

**Project Title:**  
THE FOF-DESIGNER:  
DIGITAL DESIGN SKILLS FOR FACTORIES OF THE FUTURE

**Project Acronym:**  
DigiFoF



**Grant Agreement number:**  
2018-2553 / 001-001

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**Subject:**  
EMSE\_01 - Customers needs' services deployment

**Dissemination Level:**  
Public


**Lead Organisation:**  
ULBS

**Project Coordinator:**  
ULBS

**Trainers:**  
Coordinator name : Nadine Dubruc

Revision	Preparation date	Period covered	Project start date	Project duration
V1	October 2019	Month 16-36	01/01/2019	36 Months

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Key Action 2 - Knowledge Alliances under the Grant Agreement No 2018-2533 / 001-001



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## 1 Introduction

Training specification	Explanation
Organizer	EMSE France
Training Topic	Strategy-oriented topics: Customers needs' services deployment
Training objectives	The training allows the company's employees to create product-related service ideas and test them before implementing a deployment plan.
Method	Stage 1-Empathy: Understanding the human needs involved Stage 2-Definition: Reconstructing and defining problems in a human-centric manner Stage 3-Ideate: Making many creative ideas in the conception session
Target groups	Professionals of the same company
Recommended composition	Mix of jobs, abilities, gender, work experience
Recommended size of groups	Less than 10
Training duration	3 hours to 6 hours on the same day or on 2 separate days
Mode of tutoring	Design thinking
Mode of provision	Workshop
Tools and resources to be used (technological-support tools)	Tools of Design Thinking
Recommended preparation	Having some information about the company, its strategy, its activity
Modes of working in teams	Playing roles, open mind for creativity
Communication and cooperation mode	Word documents; Empathy Map; Persona; Feasibility Roadmap
Necessary abilities to tackle the tasks of open problems	Group working skills, Presentation skills
Knowledge prerequisites	Product-Service System

## 2 Strategy-oriented topics: Customers needs' services deployment

Sche dules	Objective	Group	Subject	Duration	Presenter	Supports/ddetails
9:30-9:50	Welcome	plenary	T0 : Presentation of the day and its objectives	10'	Animators	2-3 slides
			T1 : Introduction of the objectives for the company	10'	Manager	2-3 slides with description of 7 use cases
10:00 - 10:15		plenary	T2 : Explain the rules of the day (put yourself "out of routine")	5'	Animator	1 slide
			T3 : Session "breaking ice" : What keywords to define services in company? + Recall keywords at the end	10'	Animators	1 slide 1 giant post-it for writing keywords
10:15 - 11:30	Customer expectations	plenary	T4 : Presentation, explications	5'	Animators	slides presentation / explanations
		2 groups	T5 : Distribution in 2 groups and distribution of personae cards	5'		6 cards in each group. If + 6 participants, give the same card (to choose?) to 2 people
			T6 : Explanation of the support	10'		"Empathy head" support
		2 groups	T7 : Individual work, ideas on colored post-it, in connection with the cards	10'		1 sheet in size A0 "head" record in each group Role play: I put myself in the client's shoes and I imagine what he is "waiting"
		2 groups	T8 : Filling the collective support	45'		Everyone comes to post his post-it and comments We eventually complete Each group designates 2 representatives who will return to T9
11:30 - 12:30	Restitution	plenary	T9 : Joint return: exhibition and explanation of the two heads	45'		The representatives restore their heads Members of the other group can complete
			T10 : Closing debriefing	15'	Animators	

### 3 References

**Design Thinking - Accélérez vos projets par l'innovation collaborative**de [Stéphane Biso](#) (Auteur), [Marjorie Le Naour](#) (Auteur)**Editeur** : Dunod (21 juin 2017)**This Is Service Design Thinking**de [Marc Stickdorn](#) (Auteur), [Jakob Schneider](#)**Editeur** : BIS Publishers B.V.; **Édition** : 01 (22 mai 2012)**Are You Design ? Du design thinking au design doing**de [Nicolas Minvielle](#) (Auteur), [Martin Lauquin](#) (Auteur)**Editeur** : PEARSON EDUCATION (3 juillet 2015)**L'expérience client et son modèle économique: Histoires de design, de fabrication et de commercialisation**de [Christophe Chaptal de Chanteloup](#) (Auteur), [Isabelle Macquart](#) (Auteur)**Editeur** : Design fax; **Édition** : 1 (4 janvier 2018)

Websites :

<https://uxknowledgebase.com/empathy-map-ca037e7686b6><https://creativid.ch/empathy-map-comprendre-son-client/><http://www.creativebloq.com><https://servicedesigntoolkit.org/downloads.html>