

HACKATHON
Frame your design challenge*

1. What is the problem you're trying to solve? (Challenge 2.1)

How can we strengthen the participation of the Private Sector in skills development through innovative solutions & business models, and improve the match of demand & supply of soft skills.

2. Try framing it as a design question

How might we ... help the private sector in the development of the soft skills of their (future) staff in the tourism sector

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

The private sector has properly trained staff and the training of future staff has improved

4. What are some possible solutions to your problem?

offer short term focused training to the tourism sector based on specific elements

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.

-willingness of the PS to pay for the training
 -availability of trainers

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

ok.

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

"The Softies"

LEAN SUSTAINABLE CANVAS

Designed by: _____
 @: _____
 On: ____/____/____

<p>Problem/Challenge</p> <p>Challenge 2.1</p> <ul style="list-style-type: none"> - Lack of Soft Skills of (future) staff in the Tourism Sector in North Vietnam <p>Untapped potential of tourism in North Vietnam</p>	<p>Solution</p> <p>Tailor-made soft skill development facility for on-the job training</p>	<p>Unique value proposition</p> <p>Tailor-made speed training catering specific needs of the tourism sector</p>	<p>Users/customer segments?</p> <ul style="list-style-type: none"> - Staff - Employers - Tourists
<p>Existing alternatives</p>	<p>Key metrics</p> <p># of satisfied clients</p> <ul style="list-style-type: none"> - tourists - tourism companies - staff - tourism sector 	<p>Financial and ecological sustainability</p> <p>levy system (Tourism Sector) managed by the private sector</p> <p>Financial incentives by government for Eco-Tourism + Inclusion (Nees etc.)</p>	<p>Channels?</p> <p>Business Membership Organisations (Chambers/Employer Federations)</p>
<p>Inclusion impact - Nobody is excluded.</p>		<p>Inclusion impact +</p> <p>Specific scheme for inclusion * Continuity of staff instead of "Hire and fire" * guides from local communities, women</p>	
<p>Sustainable impact - Low</p>		<p>Sustainable impact +</p> <ul style="list-style-type: none"> - Low cost measure - It can grow to $\left\{ \begin{array}{l} \text{waiters} \\ \text{coach drivers} \\ \text{hotel staff} \end{array} \right.$ - <u>Ownership!</u> - Employers are on board + will remain on board! 	

* 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

Title:

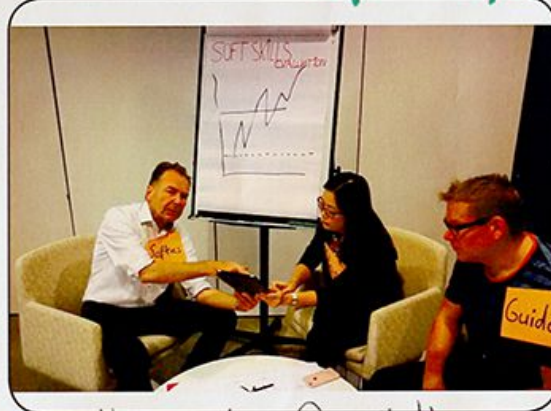
A hard business
break down...



Missing discipline - Tourists stay away - The Boss Anne has a breakdown.

Title:

A soft spark
of hope...



Getting help from "the Softies"

Title:

A soft tool...



Customer evaluates tour guide.

Title:

"Softies" at work...



Development of tailor-made training programme

Title:

"Softies" on speed...



Delivery

Title:

A soft landing...



Tourists, Boss and Staff are happy and satisfied.

USER PROFILE CANVAS

Name	The Matchmakers	
Persona description	Manager of SRE	Vietnam, province BACKAN
	No Anne	business: Tourism

STORIES

STORIES

Jobs-to-be-done

- integrated approach (training, coaching after placement follow up)
- offering quality employees (skills, attitude)
- To fit the demand

PHOTOS



IMAGES

IMAGES

Potential Gains

- . More & happy clients
- . growth, reputation & serve the community

Potential Pains

- no quality, no fit, no gains
- unhappy clients.

- cyclical business (Tourist Seasons ^{up}/_{down})

Use cases

- .
- .
- .
- .
- .
- .

PHOTOS

PHOTOS

STORIES

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