



Challenge #6

Easy Life on Campus Challenge



And ist motivation

How might we...

redesign the Bildungscampus app so that it creates added value to its users by providing easy access to relevant information about the life on campus?

About your Partner:

STACKIT is the cloud provider and is part of Europe's largest retail company .We are the engine of the digital transformation of the Schwarz group. With our colleagues from Schwarz IT we supports all 12.900 branches and all the 500.000 employees at the Schwarz Group. With the Schwarz Campus Service the STACKIT brings the digitalization to the Bildungscampus. Our STACKIT Team supports all the applications, network and hardware devices at the Bildungscampus Heilbronn.

Why this Challenge?

Trying to get to know a new campus and gathering relevant information about it can be overwhelming as well as time-consuming for anyone who is new on an educational campus. This becomes especially frustrating, when it leads to missing out on important key information that would make the day-to-day life easier. A first solution approach to that problem was developed by the Bildungscampus App, trying to provide a platform for exactly this matter.. Apps are being the most common tools for communication among people, especially the students. Students these days want to spend less time on chasing down information & services about the campus and spend more time to focus on their education. A survey tells that majority of the students are looking for digital technologies that make them feel emotionally connected to their University campus. STACK IT aims to provide such an app which helps the different users (students, professors, employees etc) on the Bildungscampus to get easy access to relevant information that would help them when they are on the campus. We want to provide an app which shows the right information & services on Bildungscampus to the right target group. Through this app we would like to mirror the environment of the Bildungscampus to its potential users as well who will be on campus and who have not yet visited the campus. Yet, only by filling the platform with the right information it is possible to really create value for the users and support them in their Bildungscampus-related journeys

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How do we get there?

Within 14 weeks the matched interdisciplinary teams working on the STACKIT challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centred solutions that add real value for their identified target market.

At first they will do a Deep Dive into user and customer research of STACKIT but also other companies & academic institutions around the world to develop a holistic view of the challenge and its underlying problems and needs. From understanding the user's personal needs and motivational factors to understanding the behaviors, the job of the teams will be to look inside the Bildungscampus with a lot of curiosity but also analyse external best practices. The teams will find who else in the market faces the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the challenge partner and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to redesign Bildungscampus app in a way that it serves the right information to the right target to make their daily lives easy on campus.

This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first co-create a lot of different solution ideas. After receiving initial feedback and selection the most promising ideas they will build rapid prototypes with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the city administration office employees to get a first reality check. We will help the teams to facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them to get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.

Your Contact at STACKIT



Challenge Contact Person

Christian Harms

Consultant Applikation Mgmt at Bildungscampus

Tel.: 015253272560

E-Mail: christian.harms@mail.schwarz

LinkedIn: <https://www.linkedin.com/in/christian-harms-51ab20111/>



We're so exciting to see
YOU!

Company Adresse: STACKIT, Stiftsbergstraße 1, 74172 Neckarsulm