

# The Deloitte Hackathon – A Guide

## What is a Hackathon?

A Hackathon is an agile, collaborative, and practical work process that helps develop an innovative solution to a real business challenge within a limited amount of time. The Hackathon follows a prescribed process which is illustrated in the diagram (shown on Page 3). It provides a mechanism to develop ideas, which can then be implemented. You will follow this cycle from “UNDERSTAND” to “DEVELOP”.

“Hackathon” = hack + marathon

- “Hack” = exploratory and creative solution finding
- “Marathon” = competitive running race, often in teams

## How to participate in the Deloitte Hackathon?

The Deloitte Hackathon uses the key elements of the hackathon process set in an assessment context. On the day of the Hackathon you will be provided detailed instructions on the task you need to complete, but you should use this guide to become familiar with the process you should follow. Please bear in mind that the Hackathon is not a rigid process so approach it with an open mind and flexibility.

## What will you take away from the exercise?

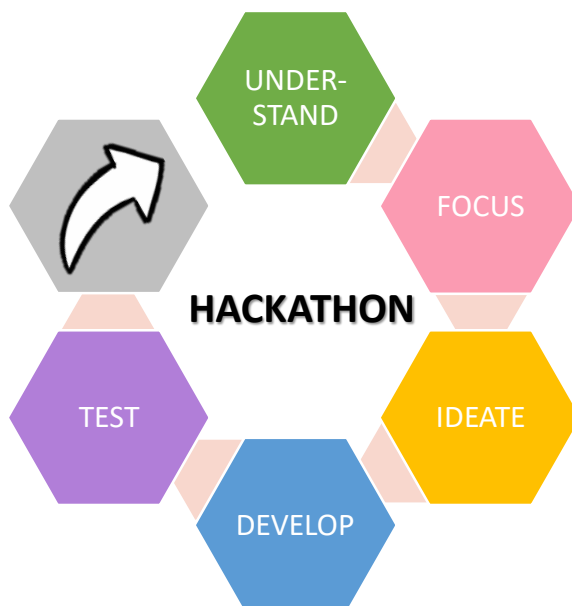
Deloitte prides itself on its learning culture. The Deloitte hackathon presents you with an experiential learning opportunity. You will learn how to approach problem solving through an immersive and guided process that you can apply to other challenges and issues in your future career.

## What to do next?

For you to perform effectively at the Deloitte Hackathon it is important you are familiar with the Hackathon process. You should study this guide and make sure you understand the purpose and objective of each step, and the principles you should follow to get the best outcomes from the process.

We recommended you bring a copy of this guide with you on the day as you may like to refer to it during the Hackathon.

# Key Principles of a Hackathon



**Customer/ User-Centric** A promising idea starts with a deep understanding of the customer or user – who they are, what they need and why. The customer experience and needs are at the centre of what one is hacking.



**Ask the Right Question** A hackathon starts with an open-ended but clear challenge statement, such as “How might we help Deloitte serve its customers more effectively?” This fundamental question should be aspirational and inspire ideas



**Challenge the Status Quo** Hackathons require participants to toss aside traditional notions of how things are done and reimagine an idealized method for addressing a customer need and/or improving the customer experience.

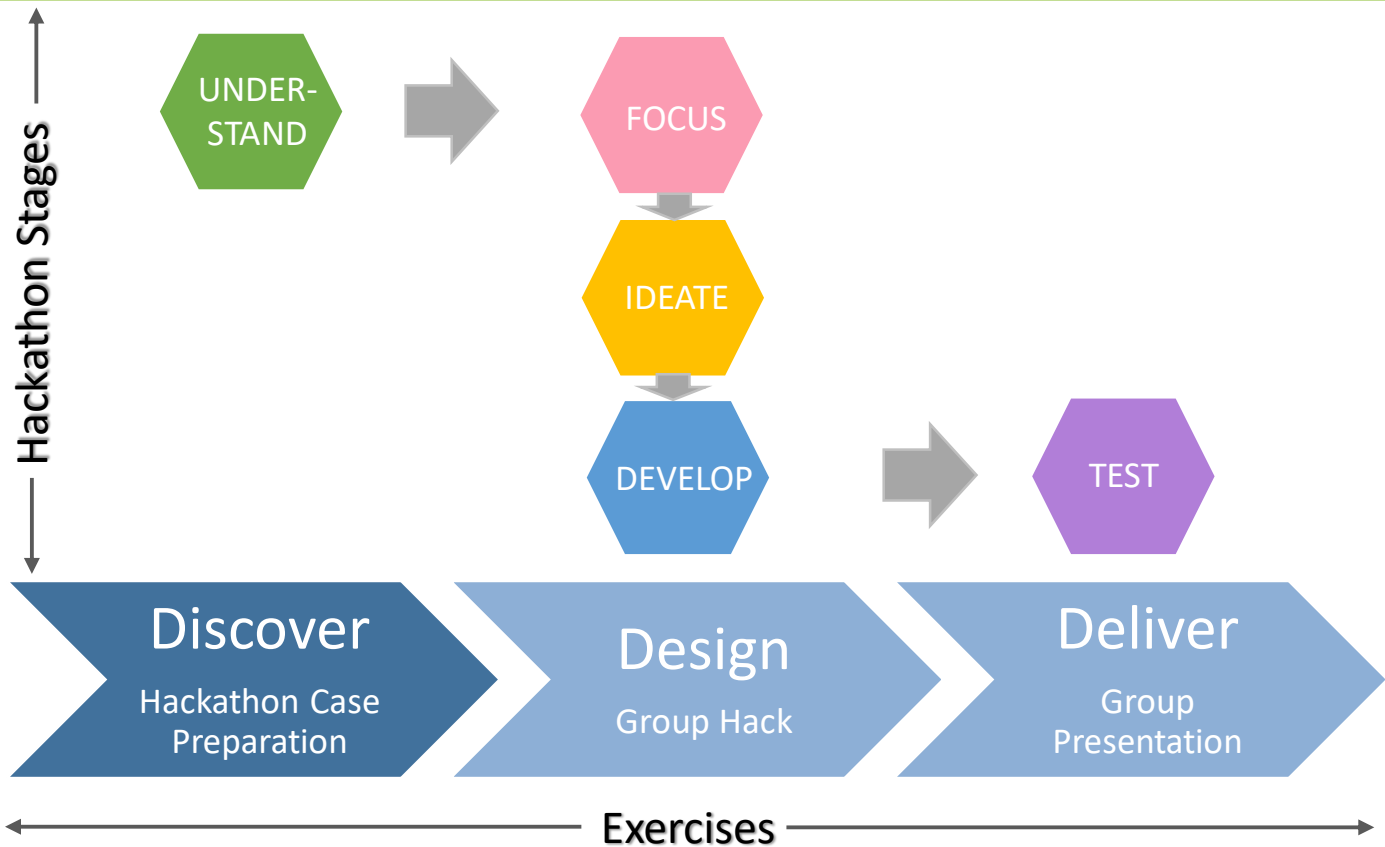


**Concrete and Focused on Output** After participants pick the most promising idea, teams can immediately start to plan out potential solutions. The solution should at very least satisfy the minimum requirements of the customer or user. It can be as simple as drawing out a solution on paper while thinking through how a user might interact with it. It could also be a development path or a roadmap that sets the stage for bigger changes.



**Iterative and Continuous** The hackathon process is non-linear. From the test stage teams take the results and feedback and bring it back into the process at the relevant step.

# THE HACKATHON RUNDOWN



## UNDERSTAND

Understand the business issues, the users, their needs and their goals

### QUICK TIPS

Create a user story to summarize your understanding of your user and their problem.

E.g. As a (USER), I want to (DO THIS) so that I (ACHIEVE THIS)

**Step 1:** Analyse the data you have available. Learn about the customer or user, the industry context and market issues, and consider the challenges that you are trying to address.

Put yourself in the shoes of a person at the core of the problem (e.g. the customer or user)

- What are the pain points of that person?
- What specific needs and requirements do you need to take into account?
- What are the priorities?

# FOCUS

Re-frame needs and insights into an actionable problem statement

## QUICK TIPS

Frame your challenge as a “How Might We ...?” question to set yourself up for an innovative solution.

**Step 2:** Drive down to an actionable statement by considering:

- What is the main issue?
- What is the challenge that needs to be addressed?
- Why is it important?
- How can you reframe the problem to provoke specific and unique ideas?

Reach consensus on the actionable problem statement that you will take to the next step

### Examples

1. Our community is too insular. 

*How might we better connect neighbours with each other?*

2. We need to conduct better meetings. 

*How might we conduct meetings in a more efficient way?*

# IDEATE

Generate a variety of relevant and innovative ideas, creating solutions to solve the problem

## QUICK TIPS

-  Set a time limit
-  Defer judgment
-  Build on the Ideas of others
-  Go for volume - lots of ideas!
-  Seek wild and unusual ideas
-  Stay focused on topic
-  Be visual

**Step 3:** Brainstorm creative and innovative ideas that address the needs and concerns of the customers or users.

### THREE RULES FOR BRAINSTORING

- Create as many ideas as possible in a short period of time
- Never say “never” or “no” when in ideation mode
- Try to add-on to other’s ideas

Your objective is to come to consensus on the idea that best solves your Actionable Problem Statement to take to Step 4

# DEVELOP

Make the idea/solution tangible,  
come up with an implementation plan

## QUICK TIPS

Depending on the context, there are many ways to visualize your idea:

- Drawings
- Mind Map
- Post-it Notes
- A storyboard
- A customer journey

and many more

**Step 4:** Develop a proposal that visually represents your selected idea and shows how it will solve the problem you identified in step 3. As well as the visualization of your idea you might like to consider things like:

- What does your big idea look like?
- What are the minimum requirements?
- Can we make the solution simpler/easier/cheaper?
- How do we implement the solution?

### Guidelines for Developing Your Proposal

- Just make a start putting it together
- Explore a range of different approaches first
- Remember what you are trying to solve
- Develop your solution with the user in mind
- Watch the time!

# TEST (Group Presentation)

Communicate your proposal with the stakeholders

## QUICK TIPS

In the group presentation, you must include the problem statement you are addressing, the solution to it, and how it could be implemented

**Step 5:** In a real Hackathon this phase would take the form of a prototype test with a sample of users testing your solution and providing feedback. This would allow you to assess if your ideas are working, and allow you to refine your ideas.

In the Deloitte Hackathon we don't have the time to emulate a test phase, so instead you will simply present your solution to the stakeholders (the assessors)