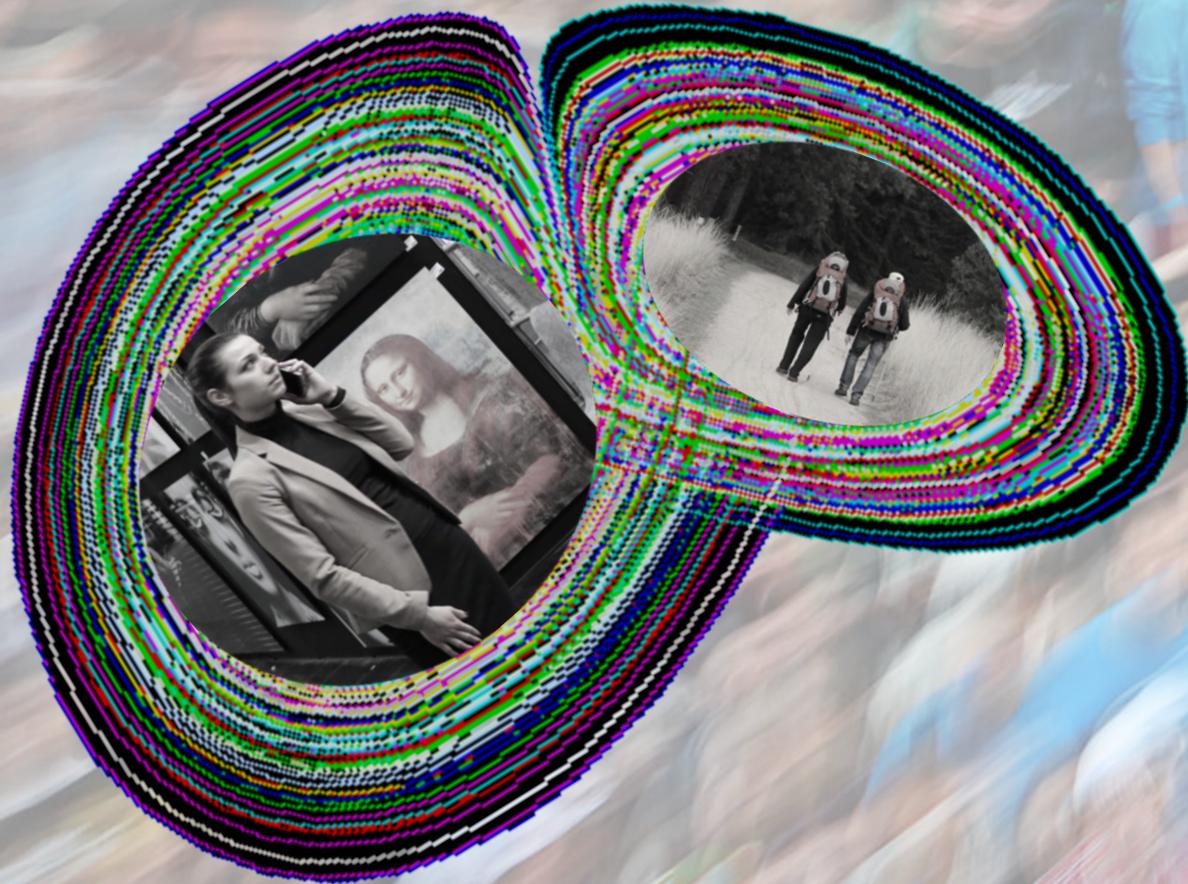


# Presentense



Understanding people's behavior in context  
and translating insights into ideas and experiences

# Presentense: Understanding people in complex contexts of cultures and societies

To develop meaningful and people-centric products and services companies need to understand these very people much better: what they do, how they do it, where and when. Very importantly, they need to also understand *why* people behave in the way they do.

**Presentense** is an active learning workshop (a combination of master-class and a serious game) about contemporary methods of people research and people-centric innovation.

The workshop provides an overview of modern methods and tools of contextual, participatory research and collaborative innovation, illustrated by real-life cases.

**Presentense** also offers a series of interactive exercises that help participants to learn all these methods by doing, or rather by playing them in a 'serious game'.

Working in teams, the participants go, step by step, through an entire process of people-driven innovation, from gathering data about (or with) people, to generating insights, developing convincing communication, and then finally translating these insights into products and services that are truly responding to the needs of people.

The workshop lasts one day (that can be also divided into two to three shorter sessions), with 15-18 participants.

The Summ( )n team provides a full set of tools and templates for the session, guides the process and provides feedback at all stages of the **Presentense** exercise.

The **Presentense** workshop consists of the three main parts:

## Understanding people

- How to prepare and conduct contextual people research ?
- How to capture rich and valuable data about people's activities ?
- How to understand broader cultural and societal aspects ?

## Generating insights

- How to translate gathered information into deep insights ?
- How to represent the findings in powerful and convincing way ?
- How to communicate them to different stakeholders of the process ?

## Developing new ideas (or validating the existing ideas)

- How to convert insights into new concepts for products and services ?
- How to validate these concepts, discard banalities and clichés in earlier stages) ?

