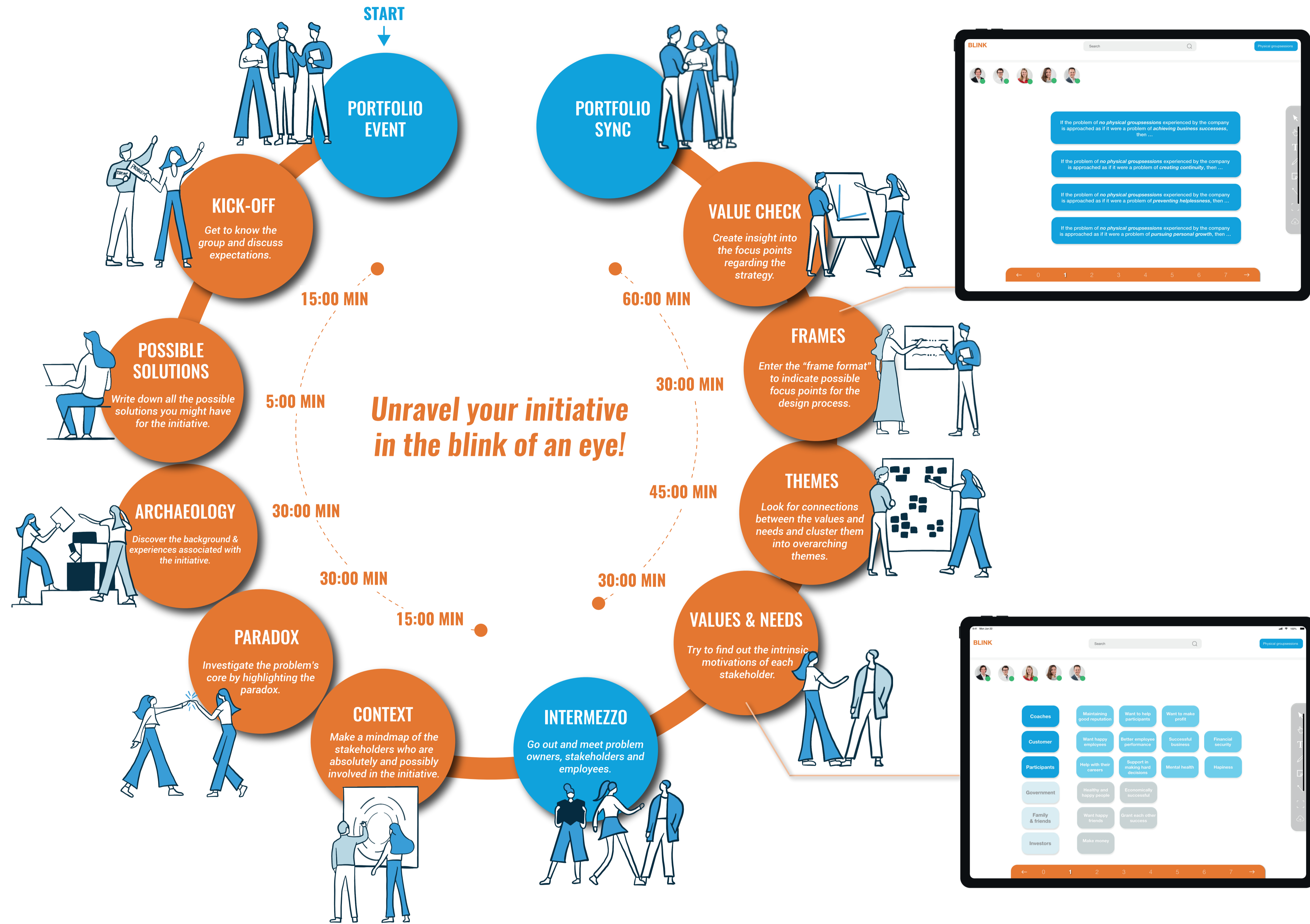


# ONBOARDING INITIATIVES WITH BLINK

On assignment for DS, the project aimed to design a concept that quickly generates and shapes initiatives, and creates insight into its potential value.

Blink is a digital toolbox that onboards core, adjacent and transformational initiatives into valuable focus points for design teams. It quickly exposes problems, themes, solutions, and opportunities to their core and maximizes their potential value. A portfolio mindset among employees is ensured through Blink's structure and transparency. By implementing a simple step-by-step plan, new opportunities are shaped that align with DS' strategy.

Blink can be performed in small and large groups, both online or offline. It enables participants to act flexibly due to the short turnaround time. It prioritizes speed above accuracy, as it focuses on rapid screening of the initiatives' potential value.



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The final design Blink is inspired by the Frame Creation method devised by Dorst (2015)

