FOUR CHAMPS 4 YOUTH - A COMMUNITY PROJECT
Target Community: 12-14 year olds (pre-teens) within the four cities of the Grand Slam Tournaments (London, Melbourne, Paris, New York)

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Why this Community: Due to the recent global pandemic, this age group would’ve been isolated from their peers in a pivotal time in their
development when it comes to self-confidence & self-esteem.

Goal for this Community: To make tennis more accessible for young people from all backgrounds in addition to utilizing the sport of tennis
as an outlet to maintain and support their mental health.

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4 Limited Edition Stan Smith Designs
4 Cities
4 Featured Sustainable Materials
4 Youth Clubs that support mental health through sport

Overview of Project
Each of the 4 designs would reflect the city of the grand slams, featuring sustainable elements of materials of the court from each grand slam.

- Clay / French Open / Pastel Yellow
- Grass / Wimbledon / Pastel Green
- Recycled synthetic materials / Australian Open / Pastel Red
- Recycled acrylic materials / US Open / Pastel Blue (Aqua)
MENTAL HEALTH FOCUS

Given the appalling treatment of Naomi Osaka, mental health awareness in
sport is a major talking point in society at the moment. Combined with the
current corona virus pandemic resulting in youth around the globe losing out
on pivotal times in their formation of key coping skills when it comes to
mental struggles, our aim is to partner with a mental health community programme in each city

OUTLET FOR MINDFULNESS.

Mental health problems.

Programme.

People will benefit from the opportunity to learn a new sport and a potential
outlet for mindfulness.

Mental health challenges.

Programme.

People will benefit from the opportunity to learn a new sport and a potential
outlet for mindfulness.

Mental health awareness.

Programme.

People will benefit from the opportunity to learn a new sport and a potential
outlet for mindfulness.
Young adults to buy Penguin books.
This video showcases the power of visual storytelling.
We will also encourage Gen-Z to create their own visual stories via TikTok and share them across Instagram, Twitter, and TikTok. We will create visuals to match the stories' active

Execution [part 1: Story]
This content will also be on YouTube but

books.

We'll interview authors to learn the meaning

execution (part 2: Tellier)
Coffee Co.

The Challenge

How can we help Coffee Co. understand why their second store isn't doing as well as their first?

The Brief

Create a research plan for Coffee Co., and help Founder Michelle understand what to do to improve and increase sales at Coffee Co. HQ2.

The Challenge

How can we help Coffee Co. understand why their second store isn't doing as well as their first?
• New residents of Peckham are likely to be young and liberal-minded professionals.

• They are likely to be working remotely from the store or popping in for meetings.

• They favour independent stores over mainstream and commercial brands where possible.

• Trendy and stylish individuals.
Research plan

• Find out who their customers are
• What do they do for a living?
• What are their coffee purchasing habits?
• How long do they spend at the store?
• Who do they get coffee with?
• How often do they spend at the store?

Next steps

• Distil insights
• Create a persona
• Create a customer journey map
• Analyse what works best and why
• How can our findings be applied to Holborn in the most efficient and user-centric way possible?

After using our research to validate or disprove our assumptions, we should:

Research plan

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• Who do they get coffee with?
Jamie, 33 years old, works in the music industry and is new to the area. He wants a cool place to work remotely from during the week. He has meetings with other music industry professionals and artists in the morning and occasionally stays well into the afternoon.

Works in the music industry
33 years old
Jamie
Initial Assumptions/Biases

- They’re busy working professionals
- Corporate working environments
- Regimented set schedules
- They’re commuting to work and don’t live locally
- They’re trusting of chain stores eg. Starbucks
- Pret or Costa
- More likely to stick to what they know than to seek out new experiences
- Potentially a lunch meeting or stopping for a quick bite to eat outside of the office
- They’re stopping in for a quick coffee locally

Holborn
Research Plan

Conduct field research to find out the following:

• What are the other coffee shops in the area and which ones are most successful?
• What are those other coffee shops doing so well?
• Who are Coffee Co’s customers?
• What do they do for a living?
• How often do they frequent the store and with whom?
• What does a typical lunch look like for them?
• What’s their daily routine?
• What time do they go to the shop?

Following:

Conduct field research to find out the
Next steps

After using our research to validate or disprove our assumptions, we should:

• Test new products
• Prototype new features & promotions
can we best solve them?
• What are the current pain points and how
compare with Holborn
• Use the learnings from Peckham and
Customer Journey map
• Create a persona

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Emily, 38 years old, Business Analyst at McKinsey. She combines innovation techniques with business strategy at McKinsey to advise clients across various sectors. Although her thinking patterns tend to be rather linear, she is constantly jumping across different projects, supporting teams across McKinsey. Her work is intense, and her lunch breaks help her to gain clarity and new perspectives.

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Conclusion

My final assumptions are that these two coffee shops are in distinct and opposing locations, with a different customer base from different walks of life. This means that they should be approached in different ways and not from a position of “one size fits all.”

This may result in promotions and menus being altered or designed differently to accommodate a different type of customer. With that being said, there are over 10,000 coffee shops in London, and the Japanese cultural aspect in the Holborn shop may be a niche to hone in on.
PS. Personally I prefer a flat white with almond milk :)
By Runako Bedeau