**Corporate Innovation Journey**

A 2 week innovation-driven format on how to meet your company's end-users and aligning your vision with their needs, this journey is better suited for corporates and mature start ups.

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| **Week 1 | Introduction to HCD** | | **Toolkit assets available** |
| **Day 1** | **Vision Alignment**  The focus of the first day should be on having the teams spend time reflecting on their current activity. This can be done through a couple presentations, speed dating formats at hands on activities like SWOT analysis or StartUp Canvas. | Startup Canvas  SWOT Analysis  Visioning Poster  Speed Dating |
| **Day 2** | **Foundation**  The second day will introduce Human Centered Design and have the participants unpack what their existing understanding of the situation. The aim is to start identifying knowledge gaps and aspects of their product or user the participants would like to learn more about. | Introduction to Human Centered Design  Problem Tree + 5 Whys  Stakeholder Mapping  Secondary Research  Research Planning |
| **Day 3** | **Discover**  The third day will be dedicated to finishing to prepare the research plan and start conducting research. The participants should be given the freedom to go out into the city and conduct their research wherever necessary. | User Interviews |
| **Day 4** | **Define**  The aim of the fourth day will be to start making sense of the information gathered. Although the participants should be encouraged to conduct further research beyond the scope of this event, the idea is to walk the participants through each phase of the process and making sure they will be able to use the tools beyond this workshop. | Affinity Mapping  Design Principles  Speed Dating |
| **Day 5** | **Design and Strategy**  The fifth day will have the participants experiment with creating new features, products or services that meet the needs of their users and leverage their strategic strengths. The first half of the day should be dedicated to designing ideas and prototyping them, the second should be about seeing how to apply Human Centered Design to their practice and workflow. | Prototyping  Wireframing  A/B/n Testing  Startup Canvas  Activity Plan |
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| **Week 2 | Designing for Impact** | | **Toolkit assets available** |
| **Day 1** | **Define**  The focus of the first day will be to start making sense of the information gathered since the last workshop. Starting with activities they are already familiar with like Affinity Mapping, the teams should then be introduced to a few more tools like Persona building and Journey Mapping. | Affinity Mapping  Persona  Journey Map |
| **Day 2** | **Embedding intent**  The second day will introduce the participants to designing interactions that are engaging and reduce user error. There are several methods or tools available in the toolkit, the facilitator should choose a couple to present depending on the audience. Ample time should be left to discuss where to draw the line of ethical behaviour change as a group. The day can end with the teams Storyboarding their envisioned service, product or feature, taking into account the day’s discussion. | Design with Intent  NUDGE  Switch Framework  Hook Model  Gamification  Design & Ethics  Storyboarding |
| **Day 3** | **Making it real**  The third day will be dedicated to designing and prototyping the solution storyboarded the day before. | Product Roadmap |
| **Day 4** | **Pitch Prep**  The team should then start to consolidate their findings and direction into a pitch deck of sorts where they can convey their latest learnings, call out remaining knowledge gaps to work on and their strategy beyond the bootcamp. It might be interesting to host a Mentor Check-in that day for participants to test their existing pitch and get strategic insights on what challenges they’ll be facing in the near future. | Pitch Prep  Mentor Check-In |
| **Day 5** | **Pitch Day**  The aim of Pitch Day is to give a chance to the participants to reflect on what they’ve achieved in the past two bootcamps and get feedback on their approach and strategy. |  |