

IMPACT HUB AMSTERDAM: DESIGN THINKING - ON ONE SLIDE

Empathize with a stakeholders and imagine her daily routine, in all its details – these are the ingredients for innovative marketing experiences that engage at the right time and right place



Personas: Empathize to Inspire

- What is the challenge or strategic objective?
- Who is the user (client, customer, consumer?)
- What do they like, need and aspire to?
- Any needs or pain points to address?
- What technologies do they use?

Journey: Day-in-the-Life

- What events and activities occur during the day?
- What are the physical and digital touch points?
- Who else do they interact with?
- What are the enablers?
- What are the brand opportunities?

Prototype: Make it Real

- What is that engaging experience?
- How can we deliver the experience?
- What are the priorities and pilots?
- What is the business model?
- What are the challenges and dependencies

IMPACT HUB AMSTERDAM BREAKOUT SESSIONS

It starts with a understanding of stakeholders, and builds on previously discovered systems and solutions to create innovative services and business models that benefit refugees, communities and businesses.

Breakout Session 1

IMAGINE

Empathizing with stakeholders



Personas & Analysis

We will look at Personas to identify the needs and resources of refugees, businesses and citizens. From this we will identify opportunities and pain points for the community prioritizing them by overall shared value.

Breakout Session 2

DEVELOP

Create solutions



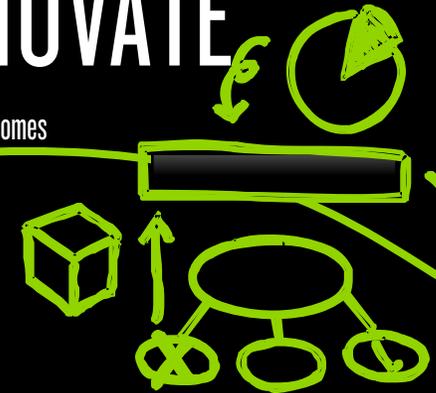
Prototype

Through co-creation and group collaboration we will design potential solutions that create value for businesses. Groups will go through an iterative design process testing their solutions with the previously developed personas and stakeholder analysis.

Breakout Session 3 (pitch)

INNOVATE

tactical outcomes



Plan

Groups will present their work in pitches, explaining the new day in the life of the stakeholders. Explaining the over all business case behind each solution. Together we will evaluate the feasibility create a plan with next steps to engage with businesses.