

D.T3.5.1

SPECIALIZED TRAINING MATERIALS

TITLE: “HOW TO DEVELOP A BUSINESS BASED ON DESIGN?”

REGION: West Pomerania/Poland

Version 1
12 / 2021

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Place: Online with the use of tools: ZOOM and Miro board ([link](#))

Date: 16.12.2021, 12:00-15:00 CEST





Participants:

33 unique participants who have joined the meeting. (about half of them participated in most of the workshop process).

According to their declarations, the participants included: a banker, a fashion design student, a board game designer, an architect specializing in hospital architecture, a specialist in changes and introducing new products to the market, a design student, project coordinator, designer of upcycling bags, manufacturer of upcycling pots. The participants came from, among others, Szczecin, Poznań and Dębno.

Moderator: Henryk Stawicki, design strategist, Change Pilots, henryk@changePilots.pl

The aim of the workshop:

The workshop is carried out as part of the international COCO4CCI project. The creative industry has a large and still not fully used potential to connect with other industrial sectors and stimulate economic and social development by supporting innovation processes through a creative approach.

Transfer of knowledge, and the provision and practice of working with design tools in business using methodologies such as: a) designing value propositions, and b) creating future scenarios (foresight). The agenda of the meeting was to introduce the principles of creating business solutions (products and services) based on design as a process, tool and strategy.

Agenda:

12:00-12:20 Introduction to the topic and aim of the workshop, getting to know the participants

12:20-13:30 Working with change and future scenarios

13:30-14:40 Value proposition design and market need - the heart of the business model

14:40-15:00 How to independently apply the knowledge and tools from the workshop in practice

1. Part: Introduction to the topic and aim of the workshop, getting to know the participants

As part of networking exercises, the participants had the opportunity to get to know each other through the exchange of information about themselves (who they are, what their professional roles are, what are their motivation for participating in the workshops and how they feel at the beginning of the workshop).

As part of the introduction, participants learned about the workshop and methodology assumptions, as well as two main thematic issues: working with change as a design potential and the approach to value design as the heart of the business model.

2. Part: Working with change and future scenarios

In this part of the workshop, participants learned about the assumptions of the Foresight methodology, i.e. designing from the perspective of 3 horizons and designing several parallel scenarios of the future. The participants took part in the discussion and, on the basis of it, in working subgroups they transferred this knowledge to a practical exercise entitled: "Horizon Scanning".



The result of this stage was the definition of key current and upcoming changes affecting the market and recipients. The "Horizon Scanning" canvas allowed the participants to organize the key changes, trends and signals (social, economic, ecological, technological, political and legislative) for their projects.

3. Part: Designing Value Propositions and Market Needs - the heart of the business model

In this part of the workshop, participants learned about the principles of the Value Proposition Design by Alexander Osterwalder methodology. In the subgroups, the participants chose one type of recipient (the so-called persona / behavioural profile), which they took as an example for their workshop work. The recipients for whom the participants wanted to design were:

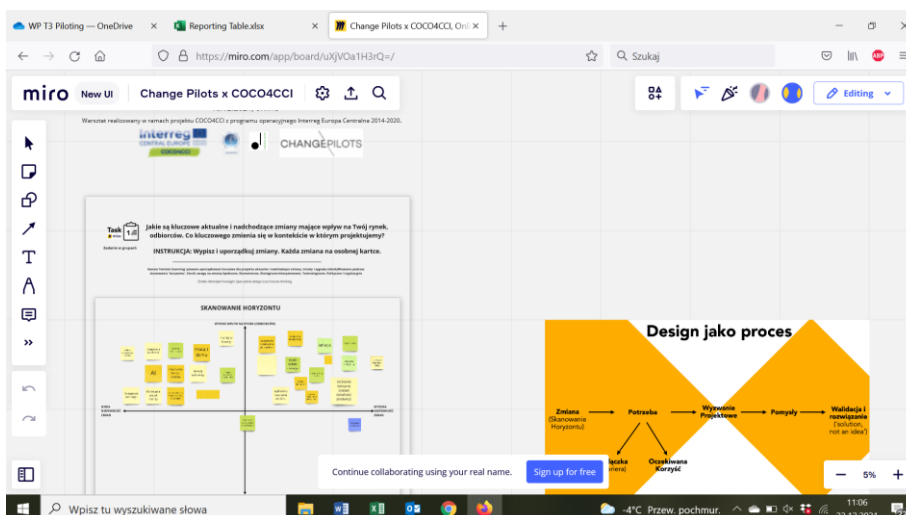
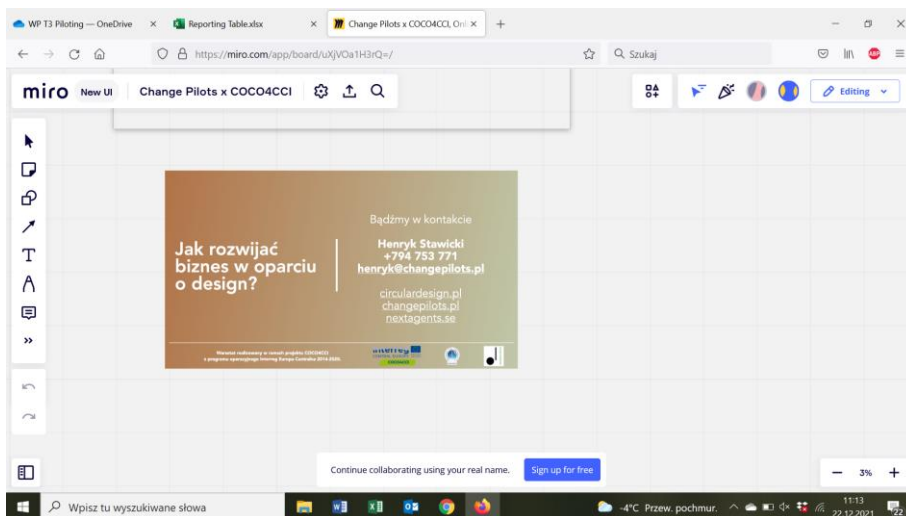
- young interior designer entering the market;
- a woman in the labour market;
- user of the digital world;
- a small entrepreneur / is running a sole proprietorship or a micro company.

After selecting the recipient, the participants defined the key needs inspired by previously saved changes. The previously mapped changes present the business potential here, as they may have an impact on the emergence of new customer needs or increase the existing ones, and this may present a completely new potential on the market. Based on the needs, the participants identified barriers (problems) and expected benefits, in line with the Design of a Value Proposition.

The result of this part was the creation of the so-called Value Proposition, which is the 'heart of the business model', i.e. a priority based on the business model and a necessary condition for the validation of business value (the so-called "product - market fit"). Based on the Value Proposition, participants in subgroups created 1-2 Design Challenges, which are a simplified description of the design brief. After writing Design Challenges, participants had the opportunity to present the results of their work, which presented business and / or design potential and had a strong qualitative argumentation resulting from previously performed tasks.

4. Part: How to independently apply the knowledge and tools from the workshop in practice.

In this part, participants had the opportunity to share their observations about the experience during the workshop and conclusions from the results. In order to summarize and take a broad look at the tested tools, the participants were presented with the full workshop process with comments on individual steps.



Anonymous feedback from participants

Using the mentimeter.com tool, some of the participants anonymously provided feedback on the experience of participating in the workshop, posting the following answers to the question "What do you take out of today's workshop (what was interesting, difficult, important)?":

- "Increased energy, knowledge and transfer to the current project. Interesting meeting";
- "I know and feel at ease that my burnout is not baseless:";
- "I really like working in the DT method, but this workshop shows in a very fresh way how to name problems and how to solve them. A very valuable meeting!";
- "A very motivating workshop";
- "The last sentence was interesting. Thanks to the exercises beforehand, it was easy to formulate the question. Summing up everything in one question, I automatically came up with answers and ideas for solving the problem".