



# FINAL EVENT

**11 FEBRUARY  
2020** TREVISO Italy  
@Palazzo Bomben

**Roberto Santolamazza – t2i, Lead Partner**



DESIGN THINKING FOR A SMART  
INNOVATION ECOSYSTEM IN ALPINE SPACE



First project idea:

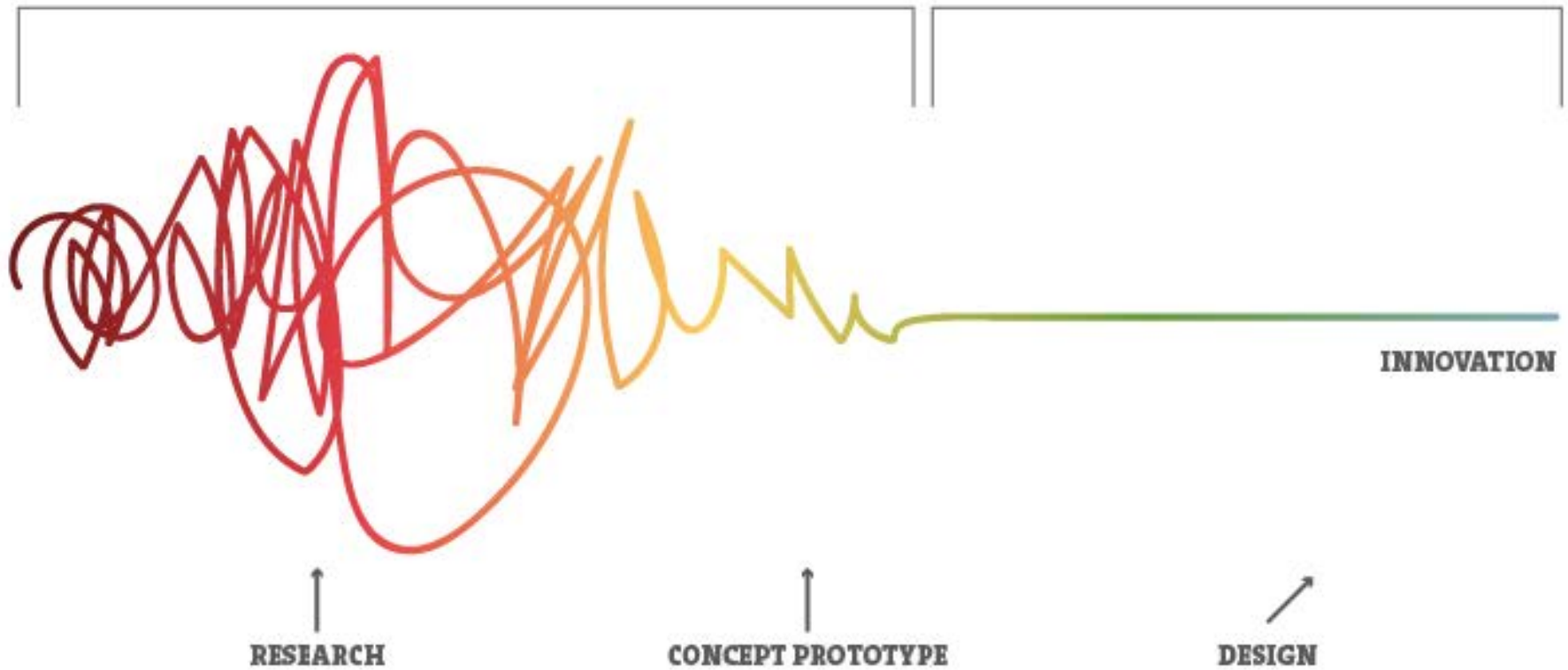
*DesAlps* project started:

spring 2014

late 2016

UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS



INNOVATION

RESEARCH

CONCEPT PROTOTYPE

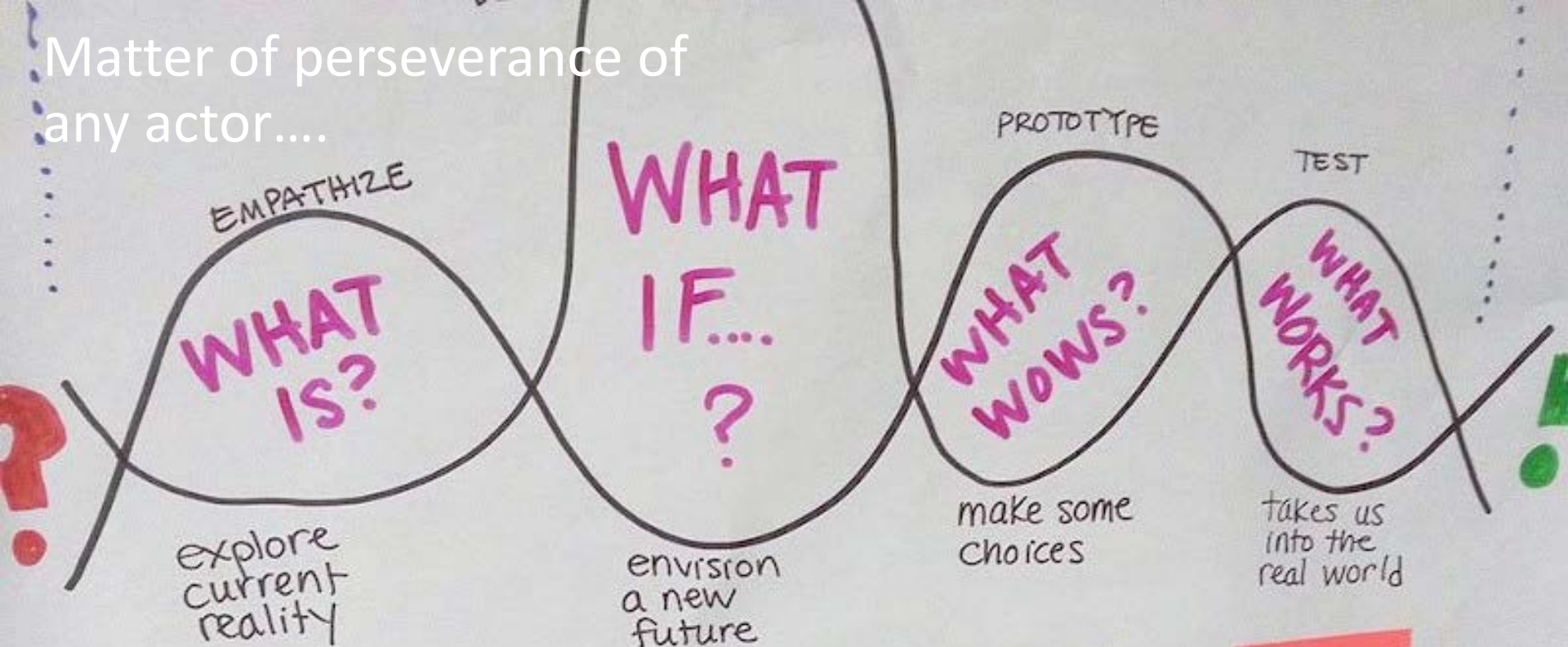
DESIGN

Adapted from Central Office of Design

*“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”*

Tim Brown IDEO

Matter of perseverance of any actor....



Journey Mapping

- + touchpoints
- + emotional highs + lows
- + what is user trying to do?
- + individual w hopes + challenges
- + natural settings
- + observations

Guerilla Ethnography

- + no permission
- + don't reveal
- + just do it!

"Jottings" field notes

"How might we..." Brainstorming

Saturate @ group

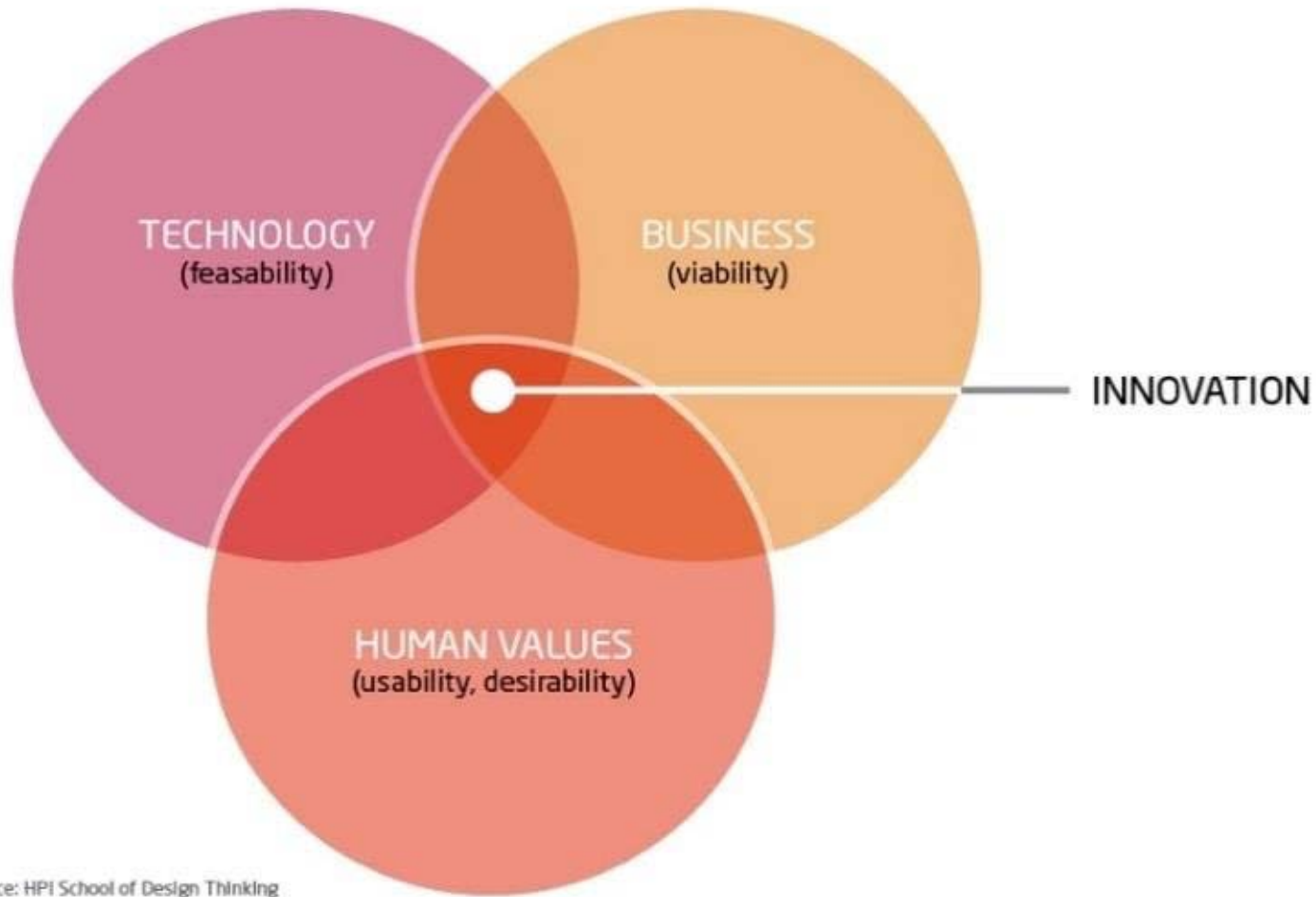
Concept development

Test assumptions

Rapid prototyping

user/ audience co-creation

Learning Launch



*Emphasizing the strong and continuous connection among these worlds means paving the way to regain a sustainable competitive advantage on the long term*

# Expand horizons



*Service Design*  
*Platform Design*  
*Piloting across Europe*

*Servitization era*  
*Impact on social ecosystems*  
*Etnography and networking*

