

**Jerusalem 2050 is a uniquely visionary and problem-solving project, jointly sponsored by MIT's Department of Urban of Urban Studies & Planning and the Center for International Studies with the participation of Palestinian and Israeli scholars, activists, business leaders, youth and others.**

It seeks to understand what it would take to make Jerusalem, a city also known as Al Quds, claimed by two nations and central to three religions, “merely” a city, a place of difference and diversity in which contending ideas and diverse citizenries can co-exist in benign, yet creative, ways.

# Jerusalem 2050



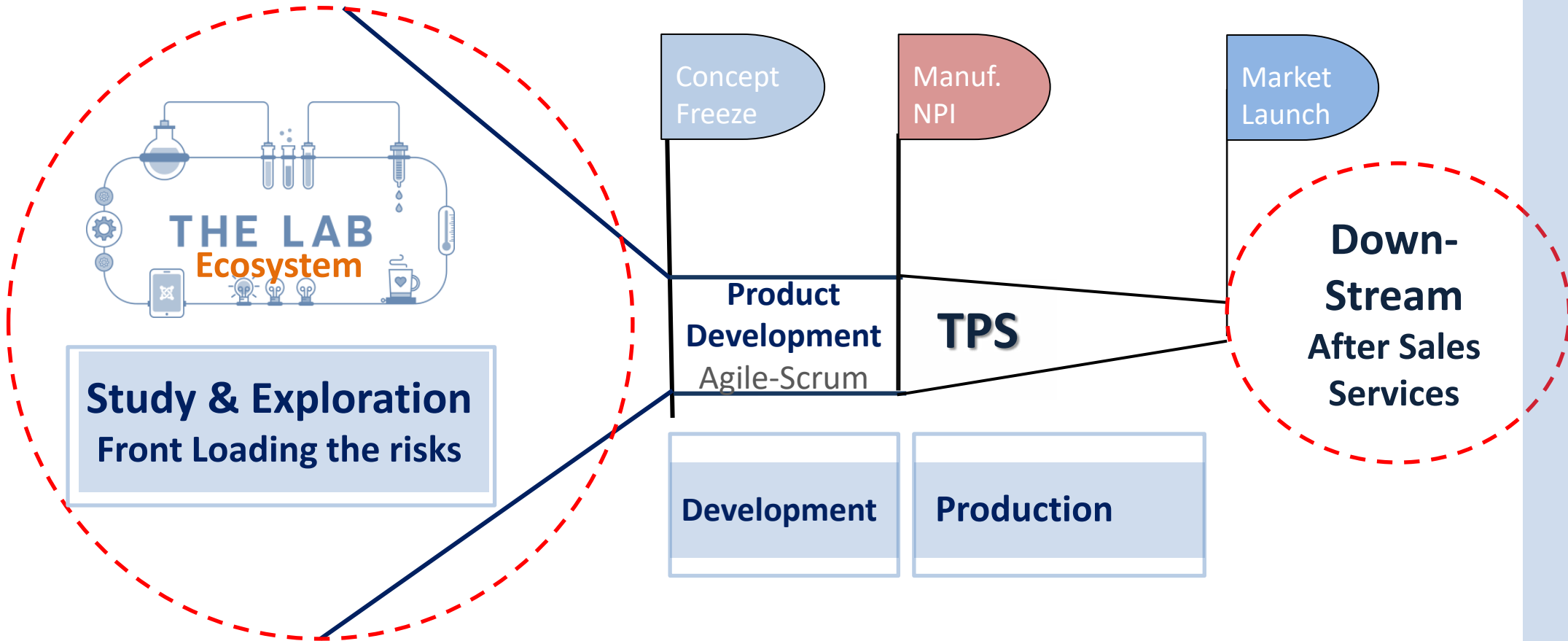
<http://web.mit.edu/CIS/jerusalem2050/>



## Action-Based Learning by doing

How can we ensure that an organization that is on a journey to change its view of management will place **human development above immediate (financial) business goals?**





## Exploration Phase

 Generating knowledge and design concept



### **VCA (Chief Engineer) concept paper**

- ✓ Persona Map
- ✓ Customer Journey Map
- ✓ Voice of the customer
- ✓ Value Proposition
- ✓ SIPOC
- ✓ Scoping
- ✓ Mockup
- ✓ Planning

## Development Phase

 Configuring and detailed engineering



- ✓ Self Org. Cross-functional teams
- ✓ Dynamic Planning
- ✓ Visual tracking board
- ✓ Synchronizing work across functional groups (Milestones)
- ✓ Active customer involvement
- ✓ Small, incremental releases and iterate
- ✓ End with System Demo
- ✓ Inspect & Adapt

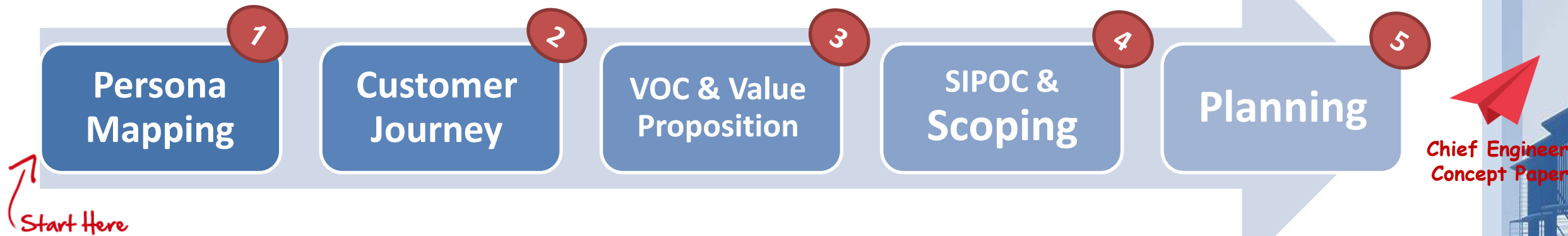
## NPI Phase

 Production Ramp UP



- ✓ SLA
- ✓ Documentation
- ✓ Standard Work
- ✓ Q&A
- ✓ Help Desk

# The Study (Kentou) Phase



## Tools Description

Build a set of representative profiles for a customer base. A powerful way to communicate behaviors, goals, wants, needs, and frustrations

Mapping customer experience across all touchpoints between customer and organization, from initial contact, purchasing, after sales support, onto renewal / repurchase

Designing great Value Propositions that match your Customer's needs and jobs-to-be-done and helps them solve their problems.

Summarize processes starting with the customer and working upstream to the supplier. Determine what steps need to be taken in order to move from current to desired future state. Highlighting the gaps that exist and need to be filled.

Establishing critical milestones. A decision by decision plan to help meet project timelines. Identifies order of execution for critical decisions/tasks. Identifies interdependencies between tasks. Give an estimate of time requirement Identify potential roadblocks and plan contingency measures



Decision Flow



Rapid Learning Cycles



Set Based Concurrent Engineering



Obeya Control System

## techniques



*"I spend a lot of quality time with my computer, but I don't want to withdraw from the world just because I'm busy being a student."*

Name: Lila Chan

Age: 20

Occupation: Student

Lives in: Seattle, WA

Personal: Single, no kids

## Persona: Student

### Motivations

- Cares about social responsibility, particularly sustainability and human rights
- Appreciates artisanal quality, despite her student budget
- Likes to try new foods and beverages
- Skeptical about large corporations, sensitive to being seen as a consumer of their products
- Considering a part-time job to help with expenses

### Goals

- Shop at socially responsible businesses
- Spend time with friends in inexpensive ways

### Behaviors

- High usage of smartphone, tablet
- Spends time on twitter, Facebook, and Instagram





# LPPD Value stream

SIPOC. Process:		Prgram Owner:				
Date:						
Suppliers 5a	Input 5b	4	Process 3a	Output 3b	2	Customers 1
Suppliers for the required ressources	Ressources needed by the processes	<b>Requirements (Full Kit)</b>	List of activities description	Process deliveries	<b>Requirements (Jobes, Gains, Pains)</b>	Users, (internal / External), shareholders, regulators

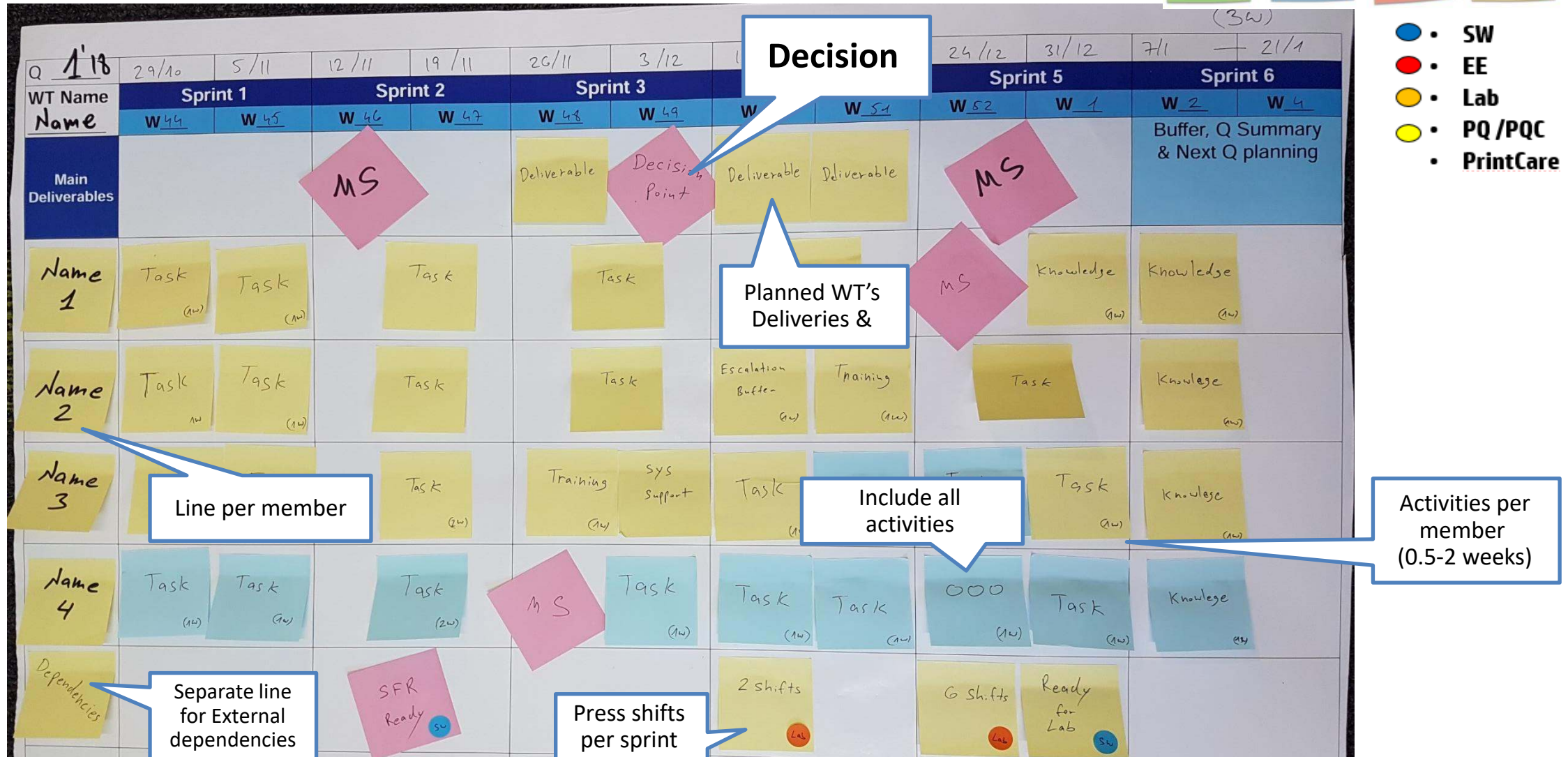
## Product Requests / SPEC

## Boundaries Diagram

## Trade-offs

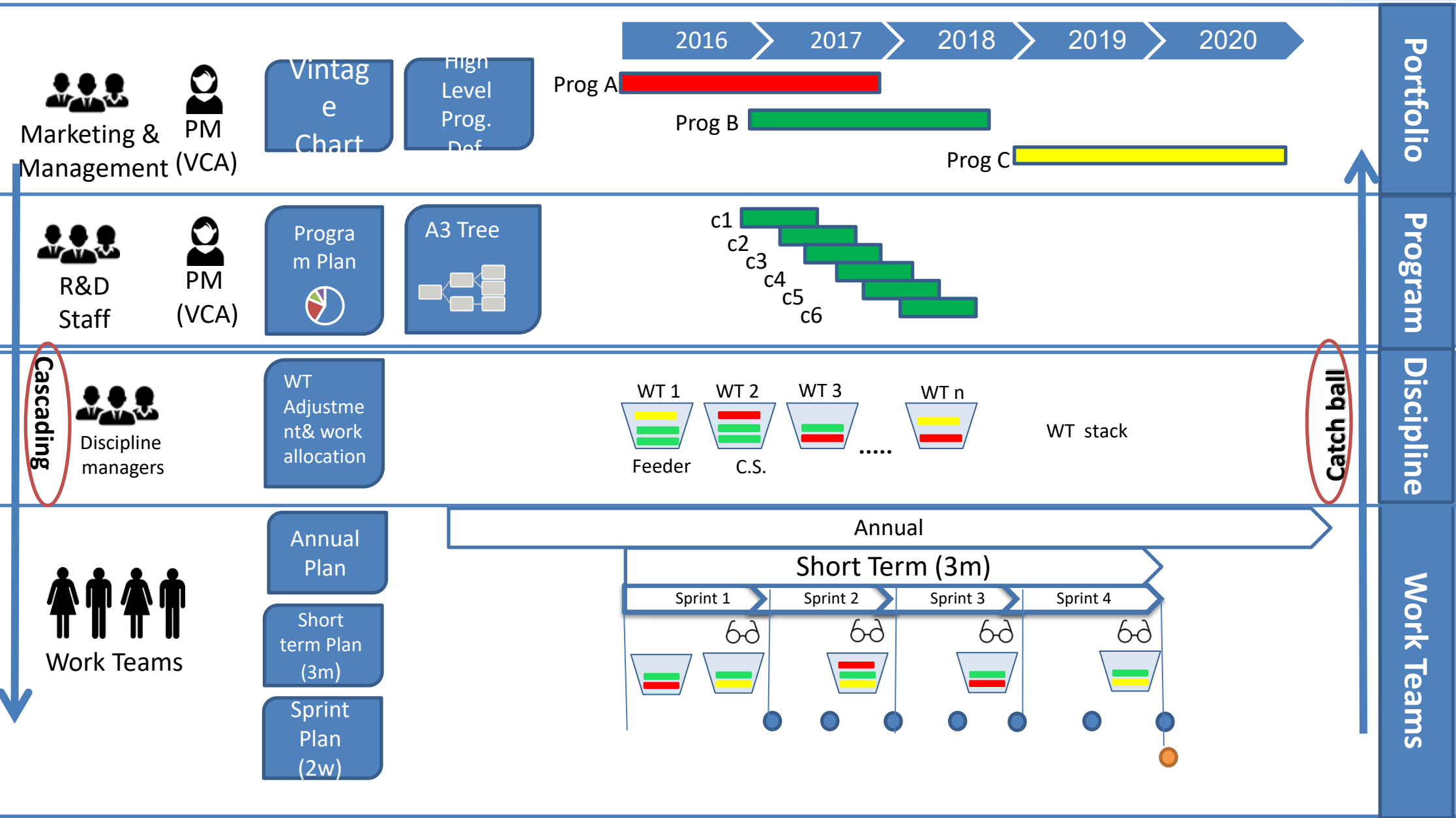
## Key Decisions

# CUSTOMER JOURNAY





























# PLANNING



# Major Mile stones

Central Annual Plan	FY'18											
	Q1			Q2			Q3			Q4		
Content packages	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Program Clusters						Cluster 7			Cluster 8			Cluster 9
Packages 1												
Packages 2												
Packages 3												
Packages 4												
Packages 5												
Packages 6												
Packages 7												
Packages 8												
Packages 9												

Ready for System	
SFR Target date	
WTs' planned SFR	

PLANNING

**Pull out your smartphone, take a picture  
of the LNGA Lab URL and join us!**



**Thank You!**

**Dr. Boaz Tamir  
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