

# TRAINING AND IMPLEMENTATION PLAN

The service package is delivered by EGGs in collaboration with Norwegian Smart Care Lab





## MAKING A TRAINING AND IMPLEMENTATION PLAN

*This service package is relevant for municipalities planning to introduce new solutions, and companies wanting help ensuring a good implementation of their product or service in f.ex. an organization.*



## ABOUT EGGS DESIGN

EGGS Design is a design and innovation company that is passionate about helping customers create new products and services in all types of industries, with an extra heart for good health services.

We help our clients in developing their products and services, from idea to realization. We know that good, sustainable products and services answer to real needs today as well as in the future, while also creating value on a business and societal level. At EGGS, we take this seriously and bring our expertise in user orientation, future thinking, and holistic strategies to the table. This mindset (“Design thinking”) combined with the creative design process, technology understanding, and solid design craftsmanship (“Design doing”) is our recipe for success.

Service design is one of our areas of expertise, and we have a good interdisciplinary environment to offer. Design-driven innovation is innovation placing people and purpose at the center of development. Our service design is reflected in all of our projects. This means that we always keep the user in focus, and that we strive to create well designed user experiences that adds value to all stakeholders involved.

Our vision is “Lets craft lovable futures”, and the UN sustainability goals are always relevant to us.





## PLAN FOR TRAINING AND IMPLEMENTATION

Several companies find that they get to launch and commercialize their products or services. Almost as many find that the process stops at implementation at the customer's, and they never get to prove the solution's viability in the market. In a municipality, testing new technology may fail to gain a foothold amongst users, and thus does not produce the effect that was hoped for. Often this is due to a lack of a plan for implementation, training and introduction of the product or service.

A good plan for how the product or service will be used by all users is important to ensure a good start in the market. This plan must take into account what is important to those who will use the solution, and in which context and workflow it will work.

A plan for training and implementation may contain (among other things):

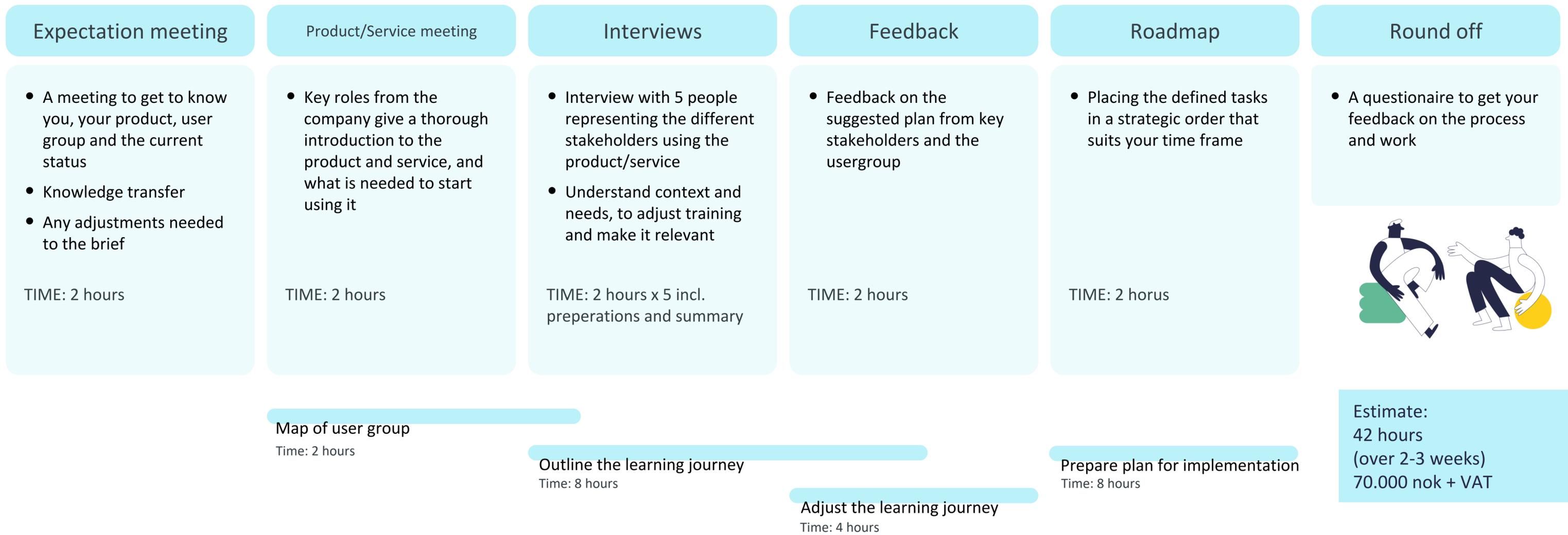
- Mapping of actors involved in using the product or service
- An outline of the “Learning journey”: a flow for adopting the service, to uncover important touch points
- Creating a plan for anchoring in the organisation and defining ownership
- An overview of what is needed to ensure good training and implementation, presented in a roadmap.





# PROCESS AND TIMELINE

To ensure good collaboration and efficiency, we plan for close dialogue, frequent meetings and involvement of the users. The plan will be summarized in ppt format.





## PRACTICAL INFORMATION

### Duration

The work will take place over a periode of 2-3 weeks.

### Delivery

- Plan for training and implementation
- Learning journey

### Activities

- Expectation meeting
- Meeting about product/service
- Interviews
- Feedback and iterations
- Roadmap

Activities will be adjusted based on needs

### Cost

The scope of the implementation plan varies from product to product. Total estimated cost is NOK 70,000 + VAT, but may vary somewhat.

The price is in NOK and exclusive VAT.

The estiamtes does not include costs related to travel, material, prototypes or similar.

The company is responsible for recruitment of key stakeholders and users.

Listed consultants are subject to availability.



Mari Gloppen Hunnes,  
DIGITAL AND SERVICE DESIGNER  
BERGEN

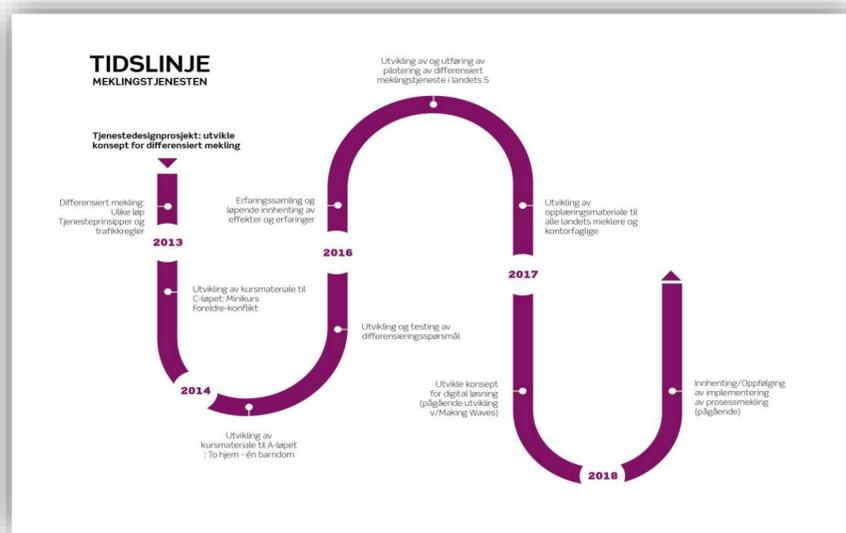


Martine Akselberg Hatlebrekke,  
SERVICE DESIGNER  
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## REFERENCE PROJECTS

Here are three examples of different ways of doing introductions and training. What the right focus is will depend on the intention, the target group and how far along the process the product is.



### Bufdir – Mediation service

Development of training material for all the country's mediators and office professionals.



### Avinor – Oslos new airport

Cultural building project and development of a learning journey for 20,000 employees at the new airport.



### Mer – Brand implementation

Implementing a new brand when multiple companies merge.



# Bufdir – Mediation service

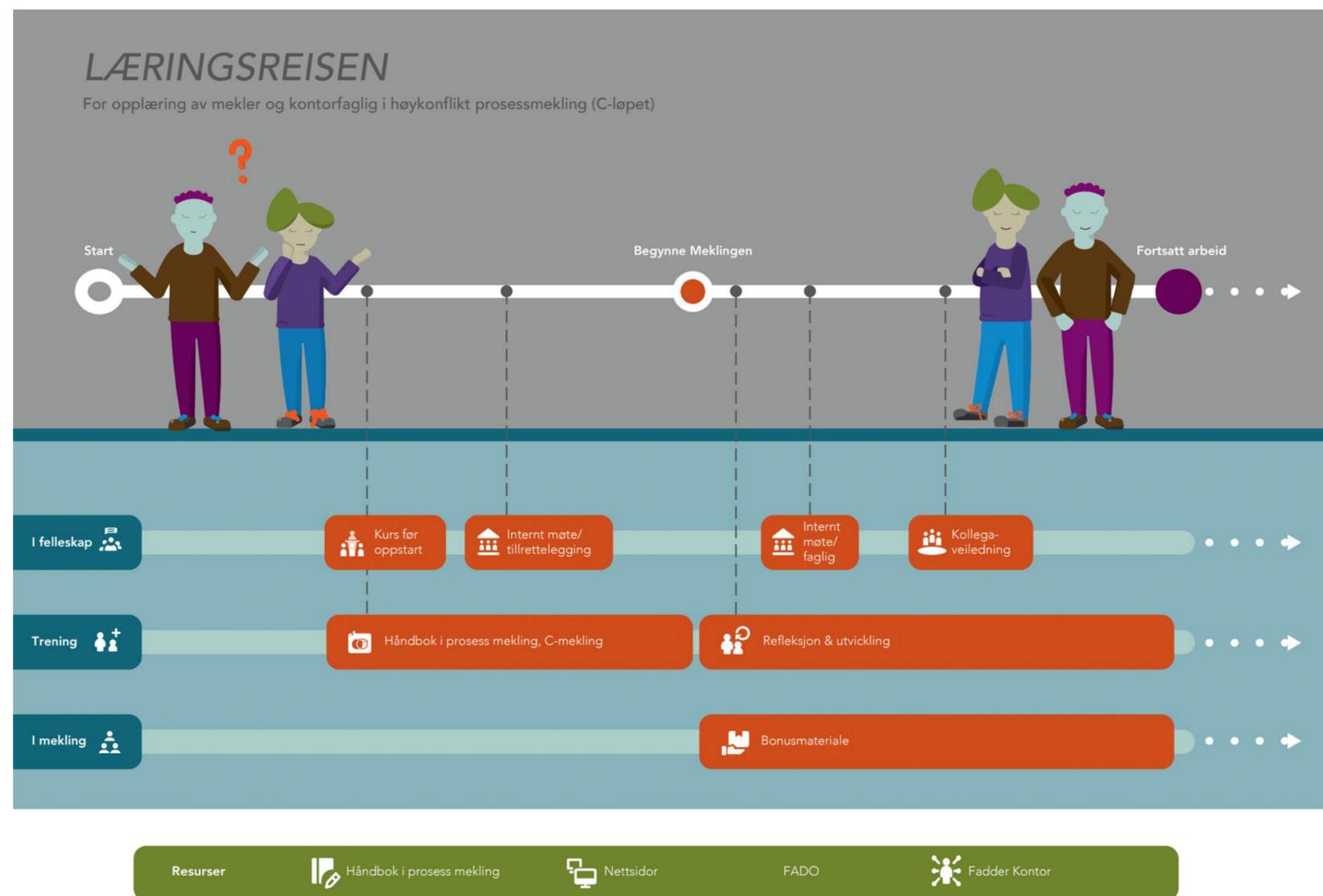
## REFERENCE PROJECT

*In a project with Bufdir, it was discovered that there were geographical and professional differences between Norwegian mediation services, and that tasks related to family counseling had increased in complexity as a result of more varied user groups.*

The aim of the project was to create an improved and more user-centred mediation service. In order to succeed in introducing the "new" mediation service, Bufdir was completely dependent on a good implementation process.

In terms of implementation, we started small, and made the project bigger and bigger with each step. We started with one office and a secretary and connected mediators. As this became a resource office, we connected five other offices to this one. In that way, those involved became good ambassadors who could promote the project to the other offices. This made it easier to roll out and implement in the rest of the organization.

*Here is an example of how a learning journey can look.*



Implementation

Learning journey



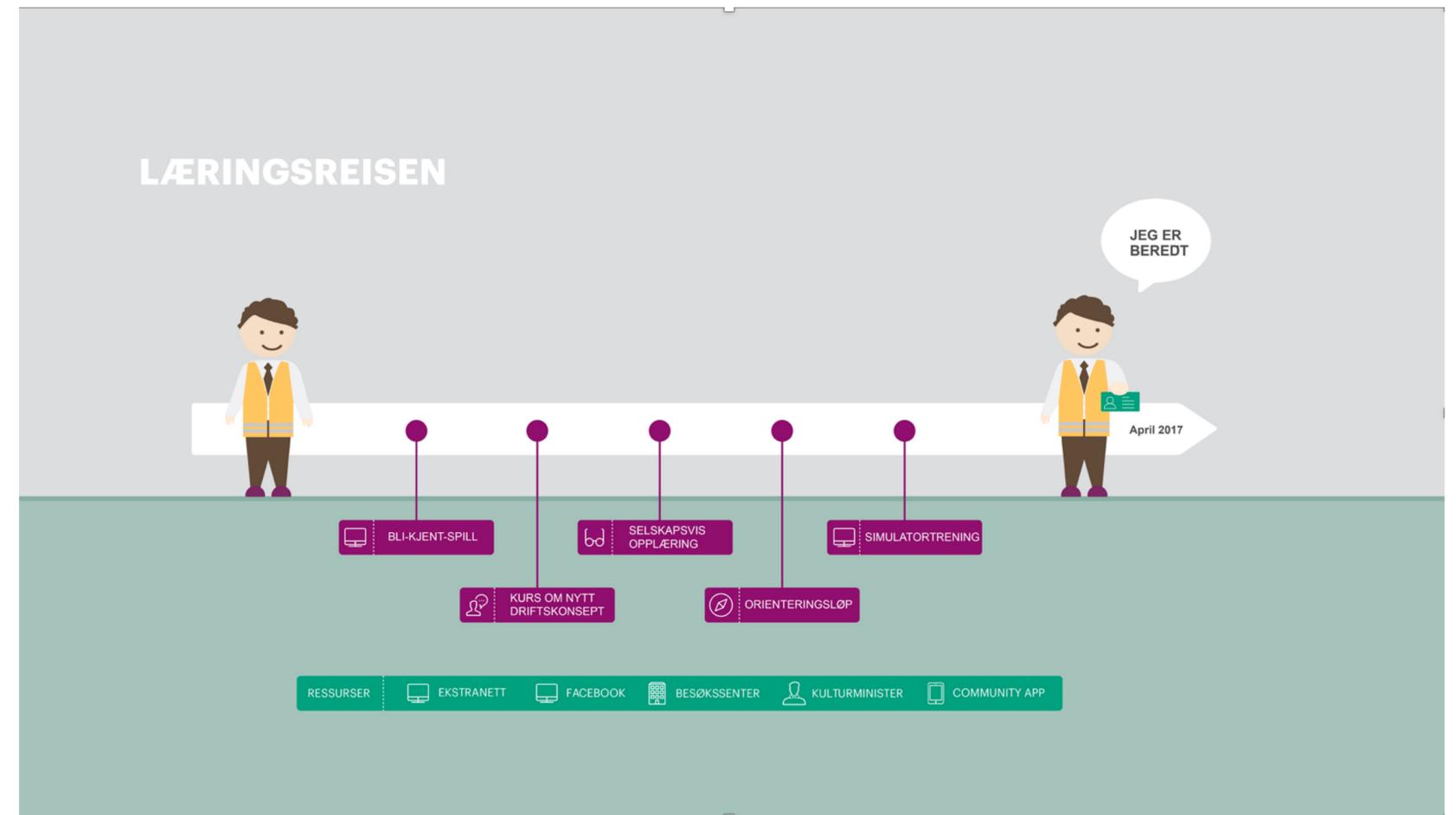
# Avinor – Learning journey for 20.000 employees at New Oslo airport

## REFERENCE CASE

*In collaboration with EGGs Design, Avinor set out to design services that would make all employees ready to work at New Oslo Airport. Across design competence, EGGs designed learning experiences. Lifting the development of 22,000 people requires good cooperation between many actors.*

Oslo Airport doubled in size through the opening of the new terminal T2. EGGs has supported the commissioning of the new terminal through the implementation of the service concept and a holistic and well-designed learning journey for everyone who works at the airport.

Clear process visualizations and a focus on building human preparedness formed the basis for a complex learning approach. Through the delivery of both physical and digital training tools - from directed courses in large format to a training app - EGGs has been part of a fantastically large cultural building project.



- Mobility and logistics
- Learning journey
- Public service
- Learning tool



# MER – Brand implementation

## REFERENCE PROJECT

*Prior to the merger of three leading companies in the European EV charging space into Mer, EGGS was approached by the new company to help translate their fresh, primarily digital, identity for implementation into the physical world.*

*In total, we carried out three rounds of brand implementation, aimed at Norway, Sweden and the UK respectively, and coordinated with several suppliers for production and installation. The first round was completed in time for the launch of the Mer name in November 2020.*

Our goal was to extend the Mer branding platform for the needs of physical touchpoints, and use these guidelines to rebrand all Mer charging locations and charging hardware, including cobranded locations. This involved creating new charging instructions and branded vinyl wraps for 30+ different charger models, sheds, road markings and signage.

Alongside the physical brand implementation, we also expanded the digital design system to account for additional accessibility and product requirements.

Brand

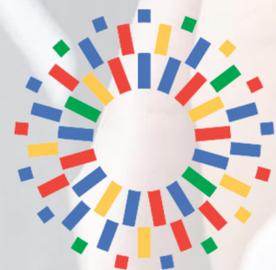
Brand transformation

Design system

Visual identity



Get in touch if you want more information about what the service package contains and what we can offer your company.



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