

# IE BUSINESS SCHOOL

## MASTER IN MANAGEMENT

### INSIGHT TO INNOVATION LAB



## THE EXPERIENCE

What do Apple products, the first computer mouse, Polaroid cameras and Shimano bikes have in common? They were all designed through a customer-centered design methodology called **Design Thinking**. Design Thinking was developed in Silicon Valley, California, where creativity and users become essential elements of the design process. This methodology has been adapted to service design and, overall, to design the best possible customer experiences. It has been implemented in corporations, governments and social organizations. The basic premise behind this methodology is simple: Instead of pushing finished solutions out onto an unsuspecting public, the process starts with someone's real problem. Through empathy (listening, observing, and understanding), multiple iterations and constant improvement, the customer experiences and processes are increasingly molded to market and social reality.



The i2i module is aimed at bringing you closer to the basics of the Customer-Centered Design mindset by experimenting with Design Thinking tools to tackle a real corporate challenge. You will work with our partner company to redefine a problem and redesign the user experience. For four days, you will receive expert insights and work together as a group using design thinking techniques to develop products and services. **Creativity** and **innovation** will be key in the design of these new and original projects. At the end of the module, you will compete to present your solutions to an expert jury of faculty and leaders of the partner corporation.

## I2I LEARNING GOALS

Understand relevant attitudes, mindsets and concepts of Customer Centered Design and Design Thinking

Assess the relevance of deep knowledge of the user in effectively designing products and services that will be successful in the market

Become familiar with prototyping and testing methodologies and tools

Learn to apply the methodology via experimentation in a real scenario

## I2I LEARNING EXPERIENCES

Workshops with Professors/Facilitators.

Interviews with users & observation (fieldwork)

Prototype construction and testing (fieldwork)

One on one meetings with facilitators (Check-in sessions).

Presentation to corporate partner (final fair)



# MIM i2i WEEK

BUSINESS PARTNER, DELIVERABLES, GRADING AND SCHEDULE



## OUR COLLABORATORS

We have collaborated with top ranked and internationally recognized companies like 3M, Procter & Gamble, Uber Eats or L'Oreal, among others

## DELIVERABLES

Your fair stand | Your prototype demos | A 3 minute pitch | A 2-page summary for business partner

## THE GRADING

25%

Attitude and willingness to learn

To be evaluated by professors and facilitators in classes, workshops, meetings, etc

25%

Quality of fieldwork (Interviews and prototypes)

To be evaluated by professors and facilitators in class/workshops/meetings

35%

Final proposed solution (Innovative, desirable, feasible)

To be evaluated by partners and faculty at final fair

15%

Effectiveness of final presentation

To be evaluated by partners and faculty at final fair

Team work (the team grade will be prorated individually according to the level of engagement of each team member.)

To be evaluated by team members through peer review

## THE SCHEDULE OVERALL VIEW

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
09.00 - 10.00				
10.00 - 11.00	Intro to DT, Business Partner & Challenge	Fieldwork	Fieldwork	Final Fair
11.00 - 12.00				
12.00 - 13.00	Facilitated workshops: Empathy, Fact Finding and Rapid Prototyping	Facilitated Workshops: Brainstorming	Check in with facilitator	
13.00 - 14.00			Optional check in with Business Partner	
14.00 - 15.00				
15.00 - 16.00	Workgroup and fieldwork	Build and test prototype	Create materials for Fair	
16.00 - 17.00				
17.00 - 18.00				