

THUMS UP
22-05-19

HACKATHON
Frame your design challenge*

1. What is the problem you're trying to solve?

Sanjev Patel is not hiring people with disabilities

2. Try framing it as a design question

How might we ... convince/help Sanjev to hire people with disabilities?

3. What is the ultimate impact you are trying to have?

Improved access for people with disabilities in Sanjevs company

4. What are some possible solutions to your problem?

Branding towards highlighting an inclusive workforce - using the positive publicity

5. Setting the stage: Finally write down some context and constraints that need to be considered.

These could be geographic, technological or time-based, or have to do with the target group you're trying to reach.

Talk to educational institutions; find out the accessibility of the company, involving user groups

6. Does your original question need a tweak? Try again.

*Source: The Field Guide to Human-Centered Design, by IDEO.org.

LEAN SUSTAINABLE CANVAS

TC

Designed by: THOMAS VP
@:
On: 22/05/2018

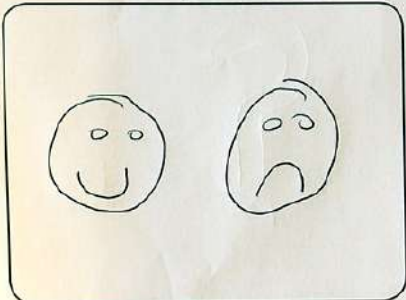
<p>Problem/Challenge</p> <p>Sanjeev wants to grow the sustainability of his product. He believes his company needs to be more socially responsible. He wants to create</p> <ul style="list-style-type: none"> - Inclusive workforce - Brand that is socially responsible <p>Existing alternatives</p> <p>Currently Sanjeev sponsors corporate events. A young skilled workforce is in constant supply</p>	<p>Solution</p> <p>Sanjeev will 'park boundaries' and develop an innovative employer led approach to partnership with TUET providers and civil society - specifically disability groups.</p>	<p>Unique value proposition</p> <p>Sanjeev will live his values through basing an inclusive workforce and increasing brand attraction</p>	<p>Users/customer segments?</p> <p>Initially SANJEEV + HIS TEAM PERSONS WITH DISABILITIES TUET LEADERS + TEACHERS CIVIL SOCIETY USER GROUPS</p>
	<p>Key metrics</p> <p>'DISABILITY-FRIENDLY AUDIT' CUSTOMER INSIGHT SURVEY BUSINESS CASE DEVELOPMENT EXISTING GLOBAL BENCHMARKS</p>	<p>Financial and ecological sustainability</p> <p>STAFF RETENTION AND SATISFACTION BRAND GROWTH RECRUITMENT COSTS REDUCED WORKFORCE COMMITTED TO ENVIRONMENTAL PRACTICE</p>	<p>Channels?</p> <p>CONSULTATIVE FORUMS ESTABLISHED WORK-BASED LEARNING OPPORTUNITIES CREATED CHANGES IN HR POLICIES AND WORK WITH TRADE UNIONS INVESTMENT IN TUET</p>
<p>Inclusion impact -</p> <p>SANJEEV WILL NEED TO START WITH SMALL PIRTS AND MAKE ADAPTIONS - SOME USER GROUPS WILL BE EXCLUDED</p>	<p>Inclusion impact +</p> <p>INCLUSION IS A JOURNEY - A CONSTANT CULTURE OF CREATING INCLUSION WILL BE DEVELOPED</p>		
<p>Sustainable impact -</p> <p>THERE WILL BE INITIAL CHALLENGES AS NEW PRACTICES ARE EMBEDDED</p>	<p>Sustainable impact +</p> <p>PRACTICE WILL BE IMPLEMENTED - THOMAS VP WILL BE CHAMPIONED BY SANJEEV AS A GLOBAL LEADER, AWARDS WILL RECOGNISE THIS, MARKET SHARE WILL INCREASE</p>		

* Source: « The Design thinking play book/ mindful digital transformation of teams, products, services, businesses and ecosystems », by Michael Lewrick, Patrick Link, Larry Leifer

HACKATHON
STORYBOARD

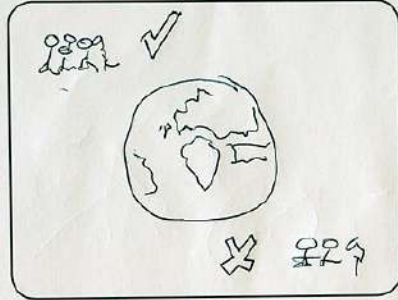
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Title:



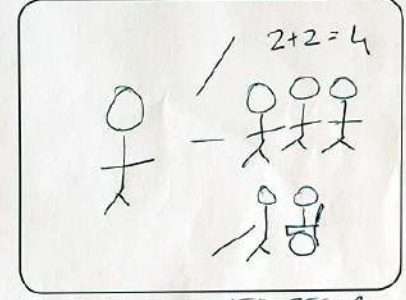
COMMISSION CUSTOMER
INSIGHT SURVEY TO IDENTIFY
ISSUES IMPORTANT TO CONSUMER

Title:



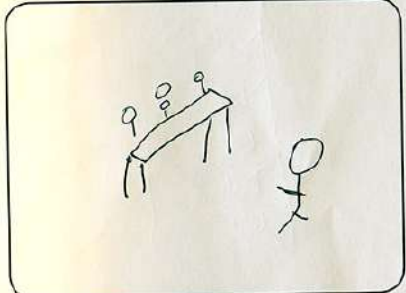
EXPLORES GLOBAL BENCHMARKS
WITH OTHER LEADING BRANDS

Title:



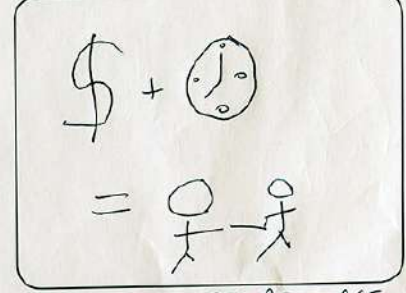
HE CONSULTS TUNET SECTOR
AND OTHER EDUCATION PARTNERS

Title:



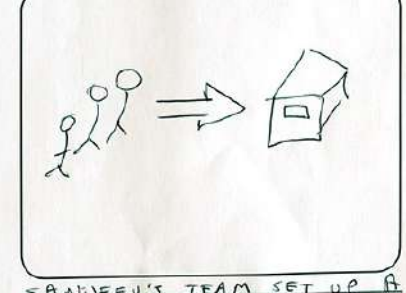
SANJEEV USES EVIDENCE TO
PRESENT TO BOARD HIS
BUSINESS CASE - HE IS SUCCESSFUL

Title:



SANJEEV SECURES RESOURCE
TO EFFECT CHANGE MANAGEMENT
PARTICULARLY HR POLICIES

Title:

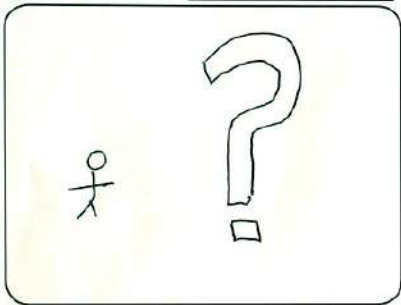


SANJEEV'S TEAM SET UP A
FORUM TO EXPLORE HOW TUNET
STUDENTS CAN ACCESS EMPLOYMENT

HACKATHON
STORYBOARD

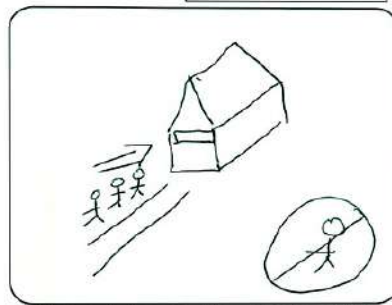
THUMBS UP 160
22.05.19

Title: SANJEEU IS THINKING FORWARD



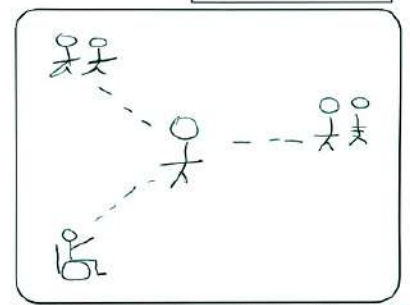
SANJEEU WANTS TO RUN A SOCIALLY RESPONSIBLE COMPANY - BUT HE IS NOT SURE HOW?

Title:



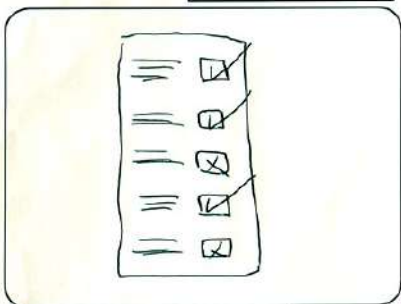
SANJEEU RECOGNISES THERE ARE VERY LIMITED OPPORTUNITIES FOR PEOPLE WITH DISABILITIES TO ENTER WORKFORCE

Title:



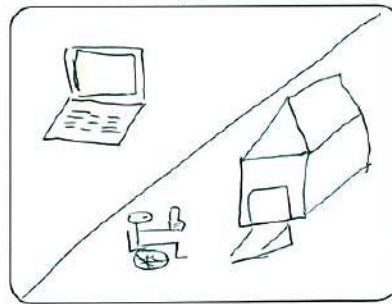
SANJEEU USES EXISTING NETWORKS AND NEW NETWORKS, FOR EXAMPLE DISABILITY GROUPS TO EXPLORE ISSUES

Title:



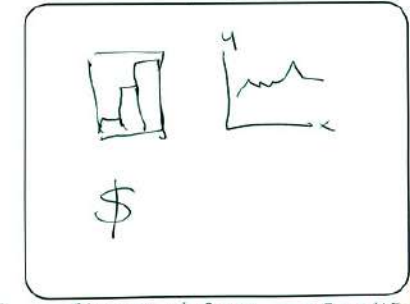
SANJEEU COMMISSIONS A CONSULTANT TO UNDERTAKE AN ACCESSIBILITY AUDIT

Title:



THE AUDIT PRESENTS SOME CHALLENGES BUT ALSO FINDS SOME GOOD PRACTICE AND SOME VERY LOW-COST ADJUSTMENTS THAT CAN BE MADE.

Title:



SANJEEU PUTS TOGETHER A TEAM TO DEVELOP A BUSINESS CASE TO DETERMINE THE BENEFITS OF ADDRESSING SITUATION

USER PROFILE CANVAS

T6
THOMAS UP
22.05.19

HIGH VOLUMES OF OVER QUALIFIED APPLICANTS
EXCLUDES PEOPLE WITH DISABILITIES
LACK OF AWARENESS ABOUT DISABILITIES + OTHER ISSUES
INCLUSIVE

Name GLOBAL SOFT DRINK + FOOD PRODUCER
Persona description CUSTOMERS VALUE OUR BRAND AND PERCEIVE US TO BE INCLUSIVE

STORIES

COMPETING PRIORITIES
EQ QUALITY OF PRODUCT CONTAMINATED

STORIES

MR SANJEEV PATIL

REGIONAL MANAGER - SOUTH ASIA



Jobs-to-be-done
ENGAGING TANGIBLES
REVISIONMENT OF POLICIES
CHECK GLOBAL BENCHMARKS
WORK WITH EXPERT +

USER GROUPS

Potential Gains
- COMPLIANCE WITH REGULATION
- CONTENT WORKFORCE
- INCREASE IN MARKET SHARE

IMAGES
- EMPATHY
- SUPPORTIVE WORKFORCE

Use cases
RE-BRANDING OF PRODUCTS
PILOT, INITIATIVES FOR CONSULTATION + REFLECTION
ACTION PLAN THAT HAS GLOBAL CONSENSUS
PE STRATEGY / HR STRATEGY

Potential Pains
REASONABLE ADJUSTMENTS
\$\$ - COSTS (INITIAL)
ADAPTIVE WORKFORCE

* Source: « The Design thinking play book / mindful digital transformation of teams, products, services, businesses and ecosystems », by Michael Lewrick, Patrick Link, Larry Leifer