# Knowledge is Key

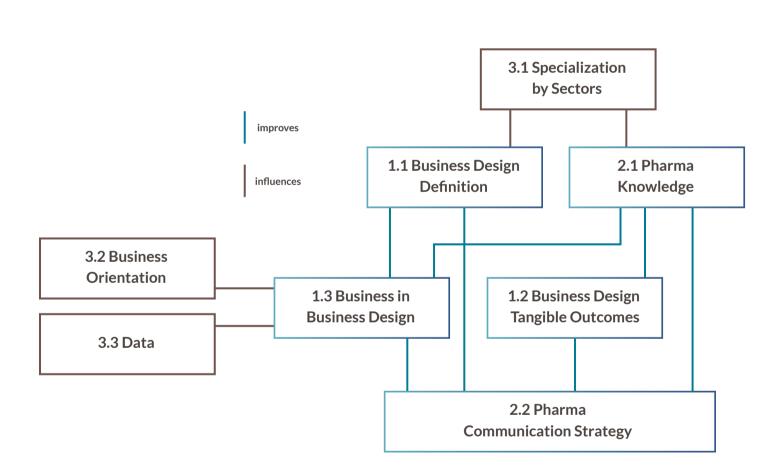
# Designing a digital platform & strategy for industry-related knowledge management

## Challenge

The goal of this project was to improve the value proposition of the Business Design department of Opinno for Pharma projects.

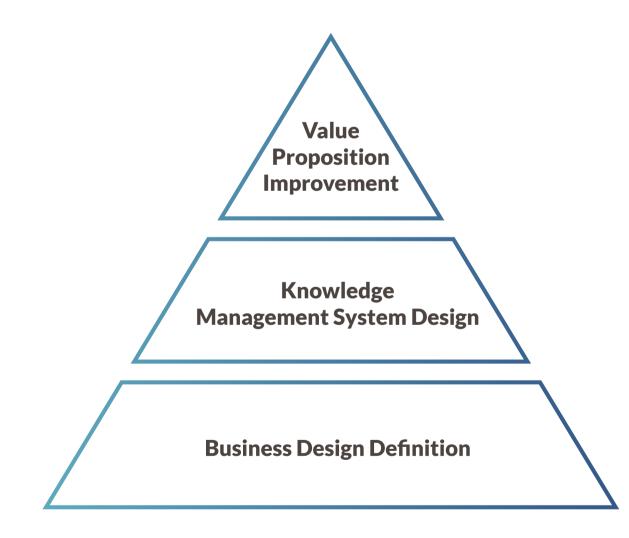
### Research

After conducting internal QL research to detect needs, it was found that 2 opportunity areas needed to be solved before improving the value proposition. External QL research helped to shape the solution.



#### Needs

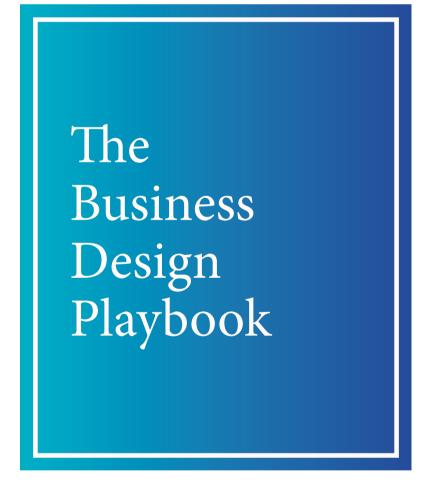
Research showed that a
Business Design definition
was needed to create
alignment in the
department, and knowledge
management was required
to improve Pharma
practices.

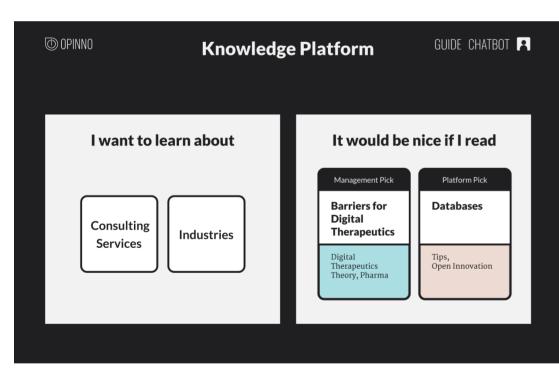


#### Solution

A Business Design
Playbook was designed,
with definitions, situations
of use, process, tools and
vocabulary. It aims to be a
framework for the
department.

A Knowledge Platform was designed and prototyped. A process was created to be used, and its aim is to help users to capture, store and access knowledge generated from projects and trainings.





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