

**Project Document**

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**Department :B.Tech IT**

**Year :2nd Year**

**Project Title**

Design Thinking used in RedBull

**Template Name**

**Wall of Work**

**Problem Statement**

The current approach to creating a professional profile is inefficient and unclear, leading to challenges in effectively communicating skills and experience to intended audiences.Develop a streamlined 1-minute profile template that addresses the shortcomings of traditional profiles by providing a clear, concise, and visually engaging format for showcasing professional attributes.

**Project description**

**Introduction:**

**Red Bull has always been synonymous with innovation and creativity. In line with its ethos of pushing boundaries, Red Bull seeks to cultivate an environment where ideas flow freely and innovation thrives. The "Wall of Work" project embodies this spirit, leveraging design thinking principles to foster collaboration, inspiration, and efficiency within the company.**

**Project Overview:**

**The "Wall of Work" is a dynamic and interactive workspace designed to stimulate creativity and streamline project management processes. Located in a central area within Red Bull's offices, this wall serves as a visual hub where ideas take shape, projects evolve, and teams collaborate seamlessly.**

**Key Features:**

**Design Thinking Workshops: The project kicks off with immersive design thinking workshops involving employees from various departments. These sessions encourage divergent thinking, empathy, and problem-solving skills, setting the stage for a culture of innovation.**

**Visual Collaboration Space: The Wall of Work consists of a large surface area dedicated to visual collaboration. Teams use this space to map out ideas, sketch prototypes, and visualize project timelines. The wall is equipped with writable surfaces, digital displays, and interactive tools to facilitate brainstorming sessions.**

**Agile Project Management: Adopting agile methodologies, teams utilize the Wall of Work to manage projects in real-time. Kanban boards, task cards, and progress trackers allow for transparent communication and efficient workflow management. This agile approach enables teams to adapt quickly to changing priorities and market demands.**

**Inspirational Content: The Wall of Work serves as a repository of inspirational content, showcasing success stories, industry trends, and creative insights. This curated content sparks new ideas, stimulates discussion, and fosters a culture of continuous learning and improvement.**

**Feedback Loops: Continuous feedback loops are integrated into the Wall of Work, encouraging teams to reflect on their progress and iterate on their ideas. Regular check-ins, retrospectives, and peer reviews facilitate constructive criticism and drive innovation forward.**

**Benefits:**

**Enhanced Collaboration: By providing a dedicated space for collaboration, the Wall of Work breaks down silos and promotes cross-functional teamwork.**

**Increased Productivity: Visualizing projects and workflows on the wall enhances clarity and accountability, leading to improved productivity and faster decision-making.**

**Innovation Catalyst: The Wall of Work serves as a catalyst for innovation, inspiring employees to think creatively and experiment with new ideas.**

**Cultural Transformation: By embracing design thinking principles and agile methodologies, Red Bull undergoes a cultural transformation towards a more innovative and adaptive organization.**

**Conclusion:**

**The "Wall of Work" project represents Red Bull's commitment to fostering a culture of innovation and collaboration. By leveraging design thinking principles and agile methodologies, this dynamic workspace energizes creativity, accelerates project delivery, and propels the company towards greater success in a rapidly evolving market landscape.**

**Worked Template with explanation**

**The template for the Wall of Work serves as a blueprint for organizing tasks and facilitating collaboration within teams. Here's an explanation of the key components:**

**Column Structure: The Wall of Work template typically consists of four main columns: Backlog, Up Next, Doing, and Done. Each column represents a different stage in the task management process, from initial ideation to completion.**

**Backlog: The Backlog column is where all incoming tasks are captured and stored. This column serves as a repository for ideas, requests, and pending work items that have not yet been scheduled for execution.**

**Up Next: The Up Next column displays tasks that have been selected for execution in the near term. Tasks in this column are typically prioritized based on their importance and readiness for implementation.**

**Doing: The Doing column represents tasks that are currently in progress or actively being worked on by team members. This column provides visibility into ongoing work and facilitates coordination among team members.**

**Done: The Done column contains tasks that have been completed and delivered. This column serves as a record of achievements and provides feedback on the team's progress and performance.**

**GitHub Link:**