

# Make the most of your *Sharing Economy* Design Compass



Use the Sharing Economy Design Compass to guide your team through the key steps of designing or refining your sharing platform while ensuring

user trust and \_\_\_\_\_ engagement.

Remember, the Sharing Economy Design Compass is more than just a workshop tool—it's a strategic framework that drives value for users and your business. Download the materials today, gather your team, and start designing with clarity and intention!

## 01 Prepare for the workshop

Start by familiarizing yourself with both the Compass and the questions. These materials are designed for collaborative use, so bring together your team. Print the Compass and question cards or use the digital miro board for remote workshops.

## 02 Set a structure

Organize your session around the four key categories of the Design Compass: Set the Direction, Take Safe Routes, Expand the Horizon, and Correct the Course. Each category represents a distinct phase of the design process, helping you explore different aspects like user values, brand identity, and long-term platform sustainability. You can either follow the sequence for a logical, thorough discussion or mix the categories for a more flexible, dynamic exploration tailored to your team's unique needs and priorities.

## 03 Engage the team

Use the question cards to prompt conversation. The questions on each card are designed to dig deep into critical topics such as user motivations, behaviors, and product strategies. As you discuss, write down key answers or insights on sticky notes or the digital miro board.

## 04 Capture insights

As you answer each question, place the corresponding insights in the dedicated spaces between the categories on the Compass. Each space represents the intersection of key considerations, helping you visualize how design decisions affect multiple aspects of your platform. These areas are noted on the back of each question card, making it easy to see where your insights belong.

## 05 Use your compass as a roadmap

As you progress through the workshop, the Compass will fill up with your team's collective insights and priorities. This will provide a clear, visual roadmap that shows how every decision fits into the broader goals of your platform. Use this map as a reference throughout the project to maintain alignment with your original vision and to ensure user-centric, strategic decisions.