

Peer Lending in Panama // Kickoff

Day 1 1:00 – 5:00 PM
Day 2 10:30 – 3:30 PM
Day 3 10:30 – 4:30 PM
Day 4 10:30 – 11:45 PM

Day 1

Aliya, Dan, Jamie, Joseph, Russell, Will

Roles and Responsibilities (Joseph) **5 minutes** **1:00 - 1:05**
<http://handbook.philosophie.is/workshops/vision/roles/>

Client pitch (Joseph) **35 minutes** **1:05 - 1:40**
https://github.com/philosophie/handbook/blob/workshops_update/source/workshops/vision/client_pitch.md

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| 1. Intro | 2 minutes |
| 2. Client pitch | 10 minutes |
| 3. Affinitize stickies | 3 minutes |
| 4. Discuss | 15 minutes |

Business Model Canvas (Jamie) **115 minutes** **1:40 - 3:35**
https://github.com/philosophie/handbook/blob/workshops_update/source/workshops/vision/business_model_canvas.md

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| 1. Introduce Exercise | 10 minutes |
| 2. 9 sections of Canvas | 90 minutes |
| a. Introduce section | 2 |
| b. Generate ideas | 5 |
| c. Affinitize | 3 |
| 3. Dot vote across all sections | 15 minutes |

Canvas Template

<http://www.freemium.org/wp-content/uploads/2014/08/Blank-Business-Model-Canvas.jpg>

Canvas Slideshare

<http://www.slideshare.net/esaife/business-model-canvas-101>

Canvas Video

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Break	15 minutes	3:35 - 3:50
Rich Picture (Aliya) https://github.com/philosophie/handbook/blob/workshops_update/source/workshops/vision/rich_picture.md	60 minutes	3:50 - 4:50
1. Introduce Exercise	10 minutes	
2. Group sketch	50 minutes	
Wrap up pat each other on the backs for good work! talk about reconvening tomorrow for Day 2! organize the room	10 minutes	4:50 - 5:00

Day 2

Aliya, Dan, Jamie, Joseph

User Segmentation(J) https://github.com/philosophie/handbook/blob/workshops_update/source/workshops/users/user_segmentation.md	15 minutes	10:30 - 10:45
1. Discuss + Dot Vote	15 minutes	
Proto personas(J) https://github.com/philosophie/handbook/blob/workshops_update/source/workshops/users/user_persona.md	80 minutes	10:45 - 12:05
1. Introduce exercise	5 minutes	
2. Generate personas	20–25 minutes (5 minutes/persona * 4-5)	
3. Present personas	~20 mins, 3 mins/participant, 1 min/persona	
4. Discuss	30 minutes	
Lunch Break	60 minutes	12:05 - 1:05
Brand // Us vs Them(A)	30 minutes	1:05 - 1:35
1. Introduce exercise	5 min	
2. Vote	15 min	
3. Discuss	10 min	
Brand // Style Survey(A)	30 minutes	1:35 - 2:05
1. Introduce exercise	5 min	
2. Vote	15 min	
3. Discuss	10 min	

Break	10 minutes	2:05 - 2:15
Brand // Product box	~55 minutes	2:15 - 3:10
https://github.com/philosophie/handbook/blob/workshops_update/source/workshops/users/user_persona.md		
1. Introduce exercise	5 minutes	
2. Sketching warmup: 5 minutes (various font sizes, basic shapes + lines, stick or star people)		
3. Generate: 10 minutes		
4. Present: 2 minutes per person		
5. Discuss/Feedback: 10 minutes (everyone stickies each other's boxes with feedback)		
Wrapup	15 minutes	3:10 - 3:25

Day 3

Aliya, Dan, Jamie, Joseph, Russell, Will

Storyboard (user journey vision)	105 minutes	10:30 - 12:15
https://medium.com/design-story/story-map-3cc64033128e		
(not going to follow that exactly, but it's inspiration)		
Collaboratively sketch a user journey 6-up that will inform the story map spine		
1. Introduce exercise	5 minutes	
2. Generate	6 minutes	
3. Present	4 minutes (1 min per participant)	
4. Dot Vote	2 minutes	
5. Discuss	8 minutes	
6. Repeat for each persona	x4-5	
Lunch Break	60 minutes	12:15 - 1:15
Agile Training	60 minutes	1:15 - 2:15
1. Intro	10 minutes	
2. Story names	20 minutes	
3. Trello + release cycle	20 minutes	
4. Questions	10 minutes	
Story mapping	<=135 minutes	2:15 - 4:30
https://github.com/philosophie/handbook/blob/workshops_update/source/workshops/features/storymapping.md		
5. Intro	15 minutes	
6. Generate	5 minutes (per spine column)	

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| 7. Discuss and affinitize | 10 minutes (per) |
| 8. Dot Vote priority | 2 minutes (per) |
| 9. Discuss votes and prioritize | 8 minutes (per) |
| 10. Set Release Markers | 5 minutes (per) |
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Day 4

Conservation Planning	60 minutes	10:30 - 11:30
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https://github.com/philosophie/handbook/blob/workshops_update/source/workshops/users/conservation_planning.md

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| 1. Introduce exercise | 5 minutes |
| 2. Introduce segments | 5 minutes |
| 3. Generate | 5 minutes |
| 4. Discuss and affinitize | 10 minutes |
| 5. Repeat for each segment | x 3 |

Kickoff Wrap up!	15 minutes	11:30 - 11:45
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Discuss next steps

Congratulate each other on an epic week!