Eco-friendly city tours – Creating sustainable Salzburg Tours – Rapid Prototyping (Prototype)

CATALYST Centre

Description

Welcome to this design thinking exercise tailored for SME owners, managers and entrepreneur. In this activity, you'll explore real-world scenarios related to tourism industry and apply design thinking methods to solve specific challenges. By working with them and applying specific methods, you'll gain valuable insights and practical skills.

Aims of the Tools of Design Thinking

o **Develop problem-solving agility:**
- strengthen your ability to tackle complex challenges by following a structured design thinking process;
- learn how to empathise with users, define problems, generate ideas, prototype solutions, and test them effectively.

o **Apply design thinking in context:**
- practice design thinking within the Austrian tourism industry context;
- understand how these methods can drive innovation, enhance user experiences, and address industry-specific issues.

o **Promote Creative Collaboration:**
- collaborate with fellow participants, share insights, and explore diverse perspectives;
- foster a culture of creativity and open-mindedness within your organisation.

What benefits does this tool have for you?

- **Practical problem-solving skills:** gain hands-on experience in solving real-world tourism challenges. Acquire techniques that can be directly applied to your business operations.
- **User-centric mind-set:** learn to prioritise user needs, preferences, and emotions. Develop empathy for guests, clients, and stakeholders.
- **Innovation and adaptability:** discover innovative solutions that align with sustainability, customer satisfaction, and business growth. Adapt to changing market dynamics by embracing design thinking principles.

Duration: min. 90 minutes / scenario and design thinking method

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Importance of working with this tool:

- **Structured approach:** scenarios provide context, making design thinking more relatable and applicable.
- **Holistic problem-solving:** each method corresponds to a specific phase, ensuring a comprehensive approach.
- **Iterative learning:** participants iterate through phases, refining their solutions based on feedback.
- **Transferable skills:** the skills acquired here extend beyond tourism - benefiting any business challenge.

How it works?

- **Read the scenario:** each scenario represents a common situation faced by tourism businesses in Austria.
- **Understand the context:** put yourself in the shoes of the business owner or manager described in the scenario.
- **Follow the instructions:** for each scenario, follow the provided instructions related to a specific design thinking phase.
- **Reflect and iterate:** after completing each phase, reflect on your insights, ideas, and solutions. Consider how you can improve and iterate.

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Problem/Challenge Description

As a forward-thinking travel agency in Salzburg, you recognise the growing demand for eco-friendly city tours. However, designing these tours requires tangible solutions that incorporate green spaces, public transport, and local attractions. You need to rapidly prototype a tour route that balances sustainability, cultural experiences, and convenience for tourists.

Design Thinking Phase: Prototype

Method: Rapid prototyping

Short Description:

Rapid prototyping involves creating tangible models or mock-ups quickly to test ideas and gather feedback. In this case, you'll build cardboard models of your sustainable city tour routes, incorporating key elements like green spaces and public transport stops.

Resources:

The Secret Power of Prototyping - IDEO

https://www.figma.com/resource-library/what-is-rapid-prototyping/

What's Rapid Prototyping? A Quick Guide | Miro

Rapid Prototyping, Faking It Until You Make it in a UX Driven World | IxDF (interaction-design.org)

Instructions:

1. Define Key Elements:

- Identify the essential components of your eco-friendly city tour: green spaces, public transport stops, and local attractions.
- Consider the balance between walking, cycling, and using public transportation.

2. Create Cardboard Models:

- Use cardboard, paper, or other accessible materials to represent your tour route.
- Build a 3D map that includes key landmarks, parks, and transit stations.
- Label each element clearly.

3. Test the Prototype:

- Walk through the cardboard model as if you're leading a tour.
- Consider accessibility, distances, and overall flow.
- Gather feedback from colleagues or potential tourists.

4. Iterate Based on Feedback:

- Use feedback to refine your prototype.
- Adjust the route, add or remove elements, and optimise the experience.
- Consider factors like rest stops, restroom availability, and cultural insights.

Reflective Questions for SME Owners and Managers:

How can you apply rapid prototyping to your business?

Reflect on other aspects of your SME (e.g., website design, customer service, etc.).

How can rapid prototyping help you test and improve these areas?

What impact will sustainable methods have on your brand?

Consider how eco-friendly initiatives align with your businesses values.

How can you communicate these efforts to potential customers?

How will you involve stakeholders in the prototyping process?

Engage colleagues, local experts, and even tourists.

Their insights can lead to more effective service/product designs.