



Inprogress
Design Lab®

DTMethod®

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in Grand Parade

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🌐 www.DTMethod.com

✉ hello@DTMethod.com

**GP GRAND
PARADE**
part of
William **HILL**

Company profile

Grand Parade is the technology hub of William Hill, one of the largest sports betting companies in the world. Millions of clients around the world are using IT solutions created in Cracow office.



The Challenge

The Challenge that we were working on, came from the HR area. It was defined as follows:



We are committed to creating a workplace where people want to work.

The goal of the Design Thinking team is developing a GP strategy for a multicultural workplace. We support multiculturalism; diversity is written in our DNA. We want our teams to be diverse, and our employees to be engaged and motivated. It's important to us that people who work for us value collaboration with a multicultural team. On one hand, we want to be an attractive employer for foreigners, who want to move to Cracow. On the other hand, we care for our workplace to be friendly to Poles, who want to interact with people from various cultures and countries.

Among others, we want to find an answer to the question: "What could we do to encourage our employees to stay and work in GP and not leave?"

We also want to extend all of this to the employees' families. We want to focus not only on the employee but also their surroundings.

The goal that we'll be working on is not a problem. We are doing quite well but we want to do better. We aim to be even cooler and better in this area. We want to develop our strong side and identify any improvements

DTTeam

- ✓ In the process, there were 10 participants divided into two teams.
- ✓ Workshops were conducted in person, simultaneously for both DTTeams.
- ✓ DTDesigners were invited to the teams by DTSponsor: Head of People in Grand Parade.
- ✓ Among them were representatives of various departments and various levels of hierarchy (from HR and IT specialists to General Manager).
- ✓ DTSponsor was also involved in the process as DTDesigner.

The course of DTMethod

1. Exploration Phase

The Exploration Phase involved the usage of standard tools of: A Challenge tree, planning stakeholders research, analysis of the research based on User Stories, a Matrix of Needs.



Challenge tree



User stories



Matrix of needs

DTDesigners were very engaged in stakeholders' research. They conducted interviews (more than 15) and surveys (around 30 answers) among the employees of the Grand Parade.

As a result, they defined a list of needs based on user stories and prioritised them based on matrix of needs. Some of the key needs identified were:

- ✓ help in discovering Cracow,
- ✓ raising awareness about cultural differences,
- ✓ support in introducing to the company on the interpersonal level (meeting co-workers, going out for a beer, etc.).

2. Creative Phase

Participants generated over 70 ideas, which were then analysed based on Now-How-Wow matrix and prioritised using dot voting and RIG matrix.



Now-How-Wow



Dot voting



RIG matrix

Out of all generated ideas, five with the highest amount of votes were chosen to the Construction Phase.

3. Construction Phase

As a part of Construction Phase, a tool of Build-Break-Repair was used.



Build-Break-Repair



Creating prototype



Testing

Detailed description, identifying defects and potential problems as well as an attempt of minimising those defects and problems to smooth the process of creating prototypes. DTDesigners created prototypes of five ideas and presented it to the stakeholders to hear back on the ideas.

All prototypes received positive feedback from Grand Parade employees. Gathered feedback allowed to also refine and calibrate these potential solutions to make them respond to the needs of stakeholders even better.

During the process of DTMethod, the DTSponsor decided to implement some of the solutions in MVP formula, so that in time they could be tweaked and polished even better. All six prototypes were accepted as solutions and passed for further implementation.

Summary

Each of the solutions was assigned to implement to one of the DTDesigners. "Multicultural library" is currently being implemented.

Multicultural library

representants of different nationalities created a list of recommended books. Books were recommended based on idea of "showing how and whyrepresentants of particular culture function in a certain way".

The "Local buddy" and "Family sightseeing of Cracow" solutions were implemented the fastest. The remaining solutions were also designated for implementation, however, in a later period.

Local buddy

GP employees can volunteer to take such function. Their role is to help new employees in finding "their place" in both company and Cracow.

Family sightseeing of Cracow

once in a while on Saturday or Sunday GP organises a walk around Cracow to which employees can invite their families and get to know one another. The sightseeing ends in a location suitable for dinner or picnic.

