



# DESIGN SPRINT WORKSHOP 1.0

Matson Innovation  
Srikanth Kodayam  
Anna Peng



# ICE BREAKER

- Name + What you work on + Something special about you that others often don't know (e.g. can sleep 30 hours without getting up, etc.)
- Themed speedy discussion



# SPORTS

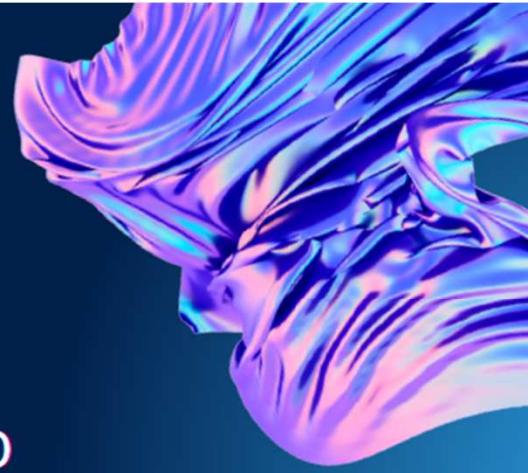


# JELLYBEANS



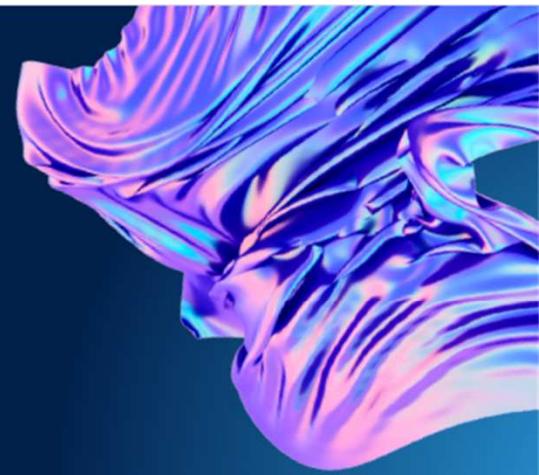
# AGENDA

- Introduction.....1000-1020
- Understand.....1020-1200
- Lunch.....1200-1230
- Define.....1230-1315
- Breakout I: Sketch.....1315-1400
- Breakout II: Decide.....1400-1430
- Group report-out.....1430-1600



# DETAILED AGENDA

- **Introduction.....** 1000-1020
  - Icebreakers
  - About Matson Innovation/ Team Lineup
- **Understand.....** 1020-1200
  - Decide on a challenge, set a long-term goal, list sprint questions and assumptions
  - Create a Map
  - Ask the Experts
  - Pick a Target
- **Lunch.....** 1200-1230
- **Breakout I: Sketch.....** 1230-1315
  - Remix and Improve
  - Group HMWs into themes, Voting, Pick the target moment
- **Breakout I: Sketch.....** 1315-1400
- **Breakout II: Decide.....** 1400-1430
  - Solution thru Crazy 8, Wireframe, Prototype, Validation
- **Group report-out.....** 1430-1600
  - Presentations by group
  - Discussion: What worked and what didn't?



# About Matson Innovation

Decentralized Innovation Model

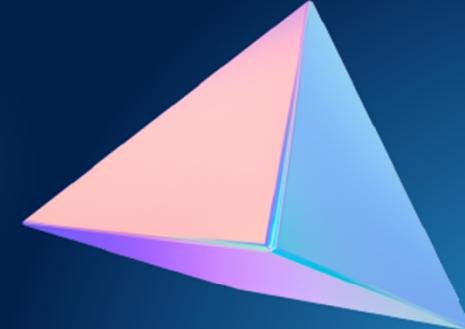
Motivate Local Movers and Shakers

Address the Biggest Challenge

Rapid Prototyping and Lean Startup

Shorten Learning Cycles

Reduce Business Investment Risks



# DESIGN SPRINT FRAMEWORK



# A TEAM OF SEVEN



Decider



Finance Expert



Marketing Expert



Customer Expert



Tech Expert



Design Expert

# TEAM LINEUP



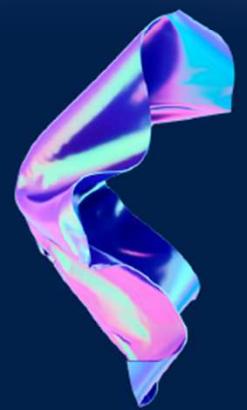
## Amazing

Leader Anne Magoffin  
Chris Dianora  
John Lauer  
Keoni Wagner  
Vikram Chouhan  
Tim Kirchhoff



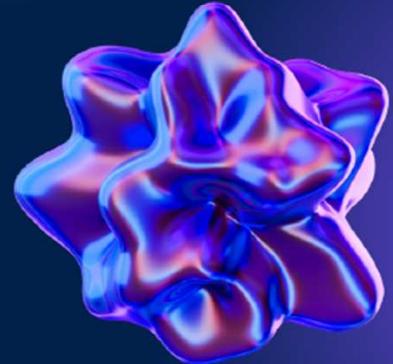
## Bravo

Leader Sean Moroney  
Chris Scott  
Krista Stauffer  
Marcia Kono  
Tom Good  
Steve Lacey



## Compelling

Leader Qiang Gao  
Debarshi Mukherjee  
Kyle Hunt  
Lee Fishman  
Claire Hasl  
Jonathan Ogle



## Disruptive

Leader Laura Rascon  
Andi Burgess  
Jeremy Miller  
Jerome Holland  
Mike Garvin



# UNDERSTAND 100 MINS

Start at the End

Vote our Challenge

Make a Map

Ask the Experts

Pick a Target

# START AT THE END (45 MINS)

## Decide on 1 challenge

- Brainstorm challenges
- Review submitted and new challenges
- 3-min Pitch & Dot voting
- Decide on 1 challenge
  - Design an intuitive "First Time on the Internet" tablet experience for children age 4-7

## Set a long-term goal

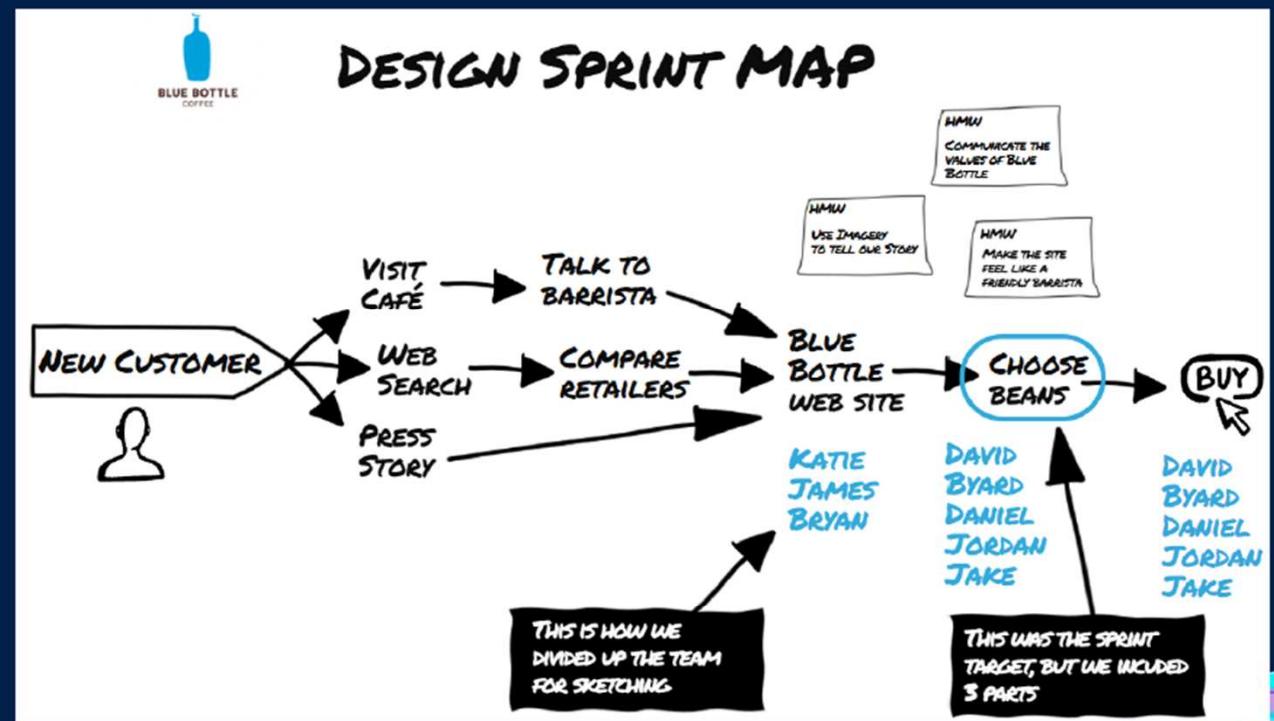
- Why are we doing this project?
- Where do we want to be in 6 months, a year, or even five years from now?
  - e.g. Bluebottle: bring great coffee to customers online

## Phrase into questions

- List assumptions and obstacles into questions
- Rephrase them into questions
  - e.g. will customers trust our expertise?
  - Do we have the right talents?

# CREATE A MAP (10 MINS)

- Be customer-centric with a list of key actors on the left side
- Be simple: use words, arrows, and boxes



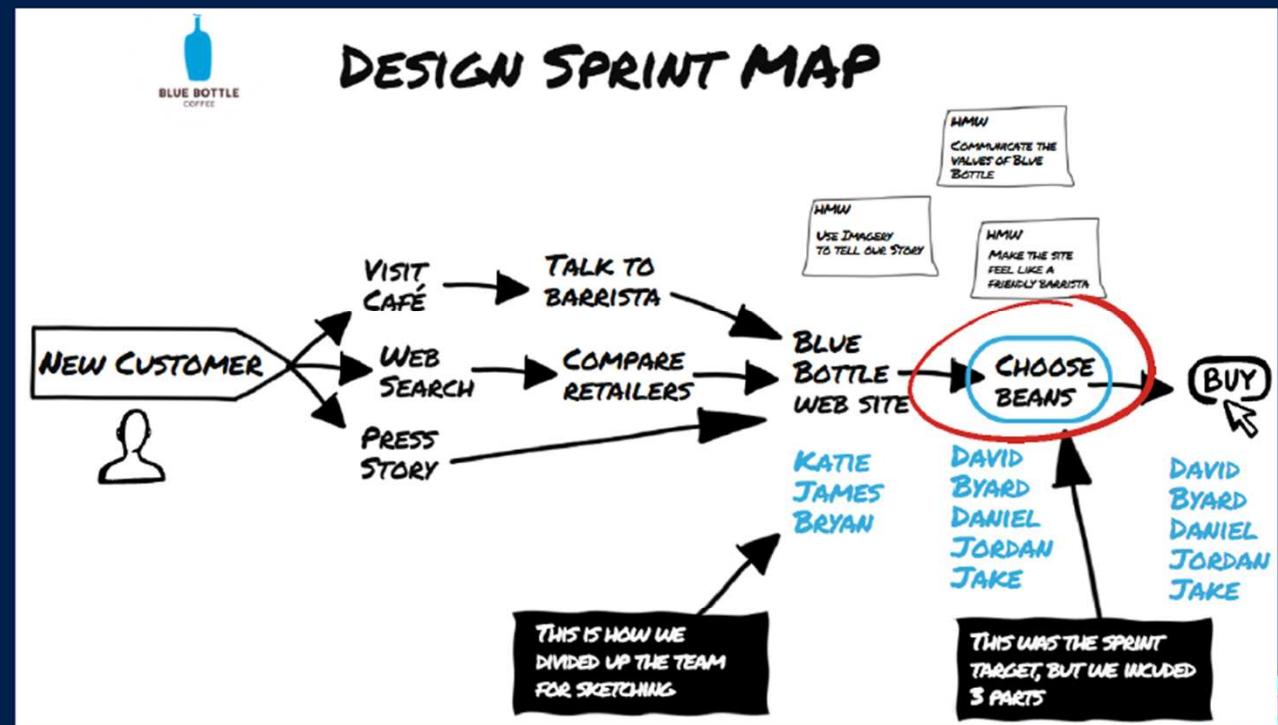
# ASK THE EXPERTS (35 MINS)

- Know who to talk to
  - Strategy
  - VoC
  - How Things Work
  - Previous Efforts
- Lightening Talks: 3 mins Max/ person
- Fix the whiteboards: LTG, sprint questions, your map
- Take HMW notes. Move them to your Map



# PICK A TARGET (10MINS)

- Decider needs to choose one target customer and one target event on the map





# SUMMARY

By noon, we've identified:

- a long-term goal and the questions to answer along the way
- a map and circled the target for your sprint
- let's come up with solutions in the afternoon!





# SKETCH & PROTOTYPE

Remix & Improve

Lightening Demo

Crazy 8s

# REMIX & IMPROVE

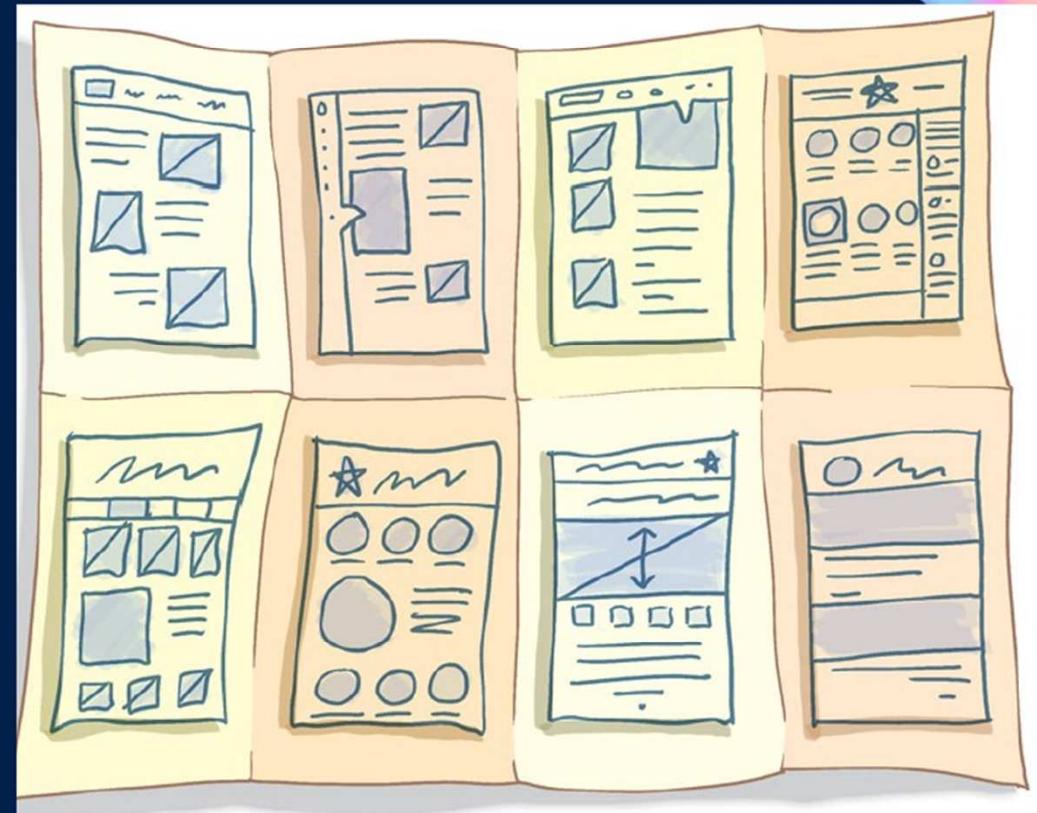
## Lightening Demos

- Great innovation is built on existing ideas, repurposed w vision
- 3 min tour of their favorite existing solutions
- Collect a wealth of raw materials



# SKETCH

Crazy 8s





# DECIDE & STORYBOARD

Voting on best sketch

Build a storyboard

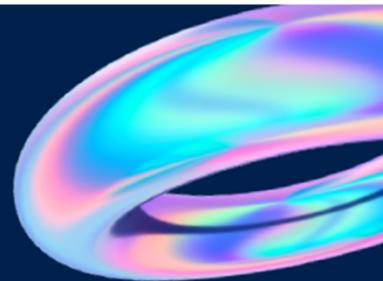
Piecemeal a prototype

# DECIDE

**Vote on sketches  
within your team; decide on one sketch**

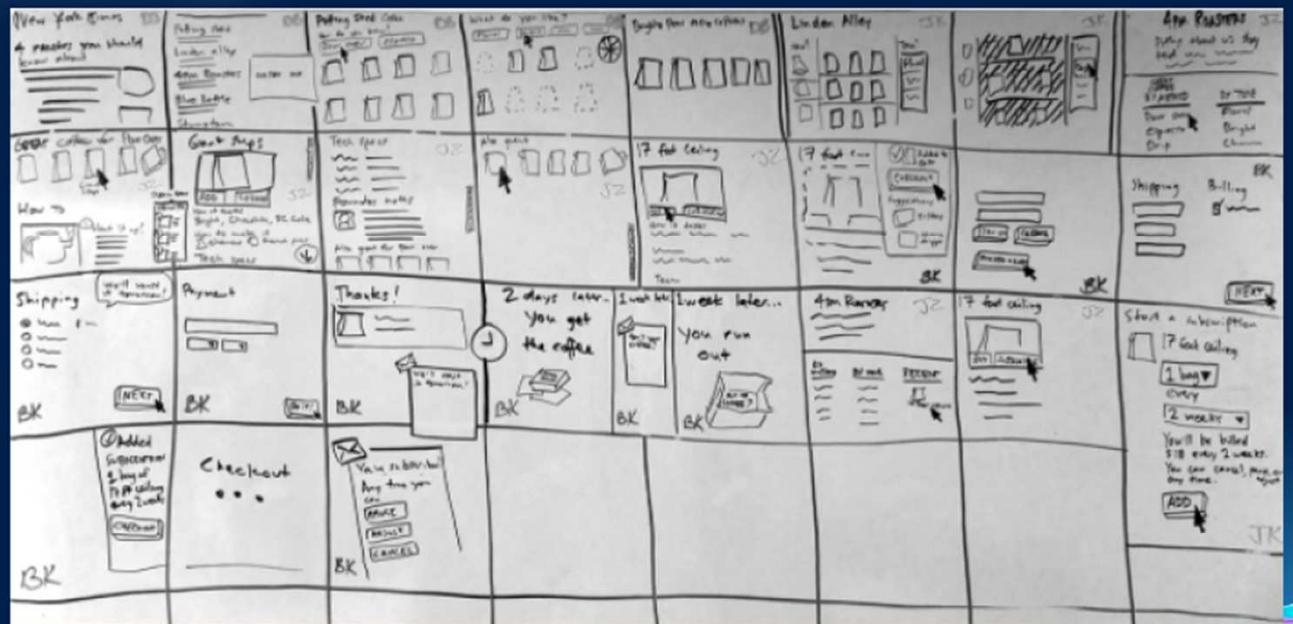


# BUILD A STORYBOARD

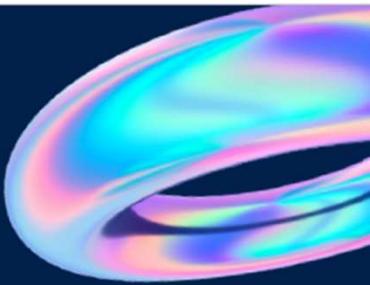


## Build a story line and user journey

- Start with opening scene
    - Web search
    - App store
    - News article
    - FB, Twitter, etc.
  - Show all the clicks and scrolling etc. required to achieve a user outcome



**PROTOTYPE &  
VALIDATE IF YOU  
CAN!**





# GROUP PRESENTATION

25 mins per group

What have you learned?

What's not working?



# Thank You

akodayam@matson.com

apeng@matson.com

Matson Innovation



# DESIGN SPRINT WORKSHOP 1.0

Matson Innovation  
Srikanth Kodayam  
Anna Peng



# ICE BREAKER

- Name + What you work on + Something special about you that others often don't know (e.g. can sleep 30 hours without getting up, etc.)
- Themed speedy discussion



# SPORTS

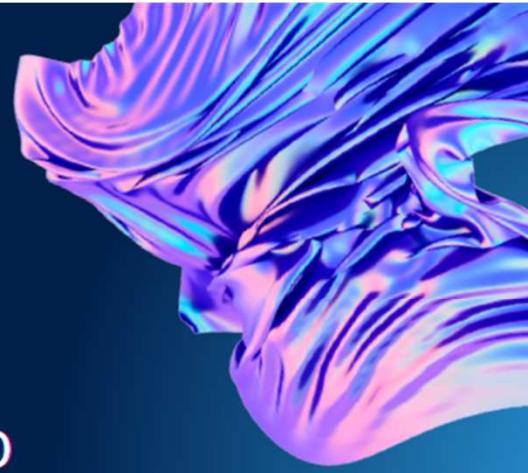


# JELLYBEANS



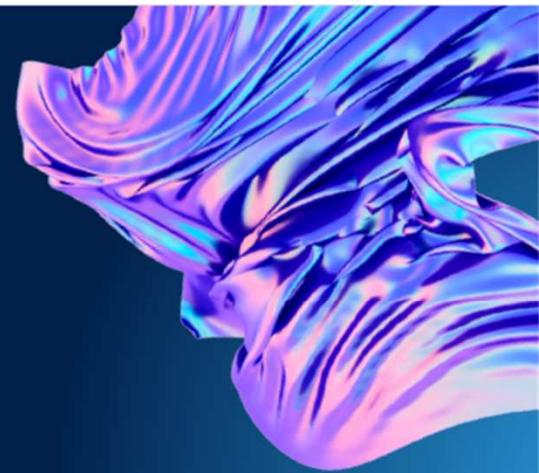
# AGENDA

- Introduction.....1000-1020
- Understand.....1020-1200
- Lunch.....1200-1230
- Define.....1230-1315
- Breakout I: Sketch.....1315-1400
- Breakout II: Decide.....1400-1430
- Group report-out.....1430-1600



# DETAILED AGENDA

- **Introduction.....** 1000-1020
  - Icebreakers
  - About Matson Innovation/ Team Lineup
- **Understand.....** 1020-1200
  - Decide on a challenge, set a long-term goal, list sprint questions and assumptions
  - Create a Map
  - Ask the Experts
  - Pick a Target
- **Lunch.....** 1200-1230
- **Breakout I: Sketch.....** 1230-1315
  - Remix and Improve
  - Group HMWs into themes, Voting, Pick the target moment
- **Breakout I: Sketch.....** 1315-1400
- **Breakout II: Decide.....** 1400-1430
  - Solution thru Crazy 8, Wireframe, Prototype, Validation
- **Group report-out.....** 1430-1600
  - Presentations by group
  - Discussion: What worked and what didn't?



# About Matson Innovation

Decentralized Innovation Model

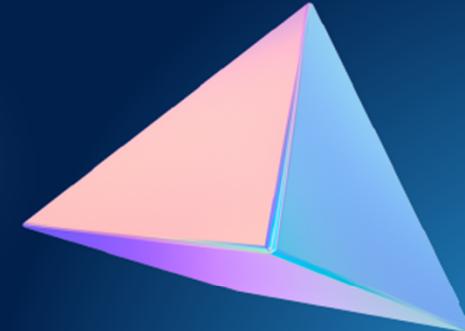
Motivate Local Movers and Shakers

Address the Biggest Challenge

Rapid Prototyping and Lean Startup

Shorten Learning Cycles

Reduce Business Investment Risks



# DESIGN SPRINT FRAMEWORK



# A TEAM OF SEVEN



Decider



Finance Expert



Marketing Expert



Customer Expert



Tech Expert



Design Expert

# TEAM LINEUP



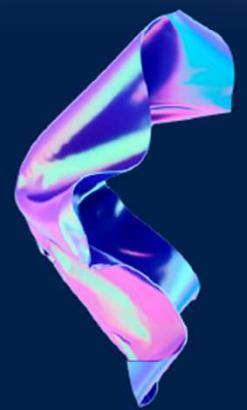
## Amazing

Leader Anne Magoffin  
Chris Dianora  
John Lauer  
Keoni Wagner  
Vikram Chouhan  
Tim Kirchhoff



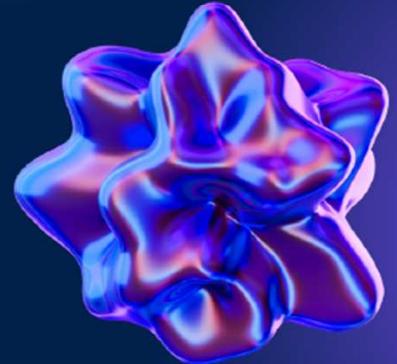
## Bravo

Leader Sean Moroney  
Chris Scott  
Krista Stauffer  
Marcia Kono  
Tom Good  
Steve Lacey



## Compelling

Leader Qiang Gao  
Debarshi Mukherjee  
Kyle Hunt  
Lee Fishman  
Claire Hasl  
Jonathan Ogle



## Disruptive

Leader Laura Rascon  
Andi Burgess  
Jeremy Miller  
Jerome Holland  
Mike Garvin



# UNDERSTAND 100 MINS

Start at the End

Vote our Challenge

Make a Map

Ask the Experts

Pick a Target

# START AT THE END (45 MINS)

## Decide on 1 challenge

- Brainstorm challenges
- Review submitted and new challenges
- 3-min Pitch & Dot voting
- Decide on 1 challenge
  - Design an intuitive "First Time on the Internet" tablet experience for children age 4-7

## Set a long-term goal

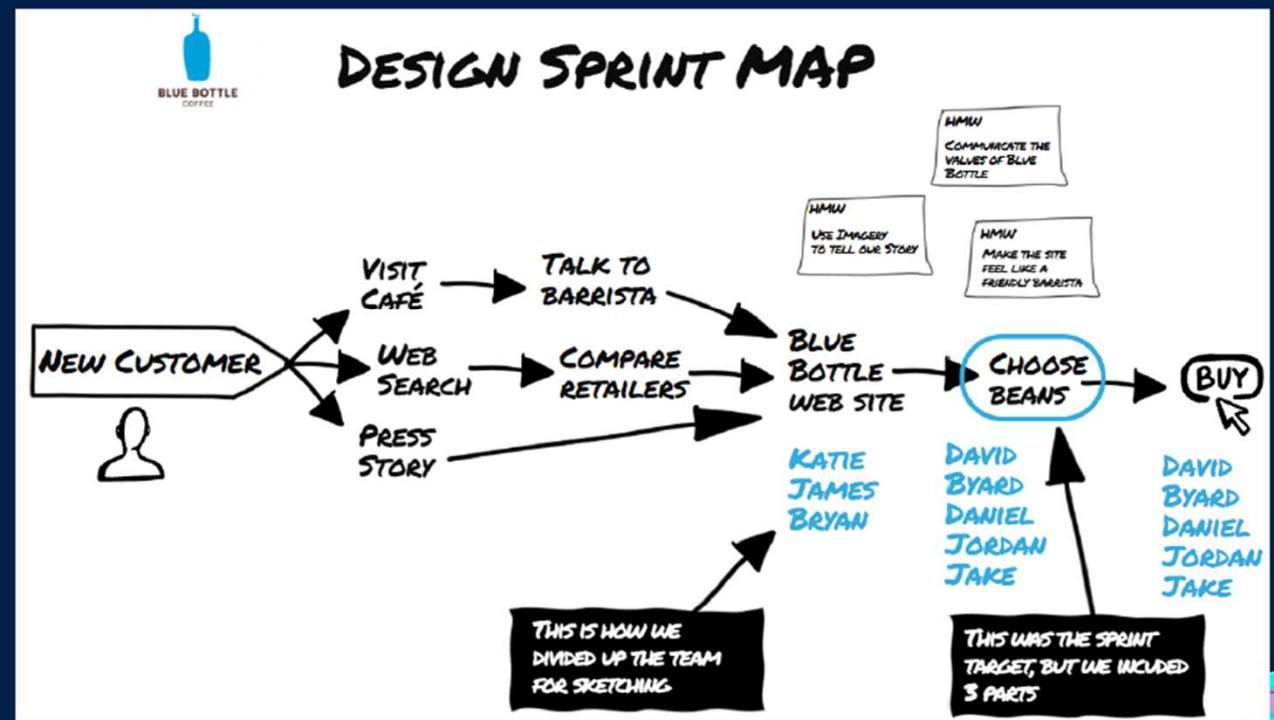
- Why are we doing this project?
- Where do we want to be in 6 months, a year, or even five years from now?
  - e.g. Bluebottle: bring great coffee to customers online

## Phrase into questions

- List assumptions and obstacles into questions
- Rephrase them into questions
  - e.g. will customers trust our expertise?
  - Do we have the right talents?

# CREATE A MAP (10 MINS)

- Be customer-centric with a list of key actors on the left side
- Be simple: use words, arrows, and boxes



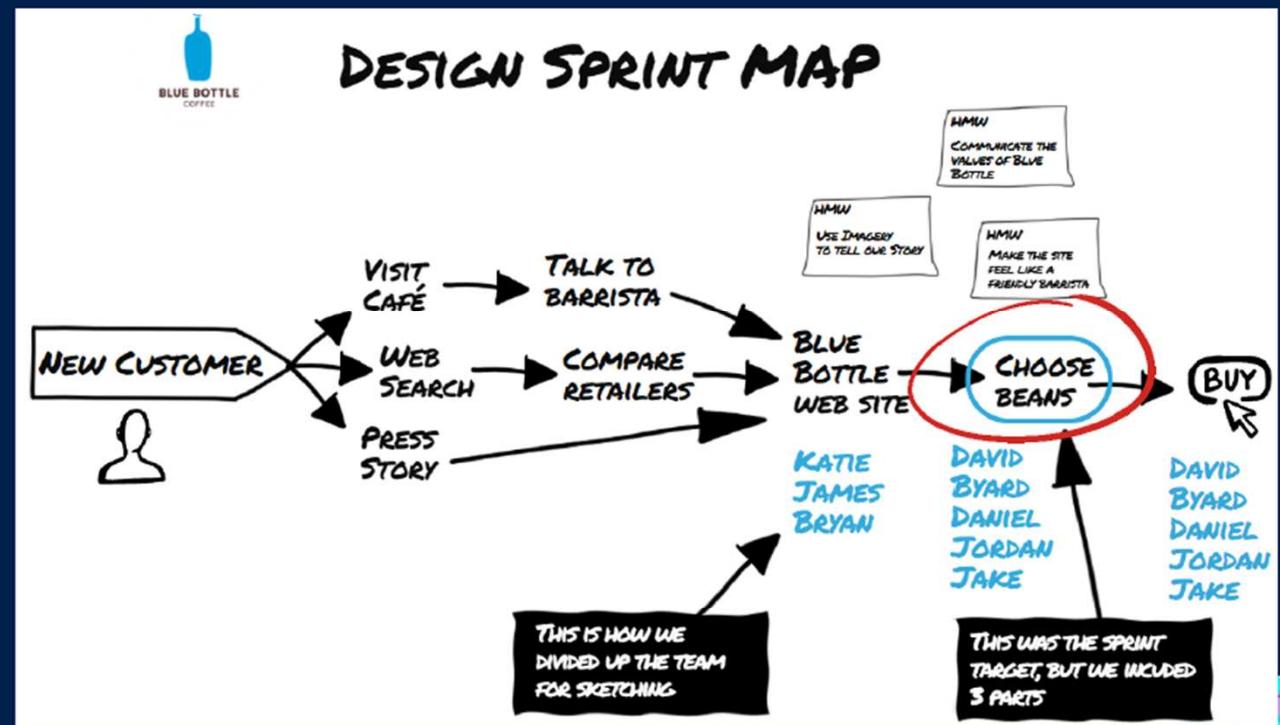
# ASK THE EXPERTS (35 MINS)

- Know who to talk to
  - Strategy
  - VoC
  - How Things Work
  - Previous Efforts
- Lightening Talks: 3 mins Max/ person
- Fix the whiteboards: LTG, sprint questions, your map
- Take HMW notes. Move them to your Map



# PICK A TARGET (10MINS)

- Decider needs to choose one target customer and one target event on the map





# SUMMARY

By noon, we've identified:

- a long-term goal and the questions to answer along the way
- a map and circled the target for your sprint
- let's come up with solutions in the afternoon!





# SKETCH & PROTOTYPE

Remix & Improve

Lightening Demo

Crazy 8s

# REMIX & IMPROVE

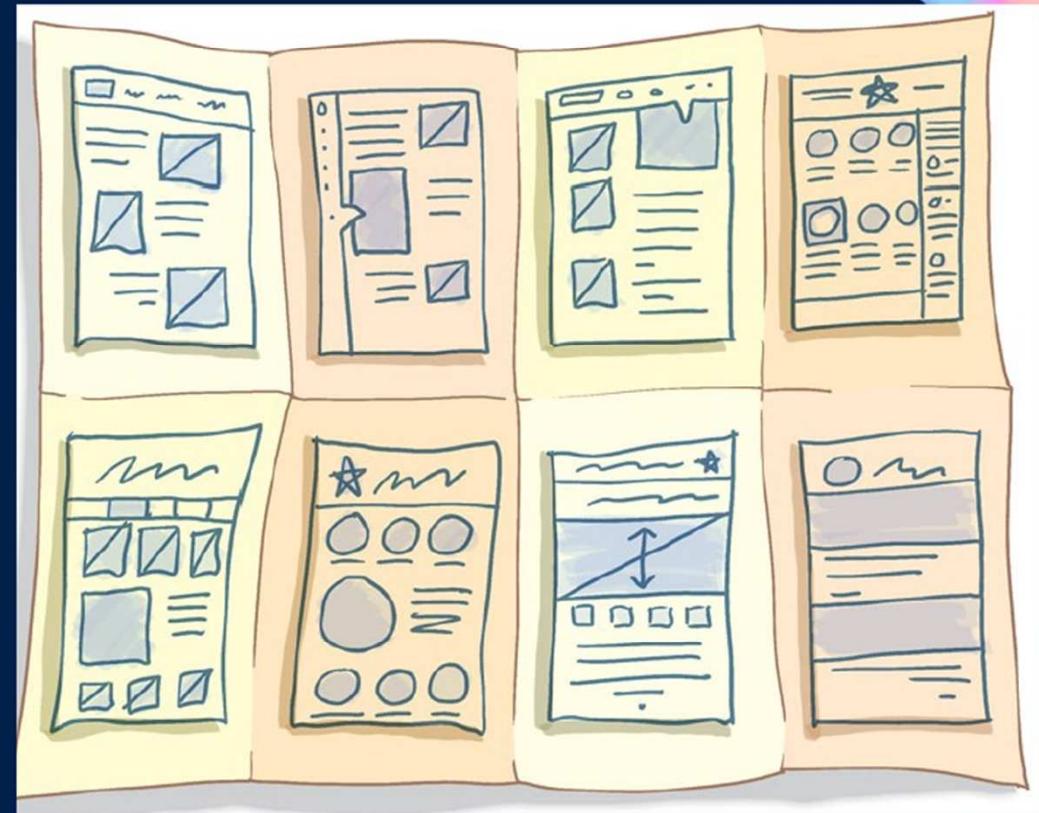
## Lightening Demos

- Great innovation is built on existing ideas, repurposed w vision
- 3 min tour of their favorite existing solutions
- Collect a wealth of raw materials



# SKETCH

Crazy 8s





# DECIDE & STORYBOARD

Voting on best sketch

Build a storyboard

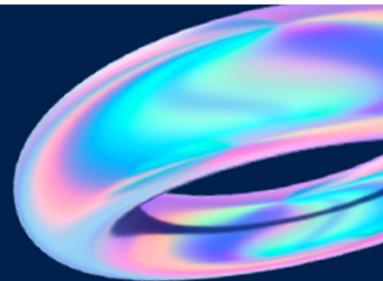
Piecemeal a prototype

# DECIDE

**Vote on sketches  
within your team; decide on one sketch**

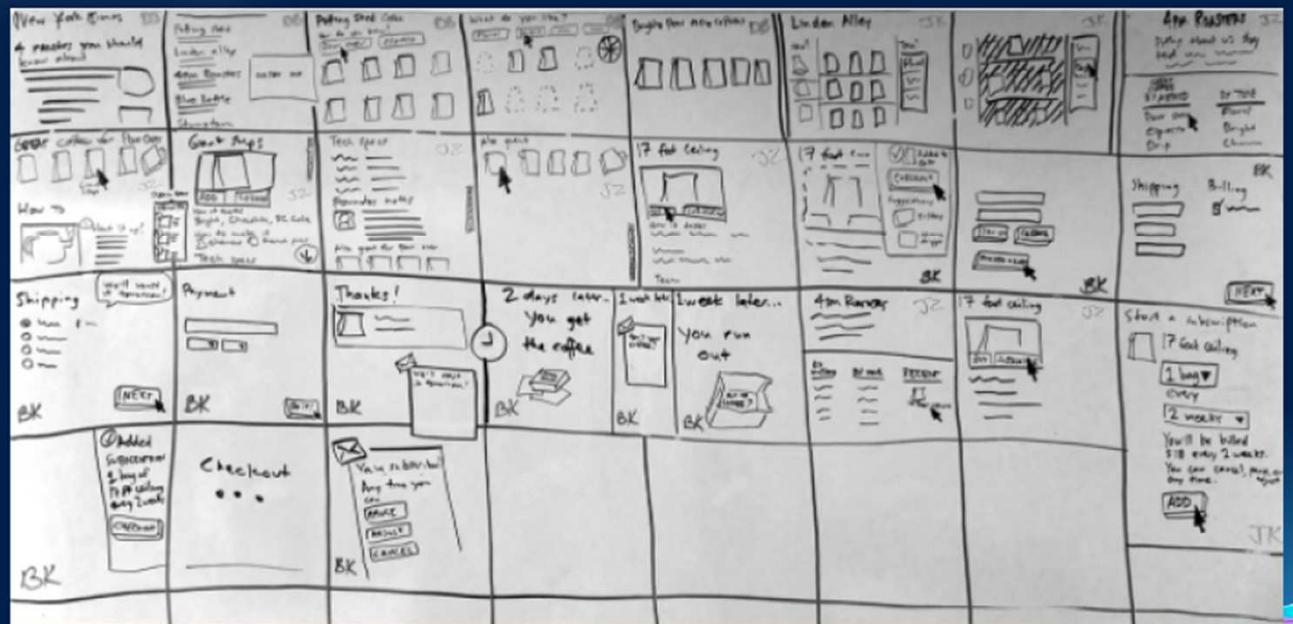


# BUILD A STORYBOARD

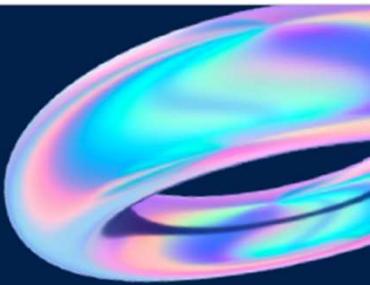


## Build a story line and user journey

- Start with opening scene
    - Web search
    - App store
    - News article
    - FB, Twitter, etc.
  - Show all the clicks and scrolling etc. required to achieve a user outcome



**PROTOTYPE &  
VALIDATE IF YOU  
CAN!**





# GROUP PRESENTATION

25 mins per group

What have you learned?

What's not working?



# Thank You

akodayam@matson.com

apeng@matson.com

Matson Innovation