goals:
- find out if there is more content I didn't know
- what do they think of the strategy of Gradient?
- What could go better?
- What is really good?
- to come up with a prototype

shoppings:
- big role of paper
- sharpies
- post-its
- food?
- whiteboard

participants:
- rene
- ello
- tobias
- martijn
- danny

exercises:
- write on post it's what kind of work Gradient is doing
- filter out all the things mentioned twice
- group the post it's (what belongs together? why?)
- What fits together?
- what could be good labels for the groups?
- can you define Gradient's strategy?

**discussion guide**

methods used: ideation, open card sorting, prototyping, task analyses, group discussion

**[intro: 5 min]**
- thank you all for being here
- intro about thesis: what am I doing?
- why do I need you guys?

**[goals]**
- find out if there is more content I didn't know
- what do they think of the strategy of Gradient?
- What could go better?
- What is really good?
- to come up with a prototype
- start a discussion
- find insights about the problem

**[Ice breaker: gift]**

**[warm up: Defining] goal: find insights about the problem**
- describe what Gradient does in your own words
- what are the differences? why?

**[exercise 1: thinking aloud brainstorm 10min] goal: find out if there is more content I didn't know**
- think of all the things Gradient offers to their clients
- write as many as you can on post-it's and put them in the middle of the table
- also think of methods that we're using

**[exercise 2: open card sorting 20min] goal: to come up with a prototype**
- group the post it's in the right groups. What belongs together and why?
- give each group a name

**[exercise 3: prototyping 20min] goal: to come up with a prototype**
- draw how Gradient is using those groups of post-it's
- how could we define the strategy of the company?

**[wrap-up: group interview 10min] goal: start a discussion**
- what do you think Gradient can improve internally?
- do you feel like it is important to communicate this strategy in the company?
- would defining this strategy influence your way of working?
- yes, how, why?