



# Topic generation

whatifer

topic generation



client interview

**Client profile**

Name:

Type:

Founded:

Headquarters:

Area served:

Products:

CEO:

Website:

Key consumer:

**Whatifer**

How did you get in contact with whatifer?

Why did you chose to work with whatifer?

**Contacts**

Representative:

Phone number:

Email:

Notes:

topic generation



client interview

**Topic definition**

Abstract:

Keywords

Tools / Technologies

Actions

Feelings

Others

**Topic and client**

From what is born the interest in this topic?

How much do you believe in this topic?

1 2 3 4 5 6 7 8 9 10 11 12

How important is this project for your future?

1 2 3 4 5 6 7 8 9 10 11 12

Which kind of idea are you looking for?

 una svolta     
  una conferma     
  un' eccezione     
  una piccola novità     
  altro

How long do you want to invest in this project?

 1 year     
  2 years     
  3 years     
  4 years →

Which resources are available for this project?

 workshops     
  customer info     
  open data     
  creative center  
 network     
  staff     
  other     
  .....

topic generation



client interview

**Market**

Area involved in the project



**Target**

Age:

Level of education:

Social status:

Marital status:

Gender:

Keywords:

**Criticality**

Are there any critical points which whatifer should know?

Notes:

topic generation



client interview

### Brief

How many briefs are expected?

min 1 2 3 4 5 max

How much available time has whatifer to generate those briefs?



### Outputs

Which kind of outputs do you need?

- PDF ( 30 pages )
- PDF ( 60 pages )
- Presentation ( from 10 to 20 slides )
- Video ( 1 minute )
- Video ( 3 minutes )
- Moodboard ( 10 pics )
- Leaflet ( 3 pages )
- Booklet (30 pages )
- Booklet (60 pages )
- Photo reportage of the process ( 30 pics )
- Video reportage of the process ( 3 minutes )
- Full presentation of the brief done by whatifer to the creatives\*

\* In this case whatifer indulges in the selection of the outputs in order to have the best presentation possible

Notes:

topic generation



briefing strategy

**Starting topic**

Abstract:

Formula

+  +  +

**Dream factory / Class' choice**

Year of birth:

School:

Number of students:

Codesign hours needed:

Codesign session brief:

**Data factory / Experts' choice**

Fields

Selected experts

Available time

| 3 days | 6 days | 9 days | 12 days →

Notes:



# Dream factory

whatifer

dream factory



codesign strategy

### Codesign structure

#### Opening

Tools:

People involved:

#### Exploring

Tools:

People involved:

#### Closing

Tools:

People involved:

### Shopping list

-	€
-	€
-	€
-	€
-	€
-	€
-	€
-	€

### Other infos

Responsabile whatifer:

Referente scuole:

Note:



dream factory



dream report

**Codesign activities report**

Notes:

dream factory



dream report

### Insights-dream cards

Title		Title	
Authors		Authors	
Abstract		Abstract	
Keywords		Keywords	

Title		Title	
Authors		Authors	
Abstract		Abstract	
Keywords		Keywords	

Notes:



# Data factory

whatifer

data factory



expert research

**Expert profile**

Name:

Surname:

Age:

Address:

Educational qualification:

Work profile:

Current position:

Field of interest:

Collaborations with whatifer:

**Personal overview on the dream factory report**

**Hypothesis**

1

2

3

Notes:

data factory



expert research

**Research**

**1<sup>st</sup> thesis**

**2<sup>nd</sup> thesis**

**3<sup>rd</sup> thesis**

Notes:

data factory



expert research

**Support numbers**

Reports, statistics, surveys

**Main trends**

Title	Title
Abstract	Abstract

Title	Title
Abstract	Abstract

Notes:

data factory



data report

**Experts comparison**

**Common points**

1<sup>st</sup> expert

2<sup>nd</sup> expert

3<sup>rd</sup> expert

4<sup>th</sup> expert





1<sup>st</sup> insight

2<sup>nd</sup> insight

3<sup>rd</sup> insight

4<sup>th</sup> insight

Notes:



## Brief generation

whatifer



brief generation



final report

**Brief**

Keywords :




**Target**

Age:

Level of education:

Social status:

Marital status:

Gender:

Keywords:




**Company involvement**

Project goals:

Budget:

Other resources:

Market:

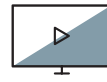
Competitors:

Available time for the project

1 year	2 years	3 years	4 years	→
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Notes:

brief generation



brief presentation

**Outputs requested**

Notes: