

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 Opunno 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.

