

PÔLE INNOVATION ET DESIGN

PROJECT ACCOMPANIMENT BY
STUDENTS DURING 9 MONTHS



École des Ponts

ParisTech

ME310 PROGRAM

INNOVATION AND DESIGN DEPARTMENT

Are you a company ?
Do you believe in design thinking ?
Would you like to collaborate with
d.school Paris students ?



**By working on a brief with a team of students,
d.school Paris offers you a unique adventure in the
world of innovation, design thinking and
international collaboration.**

OBJECTIVES OF THE PROJECT



PUTTING THE USER AT THE CENTER OF THE PROCESS !

Agility, creativity, collaboration, co-design of solutions
are the positive externalities you can expect.



BE ACCOMPANIED IN ONE OF THE ASPECTS OF YOUR DIGITAL TRANSFORMATION.

Create a new culture within the teams sensitized by our
approach.



BRING ON BOARD YOUR TEAMS AND PEOPLE DEDICATED TO FOLLOWING THE PROJECT.

Master design thinking approach through its practice in
collaboration with students.

6 TO 8 FULL-TIME STUDENTS WORKING ON YOUR PROJECT

Throughout the year, teams must take up the creative
challenge by applying the design thinking
methodology: the project is developed from the brief
to the implementation of solutions.
Defining latent needs, identifying underlying
problems, experimenting with solutions, prototyping
products and service experiences to confront their
ideas with the end-users for whom you are innovating.



OUR METHOD

The realization of an idea through a 3-step creative cycle.

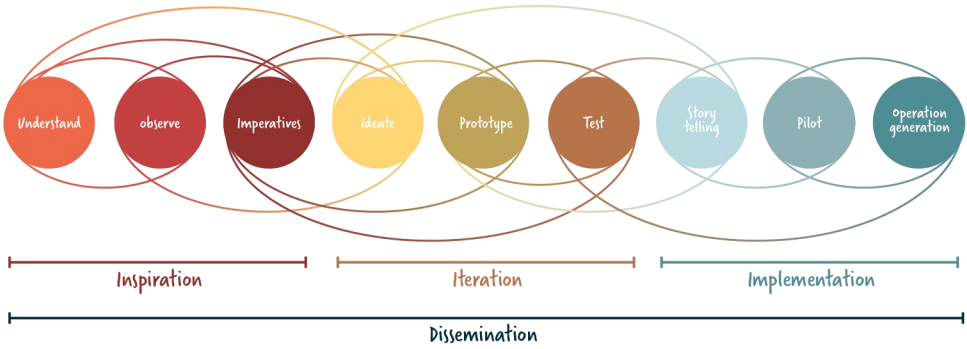
Inspiration, which allows to understand and observe the users, the stakeholders and the reality on the field.

Iteration, which allows to generate ideas that will be systematically prototyped and tested in order to confront them to users.

Implementation, which transfers the imagined response into reality through storytelling, pilot and generation of business operations.

DESIGN THINKING ?

Popularized by several American theorists and practitioners, design thinking relies on methods, techniques and tools of designers to design solutions adapted to complex problems. With the aim of improving the experience of the users for whom we innovate. Design thinking enables creation of new solutions, whether they be new products, services, processes or systems.



OUR INDUSTRIAL PARTNERS

Nestlé

LAPEYRE
LE SAVOIR BIEN FAIRE

Valeo

SAFRAN



Panasonic

THALES



BOSCH
Invented for life



spie batignolles



ENGIE

SUEZ

ME310 INTERNATIONAL NETWORK

The creation of the d.school Paris in 2009 is part of an international movement initiated by the universities of Stanford (California) and Potsdam (Germany), and relayed by the Finnish University of Aalto. Our school is a member of the international SUGAR network which offers Design Thinking courses and programs.



SUGAR

PARTNER TESTIMONIALS



JULIEN MOIZARD, PROJECT MANAGER AT VALEO

« We are very happy with the final rendering because the students highlighted problems we hadn't seen internally. Their freshness and "naivety" bring a fresh look at our company. »



ESTELLE BALUT-CREACH, MARKETING DIRECTOR LABORATOIRE EXPANSCIENCE

« What has been extremely rewarding for Expanscience is the international student team. Made up of two Frenchmen, two Australians and two Colombians, we were able to carry out user tests in three very different countries, especially in terms of brand awareness. We tested our products with parents who know us very well, a little or not at all. And it was very interesting as perception of a project is influenced by the brand image and we could really see if we were responding to user insights. For us, the experience with the ME310 was extremely rewarding.

Of all the ideas proposed by students, a certain number are going to be developed. We have chosen two areas which seem logical but which don't exist in the world today. It will be an incredible differentiation levers for us, and which also meet the expectations of our users. »



JOIN THE ADVENTURE !

Physical or digital products, processes, services, new spaces, to each challenge its specific solution.

Are you tempted by the adventure of design thinking?

Don't hesitate to contact the d.school Paris team to find out more about your role, our pedagogy or any aspect of the program.

BEING A PARTNER WITH SPONSORSHIP

Sponsorship is a donation to a public interest organization allowing the application of tax reductions defined by French law. To obtain a copy of a sponsorship agreement with d.school Paris, you can simply request it by writing to contact@dschool.fr.

HIGHLIGHTS OF THE YEAR :

Octobre :

- Project's Kick-off with partners and students
- Launch of the program in one of the partner universities of the international network

Until December : **Inspiration**

- Students go into the field to meet users in order to identify real problems.
- Presentation and report on this phase of work.

January to March : **Iteration**

- First solution leads prototyped and tested in the field.
- "Open doors" with presentation of prototypes and report on this phase of work.

April to June : **Implementation**

- Development of the chosen solution and internal transmission for its continuity after the program.

June :

- Final presentations of the project in San Francisco and Paris



AS PARTNERS IN THE PROGRAM :

- You formulate a challenge to which the students will respond
- You select the partner university within the SUGAR network
- You appoint an internal "sponsor", a resource person who follows the program, intervenes in its direction...
- You are invited to several events related to the program (presentations, open doors, meetings between universities and partners...).
- You disseminate the Design Thinking culture internally and involve your collaborators thanks to the project.
- You receive several deliverables: field study report, report of the first solution leads, final report at the end of the year, prototypes, POC, designs, video, CAD...

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