# IE BUSINESS SCHOOL
# MASTER IN MANAGEMENT
# INSIGHT TO INNOVATION LAB

## THE EXPERIENCE

What do Apple products, the first computer mouse, Polaroid cameras and Shimano bikes have in common? They were all designed through a customer-centered design methodology called **Design Thinking**. Design Thinking was developed in Silicon Valley, California, where creativity and users become essential elements of the design process. This methodology has been adapted to service design and, overall, to design the best possible customer experiences. It has been implemented in corporations, governments and social organizations. The basic premise behind this methodology is simple: Instead of pushing finished solutions out onto an unsuspecting public, the process starts with someone's real problem. Through empathy (listening, observing, and understanding), multiple iterations and constant improvement, the customer experiences and processes are increasingly molded to market and social reality.

The i2i module is aimed at bringing you closer to the basics of the Customer-Centered Design mindset by experimenting with Design Thinking tools to tackle a real corporate challenge. You will work with our partner company to redefine a problem and redesign the user experience. For four days, you will receive expert insights and work together as a group using design thinking techniques to develop products and services. **Creativity** and **innovation** will be key in the design of these new and original projects. At the end of the module, you will compete to present your solutions to an expert jury of faculty and leaders of the partner corporation.

## I2I LEARNING GOALS

Understand relevant attitudes, mindsets and concepts of Customer Centered Design and Design Thinking

Assess the relevance of deep knowledge of the user in effectively designing products and services that will be successful in the market

Become familiar with prototyping and testing methodologies and tools

Learn to apply the methodology via experimentation in a real scenario

## I2I LEARNING EXPERIENCES

Workshops with Professors/Facilitators.

Interviews with users & observation (fieldwork)

Prototype construction and testing (fieldwork)

One on one meetings with facilitators (Check-in sessions).
Presentation to corporate partner (final fair)

ie
BUSINESS SCHOOL

# MIM i2i WEEK

BUSINESS PARTNER, DELIVERABLES, GRADING AND SCHEDULE

## OUR COLLABORATORS

We have collaborated with top ranked and internationally recognized companies like 3M, Procter & Gamble, Uber Eats, Ikea or L'Oreal, among others

## DELIVERABLES
Your fair stand | Your prototype demos | A 2 minute video

## THE GRADING

**25%** Attitude and willingness to learn — To be evaluated by professors and facilitators in classes, workshops, meetings, etc

**25%** Quality of fieldwork (Interviews and prototypes) — To be evaluated by professors and facilitators in class/workshops/meetings

**35%** Final proposed solution (Innovative, desirable, feasible) — To be evaluated by partners and faculty at final fair

**15%** Effectiveness of final presentation — To be evaluated by partners and faculty at final fair

Team work (the team grade will be prorated individually according to the level of engagement of each team member.) — To be evaluated by team members through peer review

## THE SCHEDULE OVERALL VIEW

|  | TUE | WED | THU | FRI |
|---|---|---|---|---|
| 09.00 – 10.00 | **Intro to DT, Business Partner & Challenge** | **Fieldwork** | **Fieldwork** | **Final Fair** |
| 10.00 – 11.00 |  |  |  |  |
| 11.00 – 12.00 |  |  |  |  |
| 12.00 – 13.00 | **Facilitated workshops: Empathy, Fact Finding and Rapid Prototyping** | **Facilitated Workshops: Brainstorming** | **Check in with facilitator Optional check in with Business Partner** |  |
| 13.00 – 14.00 |  |  |  |  |
| 14.00 – 15.00 |  |  |  |  |
| 15.00 – 16.00 | **Workgroup and fieldwork** | **Build and test prototype** | **Create materials for Fair** |  |
| 16.00 – 17.00 |  |  |  |  |
| 17.00 – 18.00 |  |  |  |  |

# IE BUSINESS SCHOOL
# MIM GLOBAL WEEK: INFO AND LOGISTICS

| 1. SCHOOL INFORMATION | | |
|---|---|---|
| **Course Title** | Design Thinking: Insight to Innovation Lab | |
| **Offering School** | IE Business School | **ie** BUSINESS SCHOOL |
| **School Website** | https://www.ie.edu/ | |
| **Location** | Madrid, Spain | |

| 2. VISA & TRAVEL INSURANCE | |
|---|---|
| **Visa / Entry Permit Requirements** | Each student is responsible for completing the mandatory immigration formalities necessary for their stay in Spain. IE Business School is happy to issue visa invitation letters to any incoming student on request to desire.lopez@ie.edu |
| **Travel Insurance** | Students should arrange their own travel insurance to protect against medical expenses during their study week. Students must have appropriate and adequate insurance covering travel, personal accident, medical expenses (accident and non-accident), hospitalization and emergency evacuation/ repatriation throughout the study period at IE Business School. <br><br> The European Health Insurance Card allows nationals from the European Economic Area and Switzerland to access public health care services during their stay in Spain. If you are eligible, it is very important that you apply for the EHIC in your home country prior to your arrival in Madrid. |

| 3. TRANSPORTATION, ACCOMMODATION & MEALS | |
|---|---|
| **Transportation** | Students should book the flight tickets to and from Madrid according to the network week schedule, i.e. arriving in Madrid on or before 10th June and leaving earliest on 14th June evening. Students should also arrange their local transportation to and from IE Campus. Information about tickets and fares can be found here |
| **Accommodation** | Students should arrange their own accommodation during their study week. <br> These short-term accommodation companies allow you to rent flats for short-term stays, paying prices often similar or cheaper than booking a hotel: <br> AIRBNB / WAY TO STAY / WIMDU / FRIENDLY RENTALS / BE MATE /APARTUM / HOME AWAY <br> Students can also consider some of the following aparthotels, some of them are located closer to the center, which can be a great option to make the best out of the city: <br> The Hat Madrid / Aparthotel Gran Vía / Aparthotel Quo Eraso / Aparthotel Tribunal <br> *Please note that IE does not have an agreement with these companies* and that we do not hold responsibility for any issues that you might encounter with them. |
| **Meals** | Please arrange meals during the network week at your own costs. There are plenty of affordable, fast-casual, and global culinary offerings around the area, as well as sit-down restaurants and takeaways. Our Cafeteria in María de Molina, 31 building offers a wide range of hot drinks, salads, sandwiches, and light snacks. <br><br> **A leisure activity and special networking group meal will be arranged by the MIM Office on Monday, the 10th of June.** |