**Mission 1 - Design Brief**

**Mindset**

This is the beginning. Take the time to get to know each other, have fun, and add a personal touch to your team.

**General Instructions**

On the first day you should create the conditions for a good start. Read this individually and then come together to discuss it point by point.

Space and time

These two factors are the most important - your space and your time. Pay attention to how you design them: light, sounds, food, sleep, and daily rhythm greatly influence our behaviour and success, so try to design them in a way that allows you to perform at your best. Make sure to establish a routine and communicate your working hours to your team. You should have at least half a day each week where everyone is working together synchronously.

Keep a journal of the time you spend working together (in chat or video) and the time you spend doing individual work focused on a single task. Don’t mix your time too much and avoid multitasking. It doesn’t work. If you’re a fan of the Pomodoro Technique, you can use that as well.

Notifications

Set up and manage your notifications wisely. You can set different notifications for different channels on Teams and WhatsApp.

Fewer distractions lead to faster work. You shouldn't be pulled into different states by your notifications. You must intentionally decide to enter a more focused state (deep work) or jump into a lighter conversation.

Good writing

Much information is shared in person in the office. molte informazioni sono condivise di persona. In a remote setting, almost everything is shared through written communication. Good writing is one of the most important aspects of remote work and is critical to a team’s success. Make sure to write your intentions clearly and with short sentences.

Weekly recap

Choose a specific day to update yourself every week to understand what the team has accomplished that week and what the plans are for the following week. Keep an Excel sheet to schedule your work and take notes.

**Tools:**

Drive

Create a shared folder on drive, so that every member of your team can consult documents, presentation, pictures, interview transcription etc. whenever needed. Everything created, shared or could be used several times should be documented in order to get access to everyone and make the research easier. Organise your documents with clear names and in specific folders containing weekly Missions for quick access.

Calendar for a to-do list

Create a task calendar to keep track of what is happening. It’s up to you which tool to use. Planner and To Do can work as a good weekly planner, but so can Trello, Asana, or a board on MIRO. After each meeting take the time to decide what needs to be done for the following week, when you’ll do it and who’s responsible. This works great for remote teams, because if someone is looking for something to do, he can just grab a card from the to-do board and help.

E-mail

To communicate with the professor, set up meetings, share documents, ask questions to the company’s team etc. It should be a formal communication tool and should be used sparingly.

Whatsapp

Use WhatsApp group for URGENT communications that need quick answers or about things that are not related to the project. Do NOT mix plans (project and everything else) and put all project communication on Teams.

Miro

Your office wall and your shared notebook. Think of it as a shared table where you can meet your mates every time you work as a team. Use boards to gather and summarise material.

Google Meet o Teams

Meetings and interviews with mentors, company and your team can be done by Teams or Google Meet.

1. **Design Brief guidelines**

The Design Brief is the document that consolidates the starting point of the project. It contains the essential information for initiating the project. In the Design Brief it is also very important to specify what is meant by the “success” of the project and how to represent it in terms of performance. Some guiding questions:

**Challenge**

What is the challenge for the team?

The best format to express a challenge is by framing it as one or more “How might we...?” questions. For example:

*How might we create a user experience more…?*

*How might we improve collaboration between...?*

*How might we better communicate our story to the local community in a more ... way?*

**Exploration Tips**

Ideas and inspirations to guide the team's research:

*Who can be interviewed? What context can be observed? What can be "studied"?*

**Create the team's digital space, starting with the course toolkit. Access it when you are with your team** and follow the instructions in Fig. 1 to activate your space.

[***https://miro.com/welcomeonboard/clNHV0h6TmViRnhjNG93ZHQ1VmpNSWZ2SXZ4Tm5UUVNvYUNwcTVkOXlxeW4yWWQ1c2V1SnNHWjJ3ZlVONFhtOXwzNDU4NzY0NjAwMDk1NzAxMTQxfDI=?share\_link\_id=615482362681***](https://miro.com/welcomeonboard/clNHV0h6TmViRnhjNG93ZHQ1VmpNSWZ2SXZ4Tm5UUVNvYUNwcTVkOXlxeW4yWWQ1c2V1SnNHWjJ3ZlVONFhtOXwzNDU4NzY0NjAwMDk1NzAxMTQxfDI=?share_link_id=615482362681)

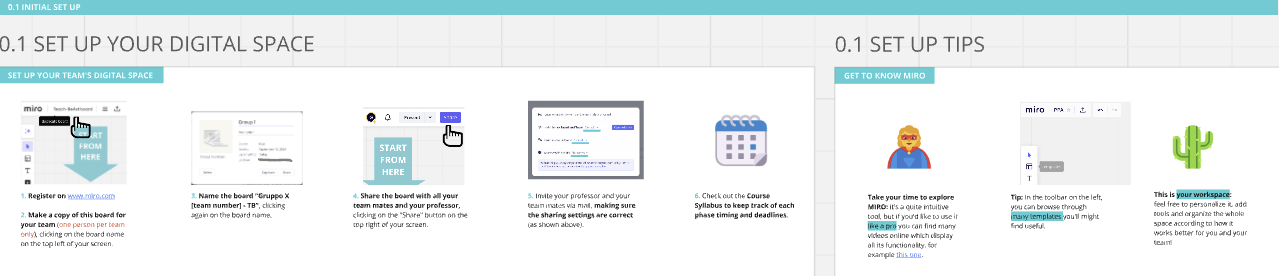
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Fig. 1 - Set up you Digital Space

Compile the board with your team info and define the rules.

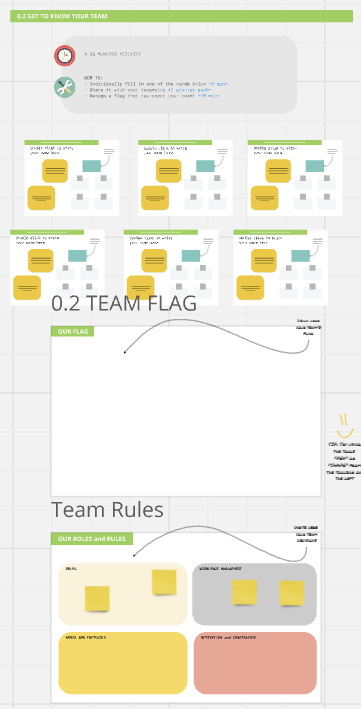
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Fig. 2 - Team board

**Good practices for the first meeting**

Arm yourself with a pen and notebook or any digital tool for taking notes.

Ask for permission to record at the beginning of the meeting

Prepare in-depth questions with the aim of gathering useful information to start the first activity (Design Brief).

Write a summary of the meeting and upload it in the shared folder.

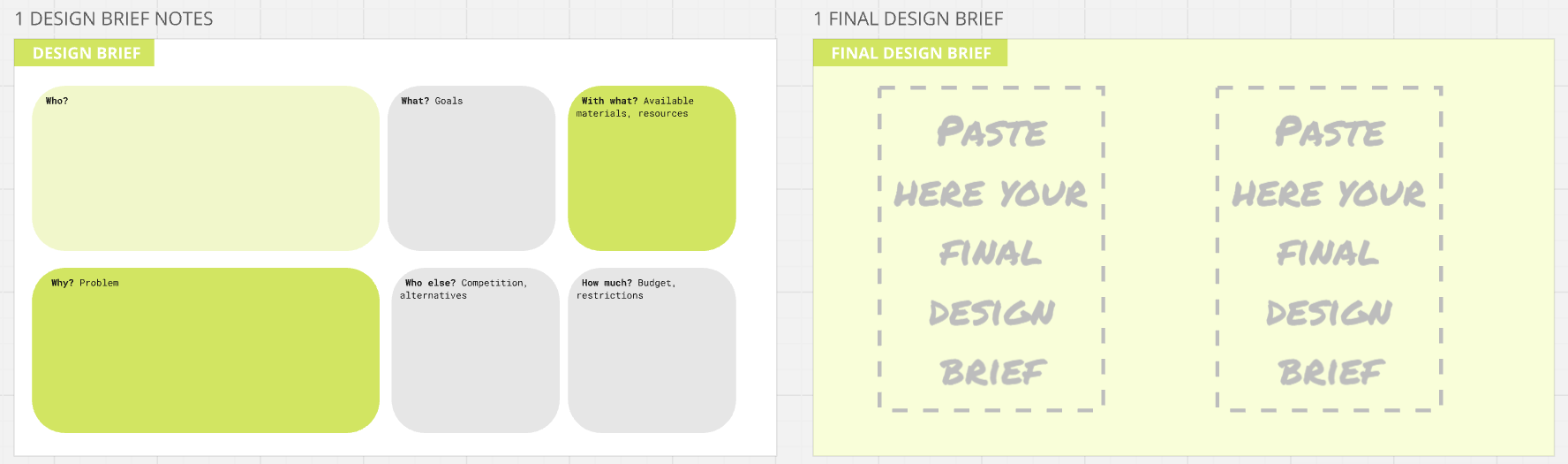
Once the brief is complete, paste the notes into MIRO to have them available. 

Fig. 3 - Design Brief.

1. **Design Brief template (MAX 2 Pages)**

*Project Name:*

*Team:*

*Scenario:* This section presents the competitive context in which the challenge operates, a general description of the problem and the main strengths/opportunities in relation to the strategies and actions of stakeholders and competitors.

*Challenge (Innovation Intent):* This statement concisely represents the opportunity/problem that the project aims to address.

*Aspirations - What would be desirable? :* This section summarises the current situation. It should summarise the opportunity/problem and the impact that would follow its resolution (e.g., product/process innovation, cost reduction, efficiency, greater knowledge...). The goal is to demonstrate an understanding of the current situation and the desired future state: this is the motivation behind the entire project.

Note: Do not express the future state in terms of solutions in this section because they could become an anchor (not: “*through a website, we can better communicate our business,”* but rather *“through this project, we aim to reach customers in other regions and inform our current customers about the new services we offer*”).

*Intentions - What should the objectives be?* : In this section, you should specify the project’s objectives as they were presented, after being developed and extended by the project team. Be specific and use a SMART approach (Specific, Measurable, Achievable, Realistic, Timely).

*Constraints - What are the limitations? :* Constraints represent the awareness of the context, limiting the work of the project team and excluding certain solutions from the outset. Constraints will be examined in the project to verify their existence.

*Assumptions - What is taken for granted? :* Assumptions are factors considered to be true, real, or certain, which will require validation in the project. In this section, you should try to extrapolate explicit information from the issues presented and indicate the certainties that are not based on observable data.

*Performance - What can we measure? :*

In this section, the objectives are broken down into measurable components that can be evaluated at the end of the project. The objectives and performance metrics create the expectations of the team and the organisation regarding the solution.