Emilie Harford & Eira Ramos

Elisava Ikigai Service Design

This is Alumi

But what is This?

AGENDA

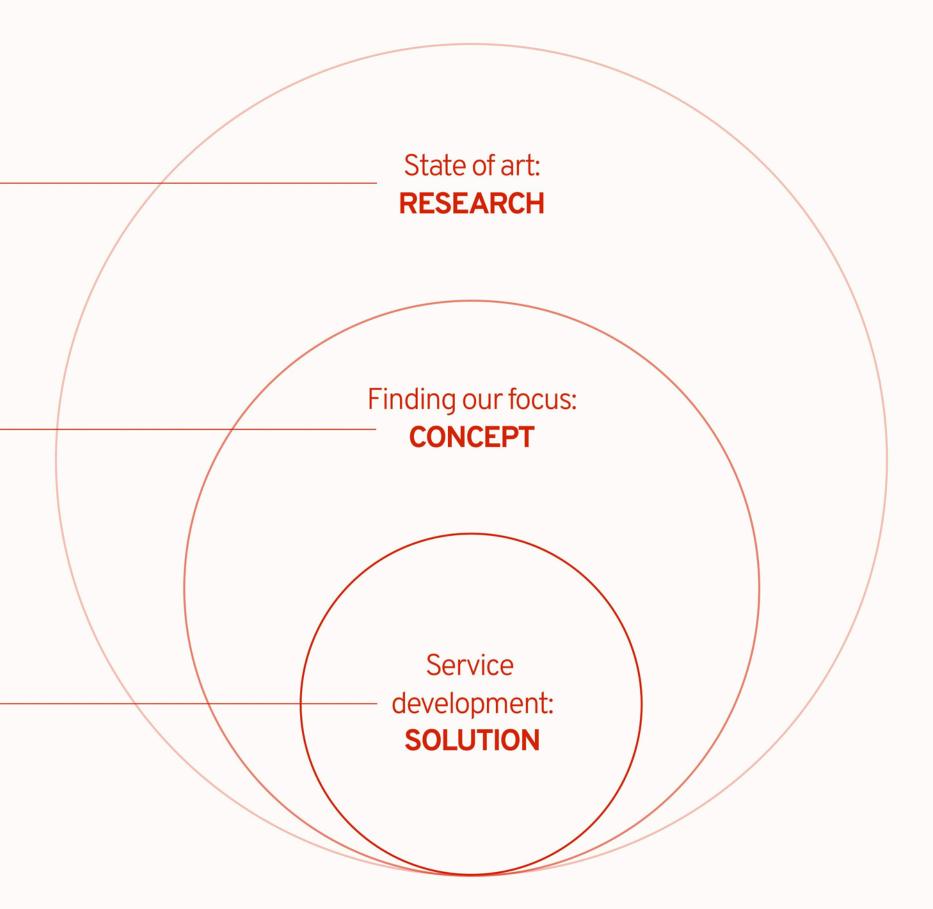
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METHODOLOGY

- Primary
- Secondary
- Trends
- Stakeholder Map

- Current State Journey Map
- To Be Journey Map
- Service Blue Print

- Brainstorming
- Creative Ideation
- 3D Prototyping
- Improv Prototyping



RESEARCH: STARTING POINT

How might we reimagine the Elisava Alumni experience so that existing and potential members want to actively participate in it?

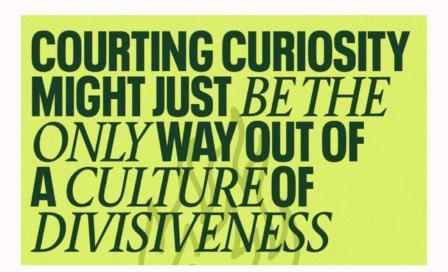
RESEARCH: SIGNALS

Research around current attitudes, potential audience, other alumni groups and creative networks

Josep A. / Adin Oteiza Paco / Agència Catalana de Residus / Agu Fernández Clara / Aguiar Diogo / Aguilar Muñoz Jordi / Aguilera E Ángel / Aguiló Bestard Patrícia / Agustench Esther / Albéniz Ege Alcántara Arjona Pep / Alcobet Benitez Jose / Alcubierre Roca Ar Barris Josep / Alfaro Hofmann Andrés / Alfonso-Kuban Alocén Ed Alcobendas Claudia / Alonso Marta / Alonso Ortega Antonio / Al Cienfuegos Hernández Alberto / Álvarez de Lara Juan / Álvarez J Álvaro Ruiz Pere / Alventosa Zaidin, Marc / Alzamora Figueras-Do Amela Morcillo Miquel / Amor Aguilera Josep / Andrés López Die Anglès Cantó Antoni / Anguera Serisier Jordi / Angulo Falces Virg López Berta / Arancibia Puli / Aranda Lopez Yolanda / Aranda Ra Alberto / Aranda Veciana Josep M. / Araujo Fernández Laura / Arl Gerard / Arce Urtiaga Ane / Ardanaz Tirapu Ángel / Ardèvol Ferná Armengol Abril Emili / Armengou Freixa Prado / Armet Igual Laura Ferrer Antoni / Arqué Terricabras Gerard / Arregui García Javier / Vaché / Assos d'Empreses i Instit. 22@Barcelona / Aucejo Mollà N Salvadó Morgana / Ayguadé Sandrós Lluís / Ayuso Sanchis Danie

Networking for Visibility

Poblenou Urban District, FAD



Curiosity as a Driver

What's Next, VICE



Creative Collaboration

PWN Barcelona, UNESCO Creative Cities Network



Post-Grad Neglect

Gov. UK and Spain



Support circles

Dartmouth Alumni, UAB



Information Overload

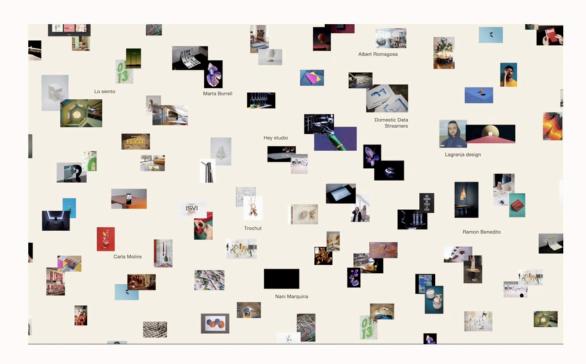
National Institutes of Health, Forbes

RESEARCH: TRENDS



Curiosity is King

Curiosity is no longer about simply asking why. It has become a **quest for knowledge and insight**, crucial in a world of uncertainty, rapid change and conflicting information.



Collective Individualism

To understand our own worlds better, we must tap into the power of others. Connecting, sharing, and learning in communities opens new doors to personal growth.



Decentralised Knowledge

Centralised education models must adapt to our dynamic and independent lives. Embracing **self-study and flexible learning** options will empower people and support varied needs.

RESEARCH: INTERVIEW INSIGHTS + PAIN POINTS

(4 interviewees)

01

Poor accessibility is detering engagement

"it feels like they're operating in separate silos, which can make it hard to feel truly connected."

"now also everything gets lost in translation because there are so many things going on"

04

Ability to maintain connections after graduation is essential

"Once you leave the school I see little interactivity with the students."

"Since it's an international school, everyone disperses after graduation. It would be cool to stay connected outside of Barcelona" 02

Improving awareness is fundamental

"the only barrier is, for me, communication"

"I'm not aware of almost anything"

05

More opportunities to **share knowledge** would open doors

"I'm a very curious person, so I like talking to people, because through that I get to learn things"

"There are so many things happing at such a fast pace that its vital to stay up to date with what others are doing in your field" 03

Lack of guidance is contributing to a feeling of isolation

"I don't know if there is anyone who can give me feedback"

"The path I'm on isn't necessarily the only one"

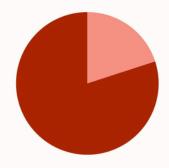
RESEARCH: SURVEY

Result of pain points: Lack of mainstream interaction

(160 respondents)

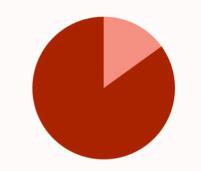
Have you participated in Alumni activities (visits, webinars, career development)?





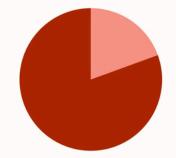
Have you used the Elisava Alumni Job Board?





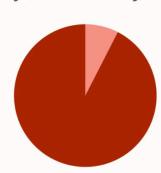
Have you found a job through the Elisava Alumni Employment Exchange?





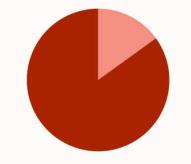
Have you participated in any of the Elisava Alumni calls (Elisava - La Capell, Talent Hub, Crowdfunding Challenge, or Mentoring)?





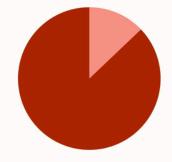
Have you found a job through any other means (networking, career development activities, teachers, etc.) related to Elisava or Elisava Alumni?





Have you taken advantage of the discounts (continuing education at Elisava and other discounts)?





RESEARCH: QUOTE

"I feel a little bit abandoned, like I have to find my own way around." Nadia

CONCEPT

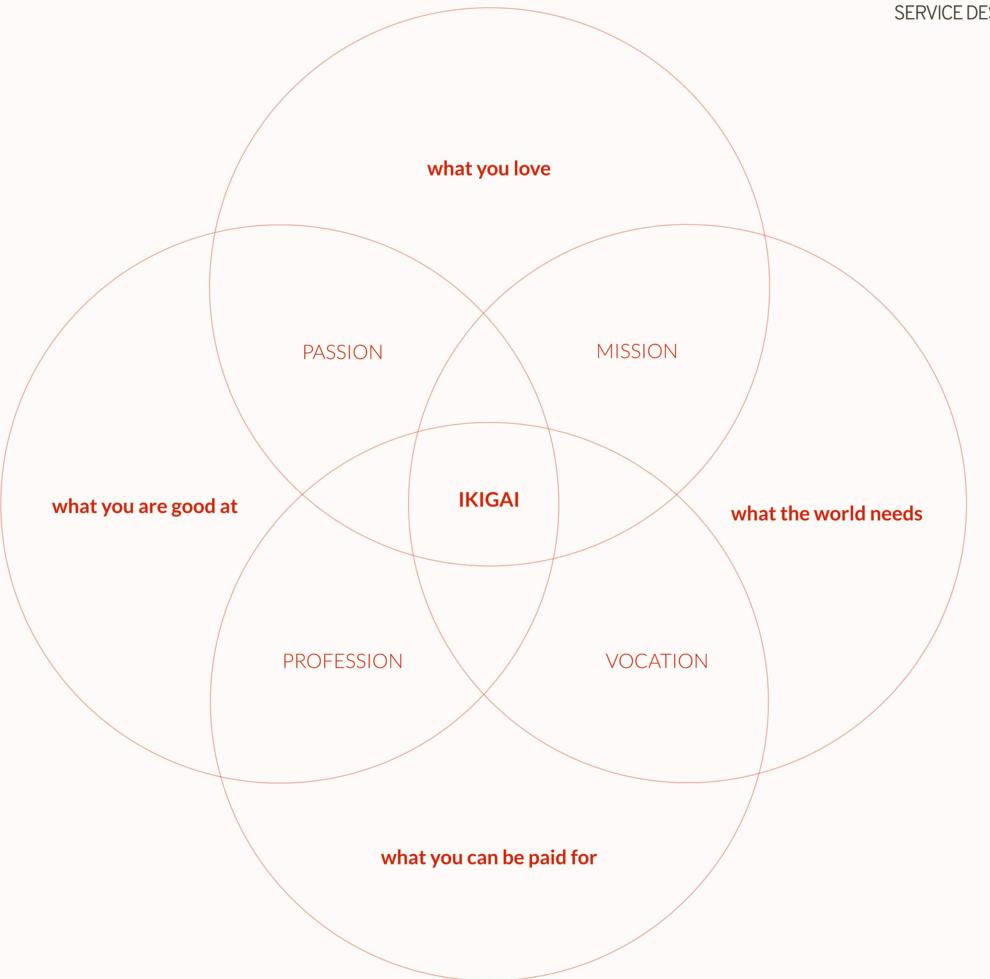
How can Elisava Alumni ensure students are able to find their way? Studying means nothing until it leads you somewhere.

ELISAVA IKIGAI

CONCEPT: WHAT IS IKIGAI?

- Japanese term that roughly translates to "reason for being."
- Ikigai is a lifestyle that strives to balance the spiritual with the practical.
- This balance is found at the intersection where your passions and talents converge with the things that the world needs and is willing to pay for.

Our aim is to incorporate this concept into our service design



CONCEPT: OUR FOCUS

TIME FOCUS: Pivotal 'Moment of Truth'

The time surrounding graduation is a period of change, uncertainty, opportunity and challenge. It is a key moment for Elisava to provide support in order to maintain strong relationship with alumni.

AUDIENCE FOCUS: Masters Students Indicate which course you took at Elisava Degree 18 Master 64 Other 15



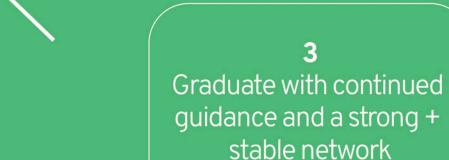
SOLUTION

Begin your Elisava journey. Learn and make connections

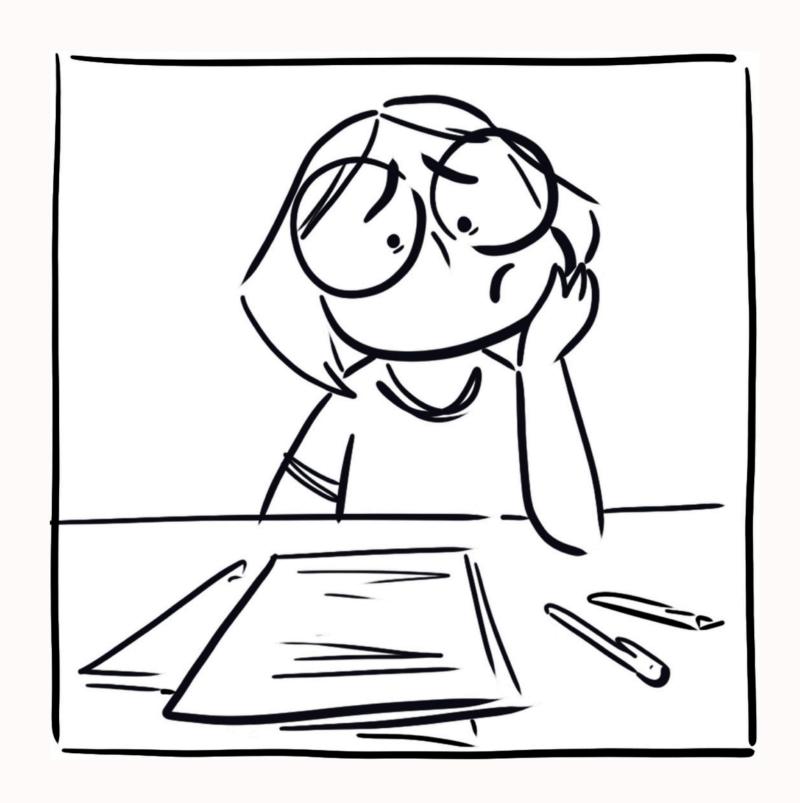
Give back to the Elisava Network and share your knowledge and expertise

Find your Ikigai with the help of Elisava Alumni support service

A circular support system built around guidance, sharing knowledge and maintaining connections.



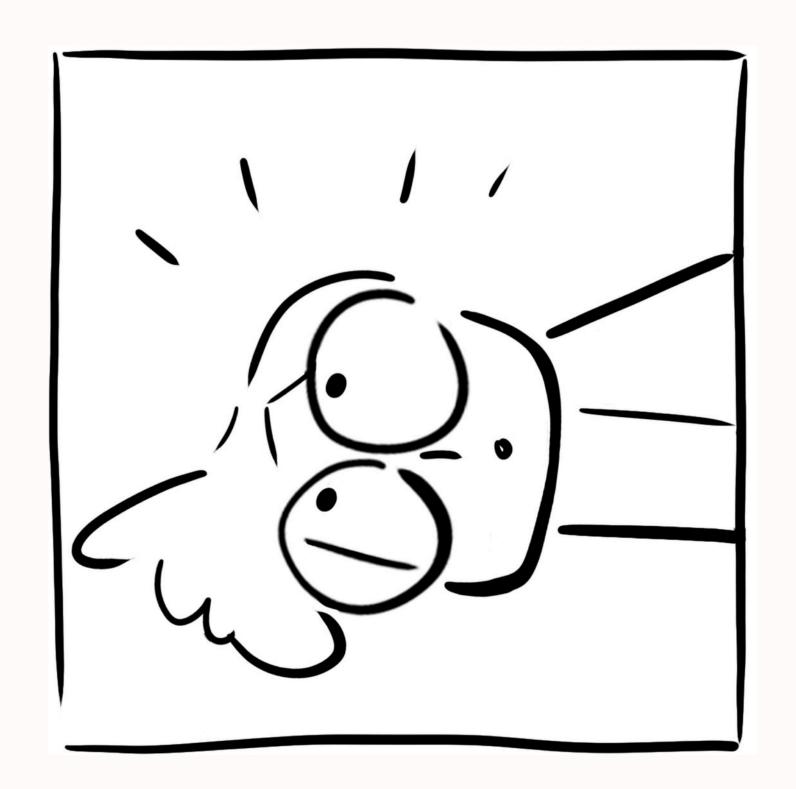




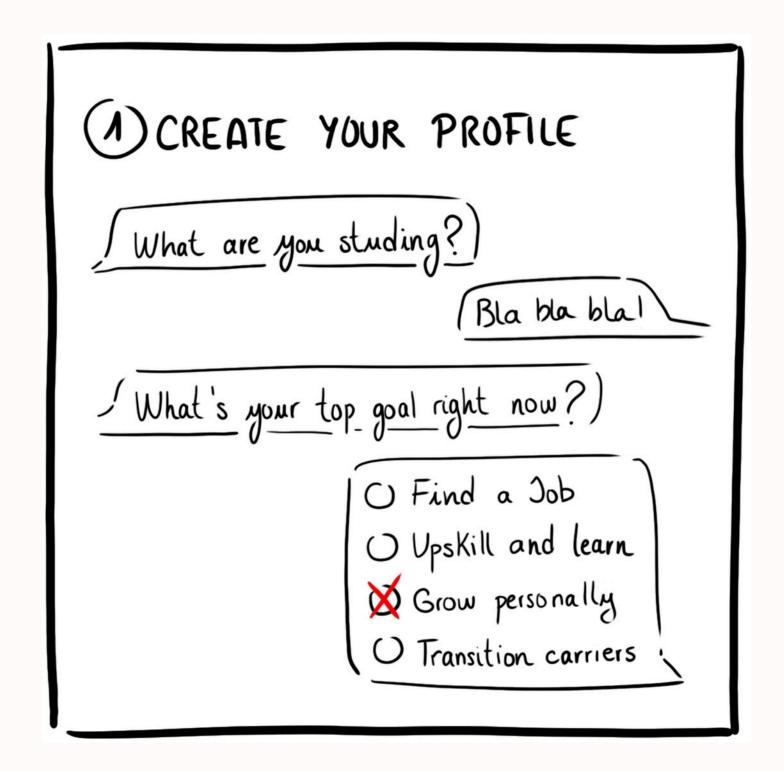








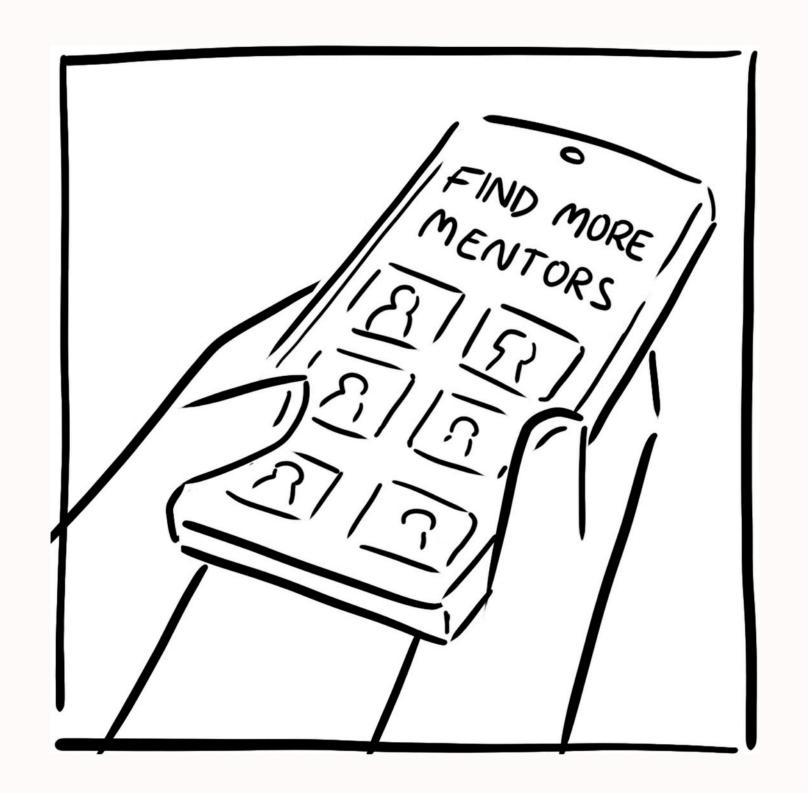






















ELISAVA | MIDI

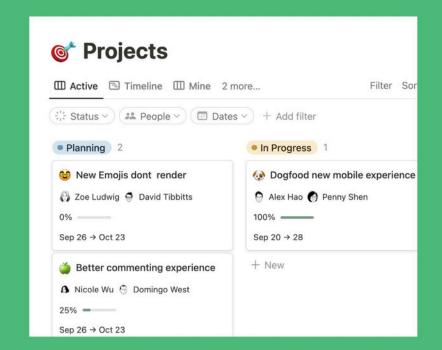
SOLUTION: PLATFORM OVERVIEW



Alumni *Explore*

Global, interactive map directory. Filter alumni by region, course, current profession, etc and learn about their career path, follow personal updates and get in contact.

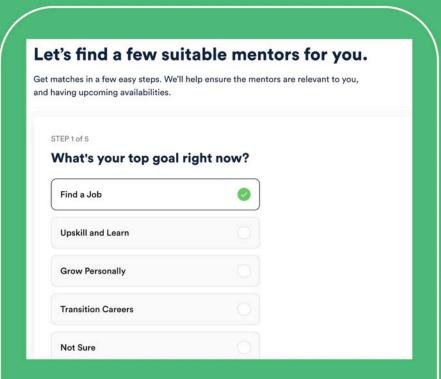
Image: Poblenou Urban District



Alumni *Learn*

Online 'Knowledge bank' where members can search and save resources e.g. articles, recorded lectures, specialised workshops, how-to's.

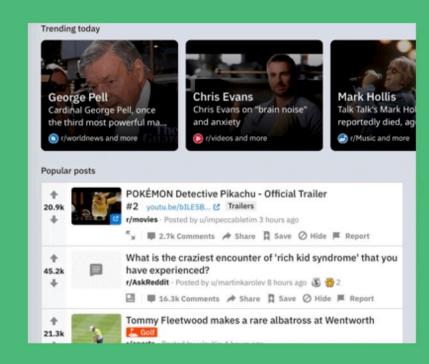
Image: Notion



Alumni **Support**

Online mentoring platform with personal, tailored suggestions to ensure all alumni have access to the support and guidance then need, whenever they need.

Image: ADP List

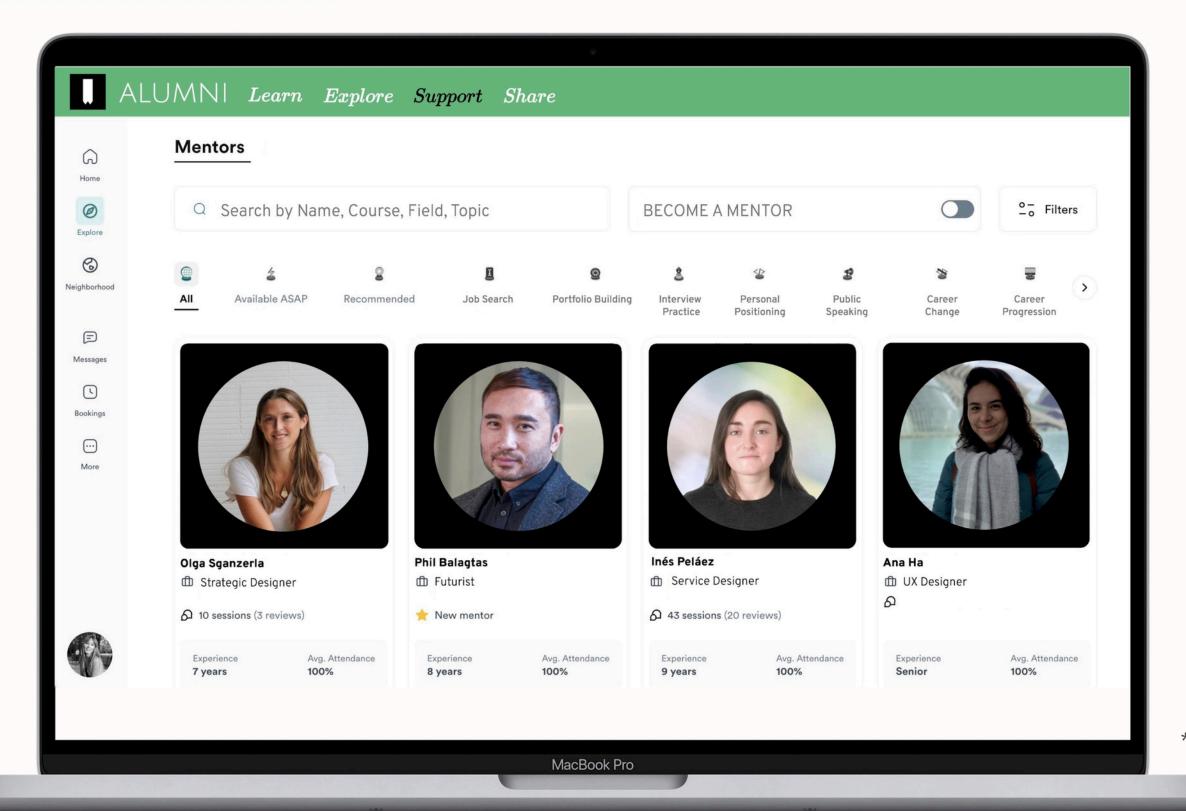


Alumni Share

Community forum for the Elisava network to interact by posting information + resources, sharing job opportunities and searching for collaborations amongst other things.

Image: Reddit

SOLUTION: FUNCTION FOCUS



*Inspired by ADP List Platform

SOLUTION: VALIDATION

DESIRABILITY	FEASIBILITY	VIABILITY
Responds to pain points	Reduces Christina's workload	Mentors Volunteer
Caters to alumni needs	Minimum upkeep (Digital)	Companies Pay (to advertise jobs)
Considers trends	All on one platform	Improves Elisava Brand - Attract students
Free for students	Simple prototype	Possible Partnership

- PAIN POINTS: Lack of guidance | Poor accessibility | Inability to maintain connections | Lack of awareness | Difficult to share knowledge
- ALUMNI NEEDS: Ongoing Support | Professional Guidance | Connection | Specialised Advice | Inspiration
- TRENDS: Curiosity is King | Collective Individualism | Decentralised Futures

NEXT STEPS: PROTOTYPING

(Interview with the Global Expansion Lead at ADP List)

ADP List is a design mentoring platform with 26,000 mentors from over 40 countries. Mission = Democratise mentorship for all.

Options for Partnership:

- 1. Affiliate Partner Elisava badge on profile
- 2. Physical/Digital Events meet mentors, group learning
- 3. Internal Directory showing available mentors + links

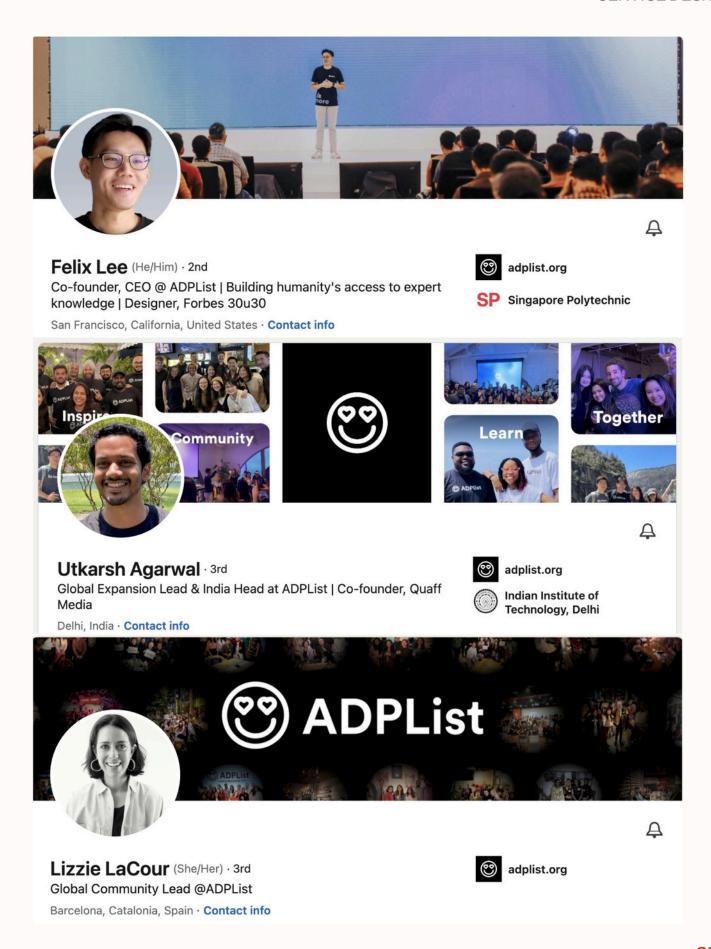
Affiliate partner(if any)

Update

We partner communities to share mentorships globally. If you are referred by our partners, enter the code. To partner, reach us at partnerships@adplist.org

Next Steps

- Contact Barcelona based Community Lead for advice
- Start with ADP partnership to test idea
- If this is successful consider building own mentorship platform with additional functions?



This is...

Elisava Ikigai

#explore #learn #support #share



Thank you.