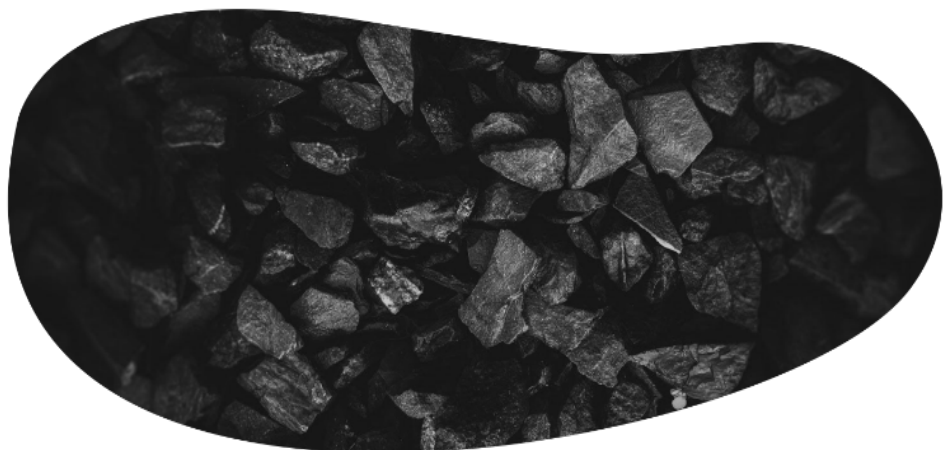


MOODBOARD

Designing a new world



DESIGN THINKING

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DESIGN THINKING

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1. Highlight what needs to change to move from AS-IS to TO-BE. Add your ideas.

In which areas changes need to be designed and implemented to move from AS-IS to TO-BE?

BUILDING AWARENESS AMONG CURRENT USERS

NEW PRODUCTS

ENGAGE NEW GROUPS

BUILD PARTNERSHIP BETWEEN DIFFERENT ORGANIZATION

ENGAGE LOCAL AUTHORITIES

ENCOURAGE PEOPLE TO BE MORE ACTIVE

EDUCATE

NEW SERVICES

BETTER PROMOTION

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DESIGN THINKING

MOODBOARD

Designing a new world

2. Select ideas

No.	Idea (write down ideas from previous activities)	SOLVING THE PROBLEM (SCALE: 1-3) What will be the idea impact on our design challenge?	USERS SATISFACTION (SCALE: 1-3) How satisfying will the solution be for our persona?
E.g.	A board game about renewable energy	2	3

DESIGN THINKING