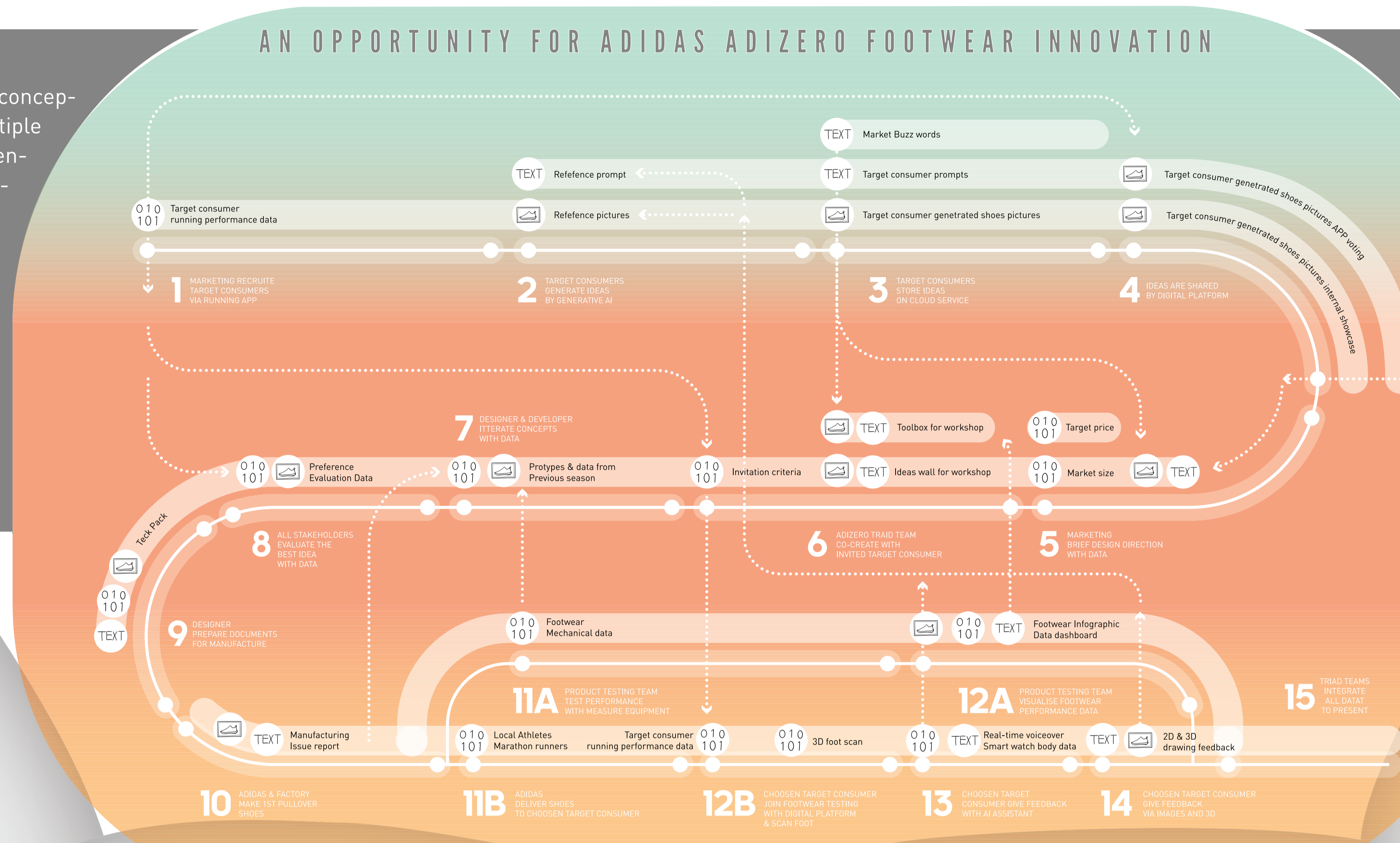


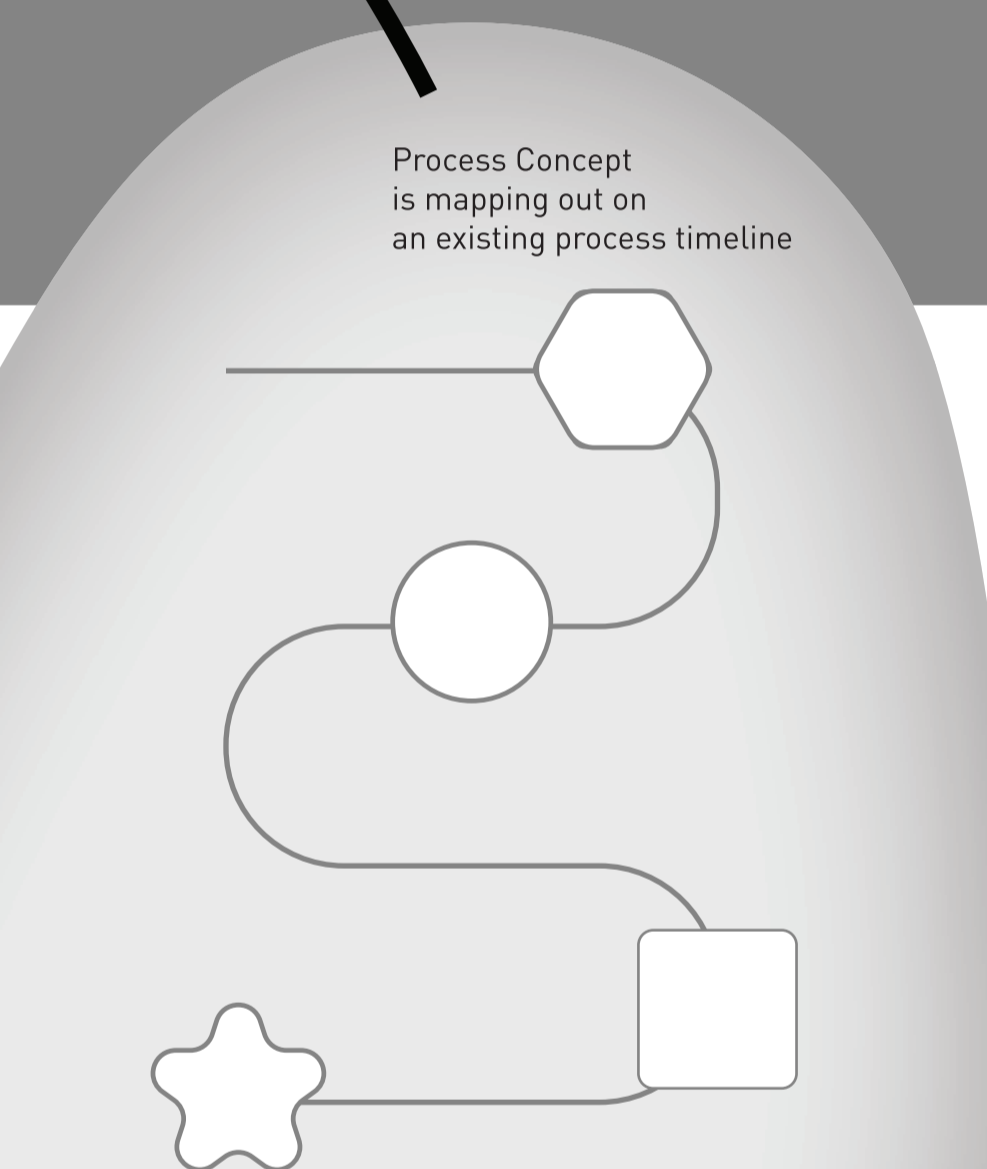
A DESIGN STRATEGY FOR STAKEHOLDERS IN FUZZY FRONT-END OF SPORTS INNOVATION

This project mainly develop its own conceptual framework for engaging multiple stakeholders to co-create a new engagement strategy. Based on context analysis at Adidas footwear team, author found a challenge for Adizero to engage target consumer in Fuzzy Front-End (FFE).

By using this conceptual design framework to co-create together with target consumers, we finally come up with a data-enabled engagement strategy for Adizero Footwear FFE to enhance every stakeholder's engagement level in the process for a better decision-making outcome.



Design Iterate



1 Collect

context with Super Power Booklet to get latent expectation for innovation activities

interview content

2 Analyse

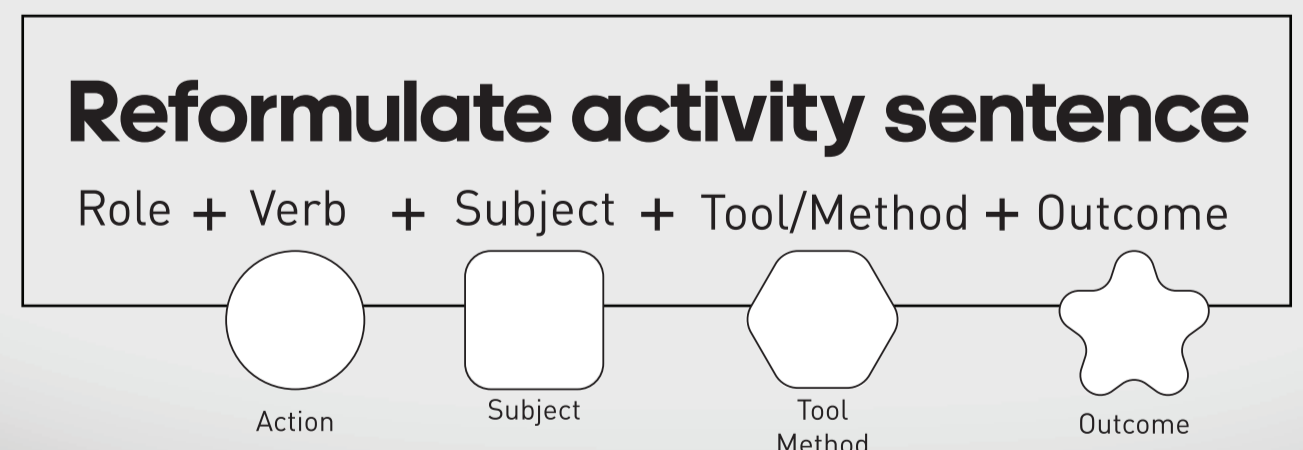
latent expectation with Stakeholder Analysis Canvas

	FFE for Now		Character		FFE for Future	
	Activity		Now	Future	Activity	
	Regular work	innovation			Regular work	Innovation
Power	Internal					
	External					
Interest	Internal					
	External					
Attitude	Internal					
	External					

to filter the key activities

3 Reformulate

key activities into Stakeholder SuperPower Stickers



4 Co-Create

with Stakeholders in Sticker-Based Co-creation Workshop

Ping-Yu Hsieh
 A design strategy for stakeholders in fuzzy front-end of sports innovation
 4 October, 2023
 MSc. Strategic Product Design

Committee
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Company Adidas AG

