**Mission 2 – Benchmarking**

**Mindset**

"All I know is that I know nothing." — Socrates  
"Most probably, somewhere, someone has already solved this problem or something similar."

**General instructions**

This mission is dedicated to getting in touch with the competitive context, as well as doing documentary research and observation.  
Visit social media, understand what users think. Take screenshots and note down everything that might be connected to the challenge. It’s important that your future ideas are based on the existing resources.

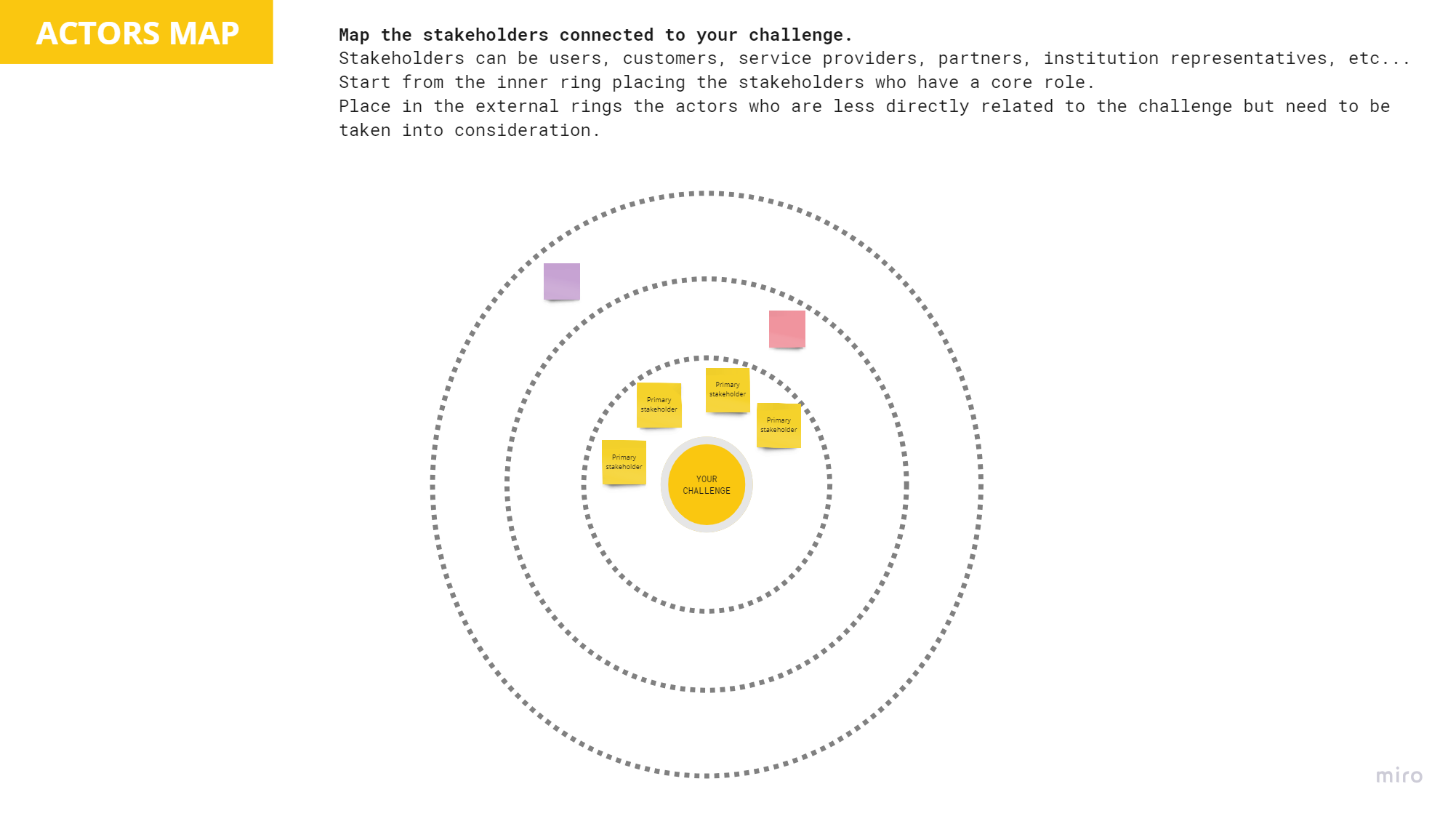
Observe!

All designers should be good observers.

TIP: Pay attention to what people do and how they use objects and environments, it’s essential during Design Thinking research.

Work on your point of view!

Identify different tools and methods and try to understand how to leverage your network to gather information. What resources can help you explore your topic best?

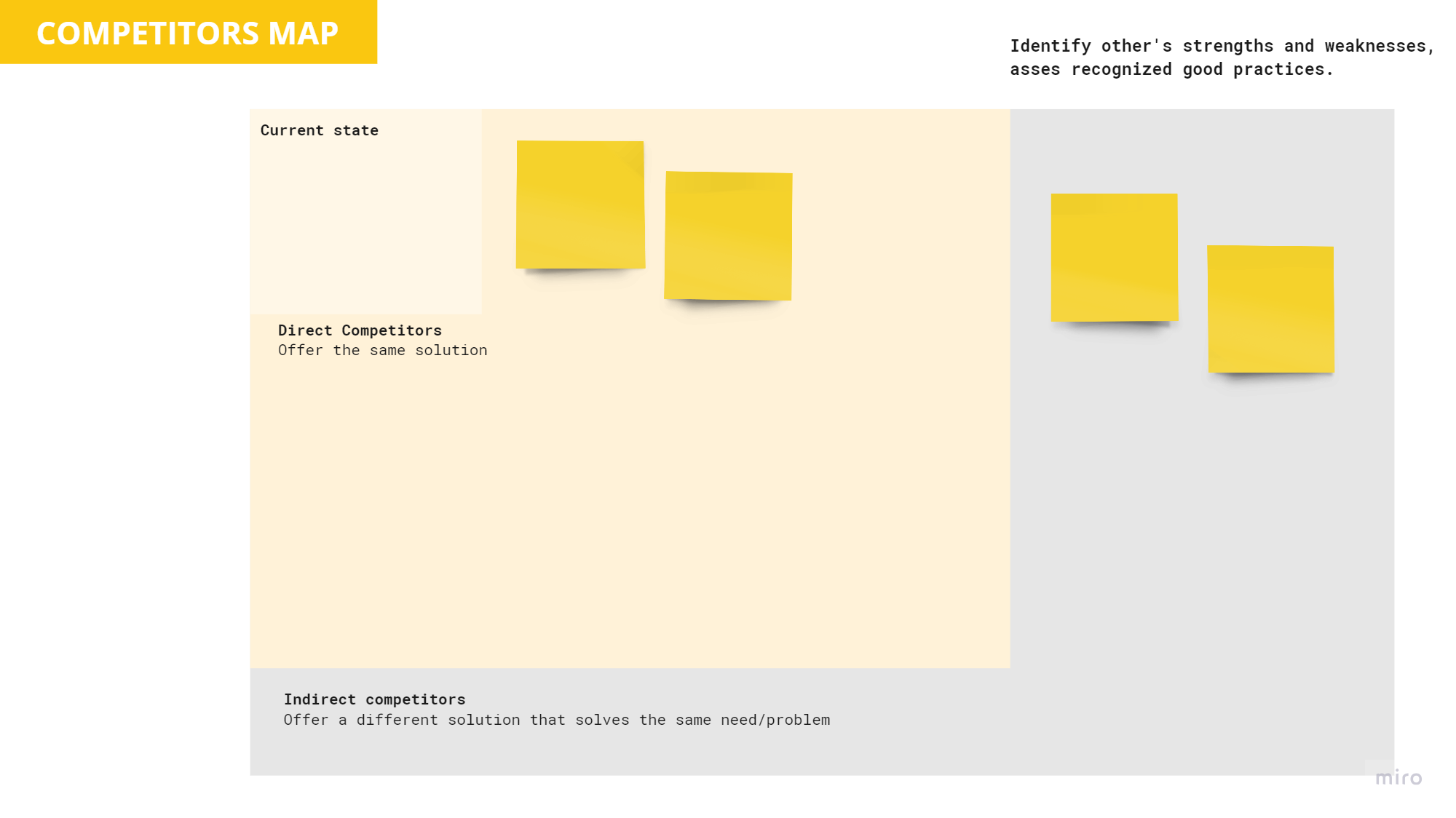
**Tools:**

Create a Stakeholder map, map out all the actors directly and indirectly connected to the company and update it as you progress.



**Documentary research and benchmarking:** How have others solved this challenge or similar problems? What are the relevant trends, technologies, and products?

TIP: Be open and explore but stay relevant to the challenge. The goal is to create an archive of many potential solutions or perspectives on the challenge. You have a limited amount of time, so think carefully about which specific benchmarking is most necessary for your team at this initial stage of the project. Of course, you will have many other opportunities for benchmarking as the project progresses. Use this Toolkit and this Template to organise your best results.



Study carefully the competitors, starting from the direct ones. Which solution are they offering? How do they communicate their value? How do they differentiate themselves? Expand your scope to include indirect competitors who meet the same need but with different solutions (for example, a supplier of electric razors is an indirect competitor of a hairdresser).

TIP: Be open and explore but stay relevant to the challenge.

A screenshot of a computer screen

Description automatically generated

What are the current social trends that directly and/or indirectly affect the topic? What kind of technologies are currently used and/or on the horizon? What kind of economic cycle is the sector experiencing? How are environmental and sustainability issues perceived? From a legal and policy point of view, are there changes on the horizon?



Share 3 interesting things you found in the challenge context using the suggested tools and explain why they are so relevant to your project. Gather and organise your findings and your learnings.