



# Hike One

Amsterdam / Rotterdam / Eindhoven

[www.hike.one](http://www.hike.one)

Quick intro's



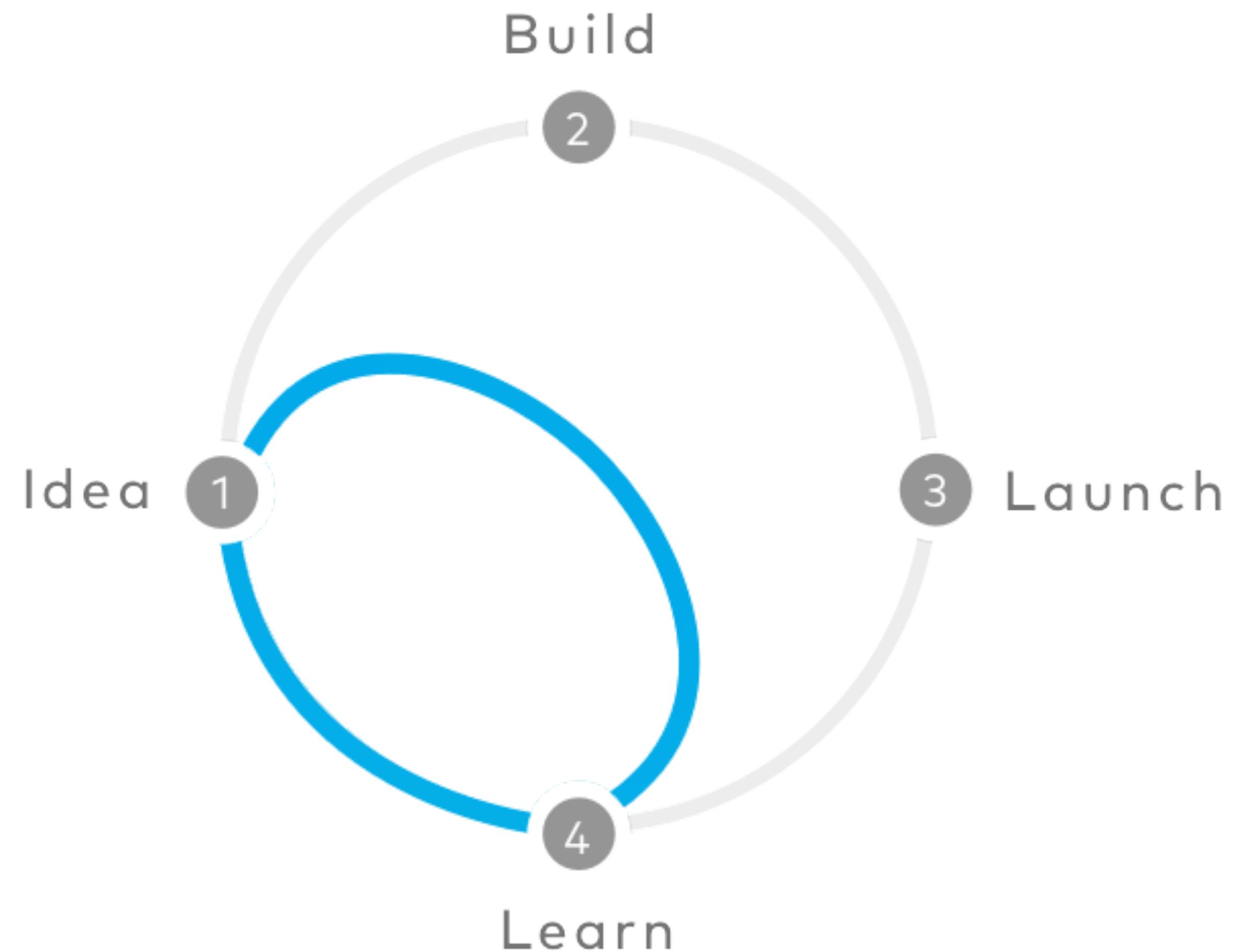
# Design Sprint

**A Design Sprint at Hike One is a **4-day**  
process for rapidly solving big challenges**

**It compresses potentially **months** of work  
into just **a few days.****

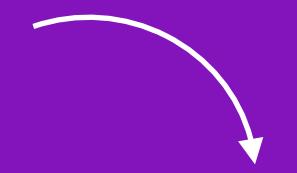
**This week is about  
getting answers to your  
questions.**

# Design sprint



# **What does the Design Sprint week look like?**

Your team  
engages for two  
full days - only!



Invite your  
stakeholders to  
observe 1 or 2  
tests



## Monday

WORKSHOP

Define the  
challenge

Produce  
solutions

## Tuesday

WORKSHOP

Vote on best  
solutions

Define  
storyboard

## Wednesday

Build the  
prototype

Prepare  
user tests

## Thursday

Test with  
real users

Define clear  
next steps

**How are you feeling?**



**Monday**

WORKSHOP

Define the challenge

Produce solutions



**Tuesday**

WORKSHOP

Vote on best solutions

Define storyboard



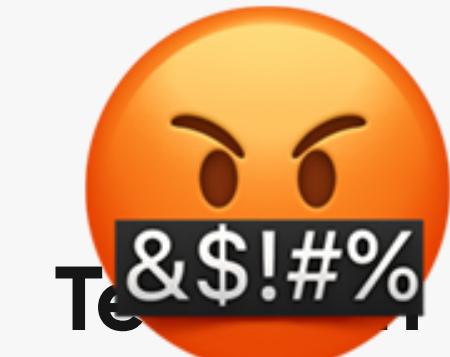
**Wednesday**

Build the prototype

Prepare user tests



**Thursday**



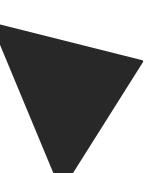
Test with real users



Define your next steps



**By the end of this week, we will have  
decided on a challenge to tackle, we'll  
have defined solutions to this challenge,  
and validated these with actual customers.**



# A few ground rules

1.

The facilitator is in charge of  
the schedule.

2.

The decider makes all the  
tough decisions.

3.

# No devices in the room.



3.

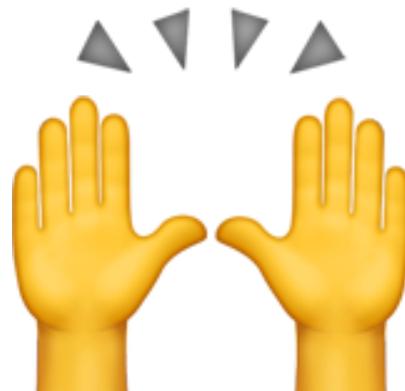
## No devices in the room.



*You can use them at breaks,  
or step out of the room any time.*

4.

# Celebrate succes



**Let's start the sprint!**

# Monday exercises

- 1. Expert Interviews
- 2. Long term goal
- 3. Sprint Questions
- 4. Map the problem
- 5. Choose target
- 7. Lightning Demos
- 8. Sketching
- 9. Recap

**HMW...**

# Expert Interviews

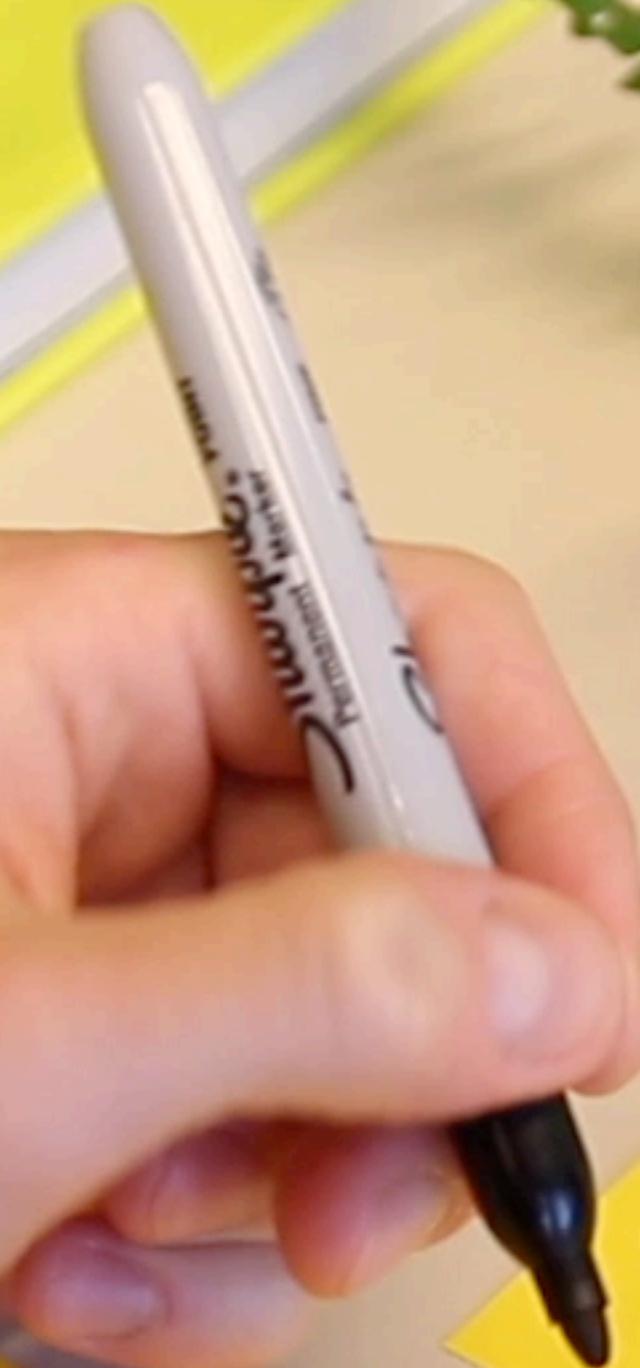
1. Take a post-it and write 'How Might We' ion the top
2. Listen to the experts for things relevant to the challenge
3. Re-write problems as 'How Might We's'

*Don't craft the perfect sentence just start writing*

*Try to produce more than 5 HMW's: quantity over quality*

HMW  
Be as quick as possible  
to assist people

HMW  
Be able to serve 24/7



# Expert interview

# Gathering the HMW

1. Hang them all up on the wall
2. Group the post-its by theme
3. Add category names to each group

HMW

Verde mindset van één keer betalen voor een auto veranderen naar maandelijkse betalen voor een auto?

HMW

HET IMAGO VAN MO IN COMBINATIE MET FINANCIEREN GELIJK HOUEN

HMW

Financiering aanbieden als optie om je budget uit te breiden zonder te adviseren richting een party?

HMW

DE ZORGPLICHT ALS PLATFORM SERIEUS NEMEN

HMW

bevestigen dat kopers inderdaad geïnteresseerd zijn in carfinancing op via Marktplaats

HMW

Bewustzijn over financing mogelijkheden eerder/vroeger in het proces.

HMW

Volledige transparantie bieden over aangeboden financiering (kosten/lasten)

HMW

Gebruikers beter informeren over de mogelijke financieringsopties bij het kopen van een auto

HMW

De koper inzicht geven in de kosten EN het budget bij het kopen van een auto?

HMW

Hoe kunnen we finance een onderdeel van de search-journey maken?

HMW

GESPREID BETALEN ALS 1STE STAP VOOR FINANCIERING ZONDER AFM LICENTIE

# Voting on HMW

1. Every participant gets 2 red dots  
*Place them on the one with the 'most impact'*
  
2. Decider gets 4 red dots  
*You can use more dots per HMW*
  
3. Rearrange them from most to least votes



Help people to always  
be able to use their  
own bike when needed



HMW

always have right tools  
for the right repair



HMW

Be as quick as possible  
to assist people in need  
of service



HMW

Be able to serve 24/7



# Coffee break?

***In 2 years time...***

# Long term goal

1. One post-it per person
2. Answer the following question:

"What will the ideal world look like in 2 years time?"

*Try to be super-optimistic*

*Start with 'In 2 years time...'*

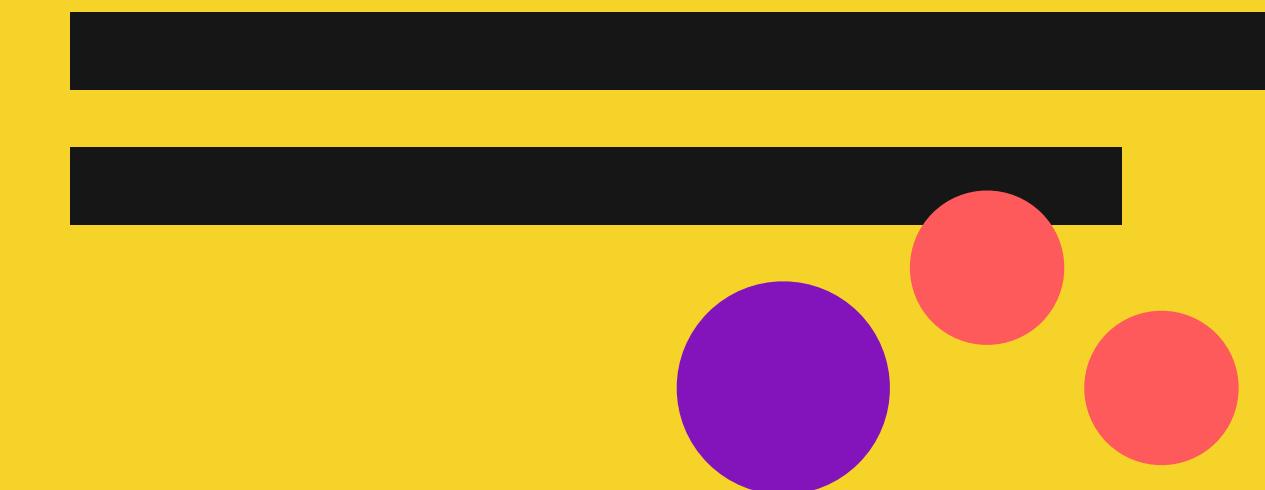
own bike to always  
use their

Chompsie

# Voting

1. One by one, read your goal out-loud and place it on the wall
2. Everybody gets 1 dot  
*Except for the decider*
3. Vote on the clearest and most inspirational goal
4. Decider gets one deciding vote

***In 2 years time...***



**Can we...**

# Sprint questions

1. Finish the following:

"What do you want to get answered at the end of this week?"

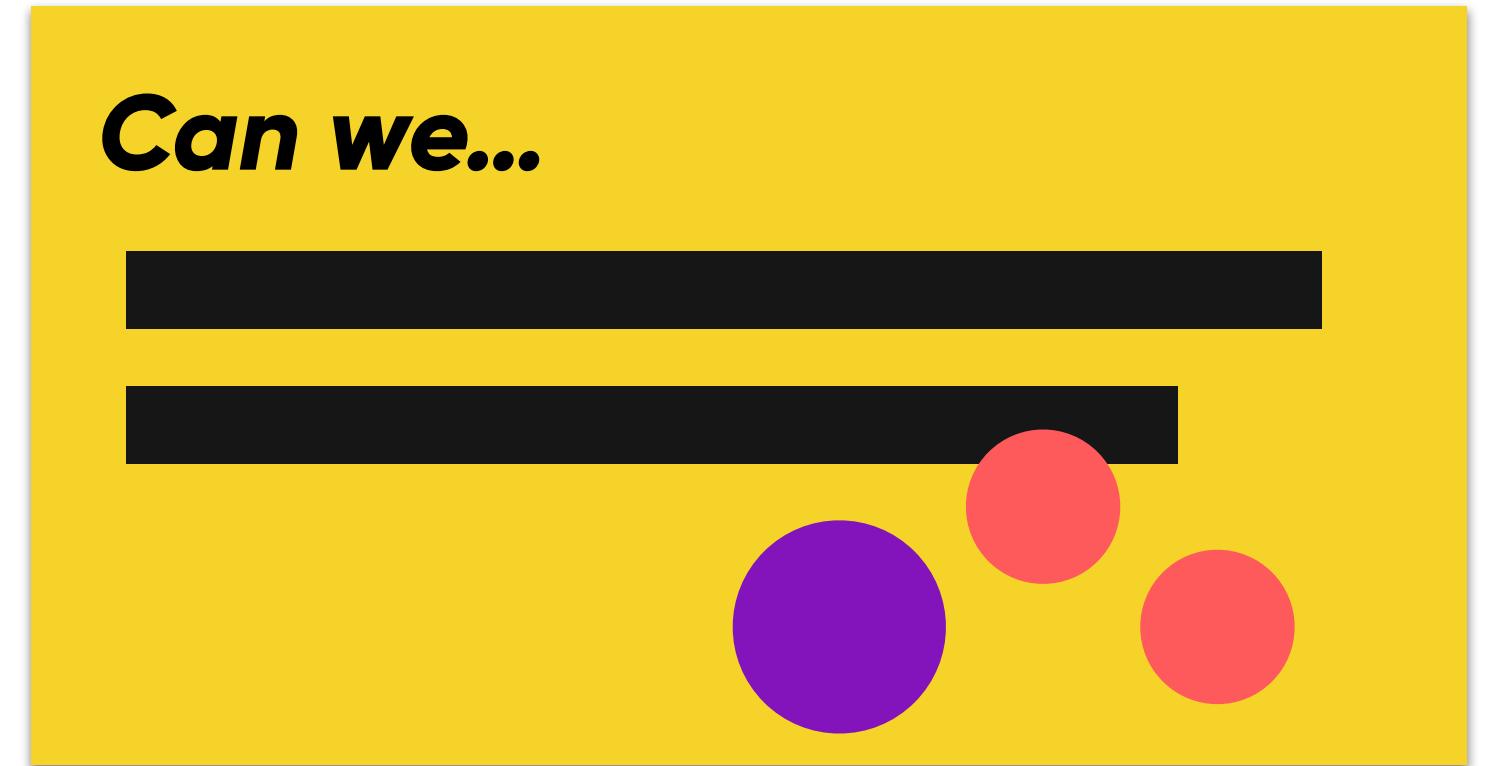
*Think of obstacles*

*Formulate closed-end questions (yes or no)*

2. Use 1 to 3 post-its



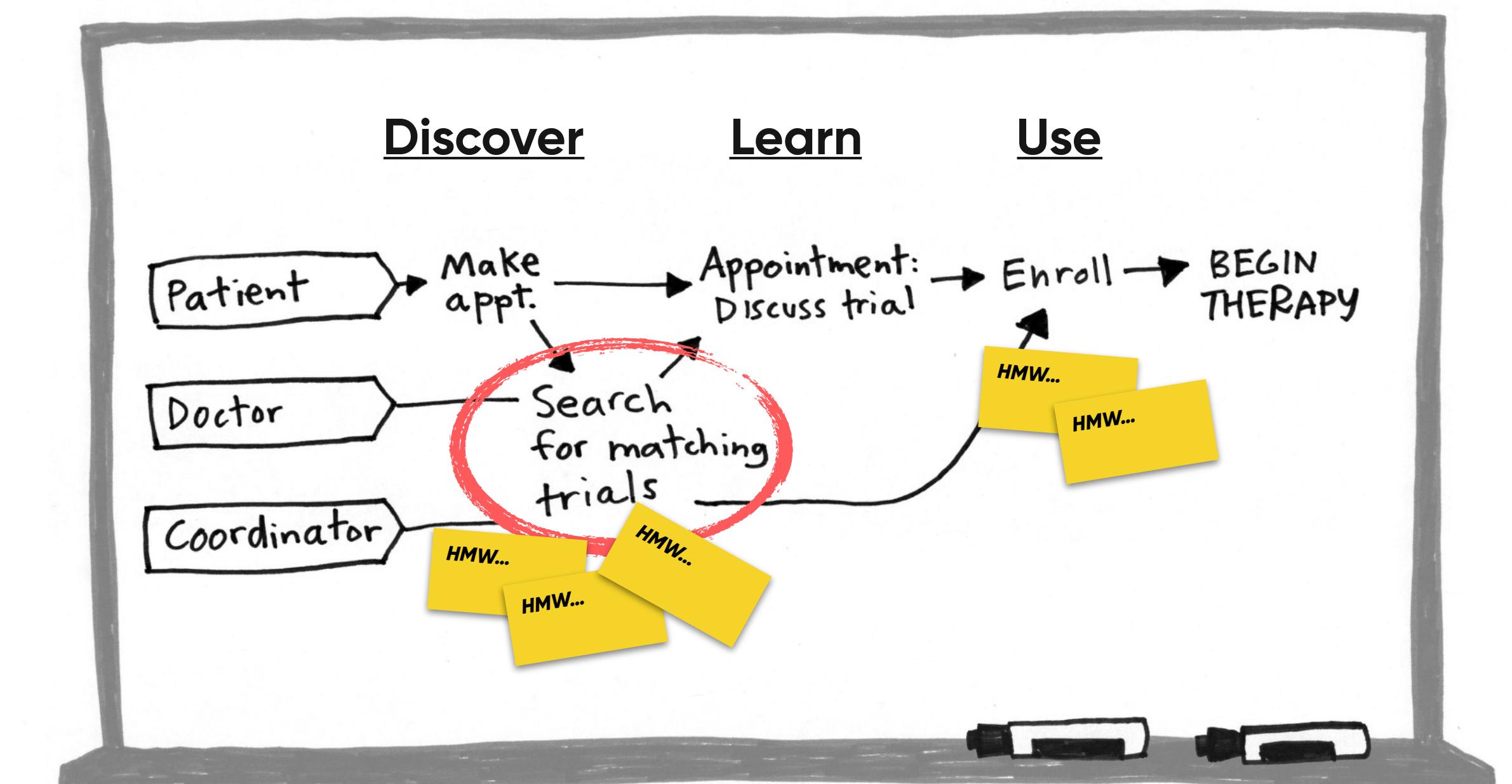
# Voting on Sprint Questions



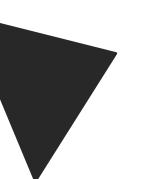
1. Read your questions out-loud and place them on the wall
2. 1 dot vote per participant  
*Vote on the most important questions to answer*
3. Create a top 3
4. Decider gets one decider vote to select most important question  
*We keep the top 3, but decider vote gets most attention*

# Draw the map

This will be a simple diagram with around 5-15 steps.

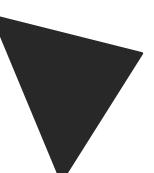


**The map doesn't need to be  
perfect, or even correct**



**The map doesn't need to be  
perfect, or even correct**

*The map is not about accuracy, it's about finding  
a rough target for the prototype*





# Post-it map

All team members get 5 post-its.

1. Who is the most important actor?
2. What goal is achieved?
3. What steps are taken in each phase?
4. Place the post its on the wall.
5. Note 'n vote.



# Post-it map

## Actor

Customer

## Discover

Go to  
coolblue.com

## Learn

Select items  
to buy

## Use

Delivery  
received

## Goal

Happy with my  
new items

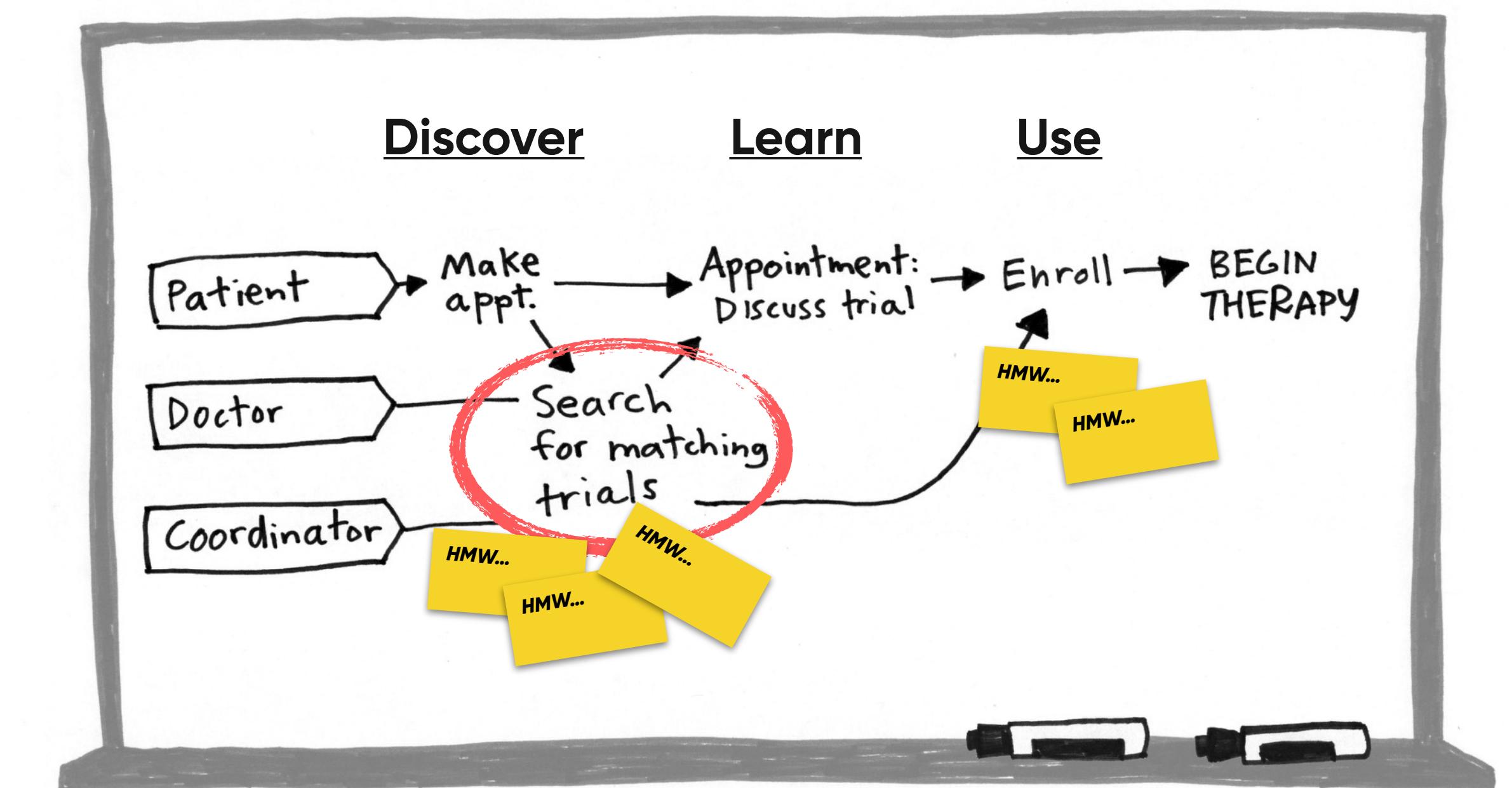
# Post-it map

Take 5 post-its each.

1. Who is the most important actor?
2. What goal should be achieved?
3. What steps are taken in each phase? (Discover, Learn, Use)
4. Place the post its on the wall.
5. Note 'n vote.

# Draw the map

This will be a simple diagram with around 5-15 steps.



# Draw the map

1. Draw the map

*Actors (users) on the left*

*Objective of the customer on the right*

*Flow : Discover, Learn and Use*

2. Place HMW on the map

3. Choose target area

# Lunch!

# Lightning Demos!

# Lightning Demos

1. Look for inspiring examples (15min)

2. Present examples (2 minutes per example, max. 3)

*Try find examples that solve a similar problem*

3. Prepare a note per example with:

- *Product name*

- *The big idea*

- *A few bullets to explain the concept*

4. Keep the Sprint Questions in mind

## Uber Eats

Big idea: convert current location to address

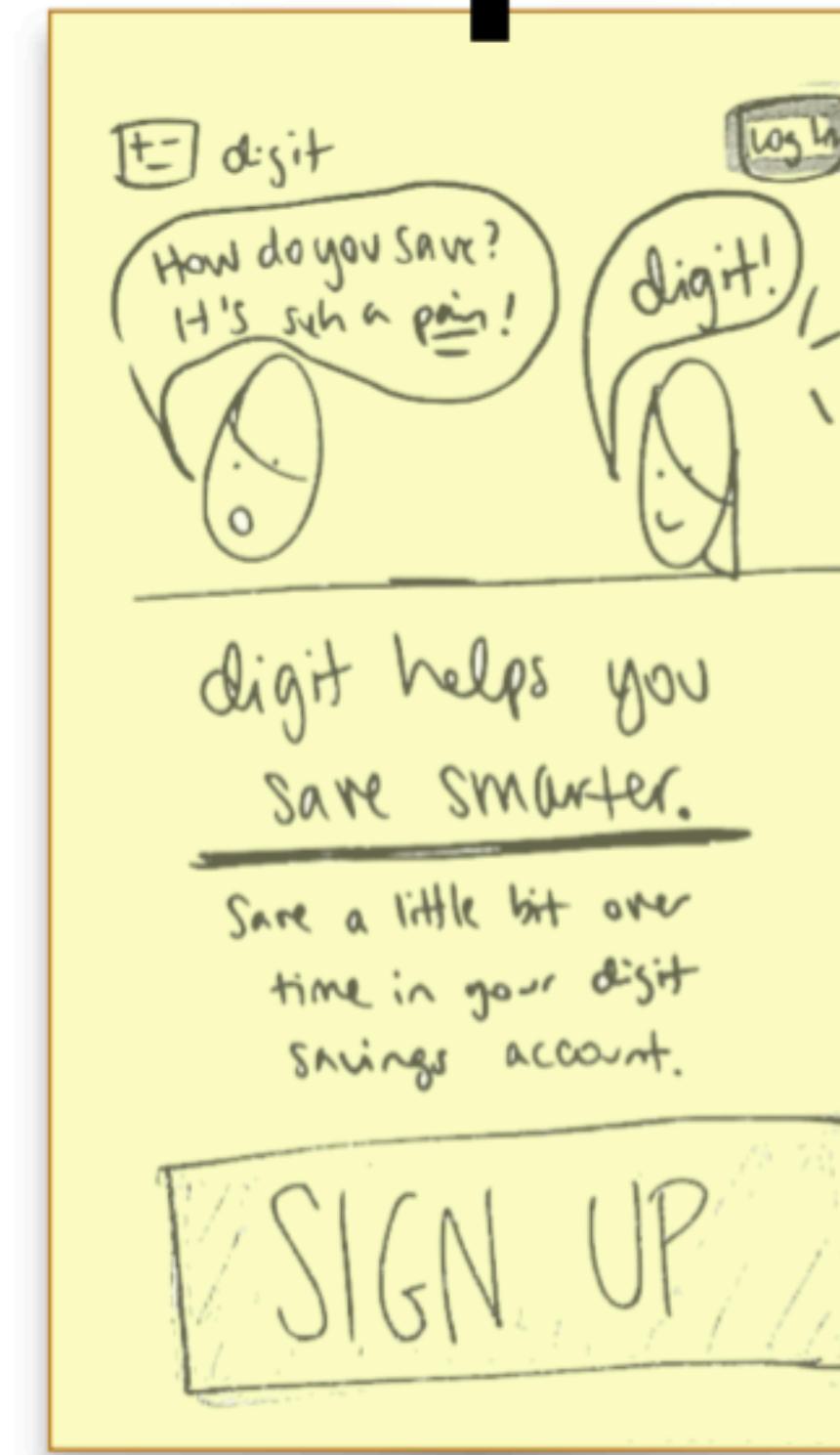
- Address of current location shown as first suggestion
- Finetune address after selection

# Sketching!

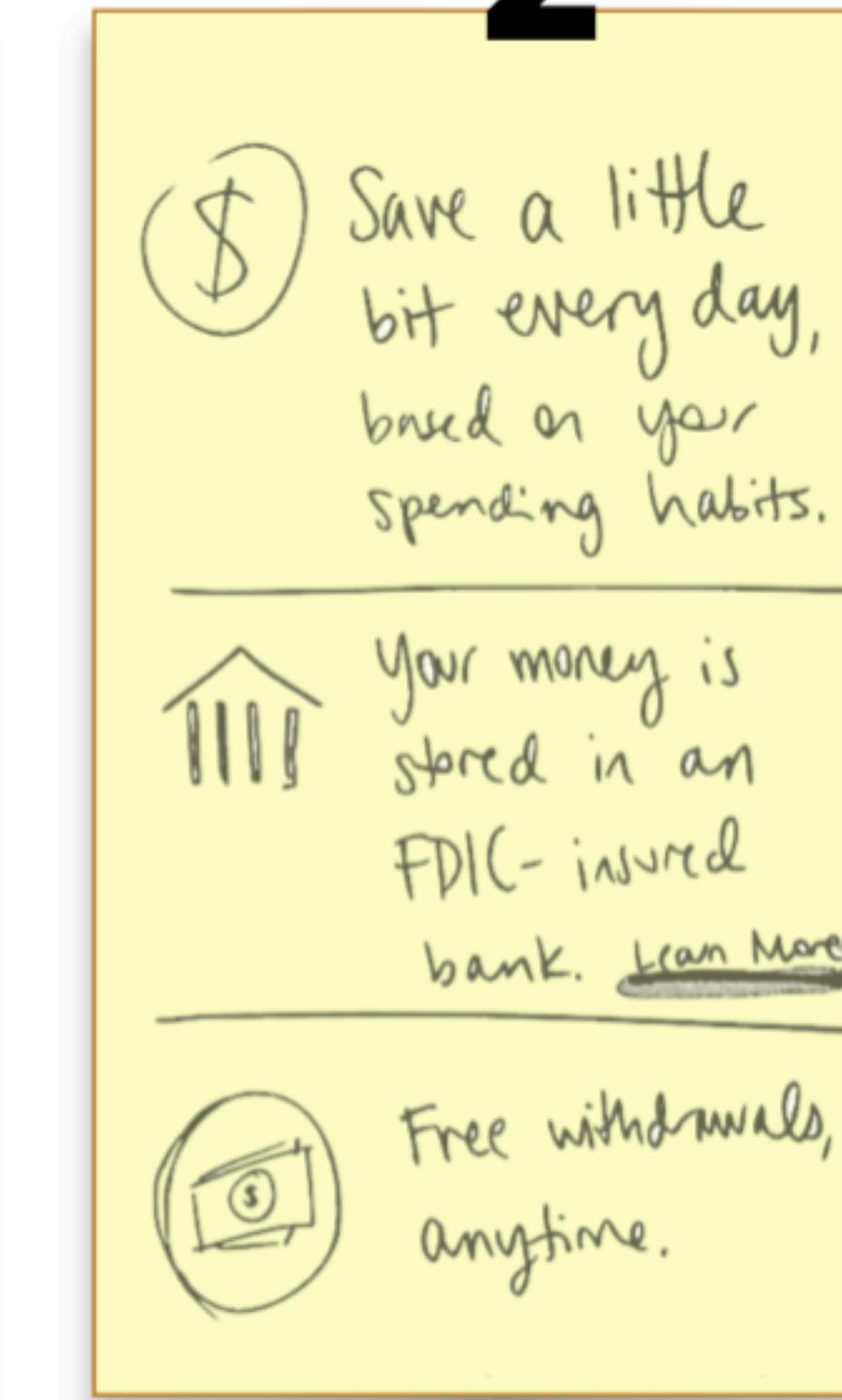
## In 4 steps

# Solution sketch

1



2



3

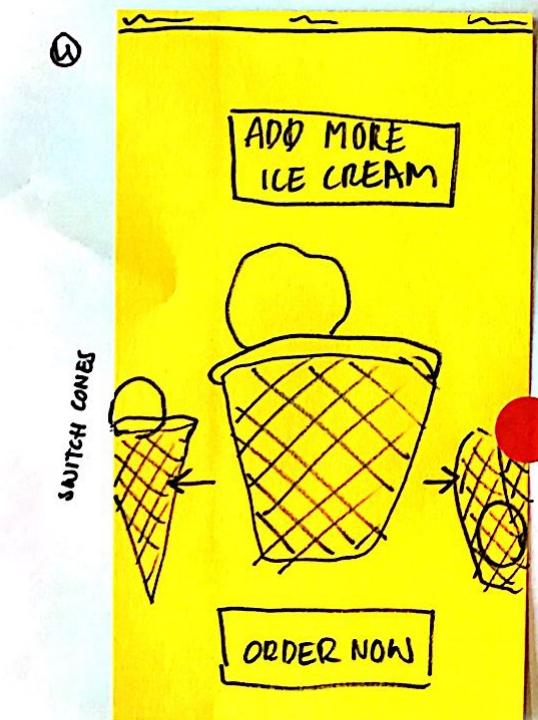


# SCOUPER 2000



## Smaak explosie

self-service



usps

## Smaak explosie

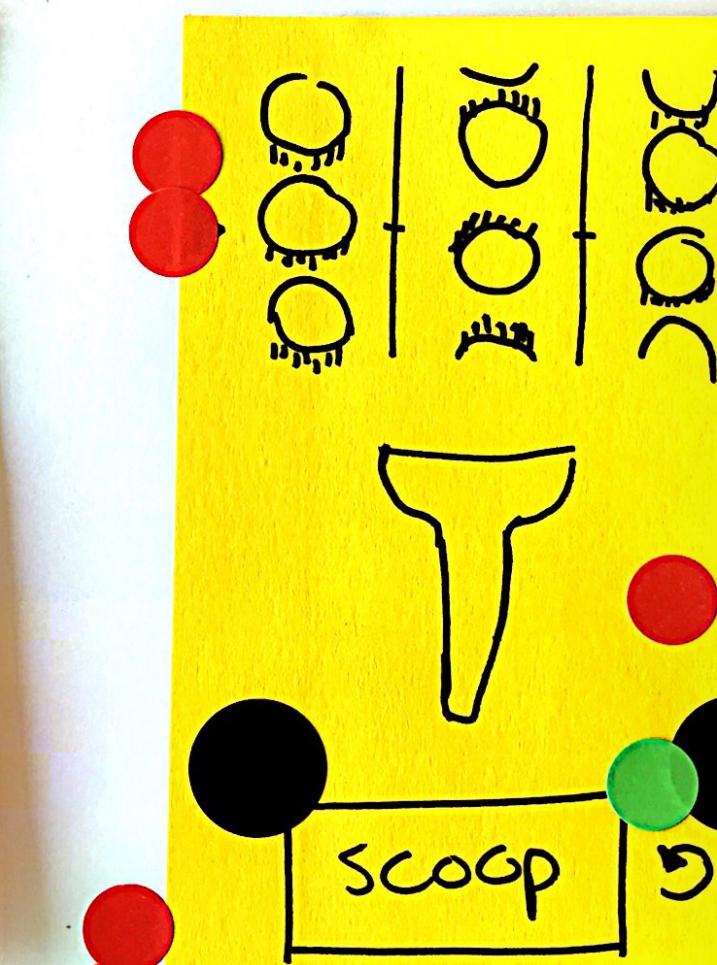
alleen de beste smaken vd zomer!

- altijd verrassend
- snelle verheffing (geen wachtrij)
- 20% goedkooper

Start

welkomst scherm  
op app b5 ijsco wegen  
voor self-service

speel & 'wi'



slotmachine draait  
→ met 'scoop' stop je  
en maak je heus

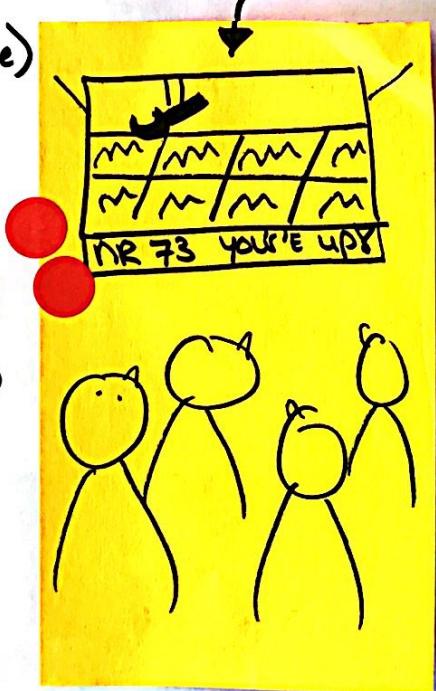
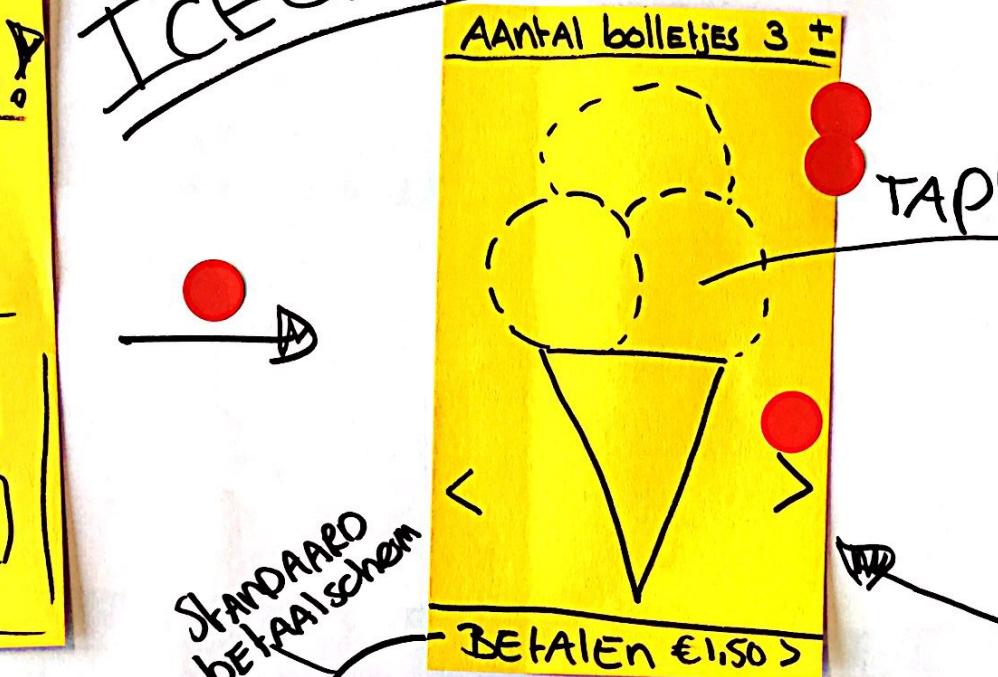
betaal en haal je  
ijsje op



Bij Binnenkomst  
EEN SCHERM (maar mee)  
waar je een  
bestelling kunt  
plaatsen.

ZIE  
DAT  
ijsje  
wordt  
GEMAAKT

ICE CREAM?



ijs AFHALLEN op lopende  
BAND



# Private notes

1. Walk through the room
2. Take notes - just for yourself

*'re-write' goal, questions, demos and thoughts*

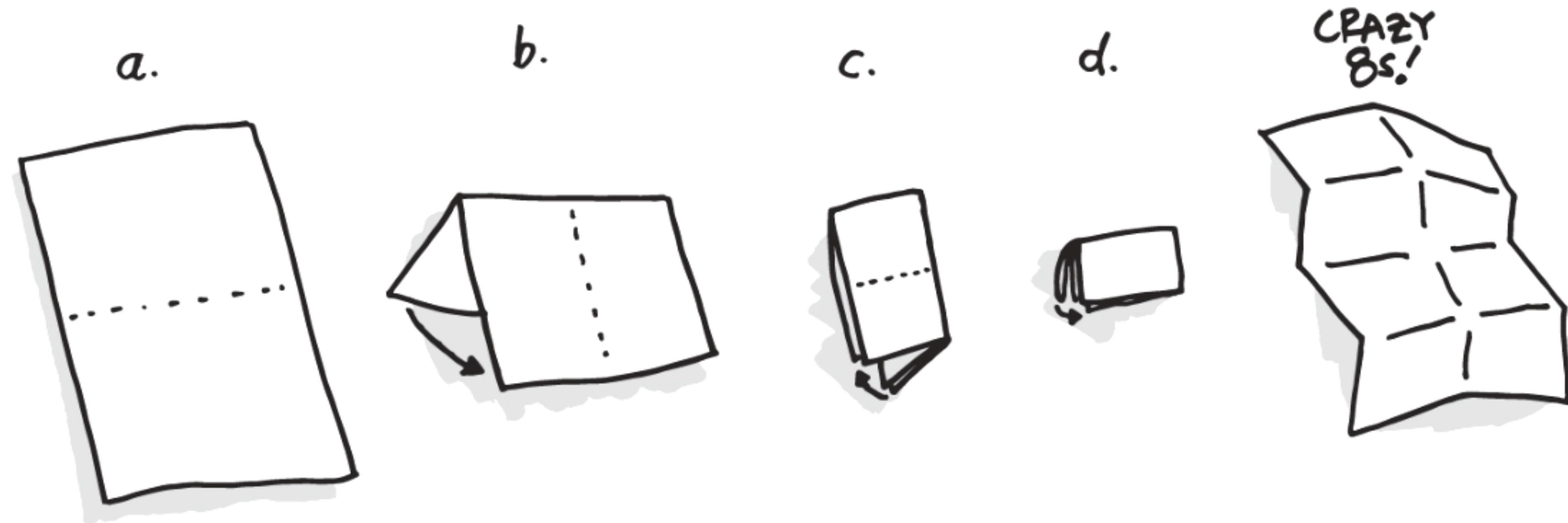
*Just notes, collecting thoughts, no ideas necessary yet*

# Private ideas

1. Have a look at your notes
2. Choose 1 thing you like to explore
3. Start drawing your idea
4. Extra time? - choose a different theme

# Crazy 8s

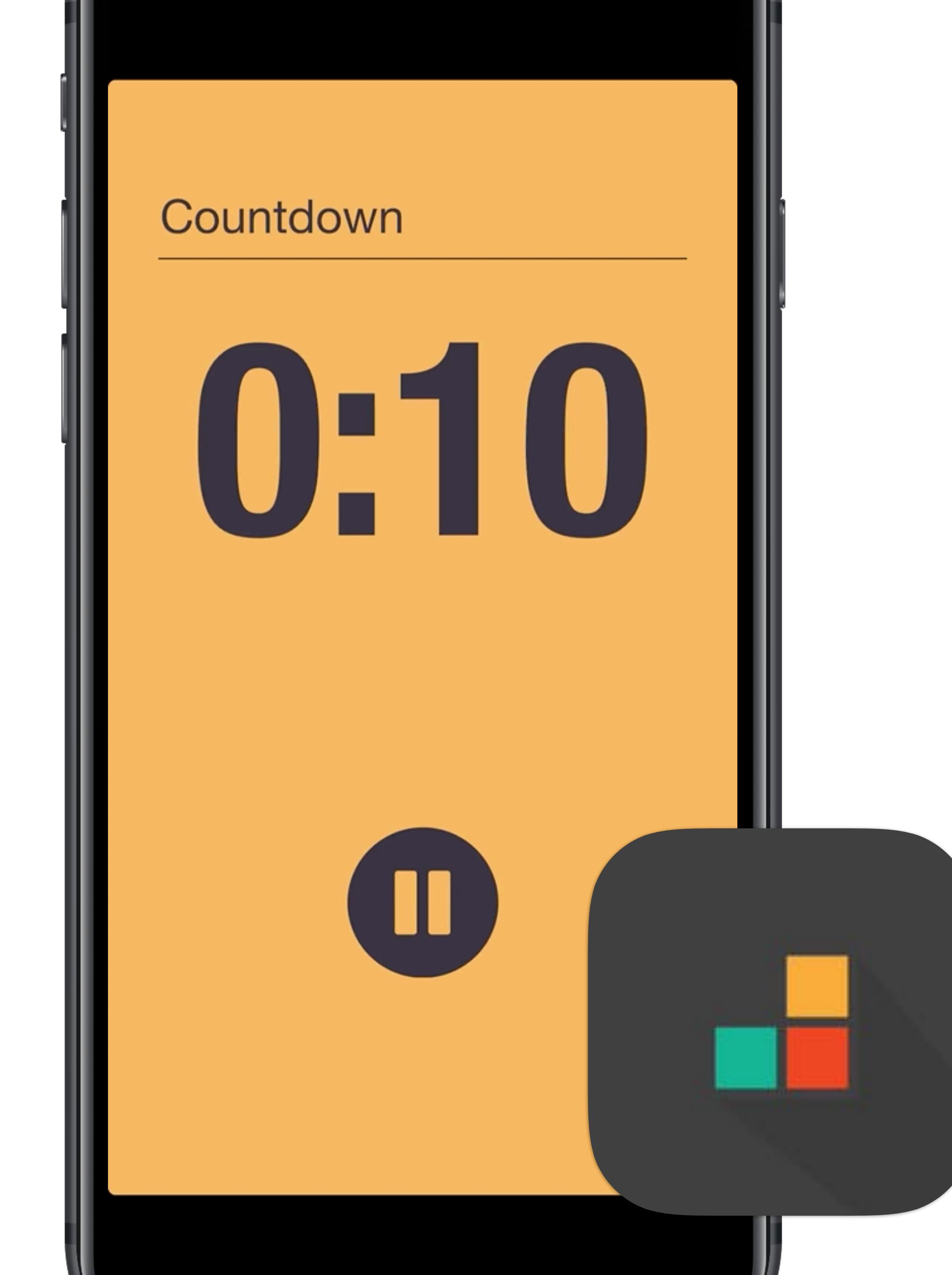
1. Fold your paper
2. Look at your notes
3. Choose 1 idea (circle it)
4. 8 different ways: 1 min. Per box



3 of 4

# Crazy 8s

BitTimer



# Solution sketches

1. Organise your ideas into a clear story
2. Draw a 3 step concept
3. Stick to the 5 rules

## Smaak explosie

self-service

### Smaak explosie

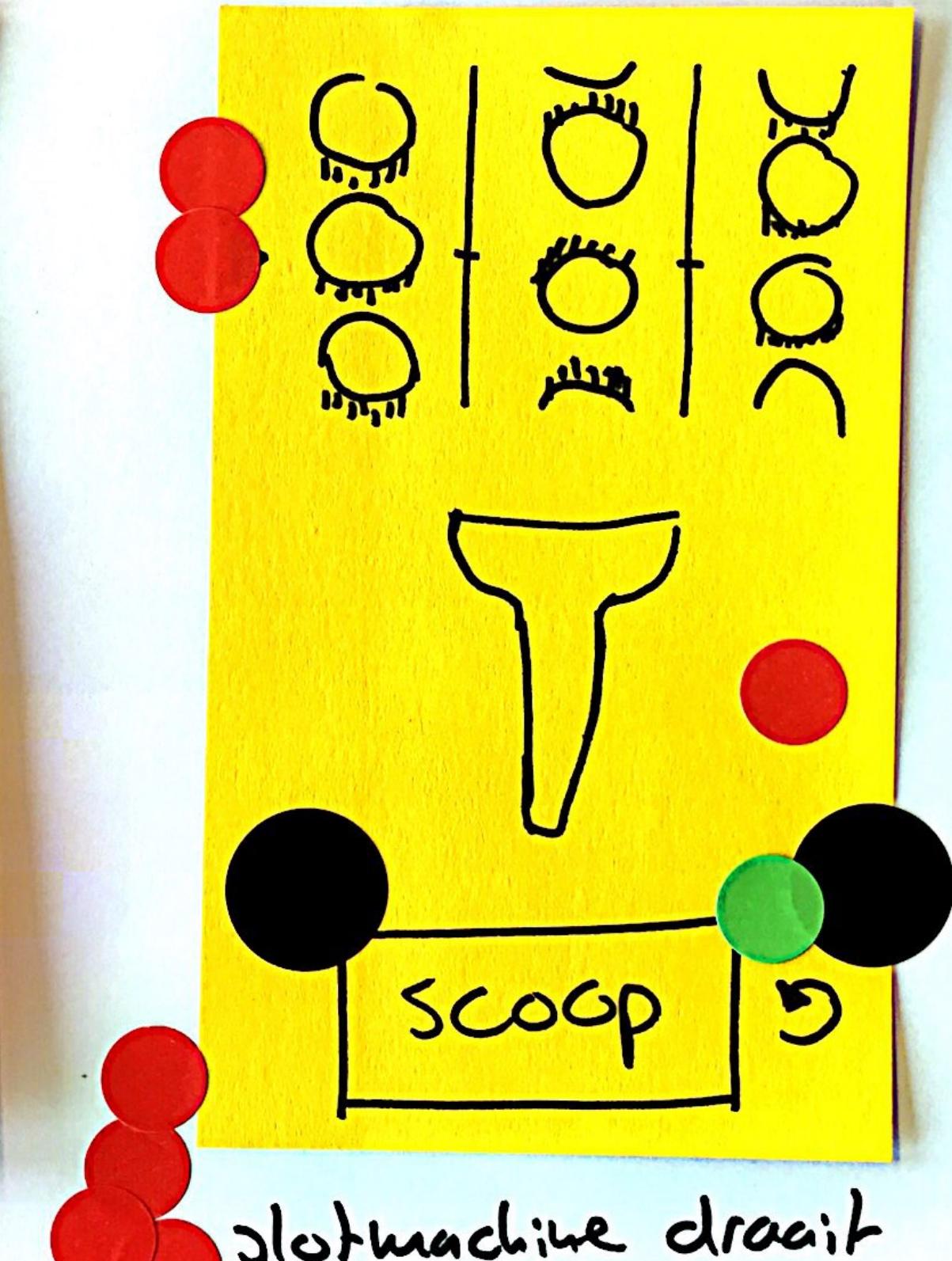
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- usp's
- altijd verrassend
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  - 20% goedkooper

Start

welkomst achterin  
op app bij ijsco wagen  
voor self-service

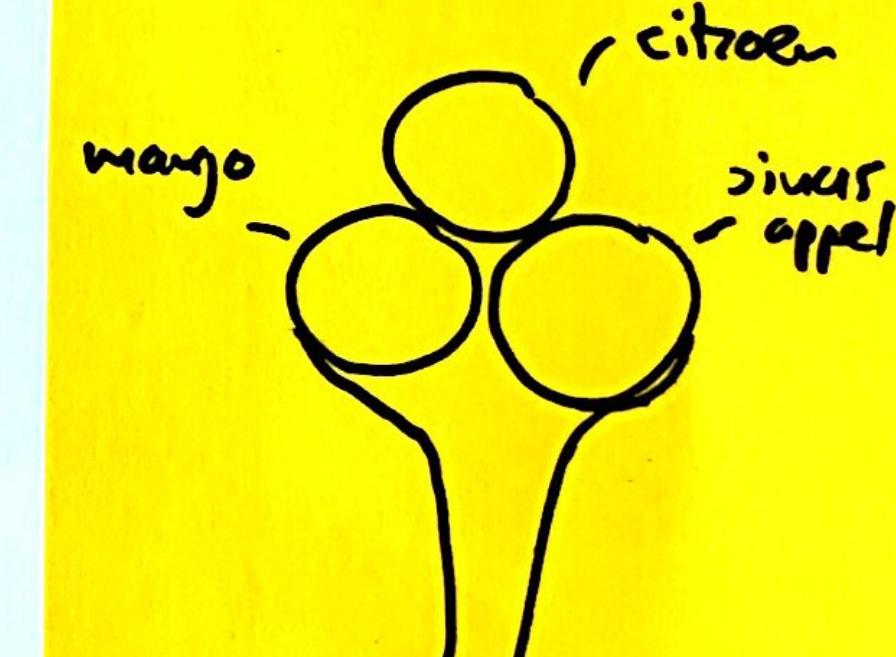
speel & 'win'



slotmachine draait  
→ met 'scoop' stop je  
en maak je keuze

betaal en haal je  
ijsje op

Citrus fantasy  
explosion



na betalen  
krijg je nummer  
voor ophalen

# Solution sketches

- ▼ Keep it anonymous
- ▼ Ugly is okay
- ▼ Make it self-explanatory
- ▼ Words matter
- ▼ Give it a catchy title

# We made it!

The end of Monday

**See you tomorrow**