



Making meaning
out of information

AALTO VENTURES PROGRAM

P.O.I.N.T analysis

P = **Problems** you observed

O = **Opportunities** you can see

I = **Insights** you gathered

N = **Needs** people have

T = **Themes** that stand out

TASK #1

**Individually write 3 phrases
per each category for your
case: 3 problems, 3
opportunities etc.**

15 min.

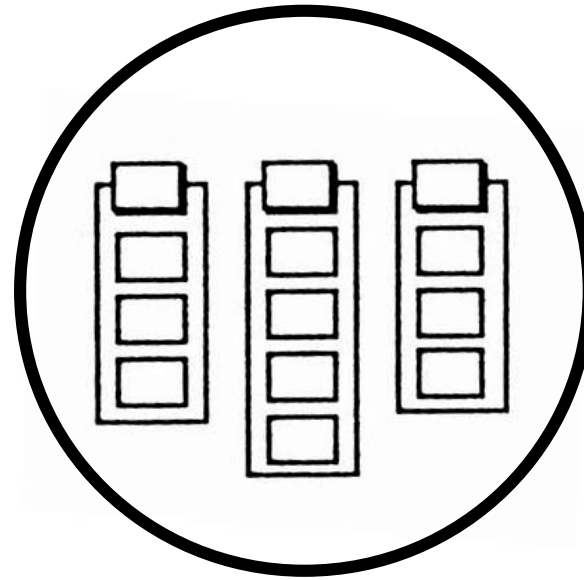


How use stickers?

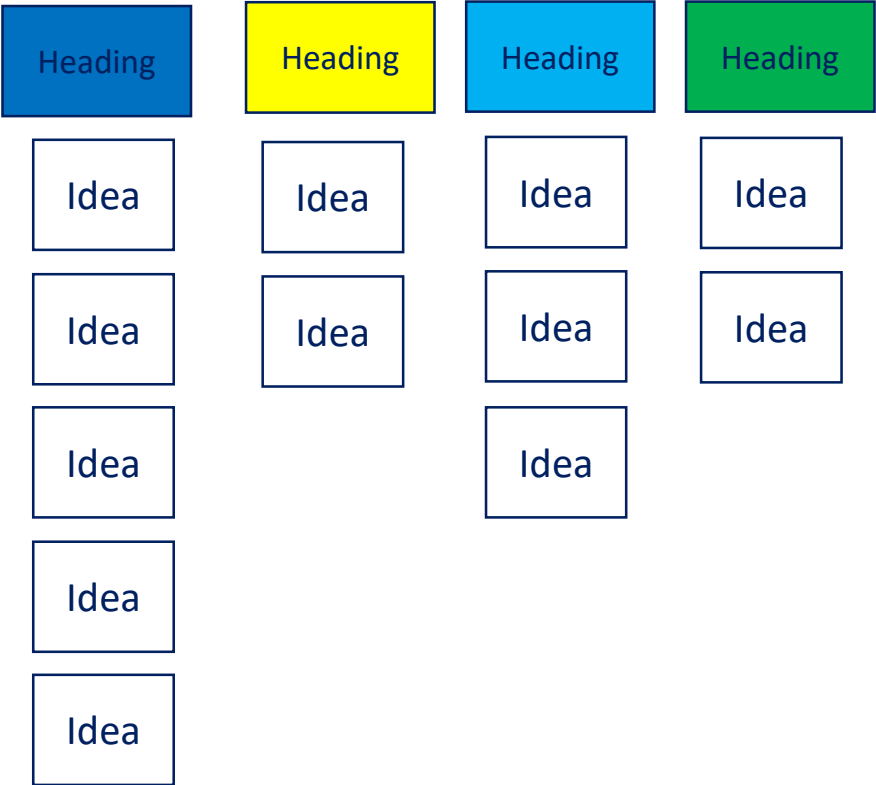
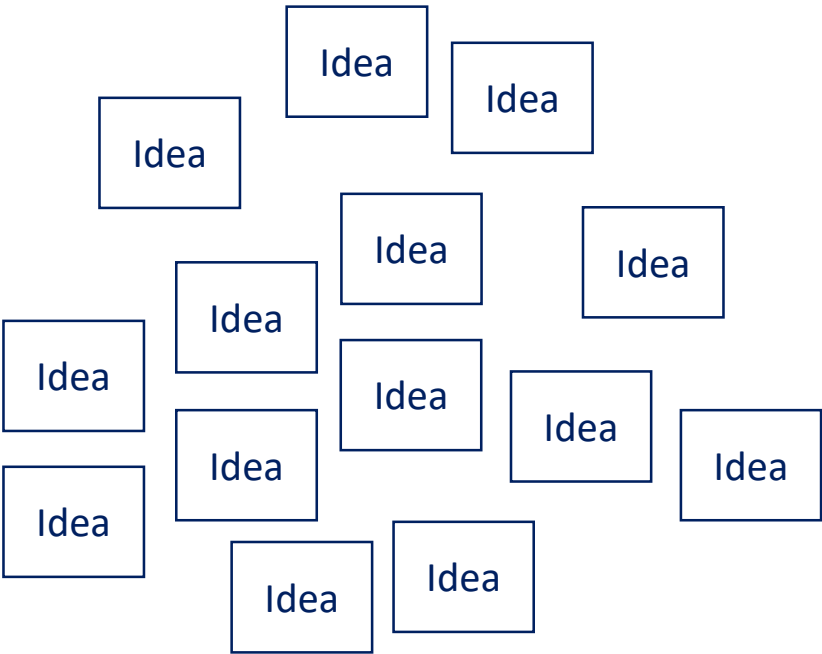


**Only short
sentence on
sticker**

AFFINITY DIAGRAM



Affinity diagram



Analysis

SPACE

SERVICE

C
O
N
F
U
S
I
N
G

FOOD

How to make?

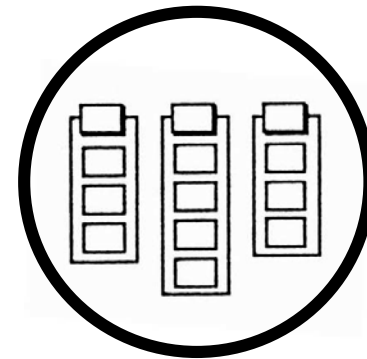
1. Individually, share your findings one by one and glue them on the wall
2. Start grouping findings that have connections with each other based on qualitative similarities.

Things to avoid at this point:

- naming groups
 - too big groups
 - self-evident categories (problems, solutions, etc.)
3. Create an insight header for each group. You can still break or combine groups to form new ones.

TASK #2

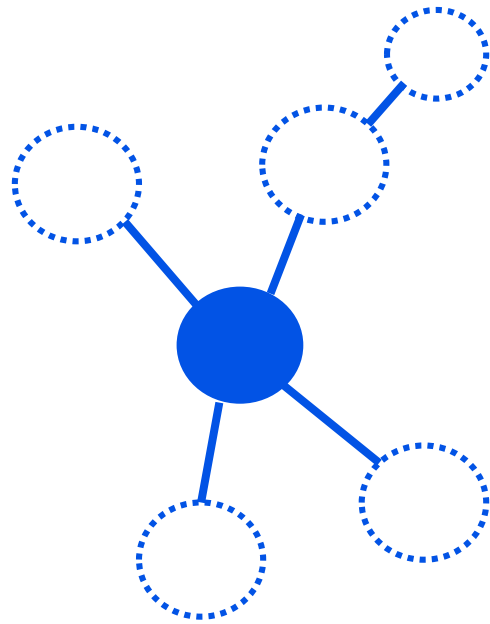
- Affinity diagram of your data using the notes from POINT exercise
- Draw categorization on the white board – 20 min.
- Rename the categorization – 20 min.
- Each team occupies a small working space



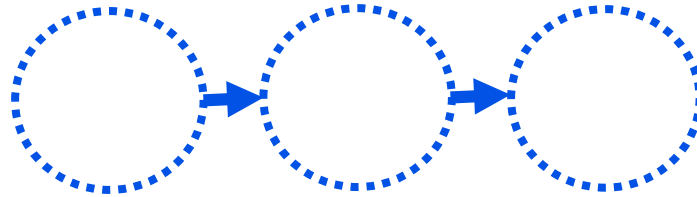
Frameworks for your analysis

Can you frame your insights using one of the models below?

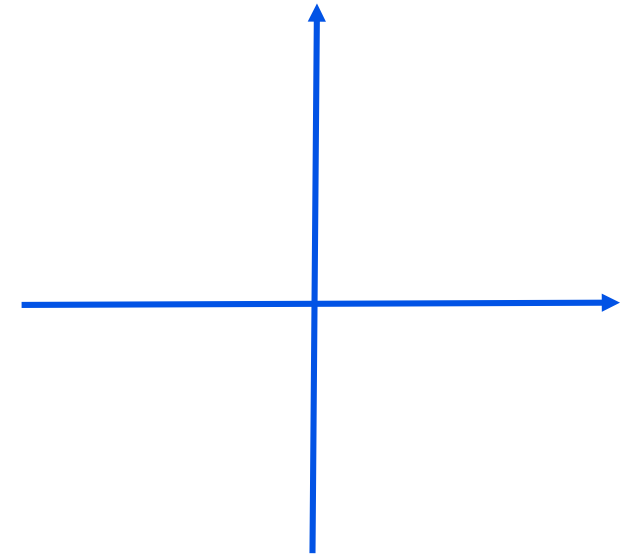
**Relational
map**



Process

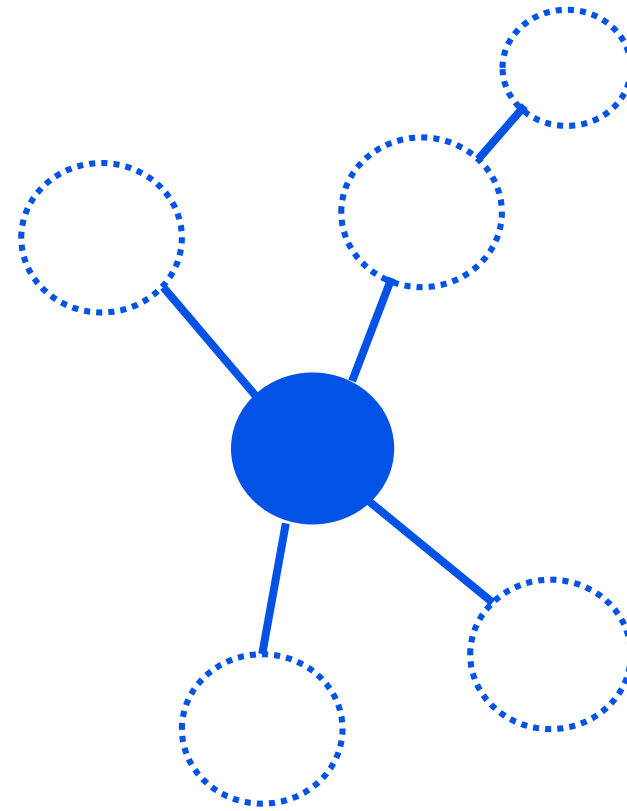


Metrics



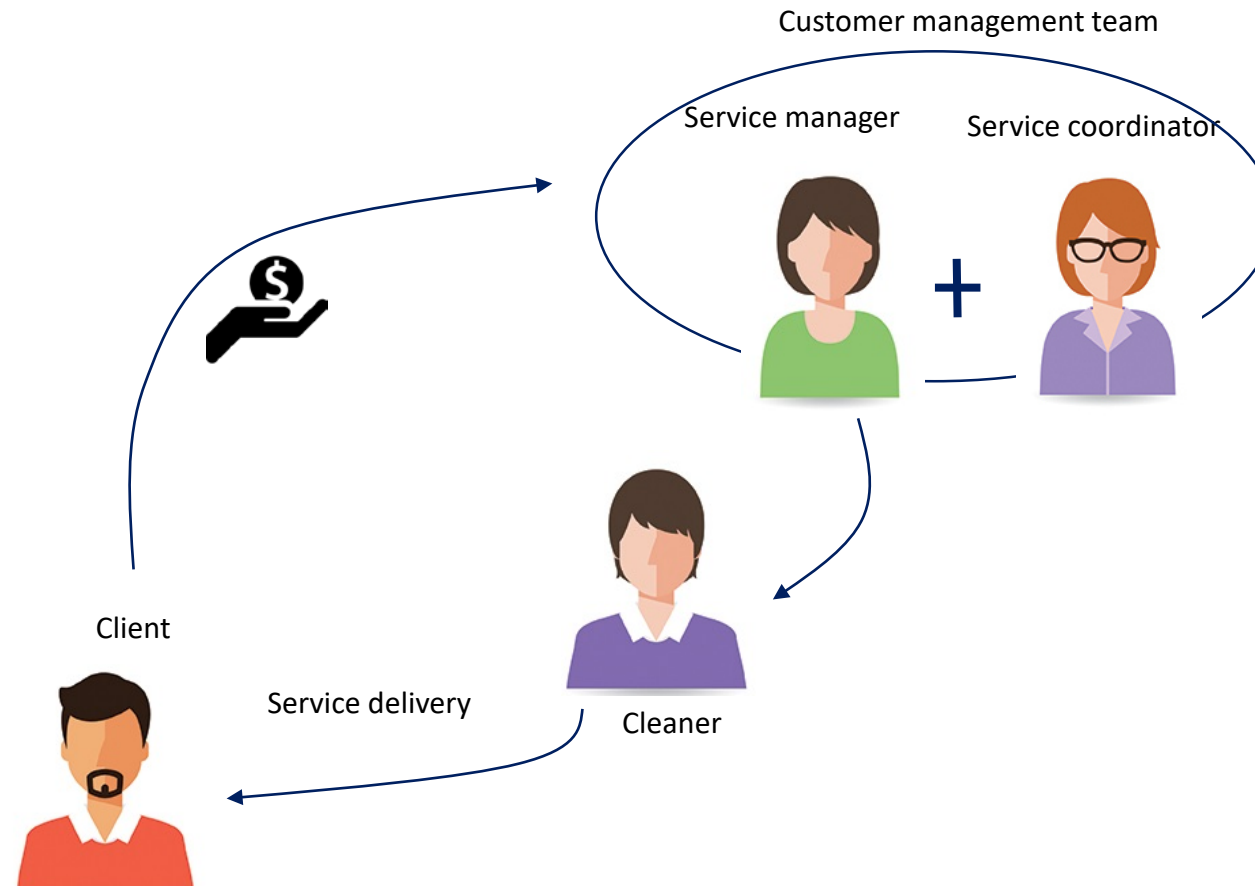
Relational map

The way to visualize connections, interactions with different project stakeholders. Put in the center your core user and try to map all possible

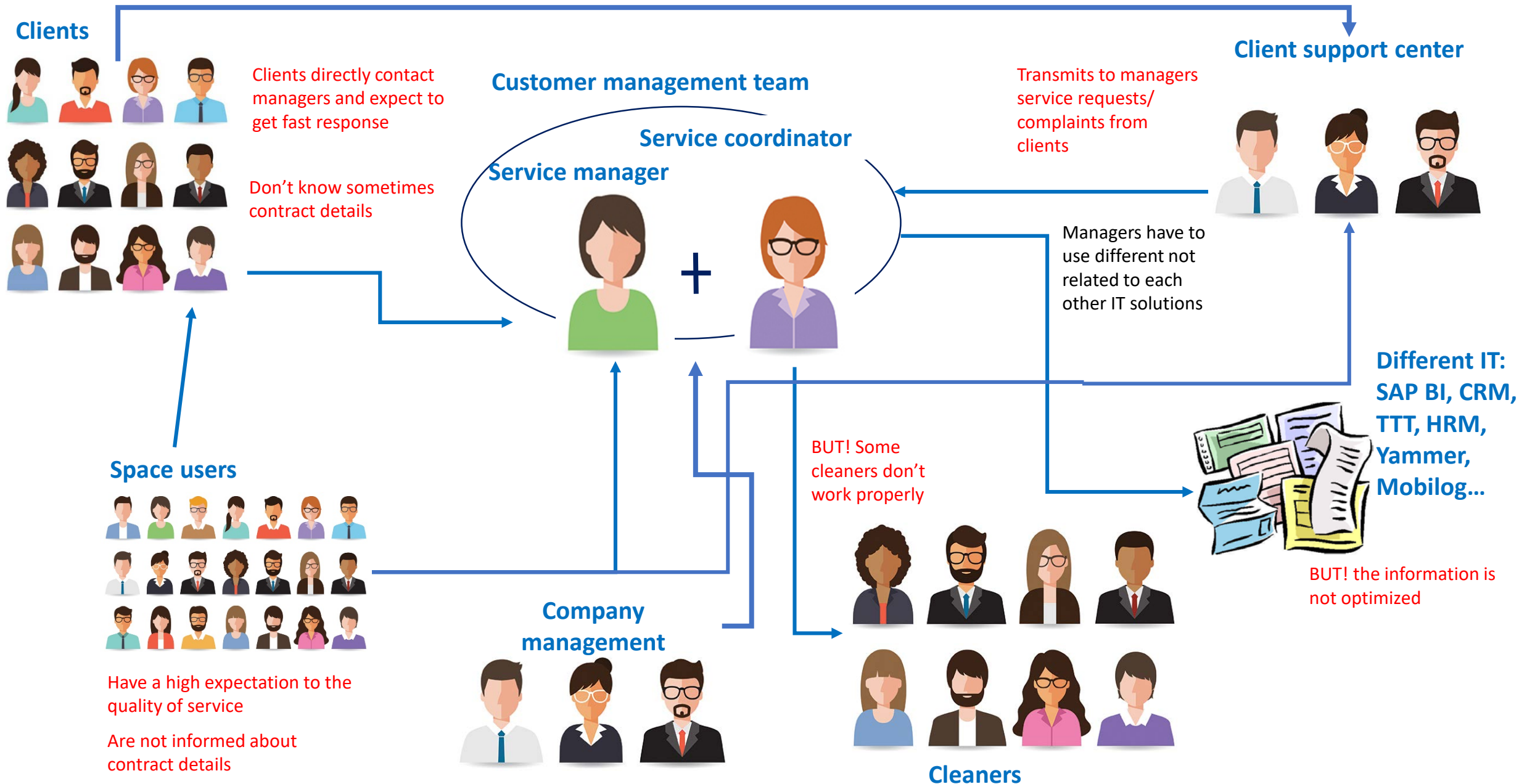


Example

Simple scheme – cleaning service delivery



Actual scheme – cleaning service delivery



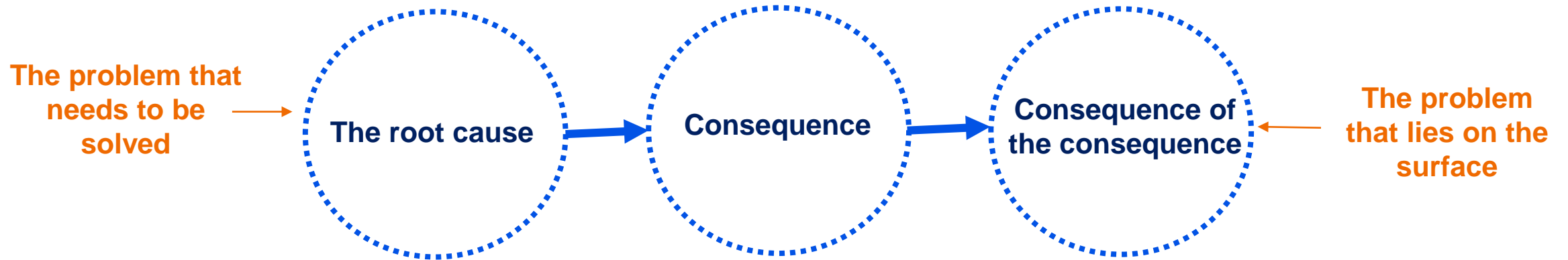
Process

The process map helps to visualize the cause-and-effect relationship.



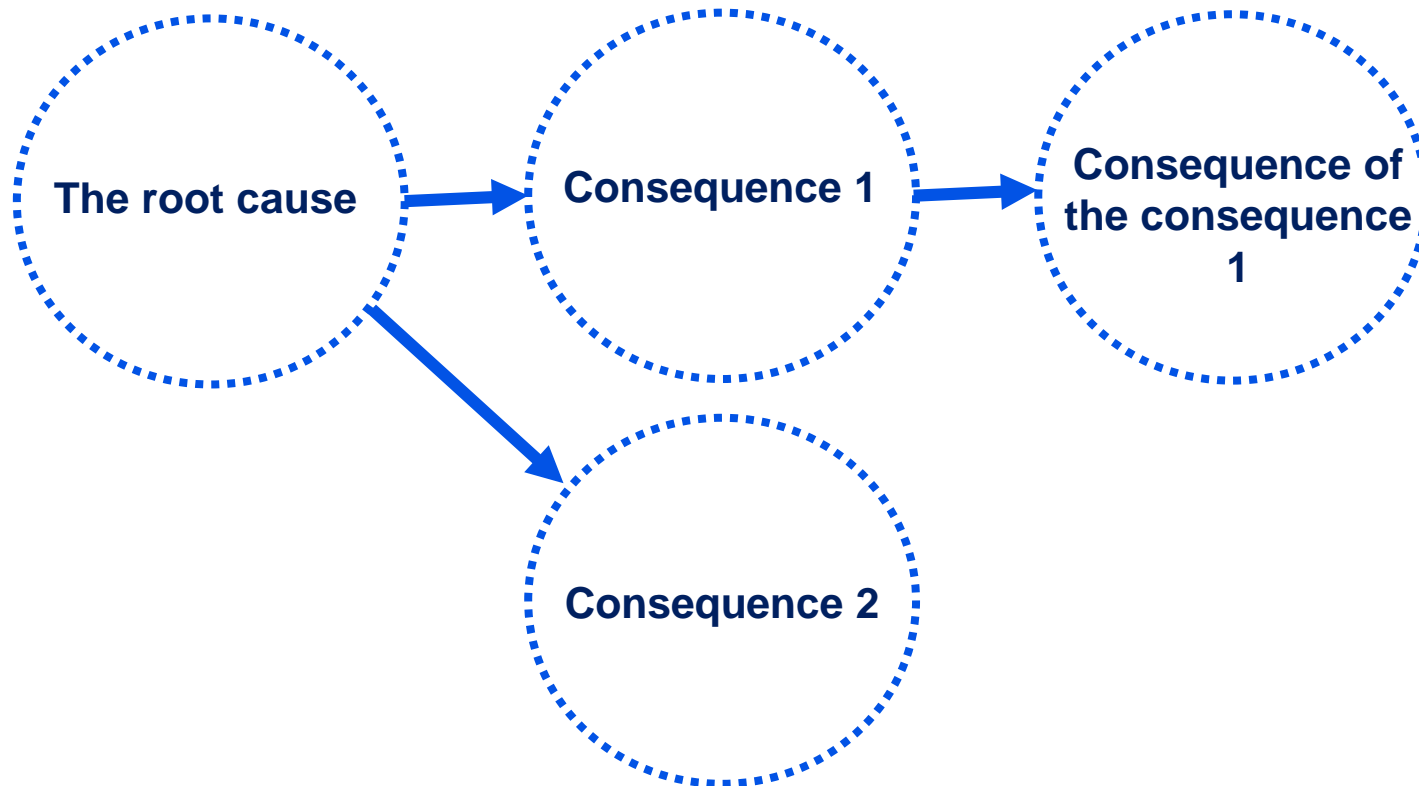
Process

The process map helps to visualize the cause-and-effect relationship.



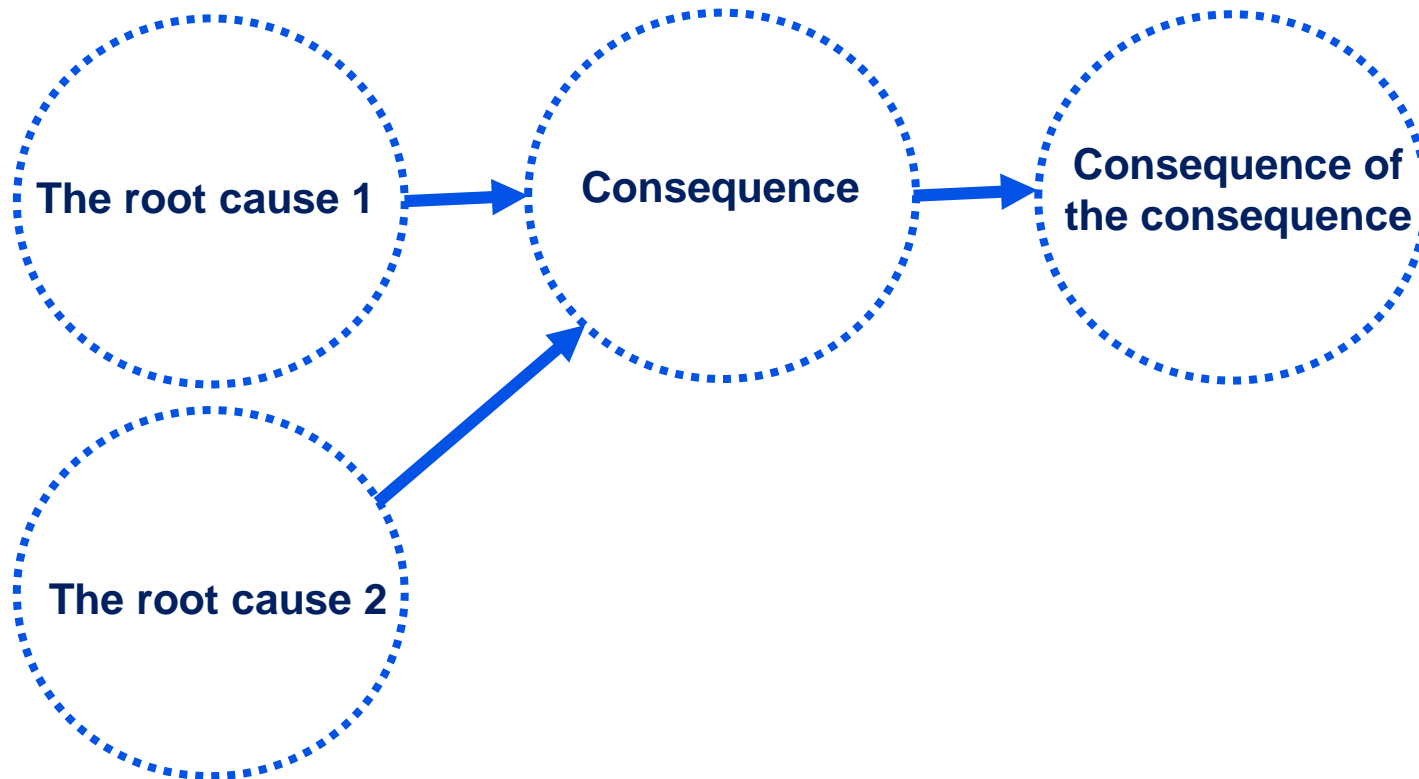
Process

The process map helps to visualize the cause-and-effect relationship.



Process

The process map helps to visualize the cause-and-effect relationship.



Process. Example

1.

Lack of central point of information about client's contract details and history of inquiries

2.

Absence of alternatives (except phone and email) for communication between managers and clients

WORK OVERLOAD

1.

Information loss

2.

Stress

3.

Insufficient interactions with clients and colleagues

4.

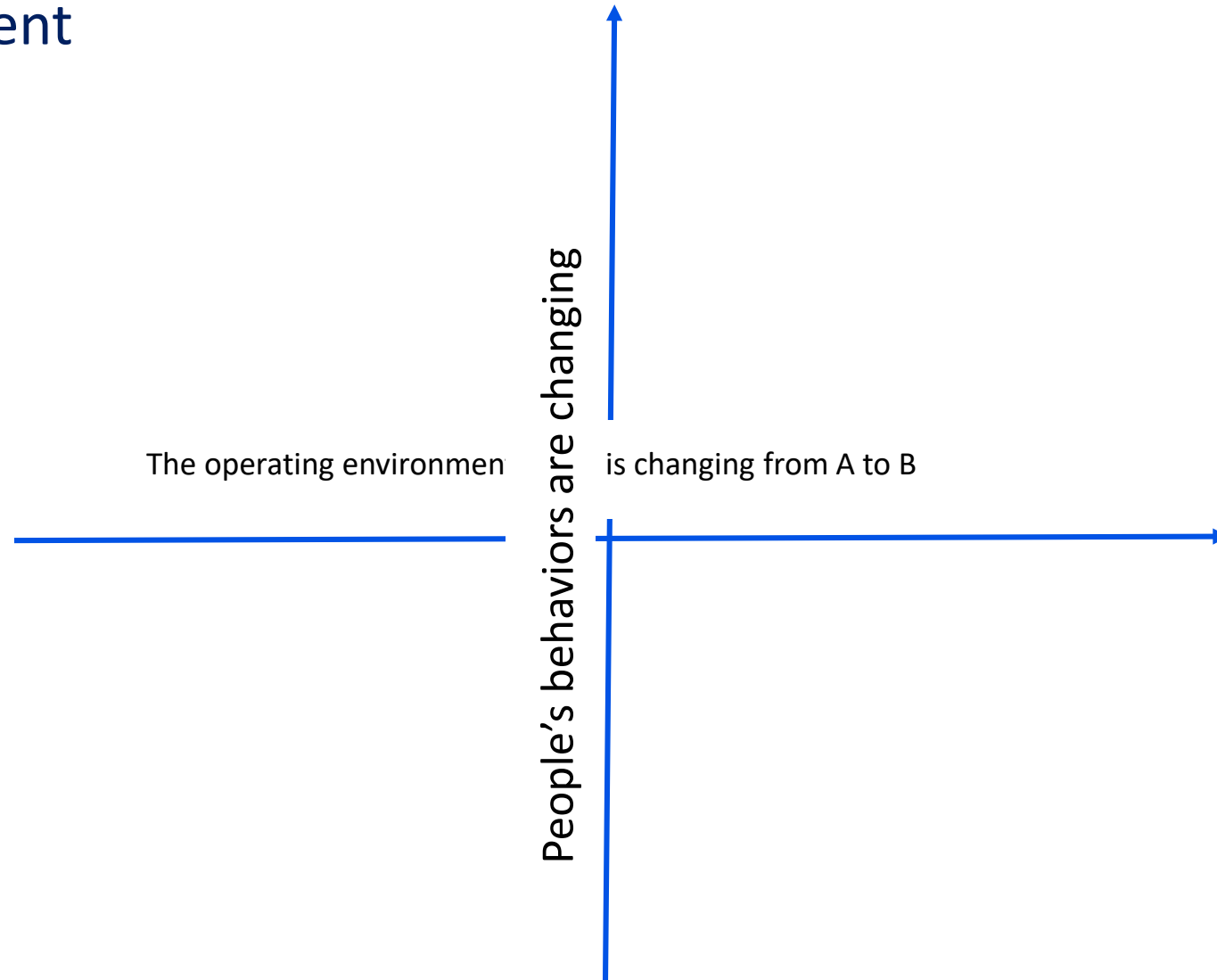
Lack of planning and organizing of work process

Metrics

Help to identify different behavior patterns of customers

Possible metrics:

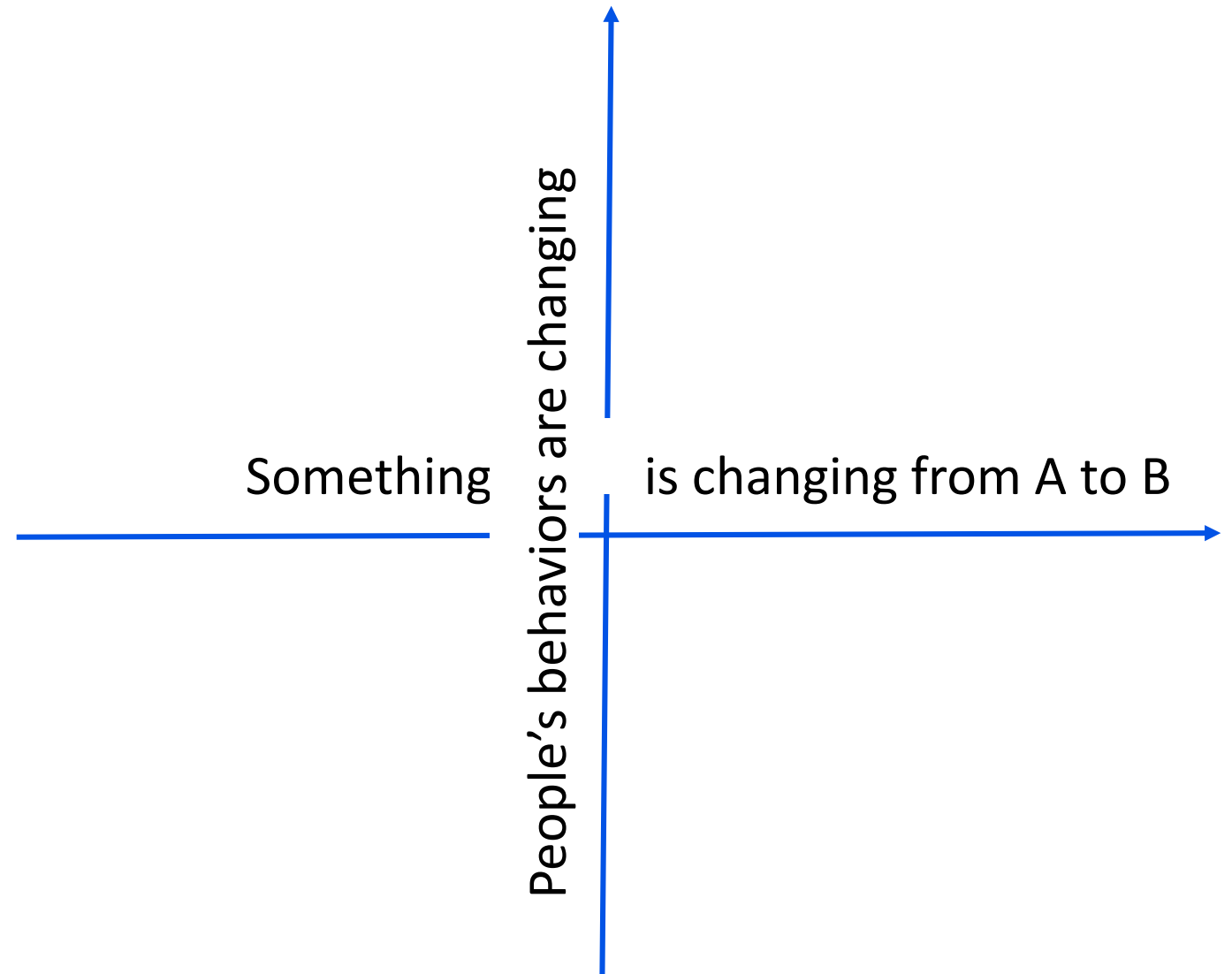
- Tech savvy / not tech savvy
- Innovator / conservative
- Social / alone
- Etc.

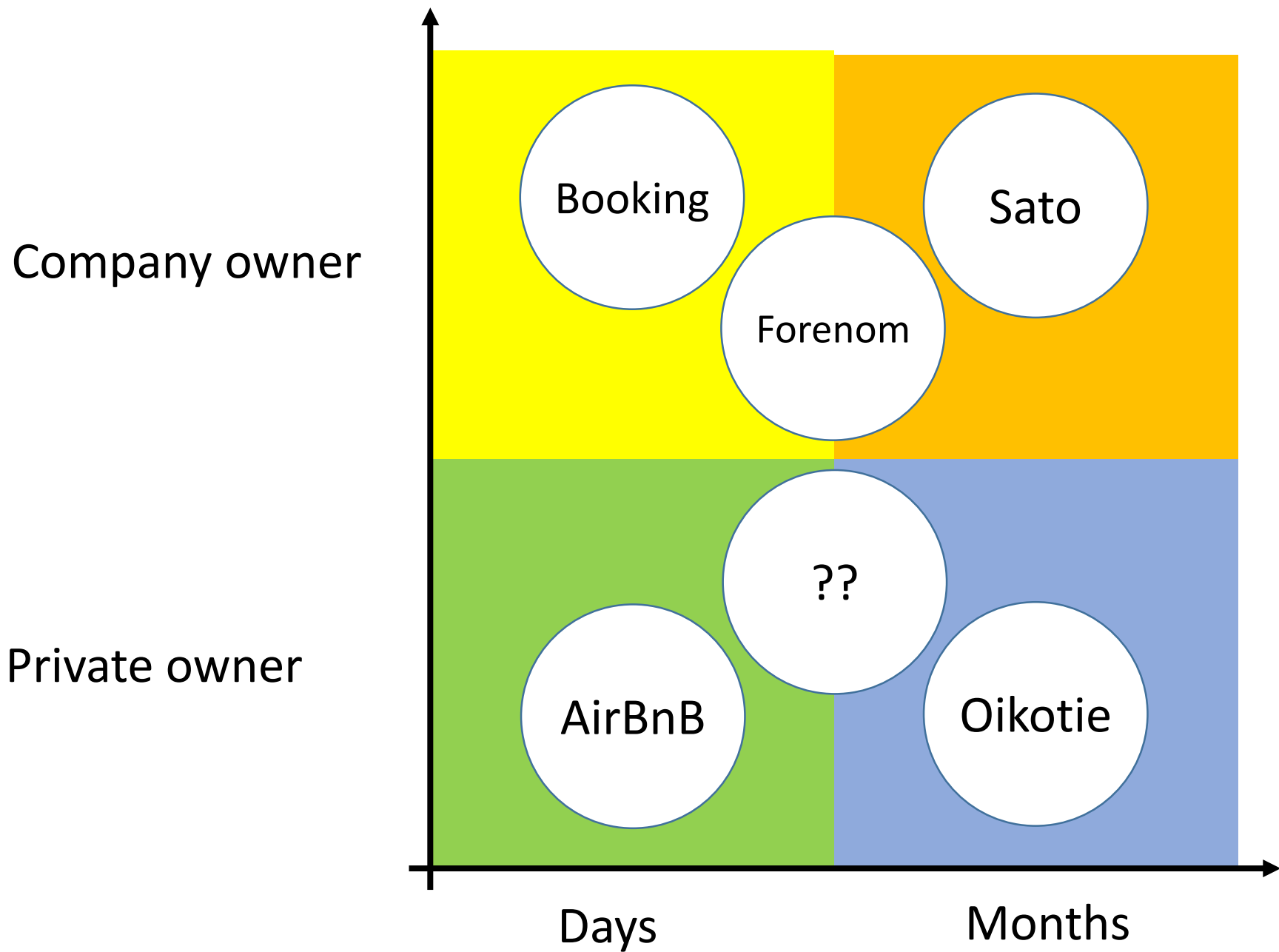


Metrics

Help to identify different patterns of

- Customers
- Markets
- Competition
-

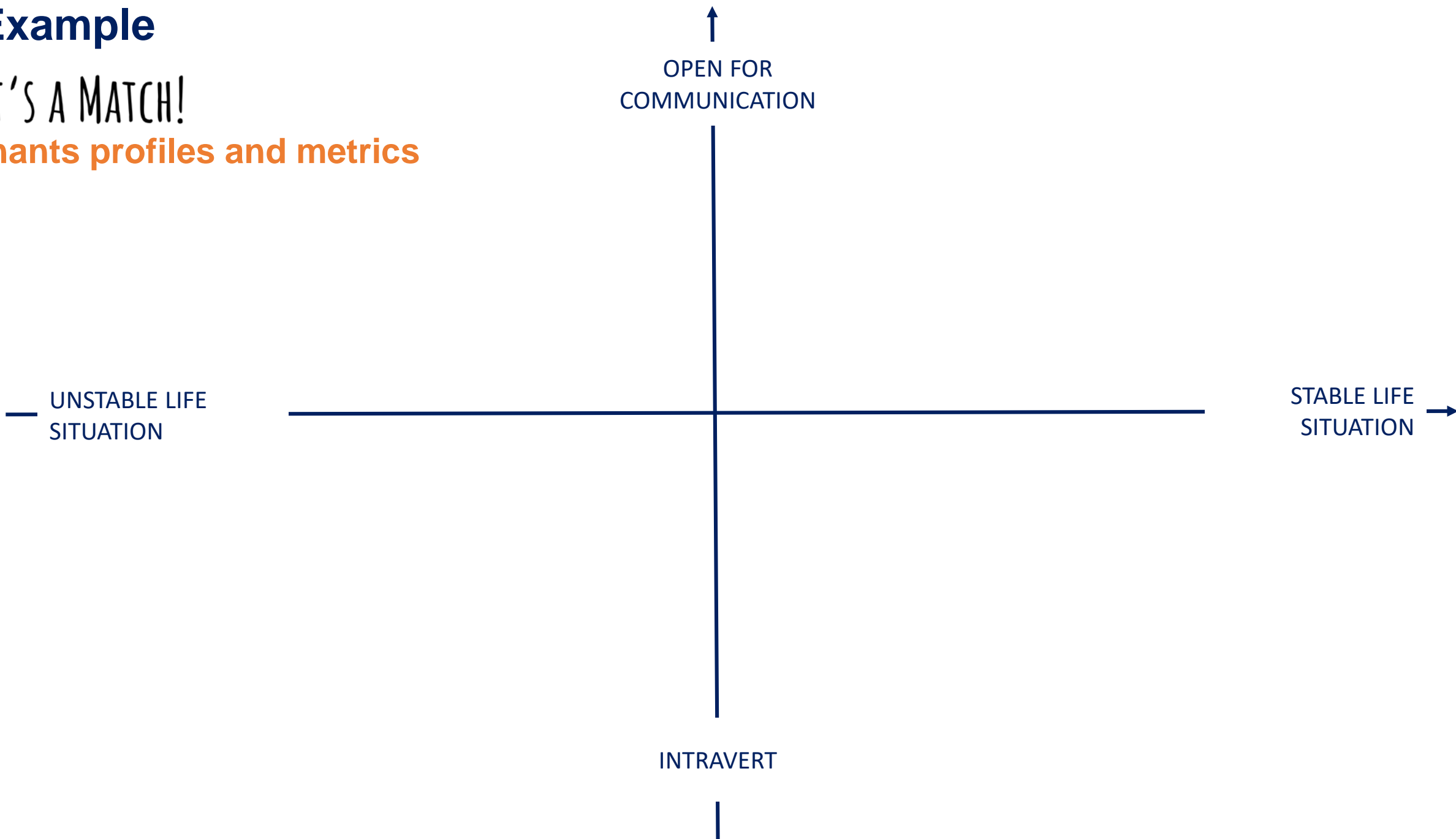




Example

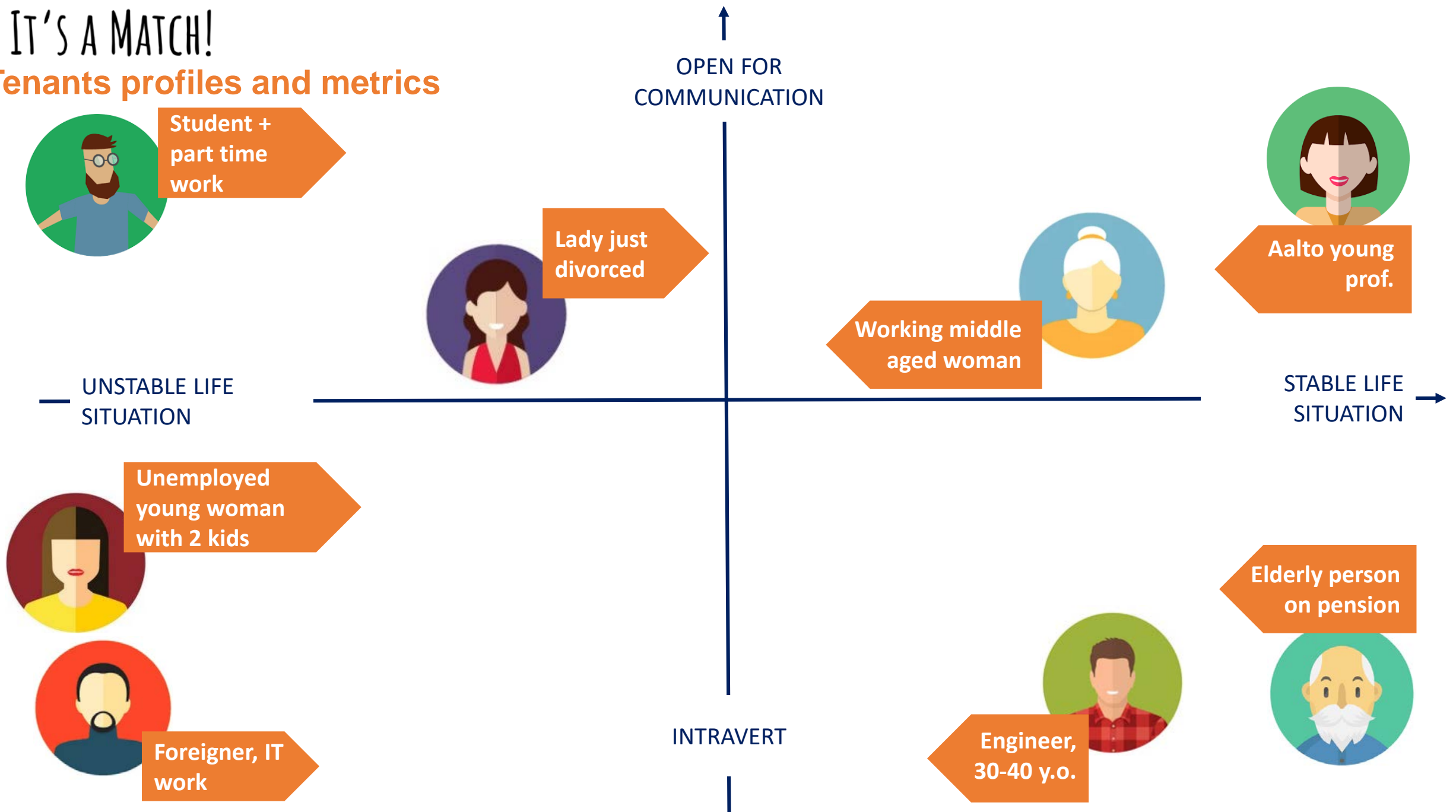
IT'S A MATCH!

Tenants profiles and metrics



IT'S A MATCH!

Tenants profiles and metrics



Example

Project: KAUPUNKI
KAIKILLE Helsinki
vuonna2030

Scenario Map 2030 CITY as a Commons

The Scenario map is a visual tool for service design using a City as Commons framework. Four different scenarios — CREATIVE Knowledge City, CIVIC Sharing City, SMART Service City and RESILIENT Welfare City — can be used to create new Citizen Actions that empower citizens to create stronger cities together for the future.

// HOW TO USE THE MAP

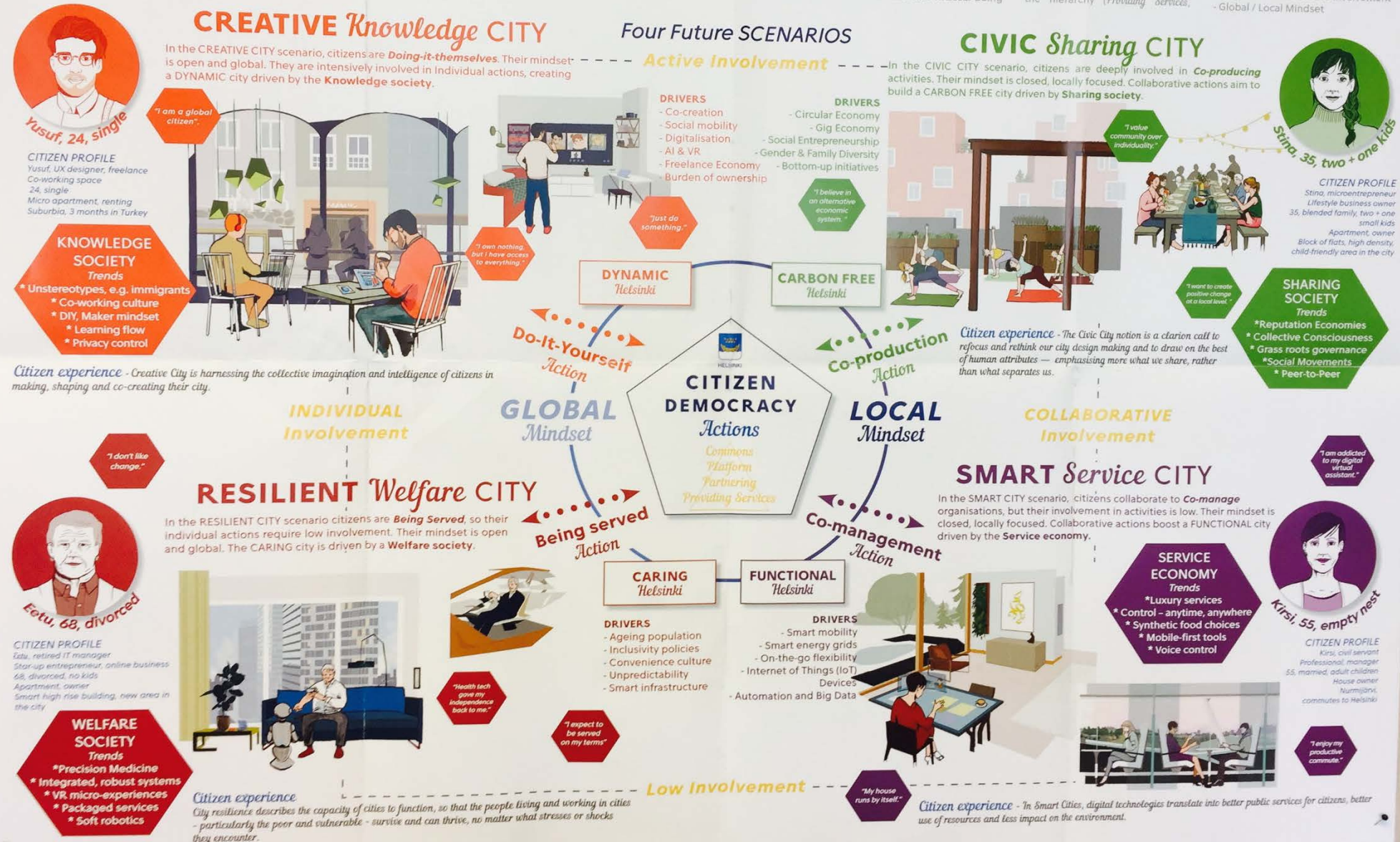
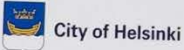
The map is divided into four corners — each one a future scenario (vision). Each scenario includes DRIVERS for change and Trends. Every scenario contains a Citizen persona to describe everyday life of future citizens.

Citizen Action is placed in the middle, as the overarching goal for design. Actions can be created by using four types of citizen participation. Do-it-Yourself actions can create Dynamic Helsinki. Co-production actions can create Carbon Free Helsinki. Co-management actions can create Functional Helsinki. Being Served actions can create Caring Helsinki.

Served actions can create Caring Helsinki.

Citizen Democracy can be built on four types of participatory organisations. The most democratic participation mode — Commons — is at the top of the hierarchy (Providing Services, Partnering, Platforms, Commons).

Map axis:
- Degree of active involvements
- Degree of collaborative involvement
- Global / Local Mindset



TASK #3

In group make relational map of your
topic or metrics

30 min.

