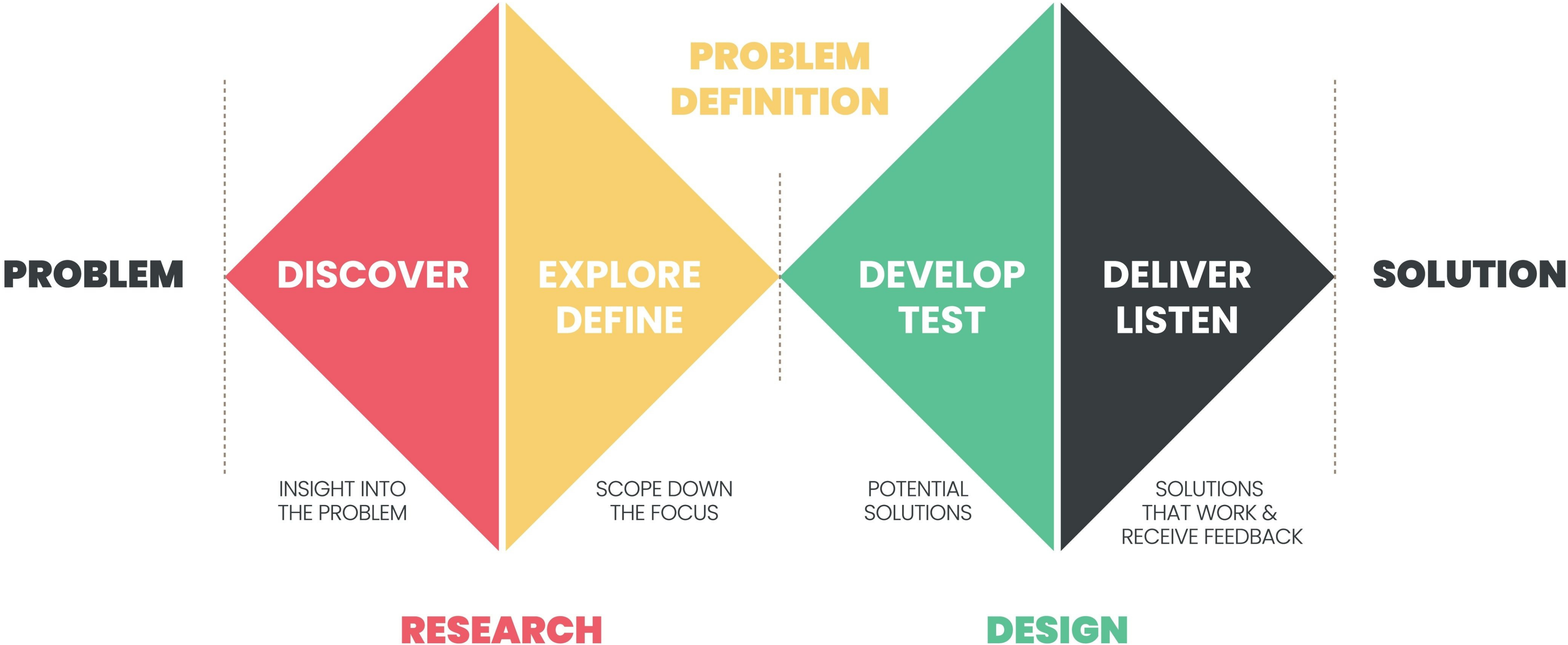There are 6 key insights that help us answer to the design challenge

Elisa

Scandic

Design strategy as direction setting

# DESIGN THINKING
## PROCESS

PROBLEM DEFINITION

PROBLEM

DISCOVER

EXPLORE DEFINE

DEVELOP TEST

DELIVER LISTEN

SOLUTION

INSIGHT INTO THE PROBLEM

SCOPE DOWN THE FOCUS
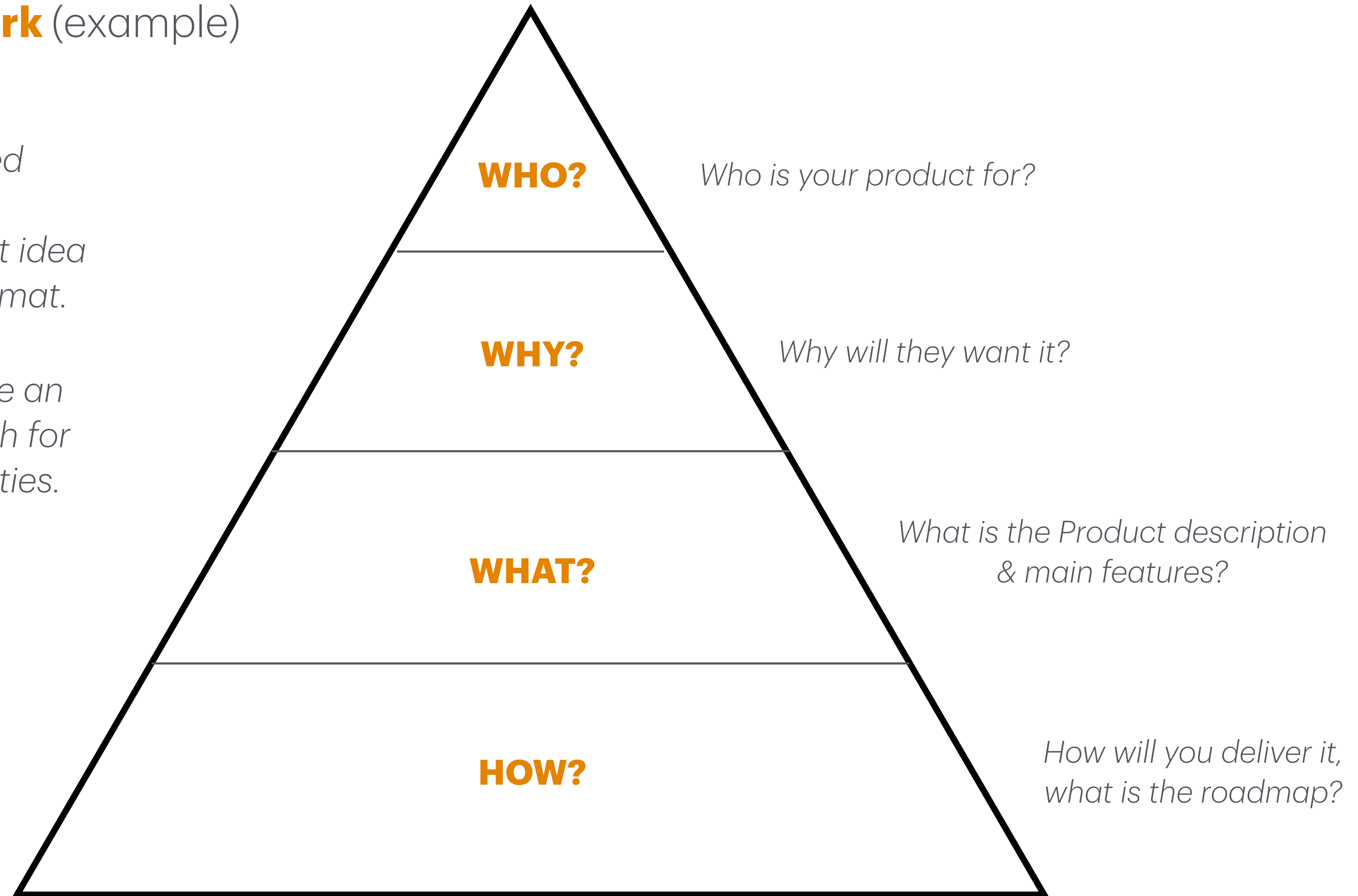
POTENTIAL SOLUTIONS

SOLUTIONS THAT WORK & RECEIVE FEEDBACK

RESEARCH

DESIGN

# Design Strategy Framework (example)

Your design strategy is a structured visual way to combine the most important aspects of your product idea into a concise communication format.
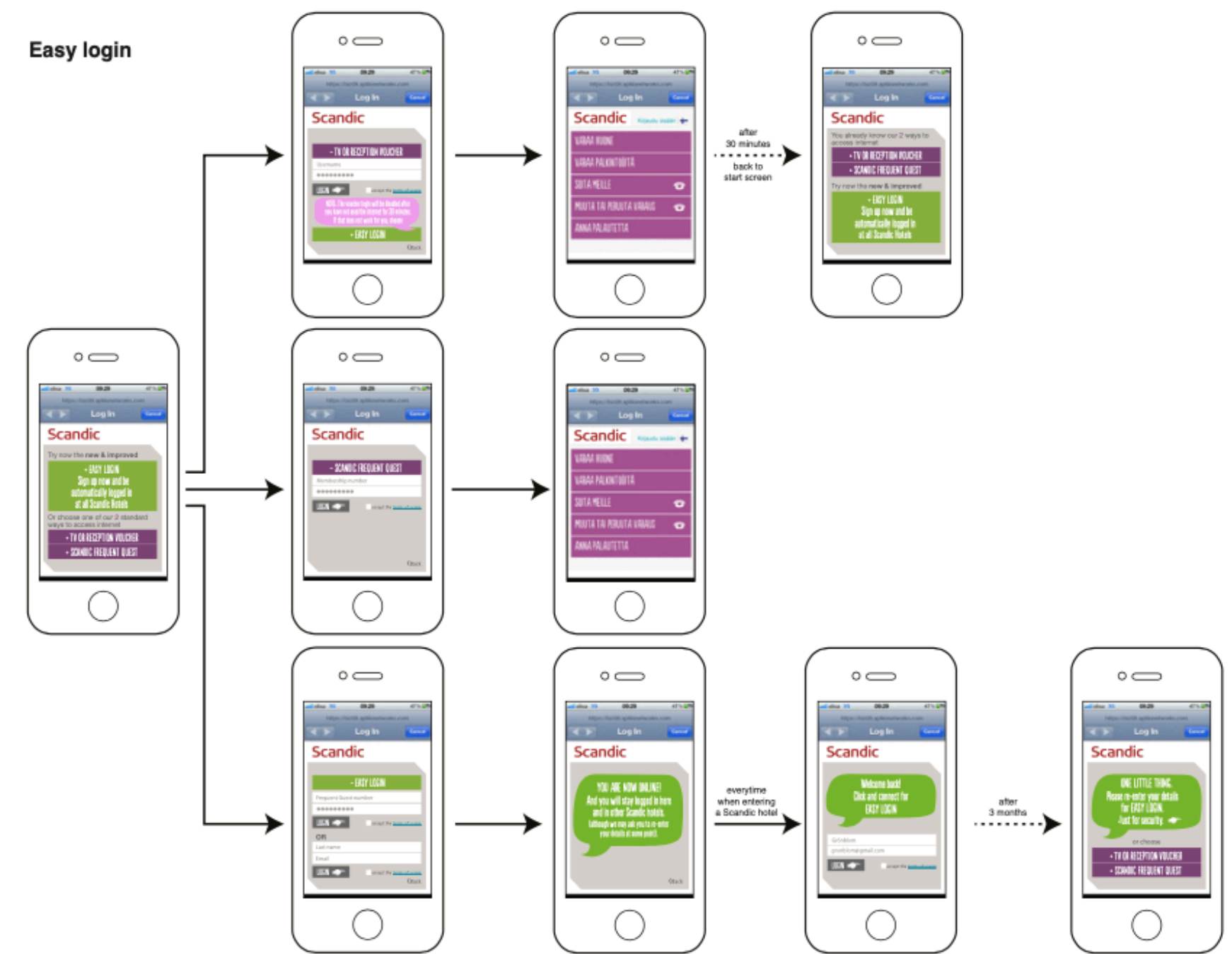
The strategy will help you to create an action plan and a compelling pitch for investors and other interested parties.

**WHO?**

Who is your product for?

**WHY?**

Why will they want it?

**WHAT?**

What is the Product description & main features?

**HOW?**

How will you deliver it, what is the roadmap?

**Some examples of design strategy frameworks**

Meeting guests in Victoria Towers



Click to Connect, easy WiFi log in service

THE FUTURE OF SCANDIC WIFI

Scandic

# PROBLEMS WORTH SOLVING
## (cross org)

**1**
**WHY**

Business &
market Vision
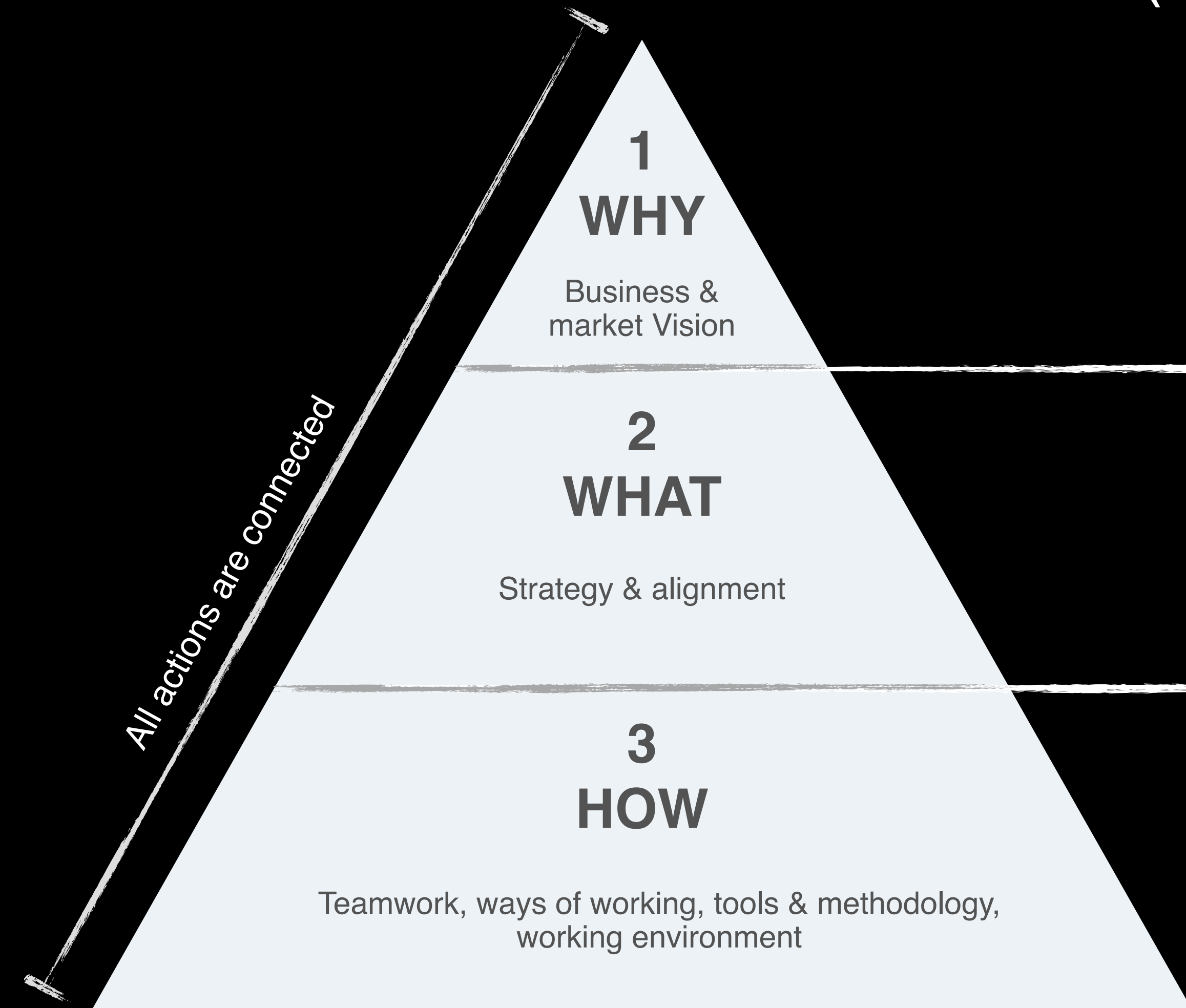
- Define & align as a leadership team on Arla Finland's purpose
- Align Arla Finland's purpose with Arla Global

**2**
**WHAT**

Strategy & alignment

- Internalise & align purpose to empower all teams.
- Develop change roadmap with all teams & key external stakeholders
- Synchronise actions into one shared change roadmap

  - Define (from above) clear categories for growth
  - Define (from above) clear strategy for milk
  - Define (from above) clear strategy for food services
  - Define (from above) clear digitalisation strategy (ops + ser)

**3**
**HOW**

Teamwork, ways of working, tools & methodology,
working environment

- Create a more effective model of leadership & behaviour in Finland  (together vs in silos, empower thought leadership)
- Establish a more vibrant learning and doing working environment
- Leverage global practises, yet fast track own working model for innovation
- Enable team ownership and execution of change roadmap initiatives
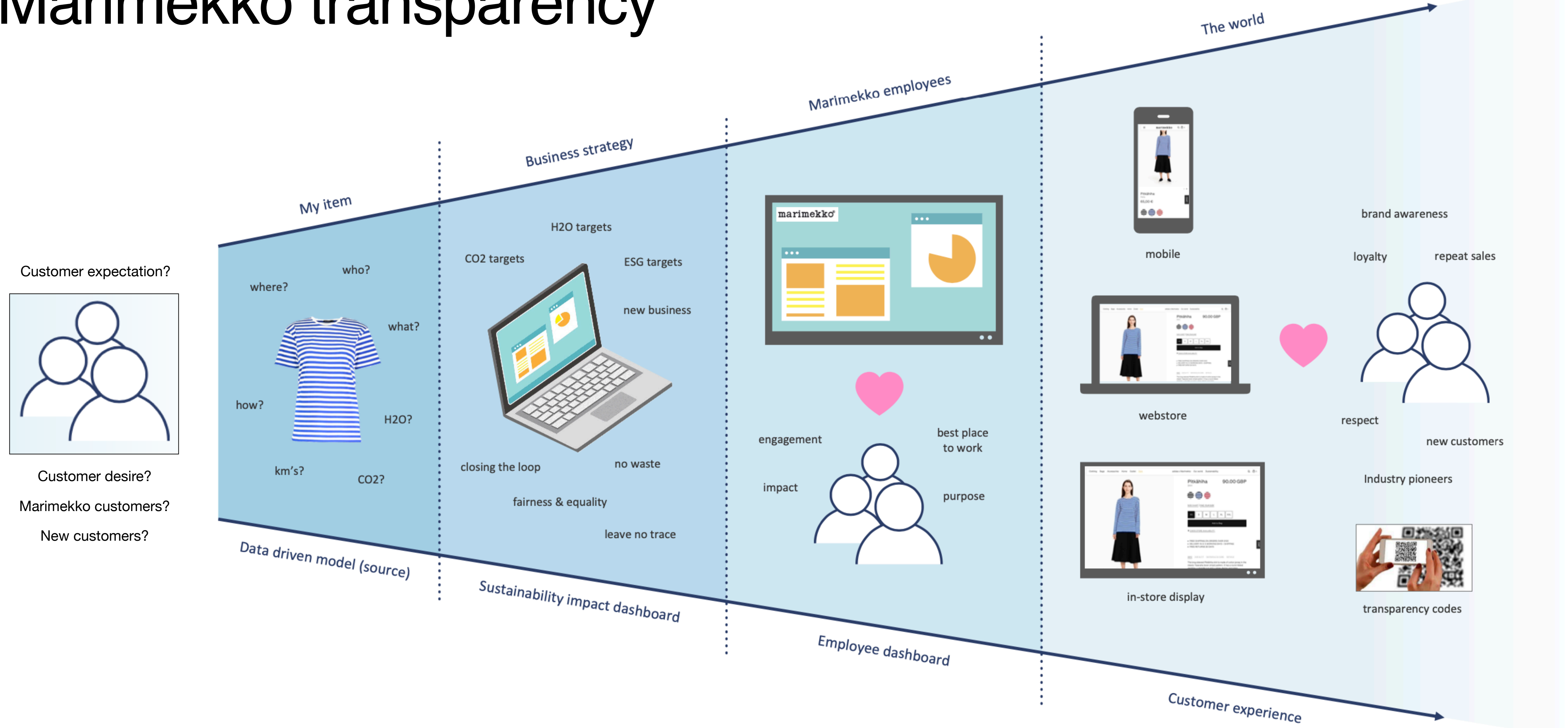- Develop drumbeat of continuous learning and development

*All actions are connected*

# Marimekko transparency

The world

Marimekko employees

Business strategy

My item

Customer expectation?

Customer desire?

Marimekko customers?

New customers?

where?

who?

what?

how?

H2O?

km's?

CO2?

Data driven model (source)

$CO_2$ targets

$H_2O$ targets

ESG targets

new business

closing the loop

no waste

fairness & equality

leave no trace

Sustainability impact dashboard

marimekko

engagement

best place to work

impact

purpose

Employee dashboard

mobile

webstore

in-store display

brand awareness

loyalty

repeat sales

respect

new customers

Industry pioneers

transparency codes

Customer experience

**Insight**

**Design**

**Prototype**

**Launch**

VESA JAAKKOLA

1. 2. 3. 4. 5. 6.

USER CENTERED ELISA TEAM

CO-CREATION PROGRAM IDENTITY

STAFF TRAINING

CO-CREATION MOBILE APPLICATION

CO-CREATION CONTROL PLATFORM

ELISA CO-CREATION HUBS (INTERNAL)

Other customer service facilities

Elisa business studio

4th and 5th floor spaces

(EXTERNAL)

Elisa Studio and stores

ELISA ORGANISATION

CUSTOMERS
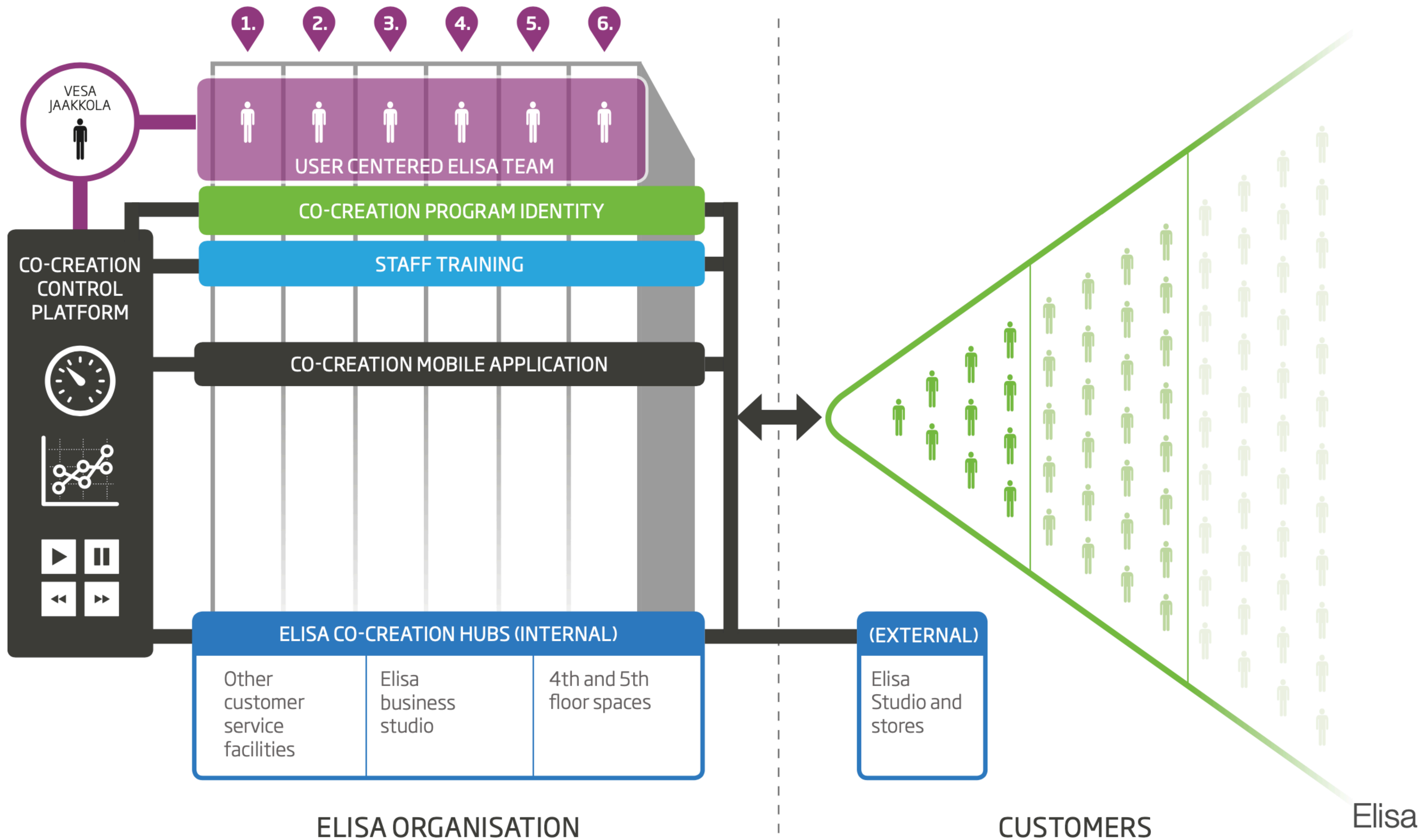
Elisa

# Design Strategy Framework

**Todays exercise:**

Define your final statements and add them to the framework opposite.

Use your statements as a reference for your final pitches.

**WHO?** — *Who is your product for?*

**WHY?** — *Why will they want it?*

**WHAT?** — *What is the product description & main features?*

**HOW?** — *How will you deliver it, what is the roadmap?*

# *WHO?*

**In one sentence describe your main user / buyer**

*(also mention other important stakeholders, buyer vs end user, B2B vs B2C)*

# WHY?

*In two sentences describe the problem you are solving,*

*And why you believe they will want to buy your product*

*(underpin this with insight from your user sessions)*

# *WHAT?*

*In one sentence describe your product and the main unique features*

*(try to imagine the text you would read on the product box at point of retail)*

# HOW?

## Visualise / describe a 6 month go to market plan or roadmap

*(on a 6 month timeline illustrate the most important actions that your team will focus on)*