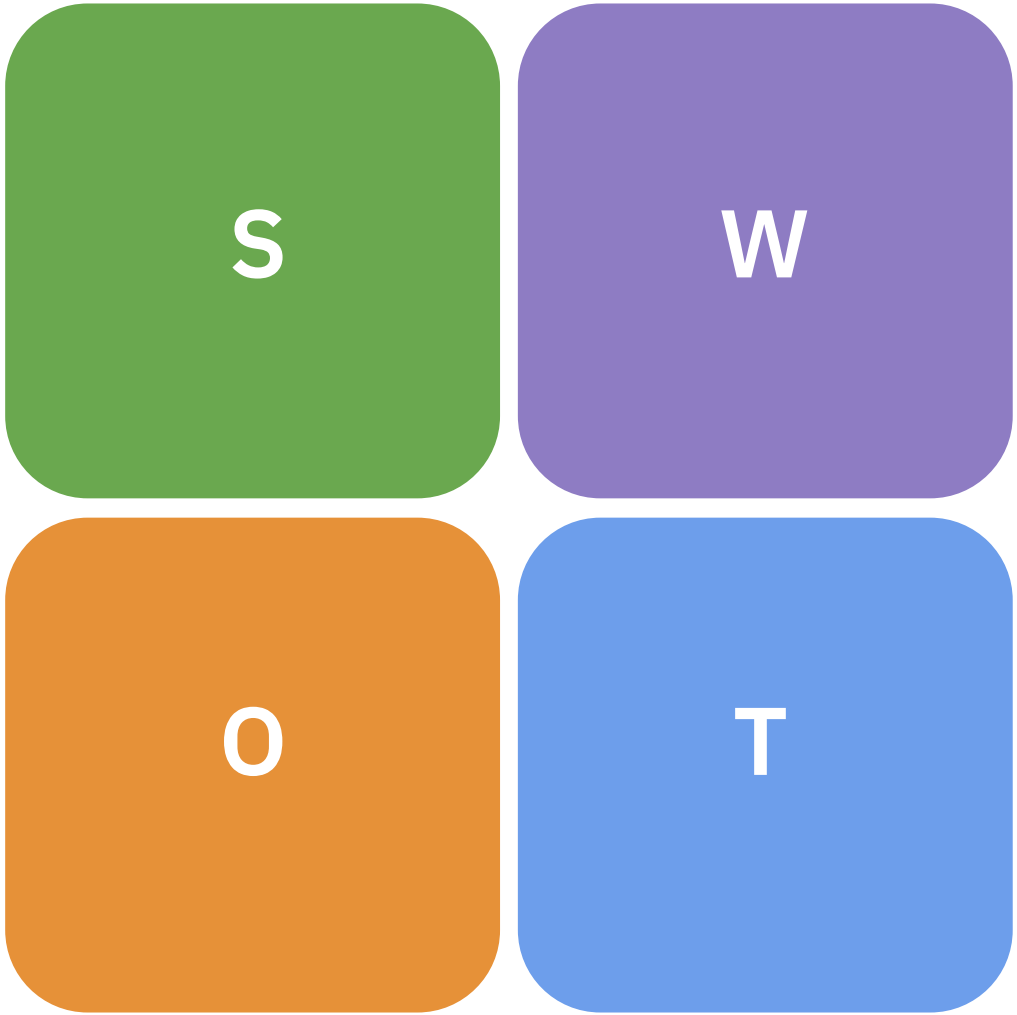

GD+M Research 3B

Workshop SWOT Analysis

A tool often used for Business- and Brand development

Mija Carlsson
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Anja Uddenfeldt

Education:
Beckmans Designhögskola, Stockholm
Coursework at Hyper Island, Stockholm,
University of the Arts, London and
Berghs School of Communication, Stockholm

Teaching Experience:
Beckmans Designhögskola
Forsbergs Skola
Malmö Universitet
Lunds University School of
Economics and Management

Professional:
Creative Director and Art Director with 35 years
of experience within advertising, retail-
web- and graphic design.

Recent Projects:
Creative Lead/Art Director at IKEA producing content
for commercial use on a global market.

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anja.uddenfeldt@mau.se



Mija Carlsson

Teaching Experience:
Graphic Design and Media KK407A, Malmö University

Current:
Project Manager, Advertising and Design Agency in Malmö
Working with retail campaigns and packaging design

Professional:
Amore Brand Identity Studios
Malmö / Stockholm, Design Agency

Previous:
— *Coordinator*, Designboost, Sustainable Design event in Malmö, Stockholm, New York, Kortrijk and Arnhem
— *Editor and Founder*, Venue, Design Magazine
— *Collaboration* with brands as Skånemejerier, Lindahls, Bravo, Läkerol, Allerum, LingonGrova, Gifflar, Sony Mobile Communication, Pågen, Thule, Hilding Anders
— *Guest Lecturer* at MAU, Forsbergs Skola and RMI Berghs

Reside in Skåne and curious about most things in life including graphic design, beautiful books and magazines.

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Today’s agenda

10.00-10.30 Working with SWOT

10.30-10.40 Case study

10.40-10.50 Exercise instructions

10.50-11.00 Breakout into groups

11.00-11.45 Start creating a SWOT analysis for High Five Girls

11.45-12.00 Questions

For Exam it is mandatory to do:

Exam Case Study

HIGH FIVE GIRLS

3A – Desktop Research

Map out how High five girls appears and acts in their digital media channels today by making a current situation analysis.

OR

3B – SWOT analysis

Identify if there are any changes you would recommend in order to become visually stronger and clearer. What are the Strengths, Weaknesses, Opportunities and Threaths?

OR

3C – Moodboard

By gathering components such as images, notes, quotes, etc. in the layout of a mood board you will get an overview of important insights that can help illustrate a what needs to be changed or emphasized.

We do recommend doing all exercises to get the most out of the Research Module.

Canvas Exam

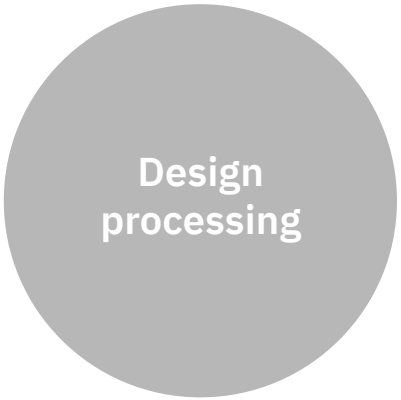
Recap: Example of Research phases in a Design project



- Desktop research:
  (Secondary data)
  - Overview of brand, current situation
  - Trend analysis
  - Competitors
  - Articles & surveys
- Interview target groups
- SWOT analysis



- Learnings from insights and visualise these with mood boarding
- What directions should we take with our design
- Collecting inspiration
- Make more mood boards to visualize the direction for the design
- Workshop with client



- Refinement of design
- Mock-up production
- Real Life tests
- Finalizing design for production phase



- Improve design
- Re-design
- Constant improvements
- Testings



SWOT-analysis

Strengths
Weaknesses
Opportunities
Threats

Once you've gathered and digested your insights, it's time to do a SWOT analysis.

It can help you define how to proceed.
Find out the customer's or product's strengths and weaknesses.
What threats should one be aware of?
What is worth developing and exploring?

SWOT-analysis



Video SWOT

Example

(A totally fictional example using Malmö University as a client)



Malmö University need to upgrade their graphic design profile. They want changes that can strengthen their brand and core values.

The design agency uses the insights when making the SWOT model. The Model helps generate ideas on concrete proposals for what actions are needed.

SWOT MAU

Strengths

- Well-known university
- Unique educational program
- Works hard for diversity and openness

Weaknesses

- Low recognition on Instagram and Facebook
- The logo is difficult to see against images/photos
- Few accent colors to choose from in brand book

Opportunities

- Amplify MAU's core values to demonstrate its uniqueness
- Use the diversity-strength and add it to the graphic profile
- Use physical meeting points in the region for communication

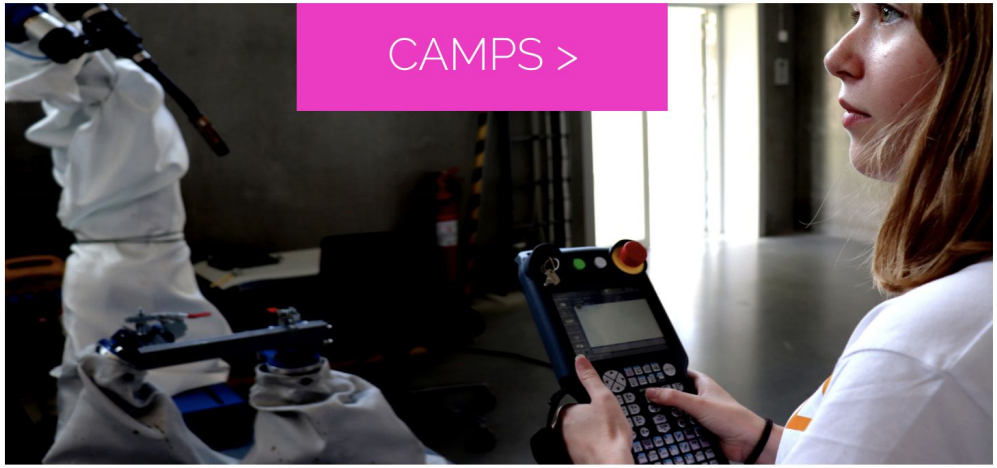
Threats

- With a weak recognition they may lose visitors
- The target group perceives MAU as static and not dynamic and forward looking.

How can MAU strengthen its brand by revising their graphic profile?

Summary of recommended actions:

- Keep the logo, but add more colors.
- Find a way to make the logo more visible on messy backgrounds.
- Add colors that feels fresh and up to date.
- Increase recognition on SoMe.
- Explore more readable fonts.
- More clearly communicate the work for diversity and openness.







Mission Case Study

HIGH FIVE GIRLS

Explore how High five girls can strengthen its brand visually in digital channels by using tools such as Desktop research, SWOT analysis, and Mood boards. It is optional to focus on one selected digital channel if preferred.

https://high5girls.dk

Case study

High5Girls vision and mission

Vision In High5Girls we want a future where **both** girls **&** boys develop the future technological solutions.

Our mission is to be a compelling network giving girls the tools, the interest in, and the confidence in their own abilities within entrepreneurship and technological development.

Target group girls 13-19 years



HIGH FIVE GIRLS

https://high5girls.dk

Background

What is Malmö Ideella?

Malmö Ideella is a gathering organization for civil society. Among their members todayare organizations from all association categories; culture, environment, social security, sport, health, foundation, religious community, housing, industry, public opinion, and education.

Malmö Ideella is an organization where these can become members: non-profit associations, idea-based organizations, study associations, financial associations, umbrella organizations, alliances, limited liability companies, registered societies,and foundations.

Together with their member organizations, they reach around 1,280 associationsand idea-driven organizations in Malmö.

Malmö Ideella has roots that stretch back to 1945. They operate and are part of the”Malmö andan”.

What does Malmö Ideella do?

Malmö Ideella works to strengthen and highlight the non-profit sector in the city.

Malmö Ideella offers a community where they share knowledge and information and work together for an even better city. Helps, among other things, in boards and counseling and in the start-up phases of its member organizations.

What is required to be included in Malmö Ideellas’ member bank?

To become a member, its association must be based on democracy and be basedin Malmö. Private individuals cannot be members.

Update

Malmö Ideella

Background

A question to have in mind in your research:

How does the design of today match with the words that Malmö Ideella stands for?

- Courageous
- Passive, not aggressive or provocative
- Diverse – 13 nationalities among staff and on boards and many different types of member organizations on their platform
- Works locally – with Malmö as the arena
- Challenges boundaries
- Creates collaborations
- Works for Community
- Green – main color
- Development – to always be relevant
- Umbrella – Symbol used in the logo
- Openness

From brief meeting with Ivar 12 September

A question to have in mind in your research:

How does the design of today match with the words that High Five Girls stands for?

Empowering: They aim to empower young girls by building their confidence and skills in STEM areas.

Inspirational: Their activities are designed to inspire girls to consider careers in STEM.

Educational: They provide educational resources and experiences related to STEM.

Inclusive: Their approach is inclusive, aiming to reach girls from diverse backgrounds and abilities.

Innovative: They employ innovative methods and ideas to engage girls in STEM.

Community-Focused: They work on building a community of young girls interested in STEM.

Supportive: They offer support and guidance to help girls navigate STEM fields.

Motivational: Their programs are designed to motivate girls to pursue their interests in STEM.

Engaging: Their activities are engaging and hands-on, making learning fun and interesting.

Empathetic: They understand the challenges girls face in STEM and work to address them.



SWOT, case study

How can High Five Girls become visually stronger and clearer in their design on digital channels?

It is optional to focus on one selected digital channel if preferred.

Strengths

What things does High five girls do well?

What internal resources do they have that create value?

What tangible assets do they own?

What unique qualities set them apart from other similar or relevant organizations?

Opportunities

What market opportunities are present?

What trends can High five girls take advantage of?

What's the best way to leverage High five girls strengths?

Weaknesses

Where do High five girls have fewer resources than similar or relevant organizations?

What things do they do better than High five girls?

What operational processes do High five girls need to improve?

Threats

What macro-environmental factors may negatively affect High five girls operations?

How do High five girls weaknesses expose them to threats?

Do High five girls have any competition that could harm their operations?

The questions on the slide are slightly adjusted to fit better with High5Girls's operations than the general questions in article from Exercise description:
SWOT questions to ask here

Research 3B — SWOT Workshop and Exercise

Workshop:

Discuss what is SWOT Analysis within groups.

- **Group work** — group listed here (Only name the group members that participated. If you can not make contact with your group you can submit your exercises indvidually.)
  - Watch video: What is SWOT? Definition, Examples and How to Do a SWOT Analysis
  - Read article: SWOT questions to ask here and select the questions that your group would like to answer per SWOT topic.

Concept:

- Create a SWOT Analysis within your studio group with a free Google Slide template from Slidestogo.com here or on Miro or Figjam.
- The SWOT Analysis is centered on the case study, High5girls.dk with the design perspective, such as logo, color, type, and layouts from a variety of channels (website, facebook, Instagram, etc.). Include research on similar and relevant organizations.
- Mission: Explore how High5girls.dk presents themselves today visually, in their digital channels by using the tool SWOT analysis. Identify their Strengths, Weaknesses, Opportunities, and Threats that will give you clues on how High5girls.dk can become visually stronger and clearer in their design on digital channels. It is optional to focus on one selected digital channel if preferred.
- A question to ask yourself during your SWOT is:
  How does the design of today match with the words that High5girls.dk stands for? For example:
  - Empowering: They aim to empower young girls by building their confidence and skills in STEM areas.
  - Inspirational: Their activities are designed to inspire girls to consider careers in STEM.
  - Educational: They provide educational resources and experiences related to STEM.
  - Inclusive: Their approach is inclusive, aiming to reach girls from diverse backgrounds and abilities.
  - Innovative: They employ innovative methods and ideas to engage girls in STEM.
  - Community-Focused: They work on building a community of young girls interested in STEM.
  - Supportive: They offer support and guidance to help girls navigate STEM fields.
  - Motivational: Their programs are designed to motivate girls to pursue their interests in STEM.
  - Engaging: Their activities are engaging and hands-on, making learning fun and interesting.
  - Empathetic: They understand the challenges girls face in STEM and work to address them.

Submission for optional teacher written feedback:

- The first page of the pdf should include your studio group number, student names and date.
- Only include the group members name that participated.
- If you have any problem joining your group you can submit the exercise individually and do the work by yourself.
- Upload 1 pdf per group (multiple pages if needed) on Canvas no later than Monday 1 April by 23.59.
- Feedback is provided in writing through Canvas following the submission date.

Exercise guidance:

- Provided live on Zoom Friday 29 March January with Mija at 10.00

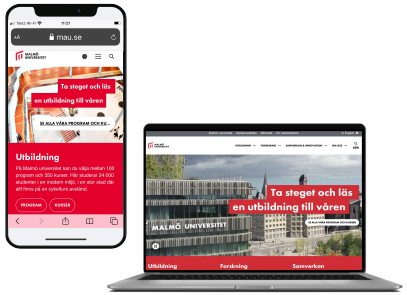
Research 3 Exam:

- Remember only one of the Research exercises (3A, 3B, 3C) is needed for the Research 3 exam. However, feel free to do all the exercises to learn more.
- If this exercise is selected to be used for the Research 3 Exam, it is due in completed form by Friday 12 April by 23.59
- Submit separately through the Research 3 exam module here.

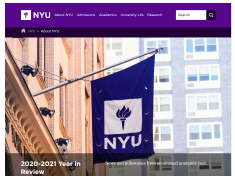
Feel free to email questions to: Elizabeth — elizabeth.jensen@mau.se

Exercise 3B on Canvas

Next workshop 3C: Mood boards



The text is hard to read. Better legibility needed. New font/typeface required?



Inspirational trends from international renowned Universities. Is there anything in their look that we want use?



Target group spend a lot of time at cafe's.
How can we utilise that to reach our audience?

The target group's social media channels (Snapchat, FB, Instagram)
How can we make MAU more visible on these channels?

Competitors
Lunds University
Linnéuniversitetet
Do MAU stand out well enough?

MALMÖ UNIVERSITET

According to interviews with people between 19 and 25 the red color feels powerful and pops out well in MAU's logotype.It also has good visibility.
Should we keep it? Can we upgrade it to enhance diversity which is a core value to MAU?

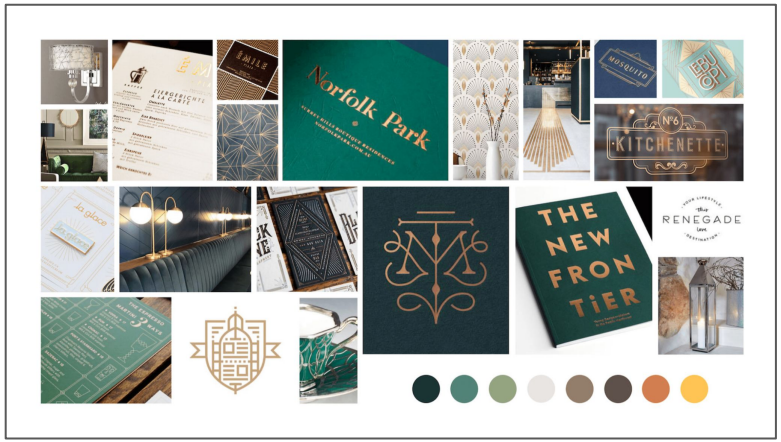
Core value: **Openness**

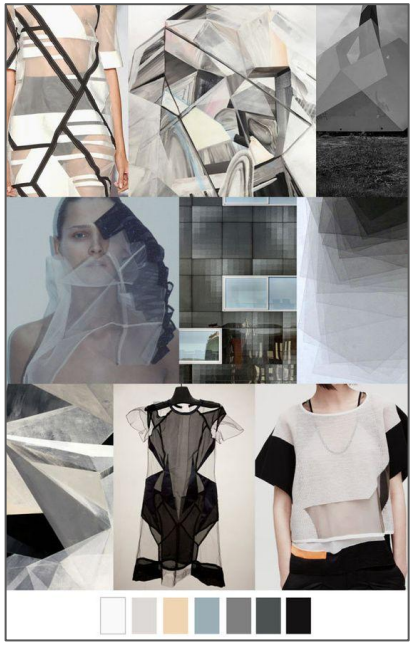
How can we convey "Openness" with MAU's graphic design?

To the left:
an Insight mood board
A tool to illustrate insights from Desktop Research and SWOT









More examples of inspirational mood boards



Thanks!

Mija Carlsson
mija.carlsson@mau.se

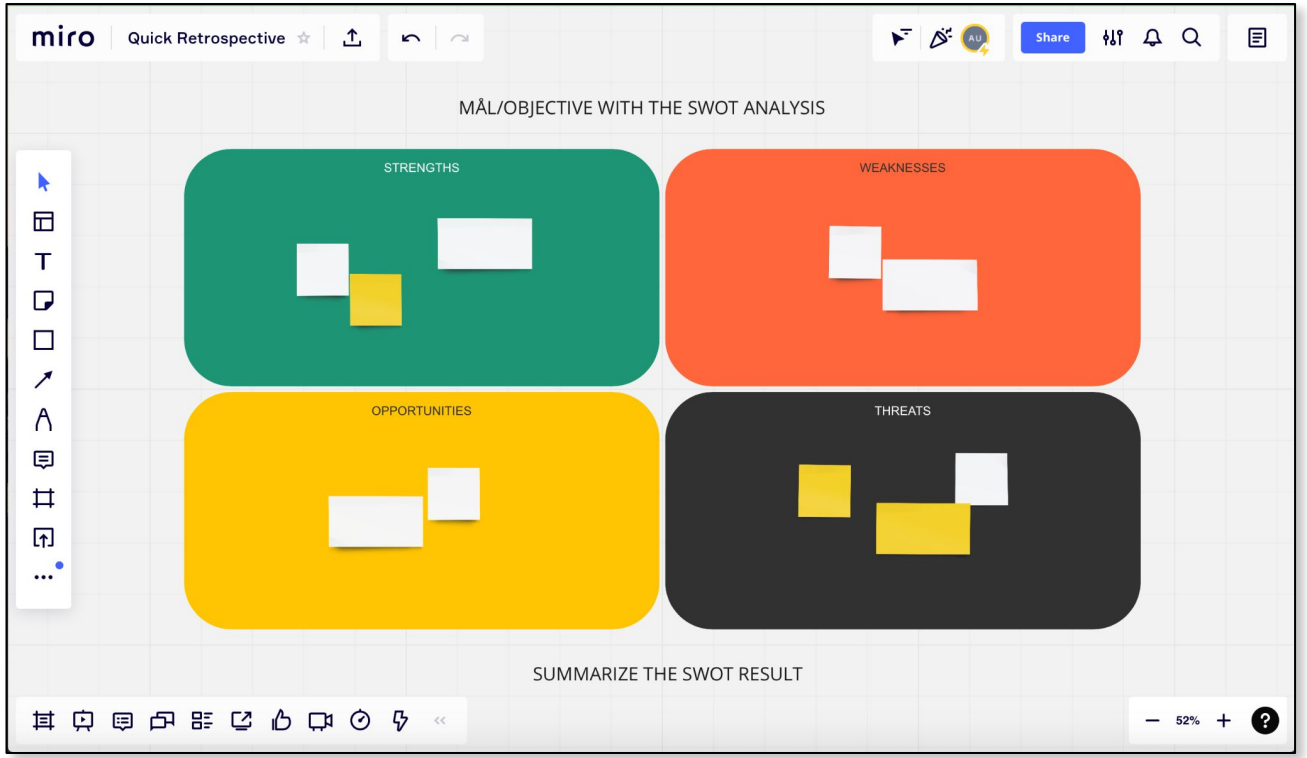
Figure Out Your **Strengths**

- What are our assets?
- What is our strongest asset?
- How is my business different from our competitors?
- What unique resources do we have access to?
- Do we have a sustainable competitive advantage?
- What is our unique selling proposition?
- Does my business have any exclusive relationships with suppliers or distributors?
- Where do our sales and marketing teams excel?
- What skills do our employees have that our competitors' employees don't have?
- Can we easily get additional capital, if we need it?
- Do we have a strong customer base?
- What things do our customers say we do really well?

Figure Out Your **Weaknesses**

- In what areas do we need to improve?
- What expertise do I lack?
- In what areas are our competitors better than we are?
- Is there one customer carrying our entire company?
- How much debt does my company have?
- What complaints do we regularly hear from our customers?
- What objections do we most often hear from potential customers?
- Do we have any technology or equipment that needs to be updated?
- Are we understaffed?
- Do we have any cash flow problems?
- Are our profit margins lower than our competitors'?

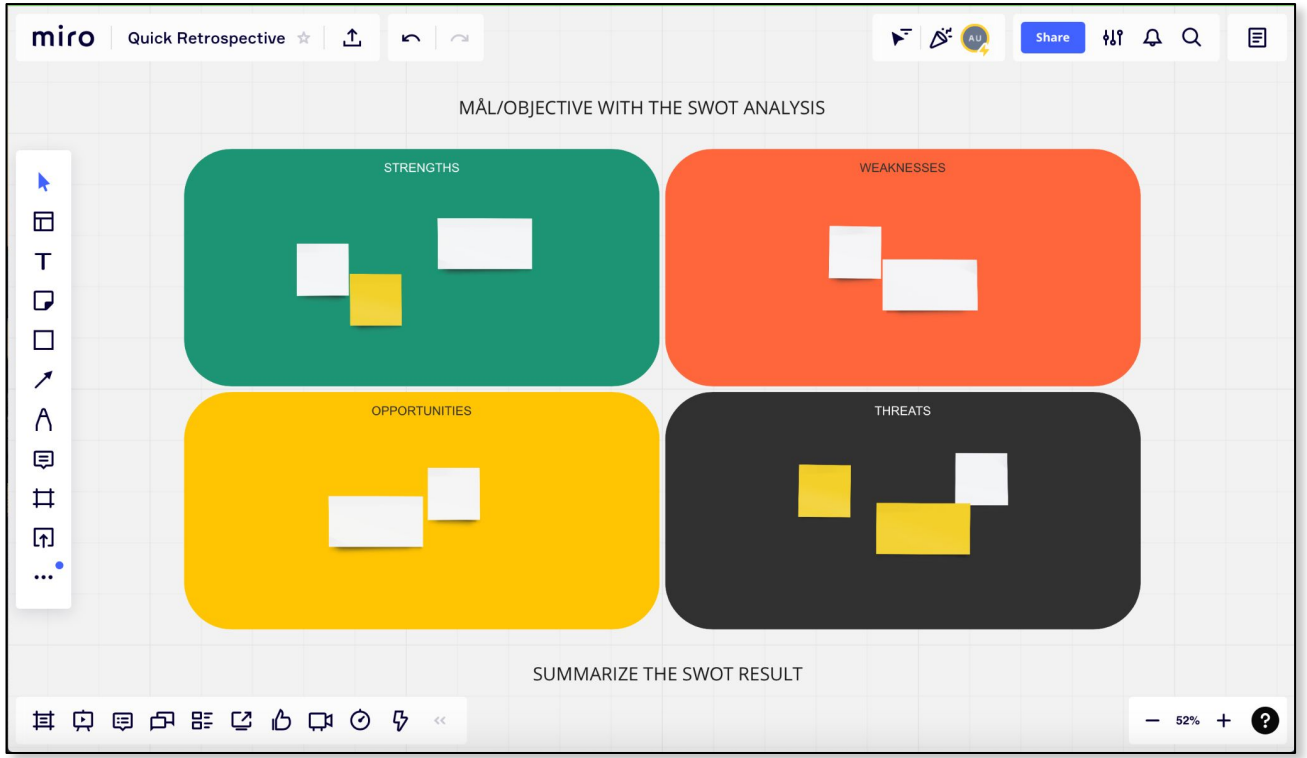
Tool for SWOT-model



(Template name on Miro: Quick Retrospective)

Miro_SWOT_mall

Tool for SWOT-model



(Template name on Miro: Quick Retrospective)

Miro_SWOT_mall

Figure Out Your **Opportunities**

- What trends might positively affect our industry?
- Is there talent available that we could hire?
- Is there a need in the industry that we're not meeting, but could?
- Can we package our products/services differently and set a higher price?
- Do our competitors have any weaknesses that we could take advantage of?
- Is our target market changing in a way that could help us?
- Is there a niche market that we're not currently targeting?
- Do our customers ever ask for something that we don't offer, but could offer?
- Could we steal our competitors' customers by offering something they don't?

Figure Out Your **Threats**

- Is there anyone who’s not currently a direct competitor, but could become one soon?
- Are my employees happy and supported, or could they easily be poached?
- What happens if a manufacturer or supplier runs out of materials we need?
- What if a natural disaster strikes?
- Is our website secure, or do we run the risk of being hacked?
- Are our competitors planning on expanding or offering new products soon?
- Is our target marketing shrinking?

Research 3 — SWOT Workshop

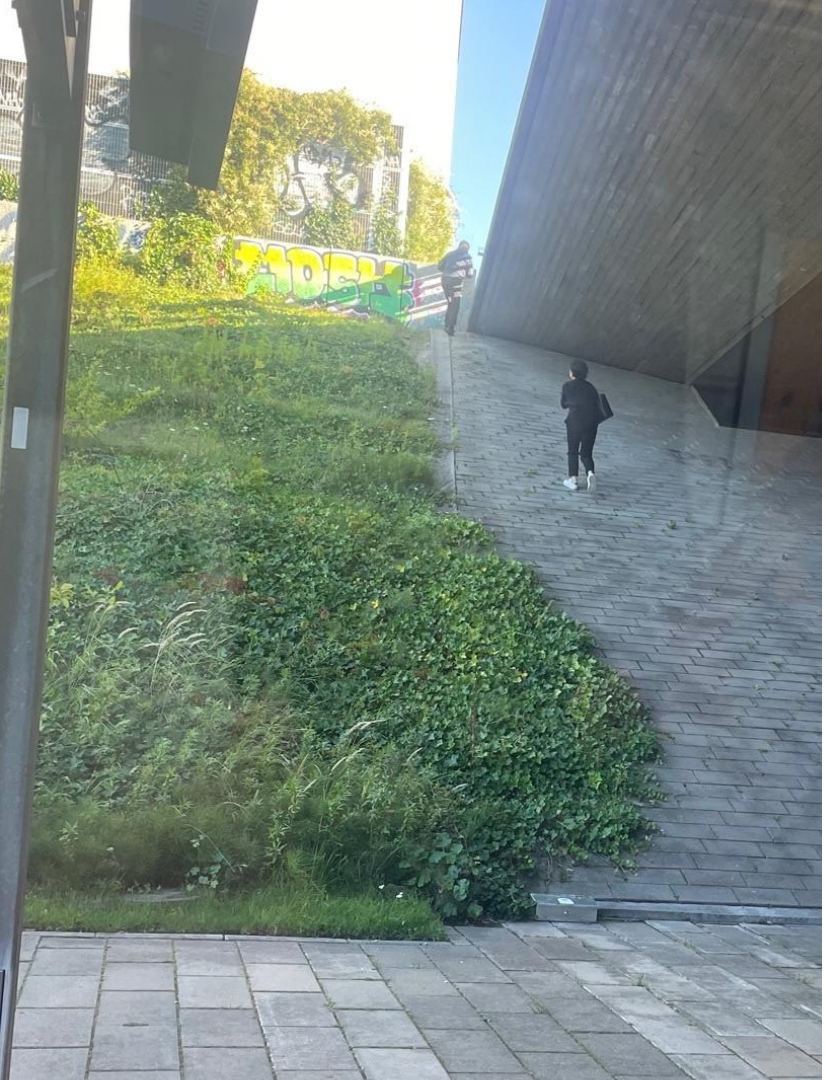
10.00 – 10.30	**Working with SWOT analysis - intro. Breakout into groups.**
10.30 – 10.40	**1. Review** SWOT Workshop slides and then
10.40 – 10.50	**2. Watch** this video: What is SWOT? Definition, Examples and How to Do a SWOT Analysis
10.50 – 11.00	**3. Read** SWOT questions to ask here and select the questions that your group would like to answer per S-W-O-T topic.
11.00 – 11.30	**4. Create** a SWOT Analysis for the FLEAT AI Keyboard App. Use a free Google Slide template from Slidestogo.com here or on Miro.
11.30 – 12.00	**5. Share and discuss** with everyone, have one group member present the results to entire class. Receive feedback from the teacher and another student.

Feel free to email questions to: Elizabeth — elizabeth.jensen@mau.se



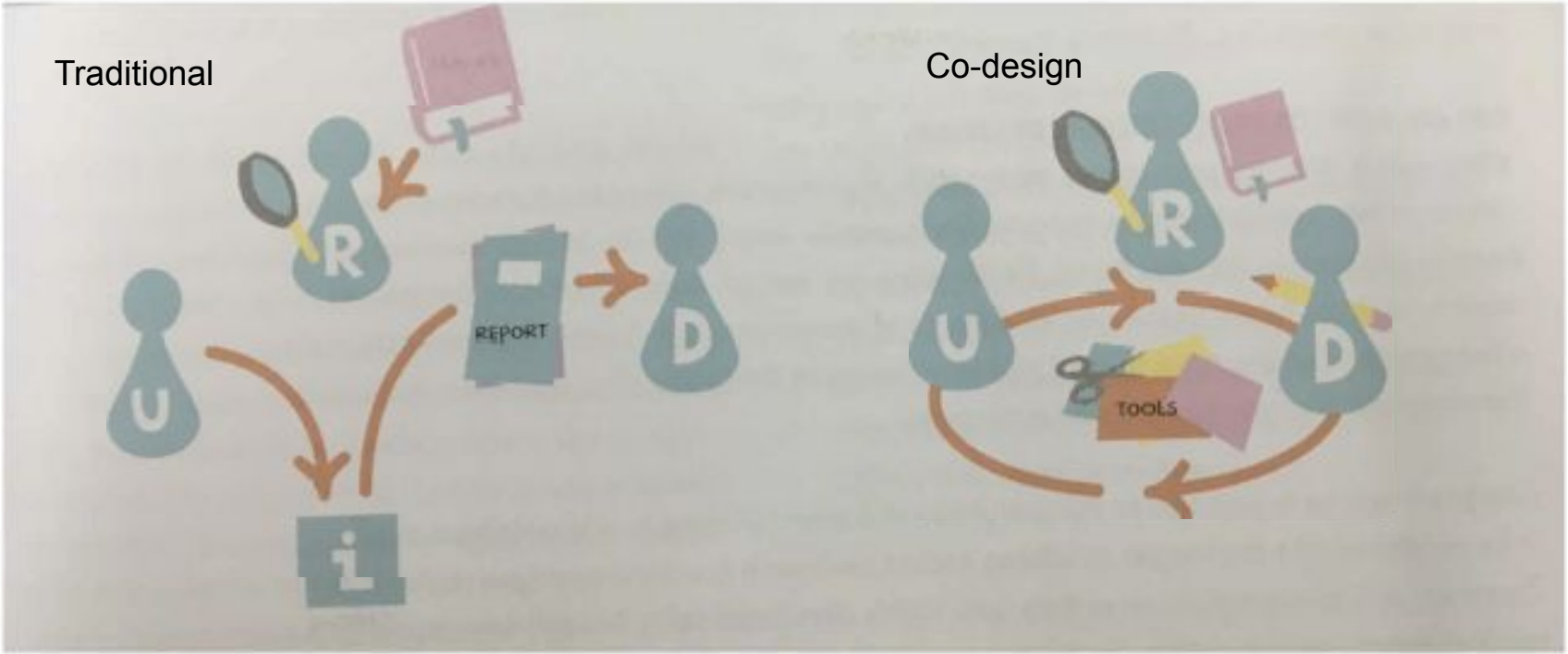
Doing collaborative research

Participatory design and Co-design:
designing *with* rather than *for* users

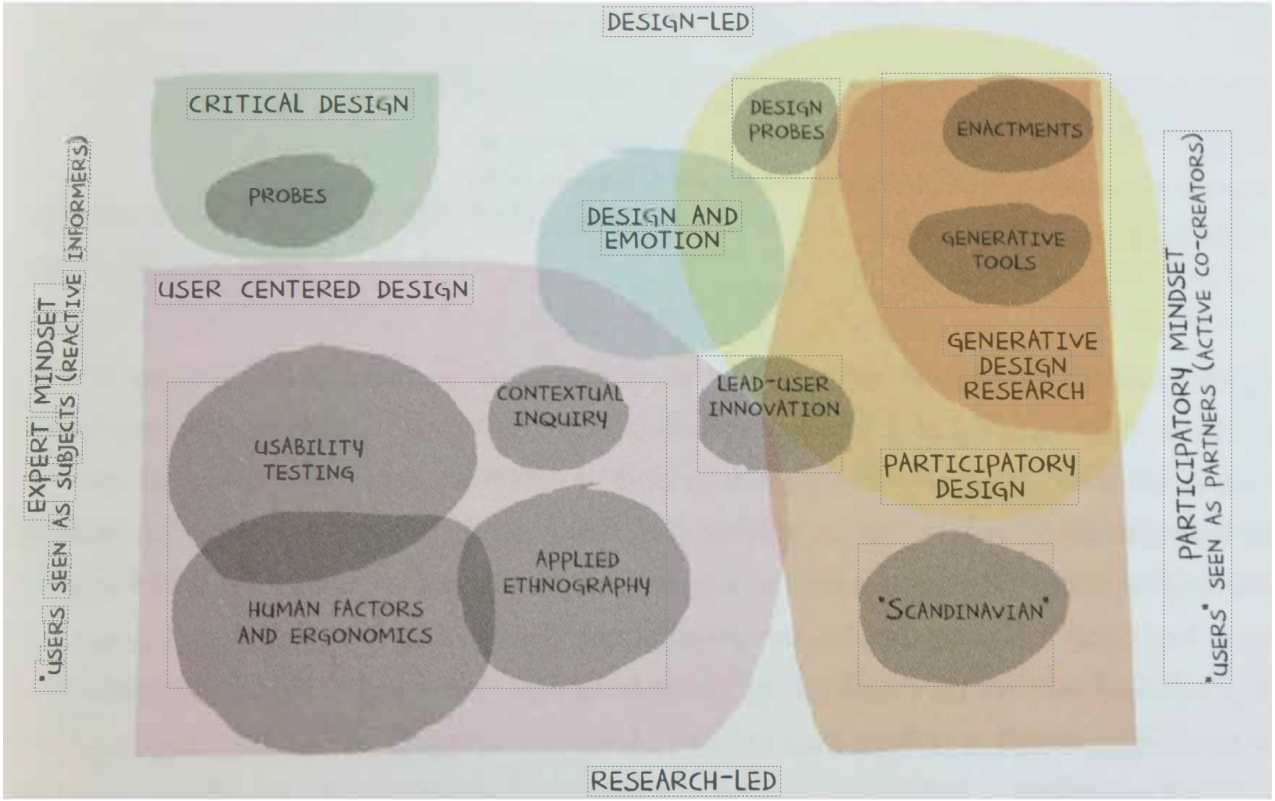


User experience

Participatory design and Co-design:
designing *with* rather than *for* users



Sanders and Stappers (2012)



Sanders and Stappers (2012)



Why co-design?

Accessing/sharing/exploring knowledge together:

1.**Explicit knowledge** can be stated in words and is relatively easy to share with others; e.g. "Today I have three appointments in my agenda"

2.**Observable knowledge** refer to thoughts and ideas that can be obtained by watching how things happen or how people behave. People are generally not often aware of their own behavior that others can readily observe. For example, "she sometimes makes faces at people when she is one the phone"

3.**Tacit knowledge** refers to things we know but are not able to verbally communicate to others. For example, you probably know how to make a phone call when your hands are full of stuff but this would be difficult to explain to someone else.

4.**Latent knowledge** refers to thoughts and ideas that we haven't experienced yet, but on which we can form an opinion based on past experiences. Latent knowledge will be knowable in the future {it depends on experiences and on the ability to learn from these experiences). It is not easy for people to express this kind of knowledge as well as to recognize 1t. For example "A passenger in a carpool learns the route to work each day through observation, but does not exhibit that knowledge until it is necessary for him to drive the same route.



Co-design formats

Workshop
Event
Infrastructuring
(creating/reworking relationships)