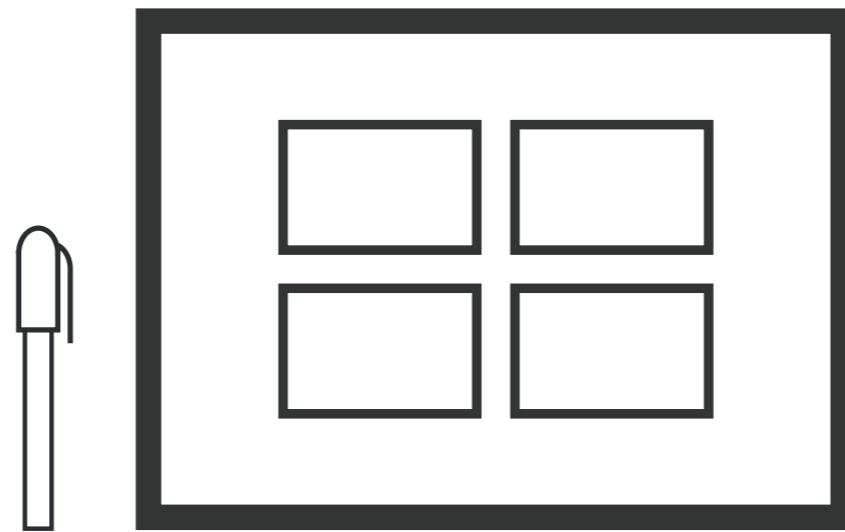


S.W.O.T. ANALYSIS



The DRLab toolkit

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For more information you can visit the website www.drlab.unitn.it or write to info-drlab@unitn.it.

Authors: Daniele Busciantella Ricci, Ilaria Argenziano
DRLab Coordinator: Michela Ventin

Design Research Lab
Via Tommaso Gar, 14
Trento (TN)

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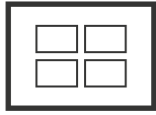
Introduction

A tool for strategic evaluation based on points of strength/weakness and opportunities/threats of a given project. The form provided simplifies the analysis and allows a visual handling of the evaluation phase.

For a theoretical study visit the page
www.drlab.unitn.it/glossary/#SWOT

Usage tips

Main aim:	 Evaluative								
Prerequisites:	 Concept design scenario								
Process phase:	<table border="1"><tr><td>Dis</td><td>Def</td><td>Dev</td><td>Del</td></tr><tr><td style="background-color: #cccccc;"></td><td style="background-color: #cccccc;"></td><td style="background-color: #00aaff;"></td><td style="background-color: #00aaff;"></td></tr></table>	Dis	Def	Dev	Del				
Dis	Def	Dev	Del						
Difficulty:									
Suggested facilitation:	 Without								
Participants:	Min. 3 people								
Needed material:	Print of the model, colored post-its, pens and pencils								



S.W.O.T. ANALYSIS

Tool template

FILL OUT THIS TEMPLATE
IN YOUR COLLABORATIVE ACTIVITIES



Project title

Aim

Internal

Strenghts

Weaknesses

Positive

Opportunities

Threats

Negative

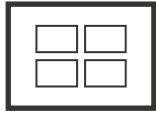
External



Instructions

1. Define the project title. Define the goal.
2. Define the points of strength, i.e. organizational competences and/or stakeholders useful for reaching the goal.
3. Define the points of weakness, i.e. the organizational competences, and/or stakeholders that might inhibit reaching the goal.
4. Define the opportunities, i.e. the external conditions useful for achieving the goal.
5. Define the risks, i.e. the external conditions that might damage the project's performance.

The diagram is a 2x2 matrix titled "S.W.O.T. ANALYSIS Tool template". At the top left, it says "S.W.O.T. ANALYSIS Tool template" and at the top right, "FILL OUT THIS TEMPLATE IN YOUR COLLABORATIVE ACTIVITIES" with a pencil icon. Below the title, there are two input fields: "Project title" and "Aim". A red circle with the number "1" is placed over the "Project title" field. The matrix is divided into four quadrants: "Strengths" (top-left), "Weaknesses" (top-right), "Opportunities" (bottom-left), and "Threats" (bottom-right). The vertical axis is labeled "Internal" at the top and "External" at the bottom. The horizontal axis is labeled "Positive" on the left and "Negative" on the right. Each quadrant contains a red circle with a white number: "2" in Strengths, "3" in Weaknesses, "4" in Opportunities, and "5" in Threats. At the bottom left, there is a logo for "DESIGN RESEARCH LAB". At the bottom center, there is a copyright notice: "Copyright © 2019 Design Research Lab DRLab. This tool is protected by a Creative Commons Attribution - NonCommercial - No Derivatives Works 4.0 International license. You can share this work but you must recognize the copyright and mention, provide a link to the license and indicate if any changes have been made. You cannot use the material for commercial purposes. If you want, translate the material or rely on it, you cannot distribute the material thus modified. To get a copy of this license visit <https://creativecommons.org/licenses/by-nc-nd/4.0/deedcode>". At the bottom right, there is a Creative Commons license icon (CC BY-NC-ND).



Project title *City center for reuse and recycling*

Aim *Evaluate a public service idea for reuse and recycling*

Internal

Strenghts

- *Management costs covered by public funding*
- *System managed by voluntary associations*
- *Service based on the barter system*

Weaknesses

- *Need for large spaces*
- *Organization of work and roles on a voluntary basis*
- *Dilation of bureaucratic times*

Positive

Negative

Opportunities

- *Free service*
- *Service for the circular economy*
- *Support social groups in need*
- *Continuous and laboratory training on recycling*

Threats

- *Not everyone knows the ethics and dynamics of reuse and recycling*
- *Competition with local shopkeepers*
- *Receive more material than required*
- *Landfill effect risk*

External

