

Agenda

Location: Milan, Pavilion (3rd floor, Green House), Piazza Gae Aulenti, 10, 20124 Milano

November 13th 2018

14:15	Registration and welcome coffee
15:00	Welcome and introduction
15:15	Case study from UniCredit – MarketPlace
15:45	Share pre-work learnings (4 minutes per team)
16:15	Introduction to CX and design thinking methodologies
16:45	Empathy map theory
17:05	Empathy map team practice (working coffee format)
18:00	Empathy map team presentation (2 minutes per team)
18:20	Personas theory
18:40	Personas team practice
19:40	Personas team presentation (2 minutes per team)
20:30	Dinner at Trattoria Il Marinaio (Via Guglielmo Pepe, 12, 20159 Milano)

November 14th 2018

08:30	Welcome coffee
09:00	User journey theory
09:20	User journey practice and presentations preparation
11:00	Coffee break
11:30	User journey practice and presentations preparation
12:40	Experiment theory
13:00	Buffet Lunch and Networking
14:00	Experiment team practice
15:00	Elevator pitch theory
15:20	Final presentation polishing and practice
16:00	Coffee break
16:30	Group presentations
18:00	Jury meeting and selection of winners
18:30	Award ceremony
19:00	Workshop wrap-up and conclusion