SPARK
INNOVATION LAB

CO-CREATION WORKSHOP: RECAP & RECOMMENDATIONS

TEAM

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Agenda

RECOMMENDATIONS

Building the **ideal customer journey**

Mapping how we might **harness** existing **tourist footfall** to diversify it to the entire neighborhood

Developing **mission** and **vision** statements

Creating an **assessment model** to identify the best offerings for a specific client

Brand Voice   Golden Circle   Purpose Statement   SPARK Journey Map   Awareness-Engagement Map

RECAP

01

DESIGNING *THE*
CO-CREATION WORKSHOP...

Designing **evaluative activities** vs generative activities

Framing activities with a **smaller time frame**

Accounting for **potential disinterest** or lack of enthusiasm
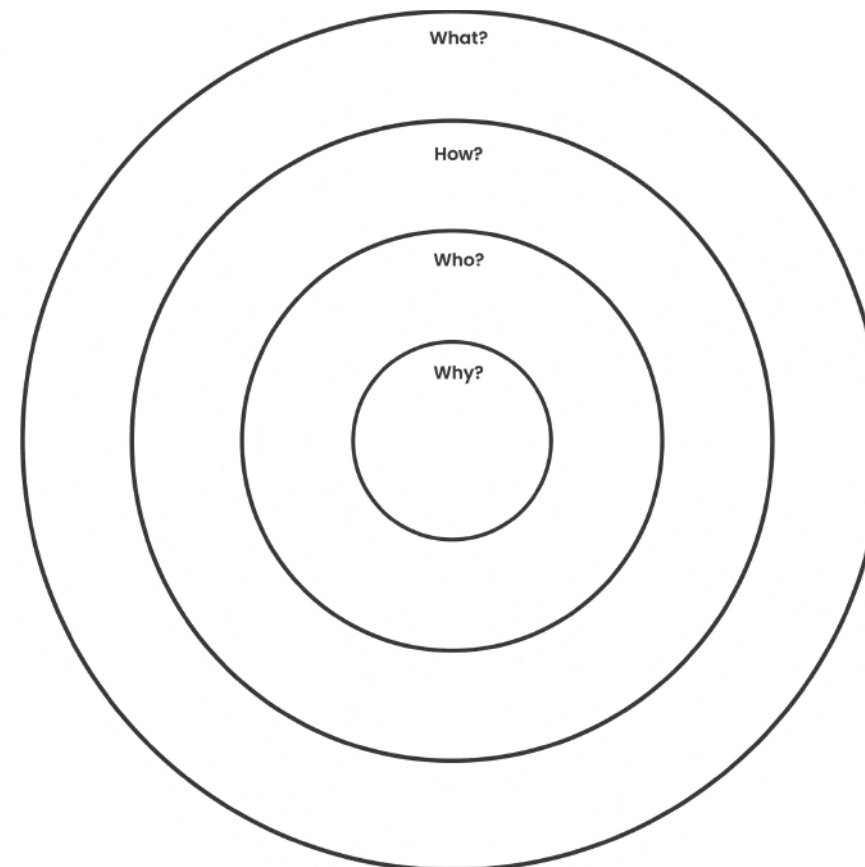
CO-CREATION ACTIVITIES

PART 1

ACTIVITY 1

Imagine....
if Spark was an animal or a movie character,
what would its voice be like?

ACTIVITY 2

The Golden Circle

What?

How?

Who?

Why?

ACTIVITY 3

What's SPARK all about?

Our brand is the only _ _ _ _ _ _ _ _ _ _ _ _ _ (1. Category)

that is _ (2. Uniqueness)

We help _ _ _ _ _ _ _ _ _(3. Who) to _ _ _ _ _ _ _ _(4. Outcomes) by

_ _ _ _ _ _ _ _ _ _ _ _ (5. Actions)

We are here to _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ (6. Value Creation)

We believe _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ (7. Passion)

CO-CREATION ACTIVITIES

PART 2

ACTIVITY 4

Mapping the Ideal SPARK Entrepreneur Journey
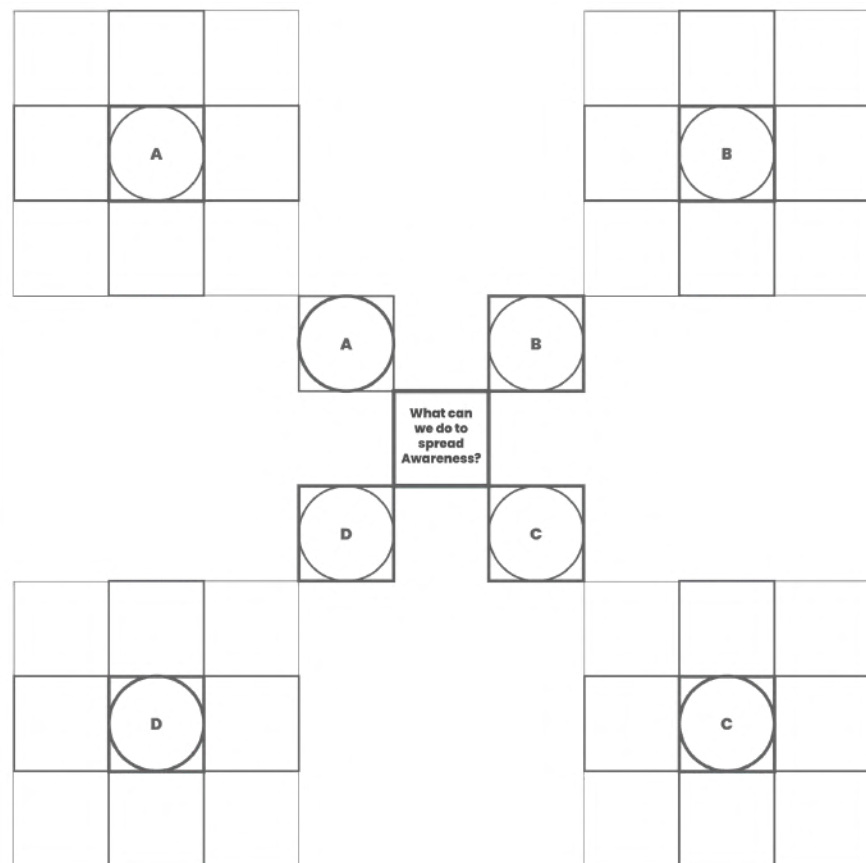
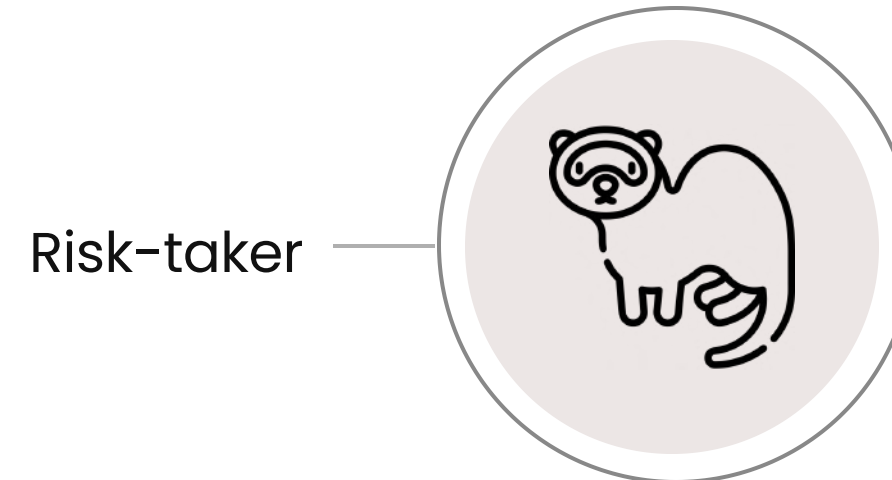| Phase 1: | Phase 2: | Phase 3: | Phase 4: | Phase 5: | Phase 6: |
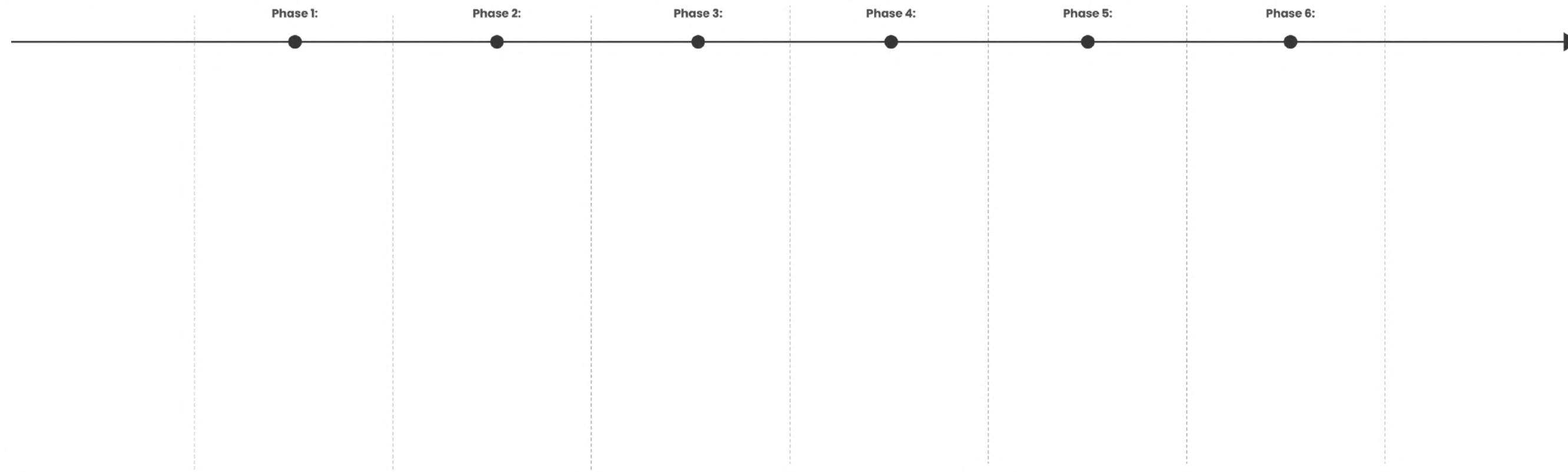
CO-CREATION ACTIVITIES

PART 3

ACTIVITY 5

Awareness - Engagement Map
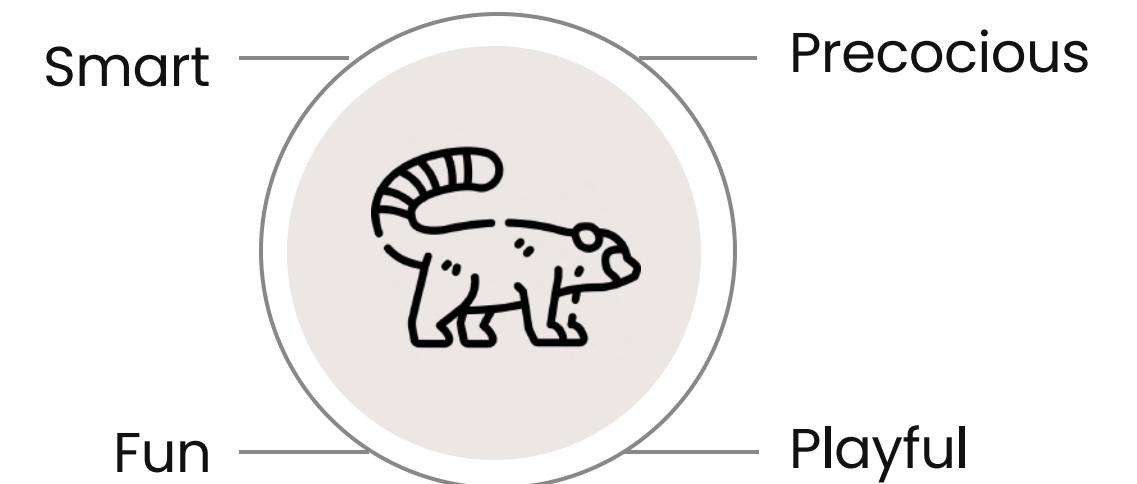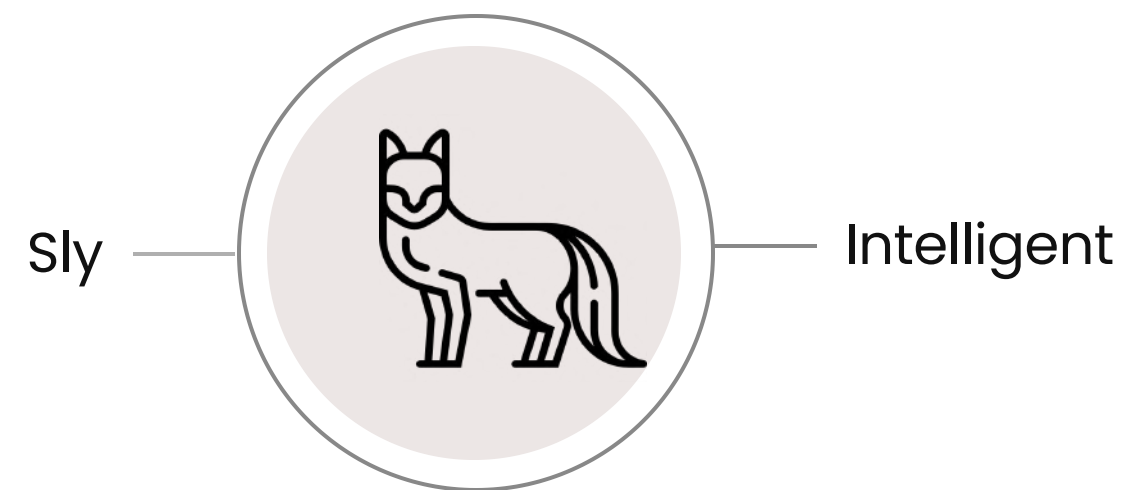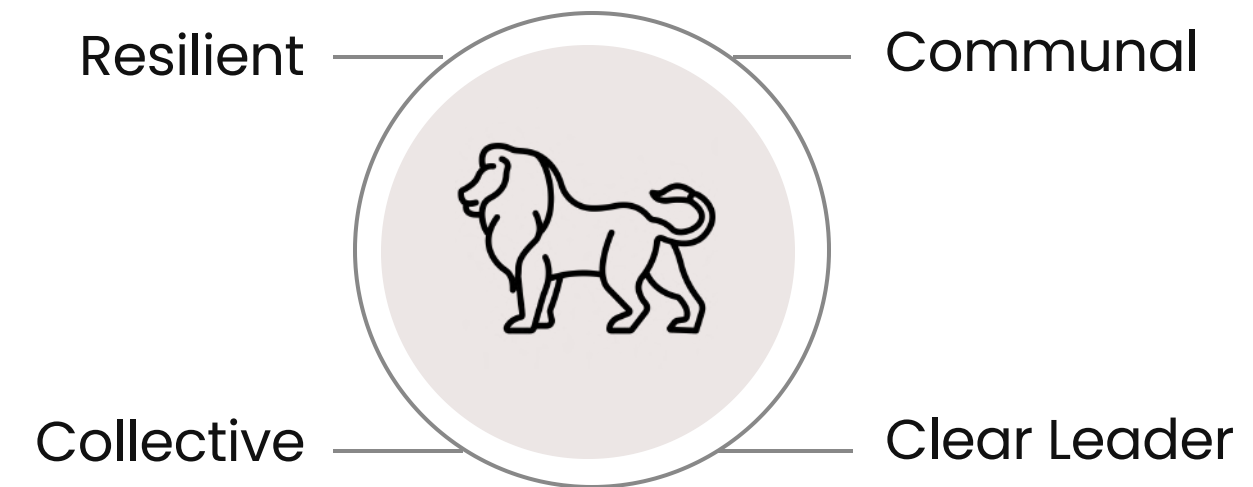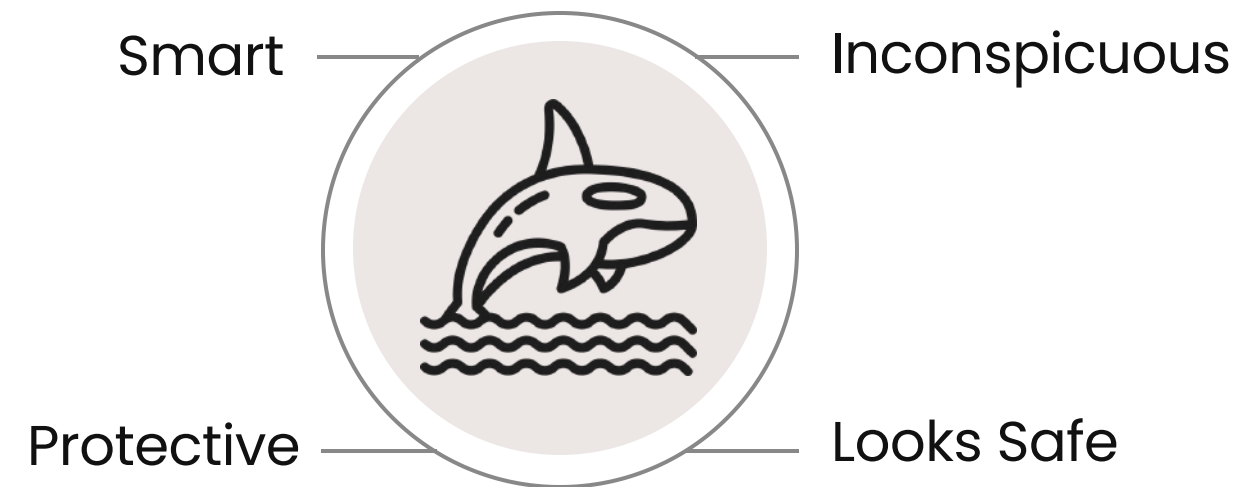
BRAND VOICE

Imagine your brand was an animal. What would it be and why?

Smart — Inconspicuous

Protective — Looks Safe

Resilient — Communal
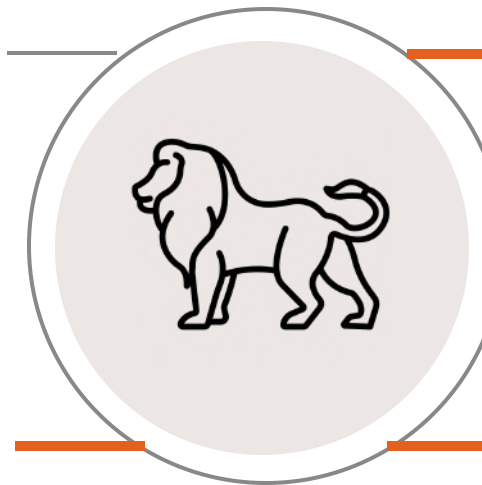
Collective — Clear Leader

Sly — Intelligent

Risk-taker

Smart — Precocious

Fun — Playful

BRAND VOICE

Imagine your brand was an animal. What would it be and why?

Smart — **Inconspicuous**

Protective — Looks Safe

Resilient — **Communal**

Collective — **Clear Leader**

Sly — **Intelligent**

Risk-taker

Smart — Precocious

Fun — Playful

SPARK'S VOICE IS THAT OF A ...

Intelligent & Smart

Communal

CLEAR LEADER

Inconspicuous

ACTIVITY 2

GOLDEN CIRCLE

How do we discover the purpose of our brand?

WHAT?

HOW?

WHO?

WHY?
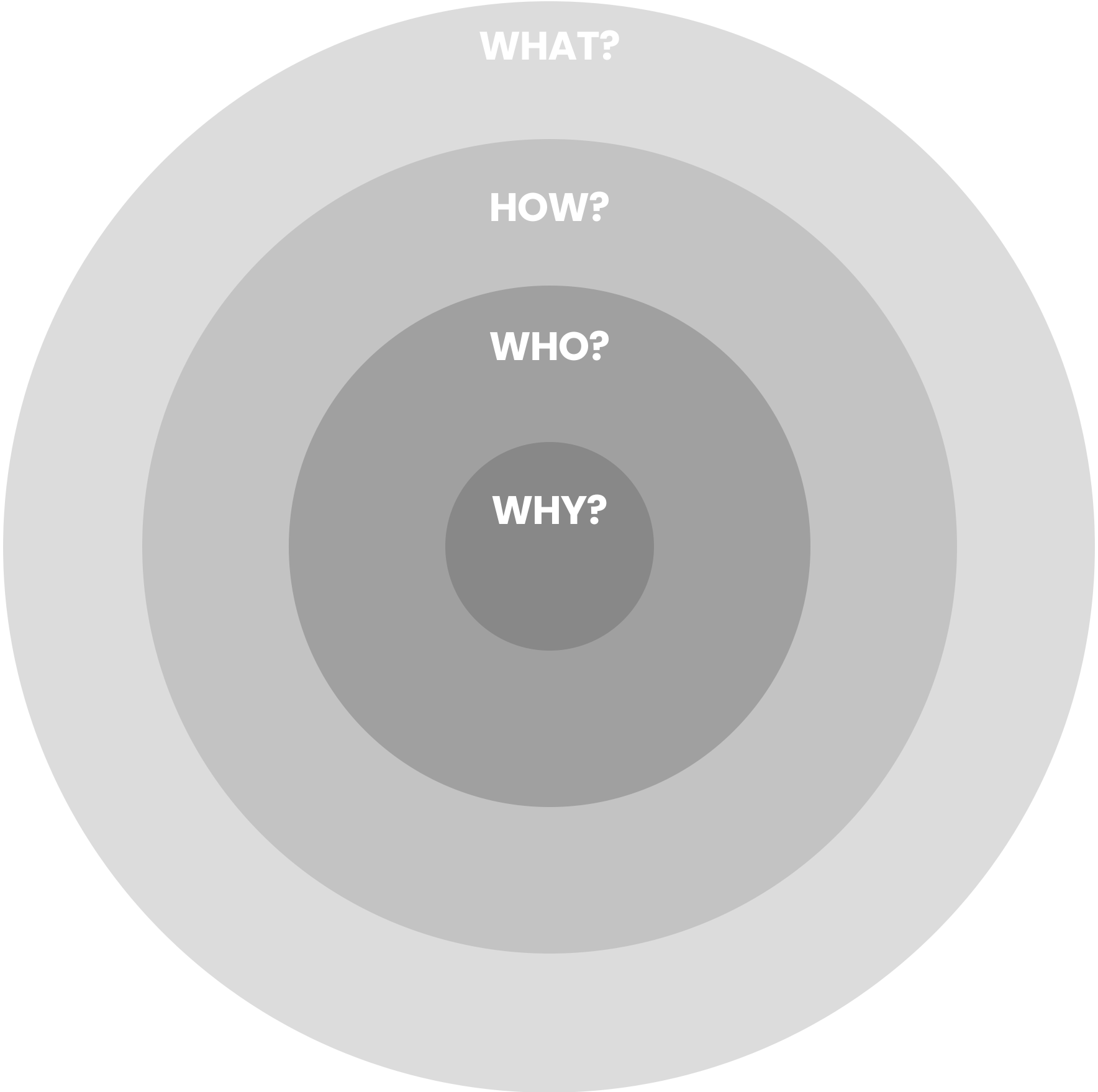
GOLDEN CIRCLE
WHY DOES SPARK EXIST?
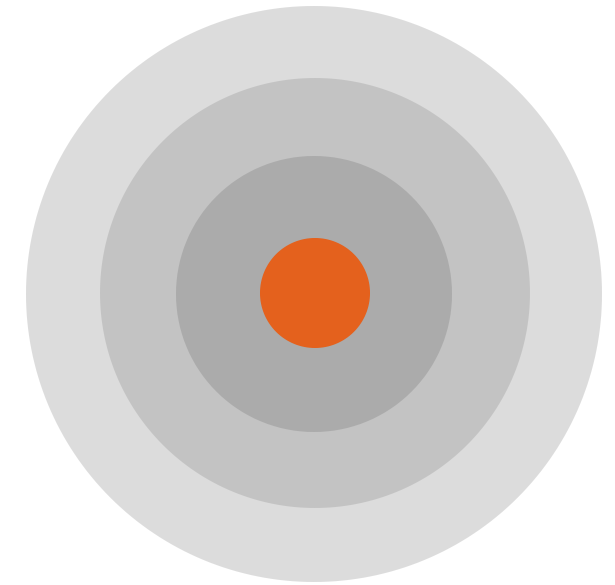
SPARK exists to **help Sweet Auburn retailers become better entrepreneurs**

WHO CAN BENEFIT FROM SPARK?

1
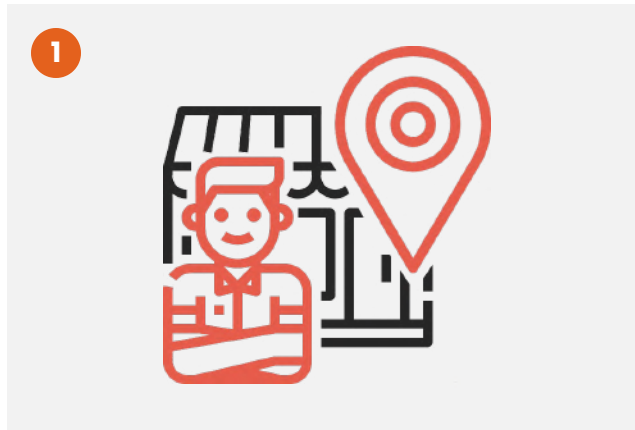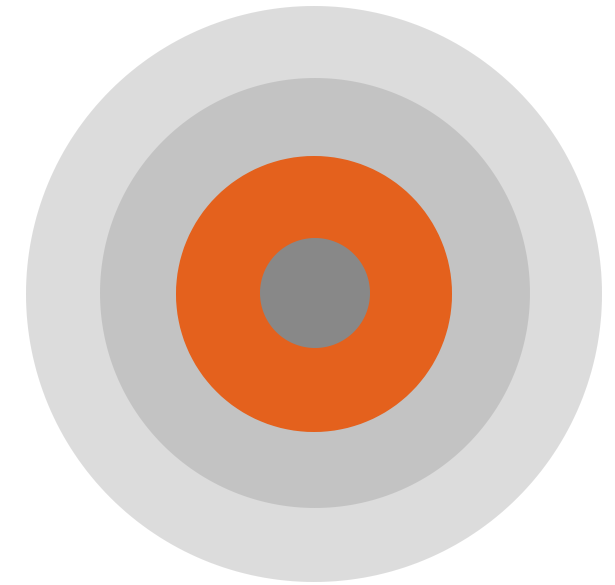
Entrepreneurs **currently operating** in **Sweet Auburn** neighborhood

2

Entrepreneurs who are **interested** in **operating** in **Sweet Auburn** neighborhood

3
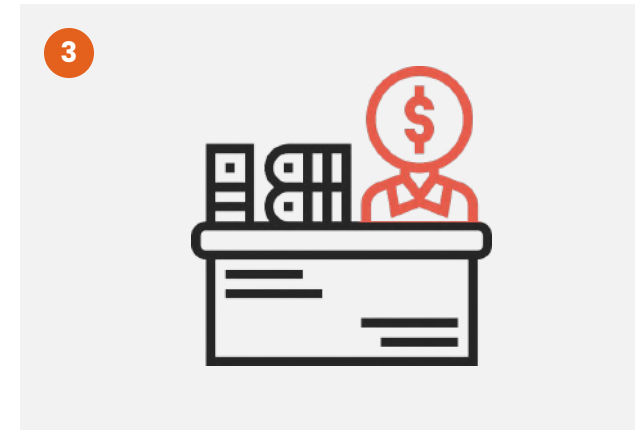
Market vendors that may want to grow to **associate** themselves **with Sweet Auburn**

4
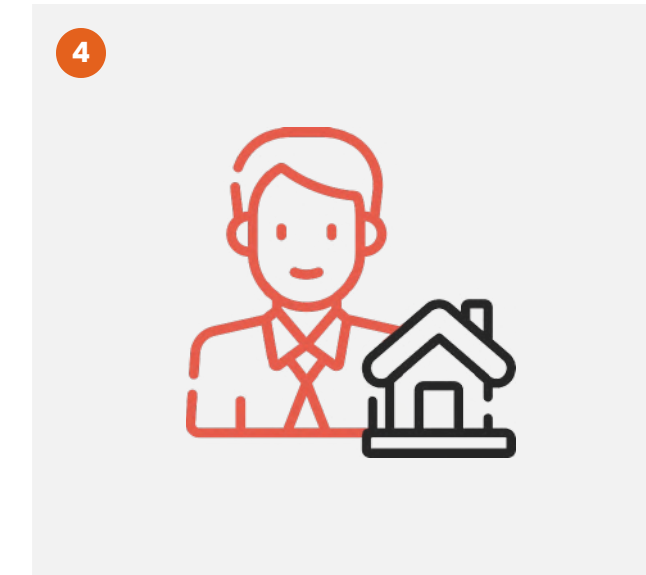
Commercial real estate owners with **retail spaces** in **Sweet Auburn**

GOLDEN CIRCLE
HOW WILL IT HELP?

Offer financial support **to help meet needs**

Build a **neighborhood "ecosystem"**

Survey entrepreneurs to understand their capabilities

Help **market the neighborhood** and its businesses

Offer **technical assistance**

GOLDEN CIRCLE
WHAT CAN BE DONE?

1
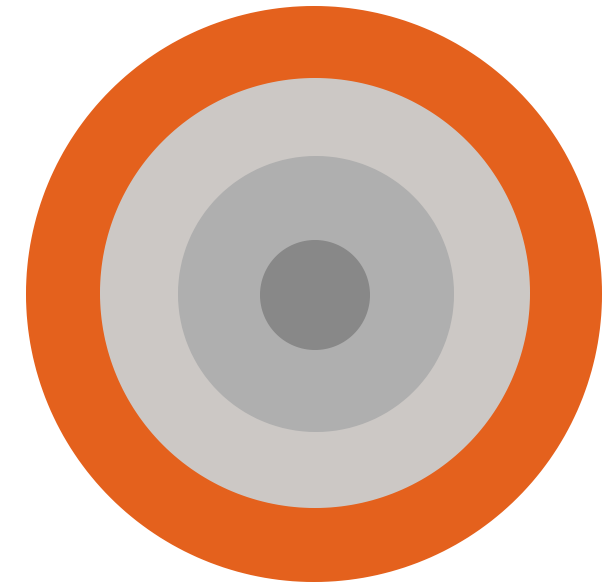
Collect and analyze individual company data

2

Find **technical assistance** providers

3

Brand **diagnostics** workshops

4

Coordinate **PR and media campaigns** for specific events

GOLDEN CIRCLE
WHAT CAN BE DONE?

5 Create **resource groups**, events and communication tools
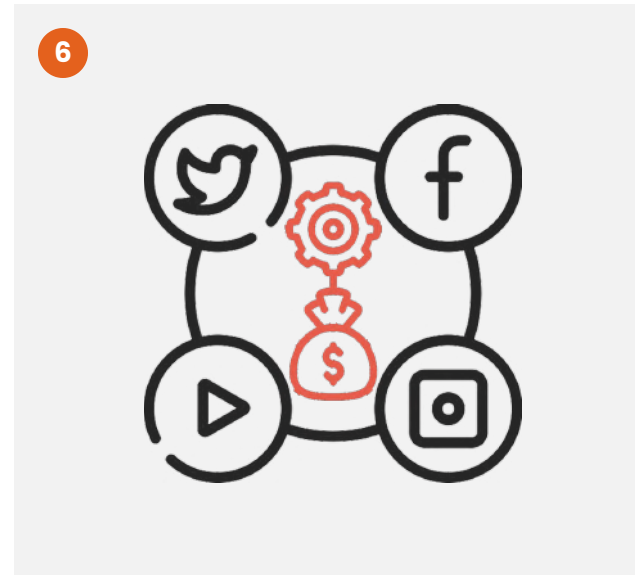
6 Create a **fund for SPARK** participants

7 **Tell stories** about the neighborhood and businesses

Success Stories

PURPOSE STATEMENT

Spark is the only **organization** that **promises to help every retail business in the Sweet Auburn neighborhood**

We help **Sweet Auburn retailers** to **enhance their businesses** by **giving them resources for assistance to grow or thrive**

We believe **every SPARK business deserves to grow and operate in Sweet Auburn**

ACTIVITY 4

SPARK JOURNEY MAP

What are the different stages of SPARK and its entrepreneurs?

OPPORTUNITY TO RECRUIT MORE USERS
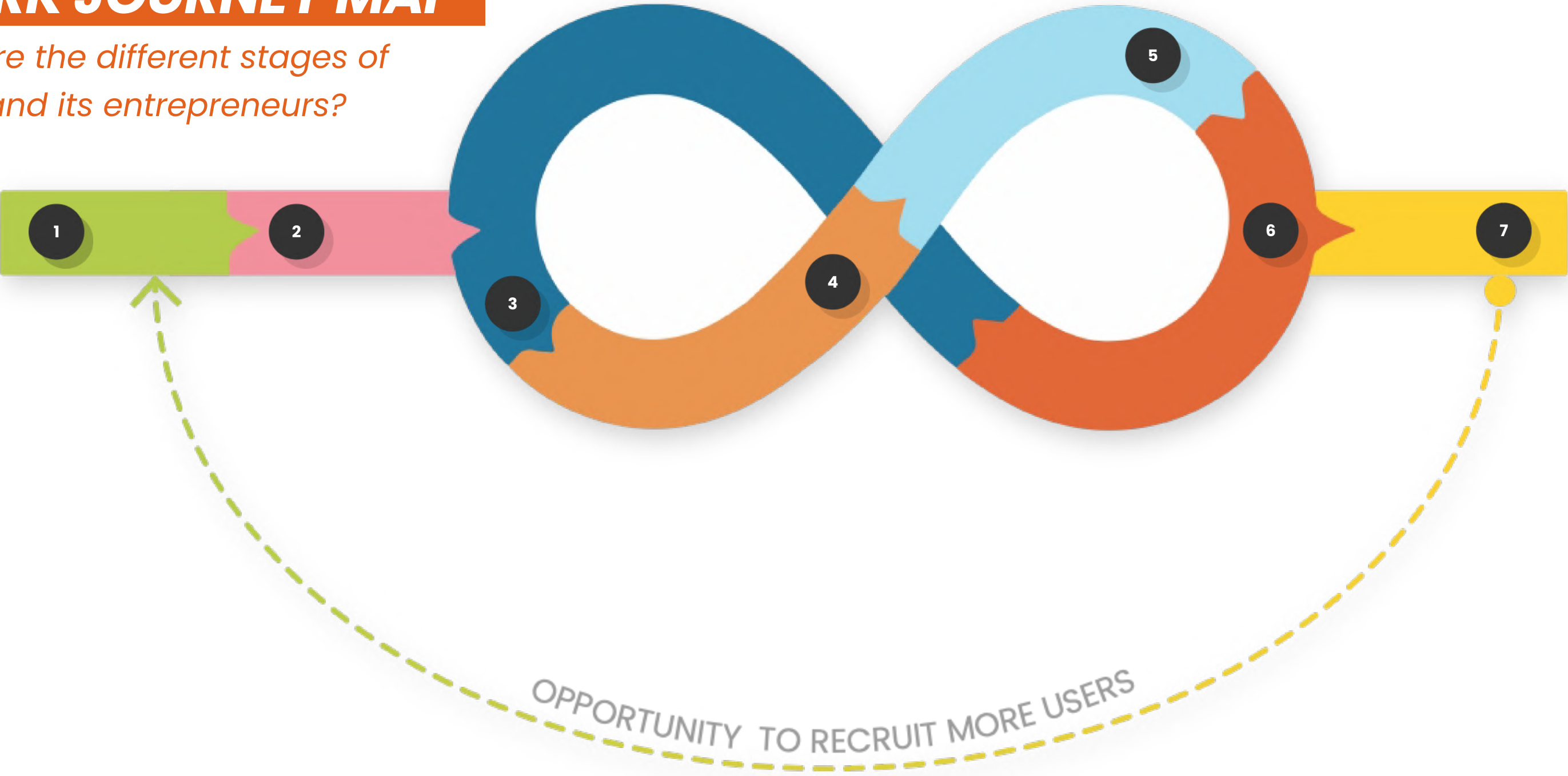
1 **Define & Discover**

2 **Connect & Communicate**

3 **Apply & Assess**

4 **Define & Discover**

5 **Administer & Adopt**

6 **Measure & Monitor**

7 **Engage & Evangelize**

DEFINE & DISCOVER

Discovering SPARK through social media and other retailers

OPPORTUNITY TO RECRUIT MORE USERS

SPARK

Tells the viewer **the story of SPARK** through an integrated web interface that facilitates engagement

Entrepreneur

Discovers SPARK through social media advertisements that lead to SPARK's dedicated web interface

CONNECT & COMMUNICATE

Creating mutual connections rooted in trust and collaborative futures

2

OPPORTUNITY TO RECRUIT MORE USERS

SPARK

Entrepreneur

Establishes contact through **multiple points of engagement** with the entrepreneur to encourage trust

Develops trust in SPARK through reliable and constant engagement through virtual and in-store interactions

APPLY & ASSESS

3

Providing a clear application and assessment model that identifies the most customized and suitable areas of solution building
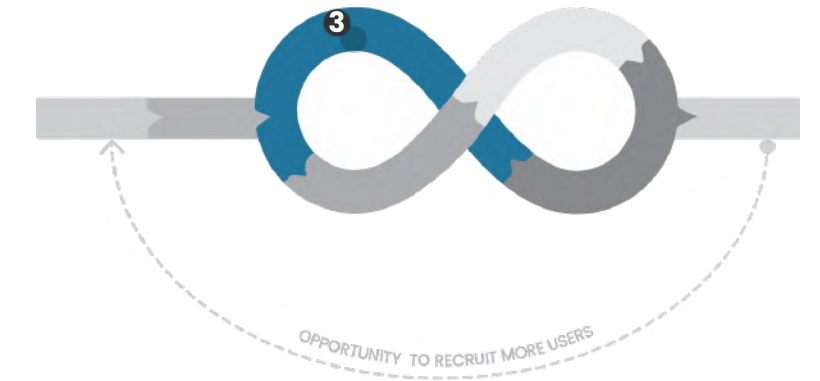
SPARK

Assesses the entrepreneur and vets the perfect candidate through different tests and criteria

Entrepreneur

Decides to **apply to SPARK** on a simplified portal that is easy to access and operate

DIAGNOSE & DETERMINE

4

Working with the client to diagnose and determine their overarching problem areas to develop a plan of action

OPPORTUNITY TO RECRUIT MORE USERS

SPARK

Conducts the **Brand Diagnostics Workshop** to identify the problem

Entrepreneur

Articulates and clarifies the **different problem areas** that requires SPARK's attention

ADMINISTER & ADOPT

Co-creating solutions with the entrepreneur to work towards making their business better

5
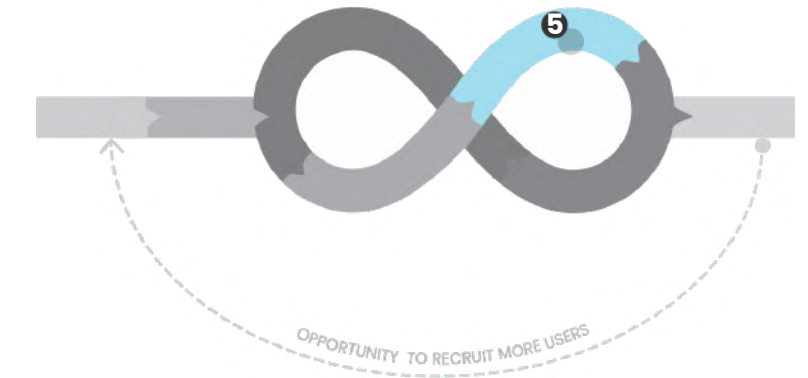
SPARK

Entrepreneur

Co-creates the most impactful **solutions** with the entrepreneur by means of the Co-Creation Workshop

Decides to **implement the solution** into the brand's functioning based on SPARK's proposed recommendation

MEASURE & MONITOR

Evaluating the solution areas to map its impact and business sustainability

6

SPARK

Evaluates the impact of the solution and its implementation through preset metrics based on funding and resources

Entrepreneur

Checks its progress to ensure positive development of the brand and its storefront

ENGAGE & EVANGELIZE

Elevating the collaboration by onboarding the entrepreneurs as ambassadors to communicate their success stories to others

OPPORTUNITY TO RECRUIT MORE USERS

SPARK

Continues its journey and **communicates its success stories** to potential customers

Entrepreneur

Becomes an **ambassador and spokesperson for SPARK** and communicates its offerings to other retailers

AWARENESS & ENGAGEMENT

What can SPARK do to increase awareness and engagement?

Educate the community **about SPARK's offerings**

Harness existing **tourist footfall**

Promote **SPARK** to receive more contributors

Fix misinformation
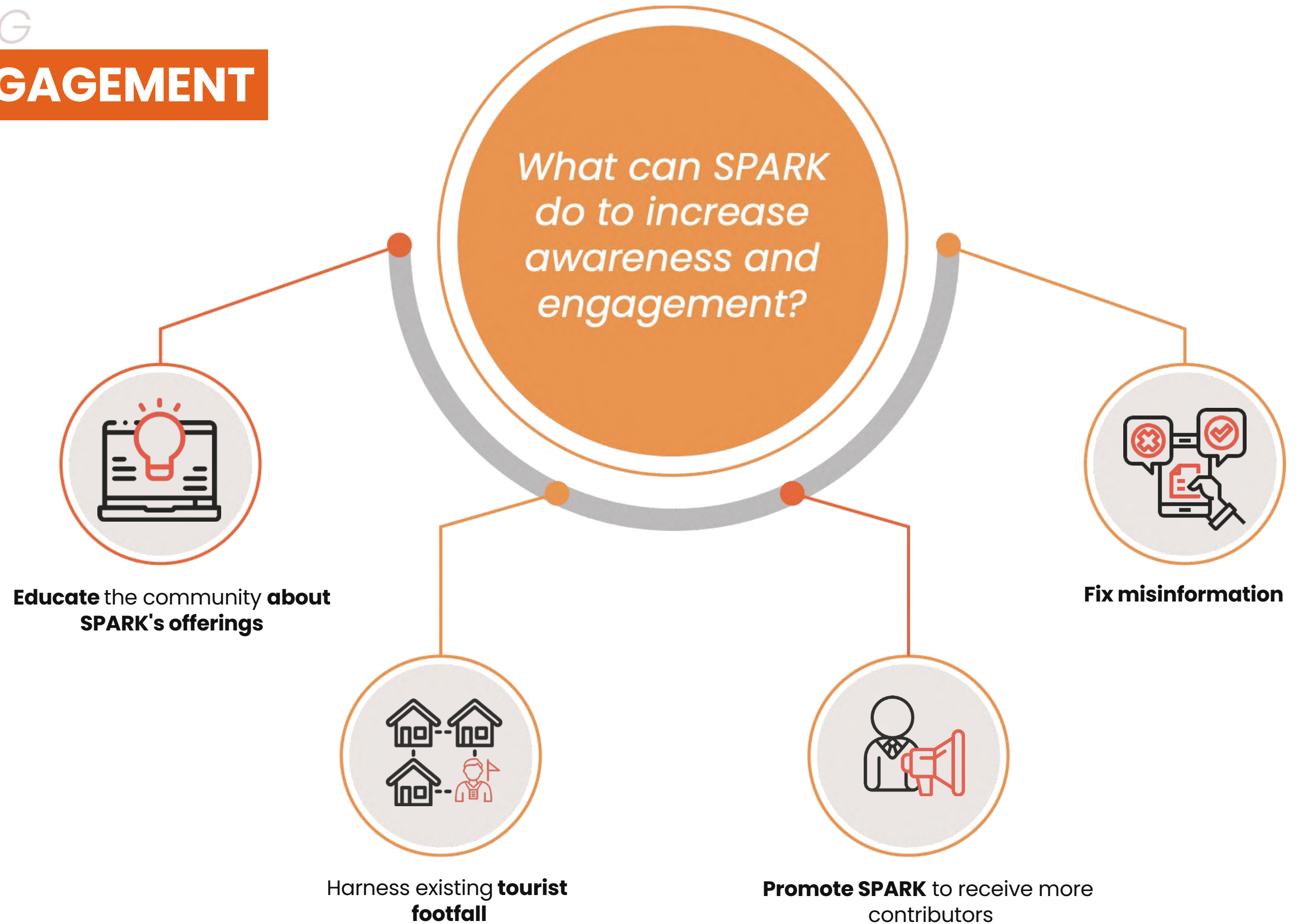
HOW MIGHT WE....

increase awareness and engagement amongst the **local community** and **visiting tourists** by **educating** them about **SPARK's offerings** while simultaneously **reaching and recruiting potential entrepreneurs, contributors and partners?**

INCREASE AWARENESS AND ENGAGEMENT?

1 **Ambassadorship programs** to encourage local retailer buy-in

2 **Targeted social media content** that aims at fixing misinformation

3 **SEO to enhance reach** with contributors seeking to engage with SPARK

INCREASE AWARENESS AND ENGAGEMENT?

4 **Setting up a platform** for SPARK to share its success stories

5 Shining a spotlight on the **individual story and USP** of each retailer

6 **Popularizing Sweet Auburn Street tours** to facilitate engagement between newcomers and retailers

The Golden Circle

How?

Who?

Why?

KEY LEARNINGS

02

CO-CREATION WORKSHOP

KEY LEARNINGS

importance of workshop building with **different personality types**

designing activities for an **individual** vs. a team

shifting the the aim of an activity based on the client's direction

KEY INSIGHTS...

SPARK has begun establishing its brand identity and offerings

Currently, SPARK requires a clearer campaign to reach different stakeholders

SPARK has ideas to pave the way for clearer operations
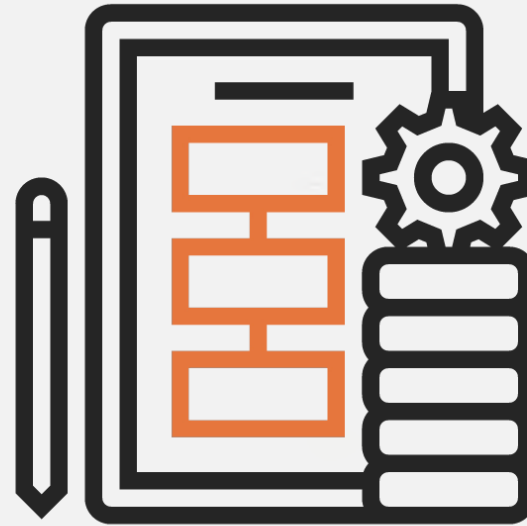
RECOMMENDATIONS

03

OPERATIONAL
RECOMMENDATIONS

1

2

3

Developing a clear operations plan to ensure that SPARK's steps forward are clearly charted out

Visualizing a business model to tie into SPARK's operations

Identifying a constant **resource pool** of talent to consult on projects

MARKETING
RECOMMENDATIONS

1

Facilitating customer engagement through a well-designed webpage

2

Building an integrated, cost-effective **phygital model** to increase visitors at the Sweet Auburn storefronts

3

Weaving a distinct story to **narrate the history** of every Sweet Auburn retailer

NEXT STEPS

04

DELIVERABLES: WHAT CAN WE DO?

1 Building the UI and UX for SPARK's website

2 Assisting with copy for the website

3 Providing content to help synthesize the "S" journey

WEBSITE UI AND UX

1 **Updated and clarified information architecture** based on the user journey map from the Co-Creation Workshop

2 List of web pages that can be completed from the existing site map: ***Home*** and ***Contact***
Framework design for: ***About*** and ***The Lab***

3 A set of **supporting visual assets** comprising of SPARK's brand language and interface assets (including a theme setup on Wix)

Detailed Site Map
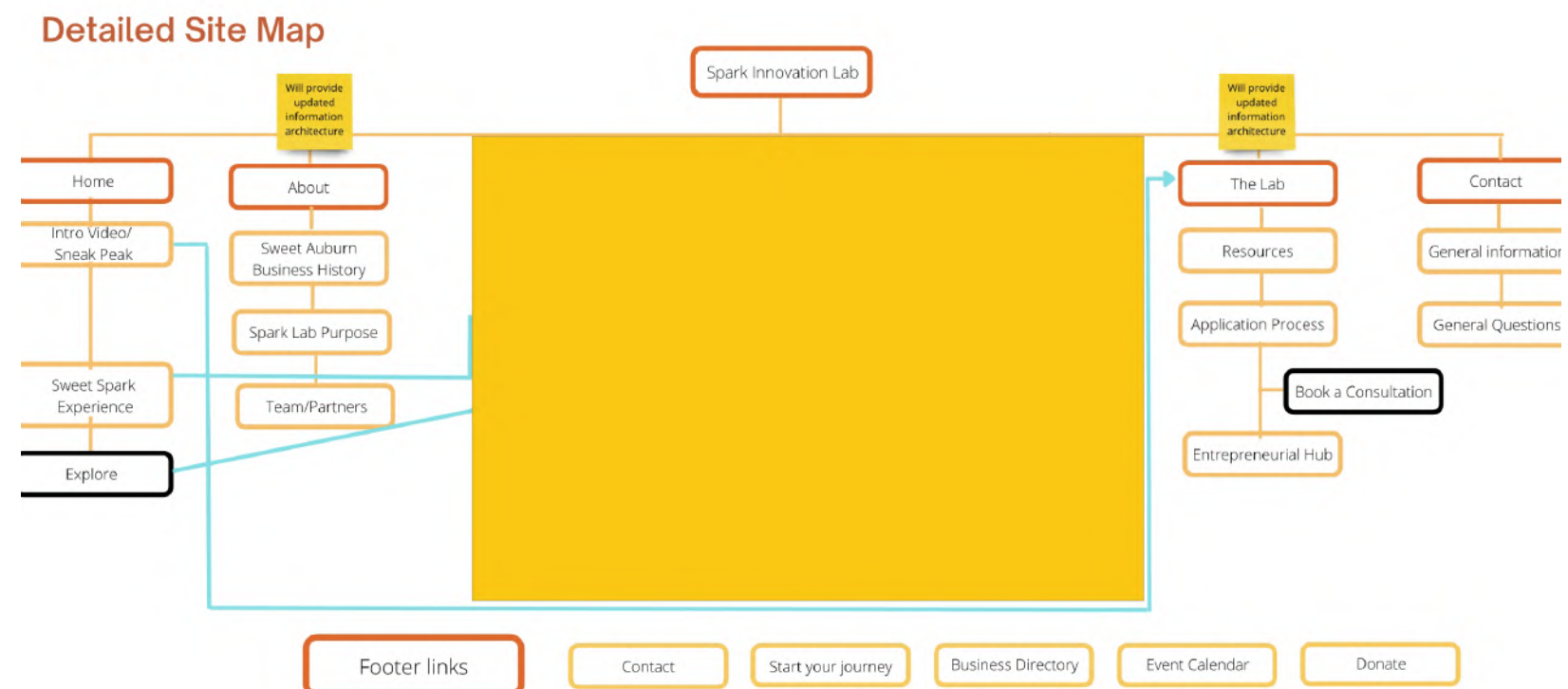
DELIVERABLES
CONTENT ASSISTANCE

1 **Assisting with copy and content for the website** as and when required

**2** Assisting with content and copy for the **"S" Journey**

DELIVERABLES

Categories	Deliverable List	Deadline	GOOD 560					DMGT 732				
			Muskan	Dayana	Ana	Alicia	Channyn	Bhavna	Shivani	Ping	Jerry	Dash
Co-Creation Workshop	Purpose Statement - Framework Design	17 Feb						A	R	A	A	I
	S Journey - Framework Design	17 Feb						R	R	A	A	I
	Awareness/ Engagement - Framework Design	17 Feb						A	R	A	A	I
	Business Model Canvas - Framework Design	17 Feb						R	A	A	A	I
	Logistics - Communication, Scheduling	17 Feb						R	A	C	I	I
	Printing	17 Feb						C	C	R	C	NA
Website	Figma Wireframes	4 Mar		C			C	A	A			R
	Wix Wireframes	4 Mar		C			C	A	A			R
	Site Map	17 Feb	R				R	C	C			C
	Graphic Design	8 Mar							R			
	Application Process	25 Feb										
	Copywriting	25 Feb						A	A	C	C	R
Experience	Proposed Management Structure											
	Events/Workshops Calendar											
	Social Media											
DMGT 732 Presentation	Content	21 Feb						R	A	R	R	I
	Layout	22 Feb						A	R	R	A	NA
	Visuals	22 Feb						A	R	A	A	NA
DMGT 732 Process Book	Content	11 Mar						R	A	R	R	NA
	Layout	NA						A	R	R	R	NA
	Visuals	12 Mar						A	R	A	A	NA
DMGT 732 Poster		13 Mar						A	R	A	A	NA
DMGT 732 Executive Summary		13 Mar						R	A	A	A	I

APPENDIX

05
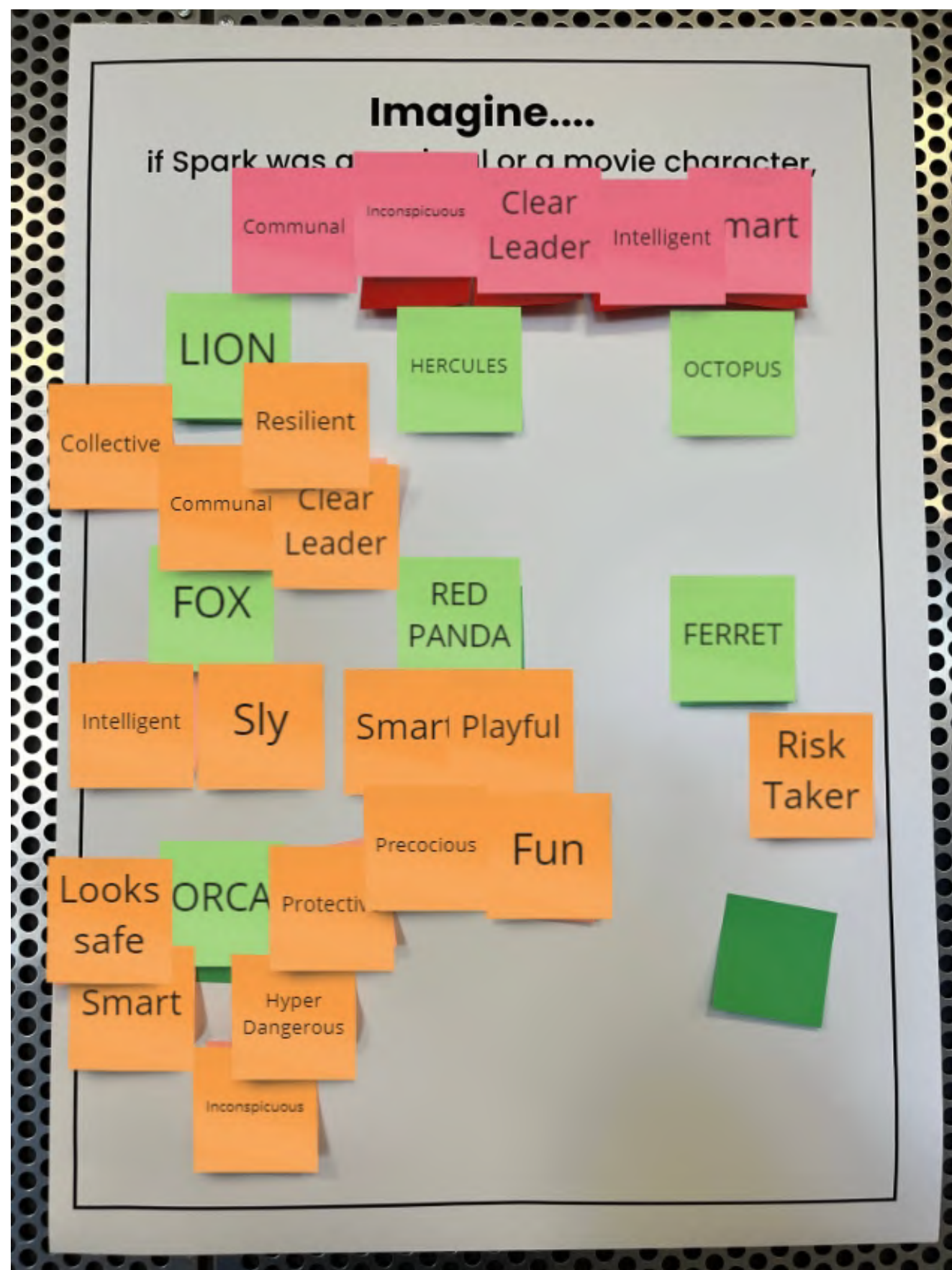
CO-CREATION WORKSHOP
BRAND VOICE
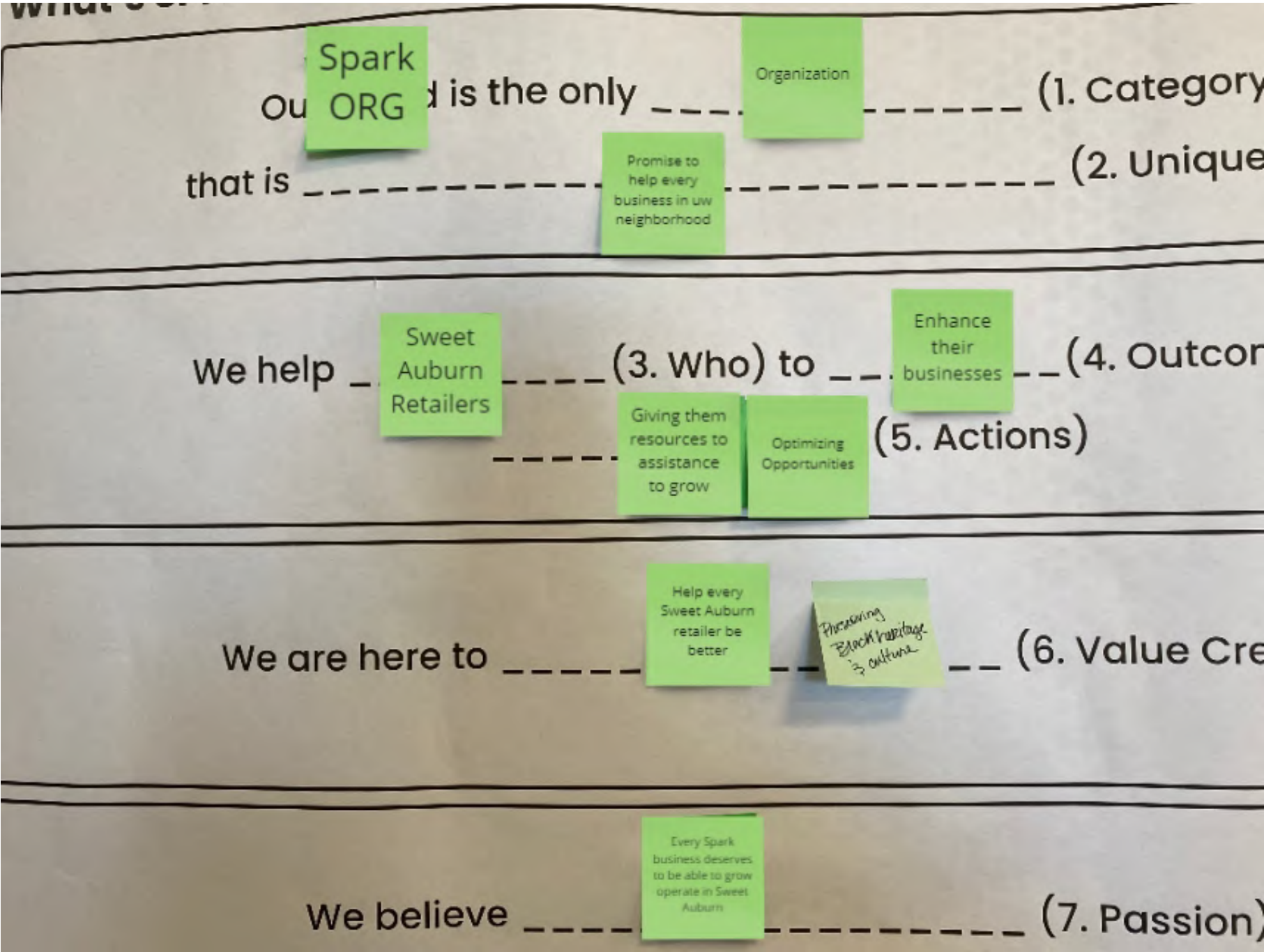
CO-CREATION WORKSHOP
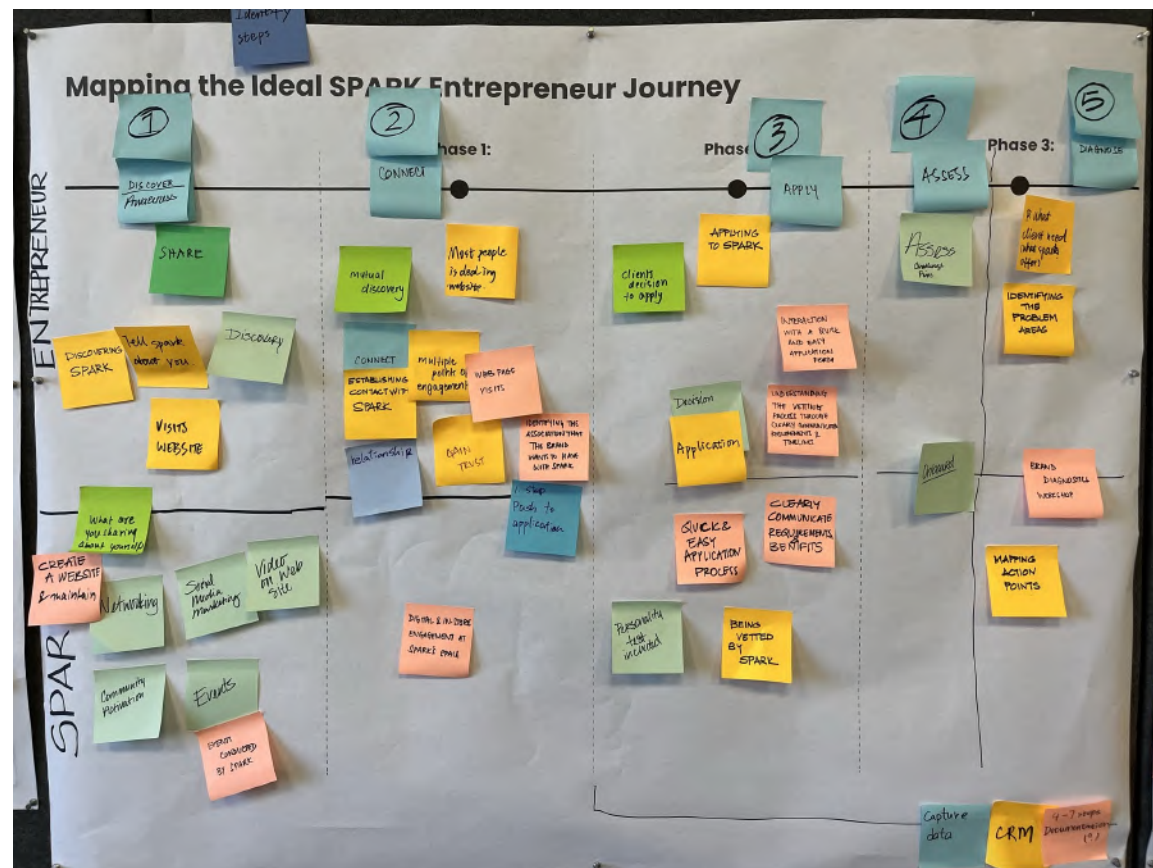GOLDEN CIRCLE

PURPOSE STATEMENT

CO-CREATION WORKSHOP
USER JOURNEY

CO-CREATION WORKSHOP
AWARENESS & ENGAGEMENT

CO-CREATION ACTIVITIES
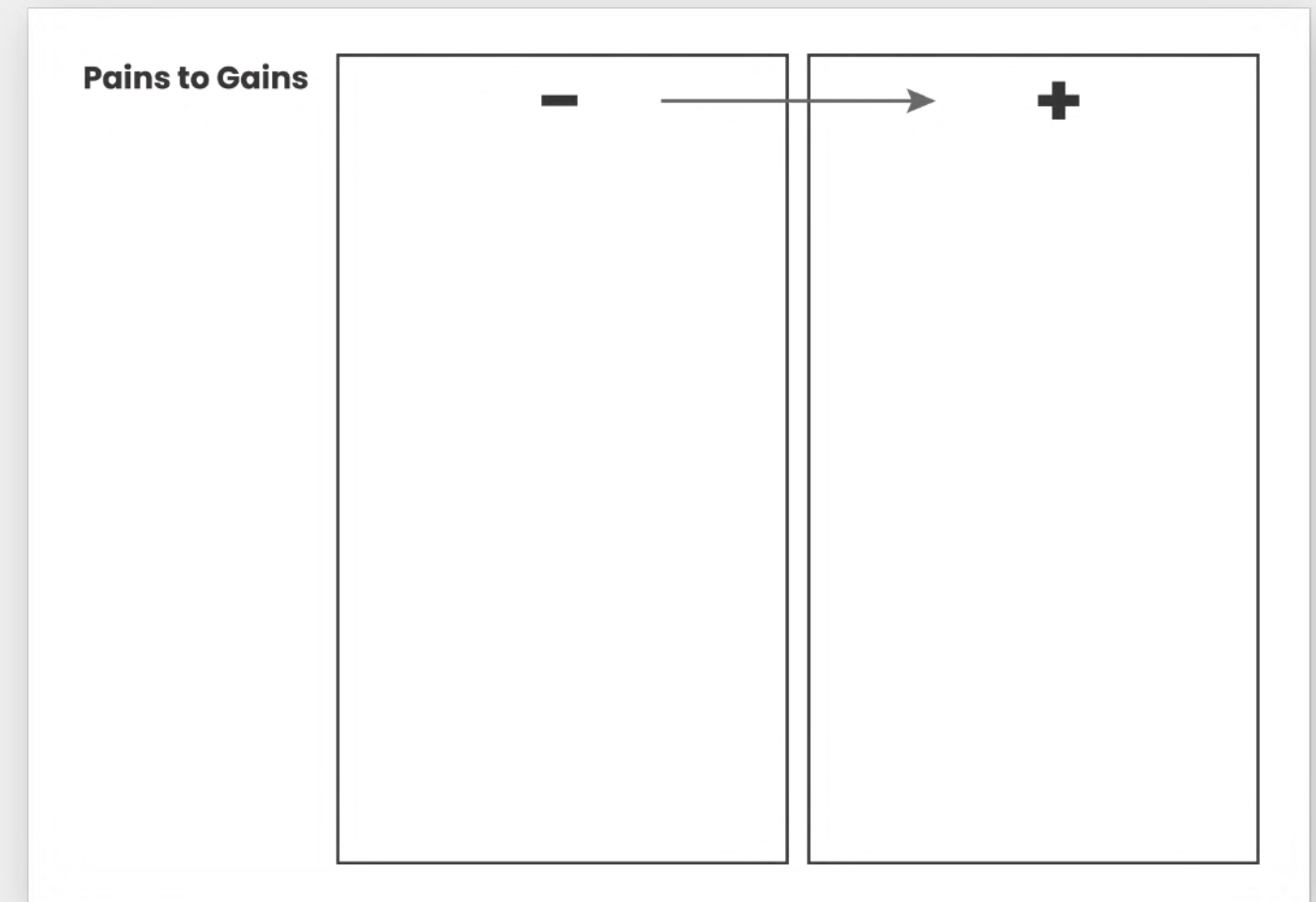
PART 4

ACTIVITY 6

Flourishing Business Canvas

BIOPHYSICAL STOCKS	PROCESS		VALUE	PEOPLE		ECOSYSTEM ACTORS
	RESOURCES	PARTNERSHIPS	VALUE CO-CREATIONS	RELATIONSHIPS	STAKEHOLDERS	
ECOSYSTEM SERVICES	ACTIVITIES	GOVERNANCE	VALUE CO-DESTRUCTIONS	CHANNELS		NEEDS

COSTS	GOALS	BENEFITS

OUTCOMES

PART 5

ACTIVITY 7

Pains to Gains

− → +
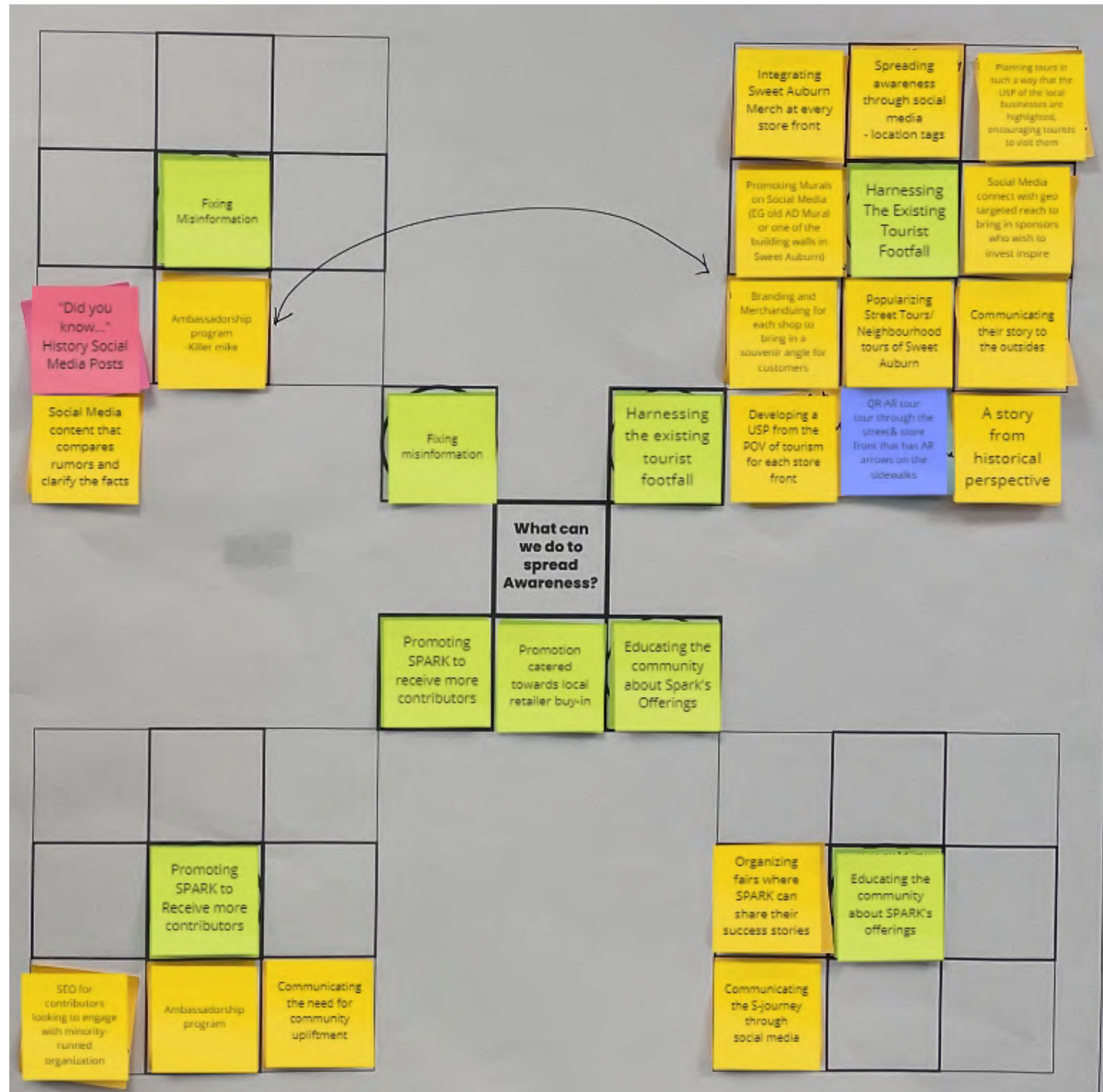
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Unsplash. (n.d.). *Beautiful free images & pictures*. Unsplash. Retrieved January 30, 2022, from http://www.unsplash.com/

Free icons designed by Flat Icons. Flaticon. (n.d.). Retrieved January 30, 2022, from https://www.flaticon.com/authors/flat-icons