



INTRODUCTION
 1. Learning Factory
 2. Ecodesign
 What, Why, How?
 3. Training intro and rules.

SPRINT 1.
 ○ **Forming the teams and challenge**

TOOLS

- Ecodesign challenge brief

SPRINT 2. User Interview
 Understand the problem and challenge.

- Discover user needs
- Identify environmental, business and technology impacts
- Gathering inspiration

TOOLS

- Interview note taking templates

SPRINT 3. Mapping
 Synthesize findings into insights. Define the problem. Organize the notes: Clustering and framing the challenge. Sharing and voting: Identify the opportunities: Rating, ranking and prioritization

TOOLS

- Post-it notes
- Whiteboards, brainstorming wall for mapping

SPRINT 6. Brainstorming and Ideation
 Turn insights into potential solutions. Generate and explore the ideas, sketch the solutions.

TOOLS

- Crazy 8's exercise
- One BIG idea in 5
- Life cycle stage wheels & workbook

SPRINT 7. Circular business models

TOOLS

- Circular Business Model Canvas

SPRINT 8. Prototyping
 Prototype it in Circular Life Cycle Canvas by looking at the whole system. Build the solution.

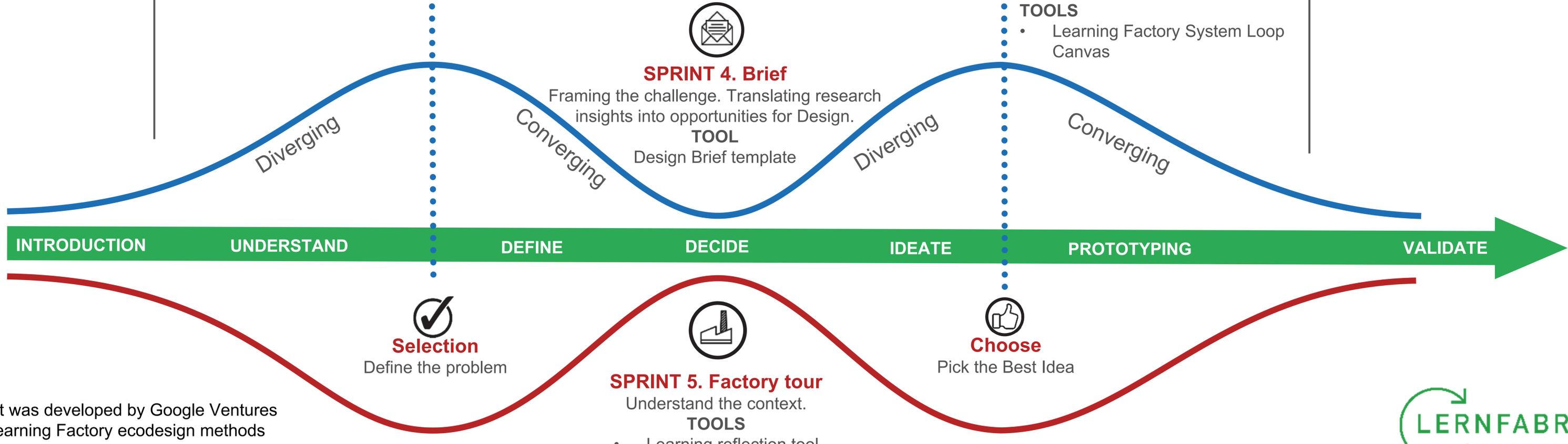
TOOLS

- Learning Factory System Loop Canvas

SPRINT 9. Reflections and feedback
 Track learnings and validate it.

TOOLS

- Learning reflection tool



Design sprint was developed by Google Ventures utilized by Learning Factory ecodesign methods



Fraunhofer IZM 2018. Tapani Jokinen, Max Marwede, Christian Clemm, Andre Paukstadt, Florian Hofmann

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Team name:

.....

Team moderator:

.....

Time keeper:

.....



Designed by Vecteezy

Team: Name, expertise, role

1.

2.

3.

4.

5.

6.

7.

8.





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The Ecodesign Challenge - pre-brief

What is the key challenge that you want to solve in the sprint? Select a relevant, inspiring and real problem to work with. Craft a challenge statement to provide focus to the rest of the sprint.

The ecodesign challenge, topic

Objectives and deliverables (what should be achieved)



User Interview



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USER STORIES

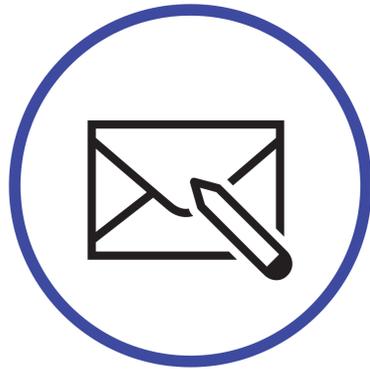
CHALLENGES

OPPORTUNITIES





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Design Brief

Understand users needs and environmental impacts along the life cycle. Synthesize findings into insights. Translating research insights into opportunities for design. Set the aspiration and focus on ideation and product development by framing the challenge.



For whom? Persona, target segment

[Dotted line box for writing]

The problem (user's need, environmental impacts, other constraints)

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The product/service, solution

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Objectives, goal (What should the "solution" achieve? Which environmental impacts shall be reduced?)

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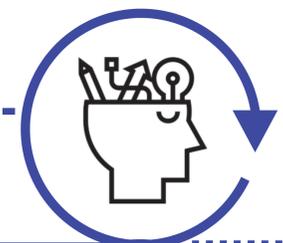


ENVIROMENTAL
IMPACTS/ CHALLENGES + -

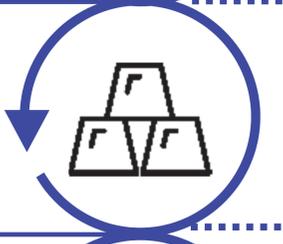
+ positive

- negative

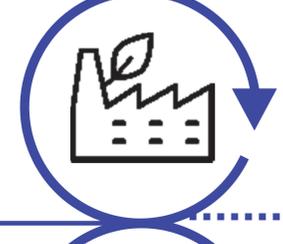
DESIGN



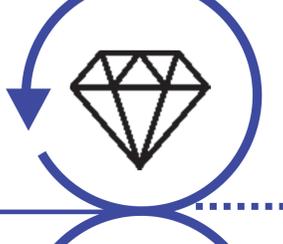
MATERIALS



MANUFACTURING



PRODUCT



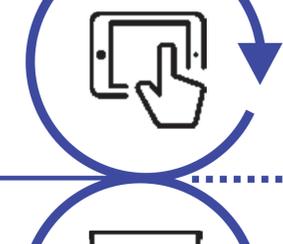
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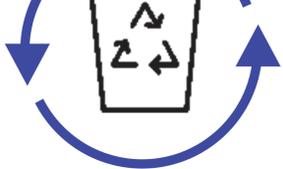
SALES
& MARKETING



USE



END OF LIFE



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LEARNING FACTORY LIFECYCLE DESIGN CANVAS



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DESIGN

MATERIALS

MANUFACTURING

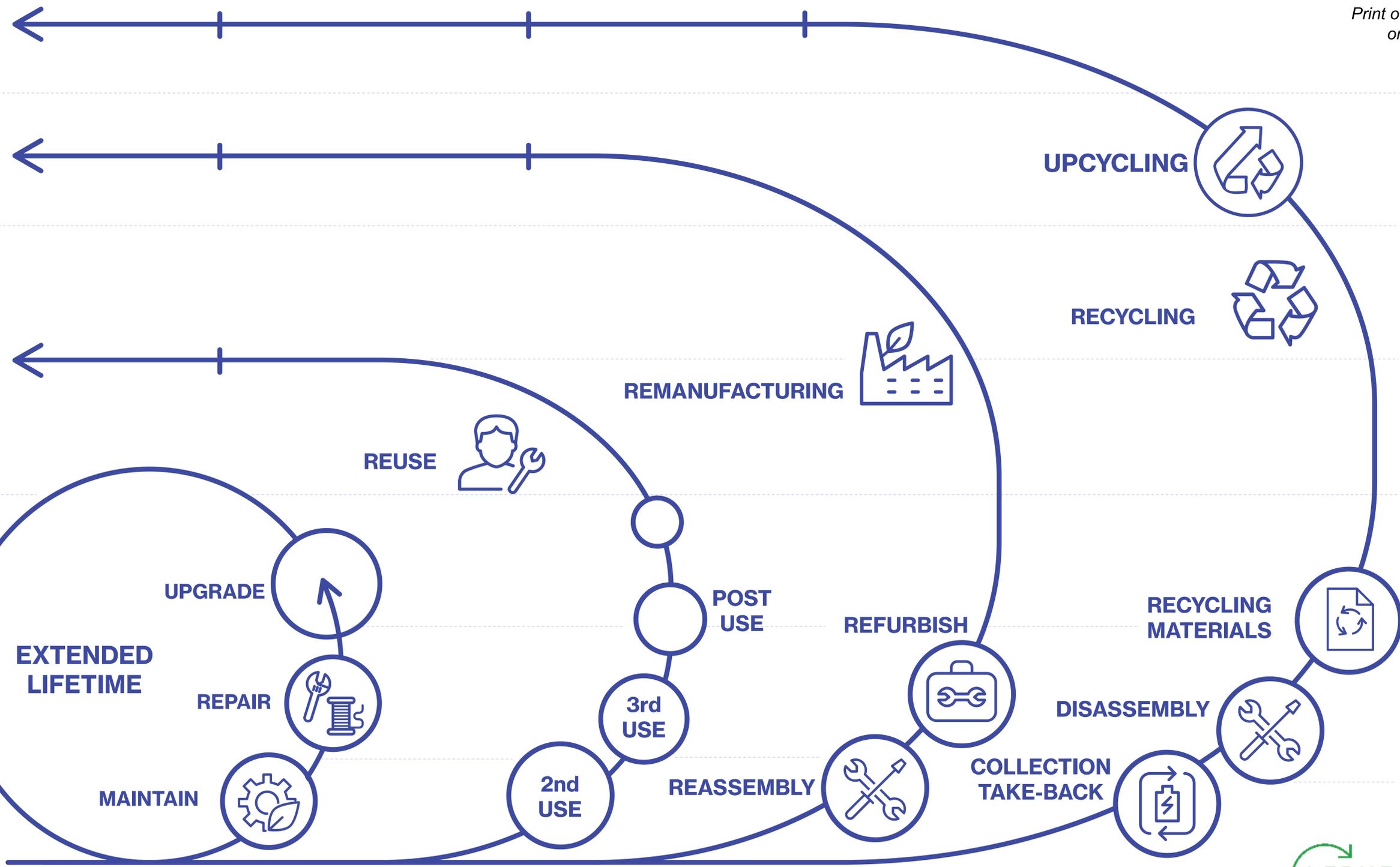
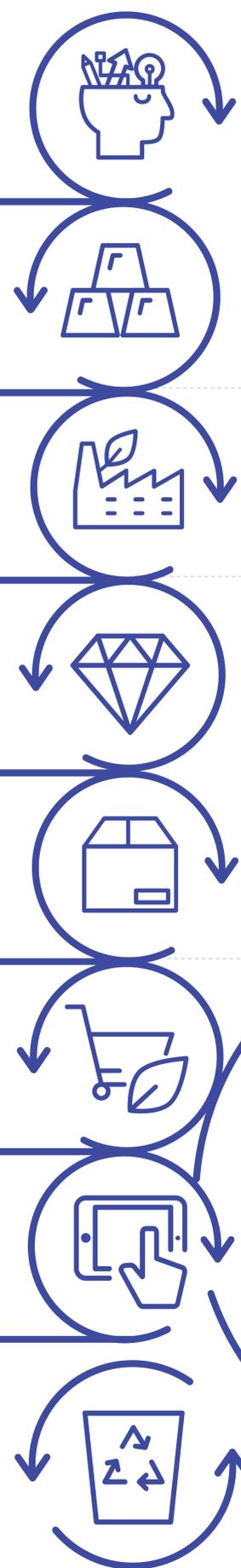
PRODUCT

DISTRIBUTION

SALES & MARKETING

USE

END OF LIFE



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Circular Business Canvas



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