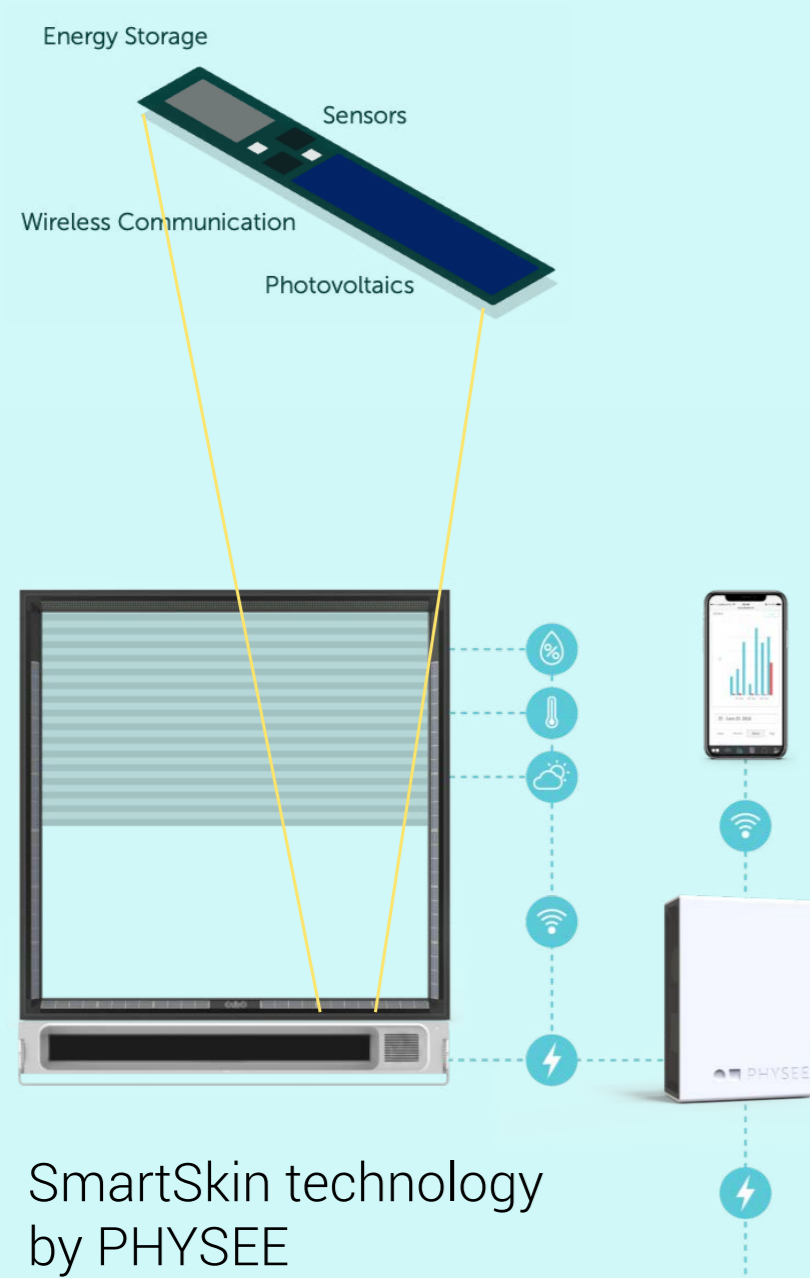


Designing an Engagement Strategy to Improve Collaboration in the Construction Industry



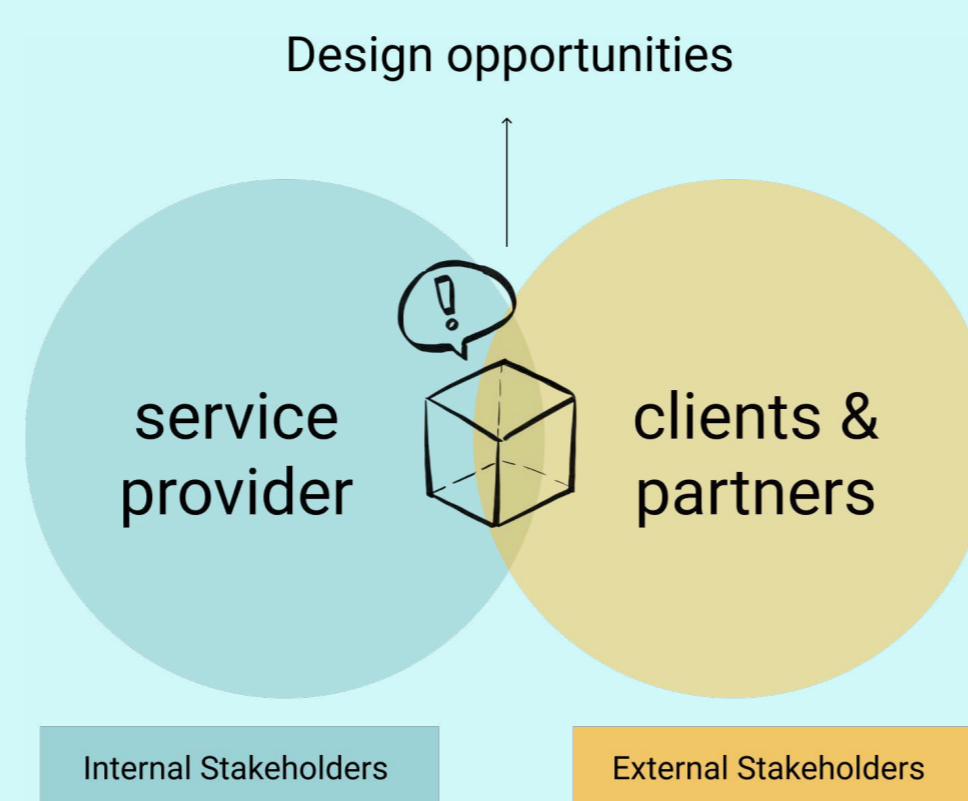
Background

The construction industry has a linear workflow and relatively has a low willingness to change. While Physee, a technology company that offers smart engineering solutions for the global energy transition, faces the challenge to engage the stakeholders in this industry.



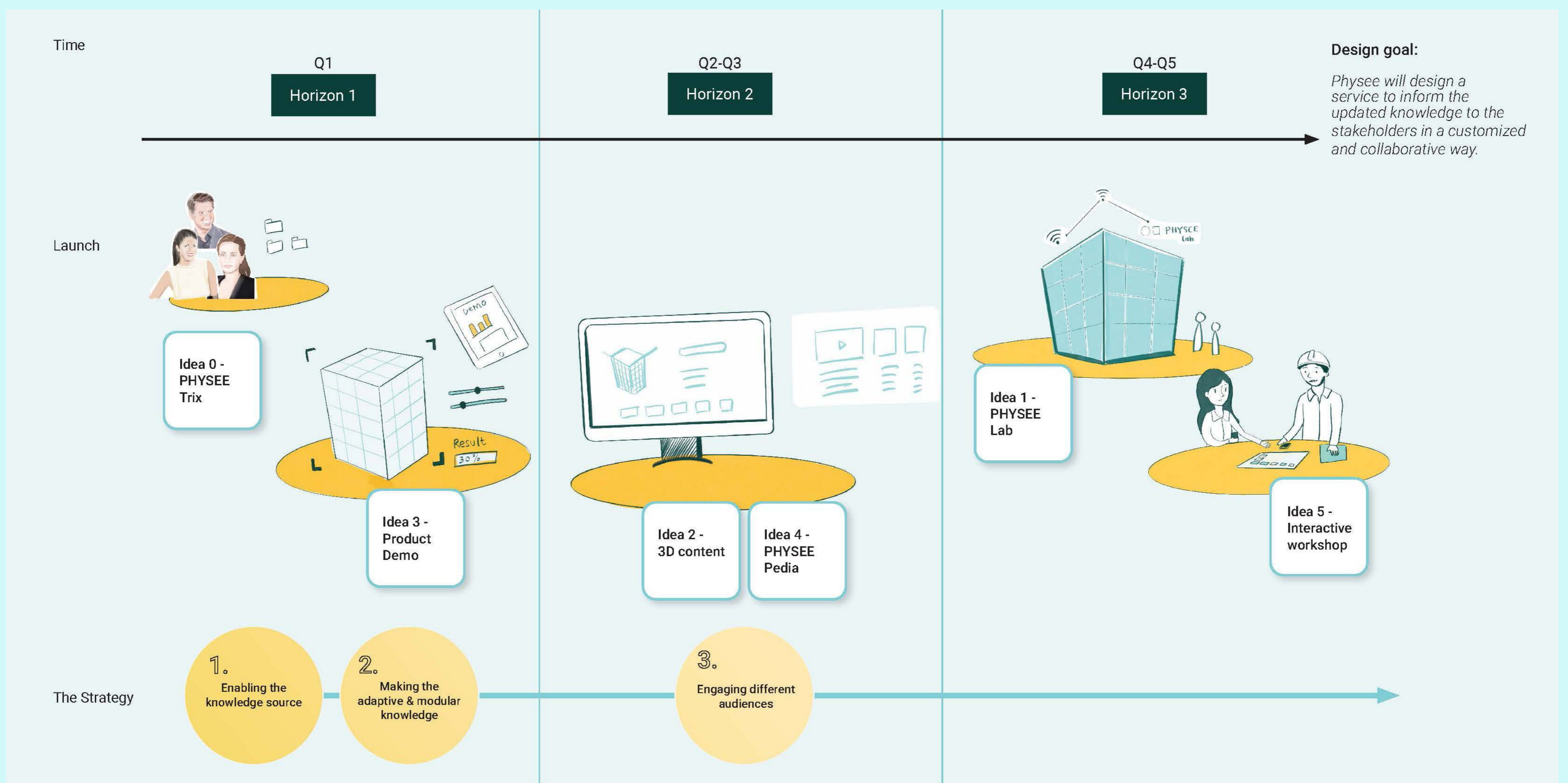
Method

The main design process adapts the Service Design approach (British Design Council). In addition, a literature review is carried out and qualitative research in which stakeholders are interviewed. Furthermore, insights are gathered and co-creation process was conducted.



Result

PHYSEE Insight to engage 3 different archetypes. PHYSEE INSIGHT offers service that is open & up-to-date, easy to access, and gives people the encouragement to contribute to the solution. The overarching strategy is divided into three main focuses: 1.) Enabling the knowledge source; 2.) Adaptive & modular knowledge; 3.) Showing competencies to larger audiences.



Vivian Maretina
 Designing an Engagement Strategy to Improve
 Collaboration in the Construction Industry
 28-07-2021
 Strategic Product Design

Committee Dr. Sine Çelik
 Prof. dr. ir. Jo M. L. van Engelen
 Joris de Iongh (Physee)
Company Physee

