

# Ithra User interface script

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## *Pre assignment*

In preparation to the course, we ask you to answer these questions:

- What are you going to add to your team
- Who is your hero
- What qualities of your hero can you apply in your life as a designer

Write this down on a piece of paper. Please remember, there is no right or wrong answer here. This is merely to let you think about what you can contribute to the course. Answering these three questions will create an active mindset that you need this course.

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## DAY 1 | Understand

### **Opening**

The goal of this course is to design a prototype that you will present to a jury. The prototype is an answer to an actual challenge our customer is facing. It is up to you - as a team - to research, design, prototype and test the next inner Ithra social platform. Participating in this course will not only make you a better your UX designer - you will be ready for tomorrow's challenges.

How are we going to achieve that goal? In the next five days we will both work individually and as a team. You will hold interviews and learn the value of stakeholders. We will talk to users, challenge each other and we will show you where to get ideas from.

The days have been split into two. The first part of the day is when you will do research, sketch and design on your own - as an individual - with its own challenges. Then after the break you will conduct team-based assignments. This means you will need to make teams.

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(While everybody is sitting)

*But first who is who?*

"I am Wouter Biegstraaten, your trainer this week. As a User Experience Designer I am thrilled to take this journey with you. I have worked for numerous clients in different industries. My co-host is Rakan Mohammed. Rakan - tell us a bit about yourself?"

“I am Rakan...”

Thanks for the introduction. But we'd also like to get to know you of course...

- Who are you?
- What is your name
- Where do you work and what is your role
- What do you hope to learn during this course”

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Ok. I have your name badges here . So now we know who is who please put them on. Thanks!

Every day is an essential part of the design sprint - with each its own challenges and tasks. We will discuss things individually but you will also have conversations with your team. I will ask a lot of questions and I will also quite often challenge your choices to make you aware of the impact your decisions have. Like what is your strength? What is your weakness? What role would you take on? What are you trying to achieve? What is your added value to the group and what questions do you have for the group? What questions do you have when working on the assignment, and what problems do you face in your daily life as a UX designer? By splitting the day in two parts you will first hand experience the full spectrum of a design sprint. Throughout this course you will each discover what kind of a designer you are and how your skills can make the team grow.

Before we continue I'd like to say a few things with regards to working in a group. Honesty is important in a team. It is important that one feels safe. You will need to be able to rely on each other. Things said in confidence in your group, are things that will stay in your group. You'll gain insights, you will learn from your group. It is extremely important that you can talk openly and unreservedly. Decide how you communicate as a group. Will you communicate via email or WhatsApp or live meetings? Make sure that when you work as a team you will have at least one moment per day, to catch up with one another - on a social level. Share a coffee. How are things going?

But now let's wake up our brains.

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*Excercise one*

## **My heroe**

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*(After 15 minutes)*

Evaluate.

In general - what did you find most striking?

(Discuss)

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## **Before we continue.**

You are the voice of the user. Given your experience you should know best what problem your user is trying to solve. Identify it, It is up to you to find an original, non intrusive way to help solve his problem. It is up to you ux designers to figure out what his true need is. What his real motivation is, and the reason why he will be using our app; What problem is he trying to solve. It is up to us ux designers to fix that and to find that answer. If we can do that, it will not only make us a better designer but also a better problem solver.

## **Time for some individual reflection**

Before you entered the course you received an email asking if you could think about some initial questions. What am I going to bring into this group? What is my contribution going to be for this day - for this week? What is my unique ability? How am I going to use those skills in the next coming week?

## **What can you expect in the design sprint?**

We have five days and as said earlier each of those five days are split into two. You have assignments as an individual. You will do certain tasks on your own, by yourself. After the break there is the second half of the day and then it's time to do stuff with your team. This way you will also learn how to work in a team while thinking about challenges from an individual point of view. Due to this split approach this course also acts a bit as a pressure cooker. The way it is set up is for you to experience working under the pressure of a time constraint but also to experience the flow of creativity when working on your prototype or interviewing real users.

## Let me take you through the course per day

Day one | Understand

Day two | Define

Day three | Sketch

Day four | Prototype

Day five | Testing and Present

Let's start with exploring the problem our user has. I want you to, individually, think about the problem of our user. What challenges does he face in this journey? Why was it a problem for him? Has he tried solving it before? How did that go?

Please get a pen and paper and take the time to think about the problem our user has. You can also draw a mindmap if you feel comfortable doing that. The aim of it, is to develop an answer to that problem. But in order to do that we need to fully understand the complexity of the problem that you are about to solve. You will now have 30 minutes to write down as questions you can come up with when you look at the problems our user has. Do not think from your perspective but from his perspective. Mind you that our user might not even be aware of the problem he has. Keep the paper with you. And keep the goal of the app in mind when doing this exercise.

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### *Exercise two*

Exploring the problem individually  
(30 minutes)

Let's see what people ran into. Have you been able to see the problem from different angles? What did you experience? Anything interesting?

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### *Small discussion*

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As you may have noticed I ask a lot of questions. I do this to get you into the right mindset of curiosity. Always ask after the why. You need to feel the problem and make it truly yours - because in a sense it is your problem. But only just

until you have solved it. As a ux designer it is your role to ask all kind of questions. What I always find useful is to start my questions with What if it would be me? What problems would I see then? Asking questions is NOT a sign of weakness, insecurity or even stupidity - far from it. It is the only way to make sure you have asked all the questions that will provide you with enough input to design an answer.

Ok. It is time for lunch now, enjoy.

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## BREAK

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Welcome back. I hope everybody's energy is back to full again. As said in the beginning you will now form a team. So please form a group. You have about ten, fifteen minutes

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### *Forming a group*

Now please form groups of X. Each group has a minimum of one woman.

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### *Exercise three*

Exploring the same problem but now as a team  
(30 minutes)

Okidoki - during this part you will be with your team. Get to know each other a bit. Think experience, skills and hobbies. Remember your assignment from before the lunch? Now is that moment to lay all individual pieces of paper next to each other. Discuss them as a group. Do you see similarities? Do you see many new answers you maybe haven't thought about yourself? Explore them as a group. Use the stickers on the table and through dot voting (voting per sticker) you can decide what answers are the real ones for our users' problem. Write the ones with the most votes on a piece of paper. This will be your starting point for your user journey.

Ok - that's a wrap guys. But before we go I have one last exercise: the Energy Matrix.

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### *Last exercise*

#### Energy Matrix

At the end and the start of each day, I would like you to share with us what your level of energy is. This will give us a proper insight in the mindset and energy level you as a group have at your disposal. I have a flipover here and on it there is an Energy Matrix. So please go up to it, write down your name on a sticky and stick it to the quadrant of your energy.

(Sample)

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## Day 2 | Define

### **Opening**

Good afternoon and welcome back - good to see you all again. How did yesterday go? Have you been able to come to a unified vision of the problem? Before we start I am curious to what our level of energy is this morning. So please go up to the flipover with the Energy Matrix, write down your name on a sticky and stick it to the quadrant of your energy.

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### *Small discussion*

#### Energy Matrix

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How does it feel to discuss things as a group? Any dynamics that you already would like to share with us?

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### *Small discussion*

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**Day two** is all about finding your audience. Define your target. Narrow it down to one type of customer - to one sort of visitor. What is his/her problem? And why this specific person? Dive into the characteristics of this person. What drives this person? What is the pain you are going to solve exactly?

Not only will you think about who my target user is but also about the Why behind your app. Why is your app going to solve the problem? What makes your app unique? During this part of the day you will create a vision of what your app

is going to achieve, what universe does your app live in? How does it fit in your users world?

So please go and explore this individually. Get something to drink, let your thoughts flow and see what answers you come up with.

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*Exercise four*

Defining the audience individually  
(30 minutes)

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*Discuss the outcome*

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Ok - that's a wrap folks. Let's have a break.  
BREAK

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Welcome back. I hope everybody's energy is back to full again. We have been looking at our audience before our break. Now per team I want you to define the focus for your sprint. This is therefore a crucial phase as you are shaping your point of perspective. Look in the real world but also in the digital world for similar problems and what solutions were created to answer that need? But don't be limited by that. Maybe a website or even a song provides the inspiration you are looking for. Always remember you may be the first to build it but you probably not the first to have thought about it.

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*Exercise five*

Defining the perspective per team  
(30 minutes)

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*Discuss the outcome*

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*Last exercise*

Energy Matrix

That's it for day 2! How did it go? Any questions? Stories to share? Before we go home I would like you to share with us what your level of energy is. Very curious to what a day like this does to your energy. Please go to the flipover, write down your name on a sticky and stick it to the quadrant of your energy.  
See you tomorrow.

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## Day 3 | Sketch

### Opening

Have you been able to achieve a shared vision - by the team? This is day three and it is all about sketching. It's all about visualization and bringing ideas to life - both individually and as a team. You will use all the information that you have gathered and collected in the previous two days to decide what will make your product unique. How will you turn all that information into a design? We will do that using Figma. It's the proven tool of choice for designing the app. It is a browser based tool, so you could use both a pc or a Mac.

What do you see as a first draft for a possible prototype - because during the second part of the day you each will present your sketches to your team. As a team you will look at all the individual elements of the designs. You will look for usability and originality. You will look for authenticity and you will make sure it will solve the problem the user has. In a way he never thought of.

However before we continue I 'd like to know what our start level of energy is this morning. So please go up to the flipover with the Energy Matrix, write down your name on a sticky and stick it to the quadrant of your energy.

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### *Small energy discussion*

### Energy Matrix

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Ok. Let's get to it. Sketch, independent of each other, what you see as an answer to your users' problem.

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### *Exercise six*

Sketch individually  
(90 minutes)



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*Discuss the outcome*

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Ok - that's a wrap folks. Let's find something to eat.

BREAK

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Welcome back. I hope everybody's energy is back to full again. Let's look at what has been sketched! Super excited to see what already has made it to the surface of creativity solving our users' problem. Please go to your team. To challenge each other even more, we will now first do an individual exercise called the Crazy Eight.

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*Exercise seven*

Crazy Eight  
(8 minutes)

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*Discuss the outcome*

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Now go back to your team and lay out all designs next to each other - including the crazy eight.

Using the dot voting mechanism, you will be given five dots that you can stick onto any of the elements of any design. Whatever you think is best, including your own design of the individual elements, will get a vote. After that, you as a team will collect the most voted elements and put them together in the final but rough version.

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Team assignment

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*Last exercise*

Energy Matrix

That's it for day 3! How did it go? Any questions? Stories to share? That is it for today. No more sketching. This version you have created as a team is in draft but there is no rule that doesn't allow you to designing a little bit more later, to ensure you are ready for tomorrow.

But before we go home I would like you to share with us what your energy level is. I am very curious to what all that sketching does to your energy. So please go to the flipover, write down your name on a sticky and stick it to the quadrant of your energy.

I will see you all tomorrow.

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## Day 4 | Prototype

### Opening

Hi, good afternoon.

Today is already day 4 and you have already achieved quite a lot. From sheer info gathering to sketching a rough concept... Not bad at all. Not bad at all.

However before we continue I 'd like to know what our start level of energy is this morning. So please go up to the flipover with the Energy Matrix, write down your name on a sticky and stick it to the quadrant of your energy.

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### *Small discussion*

Energy Matrix

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Any questions at this point? Things you want to discuss more?

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### *Small discussion*

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This day is all about the prototype - Individually you have been working on your own personal version. But now it is time to work on a prototype as a team. As a team you will continue to transform your sketches into a proper prototype. Ideally you would want to be able to click through it. Make it interactive and it needs to

get the message across. It will need to show the user what he can expect when he gets the final product. This you will do individually but also as a team member.

So please go and explore this individually. Get something to drink, have a coffee and let your thoughts flow and see what answers you come up with.

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### *Exercise eight*

Prototyping - individually  
(60 minutes)

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### *Discuss the outcome*

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Ok - that's a wrap folks. Let's go outside.

### *BREAK*

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Ah good to see you all back again. I hope you all had a good lunch.

The team will vote on all the individual prototypes of its members and don't vote for the best elements. At the end of the day, you will put all the voted elements together, and should have a prototype with maximum potential. You are always allowed to do more in the evening after the course is finished.

Using a dot voting mechanism, you will be given five stickers, three dots that you can stick onto the elements of any design. You think is best, including your own talk about all the individual elements, and after all the dot voting talk about why you voted the way you did. Is this the best outcome? Is this the best way forward in terms of design? this will result in reconstructing or combining. After the dot voting, you can put together the final version. This of course is in draft. And may you want to continue designing, of course there is no rule that doesn't allow you to start doing that already during your evening. In the end you should have a prototype with maximum potential.

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### *Exercise nine*

Decide  
(30 minutes)

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*Discuss the outcome*

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*Last exercise*

Energy Matrix

That's it for day 4! How did it go? Any questions? Stories to share? Before we go home I would like you to share with us what your level of energy is. Very curious to what a day like this does to your energy. Please go to the flipover, write down your name on a sticky and stick it to the quadrant of your energy.

Until tomorrow.

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## Day 5 | The Finals

### **Opening**

Good afternoon and welcome back - good to see you all again. How did yesterday go? Have you been able to come to a unified vision of the problem? Before we start I am curious to what our level of energy is this morning. So please go up to the flipover with the Energy Matrix, write down your name on a sticky and stick it to the quadrant of your energy.

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*Small discussion*

Energy Matrix

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How does it feel to discuss things as a group? Any dynamics that you already would like to share with us?

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*Small discussion*

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Day five is final day. It is the testing day and we are rounding up the design sprint. Today you will go out - on your own with the prototype - and look for people in the Ithra building to interview. Has anybody done user interviews before?

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### Sample questions

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Approach them kindly and ask them questions with regards to your prototype. Show it to them. Maybe they can interact with it. Think about topics like Do you understand what this app does? Is it something you'd like to try yourself? How do you use it for that at the moment? Is there anything you miss that you would like to see captured in an app?

Is there a way that Ithra could improve the user friendliness and make the experience more interactive? If so, could you share it with us?

When presenting the prototype give them a task to perform. Because only then you can see if people will actually use and interact with your app. Give them something in assignment to do. But most important cross check to see if your customer actually sees his problem. If he doesn't move on. Also make sure to

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### *Exercise ten*

User interview

(45 minutes)

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Ok - that's a wrap folks. Let's find some lunch.

BREAK

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Welcome back. I hope everybody's energy is back to full again. We have been waiting for this moment. You will now for the last time improve your prototype. After that we will welcome the jury and each team will present and defend its prototype.

The jury will look at each presentation and decide whose app fits the brief best.

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### *Exercise eleven*

The Finals

(30 minutes)

Group 1

Group 2

Group 3

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### *Discuss the outcome*

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### *Last exercise*

Energy Matrix

That's it for day 5! How did it go? Any questions? Stories to share? Before we go home I would like you to share with us what your level of energy is. Very curious to what a day like this does to your energy. Please go to the flipover, write down your name on a sticky and stick it to the quadrant of your energy.

### *Learnings*

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The end

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