DTRAIN e-newsletter ISSUE 5 DATE: February 2022

What you can find in this issue:

In The DTRaIN training material has been finalized and been uploaded in the e-learning platform. Facilitators have been selected for guiding the training of the 40 participants (10 from each partner country).

The coming period a Design thinking team will be established form the participants of the pilot training, to develop a design Challenge based on a real market case.

KA202 Strategic Partnerships for vocational education and training. Code: **2019-1-EL01-KA202-062997**

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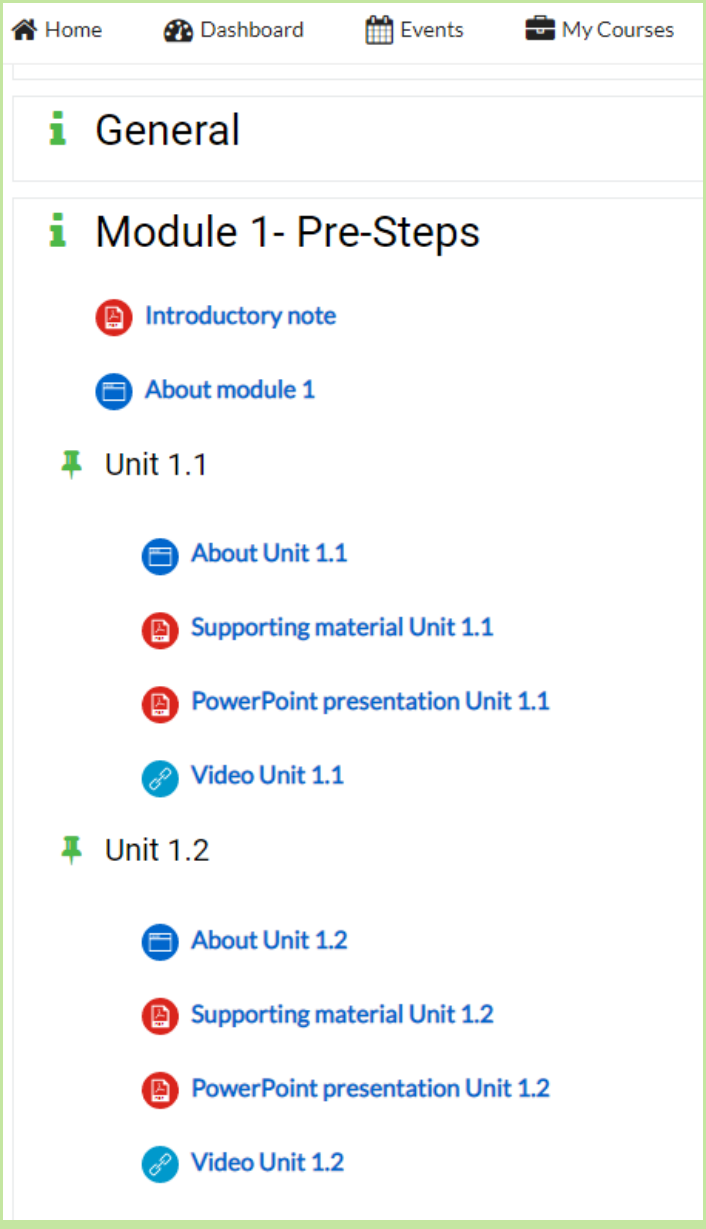
DTRaIN pilot training



The DTRaIN training material has been finalized and been uploaded in the e-learning platform.

40 participants (10 from each partner countries)., have been selected after wide announcement for expression of interest. Facilitators have been selected to guide the guide the ubiquitous training. Four participants form easch pilot training will form a design Thinking team to present a real market Design Challenge.

The training is expected to be finalized at the 15th of April 2022.

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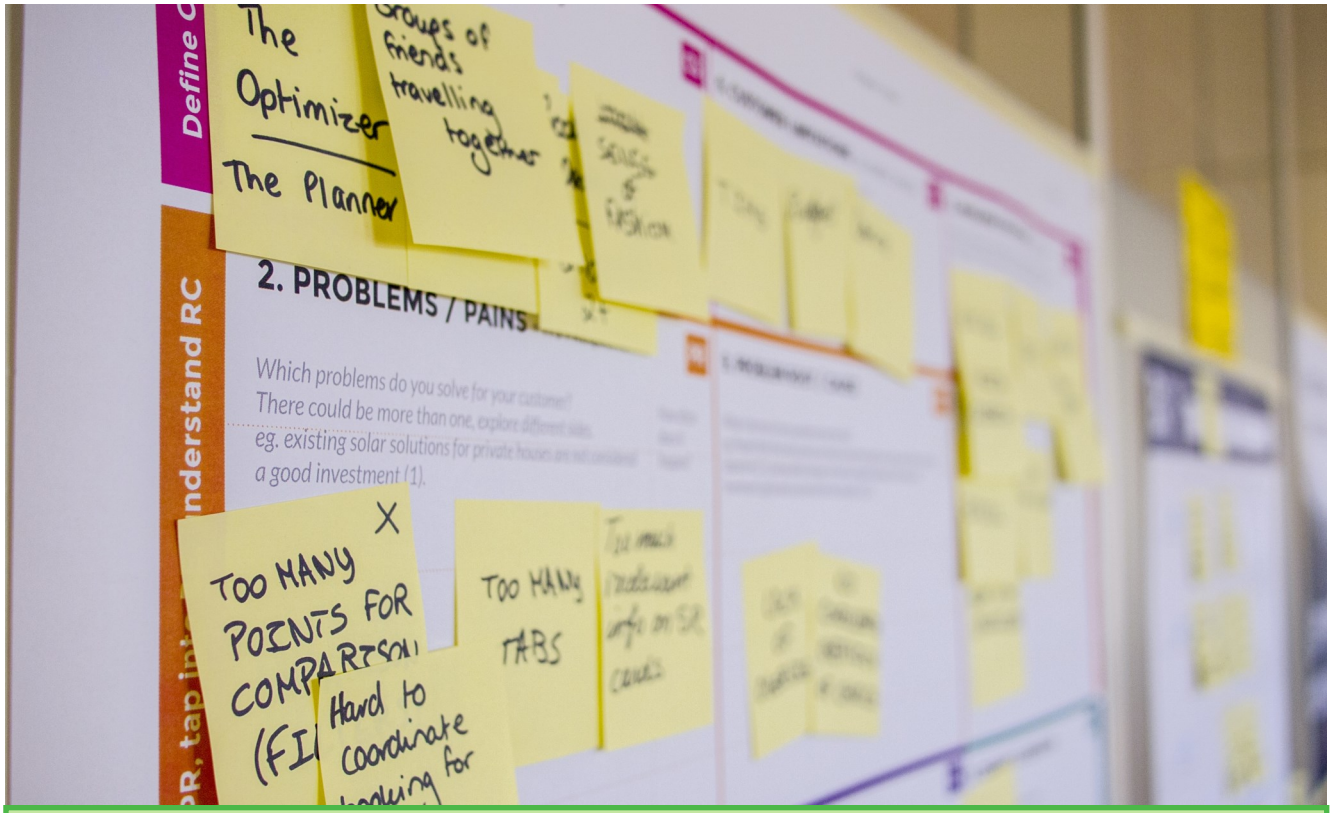

DTRaIN Design Challenges

The Design Thinking team

In the coming period, the training facilitators will establish a design Thinking team in each partner country. The participants of the DT team will be selected among the participants of the pilot trainings. The team will be a small group of four trainees that have skills complementary to one another and are committed to the common purpose of developing a design thinking report. (challenge)

Each Design Thinking team has selected an agri-food product or service of their region that will be the subject of the Design Thinking Challenge.

Before starting the Design Challenge a Design thinking team will be formed, comprised by participants of the Design thinking pilot training. The **first step** of the Design challenge will start with the team **gathering secondary data (**market reports, publications, trend reports, results from previous studies conducted etc.)

The next step of the challenge will contain an **observation study**. The Design Team will get an observation grid template (a small note book for collecting information) and will go out into the field and observe, talk with people, search on the internet, etc., and to report all insights and learning points into their own observation book. The aim will be the participants to become empathic with the users and the retailers. to immerge them self into the different situation and to learn as much as possible as fast as possible. A long list of learning points will be generated from this exercise.

The next step will be to **generate ideas** for solutions (ideation), and make simple **prototypes**.

The ten ideas that will be liked the most will then furthered be developed into idea platforms. Each platform consisted of an illustrative picture, a one sentence idea pitch, supported by observation, insights and quotes. These idea platforms very used as input to an idea generation workshop. The workshop consisting of all the participants facilitated by a moderator and a graphical industrial designer, who will help out visualizing the ideas that will be popped up during the process.

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Design Thinking in agri food sector

"Innovation in the food sector can be much more user oriented."

Design Thinking is a faster and cheaper way to include the voice of the consumer into the process —a learning approach that needs to be further discussed, improved and tested out within the food domain.

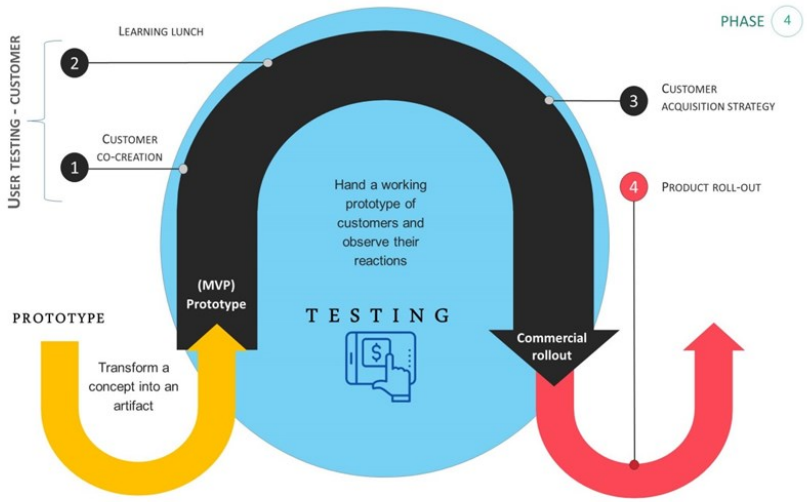
> **Design Thinking is a discipline that uses the designer's sensibility and methods to match people's needs with what is technical feasible and commercial viable.**
>
> *Brown (2008)*

Design Thinking has during the last 10-15 years evolved from a way of thinking among engineers when designing technical products to become a buzzword among business people. A simple google search on the term "Design Thinking" reveal more than 300 million hits. When including "food" into the search, the hits reveal that Design Thinking is slowly making its way into the food industry too. Consultancy firms and non-profit organizations offer Design Thinking help to individual firms, branch organizations and public food and health organizations (Ifooddesign.org, thinkingfooddesign.com, ideo.com/expertise/food-beverage).

Training Module: Testing

Treat your prototypes like they are right and your assumptions like they are wrong

LDI Berlin has developed the "User testing module" of the training material. In this phase, the DT team is ready to launch and learn from the real world, trying out the prototype User testing phase represents the process where the difference between invention and innovation for our the solution



fount as expressed in prototype, is revealed. The *invention* is doing something in a novel way; *innovation* requires that the invention create economic value. Invention doesn't produce revenue growth or profit growth.

In User Testing phase, insights are gathered and inform about the next steps. It might have to the current prototype design to be reiterated to fix a usability, or concept issue. The Prototype stage will be revised and User testing phase will be repeated. The design might completely fail in front of final users (alias). Getting back to ideation or observation phase can be a next step. It is also likely that the Design gets validated as extremely user friendly, and accepted, after the next step is moving ahead in the Product Development Process. Conducing, the Design Thinking process is a continuous iteration of the final product or service, until it is accepted by the final users. However, even then the process doesn't stop as user testing is ongoing conducting tests continuously, while adding new features and improving the product.

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