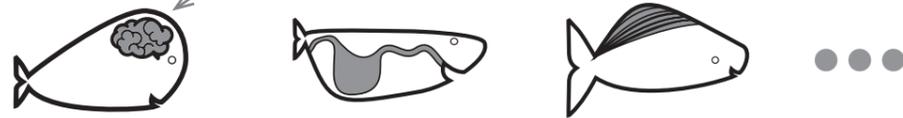


### INSTRUCTIONS:

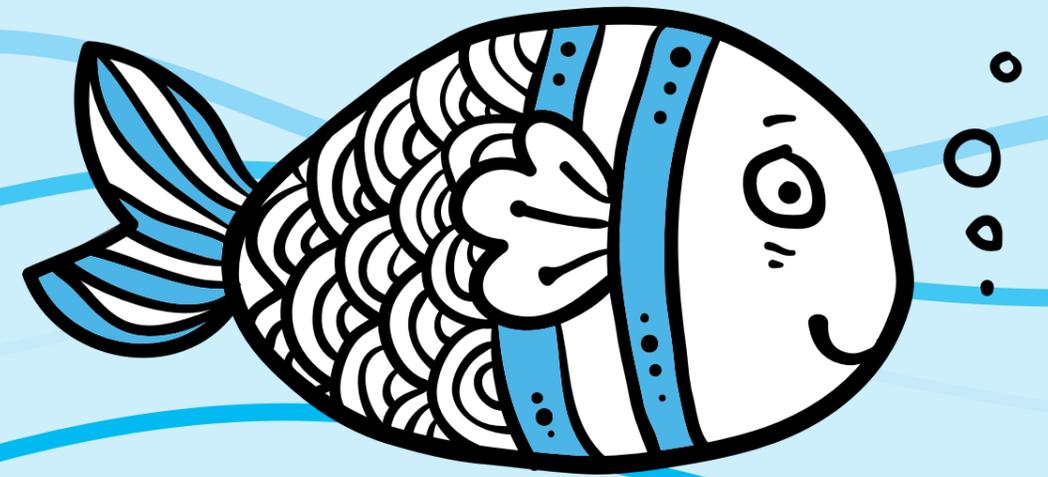
Through the Strategic PES, designers and company representatives can identify gaps and inconsistencies within the company and then sketch a fish, which represent the current situation of the organization in its context.

One example is a **big-head fish**, a company with a well-developed know-how that is aware of their values, mission, and vision but has a limited understanding of their clients, a disorganized portfolio, and limited facilities.



DRAW YOUR FISH HERE

## Dive log 1



# UNDERSTANDING THE PRESENT

As part of the Activity 1 *Understanding the present*, the designers apply the Strategic PES with the company representatives, to set a *domain* and a *time frame*.

According to Hekkert and van Dijk (2011), the *domain* delimits the focus area of the process in which designers aim to contribute, "acting as a map that guides [the] exploration of the context and the factors to be taken into account. [It is] (preferably) a particular area in life."

Moreover, the *time frame* is an interval of time which moves from the world as it is to the speculative future, to help companies map change when they think about the future (Mejia, Pasma, et al., 2016).

More details online <http://dive.pktweb.com/>



# I. UNDERSTANDING THE PRESENT



The designers facilitate a workshop with the company representatives to apply the **Strategic PES (Product, Experience, and Service)**, which is a tool to conduct a visual-internal and external- analysis of SMEs.

The workshop is divided into two sections:

// **Analysis.** Using the **canvas**, the designers lead the analysis in which they perceive the company like a fish that is split into four parts. In the horizontal axes, (a) the head that describes the company's knowledge and values; and (b) the tail that shows the users as a steering wheel that directs the enterprise. In the vertical axes, the (c) belly that plots the products and services and (d) the back that displays the company's infrastructure.

// **Scope.** Using the **Worksheets 1 and 2**, the designers report the insights into the strategic situation of the organization in its context, which leads to the definition of a time-frame and a domain in the **Canvas 1 Strategic PES**.



2 hours and <50 Euros.

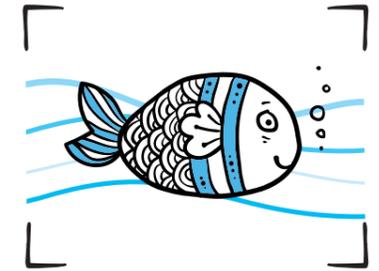


Designers and company representatives.



A **time frame** and a **domain** reported in the **Canvas Strategic PES** and the **Worksheets 1 and 2**.

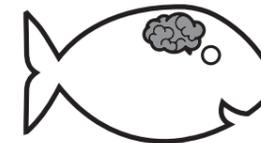
# REPORTING THE STRATEGIC PES



## INSTRUCTIONS:

Please write down the conclusions of each section of the Strategic PES in front of each diagram. This report is about the designer's perception of the company, don't copy the information presented by the company representatives in the workshop canvas.

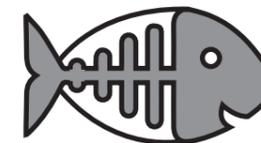
a



KNOW - HOW & VALUES

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

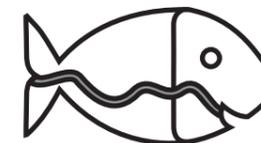
b



USERS

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

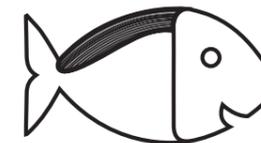
c



PRODUCT & SERVICES

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

d



FACILITIES & STAKEHOLDERS

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

04

01

03

02

Scenarios

01

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02

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03

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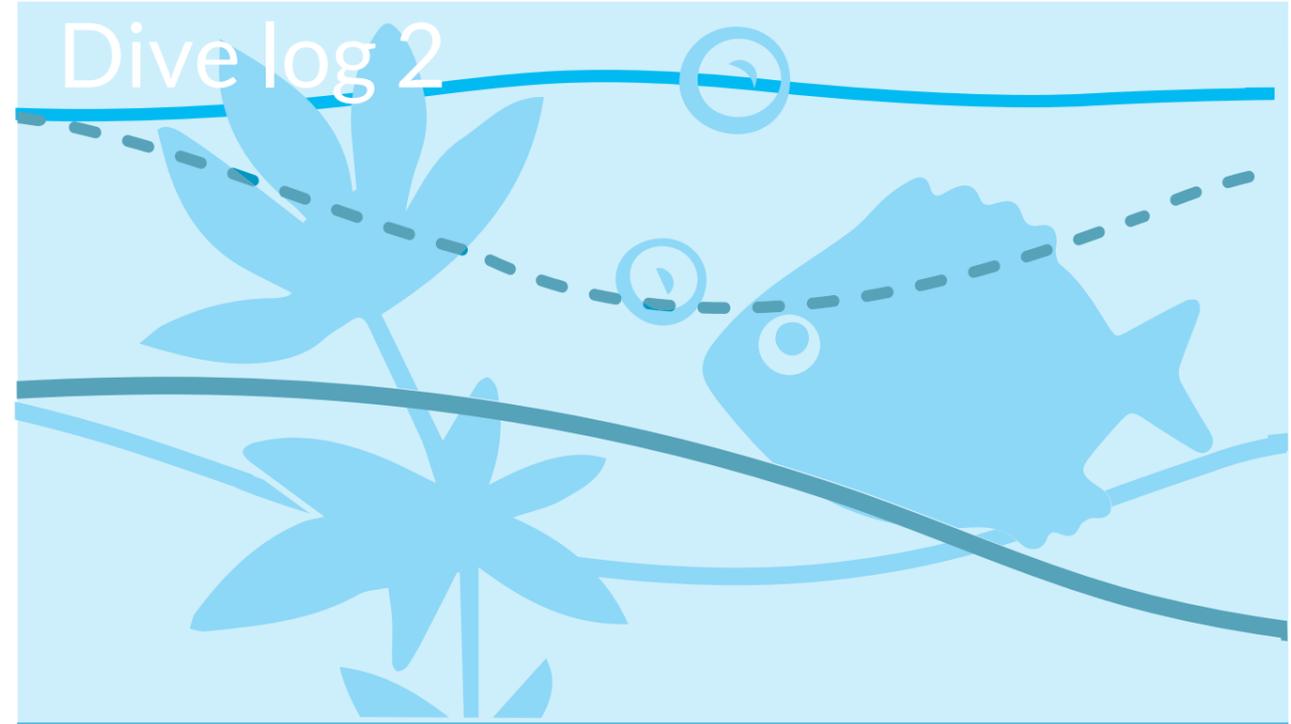
04

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# Dive log 2



# APPROACHING THE FUTURE

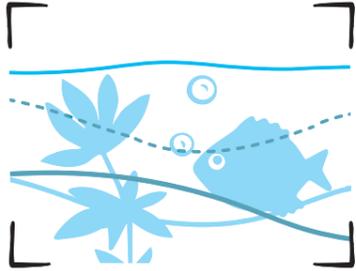
In *Activity 2 Approaching the future*, the designers conduct desk research and field work to collect context factors. With this picture of the future, they cluster these factors with the company representatives to define a *vision*, which captures what the vision concept should do and be before it is made.

The *vision* consists of a statement describing what the designers want to offer people within the domain, including a definition of the interaction qualities (Hekkert & van Dijk, 2011).

More details online <http://dive.pktweb.com/>



# REPORTING THE IMAGE OF THE FUTURE



### INSTRUCTIONS:

Write down the most relevant (e) trends & developments and (f) states & principles that you found in the research.

### TRENDS & DEVELOPMENTS:

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### STATES & PRINCIPLES:

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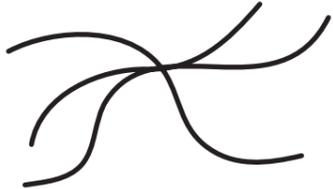
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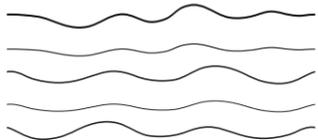
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(e)



(f)



## 2. APPROACHING THE FUTURE



This step is divided into three sections.

// First, using the **Canvas Context Factors**, the designers facilitate a creative session with the company representatives to start the collection of context factors.

// Second, when they have a preliminary list of factors, the team is split in two:

/// One designer and a company representative explore the domain through observing people daily life to enrich the collection of factors.

/// Simultaneously, the other designers and company representative research about the domain through several sources (e.g. internet, specialized journals, experts, etc.).

// Third, when they have enough factors, they continue with the creative session building an image of the future in the form of a vision.



2 hours and <100 Euros.



Designers and company representatives.



The **image of the future** and the **vision** in the form of a short text in the **Canvas Context Factors** and **Worksheets 3 and 4**.

### INSTRUCTIONS:

Please paste some images that illustrate the most important options considered during the process and the selected one (rough prototype selected). If some criterias are available please write them down.

OPTION 1	OPTION 2	OPTION 3
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A

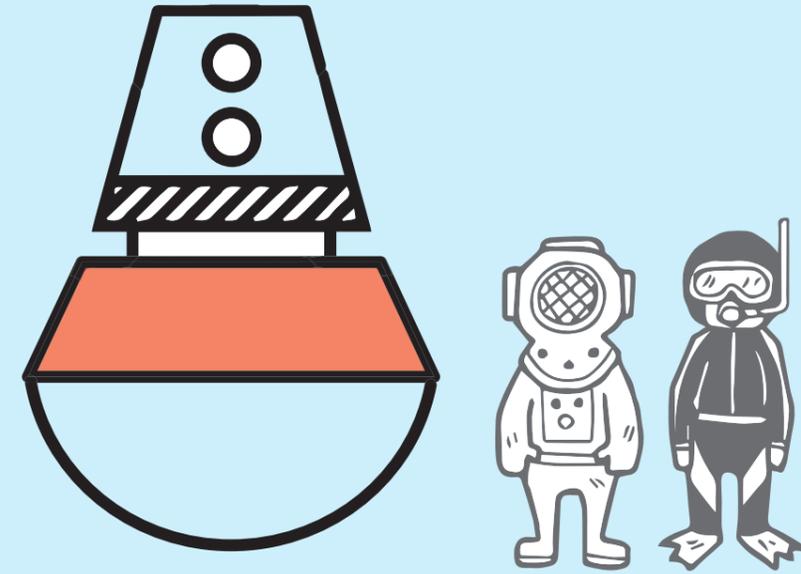
B

C

CRITERIA:

ROUGH PROTOTYPE

## Dive log 3



# EXPLORING THE FUTURE

Following the *vision*, in *Activity 3 Exploring the future*, the designers imagine, experience, test, select, transform, develop, and complete early ideas by making different prototypes: sketches, diagrams, and mockups (Sanders & Stappers, 2014).

By the end of this activity, they will have a collection of information that describes the *vision concept*: a concept product, service, or product-service system.

More details online <http://dive.pktweb.com/>





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Agenda:

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Goals:

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HYPOTHESIS:

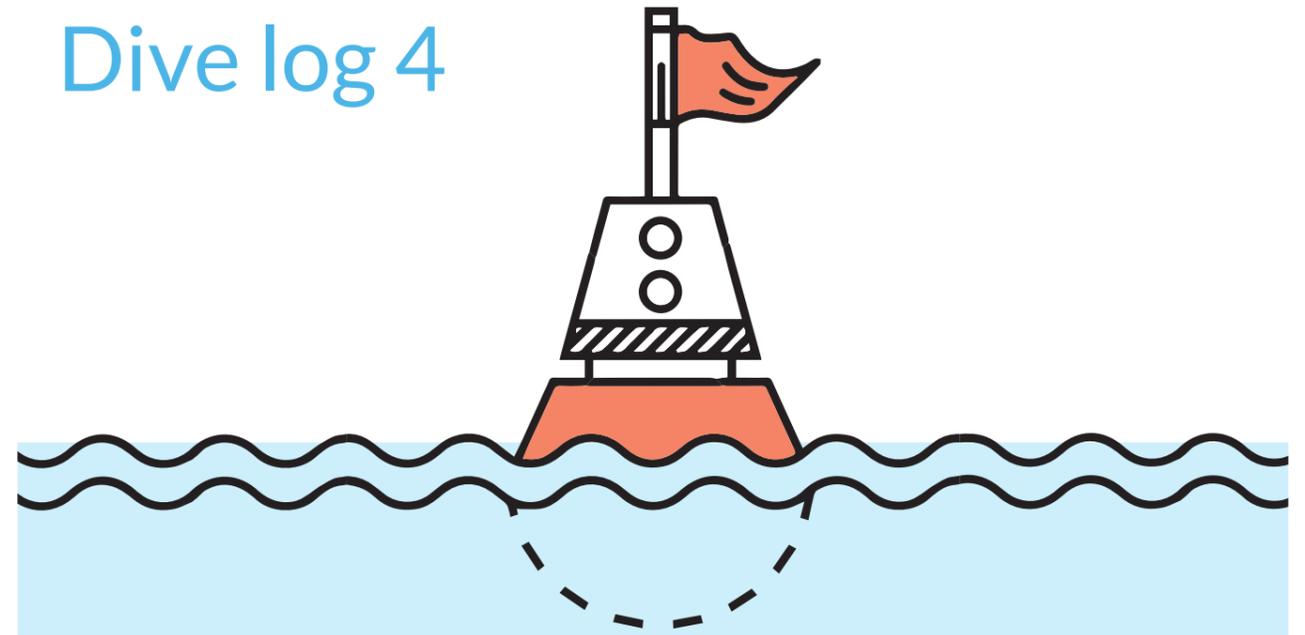
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# Dive log 4



## COMMUNICATING THE FUTURE

In *Activity 4 Communicating the future*, the designers make a rough prototype and create visuals and a narrative to share the vision concept. The last two elements support the prototype, placing the vision concept in an image of the future, complete with people, context, and their relationships. This support is important because, as Stappers (2013) argues, rough prototypes are physical manifestations of ideas or concepts that only give the overall idea, to evoke discussion and reflection.

More details online <http://dive.pktweb.com/>





## Dive log 5



# LOOKING BACK INTO

# THE FUTURE

Finally, in *Activity 5 Looking back into the future*, the designers facilitate a conversation with the company representatives and other stakeholders to map the company's future. The designers use the *vision concept*, embodied in the prototype, the visuals, and the narrative, to help participants express their thoughts, feelings, and ideas about the company's future. Along the conversation, the designers make a *road map* with strategic recommendations for the near and speculative future of the SME.

More details online <http://dive.pktweb.com/>

<http://dive.pktweb.com/>



TU Delft



# 5. LOOKING BACK INTO THE FUTURE



// The designers arrange and moderate a workshop with the company representatives and other relevant stakeholders.

// The designers document the workshop to produce a comprehensive report.



5 hours and <100 Euros.



Designers and company representatives.



**Recommendations** in the form of a roadmap.

## Worksheet 9



The world as it is:

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Speculative future:

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