

T7 - MSc Pool

T-POO-700

Change resistance

People ignore design that ignores people



Change resistance

binary name: theme04.zip
delivery method: Moodle



- The totality of your source files, except all useless files (binary, temp files, obj files,...), must be included in your delivery.



The claims and complaints of the employees of Gotham town hall are numerous and diverse.

To respond as appropriately as possible to their worries, the town hall asks you to manage corrective actions of communication that the administration did not foresee would be missing.

Your task, along with your teams members, is to imagine and create communication actions which are likely to cool down the situation. You have identified the various stakeholders and their demands, now try and come up with valuable communication that will de-escalate a tensed situation !

In the meantime, you have probably created the first versions of the mockups of your application, these will be useful when showing the users that the interface is simple and user-friendly, which is obviously one of the worries!



Now that you have the mock ups, how are you going to use them in the communication actions?

In the Bootstrap, you are supposed to compile, analyze and reformulate the underlying needs and worries to refine your corrective actions.



Tutorials, newsletters, leaflets, video ads, emailing campaigns... Select the appropriate ones for each audience, and craft the pieces of communication!

Employee adherence to the application and management of the latent conflict depend on the relevance of your proposals.