

The background of the entire page is a dense, abstract pattern of small triangles. These triangles are primarily black and grey, but are interspersed with a variety of other colors including red, yellow, blue, green, and purple. The triangles are scattered across the page, with some areas appearing more densely packed than others, creating a textured, mosaic-like effect.

Reference Model

Annex 1:
Tool Description

Introduction

This section presents a detailed overview of the Design Thinking tools that support the project work in both the Tech-Based and Science-Based adaptations of the course methodology. The tools described here are essential for navigating the different phases of the Design Thinking process — from research and needfinding to ideation, prototyping, and testing — and are selected to align with the specific objectives of an organizational change and process design course.

This manual serves a dual purpose:

- For students, it offers a practical guide to help choose and apply the most appropriate tools at each stage of their project work, making the design process more structured, creative, and effective.
- For instructors, it provides deeper insights into each tool, supporting the design of class activities, coaching sessions, and project milestones in a way that is consistent with the overall course methodology.

Each tool is briefly explained with its purpose, application context, and tips for effective use, ensuring that both students and instructors can integrate them easily into the course workflow.

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Design Brief



Objective

The primary objective of a design brief is to provide a comprehensive and lucid guide for a design project. It serves as a pivotal document that defines project goals, delineates the scope and constraints, specifies deliverables, and fosters a unified understanding among stakeholders. Essentially, the design brief functions as a roadmap, facilitating effective communication, aligning team members, and ensuring the successful execution of the design project.

Instructions of use

The use of a design brief involves the creation of a thorough document to steer a design project effectively. Here's a cohesive overview of what should be included in a design brief:

- **Project Initiation:** Start by defining the project's purpose, goals, and expected outcomes. Identify key stakeholders, including clients and team members. Consider selecting or creating a design brief template that includes sections for project overview, objectives, target audience, scope, and more.
- **Project Overview:** Provide a concise introduction to the project. Include essential details such as the project's name, description, and context. Clearly articulate the objectives and goals of the design project and define the characteristics of the target audience or end-users.
- **Scope and Constraints:** Outline the project's scope, including the boundaries of what is and is omitted. Highlight any constraints, such as budget limitations or timeline restrictions. Specify the expected deliverables, incorporating branding guidelines if applicable. Offer relevant background information about the organization, product, or service the project is centered around.

- *Project Timeline and Resources:* Establish a timeline that includes key milestones and deadlines. Clearly state the budget and available resources. Capture input from stakeholders and explicitly define the roles and responsibilities of team members involved in the project.

Review the design brief with stakeholders, seeking their input and feedback. Revise the document as needed to ensure it accurately represents the project's objectives and requirements. Communicate the finalized design brief to all relevant parties, ensuring that everyone involved has a shared understanding of the project's direction. Throughout the project's lifecycle, use the design brief as a guiding document to ensure that the work remains aligned with the established goals and parameters.

By following these steps and using the design brief as a foundational tool, you can enhance project clarity, minimize misunderstandings, and increase the likelihood of a successful and well-executed design project.

Actors Map

Objective

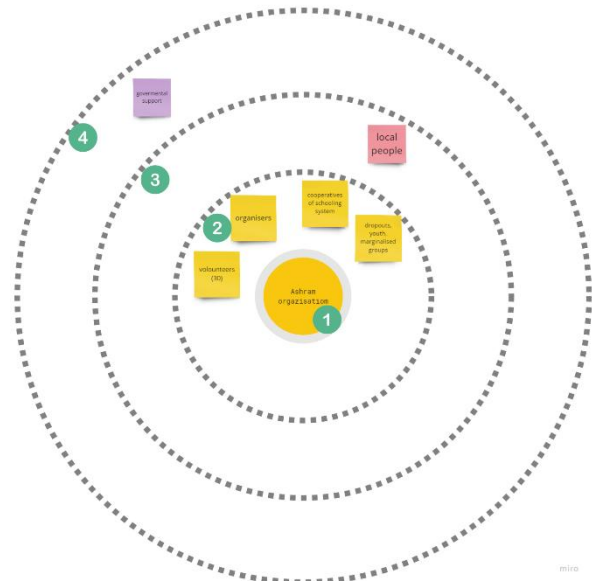
The Actor's Map is a valuable tool for systematically identifying and visualizing the diverse stakeholders who are involved, impacted, or potentially affected by the problem you are addressing in your social design project. This visual representation provides crucial insights into the complex web of relationships and connections that exist within the context of your design challenge.

Instructions for Use

To effectively utilize the Actor's Map, follow these guidelines:

1. *Core Element*: At the center of the map, identify and label the core problem or key stakeholder that is central to your social design project. This core element serves as the focal point for your analysis.
2. *Inner Rings - Core Stakeholders*: In the innermost ring surrounding the core element, place notes or labels on stakeholders who play a fundamental role or are directly involved in the problem. These individuals or groups have a significant impact on the issue and should be considered primary actors.
3. *Middle Rings - Indirectly Impacted Stakeholders*: Moving outward from the center, use the middle rings to represent stakeholders who are indirectly impacted by the problem. While they may not be at the core of the issue, their involvement or perspectives can influence the design process and outcomes.
4. *Outer Rings - Least Relevant Stakeholders*: In the outermost rings, note stakeholders who have minimal relevance to the core challenge. These individuals or groups may have a peripheral connection to the issue but are not central to your design considerations.

Through this visual representation, document your analysis of each stakeholder's degree of relevance to the core challenge. Consider what each stakeholder's role or perspective means for your design decisions. This structured approach helps you identify potential collaborators, anticipate challenges, and develop strategies that account for the diverse interests and relationships within the social issue you are addressing.



Benchmarking

BENCHMARK

Collect here interesting case studies and existing solutions to your challenge.
Can you find any emerging pattern? Feel free to re-arrange them in a matrix

Name (link)
what is it (in a tweet)
why it is interesting?

Name (link)
what is it (in a tweet)
why it is interesting?

Name (link)
what is it (in a tweet)
why it is interesting?

Name (link)
what is it (in a tweet)
why it is interesting?

Name (link)
what is it (in a tweet)
why it is interesting?

Name (link)
what is it (in a tweet)
why it is interesting?

...

PRO TIPS
Incorporate the link to the online resource
After collecting the material, try to rearrange the contents
in a map or diagram. Do you see anything interesting?

miro

Objective

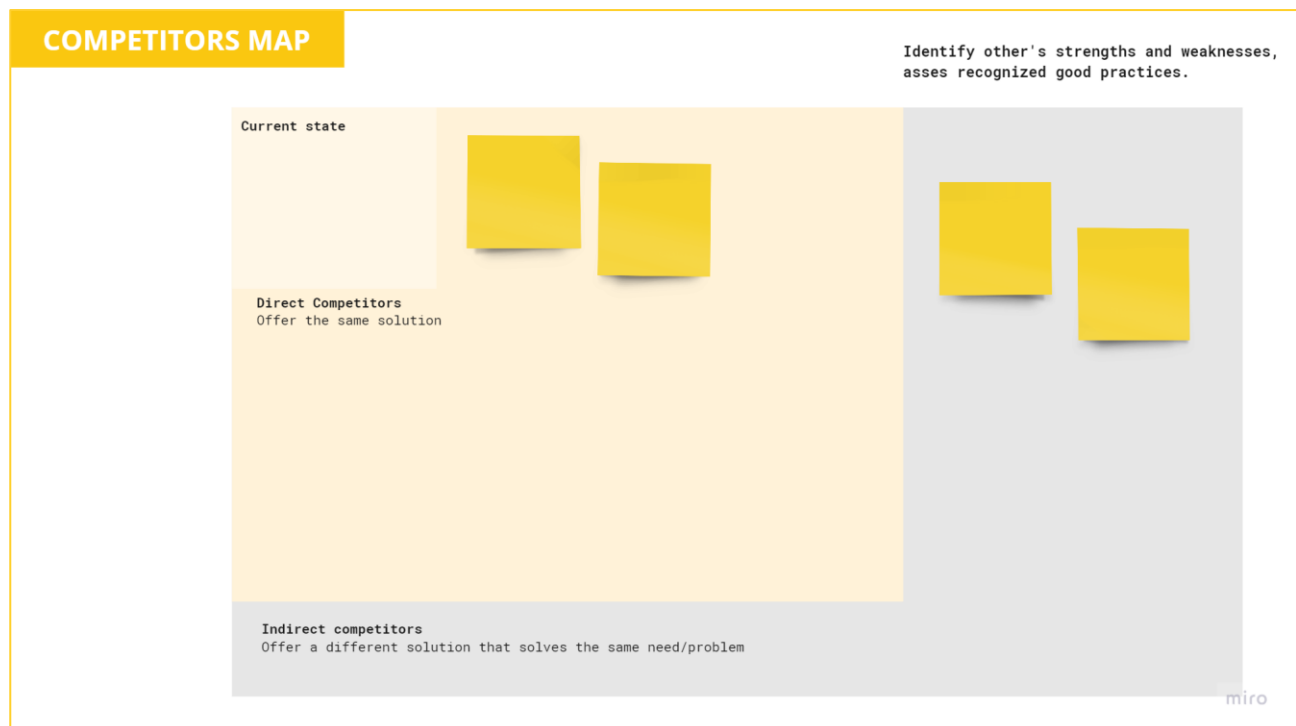
Benchmarking is a strategic tool that involves the systematic comparison of your organization, projects, or initiatives with similar entities, including competitors and other actors within your operational field. The aim is to identify relevant examples of projects, solutions, products, operations, or services in adjacent organizations and draw insights from their successes and failures. Ultimately, the goal of benchmarking is to enhance the design and effectiveness of your own deliverables by learning from the experiences and practices of others.

Instructions for Use

To effectively utilize benchmarking, follow these steps:

- **Define the Scope:** Before embarking on benchmarking, it's crucial to understand the processes and context of your organization or project. Define the scope of the problem or challenge you are addressing in collaboration with your team. Clearly articulate the boundaries and objectives of your benchmarking effort.
- **Research and Data Collection:** Begin researching similar organizations, projects, or initiatives that operate within your sphere or address comparable social challenges. Collect relevant information about their operations, successes, and failures. You can gather this data from various sources: you can include the analysis conducted in the competitors' map, you can perform direct interactions with adjacent organizations, you can look for success cases on the internet, and look into how the scientific literature has addressed the issue
- **Comparative Analysis:** Organize the collected information visually, using tools such as tables or matrices to facilitate comparison. Identify gaps, patterns, similarities, and differences between your project and the benchmarked entities. Consider aspects like strategies, impact, methodologies, and best practices.
- **Identify Insights:** Through the comparative analysis, extract valuable insights that can inform your own project's design and approach. Identify areas where you can learn from others' experiences and apply these lessons to your problem-solving process.

Competitors Map



Objective

The Competitors Map is a complementary tool to the Actor's Map, specifically tailored to the context of addressing social challenges. In this tool, you identify and assess other entities or "competitors" operating within the same operational field as your social design project. These competitors are not necessarily adversaries but rather organizations, individuals or initiatives addressing similar social issues or challenges. The goal of the Competitors Map is to gain insights into the strengths, weaknesses, assets, and best practices of these entities and understand how they have approached the needs of your beneficiaries.

Instructions for Use

To effectively use the Competitors Map, follow these steps:

Identify Competitors: Start by conducting research to compile a list of competitors operating in your operational field. Competitors in this context can be categorized into two groups:

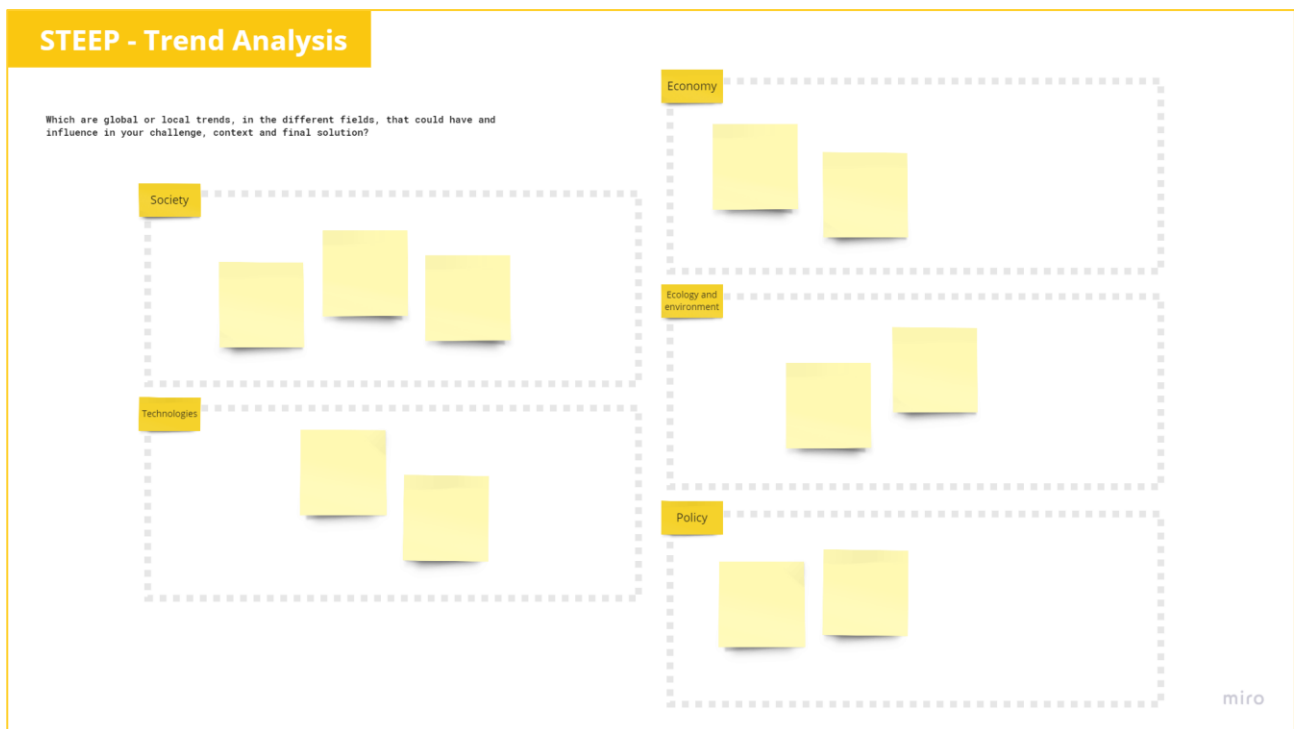
- Current State: Begin by assessing your organization's current state, including your existing initiatives, projects, or services related to the social challenge.
- Direct Competitors: Identify competitors who are offering similar solutions or interventions to address the same social issue. These entities operate in a similar space and target a similar beneficiary group.
- Indirect Competitors: Recognize competitors who offer different solutions but address the same underlying need or problem faced by your beneficiaries. These entities may have a different approach or focus but share a common goal.

Visualize Your Research: Create a visual representation of your research findings. Place each competitor within tiered boxes or sections based on their category.

Competitors' Analysis: Perform a thorough analysis of each competitor, considering their strengths, weaknesses, assets, and best practices. Evaluate their impact, approach, and strategies in addressing the social challenge.

By using the Competitors Map, you gain a comprehensive understanding of the competitive landscape within the social issue you are addressing. This tool helps you identify potential collaborators, learn from successful approaches, and determine areas where your project can differentiate itself or collaborate effectively with other entities. Ultimately, it allows you to make informed decisions and refine your social design strategies based on a thorough assessment of the broader ecosystem.

STEEP: Trend analysis



Objective

The objective of a STEEP analysis (Social, Technological, Economic, Environmental, and Political analysis) is to systematically understand the external factors that could affect an organization, project, or decision.

Instructions for Use

Step 1: Define the Objective

Begin by clearly stating the purpose of the analysis. Specify what is being examined — for example, a strategic plan, a project development, a risk assessment, or another area. A precise objective will guide the selection of relevant factors and ensure that the analysis remains focused.

Step 2: Establish the Scope

Next, determine the scope of the analysis. Define whether it will concentrate on local, national, or global trends, and clarify the time horizon (short-, medium-, or long-term). It is also important to specify the sectors or industries involved to keep the analysis contextually relevant.

Step 3: Identify Relevant Factors

For each of the five STEEP categories (Social, Technological, Economic, Environmental, Political), identify external trends, changes, and forces that could influence the objective. This phase typically involves brainstorming sessions, consultation with subject-matter experts, and desk research to ensure that no significant factor is overlooked.

Step 4: Research and Validate Information

After identifying potential factors, validate each one with reliable sources. Gather data, reports, market analyses, and expert opinions to ensure that the factors are grounded in evidence and reflect the most current developments.

Step 5: Assess Impact and Likelihood

Once the factors are validated, assess them by considering three elements: the potential impact (classified as high, medium, or low), the likelihood of occurrence (likely, possible, or unlikely), and whether each factor represents an opportunity or a threat for the organization or project.

Step 6: Prioritize Factors

With the assessment completed, prioritize the factors according to their potential impact and probability. Identify which elements are critical to success and which ones pose significant risks. This prioritization will help in focusing resources and attention where they are most needed.

Interview guidelines

INTERVIEW GUIDELINES

Use the following frame to define with your team a common guideline for interviewing your user.

Keep in mind this is a general structure, feel free to adapt it according to your specific challenge and to add questions "on-the-go" as your user mentions interesting themes.

Also, keep in mind that you'll might want to discover different things from different users.

THE INTERVIEW LIFECYCLE

BROAD
(Start Here)

TRUST BUMP

BIRD'S EYE VIEW

MAGNIFYING GLASS

MICRO-SCOPE

NARROW
(End Here)

INTRODUCE YOURSELF AND YOUR SCOPE

We are a team of students working on a university research project about ... (our project is supported by the company X /TBD with the company/)

We would like to interview you because we want to investigate your experience about ...

The data we collect will be used internally, and we won't share your personal data such as name age etc...

If you agree, we would like to record the conversation/take some pictures etc...

GET TO KNOW YOUR USER

1. Tell me about your typical day
2. Tell me about that time when you did/saw/used...
3. Can you tell me more about...? Can you show me how...
4. Why...why...why...why...why...
5. Is there anything you would like to add?
6. So if I understood correctly you said... (Wrap up)

miro

Objective

The Interview Design Tool provides a structured framework to guide you and your team in conducting user interviews effectively. While this is a general template, it can be adapted to suit your specific research challenge. Feel free to add questions or explore emerging themes during the interview to gather comprehensive insights from your users.

Instructions for Use

Before performing an interview, prepare your interview protocol. What do you want to learn?

INTRODUCTION

Introduce Yourself and Your Scope: Begin by introducing your team and the purpose of the interview. For example: "We are a team of students working on a university research project related to [describe your project]. Our project is supported by [mention any relevant partnerships or organizations]."

Explain the Purpose: Clearly state the reason for conducting the interview: "We would like to interview you to gain a deeper understanding of your experiences with [the specific topic or area you're exploring]."

Data Privacy: Assure the interviewee about data privacy: "The data we collect will be used solely for internal research purposes, and we will not share any personal information, such as your name or age. If you agree, we may also record the conversation or take pictures for reference."

GET TO KNOW YOUR USER

Ask About Their Typical Day: Begin by asking the interviewee to describe a typical day related to the topic of interest. For example, "Could you tell me about your typical day in relation to [the topic]?"

Elicit Specific Experiences: Prompt the interviewee to recall specific experiences: "Can you share a time when you [did/saw/used] [relevant action or context]? Tell me more about that."

Probe Deeper: Use open-ended questions to explore further: "Could you tell me more about [specific aspect]? Can you show me how you [perform a related action]?"

Why-Why-Why: Employ the "why" technique to delve into motivations and reasons: "Why do you [perform a certain action]? And why is that important to you? Why do you think others might do the same?..."

CLOSING

Closing Thoughts: Give the interviewee an opportunity to add any additional insights: "Is there anything else you would like to share or any thoughts you'd like to add?"

Summarize and Confirm: Summarize key points to ensure clarity: "So, if I understood correctly, you mentioned [summarize interviewee's main points]. Is there anything else you'd like to emphasize or clarify?"

Remember that active listening, empathy, and adaptability are crucial during the interview process. Tailor your questions to the flow of the conversation and be open to unexpected insights that may emerge. The Interview Design Tool is a guide to help you uncover valuable user perspectives and inform your research or project effectively.

Interview cards

NAME
Role

Paste here a picture of your user (ask for permission!)

About him/her
...

FEELINGS
What does he/she think, how does he/she feel about it, what does he/she desire, what does he/she are afraid of?

UNEXPECTED THINGS
Contradictions, questions, things we didn't know before!

PROBLEMS
Which painpoints does he/she experience?

Key quotes:

"a very interesting quote!"
- Name

"a very interesting quote!"
- Name

"a very interesting quote!"
- Name

NEEDS
(remember they are VERBS)

Objective

The User Interview Summary Tool is designed to help you document and consolidate key insights from interviews with users or stakeholders. It serves as a template to keep track of essential elements that emerge during the conversation, enabling you to extract valuable information for your specific research or project.

Instructions for Use

About Him/Her: Summarize essential background information about the interviewee, such as their profession, interests, or relevant personal details that provide context.

Feelings: Document the interviewee's emotional responses and sentiments during the interview. This can include their thoughts, feelings, desires, and any fears or concerns they express related to the topic.

Unexpected Things: Note any unexpected or surprising insights, contradictions, unanswered questions, or information that you didn't know before the interview. These can be valuable for further exploration.

Problems: Identify and document the pain points or challenges that the interviewee experiences. This helps in understanding the specific problems or difficulties they encounter.

Key Quotes: Highlight and record key quotes or statements made by the interviewee that encapsulate their perspective or insights effectively.

Needs (VERBS!): Identify the user's needs using action-oriented verbs. These are the actions or outcomes that the user seeks or requires in the context of the interview.

Repeat this template for each interviewee you engage with during your research or project. The number of interview cards will depend on the number of users interviewed and their consent to use their information.

Observation frame (AEIOU)

Objective

The AEIOU Design Thinking Framework is a structured observation technique used to document contextual inquiries during ethnographic studies. It aims to categorize and interpret observations gathered during user research field studies and usability testing efforts. AEIOU provides a systematic approach for designers to explore scenarios or problems from multiple perspectives. This tool is valuable for organizing observations, thoughts, and ideas into distinct categories, making it easier to collect qualitative data and gather observational insights during ethnographic research.

A	E	I	O	U
-ORDERING FOOD	-EVENING -OUTSIDE -CROWDED -STADIUM LIGHTS	-CASHIER GIVES RECEIPT TO WORKER -WORKER PREPARES FOOD -CASHIER CALLS OUT ORDER # -FOOD GETS TRANSFERRED -CUSTOMER PAYS CASHIER -PEOPLE TALK IN LINE	-MONEY	

Instructions for Use

AEIOU stands for five key categories that guide the observation process:

A - Activities: Activities refer to goal-directed sets of actions. Record the actions and behaviors that individuals or groups undertake to achieve their objectives. Document the paths they follow, the methods they employ, and any notable patterns or variations in their actions.

E - Environments: Environments encompass the entire context or setting in which activities take place. Describe the overall setting and surroundings where activities occur. Pay attention to how people behave within the environment, identify specific spaces or areas where activities occur, and note any notable environmental factors.

I - Interactions: Interactions represent the building blocks of activities. These interactions can be interpersonal (between people) or person-artifact (between individuals and objects or tools). Observe how people engage with one another and with objects in the environment. Document routines, special interactions, relationships between individuals or groups, and any spatial or temporal aspects of these interactions.

O - Objects: Objects are the key elements within the environment. They may have various uses and may even be repurposed in unexpected ways. Document the details of the objects present in the environment, their relationships with people, activities, and interactions. Explore how objects are utilized and how their usage may vary depending on the context and actions of users.

U - Users: Users are the individuals whose behaviors, preferences, and needs are being observed. Provide descriptions of the people present in the environment. Consider their personalities, roles, relationships, values, and any biases or prejudices that may be relevant to the observed activities and interactions.

During the observation process, use this framework to document your findings in each AEIOU category systematically. It will help you gather comprehensive observational data and qualitative insights that can inform the design thinking process and the development of solutions tailored to user needs and behaviors.

Affinity Diagram

Objective

The Affinity Diagram is a powerful method employed to make sense of diverse information and data, such as facts, ethnographic research, brainstormed ideas, user opinions, needs, insights, and design challenges. This tool enables you to organize and synthesize this information systematically. Affinity diagrams are particularly valuable in the design thinking process as they help in synthesizing information and insights. They find application in various phases, including Define and Ideate.

Instructions for Use

Brainstorm Ideas: Begin by having the group brainstorm ideas related to the problem statement. Each idea should be represented on a sticky note. Encourage participants to express their ideas in simple forms, typically a single word or a brief phrase that can be expanded upon later. Use a sharpie marker for legibility. Encourage participants to generate as many ideas as possible, including bad or abstract ones, as part of the process.

Display Ideas: Once the ideas are formulated, have the group members post their sticky notes on a wall or a large board. Arrange the sticky notes in a visible and accessible manner for the entire group to view.

Digest and Reflect: Allow the group some time to digest and reflect on the ideas presented. This initial contemplation period allows participants to become familiar with a range of ideas.

Group Similar Ideas: Begin the process of clustering and grouping the sticky notes. Identify ideas that are identical or very similar, and group them together. At this stage, it's essential to focus on commonalities and patterns emerging from the ideas.

Create Categories: For outlying or unique ideas that do not fit into existing clusters, create separate categories. Continue the process of grouping and categorizing until you have several distinct clusters in place.

Label Themes: Once the clusters are formed, label each cluster with an overarching theme or category name. This name should encapsulate the shared essence of the ideas within that cluster.

Review and Refine: Review the affinity diagram as a group. Ensure that the categories accurately represent the ideas and that the overall structure makes sense. Make any necessary refinements or adjustments based on group discussion.

Analyze and Interpret: With the affinity diagram in place, analyze the patterns, insights, and themes that have emerged. This analysis can inform the subsequent phases of the design thinking process, helping to refine problem statements, generate solutions, and drive ideation.

The Affinity Diagram is a valuable tool for visualizing and categorizing a large volume of diverse information. It fosters collaboration and insight generation within a group, making it an essential method for synthesizing data and fostering a deeper understanding of user needs and design challenges.

Personas

Objective

The persona tool is an essential component of the design thinking process for social design. It involves creating fictional characters that represent various types of users within a specific social context. The primary objective of personas is to provide meaningful archetypes that serve as guides for designing solutions that cater to the diverse needs and perspectives of real users. By constructing personas based on user research, design teams can ensure that their design development aligns with the actual users they aim to serve, rather than anecdotal or extreme cases.

Design Thinking Persona Template

Image	Description / Bio	Quote
Goals	Needs	
Pain Points	Personality Traits	

Instructions for Use

The first step in creating personas is thorough research. In order to gain a deep understanding of your users, their behaviors, and their needs you can leverage on the Needfinding. Investigate who your beneficiaries are and learn as much as possible about their habits, preferences, and experiences.

Start by selecting the two most relevant stakeholders or user groups you have identified during your research. These may be the primary beneficiaries, and they represent key segments of your target audience.

For each of the most relevant stakeholder groups, create personas that vividly represent the characteristics and traits of the users within those groups. Consider including details such as education, lifestyle, interests, values, goals, needs, desires, attitudes, and actions. The goal is to craft personas that are as realistic and representative of your beneficiaries types as possible.

Give each persona a name to make them more relatable and distinct. Names add a humanizing element to the personas and make them easier to reference and discuss within the design team.

Keep in mind that personas represent groups of people with similar habits and behaviors, even if they appear diverse on the surface. Avoid stereotyping and aim to capture the full spectrum of characteristics and needs within each persona group.

Remember that personas serve as a valuable reference throughout the design process. They help design teams stay focused on the needs and perspectives of real users, guiding ideation sessions and decision-making. By creating personas rooted in research and data, design thinkers can design solutions that genuinely address the complex and varied needs of the target audience in the social context.

Design Principle



DESIGN PRINCIPLE n. 1

We support growth	Evidences
<div>Description</div> <div>Ensure contact with local, national (and European) network</div>	Quotes, observations...

Objective

The purpose of the Design Principles tool is to establish a set of guiding standards or principles that serve as a compass for designing interventions tailored to specific contexts and needs. These principles act as essential criteria for determining the limitations, scope, or parameters of interventions, ensuring they align seamlessly with the identified challenges and opportunities.

Instructions for Use

Title: Create a concise and captivating title for your set of design principles. This title should encapsulate the essence of the principles you're about to define.

Evidences: Before crafting your design principles, reflect on the evidence gathered from previous phases. Consider the insights, user feedback, research findings, and contextual nuances that have emerged. These pieces of evidence are the building blocks upon which your principles will be constructed.

Description: The foundation of your design principles lies in the evidence gathered from prior phases. These principles should be firmly grounded in this evidence, serving as a reflection of the parameters within which your interventions should operate. Describe each principle clearly, outlining the specific boundaries and considerations it entails.

For each principle, articulate the evidence or insights that led to its formulation. Explain how this principle addresses a particular challenge, opportunity, or user need identified during the Discovery phase. By anchoring each principle in solid evidence, you ensure that they are not arbitrary but derived from a deep understanding of the problem space.

These principles are not rigid rules but rather flexible guidelines that facilitate decision-making during the design process. They ensure that interventions remain contextually relevant, align with user needs, and adhere to the overarching project objectives.

Brainstorming

BRAINSTORMING

HOW TO GENERATE FUTURE HYPOTHESIS IN 4 STEPS: HYPOTHESIS IN 4 STEPS:

- 1- Set a timer and allow 5 minutes of individual ideation.
- 2- Once the 5 minutes are over, allow 2 extra minutes if ideas still flow.
- 3- Once all the participant have written down the future hypothesis, share them among the team. One member at a time, briefly describe the FH you have written/illustrated. IT'S NOT A MOMENT TO JUDGE OR DISCUSS THE IDEAS.

Usually during this share back phase new ideas or strategies to improve someone else's idea come up: Write down your new ideas on a new post it, and share it afterwards within the team.
- 4- Cluster similar future hypothesis.

Keep in mind the BRAINSTORMING GOLDEN RULES as you go:

1. Encourage wild ideas
2. Defer judgment
3. Go for volume
4. Build on the ideas of others
5. One conversation at a time
6. Be visual* ←
7. Stay on topic
8. Headline, give it a title
9. One idea = one post it

*PUT THE "PAPER"
TODAY OR FRANK A
BANKER, DREW UP
AHEAD, AND TAKE A
PICTURE OF IT



miro

Objective

The Brainstorming for Solution Hypotheses tool leverages previously established design principles to generate innovative interventions and activities that directly address the HMW defined. These interventions, often referred to as 'solution hypotheses,' serve as the foundation for further exploration and development.

Instructions for Use

Set a Timer: Begin by setting a timer for the initial ideation phase. Allocate 5 minutes for individual brainstorming.

Extend Ideation Time (If Needed): After the initial 5 minutes, if participants are still generating ideas, allow an additional 2 minutes to capture any remaining thoughts.

Share Solution Hypotheses: Once the individual ideation period concludes, it's time to share and exchange ideas within the team. Each team member should take turns briefly describing the hypothesis they have written or illustrated. This sharing phase is not for judgment or discussion; it's a moment to capture and understand the ideas.

Build on Ideas: As participants share their solution hypotheses, be open to the possibility of new ideas or strategies that can enhance or improve someone else's concept. If you generate new ideas during this phase, write them on separate post-it notes and share them with the team later.

Cluster Similar Hypotheses: After all ideas have been shared, organize them by clustering together similar business hypotheses. You can group them based on themes or similarities in the type of hypotheses proposed.

Remember the BRAINSTORMING GOLDEN RULES as you progress:

- Encourage Wild Ideas

- Defer Judgment
- Strive for Volume
- Build on the Ideas of Others
- Maintain One Conversation at a Time
- Embrace Visual Representation (Draw or use images to depict your concept)
- Stay on Topic
- Each Idea Gets One Post-It Note
- Provide a Clear Headline or Title for Each Hypothesis

Following these steps during the brainstorming session will foster creativity and idea generation within the team. It serves as a powerful starting point for identifying promising themes and directions to explore in your project, ensuring that your solutions are well-grounded and innovative.

Pretotype and Test

PRETOTYPE NAME	
PASTE HERE AN IMAGE OF YOUR PRETOTYPE	WHAT WORKED +
	WHAT DIDN'T -
	NEW QUESTIONS ?
NEW IDEAS !	

USER AND NEEDS

Whom is your BH for? And for what?

ASSUMPTION: WHAT DO YOU EXPECT?

e.g. people would love to personalize their working environment...

TESTED ON WHOM? HOW?

...

Objective

The Pretotype Feedback Card serves as a valuable tool for gathering insights and evaluating the effectiveness of your solution hypotheses during the testing phase. It aims to help you systematically assess what worked, what didn't, identify new questions, and capture fresh ideas based on real-world feedback. This structured approach empowers you to make informed decisions on which solution hypothesis to advance for the benefit of your target audience.

Instructions for Use

Begin by specifying the title or description of the solution hypothesis you are testing. Specify what elements you are willing to test and who are the target with whom you'll conduct the test.

After each test, fill in the following informations:

- **What Worked:** Document aspects of your pretotype that performed exceptionally well. Highlight any positive feedback, user reactions, or observations that indicate promise.
- **What Didn't Work:** Describe elements of your pretotype that did not meet expectations. Document any challenges encountered during testing and negative feedback received.
- **New Questions:** Identify any new questions or uncertainties that arose from the testing process. Note areas requiring further clarification or investigation.
- **New Ideas:** Capture fresh ideas or insights that emerged during testing. Consider potential enhancements or alternative approaches based on your learnings.

After each test decide whether to select the iterate on the current pretotype, improve it or pivot to a different solution hypothesis.

Following the rigorous testing of all the solution hypotheses, it is essential to disseminate the results to your team and engage with all relevant stakeholders. This collaborative effort will enable you to make an informed decision regarding the solution you ultimately intend to develop.

Solution Vision

Objective

The Solution Vision Tool empowers you to craft a concise yet compelling narrative that encapsulates your solution in the form of a captivating story. This narrative serves as a vivid portrayal of what you are designing, why it is the right course of action, and the transformative outcomes to anticipate post-implementation. By constructing a Solution Vision, you not only ignite the imagination but also establish a clear, motivating, and persuasive vision for your project.

Instructions for Use

Your solution vision should encompass the following elements:

Title and Name: Begin by giving your Solution Vision a title and a memorable name. This should encapsulate the essence of your solution and resonate with your target audience.

Vision Statement/Objective: Craft a vision statement or objective that is both lucid and compelling. This statement should concisely convey what your solution aims to achieve, why it matters, and the positive impact it will bring about. Keep it clear and inspiring.

Visual Identity: Consider adding elements that enhance the visual appeal of your Solution Vision. This might include creating a logo, designing an identity visual, or using imagery that reflects the essence of your solution. Visual elements can significantly aid others in comprehending and visualizing your vision.

Solution Story: Summarize all the insights and information gathered during your testing phase. Reflect on the challenges you encountered and the lessons you learned along the way. Then, embark on the journey of crafting a compelling business story.

Introduction: Begin with an engaging introduction that draws your audience into your narrative. Share who you are, the purpose of your project, and the significance of the challenge you're addressing.

Hard Work and Challenges: Describe the dedication and hard work invested in your project. Narrate the challenges you faced along the way and the innovative solutions you devised to overcome them. Highlight your team's resilience and commitment.

Transformation: Illustrate the transformation that your solution promises to bring about. Paint a vivid picture of the positive changes that will unfold once your solution is implemented. Make it tangible and relatable.

Emotional Engagement: Use your story to emotionally engage your audience. Let them feel connected to your journey and your cause. Convey the courage and determination that have driven your efforts.

By employing the Solution Vision Tool, you not only provide a captivating glimpse into your transformative project but also foster emotional buy-in from your audience. It imparts meaning to all the preceding activities and sets the stage for impactful change. Be bold, for it is better to have a flawed vision than none at all.

Economic Evaluation

Objective

The objective of the Economic Evaluation tool is to provide a systematic approach to evaluate the economic feasibility of a project. It enables users to assess the project's financial viability by considering both the costs and revenues associated with it.

Instruction of use

When utilizing the Economic Evaluation tool, the process begins with meticulous data entry into two essential components: the Costs table and the Revenue table.

Costs Table

In the Costs table, your primary objective is to compile and document all the financial outlays associated with your project. This step demands a comprehensive breakdown of expenses to ensure a precise evaluation of the project's economic viability. Here's a closer look at the types of costs you might consider:

- **Initial Investment Costs:** Start by listing any upfront expenditures required to initiate the project. This may encompass expenses such as capital investments, equipment purchases, or facility setup costs. Be diligent in capturing these initial financial commitments.
- **Operational Expenses:** These ongoing costs are the lifeblood of your project. They encompass day-to-day expenditures necessary for the project's operation. Common operational costs include employee salaries, utilities, rent or lease payments, raw materials, and any other recurrent expenses specific to your endeavor. Accuracy is paramount when estimating these expenses.
- **Maintenance Costs:** Beyond operational expenses, it's crucial to account for any maintenance or upkeep costs. This category includes expenditures needed to ensure the ongoing functionality and reliability of your project. It may involve routine servicing, equipment maintenance, or facility repairs.
- **Additional Relevant Expenditures:** Depending on the nature of your project, there may be other expenses to consider. These could range from marketing and advertising costs to legal and regulatory fees. Ensure that you've captured all relevant expenditures to present a comprehensive financial picture.

Revenue Table:

In the Revenue table, you focus on projecting the income or revenue that your project is expected to generate over a specified period. This is the flip side of the economic equation and plays a pivotal role in assessing financial feasibility. Consider these points when populating the Revenue table:

- **Sales Revenue:** If your project involves the sale of products or services, record the anticipated sales revenue. This could encompass the price of goods or services multiplied by the expected sales volume. Be realistic in your sales projections, factoring in market demand and pricing strategies.
- **Subscription Fees:** If your project involves subscription-based models or recurring income streams, quantify the expected subscription fees. Ensure you've considered subscription rates, renewal rates, and potential growth in your subscriber base.

- *Other Anticipated Sources of Income:* Depending on the nature of your project, there might be supplementary sources of revenue. These could include grants, sponsorships, or any unique income streams relevant to your endeavor. Each income source should be clearly defined and quantified.



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