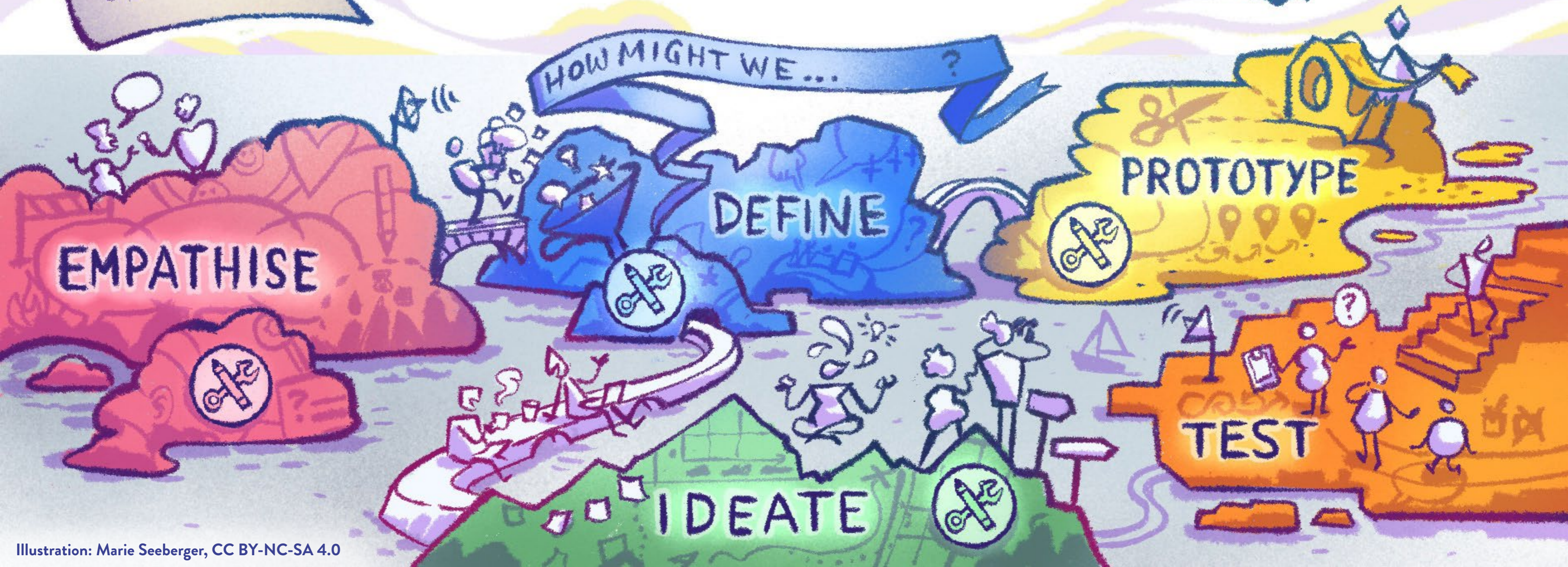


RULES of COLLABORATION



80/2

Our Task: We invested significant effort into developing four online self-learning courses, our “EduBoxes”, but we also needed innovative ideas to expand their reach. So, we – a team of eight interdisciplinary professionals, decided to apply *Design Thinking* to tackle this challenge.



GUIDING PRINCIPLES OF COLLABORATION

To unlock the full potential of Design Thinking, constructive collaboration is key. Here are some guiding principles which are useful to follow when working together:



TIME BOXING



HUMAN/
GLOBAL
CENTRIC



PARKING SPACE
FOR IDEAS



"YES, AND..."
CULTURE



80/20
INSTEAD OF
PERFECTION



ACTIVE
COLLABORATION



FAILURE CULTURE
& EXPERIMENT



VALIDATED
HYPOTHESES
INSTEAD
OF INTERPRETATION



MINDFUL OF
THE PROCESS:
ITERATIONS

5 PHASES of DESIGN THINKING

The beauty of Design Thinking is that it isn't a rigid, linear process but flexible and dynamic allowing you to loop back and forth between phases to redefine problems or refine your ideas.

Empathise to gain a thorough understanding of the users and their needs



Define the user's needs and potential gains



Ideate to explore a wide range of potential solutions



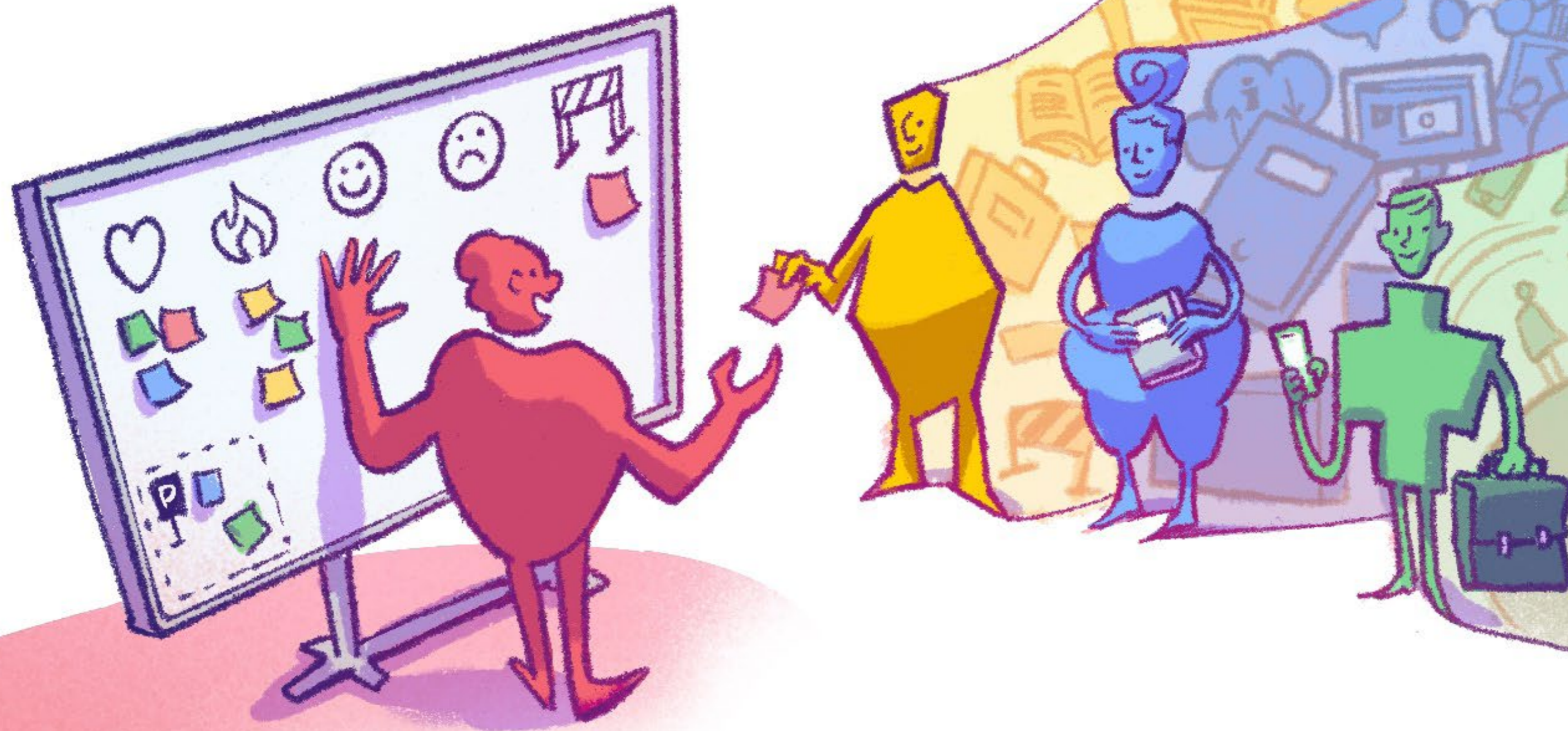
Test to find out whether the product fits the users



Prototype a scaled down version of the potential end product



EMPATHISE



To research into potential user's needs and gain an empathetic understanding of the issues they face is at the forefront of the method Design Thinking.

We conducted several interviews with people from diverse backgrounds who might have an interest in using the EduBox project.

Who is we? How do we do this? What

HOW MIGHT WE

OUR GOAL ?

Who is this for? What do



USP
★
★
★

FORMULATE THE CHALLENGE

Creative Reframing is a helpful tool to clarify potential stakeholders, specify the main users and get a more concrete idea of the challenge.

We started off with the challenge:
„How might we increase the usage of the EduBoxes?“





KEY DELIVERABLES OF THE EMPATHISE PHASE

Key deliverables can be **Stakeholder Maps**, **Empathy Interviews** or **Empathy Maps**.

We learned that short texts, attractive visual material, multi-media and easy to grasp graphics play an important role.

IDEATE



During the ideation phase ideas and solutions are being explored. Every idea is considered, and as many ideas as possible are being thoroughly analysed as the principle **Time Boxing** permits.

In this phase, we brainstormed and discussed various approaches to make our EduBoxes known. The solutions put on the table included creating video clips, distributing leaflets, and designing postcards.

DELIVERABLES OF THE IDEATION PHASE



Techniques such as **Idea Canvas**, **Ideation Matrix** and **Brain Dump** can help to choose the best idea or ideas to move forward with.

We used all evaluation tools to assess our ideas and refine our promotion strategy. The key take aways across all user groups was the importance of highlighting how EduBoxes can be found, foster future-ready skills and how to strengthen collaboration and knowledge sharing.

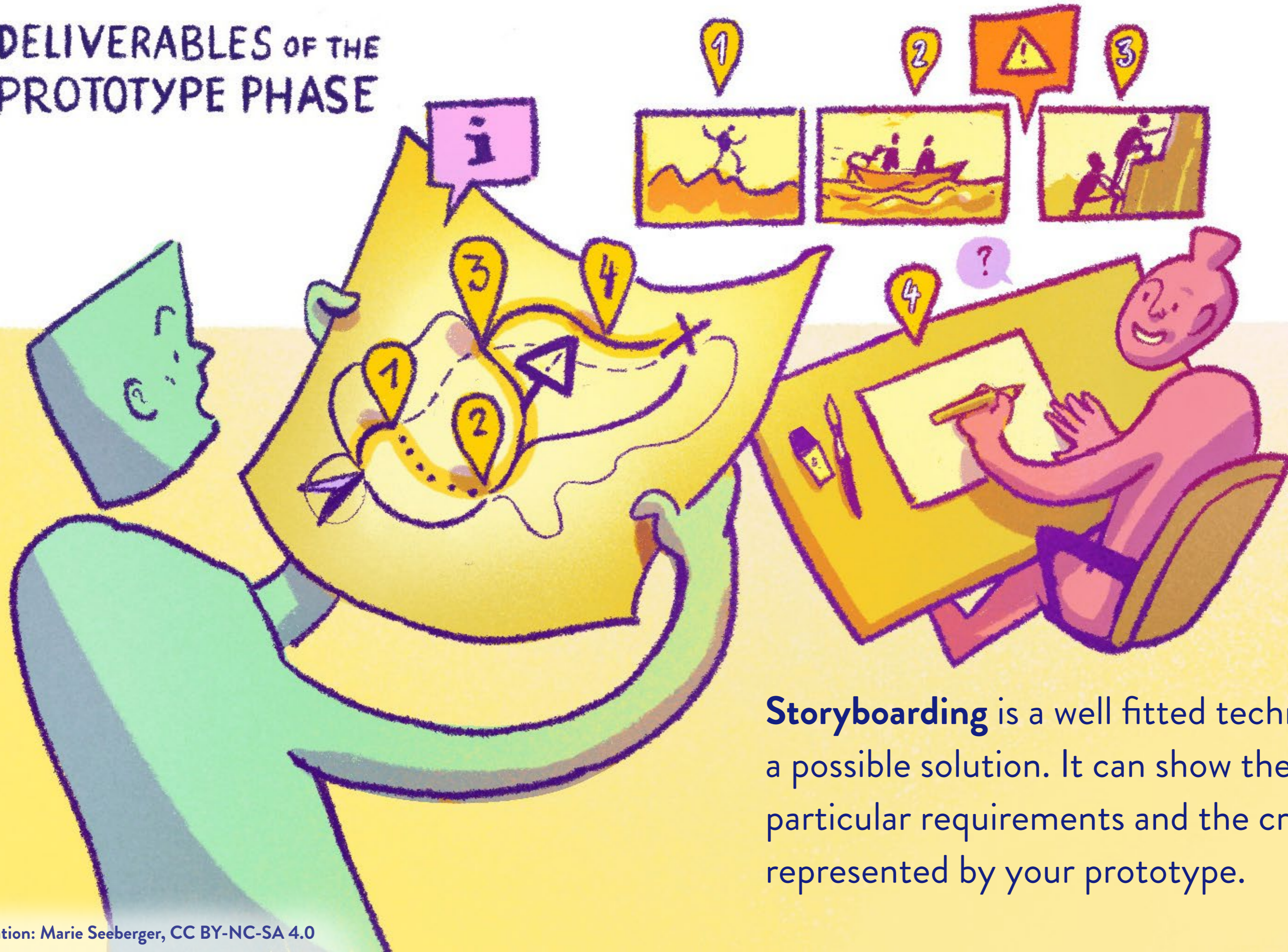
PROTOTYPE

Prototyping refers to the development of an almost operational working model or solution and is an essential step towards finding the best solution for the challenge.

We decided to develop a social media campaign that integrated podcasts, interviews, and video-clips. These materials featured a custom graphic design concept, including hand-drawn illustrations to make the campaign visually engaging and unique.



DELIVERABLES OF THE PROTOTYPE PHASE



We decided to tell the story of the EduBoxes in use. This included sharing personal experiences, user feedback, and success stories to inspire and encourage participation and usage.

Storyboarding is a well fitted technique to visualise a possible solution. It can show the initial situation, particular requirements and the creative solution represented by your prototype.

TEST YOUR PROTOTYPE



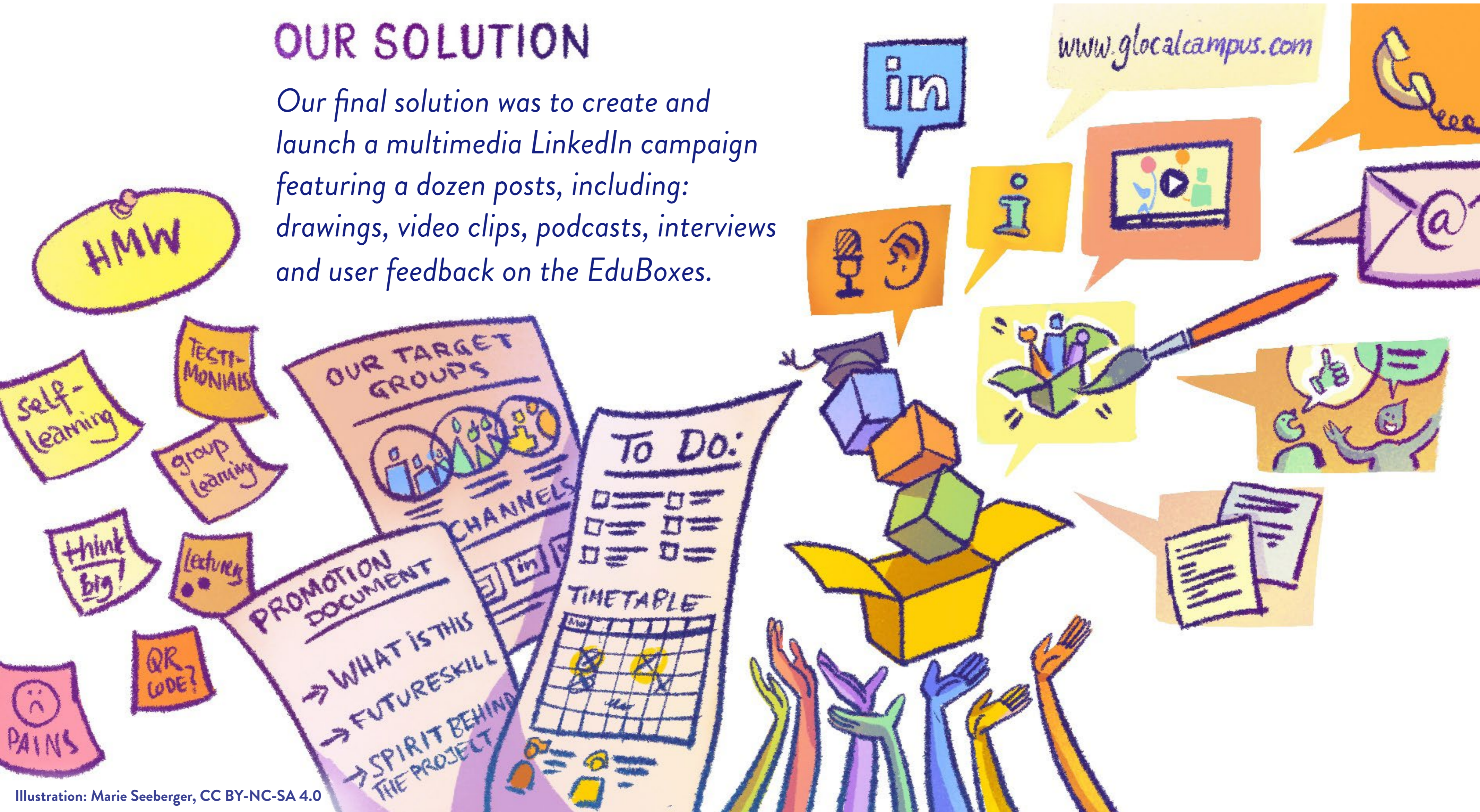
Once arrived at a potential solution, it is time for a test. Diverse tools help you to get feedback considering usability and whether your solution fits your stakeholder's needs.

We tested the type of social media platforms that would best reach our target groups. This also included multimedia elements to ensure that the content was dynamic and impactful.



OUR SOLUTION

Our final solution was to create and launch a multimedia LinkedIn campaign featuring a dozen posts, including: drawings, video clips, podcasts, interviews and user feedback on the EduBoxes.





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