# DESIGN FOR our future

DOS 3019   5/3/20

**TUDelft**

# IDE Master Graduation
Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

The student defines the team, what he/she is going to do/deliver and how that will come about.
SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

**USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT**

## STUDENT DATA & MASTER PROGRAMME
Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy"
Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1.1

| | |
|---|---|
| family name | Trier |
| initials | given name  Juliane |
| student number | 4923286 |
| street & no. | |
| zipcode & city | |
| country | Netherlands |
| phone | 00 |
| email | |

Your master programme (only select the options that apply to you):
IDE master(s): ( ) IPD   ( ) DfI   (★) SPD )

( ) Honours Programme Master
( ) Medisign
( ) Tech. in Sustainable Design
( ) Entrepeneurship

## SUPERVISORY TEAM **
Fill in the required data for the supervisory team members. Please check the instructions on the right )

| | | | |
|---|---|---|---|
| ** chair | Giulia Calabretta | dept. / section: | PIM |
| ** mentor | Zoltan Rusak | dept. / section: | IoT |
| | Matthé Stet | | |
| | Deloitte Digital | | |
| | Amsterdam | | Netherlands |

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including motivation letter and c.v.

Second mentor only applies in case the assignment is hosted by an external organisation
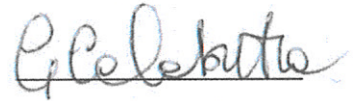
e a heterogeneous te ie you wish to include members from the sa

## APPROVAL PROJECT BRIEF
To be filled in by the chair of the supervisory team.

chair   Giulia Calabretta          date  02-03-2020      signature  G. Calabretta

## CHECK STUDY PROGRESS
To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair.
The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: _28_ EC

Of which, taking the conditional requirements
into account, can be part of the exam programme _28_ EC

List of electives obtained before the third
semester without approval of the BoE

YES   all 1st year master courses passed

NO   missing 1st year master courses are:

name _____  date  10-3-2020  signature  CB

## FORMAL APPROVAL GRADUATION PROJECT
To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **.
Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of
  the student (taking into account, if described, the
  activities done next to the obligatory MSc specific
  courses)?
- Is the level of the project challenging enough for a
  MSc IDE graduating student?
- Is the project expected to be doable within 100
  working days/20 weeks ?
- Does the composition of the supervisory team
  comply with the regulations and fit the assignment ?

Content:   v  APPROVED        NOT APPROVED

Procedure:  v  APPROVED        NOT APPROVED

comments

name  Manon Borgstijn          date  02-04-2020     signature  MB

Initials & Name  J    Trier                              Student number  4923286
Title of Project   Future brand reputation: A framework using AI and strategic foresight

## Future brand reputation: A framework using AI and strategic foresight       project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date     24 - 02 - 2020                                                17 - 07 - 2020        end date

Today more than ever, brands are at risk of becoming deluted or faded [1]. With tech giants such as Google or Amazon and increasing entrepreneurial forces, the threats to a brand's products and services are concerning. However, a brand is not only about delivering products - it is an experience, a way to express ourselves and our identity [2]. A brand is no longer a one-way communication, but a co-created meaning between consumers , society and brand managers [2]. Brands can therefore gain an advantage by building a strong future-oriented brand reputation which matches consumers' values and strengthens their beliefs [2]. Thus, it is of high relevance for brands to study the future of society and consumer behaviour to make decisions about their branding which increases their competitive advantage on the over-full markets of the future.

The concept of studying the future is within design often referred to as 'future thinking' and in the corporate world 'strategic/corporate foresight'. The term strategic foresight will be used throughout this project. This concept is defined as the "ability humans have to project themselves into the future and "pre-experience' events that enable them to prepare for that future" [3, p. 952]. It is also argued that it is not concerned with predicting the future but enabling preparedness for different futures [4].

Though the future is unpredictable, it is possible to use our knowledge of the past to make informed guestimates of the future. With an increasing amount of data regarding emerging trends, technologies and consumer behaviour, combined with the current development of AI, there is potential in investigating whether this technology can assist brands in using strategic foresight to build a future-proof brand reputation.

Within this project, the main stakeholders are TU Delft and Deloitte Digital, with sub-stakeholders such as students, clients, and the supervisory team (cf. figure 1). Deloitte Digital is a multi-disciplinary department focusing on consulting, designing, and developing solutions to sustain their client's digital presence. They have a modern approach to working, taking inspiration from design thinking by being agile, facilitating workshops, and using a variety of design methods and tools. Both strategic foresight and brand reputation are involved in much of their work, however, the standard roadmap is often limited to a couple of years. This project will thus look further into the future and explore the creation of a framework using strategic foresight supported by AI to prepare and build a strong brand reputation for the future (cf. figure 1). A visualization of the expected process drawing inspiration from the British Design Council's double diamond can be seen in figure 2.

[1] Vorst, V. D. R. (2017). Contrarian Branding: Stand Out by Camouflaging the Competition. BIS Publishers.
[2] Beverland, M. (2018). Brand Management: Co-creating meaningful brands. SAGA Publications Inc.
[3] Botha, A. P., & Pretorius, M. W. (2017, July). Future Thinking: The Scarce Management Skill. In 2017 Portland International Conference on Management of Engineering and Technology (PICMET) (pp. 1-9). IEEE.
[4] Duijne, V. F., & Bishop, P. (2018). Introduction to Strategic Foresight. Future Motions.

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Initials & Name  J      Trier                                              Student number  4923286

Title of Project    Future brand reputation: A framework using AI and strategic foresight.

**Personal Project Brief** - IDE Master Graduation

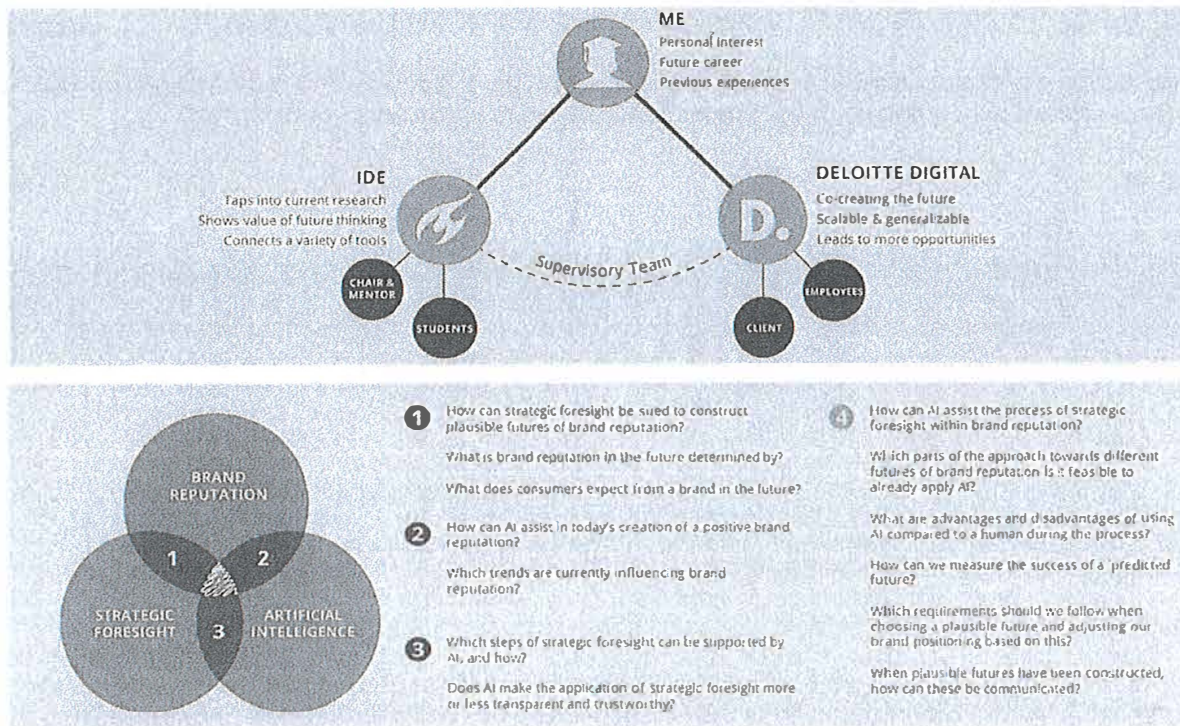Introduction (continued): space for images



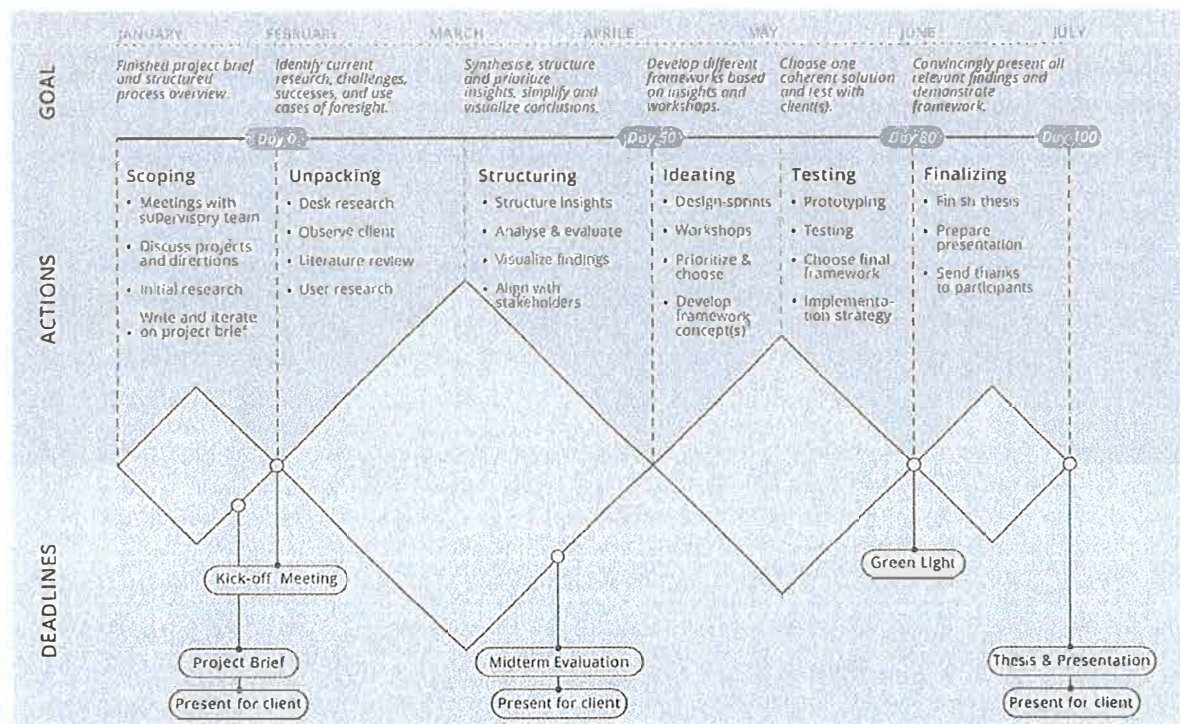image / figure 1:    This figure shows the main stakeholders and their top interests matching this project.



image / figure 2:    The above figure shows the expected process and key actions in each phase.

Initials & Name  J     Trier                                                            Student number  4923286

Title of Project    Future brand reputation: A framework using AI and strategic foresight

With the increasing amount of brands and marketing messages consumers are faced with, it is necessary for brands to build a future-proof reputation meeting their consumers' expectations and contributing to the competitive advantage. As brand reputation is said to be co-created by consumers, society, and the brand itself [1], the brand will need strategic foresight to prepare for future consumer behavior and societal changes. Additionally, with the increase of data and development within AI, a new research field is emerging arguing that AI has the potential in strengthening the process of strategic foresight [2]. However, a lack of structured processes and tools for brands to perform strategic foresight has been identified [3]. Therefore, this project will address this issue by investigating (1) current approaches of strategic foresight, (2) which parts should be prioritized when focusing on brand reputation, and (3) how AI can support brand managers in this process. Based on this, a framework can be suggested to structure the process and support the brand managers in creating a brand reputation that ensures competitive advantage within a future market.

Sub-areas to research:
- which data can/should be used to foresee suitable branding directions
- which challenges and successes does currently exist when a brand practises strategic foresight

[1] Beverland, M. (2018). Brand Management: Co-creating meaningful brands. SAGA Publications Inc.
[2] Kim, J., Han, M., Lee, Y., & Park, Y. (2016). Futuristic data-driven scenario building: Incorporating text mining and fuzzy association rule mining into fuzzy cognitive map. Expert Systems with Applications, 57, 311-323.
[3] Hammoud, M. S., & Nash, D. P. (2014). What corporations do with foresight. European Journal of Futures Research, 2 (1), 42.

I will propose a framework providing a step-wise approach for brand managers to explore their plausible futures with the support of artificial intelligence. Furthermore, the framework will provide an immersive digital environment of the futures to encourage dialogue regarding the decisions of the brand's future.

Since the research has not yet begun, it is hard to say which solutions might be suitable for the challenges spotted. However, it is expected that a holistic framework for doing strategic foresight supported by AI within brand reputation will be created. Furthermore, this framework will be tested on client(s) of Deloitte Digital. Guidelines for how to apply data and AI in the process is expected.

Creative solutions to immerse the brand in imagining the future could be expected - e.g. (1) prototypes of games and hypertexts to provoke thoughts about future trends, technologies etc. in a given industry, (2) interactive animations of different futures depending on the decisions a brand makes today, or (3) augmented or virtual reality prototypes of the imagined future.

However, the solution is guided by the insights gained in the first phase of the process, and thus not pre-defined.
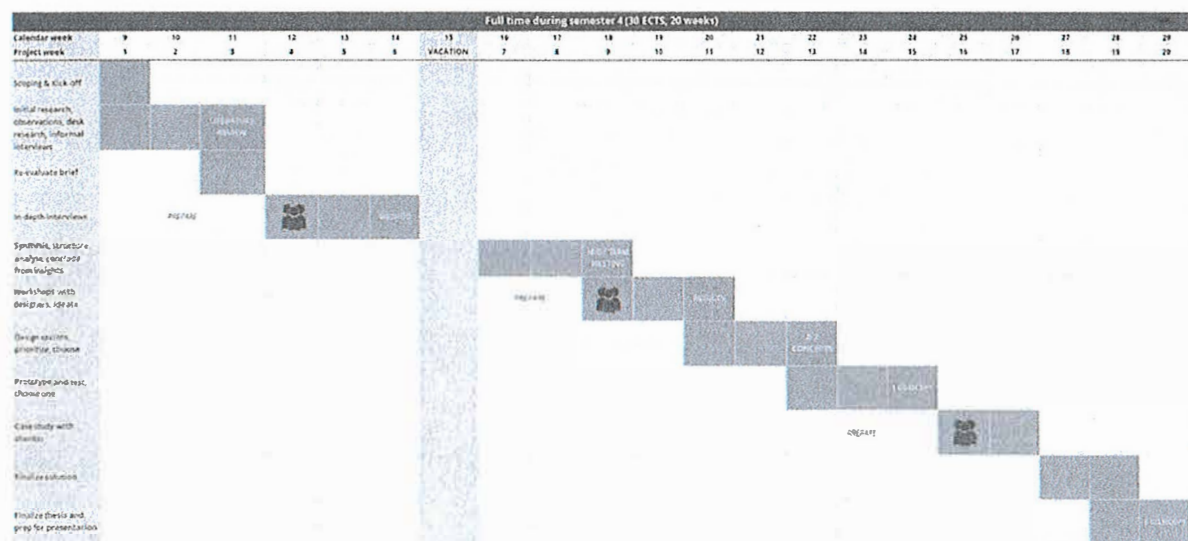
## Personal Project Brief - IDE Master Graduation

**TU**Delft

start date    24  ·  2  ·  2020                                    17  ·  7  ·  2020    end date

The above figure shows the process as currently expected. During the 100 working days my goal is to accomplish the following;

- IDENTIFY the current use of strategic foresight within brand reputation through literature reveiw, in-depth interviews with experts (within respectively strategic foresight, branding, or AI/data science) and designers, and additionally, explore the current state of AI within this context

- MAP out the main challenges and successes for both designers and experts

- ANALYSE and prioritize the insights

- IDEATE on solutions for the main challenges through co-creative workshops with designers

- DO iterative design sprints to end up with 2-3 concepts

- PROTOTYPE and test these concepts

- CHOOSE one concept and VALIDATE it through the use of Deloitte Digital client(s) as a case study

Initials & Name  **J**      **Trier**                                    Student number  4923286

Title of Project    Future brand reputation: A framework using AI and strategic foresight

This project will entail a combination of proving/improving already acquired skills and skills which I hope to develop during the 5 months.

Prior work as freelancer, project manager in a Digital Agency, UX and strategic designer for Deloitte Greenhouse, and facilitator of workshops at Vanderlande has, together with my studies, given me a variety of skills such as (1) constant shifting between analytical thinking and creative exploration, (2) future thinking and visualizing, (3) facilitating workshops, and (4) mixing and tailoring tools and methods to suit different goals. All of these will most likely be used and improved throughout this project.

Furthermore, I have the later years developed a personal interest in AI and designing for big data. Due to this interest, I enrolled to the elective course Machine Learning for Intelligent Products, which gave me a basic understanding of how to analyse big datasets and experiment with different machine learning and neural network methods to create trustworthy predictive models.

I hope to further develop my skills within AI, brand reputation theory, strategic foresight tools and methods, and the project management of an individual project of this size.

# INTERVIEW GUIDE

## FOR AI EXPERTS

**Duration of the interview:** approx. 30-45 minutes

**Interviewee:**

**Time and date:**

**Objective:** Generate insights into (1) the common application of AI methods, (2) the relationship between foresight and AI, and (3) the more technical aspects of prediction.

## TOPIC 1 | INTRODUCTION

1.1) Who am I and why do I need you.

1.2) Introduction of the interviewee and their expertise (take me through a typical project).

1.3) Introducing the structure of this conversation.

## TOPIC 2 | THE COMMON APPLICATION

2.1) How would you **define** artificial intelligence?

2.2) What is in your opinion the most **common areas** that it is being applied today? And why?

2.3) Do you see any industries or specific areas where the use of AI is **emerging**?

2.4) Which **channels** would you say you most often use to gather data?

## TOPIC 3 | FORESIGHT & AI

3.1) What is your opinion on using AI to **predict societal changes** and future human behaviour?

3.2) Do you know of any predictive models which predict **far into the future** - or what is the general **time horizon** for predictions in your field?

3.3) Do you see some **limitations** of predicting future trends and behaviour based on the data we have available today?

## TOPIC 4 | TECHNICAL

4.4) If you want to **predict big shifts** in for example food trends, how would you approach the problem? !!! How would you **train** the model(s)? !!!

4.5) Do you have any experience or knowledge about AI being used to output something **visual** (generative adversarial networks, creative AI etc)? For example, could I potentially get a model to assist me in designing a food concept building on the shift that we just predicted?

## TOPIC 5 | OPEN DISCUSSION (IF THERE IS TIME)

[story-telling]
Imagine that you have an AI-assisted tool which is automatically gathering data about a  company's customers, societal changes, competitors and other relevant information. This tool then combines all of this and returns multiple future directions that this company should consider to stay relevant.

5.1) What are your **first thoughts** about this tool?

5.2) What **methods of AI and/or machine learning** would you imagine this tool needs to be able to deliver?

## TOPIC 6 | WRAP-UP

[Summarize]
So now we've been talking about your perspective of artificial intelligence and its common use cases today, and what I've heard you say is that you believe the these are _____ and also that it might be emerging in _____. Also, we talked about using AI to help predict certain changes in society and behaviour, and I understand that you _____. And regarding this fictional tool I presented, what you believe is that _____.

6.1) Is this correctly understood?

6.2) Do you have anything to add, anything that pops into your head regarding what we've been talking about?

6.3) Would you want to be updated on how the research turns out?

Thank you - and if you suddenly think of something else don't hesitate to reach out.

# INTERVIEW GUIDE
## FOR BRANDING EXPERTS

**Duration of the interview:** approx. 30-45 minutes

**Interviewee:**

**Time and date:**

**Objective:** Generate insights into (1) the core of a brand, (2) the relationship between branding and foresight, and (3) whether they have any knowledge regarding the appliance of AI in their field.


## TOPIC 1 | INTRODUCTION

1.1) Who am I and why do I need you.

1.2) Introduction of the interviewee and their expertise (take me through a typical project, their specific way of working/process).

1.3) Introducing the structure of this conversation.


## TOPIC 2 | THE CORE OF A BRAND

2.1) How would you **define** a brand?

2.2) What are in your opinion the **core elements** of a brand?

2.3) Have you experienced a **change** in the perception of a brand during your time in the field?

2.4) What do you believe are the most **influential forces** of the consumers' perception of a brand?

2.5) What is the future of branding in your perspective? (**fluid**/liquid/dynamic/lean branding)

2.6) **How long** would you say it takes a brand to successfully change a core element?


## TOPIC 3 | FORESIGHT IN BRANDING

3.1) How **far out in the future** do you believe it makes sense to look when dealing with branding activities (e.g. constructing or (re)positioning?

3.2) Would you say you use for example **trend research**, weak signal analysis, scenarios or **other tools** like these when doing branding activities?

3.3) What sort of **data and insights** would you, in general, say you look at the most during your work?


## TOPIC 5 | OPEN DISCUSSION IMPORTANT

[story-telling]
Imagine that you have a tool which is automatically gathering data about your brand's customers, societal changes, competitors and other relevant information. This tool then combines all of this and can give you multiple future directions that your brand should consider to stay relevant).

5.1) What are your **first thoughts** about this tool?

5.2) **What information/data** do you imagine is most important for this tool?

5.3) Which **channels** would you expect this tool to gather information from?


## TOPIC 4 | KNOWLEDGE OF AI (IF THERE IS TIME)

4.4) Are you familiar with any areas of branding which are now being supported by **AI/deep learning/machine learning**?

4.5) What is your opinion about using a **more data-driven** approach to branding?

4.6) Are there areas where you think there are **disadvantages** of **relying** on technology such as AI?


## TOPIC 6 | WRAP-UP

So now we've been talking about your perspective of a brand and its core elements, and what I've heard you say is that you believe the core elements are _____, and that fluid branding is _____. Also, we talked about whether you use specific methods to look into the future when doing branding, and I understand that you _____. In terms of AI within branding, you say that _____. And regarding this fictional tool I presented, what you believe is that _____.

6.1) Is this correctly understood?
6.2) Do you have anything to add, anything that pops into your head regarding what we've been talking about?
6.3) Would you want to be updated on how the research turns out?

Thank you - and if you suddenly think of something else don't hesitate to reach out.

# INTERVIEW GUIDE

## FOR FORESIGHT EXPERTS

**Duration of the interview:** approx. 30-45 minutes

**Interviewee:**

**Time and date:**

**Objective:** Generate insights into (1) the core of practising foresight, (2) what main channels and methods do they use to gather insights when practising foresight and (3) whether they have any knowledge regarding the appliance of AI in their field.

## TOPIC 1 | INTRODUCTION

1.1) Who am I and why do I need you.

1.2) Introduction of the interviewee and their expertise (take me through a typical project).

1.3) Introducing the structure of this conversation.

## TOPIC 2 | THE CORE OF FORESIGHT

~~2.1) How would you **define** (strategic) foresight?~~

2.2) What is in your opinion the **core elements/principles** of practising foresight?

~~2.3) Is foresight in your experience **well-received and used** in the corporate world?~~

~~2.4) How is your general foresight **process** and which **methods** are often used? (if not answered in introduction)~~

## TOPIC 3 | GATHERING INSIGHTS

3.1) During this process, how do you in general **gather data**? And **what** data?

3.2) How do you judge a source's **validity**?

~~3.3) What sort of **data and insights** would you, in general, say you look at the most during your work?~~

3.4) How do you **communicate** the findings of your insights?

3.5) What are in your experience some of the most successful ways of communicating these multiple futures to others outside of the field of futures studies?

## TOPIC 4 | KNOWLEDGE OF AI

4.4) Are you familiar with any areas of foresight which are now being supported by **AI/deep learning/machine learning**?

4.5) What is your opinion about using a **more data-driven** approach to foresight?

4.6) Are there areas where you think there are **disadvantages** of relying on technology such as AI in the foresight discipline?

## TOPIC 5 | OPEN DISCUSSION

[story-telling]
Imagine that you have a tool which is automatically gathering data in a certain industry to do horizon scanning, megatrend analysis, scenario planning and design futures. This tool can then provide a particular brand with multiple future directions that this brand should consider to stay relevant.

5.1) What are your **first thoughts** about this tool?

5.2) When do you see the automation as an **advantage?** When **not**?

5.3) What is in your opinion the most successful way of **communicating** the outcome of foresight to a company?

## TOPIC 6 | WRAP-UP

[Summarize]
So now we've been talking about your perspective of practising foresight and its core elements, and what I've heard you say is that you believe the core elements are _____, and that fluid branding is  _____. Also, we talked about specific methods and data gathering, and I understand that you _____. In terms of AI within foresight, you say that _____. And regarding this fictional tool I presented, what you believe is that _____.

6.1) Is this correctly understood?

6.2) Do you have anything to add, anything that pops into your head regarding what we've been talking about?

6.3) Would you want to be updated on how the research turns out?

Thank you - and if you suddenly think of something else don't hesitate to reach out.

# CREATIVE SESSION

Featuring a data scientist and a strategic designer

**Duration**: 2 hours

**Goal**: To investigate the possibilities of predicting future scenarios for brand managers with AI techniques based on current data.

**Participants**: A data scientist with several years of work experience and deep knowledge within predictive machine learning models and a strategic designer with experience within strategic/brand positioning and currently working on replacing personas with AI models using consumer data.

**Materials**: Sticky notes, pens, paper, storyboard template, priority matrix template

## STRUCTURE

1) **The brand manager's problem**
   Probing questions
   - From the top of your mind - what is your favorite brand and why?
   - What is your opinion of Jumbo? Do you have any digital interaction or experience with the brand?

   Storytelling
   *Jack is a brand manager at Jumbo. The supermarket industry is experiencing a lot of changes due to people's expectations and technological development. Jumbo has recently been losing their grip on their younger buyers, and Jack is now asked to come up with a brand strategy focusing on how the brand should develop so they can stand out amongst their competitors. He's sure that the expectations consumers have to supermarkets will change a lot during the next years - but how will it change? What do people expect from the shopping experience? And which values do younger people appreciate from a shop's brand? How will we interact with Jumbo in the future?*

   Questions
   - What would you do if you were in Jack's position?

2) **The data**
   Individual brainstorm on sticky-notes
   What sort of data and information should Jack start collecting to be able to imagine the expectations of Jumbo's future customers?

Introduce your sticky-notes
What data did you write down and why?

Cluster and put them on a matrix
How important is this data for Jack's task and how accessible is it (which channels)?

AI and machine learning
Write down individually: How can AI and machine learning help Jack in his work?

Explain: What did you write and why?

Discussion about AI, predictive models, simulating the future, visualizing complex datasets.

3) **The solution**
What sort of data-driven solutions could support Jack in creating a better digital experience for the future customers of Jumbo?

Storyboarding
Write (and draw if possible) a short story where Jack has a solution that can help him with predicting how the future customers want their digital experience to be. The tool can be everything from a new step-by-step process or method to an app, a robot, a board game, a video game or something even more creative.

Discussion about storyboards, how they would want this tool to present the future, what would make them trust this tool etc.

___ OLD STORY __

*Jack is a brand manager. He is responsible for the branding of a new hospital being built in Haarlem. The hospital is said to be ready for use in the beginning of 2030 - 10 years from now. The healthcare industry is experiencing a lot of changes due to people's expectations and technological development. He's now faced with the task of positioning the hospital in the market. There are quite a lot of other private hospitals in the area, so it is important that Jack is able to make this hospital appear as attractive as possible. He's sure that the way people experience hospitals will change a lot during the next 10 years - but how will it change? What do people expect from this experience? How will we interact with hospitals in the future? Do we want it to be a fun experience? Or a fully-digital one? Or something completely different from what we can imagine today?*

# CREATIVE SESSION

FEATURING DATA SCIENTIST & STRATEGIC DESIGNER

# TODAY'S
## AGENDA

*Duration 1.5 hour*

1. **THE PROBLEM**

2. **THE DATA**

3. **THE SOLUTION(S)**

# MEET JACK

Jack is a **brand manager at Jumbo**. The supermarket industry is experiencing a lot of changes due to people's expectations and technological development. Jumbo has recently been losing their grip on their younger buyers, and Jack is now asked to come up with a brand strategy focusing on how the brand should develop so they can stand out amongst their competitors. He's sure that the expectations consumers have to supermarkets will change a lot during the next years - but how will it change?

What do people **expect** from the shopping experience?

And which **values** do younger people appreciate from a shop's brand?

How will we **interact** with Jumbo in the future?

# WHAT

## WOULD YOU DO?

What do people **expect** from the shopping experience?

And which **values** do younger people appreciate from a shop's brand?

How will we **interact** with Jumbo in the future?

4

# THE DATA

INDIVIDUAL BRAINSTORM

What sort of information should Jack start collecting to be able to imagine the expectations of Jumbo's future customers?

TELL US

What did you write down and why?

LET'S CLUSTER

Are some notes the same or related?

LET'S PRIORITIZE

How important and accessible is this information for Jack?

INDIVIDUAL BRAINSTORM

With this data in mind, how can AI/ML help Jack in his work?
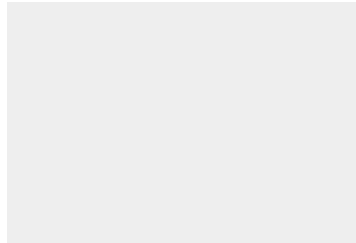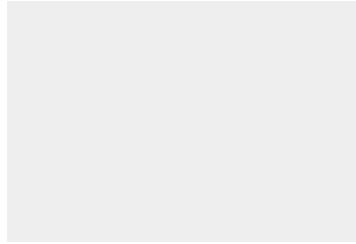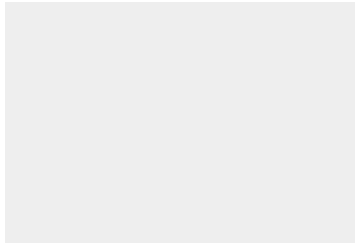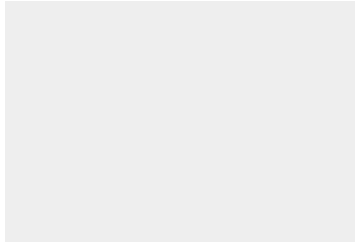
TELL US & DISCUSS

What did you write down and why?
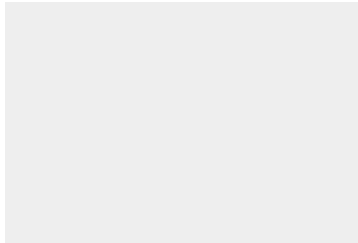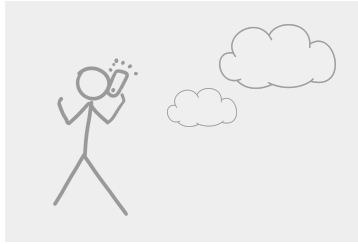
THE SOLUTIONS

STORYBOARD

# What sort of data-driven solutions could support Jack in making Jumbo stand out?

*Everything is allowed from new processes, tools, apps, robots, board games, video games etc.*

## STORYBOARD
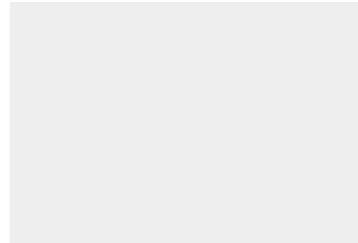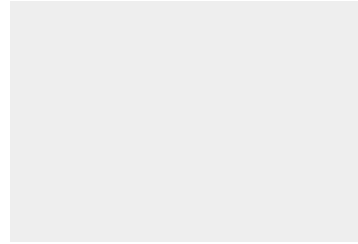
TELL US & DISCUSS

What solution(s) did you draw/write down and why?

# THE END

Comments, feedback and thoughts?

# INTERVIEW GUIDE
## FOR CLIENT VALIDATION

**Duration of the interview:** approx. 30-45 minutes

**Objective:** To validate the usefulness of MindMatch and the client's willingness to pay.

## TOPIC 1 | INTRODUCTION

1.1) Who am I and why do I need you.

1.2) The product: Marketing website (what draws the attention, from scrolling through what are the expectations), prototype walkthrough

## TOPIC 2 | USEFULNESS

2.1) Do you see value in a tool like this for DSM? Benefits?

2.2) What would you say is the most valuable function?

2.3) Can you imagine taking some decisions regarding the brand and communication strategy of DSM based on these insights?

## TOPIC 3 | WILLINGNESS TO PAY

3.1) Could you imagine the tool as an addition to the offerings you get from Deloitte Digital?

3.2) Would it be of interest to DSM to pay for such as tool and have Deloitte Digital maintain it while it monitors DSM's online engagement?

## WRAP-UP

Do you have other comments or questions?

Thank you

# INTERVIEW GUIDE

FOR EMPLOYEE VALIDATION

**Duration of the interview:** approx. 30-45 minutes

**Objective:** To validate the usefulness and usability of MindMatch.
**Prior to interview**: Send marketing website

## TOPIC 1 | INTRODUCTION

1.1) Who am I and why do I need you.

1.2) Your role and typical projects within Deloitte

1.3) The product: Marketing website and prototype introduced.

1.4) Explore the website a bit. What are your first thoughts of the product after seeing the website?

## TOPIC 2 | USABILITY TEST, THINK ALOUD

2.1) **First task:** Add a new project to Nike and enter the project.

2.2) **Second task**: Explore what you see on the screen. You will be able to click anywhere to see which elements are clickable.

2.3) **Third task**: Evaluate the match between Nike and its online users.

2.4) **Fourth task**: Discover the weak signal - explore it all the way down to single posts .

2.5) **Fifth task**: Start co-creating via the Futures Wheel exercise on a possible future campaign based on this signal.

## TOPIC 3 | USEFULNESS

2.1) Would you find the platform useful in your work?

2.2) Which functionality seems most useful to you?

2.3) When in the process could you see this adding benefits to your work with clients?

2.4) Do you see the product holding benefits for Deloitte Digital? Which?

2.5) Did it match your expectations based on the marketing website? Why/why not?

**WRAP-UP**

Do you have other comments or questions?

Thank you