

EXERCISES

Every day will have its own exercise - both in the morning and in the afternoon.

Monday we will explore our heroes

Time: 20 minutes

People: duo

Length: 5 minutes

In 5 minute sessions talk about your heroes and ask your partner/buddy what similar characteristics he/she has too compared to your hero. And how it has helped him/her in their role as designer. I know we are not all Spider-Man and we can't all web through Manhattan but what skills does your hero have that you can use in your work.

"My hero is.... because... and his kills are ...

Of these skills this... and this... really applies to me.

How does this work for you as a designer?"

"Wel..."

Monday we will map the experience

- 1 Start with the first moment the user has a need for example "I'd like to get in shape" or "I think I might want to make a job change"
- 2 Then list out each step that they go through to try and fill their need currently
- 3 Include descriptions for each step and highlight pain points
- 4 You can also add in layers for platforms (Mobile, Desktop) or environmental factors (In the car, at home)

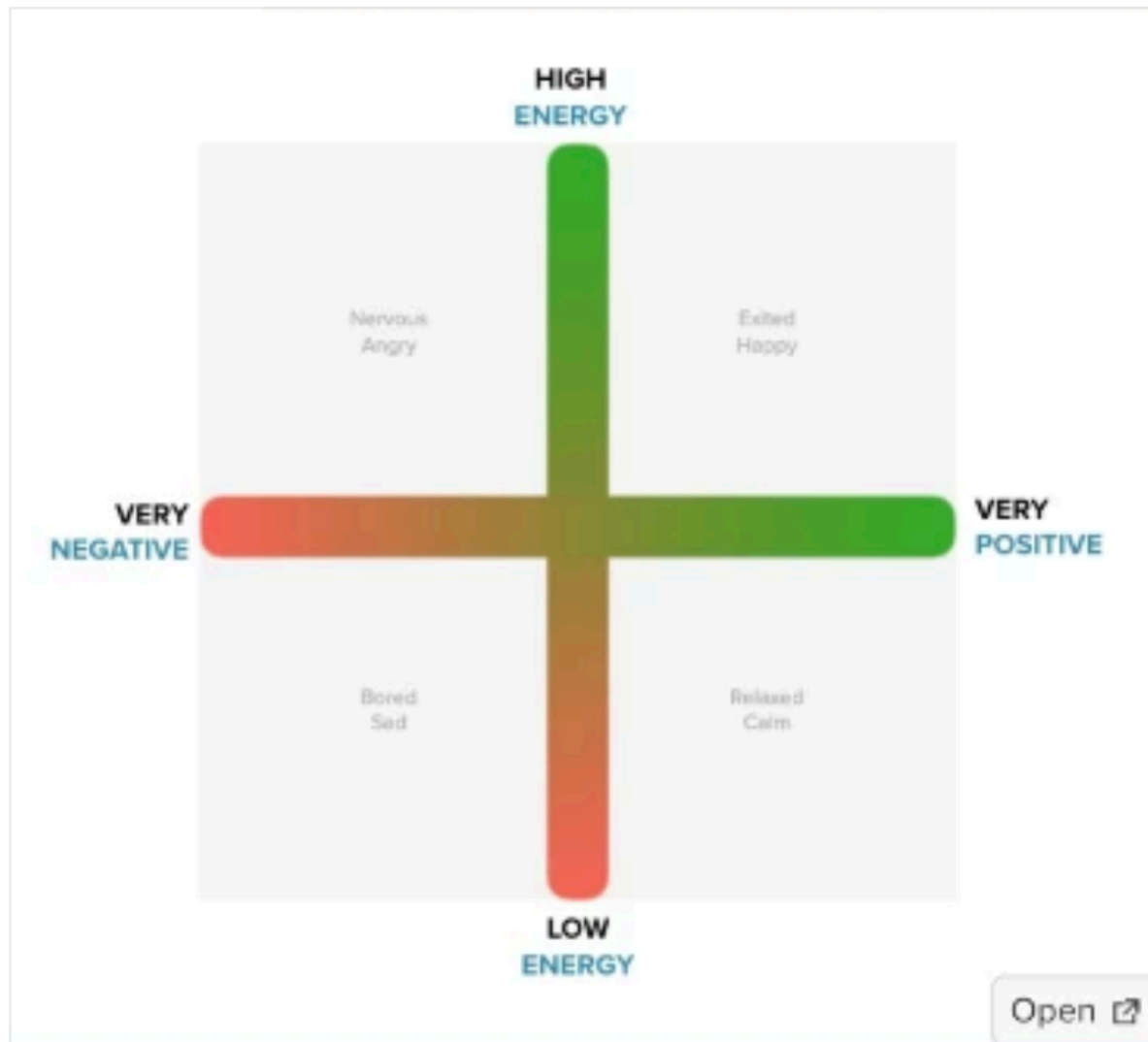
SAIL when going to your group

SHARE - Present your endeavors to the group

ASK - The group will ask you to clarify and probe your design

IDEAS - The group will offer ideas for your concept to grow

LEARNED - What did you learn as an individual



Tuesday

Energy Matrix

we run Future Press Release

A future press release can help focus the team on the desired outcome and get everyone on the same page. To start composing your press release, answer these questions:

- What is your product called?
- What's specifically launching on this (imaginary) day?
- Who is your product for?
- What user pain are you targeting?
- Why, in your own voice, did you make this product?
- What will the customer's perspective be?
- What makes this product extraordinary?
- How would your favorite customer describe the experience of the product?

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Energy Matrix

Wednesday

Energy Matrix

we have the Crazy Eight and Dot Voting

- 1 Each team member folds their piece of paper and fold it into eight sections
- 2 Set the timer for eight minutes
- 3 Individually, each team member sketches one idea in each rectangle, trying their best until all sections are filled
- 4 When the timer goes off, all pens are down

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Energy Matrix

Thursday

Energy Matrix

We will be dot voting

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- 1 Hang everyone's sketches up on a wall in the same way art is presented in a gallery or museum
- 2 Each person has three minutes to present their solution
- 3 The team can ask questions or discuss details in the sketch
- 4 Review the business problem, goals, and success metrics so everyone knows what the voting criteria is and remind the team this is a deciding vote.
- 5 Give each team member three votes

Energy Matrix

Friday

Energy Matrix

We will be talking to real people

- 1 Screen and select participants carefully. Make sure subjects are aligned with a target persona.
- 2 Create an interview outline and moderator guide so you can cover all essential points in the allotted time.
- 3 Ask context questions and build rapport with subjects to remove any pressure/stress.
- 4 Disassociate yourself from prototype so the most honest feedback emerges.
- 5 Don't sweat the small things, focus on value and remember to ask why.
- 6 Avoid Yes/No questions, leave it open-ended.
- 7 Ask subjects to repeat themselves as necessary to validate their response.
- 8 Be flexible, allow for new questions and paths to emerge.
- 9 Don't forget to debrief with subjects to get final insights. Ask questions like how they would explain the prototype in their own words and what they would change.

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