



“ Where you innovate,
how you innovate, and
what you innovate are
design problems. ”

– T I M B R O W N

Using Human Centered Design

Case Studies of Company

The Ask

Defining the core brand strategy and the experience for an initiative designed to build a space and eco system to help children learn and create social impact.

Problem Statement Discovery

Alignment and Ideation

Co-creation

Outcome





Problem Statement Discovery

- Problems that we face today in our cities are complex, systemic and global in nature. These problems need to be fixed from a fresh perspective.
- A perspective that allows the children to empathize with the problems, skill them to solve and let them come up with real solutions that are unboxed and radically innovative.
- Children today are aware and can think and solve complex problems and they should.
- Create a space that allows them to empathize, create, document, implement and celebrate these solutions for a better world.
- The brand already has been working on the creative space experience for the children. But wanted us to help them see the big picture and define the strategic elements of the solution ecosystem.
- Help broadly define ideas for creating a unique and engaging brand experience journeys.



Alignment and Ideation

- An alignment and ideation workshop was conducted to review the existing brand strategy and it helped re-defining the positioning and channels of the brand.
- Ideation sprint using Hofstede model and creative matrix resulted in generation of more than 120 ideas by the team.
- The ideas were prioritized and journey maps were created for macro experience journeys of kids from different backgrounds.

Co-creation

- A complete re- imagination of the initiative beyond the space was conceived.
- The core purpose, culture and value system of the initiative was defined and rituals and policies were ideated to bring the brand alive.
- A new omni channel experience and engagement is planned leading to better brand experience, extensions and possible avenues for monetization and impact creation.

Outcome

- Well defined brand values, purpose and culture.
- Defined experience blue print, clearly identifying the next actionable.



About QGLUE

QGLUE uses design-led practices to help businesses build services that people love and impact the world around us. Using a human centered approach, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable. We facilitate innovation that makes the world better designed and people happier.

QGLUE undertakes Design Coaching, Innovation on Demand, Briefings for Senior Management and Culture Change Workshops to equip businesses to become design-led.

LET'S CONNECT!

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