

BOKK* Design

Program

2022

An intercultural and multidisciplinary team trained in Human-Centred Design gathered for 4 months to carry out an exploratory study in support of your strategic positioning. An innovative opportunity to train your collaborators within this team!

*BOKK is a Wolof word - a language spoken in Senegal - meaning "**we do it together**"

Company's booklet

Designed as an innovative way to learn **Design Thinking** and **Human Centred Design (HCD) methodology**, the BOKK Design program explores solutions to local issues encountered by projects based in Africa.

Are you a company based in Africa and do you want to explore a new market, investigate new product ideas, or learn more about your customers/users? **You can contact us to propose open issues, allowing a certain level of creativity to the participants.**

Location

African city to be determined

Language

French/English

Duration

4 months
Full time



BOKK offer
Exploration



BOKK offer
**Exploration
Training**

BOKK Exploration

An intercultural and multidisciplinary team trained in Human-Centred Design is gather to lead a 4-months exploratory project supporting your strategic positioning.

The team of 6 is composed of two students from the French design school Strate (partner of the BOKK Design program), two junior designers and two marketing/development/communication profiles. Supervised by the teachers of the YUX Academy, the team works full-time on your project.

Duration

4 months
full time for the
Bokkers team

Place

Company premises

Modalities

Project monitoring
session with BOKK
team 2/month

Cost :

4.000.000 fcfa



BOKK Exploration-Training

5/7 

We train your employees in Human-Centred Design within the intercultural and multidisciplinary Bokkers team, gathered to lead a 4-month exploratory project at the service of your strategic positioning.

Duration

4 months
Full time

Place

Company premises

Modalities

Project monitoring
session with BOKK
team 2/month

Training

Your 2 employees
participate in the
project 4h/week

Cost :

7.500.000 fcfa



Organisation of training : 64h

- 1 weekly course (2h) = 32h
- 1 weekly project monitoring session (2h) = 32h

Management :

Teaching & coaching by the designer-teachers from the YUX Academy



Examples of activities carried out during the BOKK Design program



PLANIFICATION



EXPLORATION



DEFINITION



IDEATION



PROTOTYPE & TEST

CLIENT MEETING
 DEFINE MISSION & OBJECTIVES
 RETRO PLANNING
Retro Planning
 KICK OFF
Raci

DESK RESEARCH
Desk research with analysis
 STAKEHOLDER INTERVIEWS
Reports and Analysis
 AUDIT OF THE EXISTING (UX-UI)
Reports and Priorization
 DO KNOW / DON'T KNOW
 HYPOTHESIS
 USER OBSERVATIONS
*Observation guide
 Observation Synthesis
 Photos*
 USER INTERVIEWS
*Interview Guide
 Synthesis
 Photos, Videos, Sound Captation*
 FOCUS GROUPS
*Guide
 Reports Synthesis
 Photos, Videos, Sound Captation*
 RECRUITMENT (INCENTIVES)
No deliverables (date protection)
 QUANTI LOOKA (SEE WITH LOOKA)
Reports and Analysis

All are deliverables from the exploration
 ECOSYSTEM MAP
 PERSONAE
Only use if we have a huge amount of quali or quanti
 USER PROFILS
 CUSTOMER JOURNEY
 STRUCTURING LEARNINGS
 AREAS OPPORTUNITIES

CREATIVE SESSIONS IN HOUSE
Lots of ideas, scenarios, storyboarding, Storytelling, prototypes low fi
 CO-CREATION WITH USERS
*Reports and analysis
 Sound Captation, Videos, Photos
 Experiences Prioritization*
 STORYBOARDING
 STORYTELLING
 PRIORITIZATION MATRIX
Services, Functionalities prioritization matrix
 BUSINESS STRATEGY
*Product Box
 Business Model Canvas
 MoscoW*

WORKFLOW
 WIREFRAMES
 LOW FIDELITY PROTOTYPES
 HIGH FIDELITY PROTOTYPES
 CLICKABLE MOCK UP
 USER TEST
 ITERATION
 VISUAL USER INTERFACE (UI)

Let's chat!



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