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.

Unravel your initiative in the blink of an eye!

- **KICK-OFF**: Get to know the group and discuss expectations.
  - 15:00 MIN

- **POSSIBLE SOLUTIONS**: Write down all the possible solutions you might have for the initiative.
  - 5:00 MIN

- **ARCHAEOLOGY**: Discover the background & experiences associated with the initiative.
  - 30:00 MIN

- **PARADOX**: Investigate the problem’s core by highlighting the paradox.
  - 15:00 MIN

- **CONTEXT**: Make a mindmap of the stakeholders who are absolutely and possibly involved in the initiative.
  - 30:00 MIN

- **VALUES & NEEDS**: Try to find out the intrinsic motivations of each stakeholder.
  - 30:00 MIN

- **VALUES CHECK**: Create insight into the focus points regarding the strategy.
  - 60:00 MIN

- **FRAMES**: Enter the ‘frame format’ to indicate possible focus points for the design process.
  - 30:00 MIN

- **THEMES**: Look for connections between the values and needs and cluster them into overarching themes.
  - 45:00 MIN

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