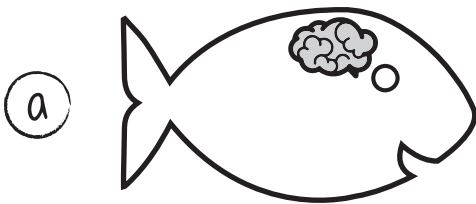


# REPORTING THE STRATEGIC PES



## INSTRUCTIONS:

Please write down your conclusions about each section of the strategic PES in front of each section. This report is about the designer's perception of the company, don't repeat the information presented by the businessmen in the workshop.

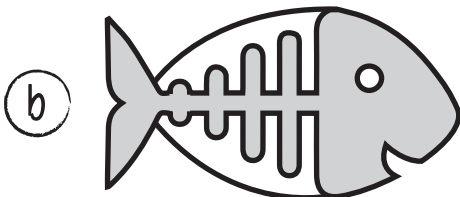


KNOW - HOW & VALUES:

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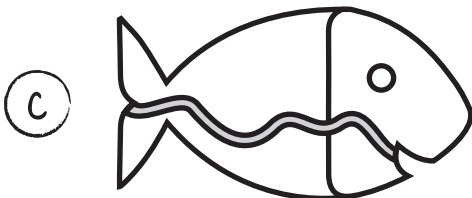


USERS:

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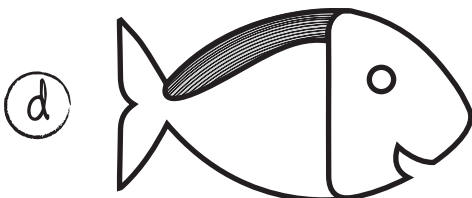


PRODUCT & SERVICES

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FACILITIES & STAKEHOLDERS

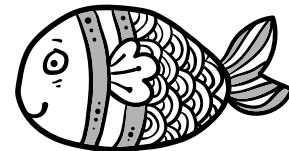
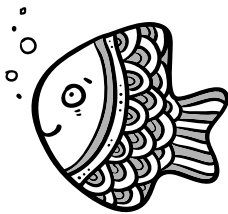
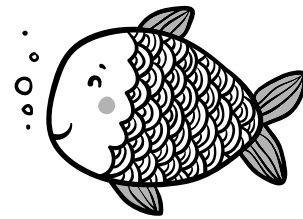
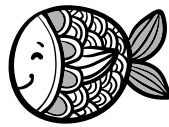
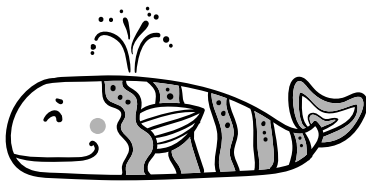
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# INSTRUCTIONS:

Based on the Strategic PES, please draw a basic diagnostic image of the company. Diagnostic imaging lets designers look inside the fish for clues about possible gaps and inconsistencies within the company. You can consider the different type of fishes discovered through this tool in the past. For instance, 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 chaotic portfolio, and weak facilities.



## DIFFERENT TYPE OF FISHES & STRATEGIC PES

DRAW YOUR FISH HERE

INSTRUCTIONS:

Based on the workshop, please write down the domain, time-frame and -design- question.

DOMAIN: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

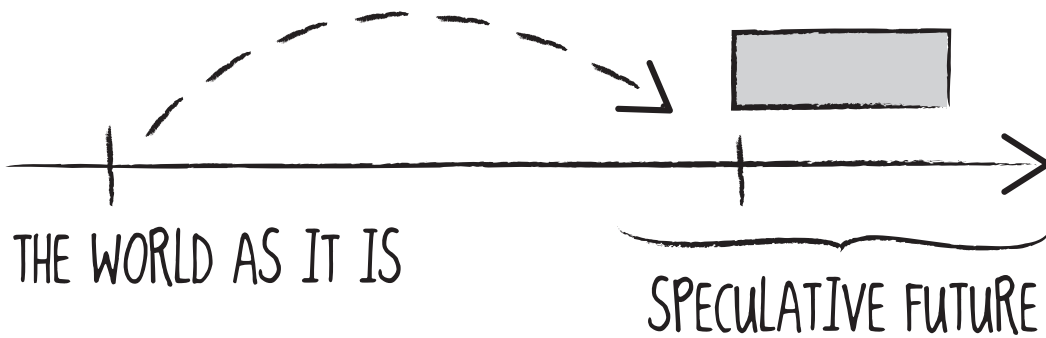
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

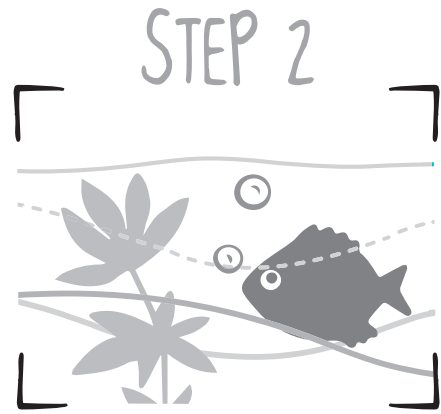
\_\_\_\_\_

TIME - FRAME:



DESIGN - QUESTION: \_\_\_\_\_ ?

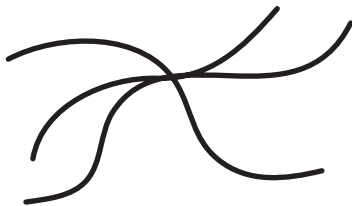
# REPORTING THE IMAGE OF THE FUTURE



## INSTRUCTIONS:

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

(e)



TRENDS & DEVELOPMENTS:

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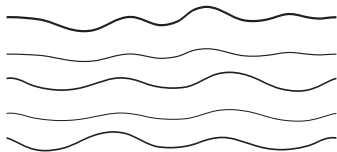
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(f)



STATES & PRINCIPLES:

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INSTRUCTIONS: Please write down each concern you defined in the workshop.

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04

01

03

02

CLUSTERS & CONCERNS

01

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02

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03

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04

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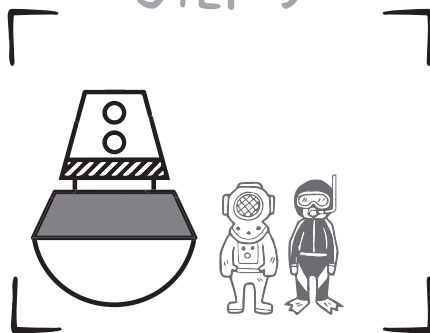
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# EXPLORING THE FUTURE

## STEP 3



### INSTRUCTIONS:

Please paste some images that illustrate the prototyping process (e.g. pictures of the teamwork, pictures of the sketches, pictures of the preliminar prototypes, etc.) and write down a short description.

PIC 1

PROCESS

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PIC 2

PROCESS

//

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PIC 3

PROCESS

//

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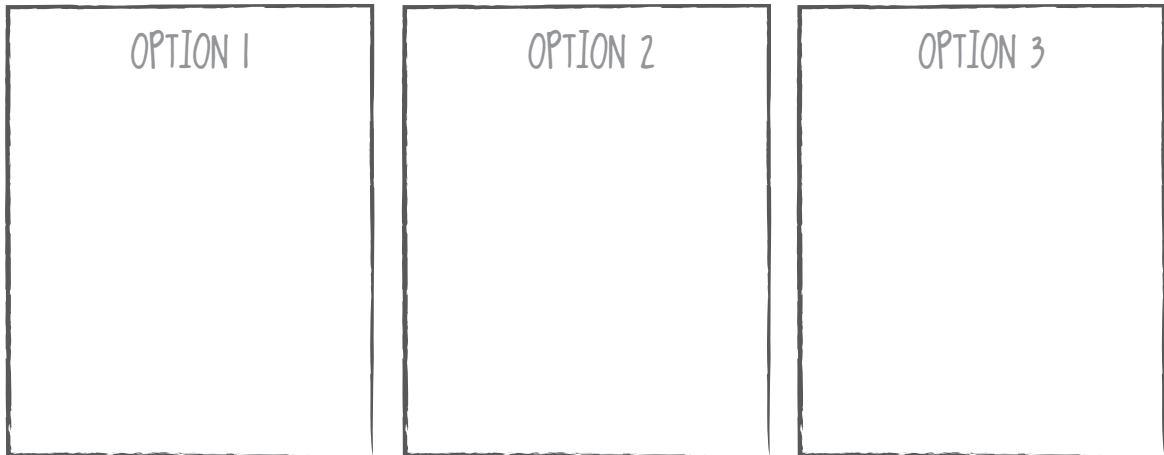
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# INSTRUCTIONS:

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.



A

B

C

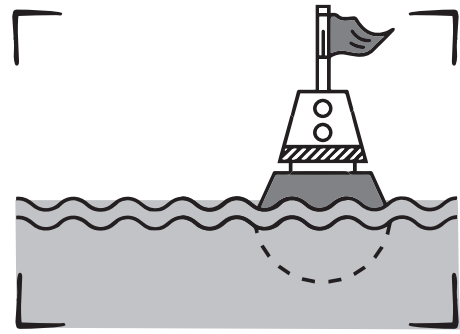
CRITERIA:





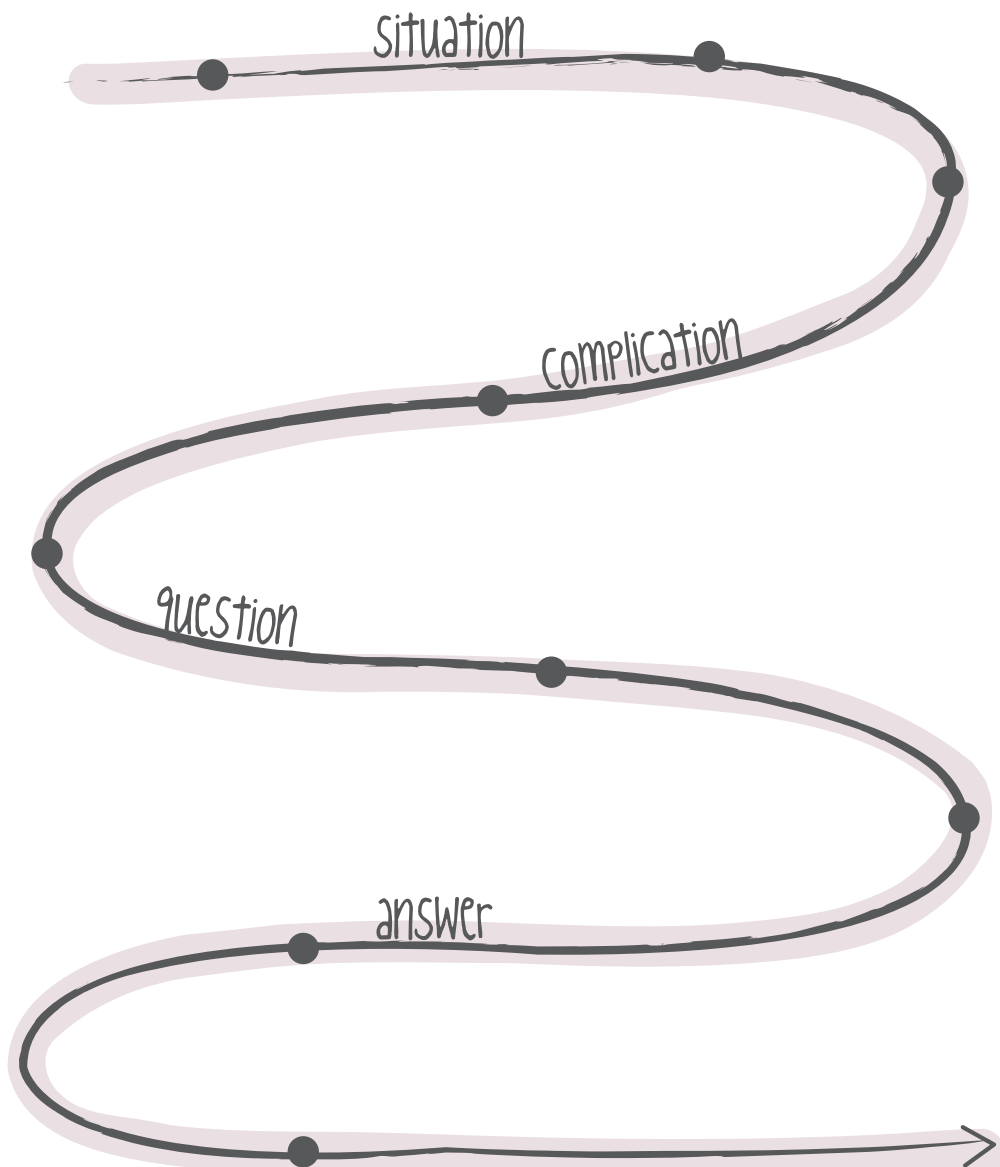
# COMMUNICATING THE FUTURE

STEP 4

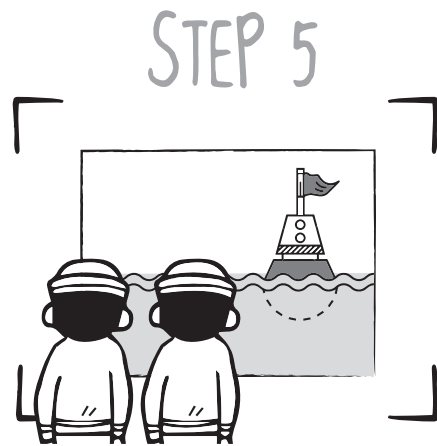


## INSTRUCTIONS:

Please write down the storyline that guide the design of the prototype and the visualizations that will communicate the Vision Concept (e.g. situation, complication, question, and answer).



# LOOKING BACK INTO THE FUTURE



## INSTRUCTIONS:

*Please write down the planning of the final workshop, its main goals and the assumptions that you want to consider before run the workshop*

## AGENDA OF THE WORKSHOP:

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## MAIN GOALS:

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## ASSUMPTIONS:

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INSTRUCTIONS:

Please past a picture of the refined prototype(s) and a picture of some of the visualizations. Also includes a short description.

PICTURE OF THE REFINED PROTOTYPE

DESCRIPTION: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PICTURE OF OTHER VISUALIZATION

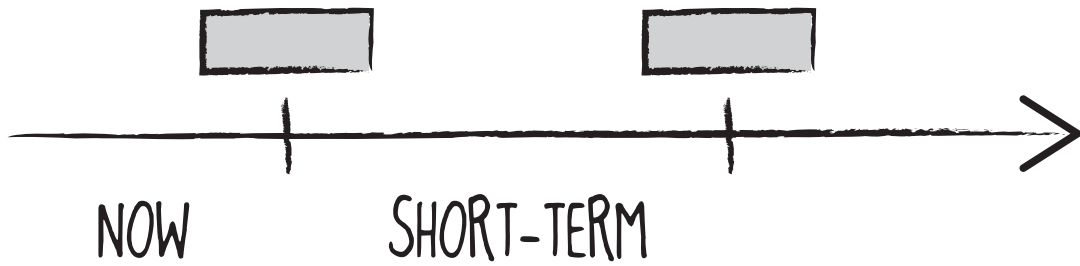
DESCRIPTION: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



INSTRUCTIONS:

Please write down the conclusions of the conversation as a short roadmap including imminent actions (now) and short-term actions.

ROADMAP:



NOW:

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SHORT-TERM:

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