



Zone Cluster



REgrouping MOBILity clusters to develop Skills and Exchange

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What is REMOBILISE?

REMOBILISE stands for **RE**grouping **MOB**ility Clusters to develop **S**kills and **E**xchange



REMOBILISE partners

- Consortium lead: RAI Automotive NL (Netherlands)
- NextMove (France)
- Cluster Mobility and Logistics (Germany)
- Mobinov (Portugal)
- Zone Cluster (Hungary)



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Activities so far

- **27 interviews** conducted with cluster members to get a better picture of our ecosystems
- **7 Training sessions** on various topics
- **Certification** of project partners with the European Cluster Excellence Label (bronze to gold)
- Introducing the **ClusterXChange programme** in our networks, exchange programme for organizations with a grant
 - Cluster Mission Paris 2022 November
 - **Upcoming missions:** Porto, Portugal (May, 2023), Budapest, Hungary (November 2022)

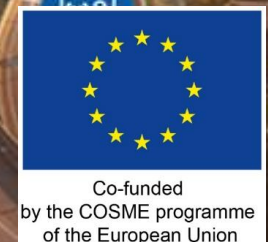




Design Thinking for Cluster Organizations



REMObILISE



Agenda

- Design Thinking Intro session by Juli Mata - 14:10-14:30
- DISCOVERY/Emphatise session - 14:30-14:45
- DISCOVERY/Synthesize and Define session - 14:45-15:00
- DEFINE session - 15:00-15:25
- IDEATE session and showcase of results - 15:25-15:55
- Wrap up and goodbye - 15:55-16:00



Goals of the session

- Share with you the **basic theoretical background** of Design Thinking
- Conduct a **mini-workshop** where we will work together on the Discovery and Ideate phase of Design Thinking
- **Familiarize** you with the Design Thinking methodology and show you how it can be used in cluster organizations

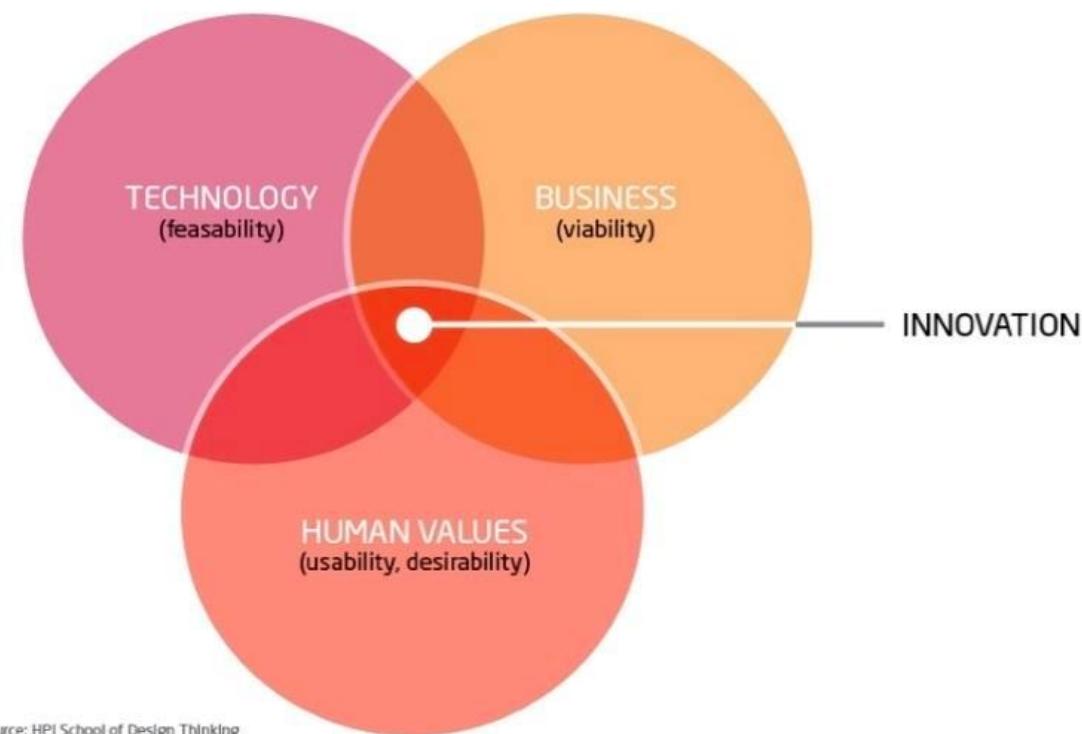


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“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology and the requirements for business success.”

Tim Cook, IDEO

Source: HPI School of Design Thinking



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AN EXAMPLE OF PROBLEM SOLVING: THE ENCUMBERED VS. THE FRESH MIND

Some years ago, an incident occurred where a truck driver tried to pass under a low bridge. But he failed, and the truck was lodged firmly under the bridge. The driver was unable to continue driving through or reverse out.

The story goes that as the truck became stuck, it caused massive traffic problems, which resulted in emergency personnel, engineers, firefighters and truck drivers gathering to devise and negotiate various solutions for dislodging the trapped vehicle.

Emergency workers were debating whether to dismantle parts of the truck or chip away at parts of the bridge. Each spoke of a solution which fitted within his or her respective level of expertise.

A boy walking by and witnessing the intense debate looked at the truck, at the bridge, then looked at the road and said nonchalantly, "Why not just let the air out of the tires?" to the absolute amazement of all the specialists and experts trying to unpick the problem.

When the solution was tested, the truck was able to drive free with ease, having suffered only the damage caused by its initial attempt to pass underneath the bridge. The story symbolizes the struggles we face where oftentimes the most obvious solutions are the ones hardest to come by because of the self-imposed constraints we work within.



MISCELLANY / THE TRUCK THAT COULDN'T

Huffa-huffa-huffa-huffa throbs the engine of the big trailer truck, hurtling down from Ypsilanti and on into Ann Arbor. *Beck-beck-beck-beck* clack the tires on the pavement along State Street, a sound to fill a teamster with reverie and maybe set him to thinking of pulling in soon for a bite. . . you know what the truck drivers always say: if you

want a good meal in Ann Arbor, look for a place where the University of Michigan football players eat . . . may now, underpass coming . . . sign says 12-foot clearance . . . plenty of room—this rig stands only . . . what was the figure? . . . got it here someplace . . . ah, here . . . 12 and a half feet . . . let's see . . . that gives six inches to spare so . . . RUMPF!

source: Operational Excellence consulting



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Design Thinking - What it is



Human Centered

To discover people's real needs and wants, their true motivations, build on these insights



Highly Creative

Look at situations differently. Push past obvious solutions and see more creative outcomes.



Iterative

Repeat each phase and arrive to a decision step-by-step after rounds of learning and discovery.



Collaborative

It takes a team to look at the problem holistically.



Hands On

Ideas are made tangible through prototyping. Build lo-fi prototypes to see how to improve your ideas.



Show, don't tell

Share the designed experience via actions, visuals and senses rather than descriptions.

source: Operational Excellence consulting



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Design Thinking - What it is **not**



Only for creative people or product designers



A narrow equation to aesthetics and craft



Just a brainstorming session



A one-day process where problem can be solved in 24 hrs



An approach to replace analytical problem solving



A silver bullet for all types of problems

source: Operational Excellence consulting



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Design Thinking - The Benefits

Better Customer and
Employee Experiences

Deepened and widened
customer relationships

Improved customer
retention (loyalty)

Reduced inefficiencies

New Business Models

Value to society

source: Operational Excellence consulting



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Design Thinking - The Mindset

The answer won't be clear from the start - it may not be uncomfortable, but it allows for unexpected solutions

It's okay to fail - helps with learning

Stop talking, start making

Human focus - the people who you are designing for are your key to innovation

Learning comes through iterations

source: Operational Excellence consulting



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Design Thinking - The Mindset

Traditional Thinking

Reports and documentation

Scared of failing

Certainty is key

Focus on solution

Get it perfect

Talk about your idea

Design Thinking

Show, don't tell

Learn from Failure

Embrace ambiguity

Focus on human values

Iterate

Make your idea

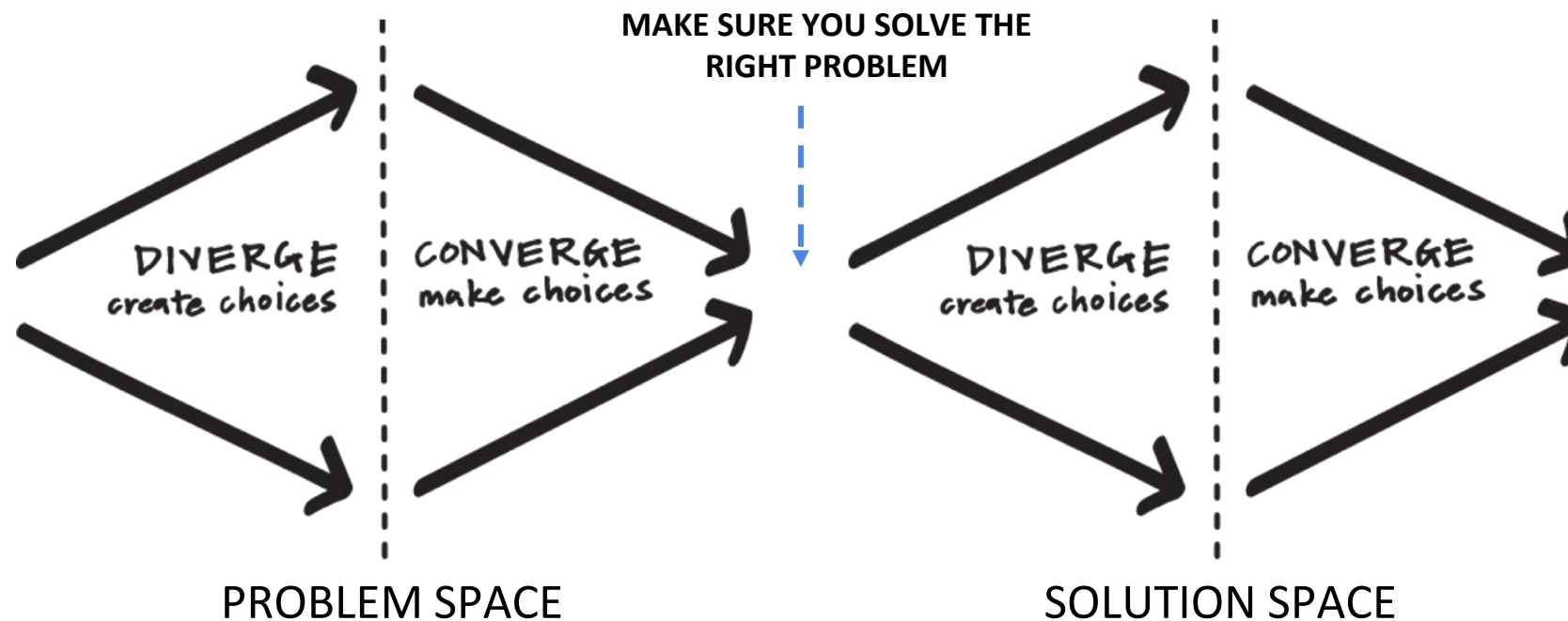
source: Operational Excellence consulting



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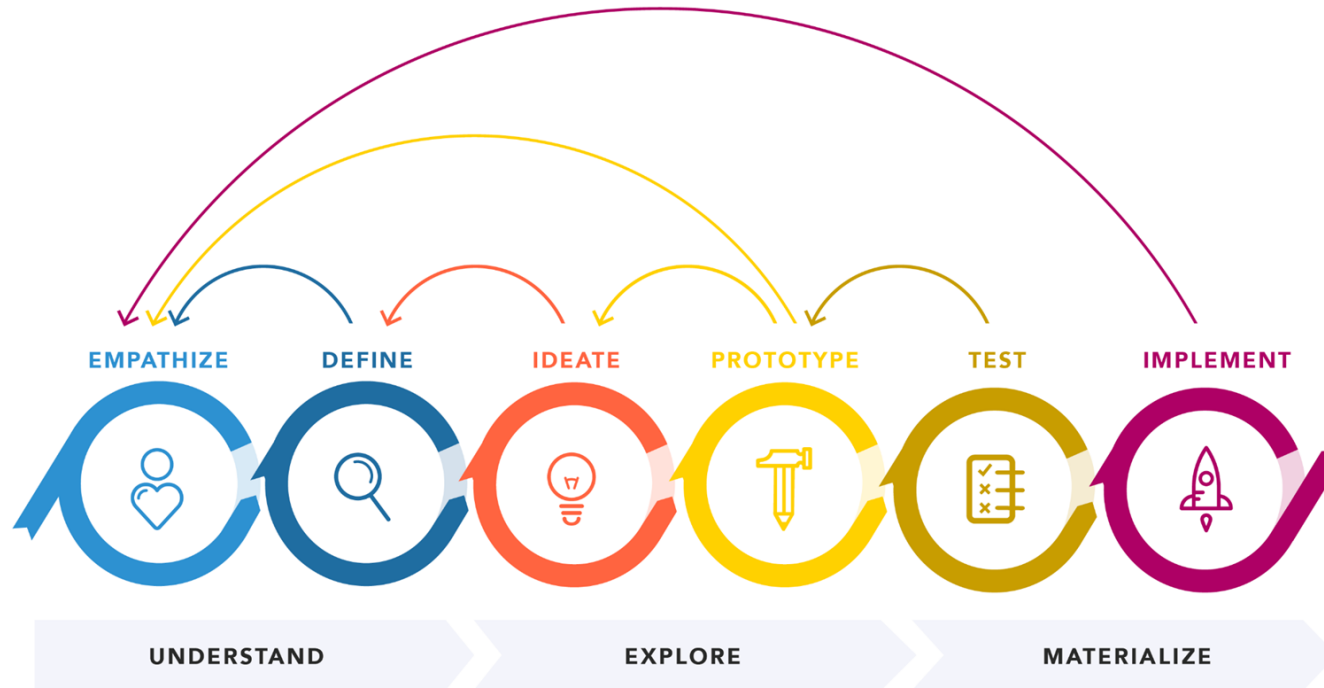
Design Thinking - The Mindset: divergent-convergent



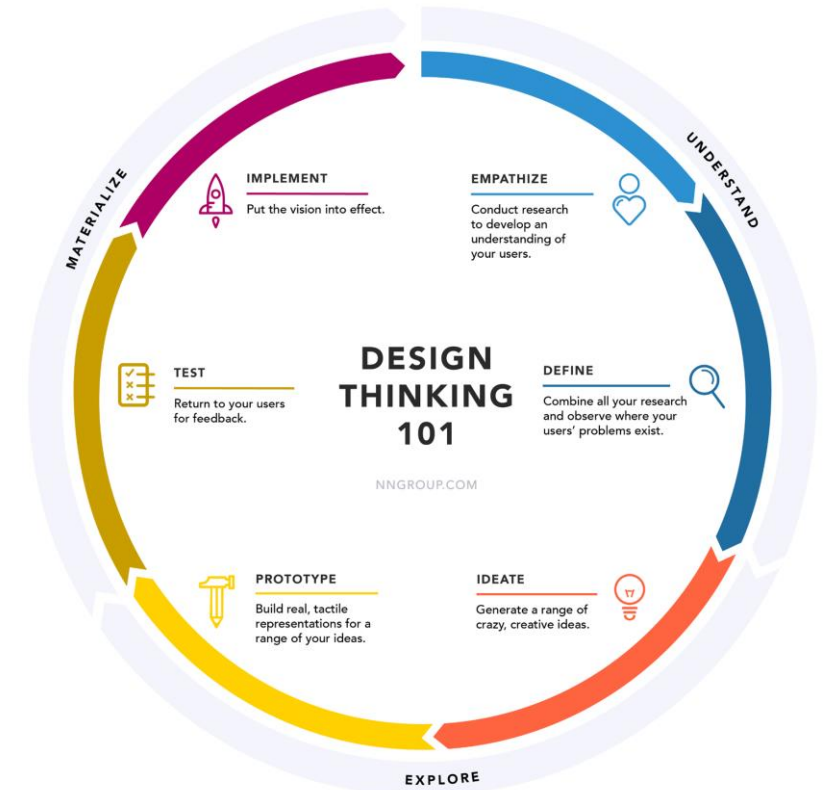
Diverge to create choices, converge to make choices.



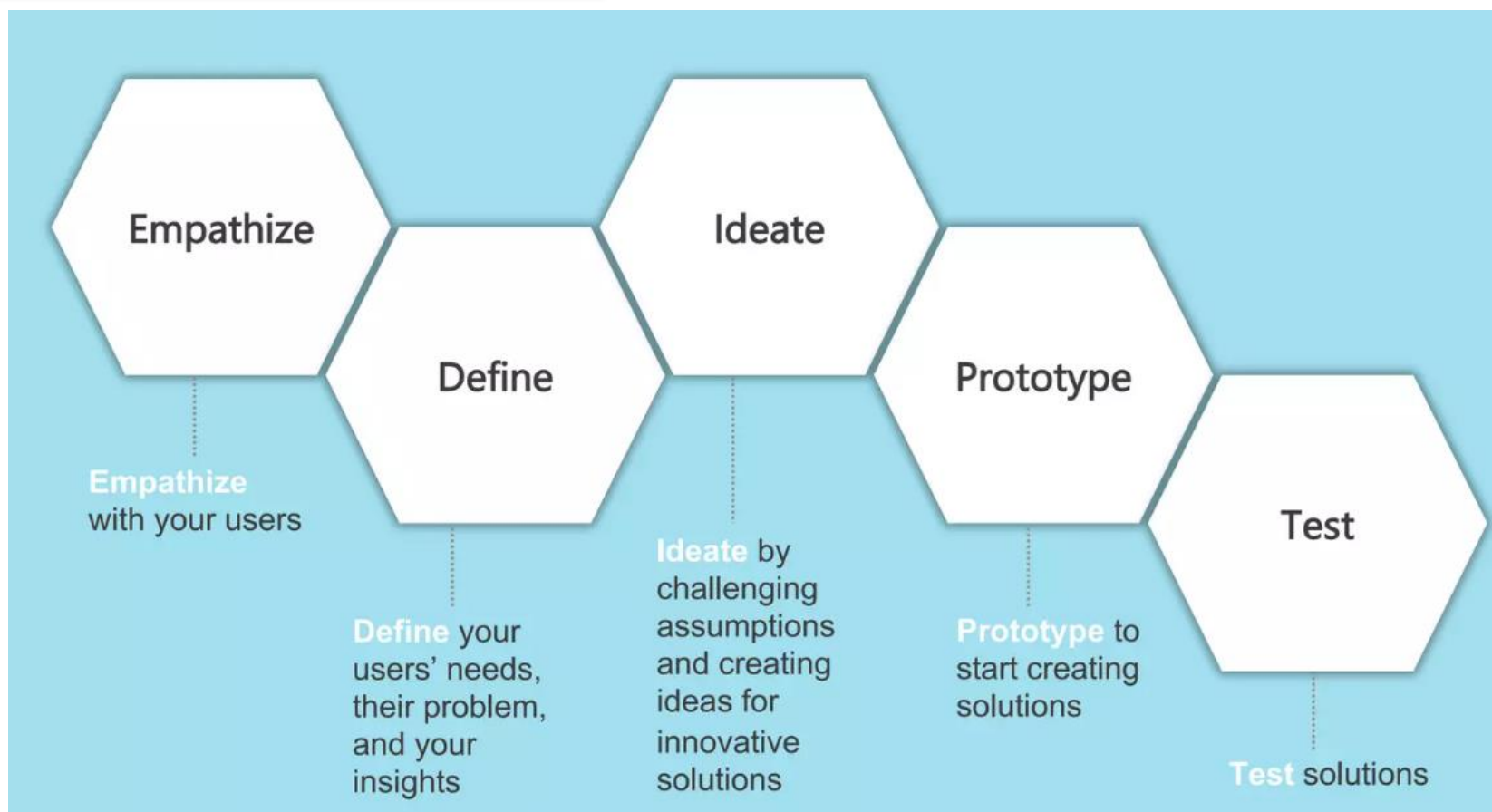
Design Thinking



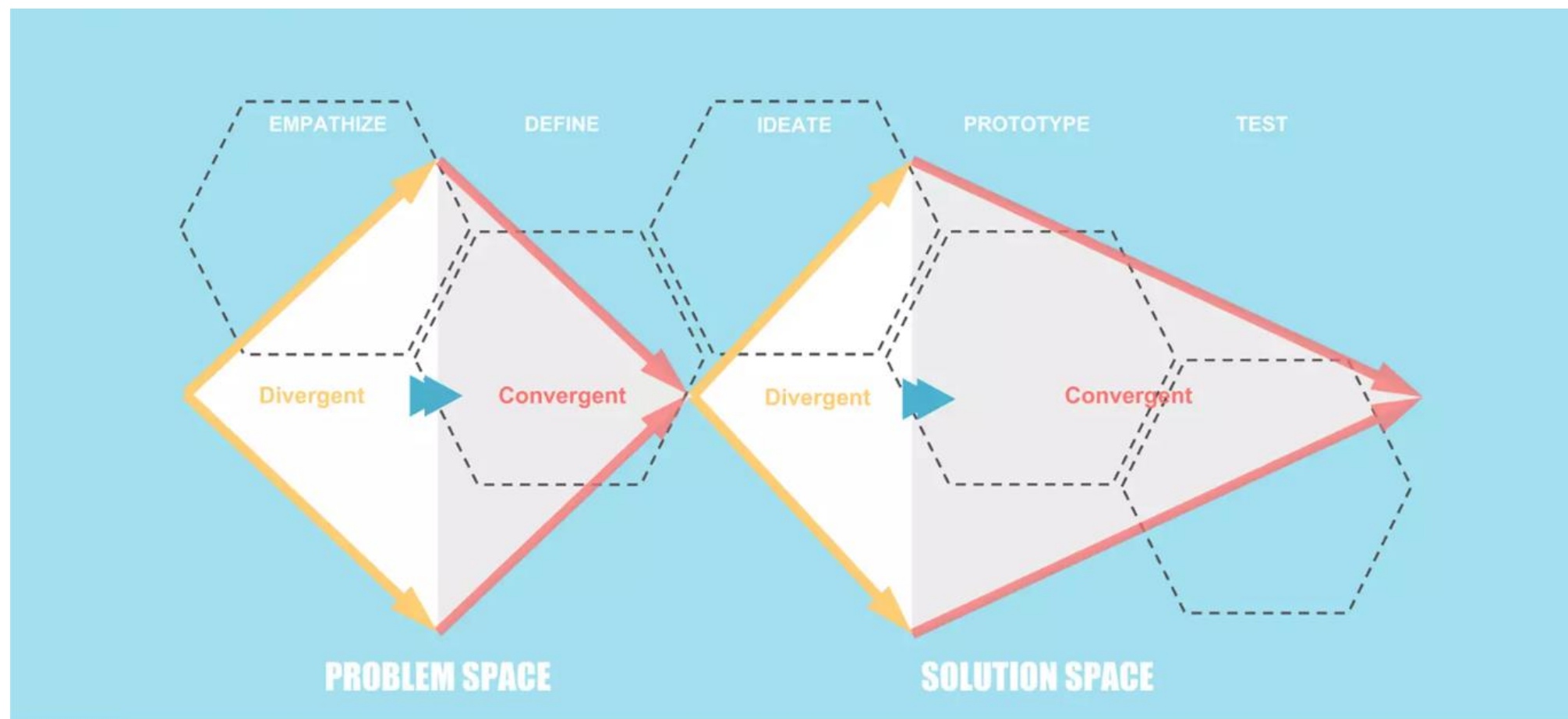
DESIGN THINKING 101 NNGROUP.COM



Design Thinking



Design Thinking



Design Thinking: EMPATHIZE

STEP 0

Define Business
Focus: Needs +
Limitations

Business goals:
Mission + Vision

STEP 1 EMPATHIZE

Learn the perspective of our
customers/users and understanding
their problems, needs and
motivations

Principles

- Get out the building and learn face-to-face
- Recognize and surpass our own assumptions
- Reframe their problems



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Design Thinking: EMPATHIZE

METHODS

Qualitative / Quantitative

Insights work

- Persona work: who are your customers?
- What is their experience of the service / issue you want to better understand?
- via Quantitative: What
- via Qualitative: Why



Design Thinking: EMPATHIZE

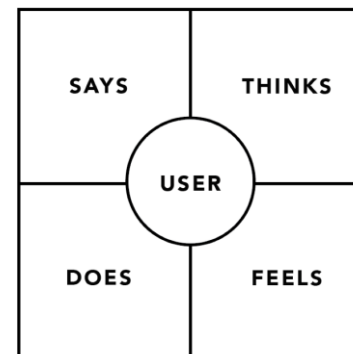
User Research Principles

Observe and learn

- how they behave in their environment
- what do they do / how do they feel while doing those things?
- Seek out patterns!

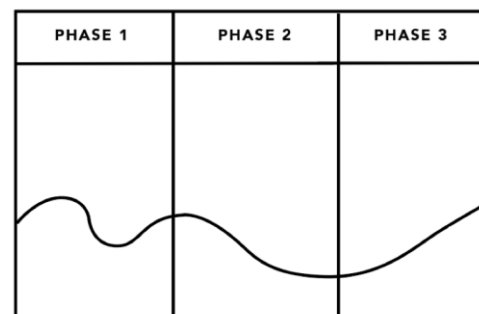
TOOLS

EMPATHY MAP

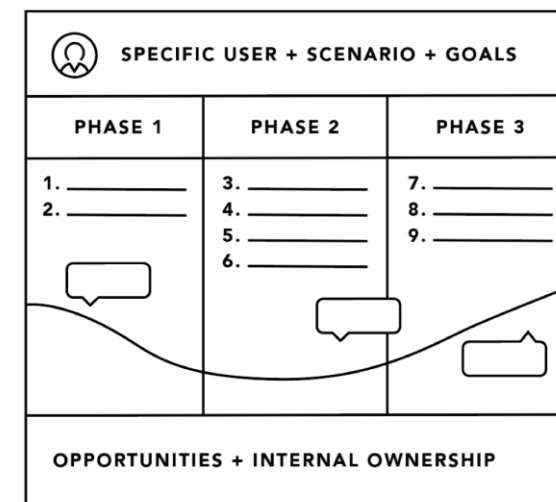


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EXPERIENCE MAP



CUSTOMER/USER JOURNEY MAP



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Design Thinking: EMPATHIZE

Decisions for the team pre-research

- Who will be the focus of the research? Who might be the future user of your service?
- How will you conduct your research: what methodology will you choose? Interviews, observations, expert interview, journaling, role play..

Team Roles to choose

Role 1: Interviewer

Role 2: Note taker, documenter

Role 3: Analyst: organising notes and derive insights

Tasks ahead

- Screener: interviewee profile definition
- Recruit and Schedule interviews
- Write script: interview questions
- Prepare documentation and analytics platform



Thank you for your attention



<https://remobilise.eu/>

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