



**BUSINESS SCHOOL**

**MASTER IN MANAGEMENT**

# **INSIGHTS 2 INNOVATION LAB**



**GLOBAL NETWORK WEEK FOR MIM STUDENTS**  
**1st to 5th June**

## **Design Thinking**

Insights-2-innovation Lab incorporates the **Design Thinking** methodology. Students work with professional facilitators on a live challenge to develop customer-centric solutions. Our students have used this lab to solve challenges for **L'Oreal, UberEats, Ikea, Adidas and Pernod Ricard** among others.

# THE EXPERIENCE

## Learning by Doing

What do Apple products, the first computer mouse, Polaroid cameras and Shimano bikes have in common? They were all designed through a customer-centered design methodology called **Design Thinking**.

Design Thinking was developed in Silicon Valley, California, where creativity and users become essential elements of the design process. This methodology has been adapted to service design and, overall, to design the best possible customer experiences. It has been implemented in corporations, governments and social organizations. The basic premise behind this methodology is simple: Instead of pushing finished solutions out onto an unsuspecting public, the process starts with someone's real problem. Through empathy (listening, observing, and understanding), multiple iterations and constant improvement, the customer experiences and processes are increasingly molded to market and social reality.

The **i2i** module is aimed at bringing you closer to the basics of the Customer-Centered Design mindset by experimenting with Design Thinking tools to tackle a **real corporate challenge: you will work with our partner company to redefine a problem and redesign the user experience.**

For four days, you will receive expert insights and work together as a group using DT techniques to develop products and services. Creativity and innovation will be key in the design of these new and original projects. At the end of the module, you will compete to **present your solutions to an expert jury of faculty and leaders of the partner corporation.**



Check out the highlights of one of the past I2I Labs here 

## Learning Goals and Evaluation

- ✓ Understand relevant attitudes, mindsets and concepts of Customer Centered Design and Design Thinking
- ✓ Assess the relevance of deep knowledge of the user in effectively designing products and services that will be successful in the market
- ✓ Become familiar with prototyping and testing methodologies and tools
- ✓ Learn to apply the methodology via experimentation in a real scenario
- ✓ Attendance to all programmed sessions and activities is mandatory and essential in order to obtain the Certificate of Completion
- ✓ Attitude, quality of fieldwork, final proposed solution, effectiveness of presentation and teamwork will be evaluated by partners and faculty



# THE SCHEDULE

## Overall View

	MON	TUE	WED	THU	FRI
09.00 - 10.00	Leisure Networking Activity and Special Lunch exclusively for MIM Global Week incoming Students	Business Partner presentation and Challenge	Workgroup and Fieldwork	Workgroup and Fieldwork	Prepare for Fair
10.00 - 11.00		Intro to DT	Facilitated workshops: Empathy, Sensemaking, Ideation	1 to 1 Session: Check opportunities with facilitators	Final Fair and evaluation of projects
11.00 - 12.00		Facilitated workshops: Qualitative Research	Facilitated workshops: Iterative Prototyping	Optional Check in with Business Partner	Winners Annoucnement
12.00 - 13.00		Workgroup and Fieldwork	Workgroup and Fieldwork	Workgroup: Prototyping	
13.00 - 14.00					
14.00 - 15.00					
15.00 - 16.00					
16.00 - 17.00					
17.00 - 18.00					



# MIM GLOBAL NETWORK WEEK

## Info and logistics

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### VISA AND TRAVEL INSURANCE

Each student is responsible for completing the mandatory immigration formalities necessary for their stay in Spain. IE Business School is happy to issue visa invitation letters to any incoming student upon request.

Students should arrange their own travel insurance to protect against medical expenses during their study week. Students must have appropriate and adequate insurance covering travel, personal accident, medical expenses (accident and non-accident), hospitalization and emergency evacuation/ repatriation throughout the study period at IE Business School. The European Health Insurance Card allows nationals from the European Economic Area and Switzerland to access public health care services during their stay in Spain. If you are eligible, it is very important that you apply for the EHIC in your home country prior to your arrival in Madrid.

### TRANSPORTATION, ACCOMMODATION AND MEALS

Students should book the flight tickets to and from Madrid according to the network week schedule, i.e. arriving in Madrid on or before 1st June and leaving earliest on 5th June evening. Students should also arrange their local transportation to and from IE Campus.

Students should arrange their own accommodation during their study week.

Please arrange meals during the network week at your own costs. There are plenty of affordable, fast-casual, and global culinary offerings around the area, as well as sit-down restaurants and takeaways. Our Cafeteria in María de Molina, 31 building offers a wide range of hot drinks, salads, sandwiches, and light snacks.

**A leisure activity and special networking group meal will be arranged by the MIM Office for Monday, the 1st of June.**

## IE BUSINESS SCHOOL INFORMATION

### IE Business School

María de Molina, 13  
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