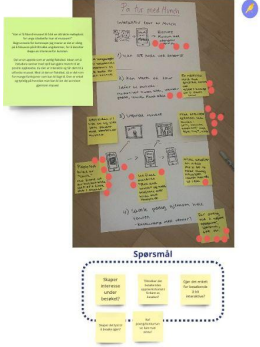
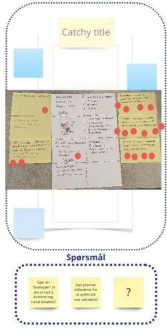

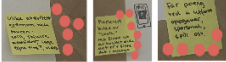
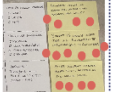



Our group reflections related to the completed design sprint

As the design sprint started we were all a bit confused as we didn't feel that we were prepared for the coming week. The fact that we had zoom meetings instructing and guiding us throughout the week helped us feel more safe about the process. We all agree that the process made us come up with ideas from everyone and ended up with an idea inspired from our concept gallery. The fact that we all, in a way, forced to participate resulted in everyone being engaged in the final concept idea. The group members had the same vision with a different twist.

			
Konseptnavn: På tur med Munch	Konseptnavn: Ingen navn	Konseptnavn: Hidden Elements	Konseptnavn: U in MUNCH
Big idea: Interaktiv tur med Munch med aktiviteter og spill.	Big idea: Spill og aktiviteter med en valgt karakter, "Skattejakt" hvor man finner oppgaver og spill for å komme videre.	Big idea: Interaktive spill og oppgaver med samling av "egg". App, tablet eller nettside.	Big idea: Interaktiv tur basert på følelser
Elementene med mest "varme": 	Elementene med mest "varme": 	Elementene med mest "varme": 	Elementene med mest "varme": 

The time we spent on different tasks and pauses would be different if we could decide the process ourselves, but it's understandable when there are over 200 students following the same course. The two first days of designing the product felt very creative and including for all members, where it became a bit more technical towards the prototyping.

The prototype was developed in Figma where firstly the color, text/font and logo templates were made. This was inspired by MUNCH's visual identity, because of the focus within increasing relevance to young adults. We also made the templates so everyone in the group could follow the same design structure. We started with assigning the different storyboards so we could focus on 1-2 views (phone screens) each, and also provide feedback to each other during the process.

Day 4 felt a bit more individual as we found it easier to have the user tests in smaller groups or individually, rather than getting users to one place where the entire team was present. Throughout the day there were 5 different tests. We met online later that evening to collect every video and notes in one folder. Later we put it in a spreadsheet where the results were put next to each other, to easier analyze and map out changes that needed to be done in our prototype.

The last day of the design sprint we met at campus to work with the presentation. Most of us met early to prepare our powerpoint for our presentation. Rest of the day was spent writing our report as a group, with our common thoughts and reflections of the sprint. At the end of the day we also found it a bit weird to have the Miro board and most of the design sprint in Norwegian, while the report and presentation is in English.

What we have learned from the sprint:

We worked effectively and made difficult decisions in a short amount of time. We learned new ways to structure and organize tasks within a specific time. Throughout the design sprint we found that using these methods can help to increase efficiency and productivity. By working in bigger groups, we can clearly see the value of combining many different backgrounds.

Did you find answers to the sprint questions?

We believe we're on a path to bring younger guests to the museum based on the user test results. The results give us insight into what changes need to be done to elevate the experience for younger guests. The young adults today use their phone often throughout the average day, and we want to use this to gamify the exploration of the museum without moving the focus from the exhibition to their phone. If we're able to change the games or activities often enough to make customers return is at this point difficult to say, but our ambition is to make this possible. MUNCH would also need to be a part of maintaining these changes in the future, and also be putting different games in different tours for the guests.

What would you do differently if you were to conduct a similar sprint again?

Our goal from day one was to follow the design sprint tightly, which we feel like we managed to do. If we were to conduct a similar sprint again, we would prefer more time to develop our storyboard regards to the process of choosing the final solution - as this process did feel a bit rushed. For another time we would not include the "høvding" role when making final decisions. Since we had very good communication within the group, it felt unfair to go against the majority of votes.

What were you particularly satisfied with?

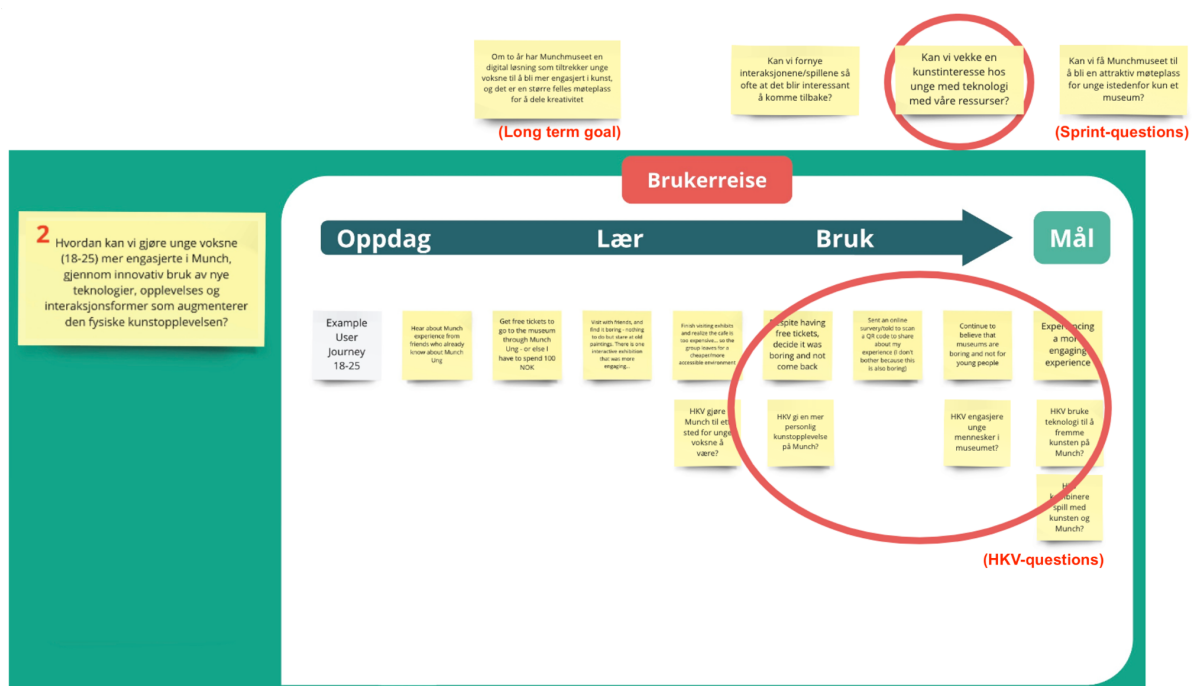
We're especially satisfied that we managed to develop an idea of an actual game, and therefore implement gamification in our solution. Gamification is what the MUNCH representatives originally wished for. Our game is simple, but modern and engaging. We're also content with our graphic design choices. The colors, fonts and layout relate to the style of MUNCH media like f. ex. their website. In the prototype we developed everything ourselves regarding design, logo and user interface.

Could you have done anything differently? (Based on user testing)

We would make our prototype more self-explanatory. First, we'd describe the aim of the game more clearly. Then, we would briefly describe the tours on the list, so that the user has any idea what the tours actually are about before making a choice. Next, we would also make it more clear about the camera use in the application - instead of clicking on the camera icon, the user would have the camera open itself when starting the task (there would be a big 'start'-button under the hint). We would also change the placement of the icons to be more intuitive. Another thing we'd done differently is making the games multiplayer - performed as competition between group members that came to visit the museum together. This would be an exciting factor for our target users.

Process of illustrations for the steps in miro board

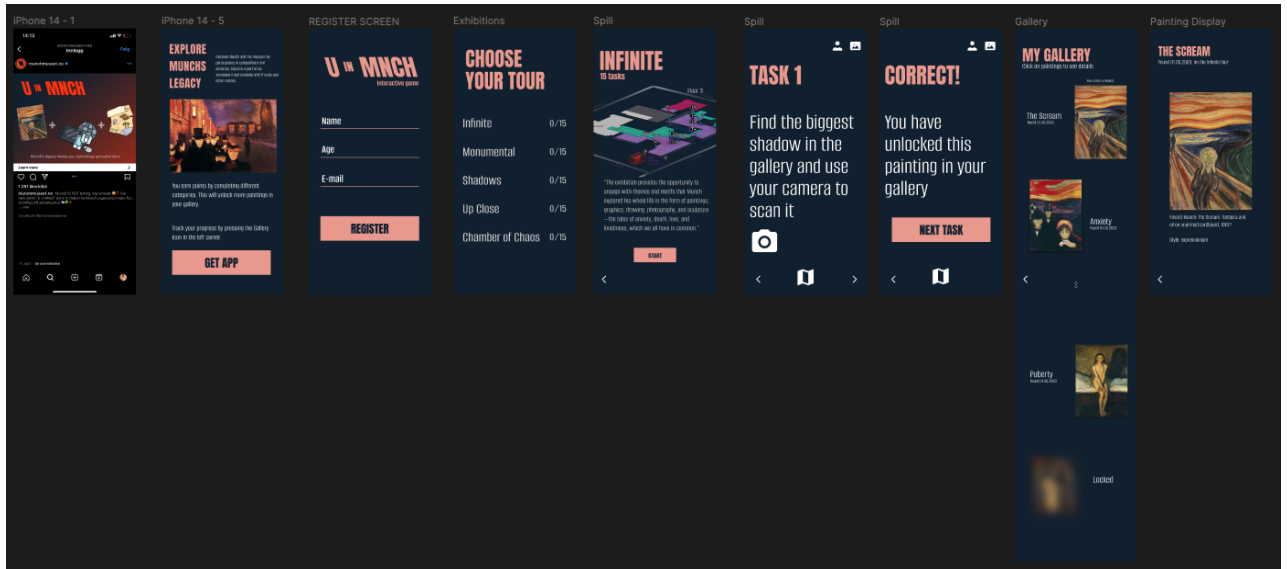
In the Design Sprint we voted to focus on these areas for the user journey:



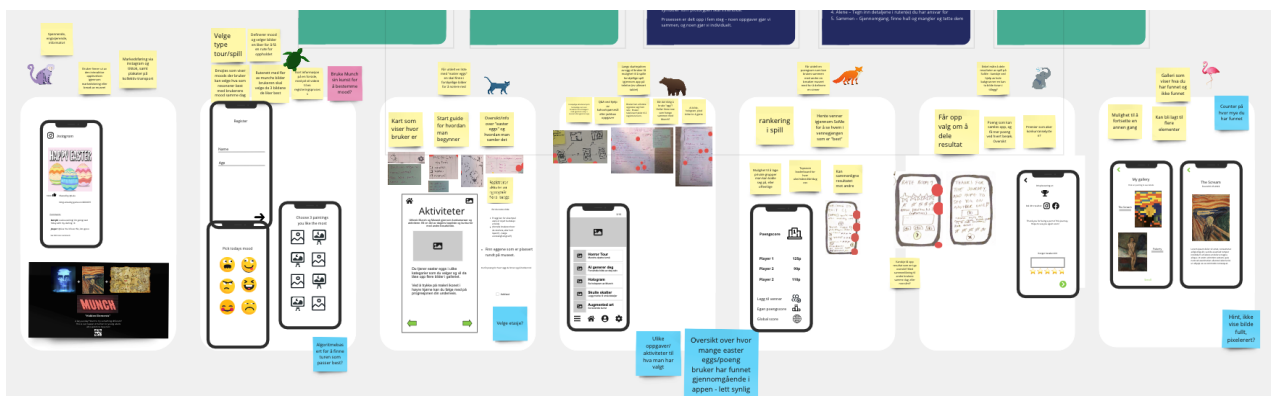
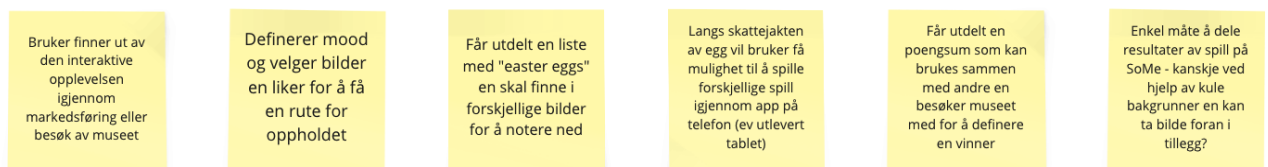
2nd Delivery: Design sprint

Porto

The prototype in Figma. Through this development phase, changes were made as we didn't see the correlations clearly only based on the "user test flow":



The wireframe was originally structured after the "user test flow" the group voted for:



We deviated a bit from the wireframe where we excluded the moods and pictures the guest likes.