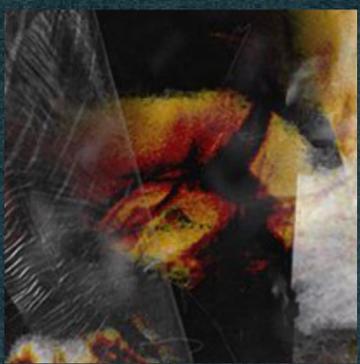
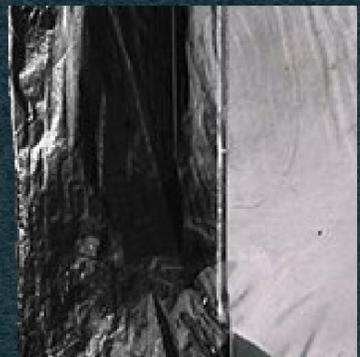




Artisanat numérique

Notion qui définit l'association entre
l'esthétique traditionnelle de création
avec nos *outils numériques*.





miro

miro.com

Ideation Session Aug'20

Step 1 5 min
Set the stage
Andrey
Explain that the group's task for the next hour is to immerse themselves in the target personas. Really step into their skin and imagine how they feel. Review the homework, and introduce the personas.

Step 2 5 min
Demonstrate by doing
Before you break into sub-groups, ensure the team have detached themselves from their biases and are prepared to morph into their customer persona.

Step 3 15 min
Fill in the empathy maps
Himali
Divide the group into pairs or trios. Work out which sub-group tackles which persona, and allow 10-15 minutes to fill in their empathy map, depending on the number of small maps you have.

Think and feel?

Doesn't want to miss out on anything that interests her
Wants a holiday with family/friends
Tons of information from the internet
A lot of hotel and flights recommendations
See?
Her friends' opinions
Interesting offers on the internet
Emails with offers
Influenced by family and friends
Likes to search online
Likes too plan her trips
Natalie

Pain

Will it be expensive?
Overwhelmed with information
Spending long hours on search and reading
Anna

Gain

New experience
Lovely memories
Rest from everyday life

Step 4
Present the empathy maps
Lisa
As each sub-group presents their map, encourage the full group to raise questions or items for discussion. What insights does the map reveal? Where do we have gaps in knowledge?

Step 5
Determine next steps
Did you stumble on questions that need to be answered before moving ahead? Assumptions that need to be validated? Discuss as a group what you've learned from the empathy ma

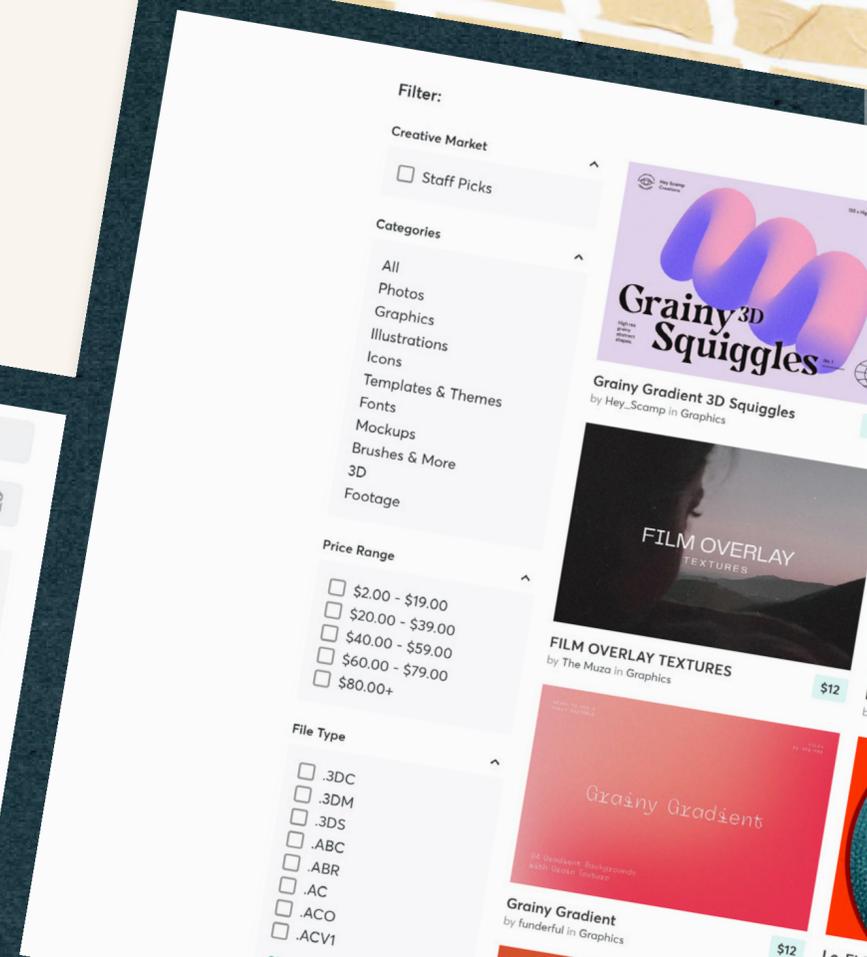
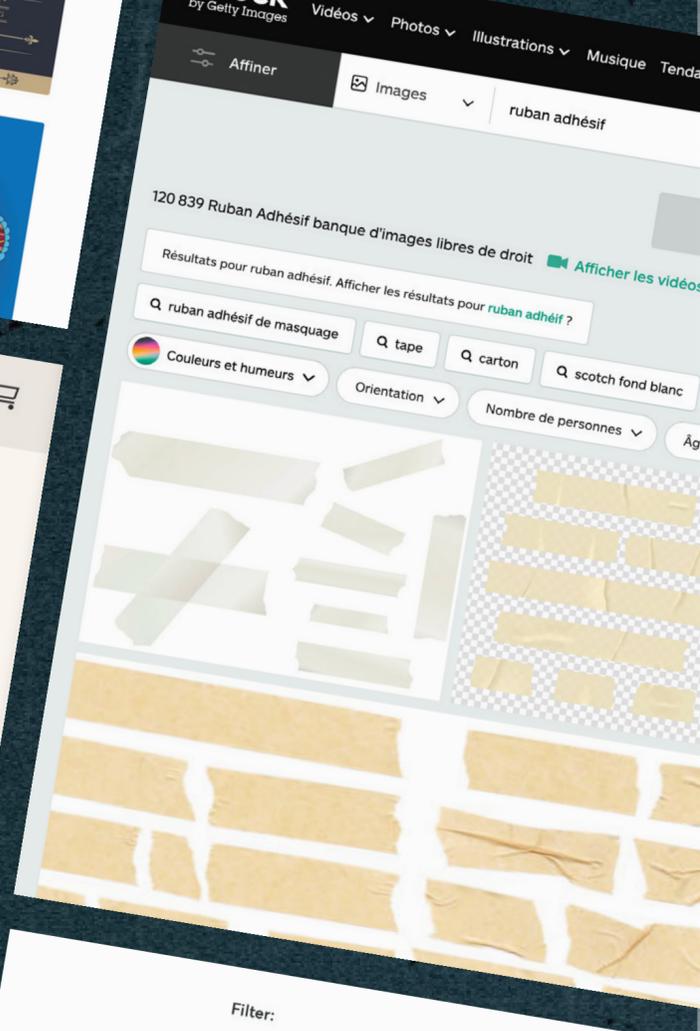
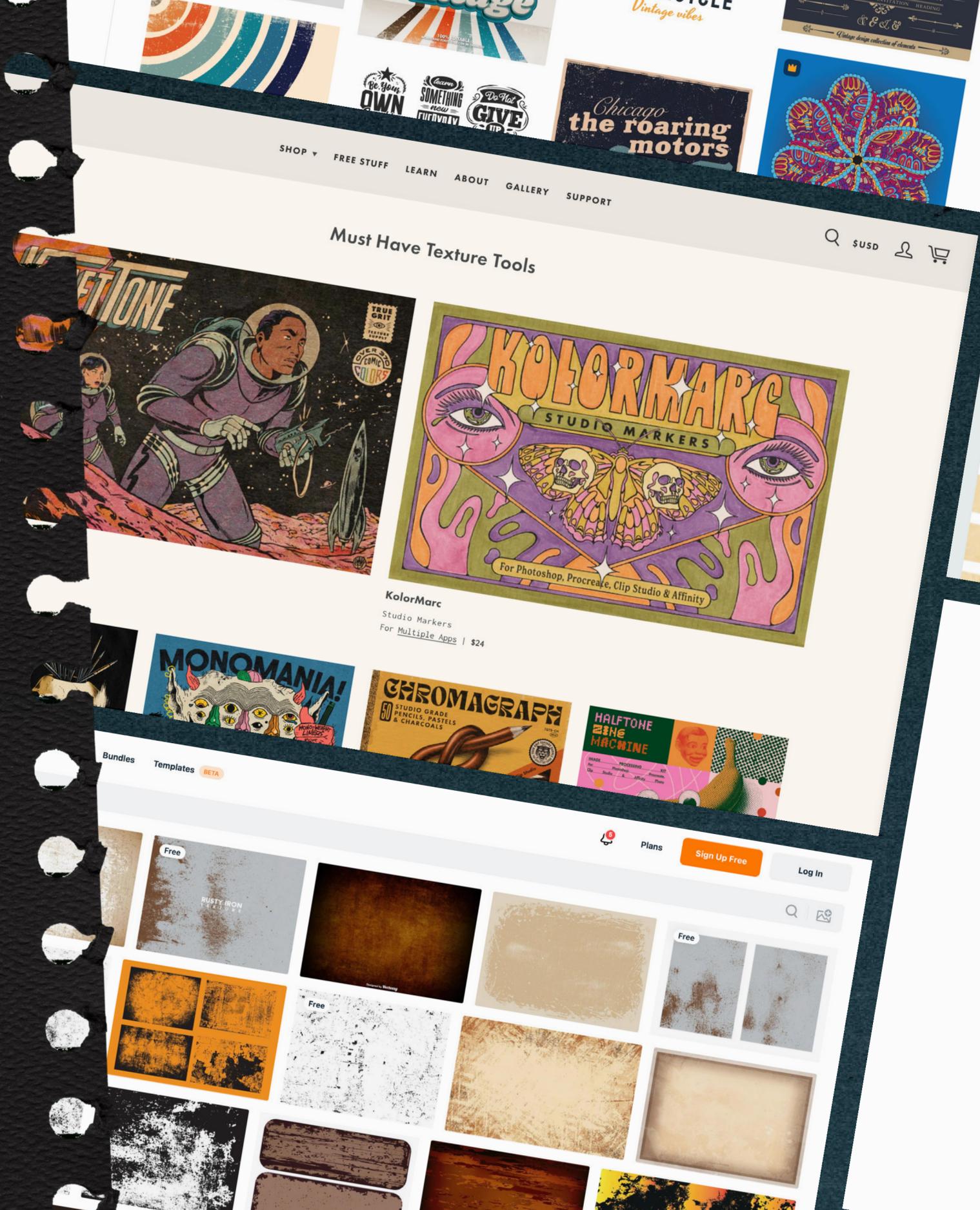
Thoughts, comments, actions

We must show what is included in the price
Check-in/check-out from the accommodation might influence the booking

- Plateforme de tableau virtuels collaboratif.
- Création et partage d'idées.
- Version gratuite et payante.

- Image de l'An.
- Valeurs Miro.
- Site collaboratif.
- Déposer / Télécharger.
- Actualisé en temps réel.
- Communauté dynamique.

- Coût élevé.
- Restrictions d'utilisation.
- Mises à jour irrégulières.
- Manque d'originalité.



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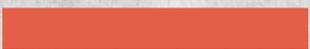
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C 6 R 227 HEX:e35f49
M 74 V 95
J 71 B 73
N 0



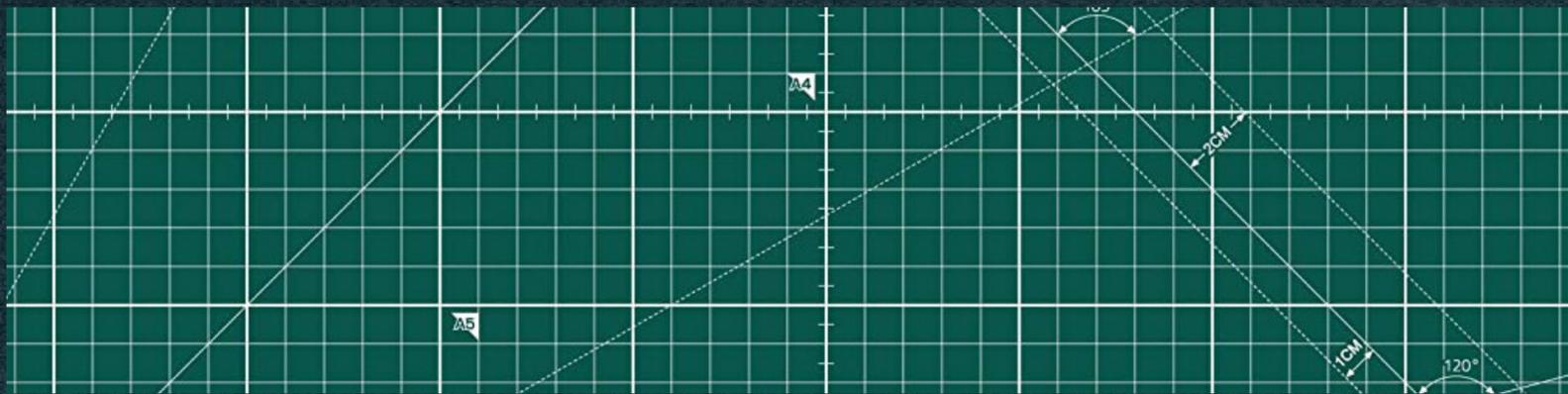
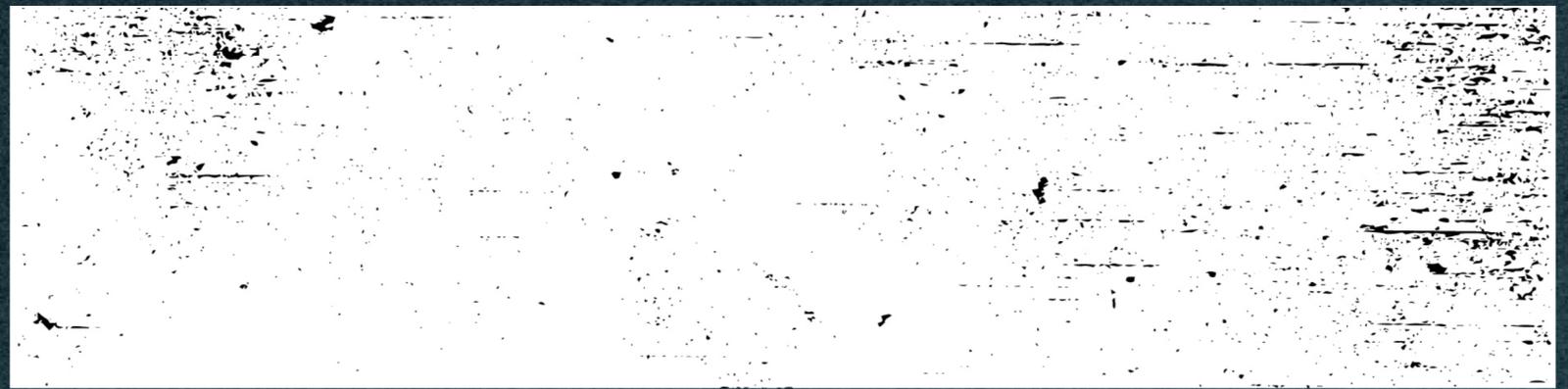
L'Artisanat numérique |

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J	18	B	214	
N	0			

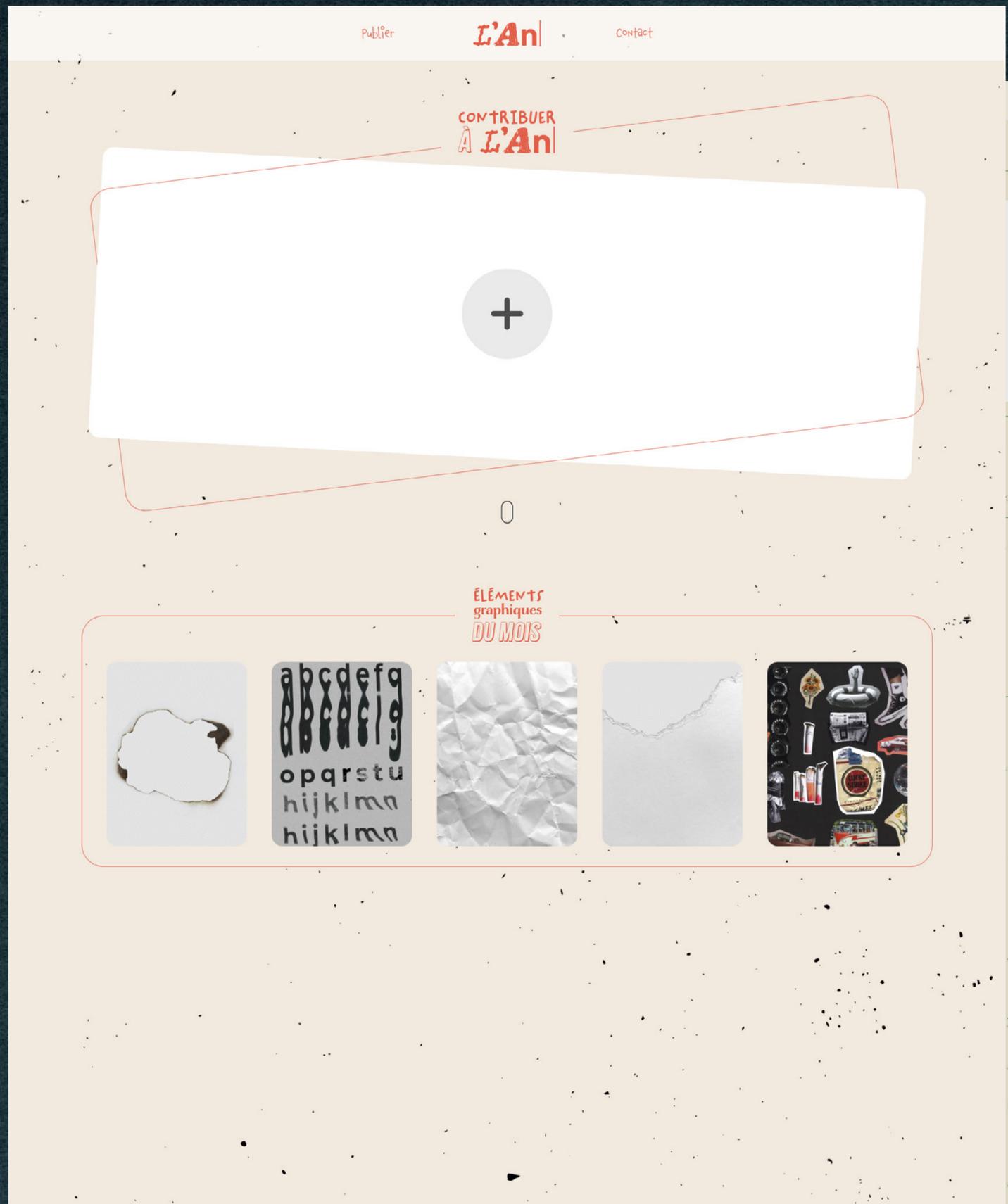
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L'Anl





- - Fond texturé (grain).
- Jouer avec l'UX
- Réflexion composition



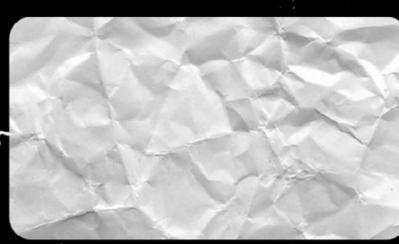
- Fond texturé (grain).
- Réflexion composition.
- Hiérarchie.

L'An

DERNIERE
TENDANCE

a b c d e f g

RÉCEMMENT
AJOUTÉ



L'Artisanat numérique |

← + Artisanat numérique |

N°00673 @art-camp

Artisanat numérique |

+ ☰

Artisanat numérique |

+ ☰

N°00673 @art-camp

abcdefghijklmnop
opqrstuvwxyz

XYZ

XYZ

— Imbrication.
 — Pas assez d'an.
 — Nom d'utilisateur.
 — Page annexe (perte temps).
 téléchargement

+ ☰

N°00673 @art-camp

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XYZ

abcdefghijklmnop

+ ☰

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Accéder

Populaire ▾
Récent
Pertinence

Filtres

Artisanat
Américaine

Accéder

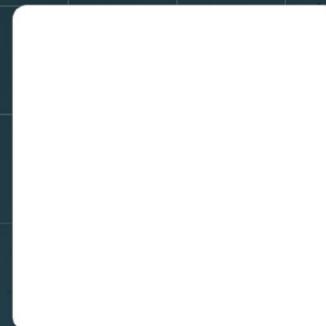
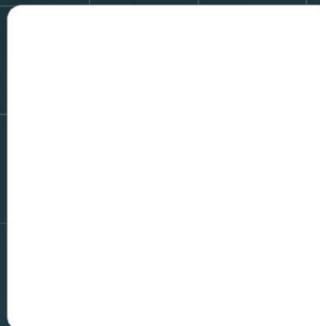
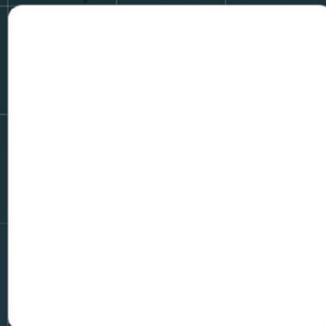
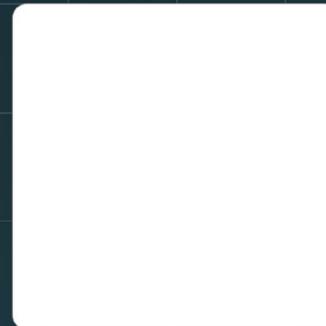
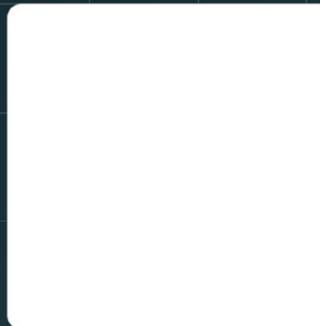
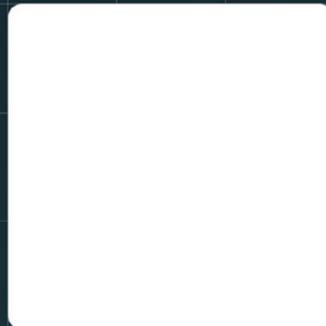
Populaire >

Filtres ▾

- Travail texture fond.

- Carrousel.

- Tri et filtre.



NT

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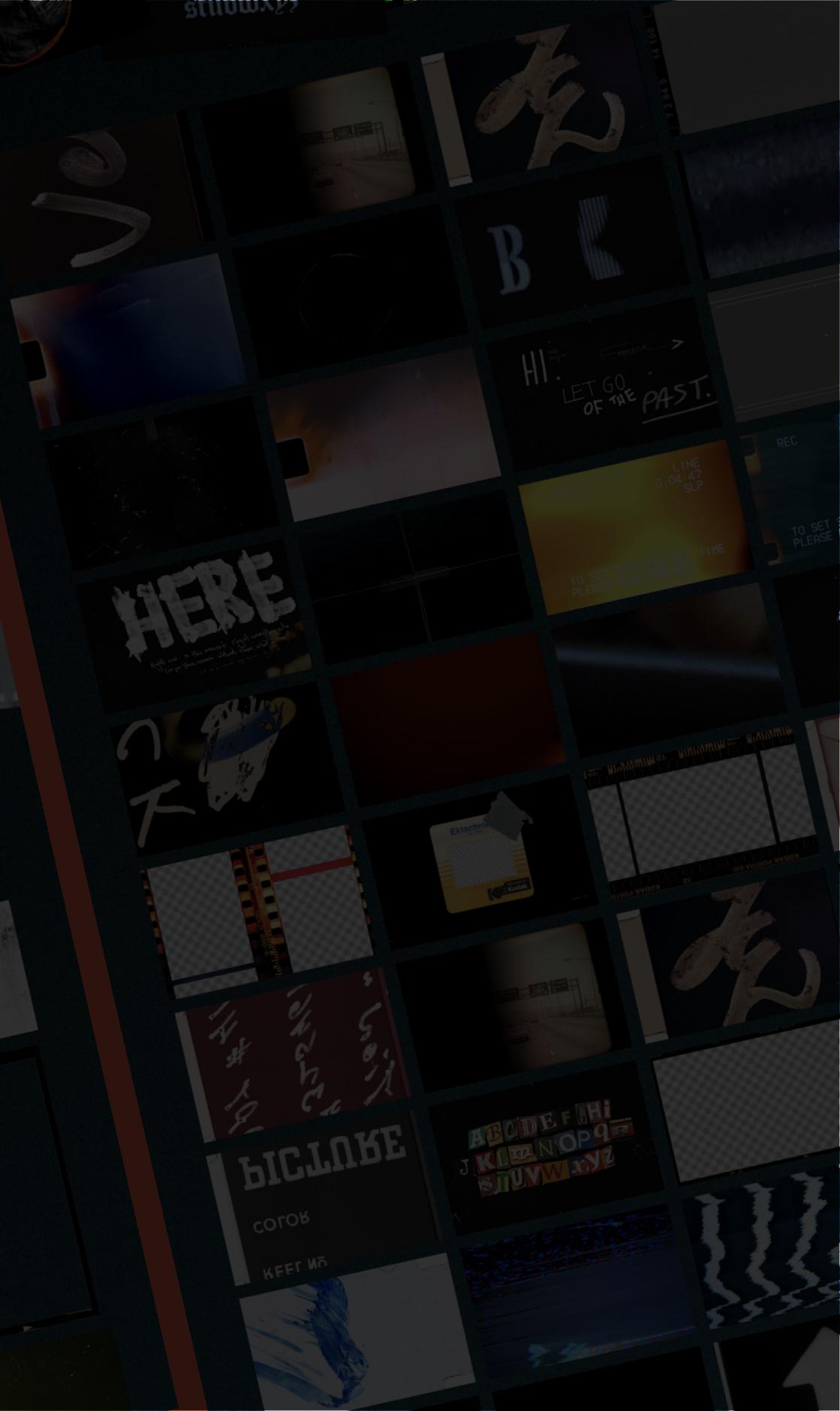
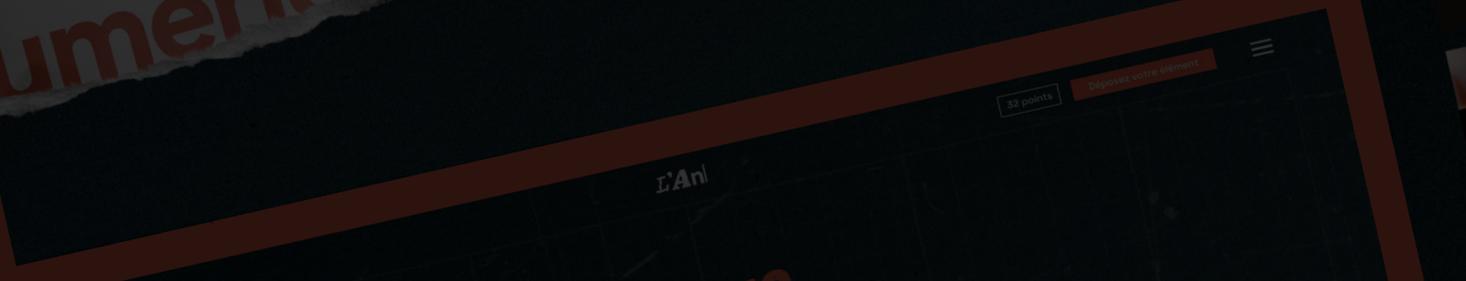
REPRENDRE
C'EST COLLABORER!

Accéder

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Qty: 1





DONNER
 C'EST DONNER,
 REPRENDRE
 C'EST COLLABORER!



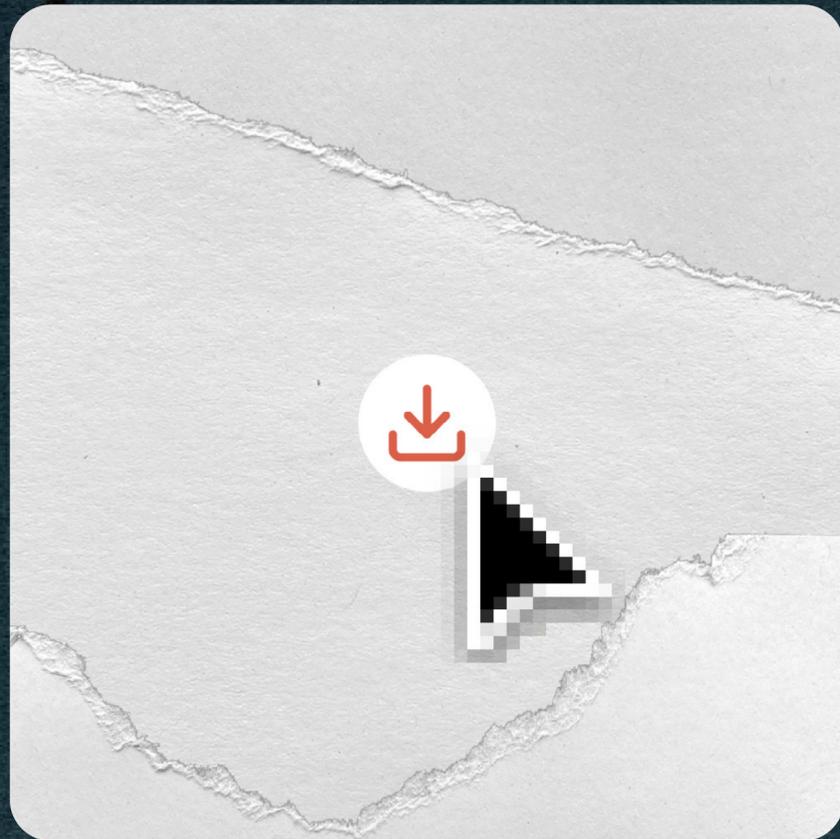
66
 Tout ce que
 je recherche
 pour le prix
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 bonux
 Avis d'utilisateur



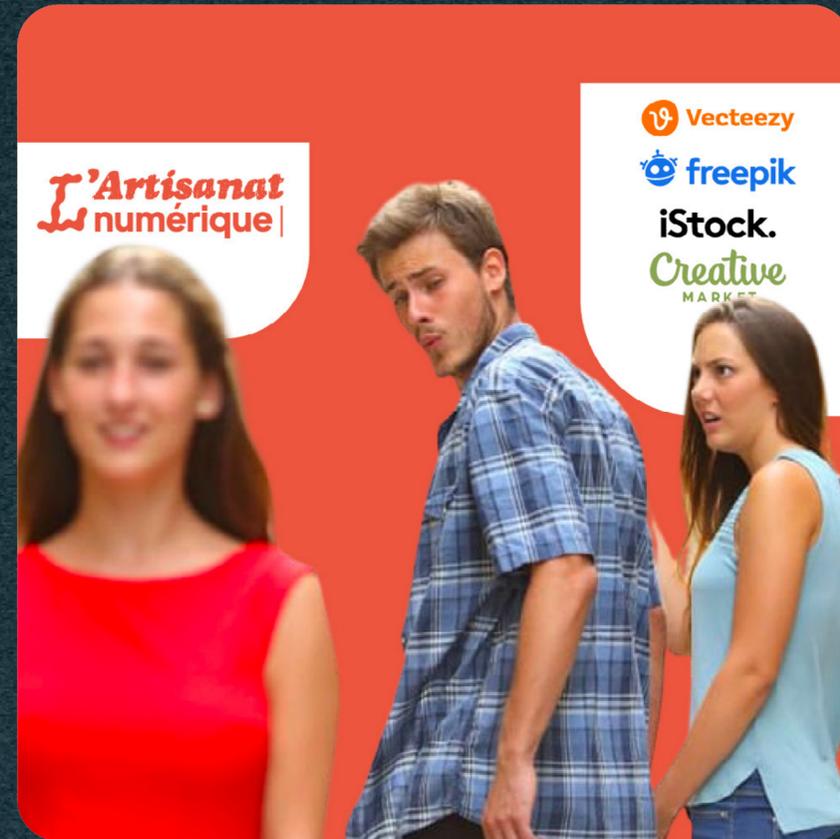
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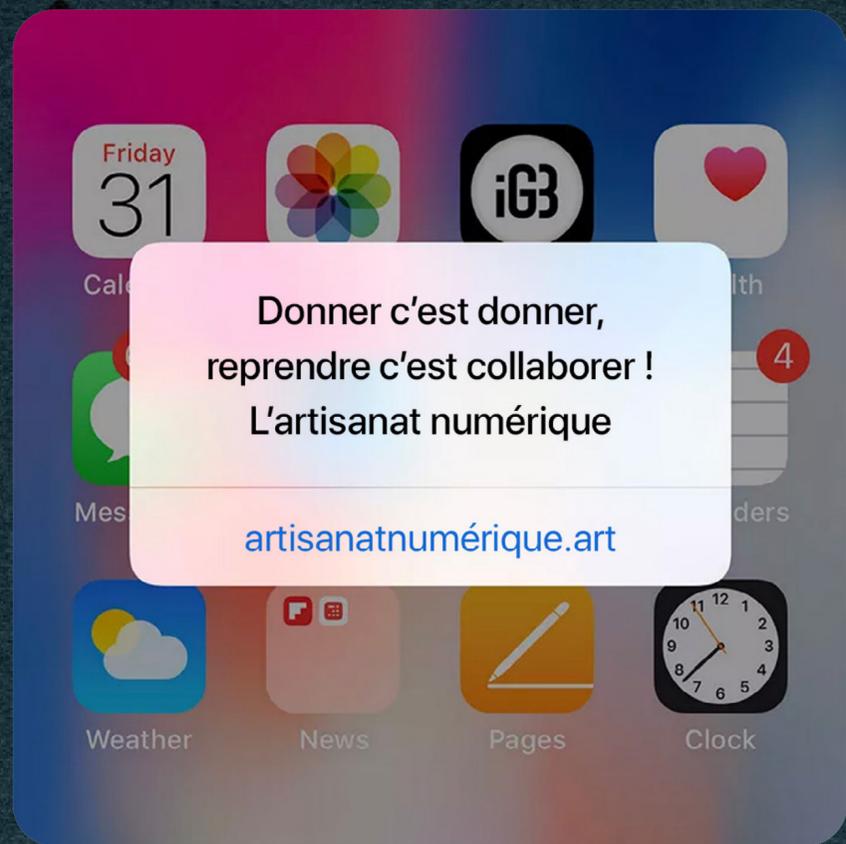
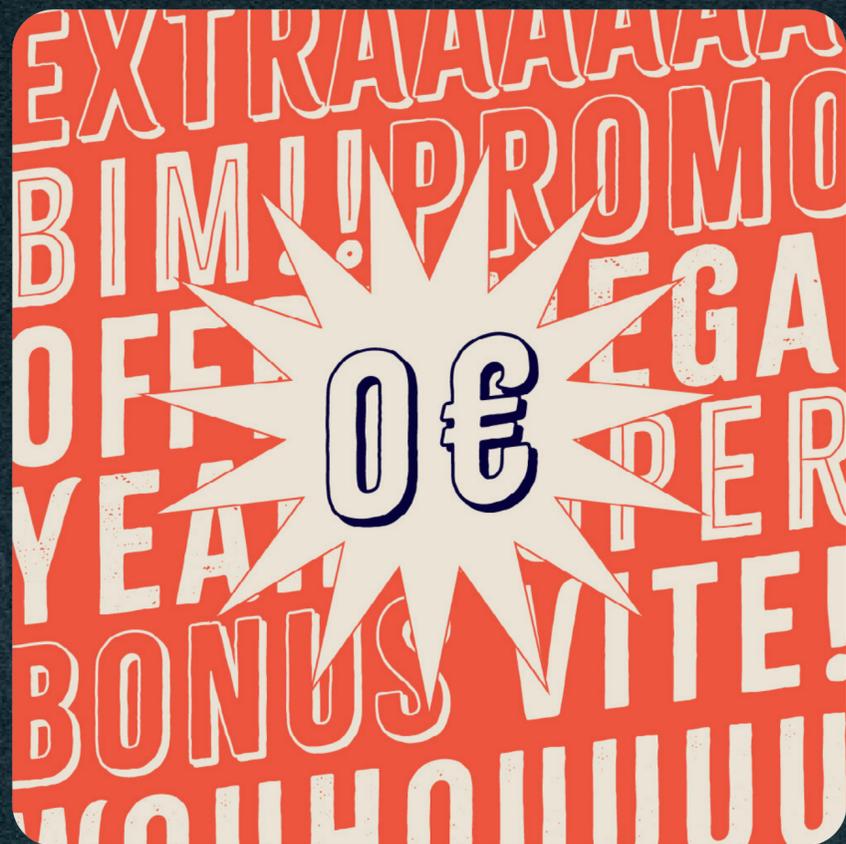


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L'Artisanat
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Any
questions ?

Arthur Pereira