

P come Pianeta

“Co-creation”: Dal target alla
progettazione

Docenti

Elisabetta
Tola



Marco
Boscolo



Mauro
Buonocore



Giulia
Bonelli



Francesca
Conti



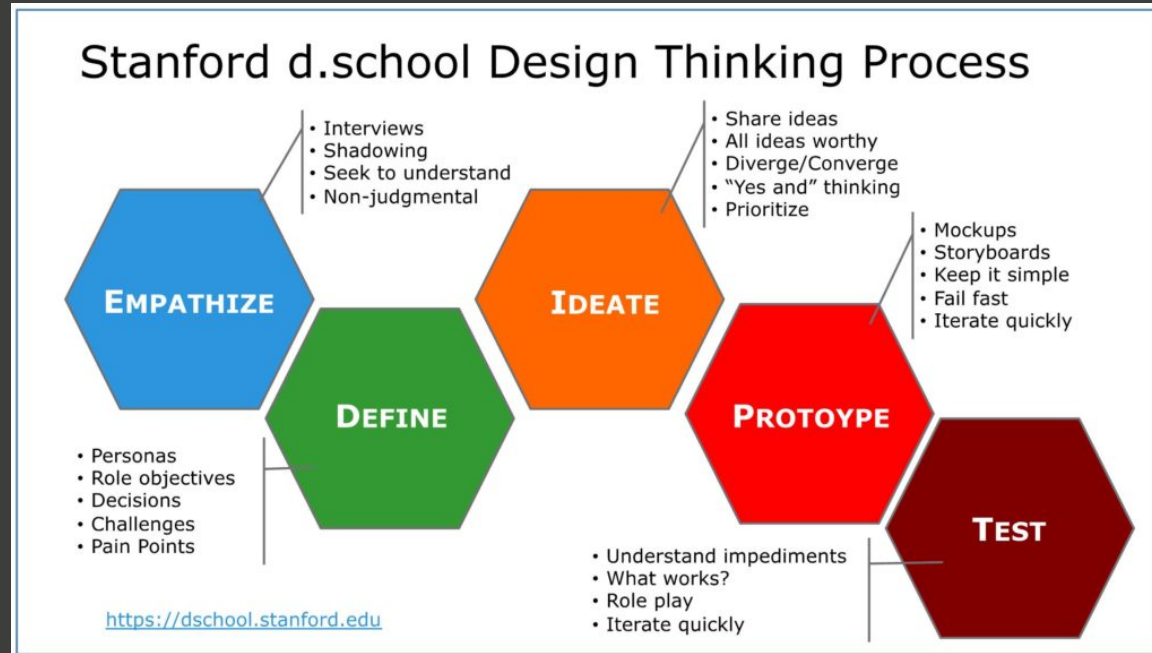
FACTA

Programma di oggi

FACTA

- Introduzione (10')
- Questionari & interviste: discussione di gruppo (30')
- Strumenti di co-creazione (20')
- Break 10 minuti
- Design Thinking I: bisogni e criticità (30')
- Strumenti pt. 2 (20')
- Design Thinking II: definire una timeline (30')
- Discussione e homework (20')

Il metodo di lavoro: design centrato sull'utente

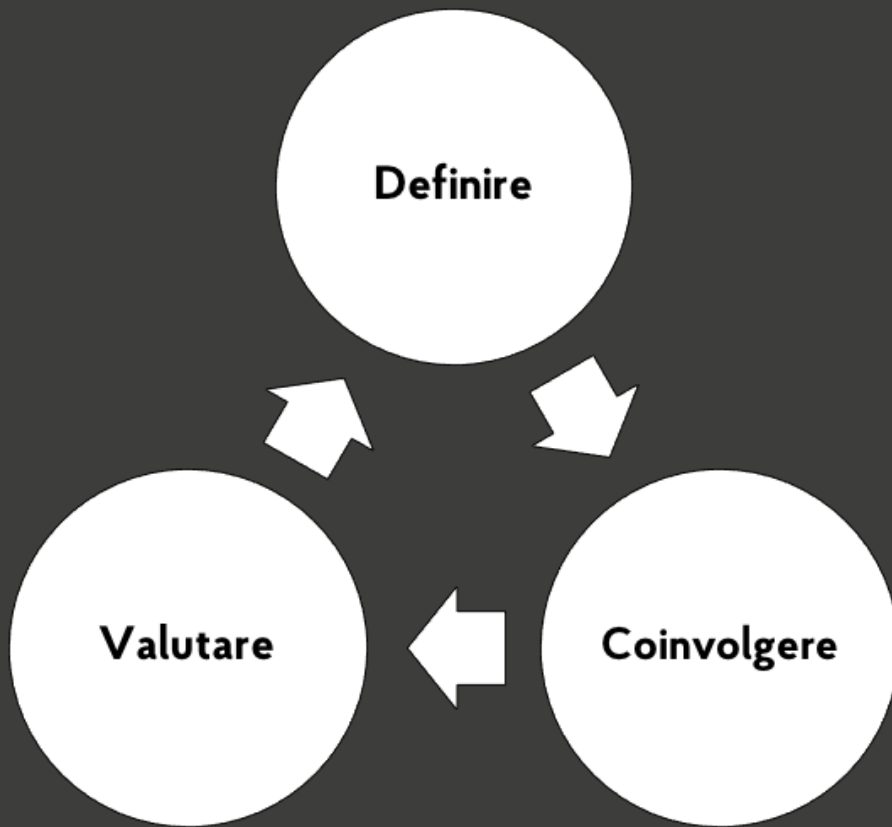


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Strumenti di co-creazione

Dalla “conquista” del target...

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...verso la progettazione

FACTA



Parola chiave: “co-creazione”

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Strategie
importanti
dal marketing

Strumenti di engagement & co-creazione

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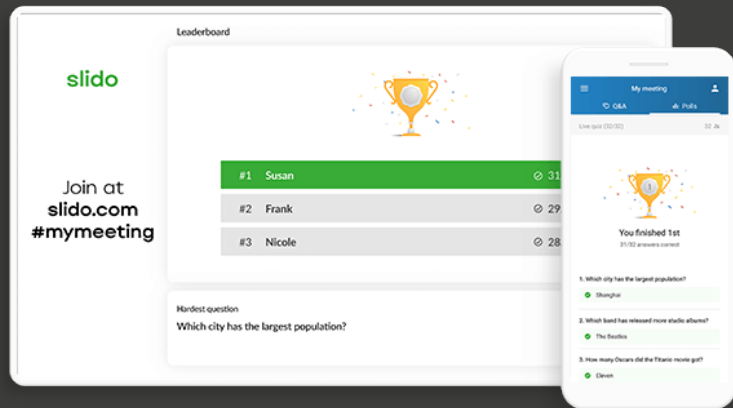
- Quiz, sondaggi, word cloud

Slido: <https://www.sli.do/>

Mentimeter: <https://www.mentimeter.com/>

Poll Everywhere: <https://www.polleverywhere.com/>

Kahoot: <https://kahoot.it/>



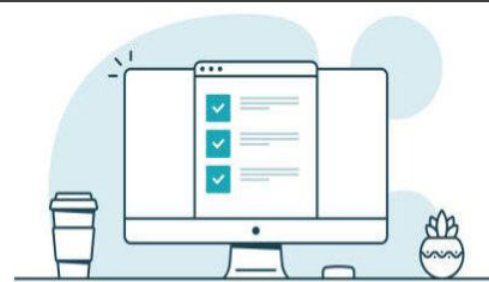
Strumenti di engagement & co-creazione

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Questionari

Google Form: <https://www.google.com/forms/about/>

Survey Monkey: <https://www.surveymonkey.co.uk>



GOOGLE MODULI

Strumenti di engagement & co-creazione

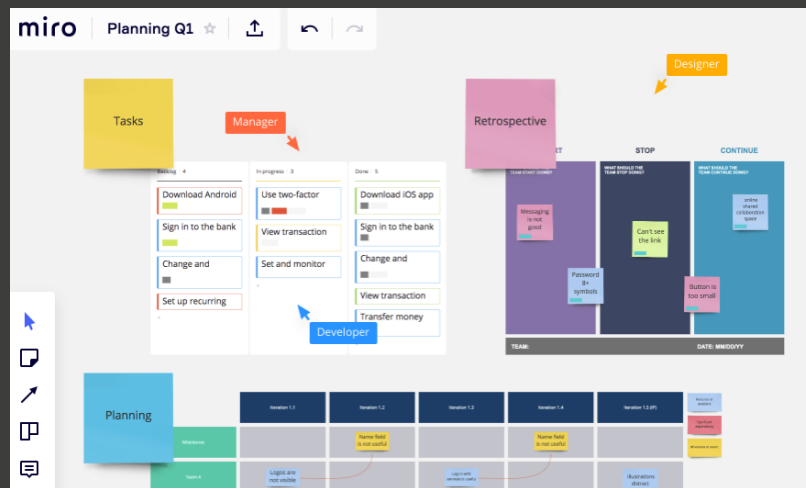
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Brainstorming e progettazione: “lavagne” partecipative

Jamboard: <https://jamboard.google.com/>

Miro: <https://miro.com/signup/>

Padlet: <https://padlet.com>



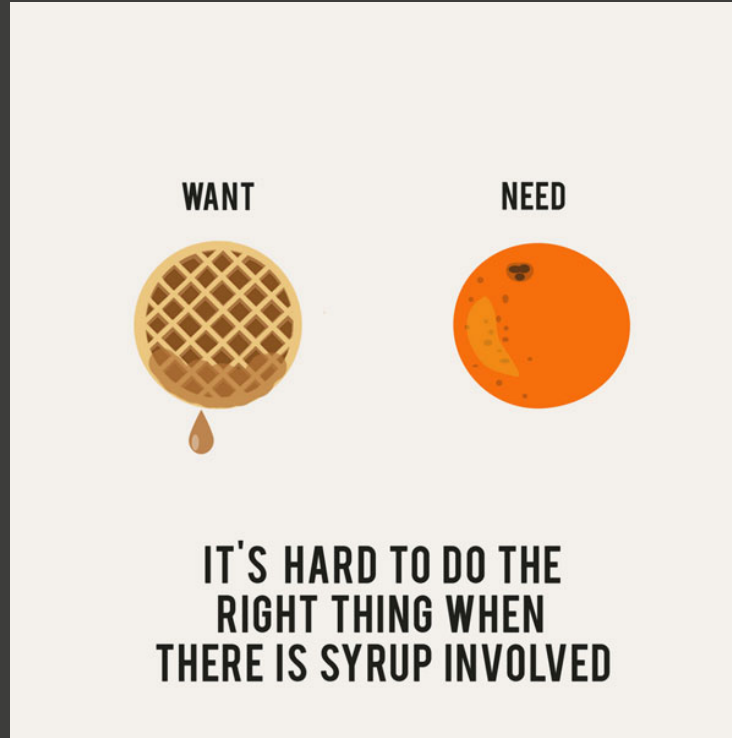
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BREAK - 10 minuti

Design Thinking I

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Bisogni e...



Design Thinking I

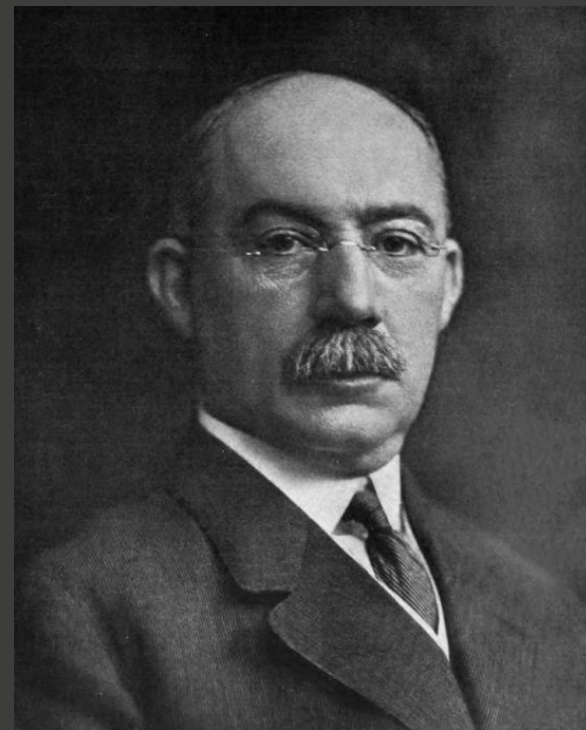
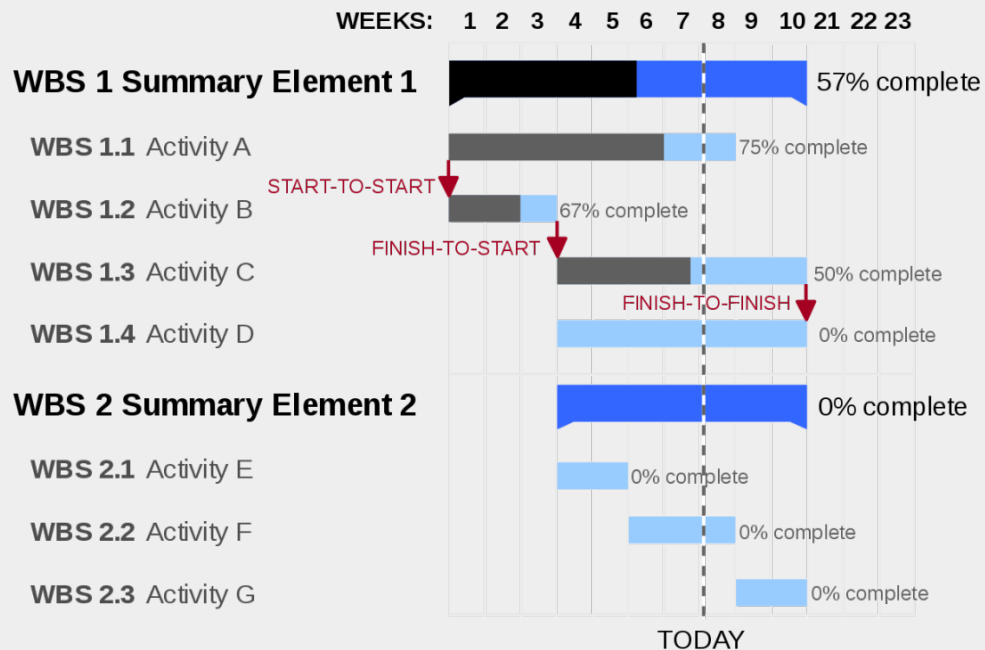
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...criticità



Diagramma di Gantt

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Henry Gantt (1861 - 1919)

Diagramma di Gantt

FACTA

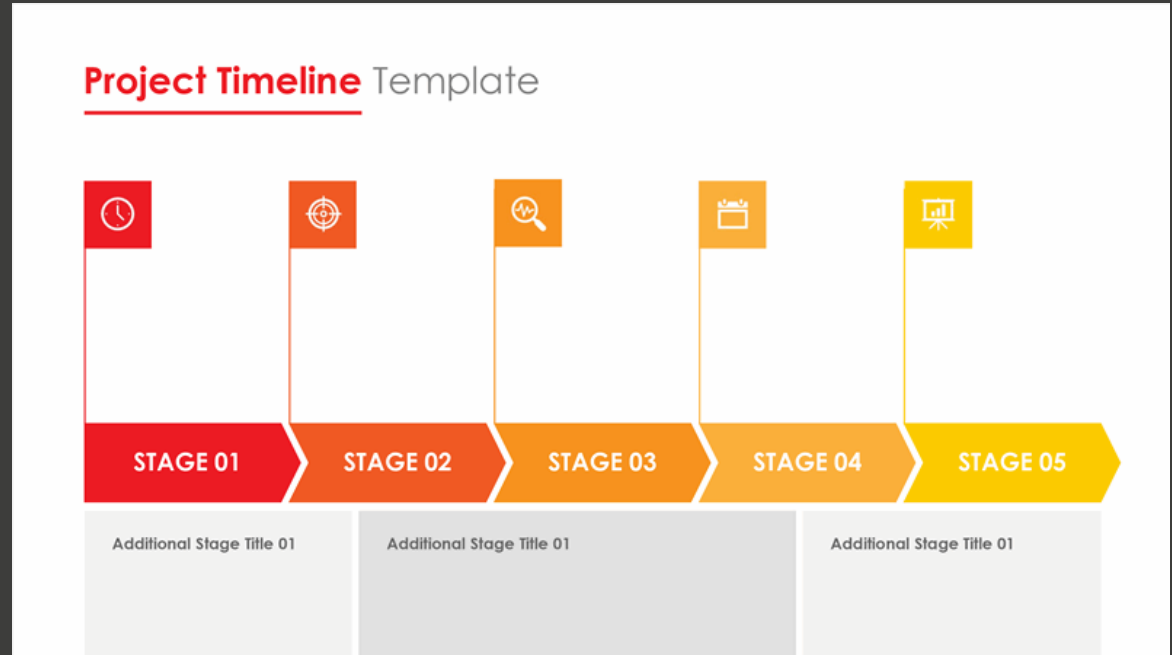
Gantt Chart

Task Name	Q1 2019			Q2 2019		Q3 2019
	Jan 19	Feb 19	Mar 19	Apr 19	Jun 19	Jul 19
Planning						
Research						
Design						
Implementation						
Follow up						

Design Thinking II

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- Definire una timeline



Definire una timeline

1. Partire dalla data di “erogazione”
2. Stimare i tempi di ogni step
3. Mettere in fila gli step “a ritroso”
4. Ricavare le deadline intermedie (milestones)
5. Associare milestones e azioni

Per la prossima volta (se volete!):

- **Completate la timeline del vostro progetto, definendo le azioni da realizzare e in quali tempi**

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GRAZIE E BUONA SERATA!