MICROSOFT X AKQA

ENVISIONING WORKSHOP

Achieve break-through results by uniting
departments to co-create validated
concepts and plans for growth.

Microsoft | AKQA

Blending innovation frameworks with human centred design methodologies, this collaborative workshop identifies new solutions to key business problems and results in a validated concept and business case.

AKQA is a strategic design agency that creates innovative brand experiences for clients globally, in both the digital and physical space. As part of the larger WPP network, AKQA is also a Microsoft Gold Partner.

This methodology achieves breakthrough results by uniting departments in a shared innovation process. By combining experience, data and technology, it has helped businesses from numerous industries achieve growth.

Pre-Workshop - a week prior

1. **Client Submits Interest Areas**
   - E.g. Increasing successes, known constraints and problems, knowledge blind spots
   - Supporting data and insights

2. **Microsoft x AKQA Preparation**
   - Identify dominant innovation types and open innovation areas
   - Discuss submitted focus areas

3. **Choose Focus Area**
   - Microsoft x AKQA and client stakeholder discussion
   - Select focus area (incl. back-up area)

Workshop

Envisioning Workshop (4hrs total incl. breaks)

1. Understand Challenge (1hr)
- Introduction and ice-breaker activity
- Present focus area to group
- Interrogate focus area (discuss relevant data, consider root cause)
- Generate human centred 'How might we statement(s)'

2. Divergent Ideation (1hr)
- Activities selected to match challenge, e.g.
  - Crazy 8s (rapid ideation)
  - Mash-up (combine ideas to form new ones)
  - Opposite Thinking (challenge assumptions for new thinking)
  - Round Robin (group iteration)

3. Convergent Evaluation (1hr)
- Participant shares top ideas
- Dot voting on full list
- Group ideas;
  - Microsoft+AKQA to progress (used in step 4)
  - Client to follow-up (on own behalf)
  - Parking lot (more thought required)

4. Concept Development (1hr)
- What is the value for the customer/user?
- How is business value captured?
- How could this idea come to life?
  - Solution components
  - Teams impacted
  - Budget

Post Workshop

Microsoft x AKQA Write Business Case
- Value proposition & strategic rationale
  - Target audience(s) 'jobs to be done' and value drivers
  - Solution value creators
  - Testable proof of concept (+research budget)
- Financial model
  - Cost savings and/or revenue streams
  - Projections and assumptions
- High-level solution architecture
- Indicative roadmap
- Timings and cost

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