



otto group

Hackathon April 2019

Design Sprint





VEGEMITE FOR
BEGINNERS

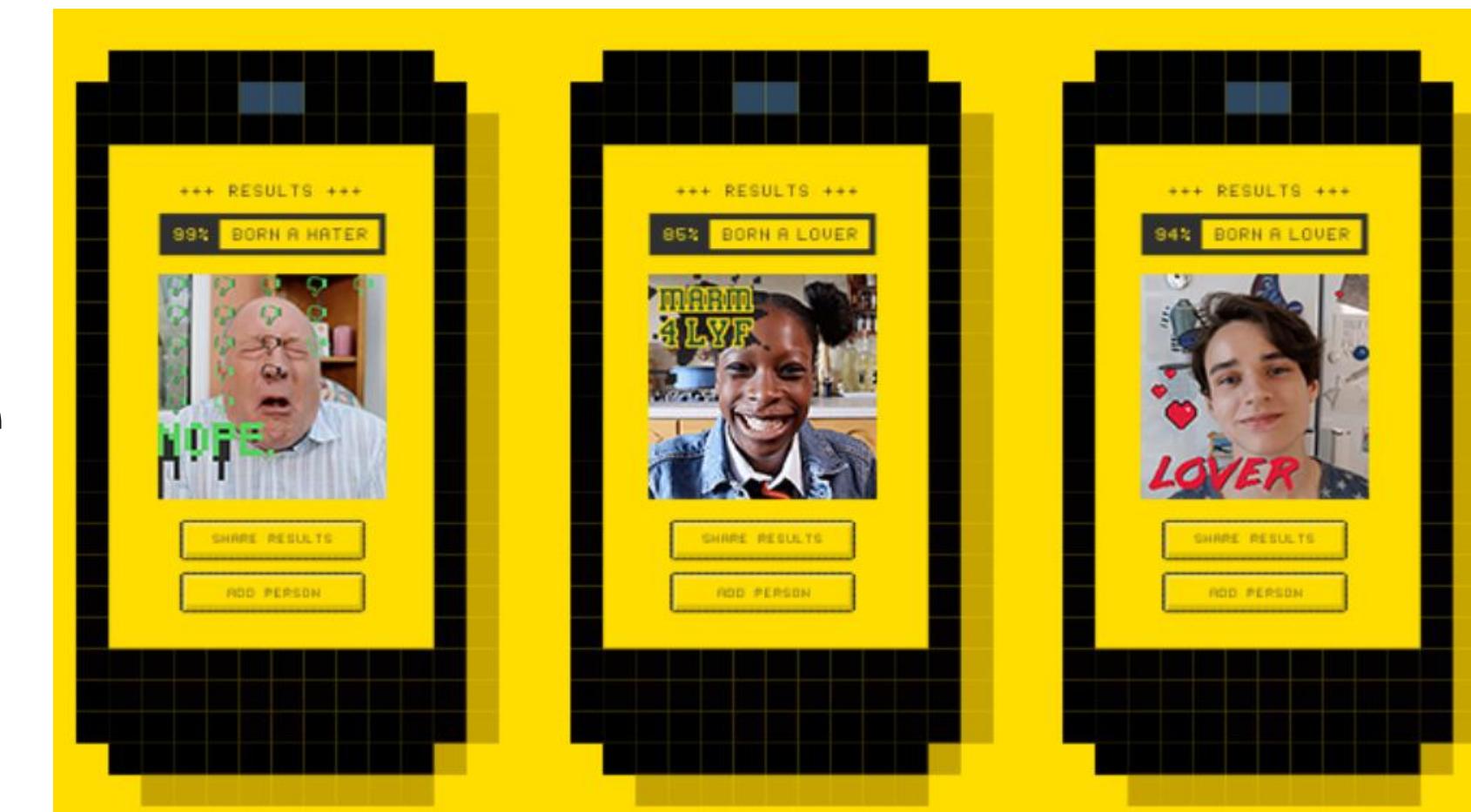
VEGEMITE
FOR
REGULAR
CONSUMERS

VEGEMITE
FOR THOSE
WHO WANT
TO DIE

How do you attract a new audience to a 100 year old brand?



Are you a Lover or Hater?



Taste Face - a digital experience that analyses your emotions whilst you taste Marmite



Unilever

AnalogFolk

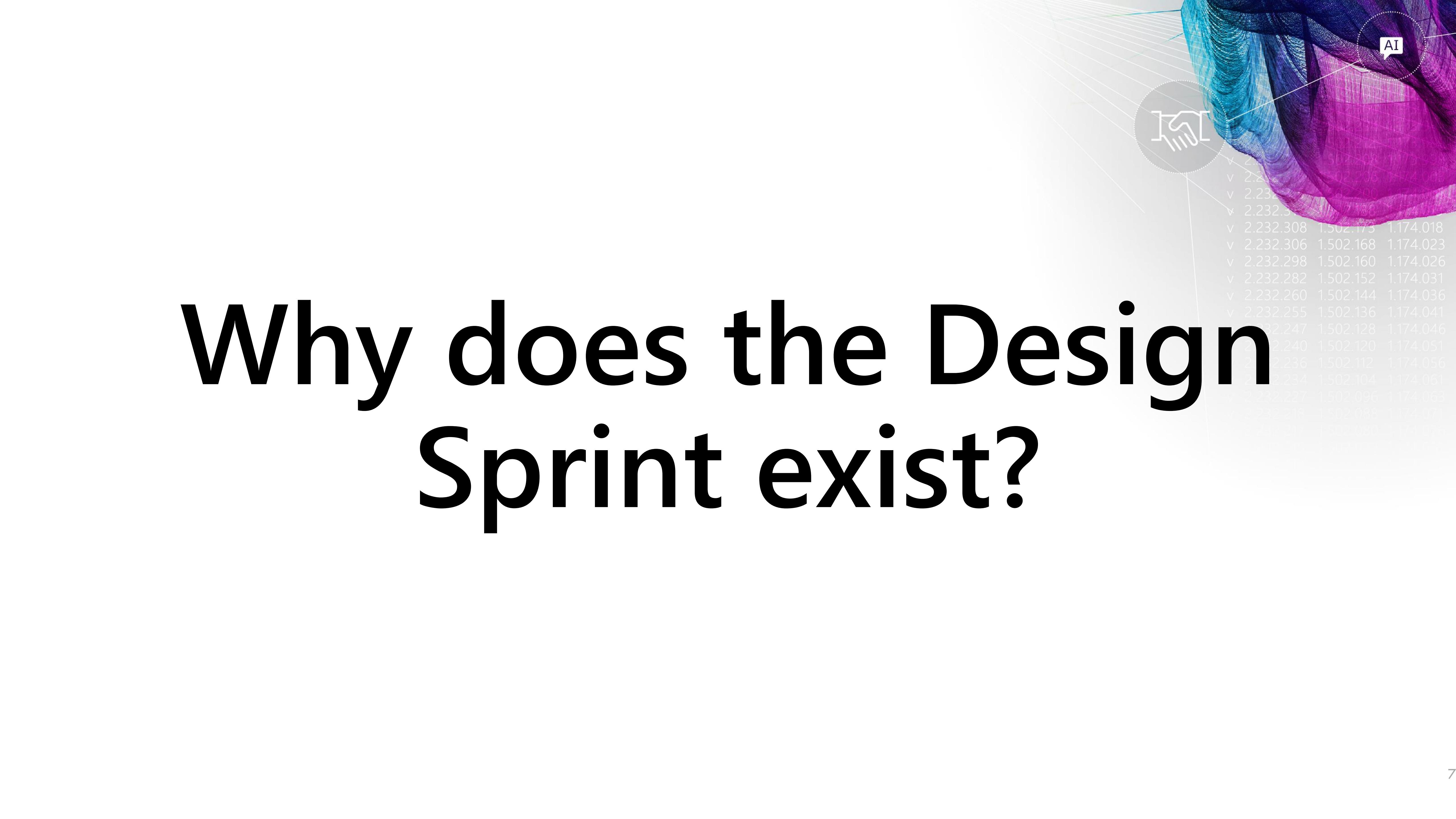




Child Growth Monitor – How Big Data, Cloud Computing and AI help to fight hunger in the world



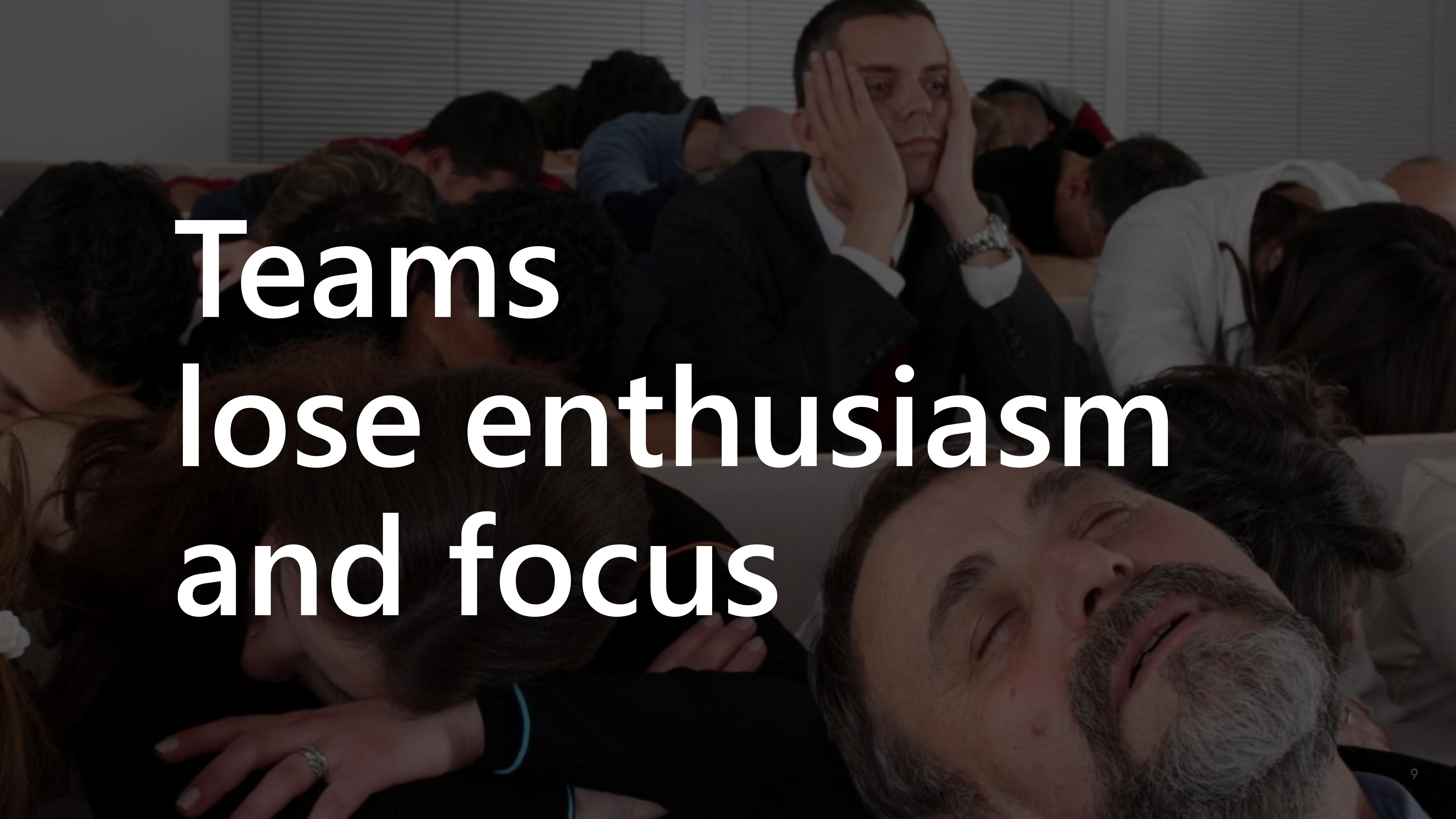
WHH cooperates with the Munich RE reinsurance company, and also uses the Microsoft cloud for worldwide Big Data analyses using Artificial Intelligence.



Why does the Design Sprint exist?

A dark, grainy photograph of a massive pile of trash, likely at a landfill or recycling facility. The trash is a chaotic mix of cardboard boxes, plastic bags, and other debris. Several white seagulls are scattered throughout the scene, some standing on the trash and others flying overhead against a hazy sky.

Lack of alignment
& wasted effort



Teams
lose enthusiasm
and focus



Pressure to innovate
without real data

Build

Idea

Launch

Data



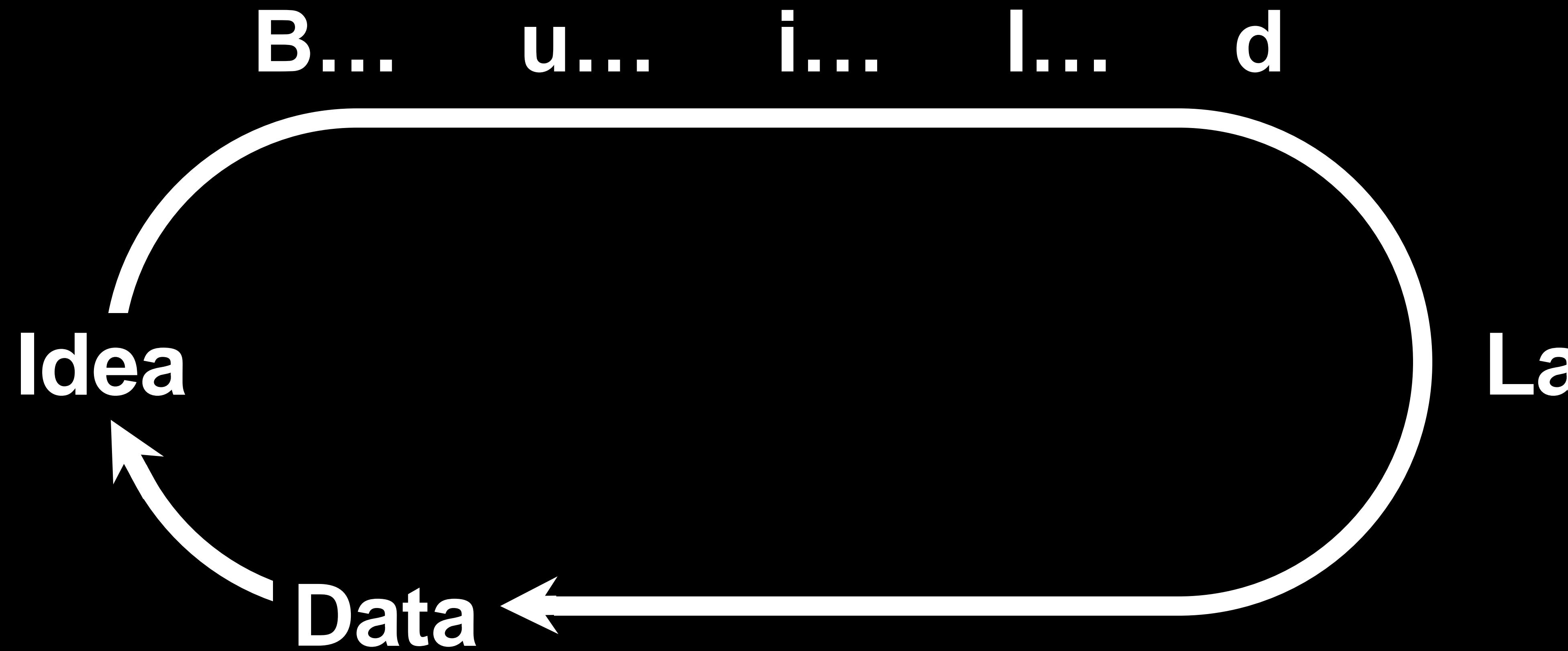
B... u... i... l... d

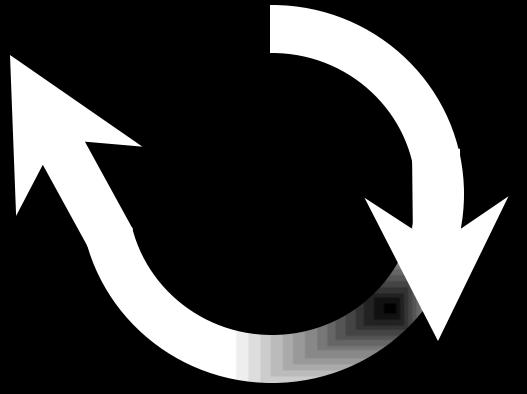
Idea

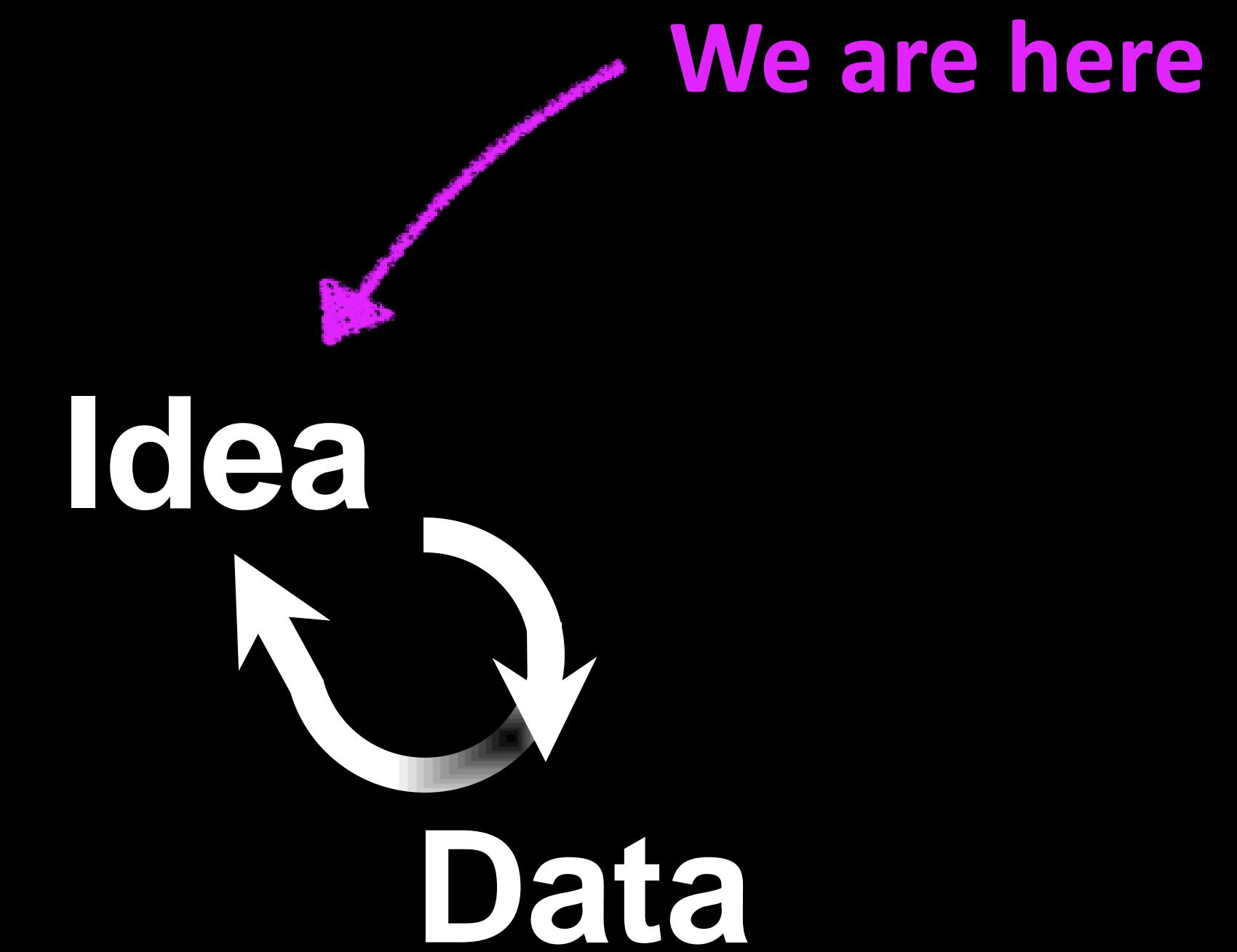
Launch

Data

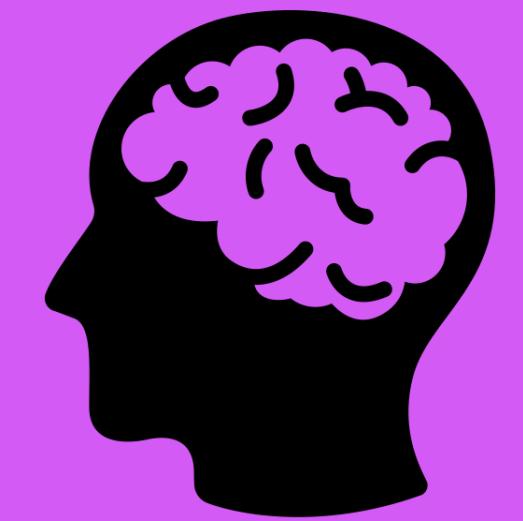




Idea

Data



Design Thinking

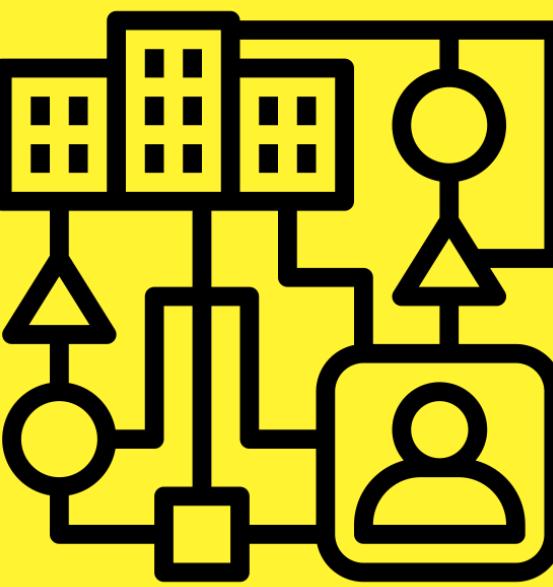


A mindset

A way of thinking about
solving problems.

You still have to figure out how to apply
the mindset and methods

Agile

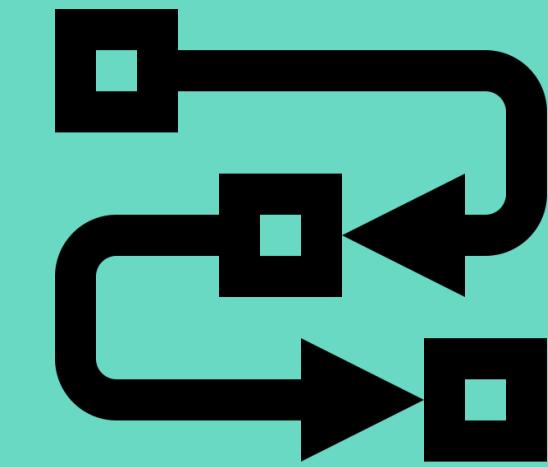


A way of working

Guidelines for
everything teams do.

Kickoff, design, communication,
meetings, implementation, releases,
change management...

Design Sprint



A clear process

Step-by-step recipe to
kick off a project.

Validate the work. You still need to
implement, release, iterate...



Design Sprint principles

Getting Started is more important than Being Right.

Instead of meticulously planning every detail and strategising on the best way forward, pick a small way to get started. You'll learn quickly and avoid endless push-back.

Together, Alone!

Usually the loudest or the most confident person pushes their ideas through.

The Design Sprint creates an equal environment for everyone so the more introverted will have an equal voice too. Everyone completes tasks silently and alone.

Don't rely on Creativity!

It's easy to get attached to an idea, but ideas are cheap.
Execution rules!

Perfect examples are MySpace and Facebook, Mp3 players and
iPhones, or Slack compared to... pretty much everyone else.

A blurred background image of a person sitting at a table, possibly in a break room or office. On the table are several items: a laptop, a can of beer, a glass with a straw, a small plant, and some papers. The person is wearing a light-colored shirt.

Minimise discussions!

Don't sit in a meeting, going around in circles, trying to align with people from different parts of the business.

Structure your conversations and focus them around a tangible shared objective using Design Sprint tools and tactics.



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Icebreaker | Who's sitting next to you?

1. Name
2. First job
3. What you learned



DESIGN SPRINT

Define the Challenge

1. (Re) Stating the Challenge & ‘How Might We’ note taking
2. 2 Year Goal
3. Map & Target

Produce Solutions

1. Lightning Demos
2. 3 Part Sketching

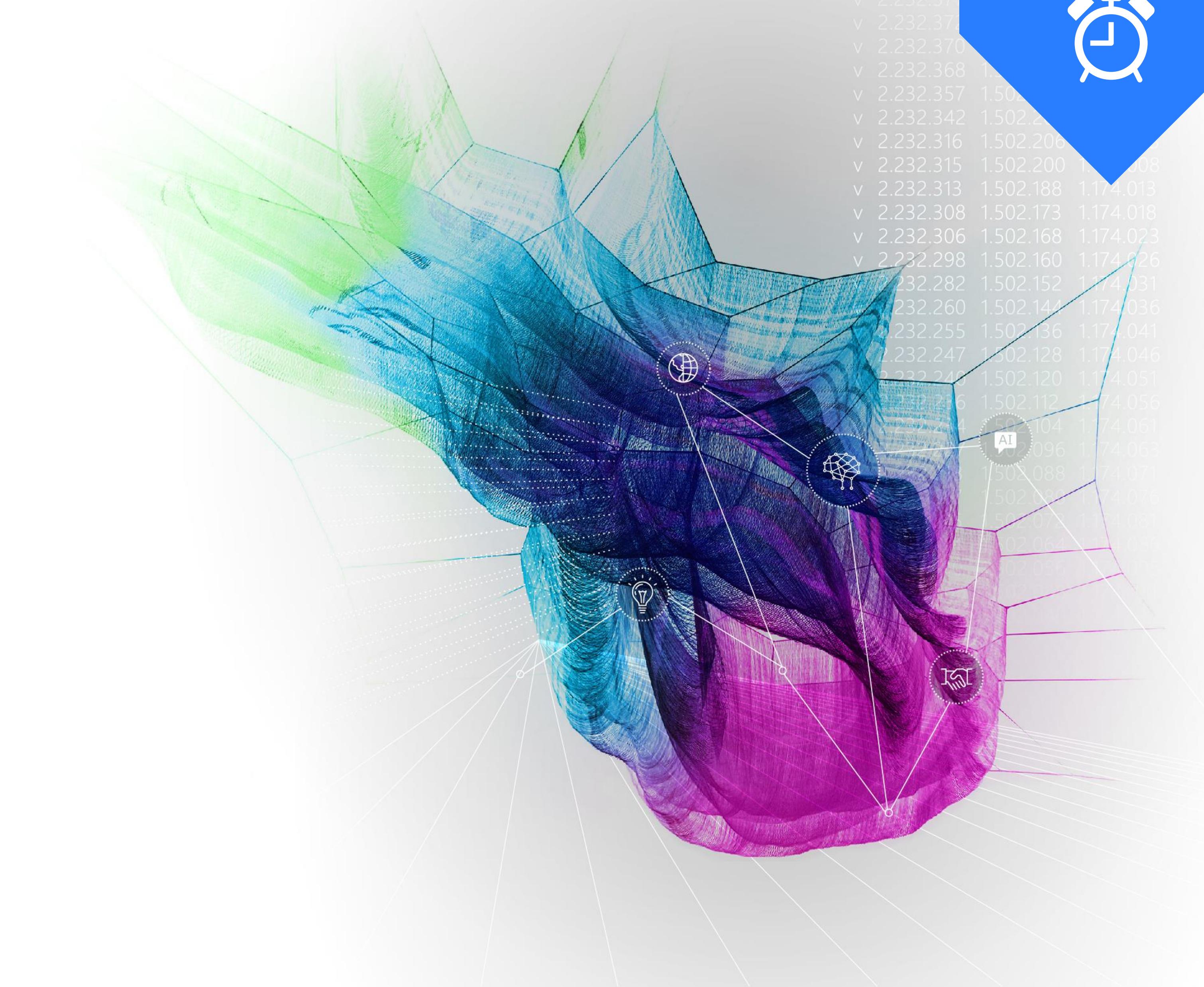
Decide on a Solution

1. Heat Map Vote
2. Straw Poll
3. Decider Vote

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Let's Sprint!

5 min.



v 2.232.39
v 2.232.38
v 2.232.37
v 2.232.37
v 2.232.370
v 2.232.368
v 2.232.357
v 2.232.342
v 2.232.316
v 2.232.315
v 2.232.313
v 2.232.308
v 2.232.306
v 2.232.298
v 2.232.282
v 2.232.260
v 2.232.255
v 2.232.247
v 2.232.240
v 2.232.236
v 2.232.234
v 2.232.224
v 2.232.214
v 2.232.204
v 2.232.202
v 2.232.196
v 2.232.088
v 2.232.080
v 2.232.072
v 2.232.064
v 2.232.054
v 2.232.042
v 2.232.032
v 2.232.024
v 2.232.016
v 2.232.008
v 2.232.000

Design Sprint Roles

Decider

The official decision maker for the topic.

Will be the client Project Manager.

Expert(s)

The person who knows a lot about our topic.

Can come from the client team.

Facilitator

The person leading the team through the exercises.

Participants

Everyone else participating in the Design Sprint

Includes client and Microsoft SMEs.

**Could be
the same
person**



Decider – raise your hand!

- *Ultimately has final say when the team is stuck.*
- *Unbreak any deadlocks.*



Participants – raise your hands!

Everyone else ☺

- *Here to brainstorm ideas, help identify key points in the Problem we are solving.*



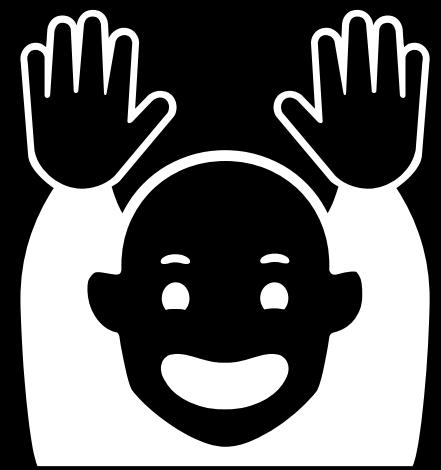
Facilitator – raise your hand!

Design Sprint Facilitator

- *in charge of keeping the sprint on track and making sure everyone is doing the right exercises.*
- *making sure your team works efficiently together and is aligned towards a common goal.*

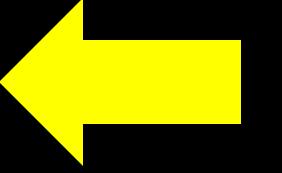


High fives all around!



Define the Challenge

1. (Re) Stating the Challenge & ‘How Might We’ note taking
2. 2 Year Goal
3. Map & Target



The ‘Define the Challenge’ exercises help us understand where we are going...

Before we start to solve the problem ☺

2 min.



“How might We” note taking

HMW

Motivate the user
to give us more \$

HMW

Engage more
people?

HMW = “How Might We”

HMW

Increase revenue using
current product?

Narrow

Broad



*(Doing this helps us reframe
Problems as Opportunities)*

5-10 min.



Prep Session Recap

HMW

Motivate the user
to give us more \$

HMW

Engage more
people?

2-3 min.



Facilitator Restate Customer Challenge

How
Make the reason
to connect policies

Participants

Jot down your top 'How Might We's'

2-3 min.



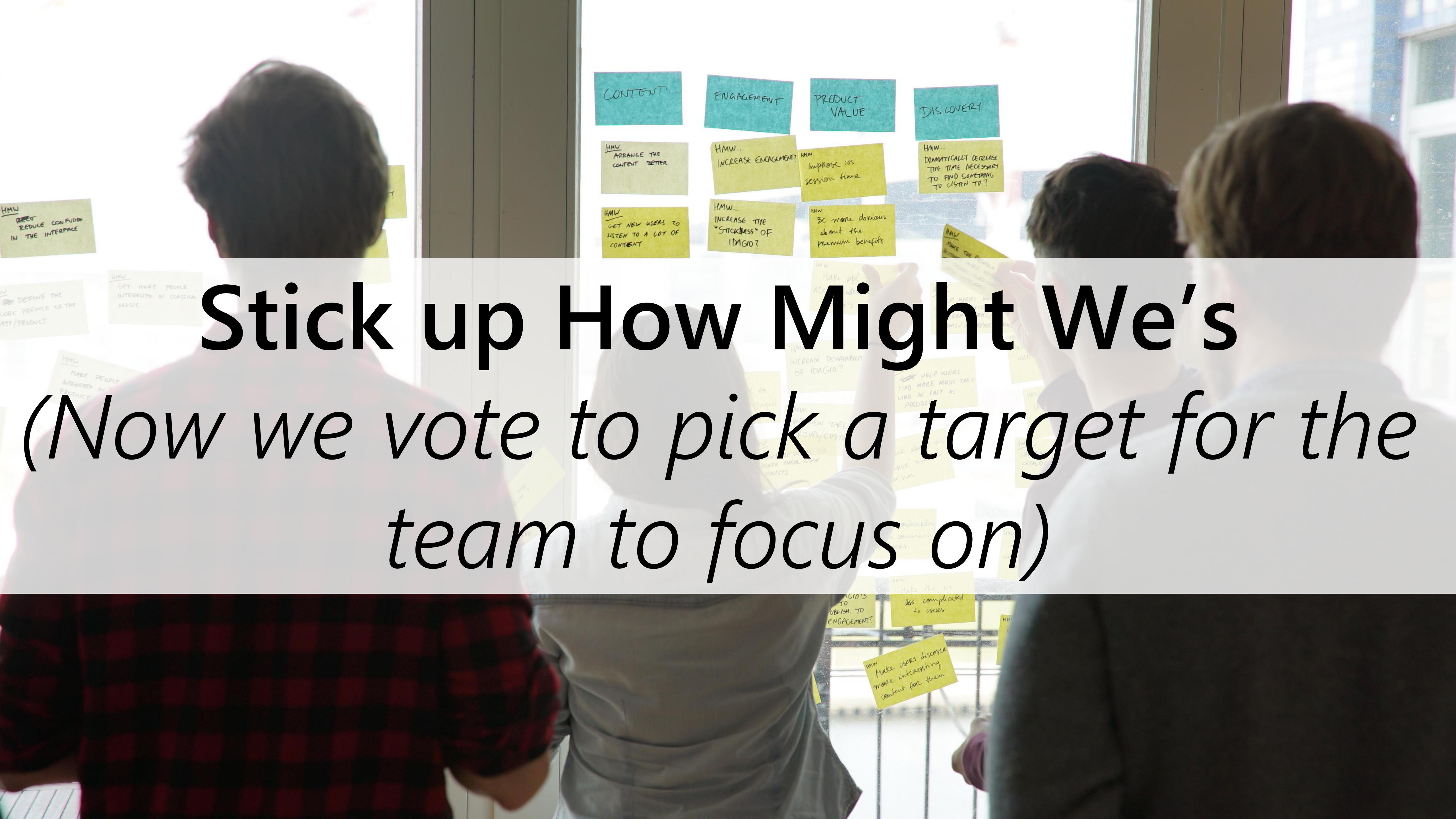
Decider

Any additional thoughts?

Make the reason
to connect policies

Participants

Jot down your top 'How Might We's'



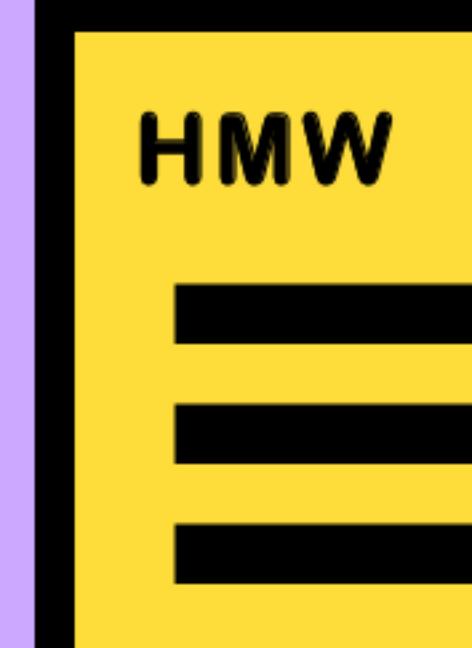
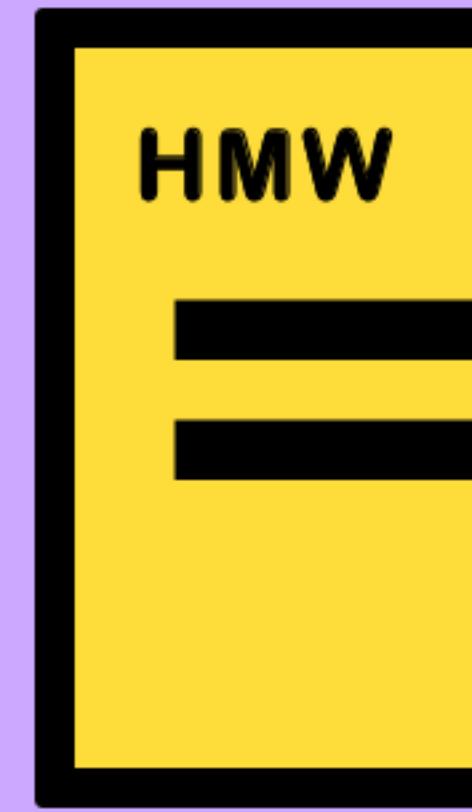
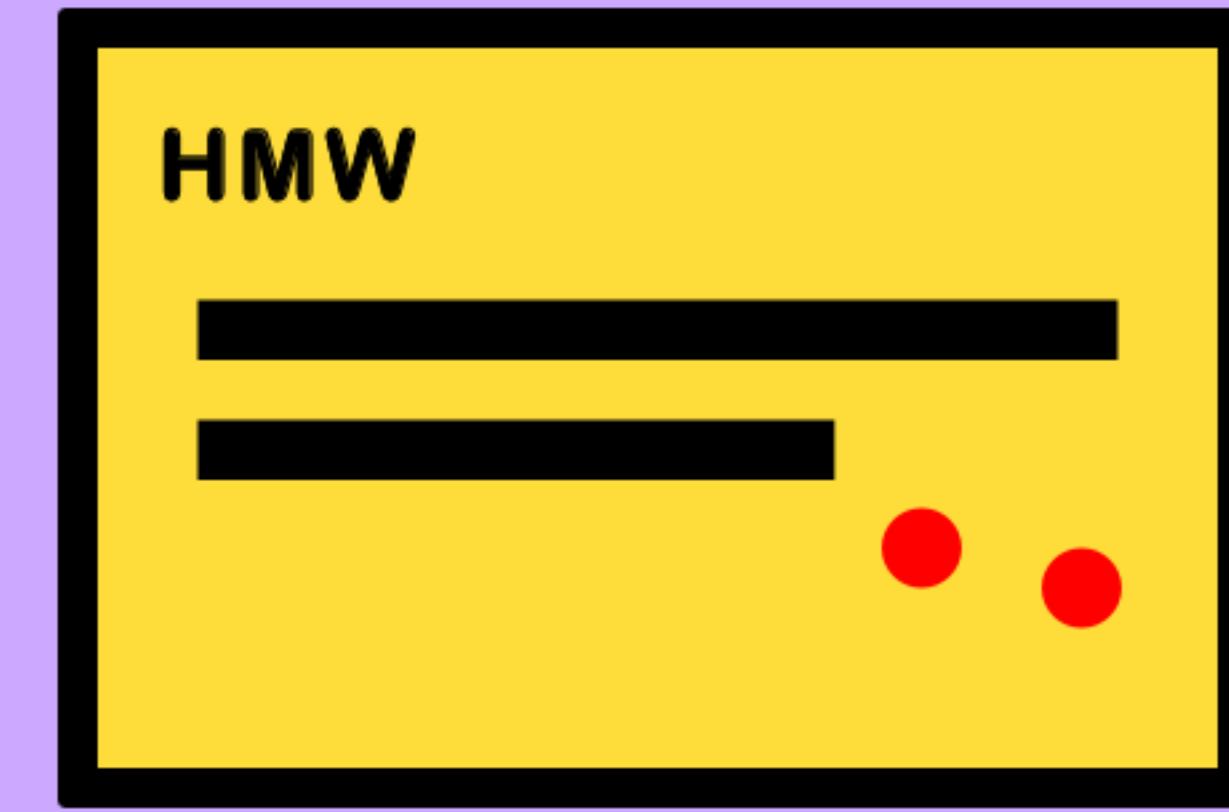
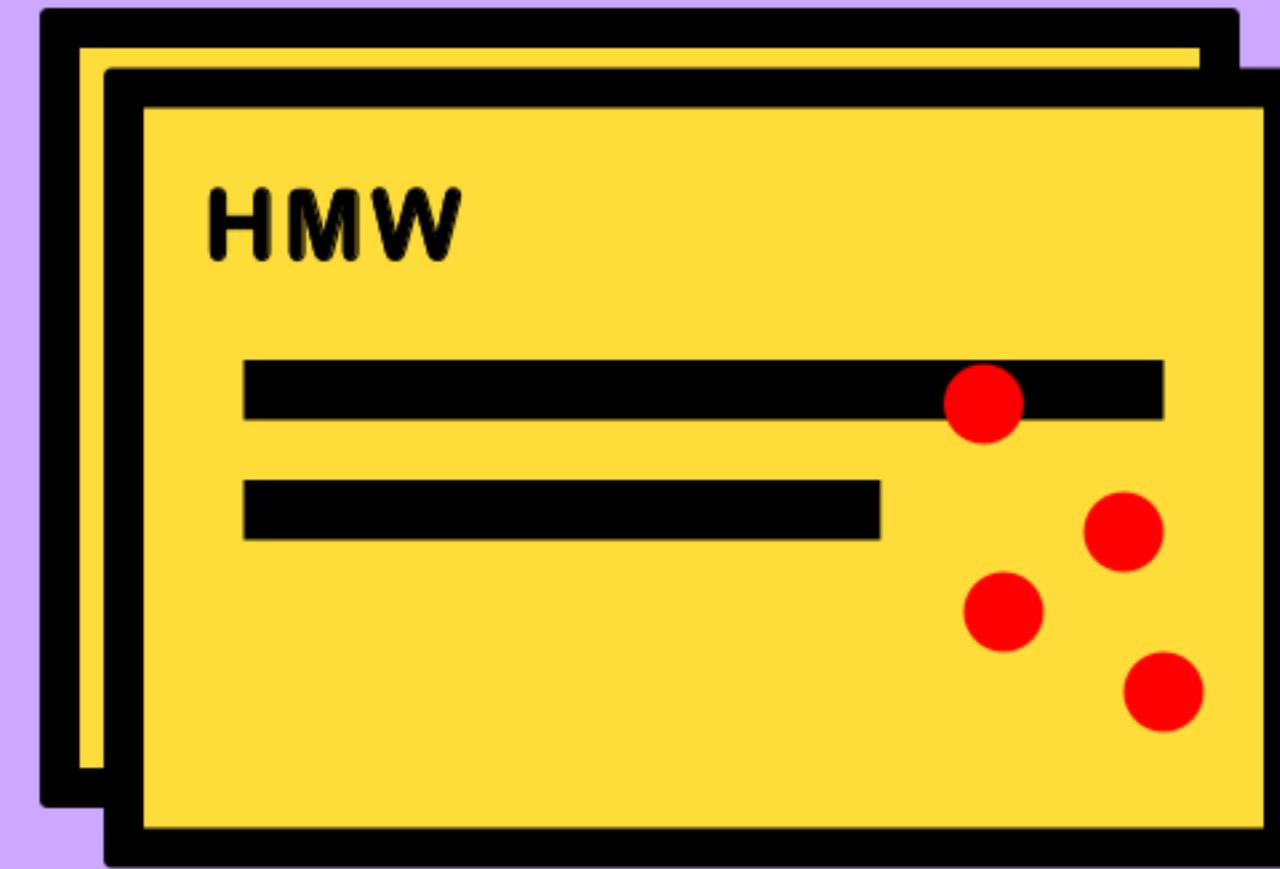
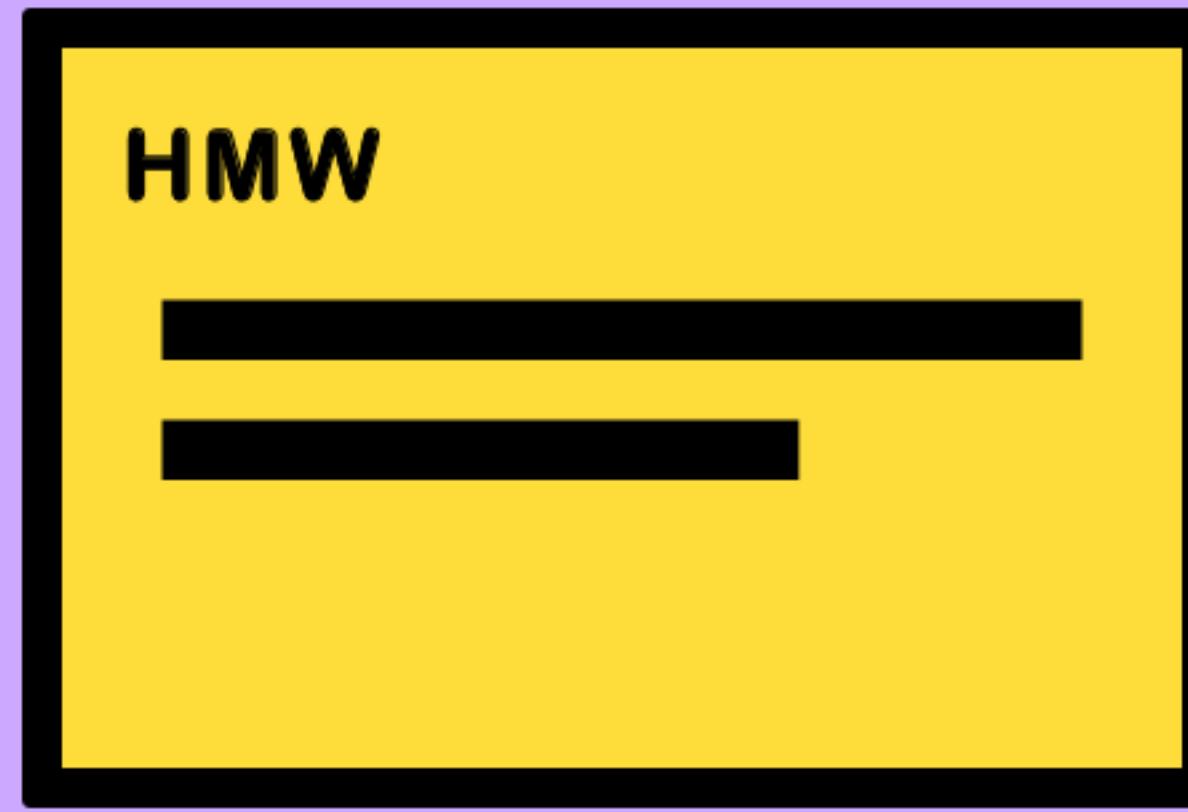
Stick up How Might We's

(Now we vote to pick a target for the team to focus on)

1 + 3 min.



HMW Voting



Explanation HMW voting

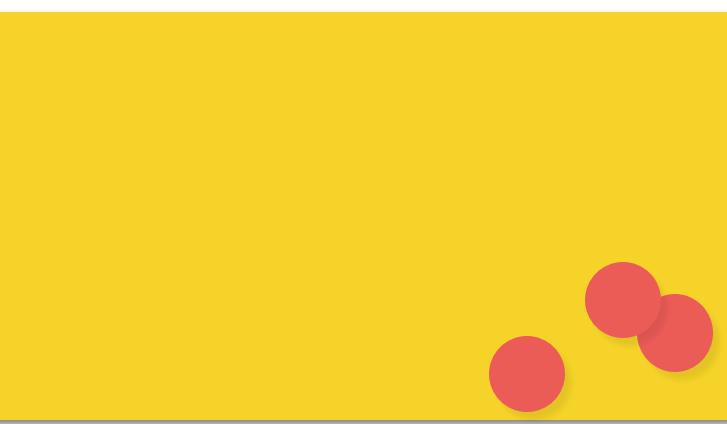
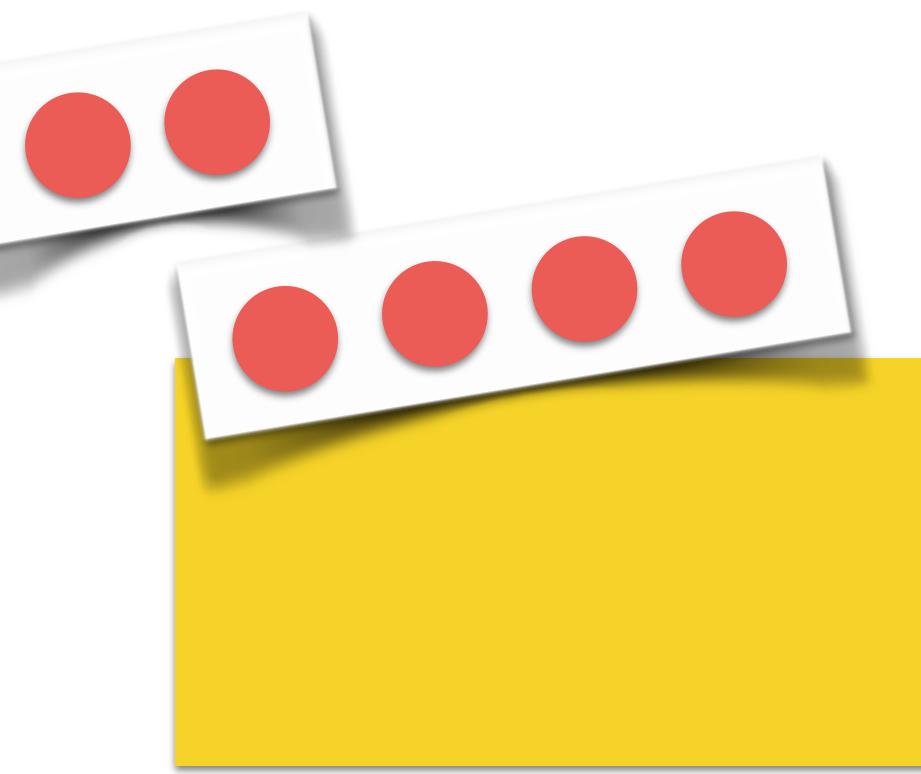
3 min.



We are voting on the opportunity
that we think is the best goal.

1. Everyone gets 2 dots (Decider gets 4).
2. Read all Post-Its first.
3. Place your dots on the ‘HMW’ that will have the most impact.

(Yes you can put two dots on one ☺)



Exercise HMW voting

3 min.

We are voting on the opportunity
that we think is the best goal.

1. Everyone gets 2 dots (Decider gets 4).
2. Read all Post-Its first.
3. Place your dots on the ‘HMW’ that will have the most impact.

(Yes you can put two dots on one ☺)



Hmw MAKE
INTANGIBLE THINGS
LIKE MOTIVATION, DRIVE,
... TANGIBLE? VISIBLE?

Hmw Increase graduation
rates

Hmw
LET STUDENTS
OVERCOME THEMSELVES?

Hmw
Get Students
HOOKED?

Hmw
Understand how much
growth potential there is
with all of our users?

Hmw
get students
to do

Hmw
Help students

Hmw
learn more about student

Define the Challenge

1. (Re) Stating the Challenge ✓
& ‘How Might We’ note taking
2. 2 Year Goal ←
3. Map & Target

Produce Solutions

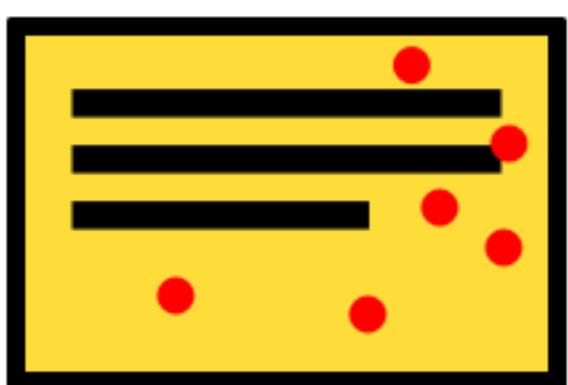
1. Lightning Demos
2. 3 Part Sketching

Decide on a Solution

1. Heat Map Vote
2. Straw Poll
3. Decider Vote

2 Year Goal

2 Year Goal



3-5 min.

Let's hear from the Decider!



What will the ideal world
look like in 2 years?

(super optimistic)

(related to your product / challenge)

Stick Up ‘Two Year Goal’ post it *(doing this will help keep us aligned)*



Define the Challenge

1. (Re) Stating the Challenge ✓
& ‘How Might We’ note taking
2. 2 Year Goal ✓
3. Map & Target ←

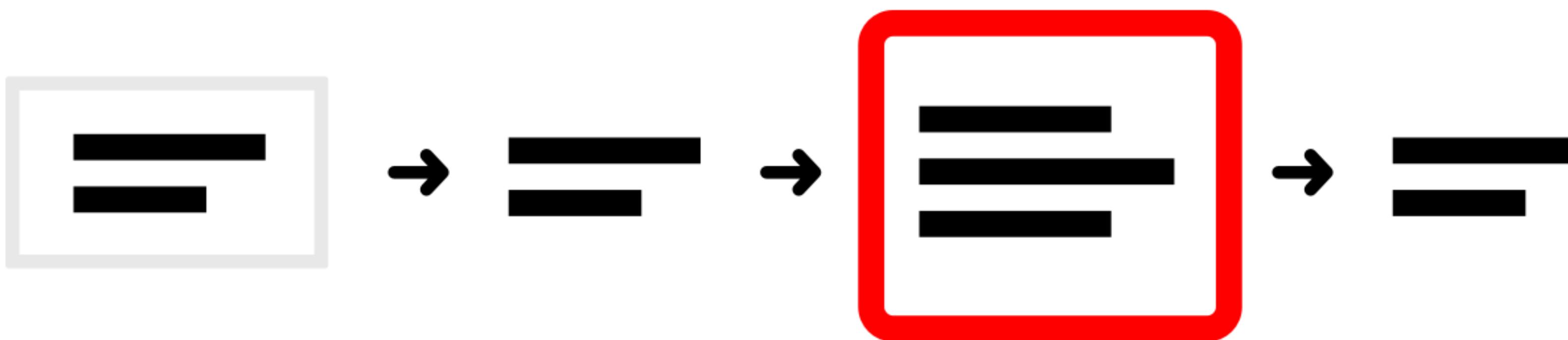
Produce Solutions

1. Lightning Demos
2. 3 Part Sketching

Decide on a Solution

1. Heat Map Vote
2. Straw Poll
3. Decider Vote

Map & Target



2 min.



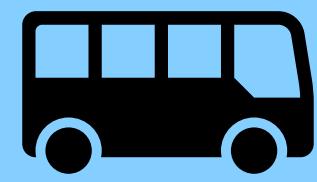
Bring out Pre Made Journey Map
(*This will allow us to review the Customer Journey and pick a target area*)

2 min.



We want to understand the steps our end user will take in order to reach her/his goal

This way we can surface where we should focus.



Example

Example Map | Wolfgang's Magic Bus Service

User



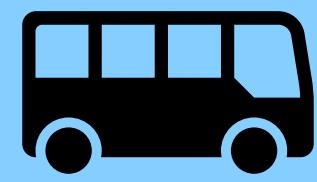
Bus Rider

User's objective

Get to
destination
on time

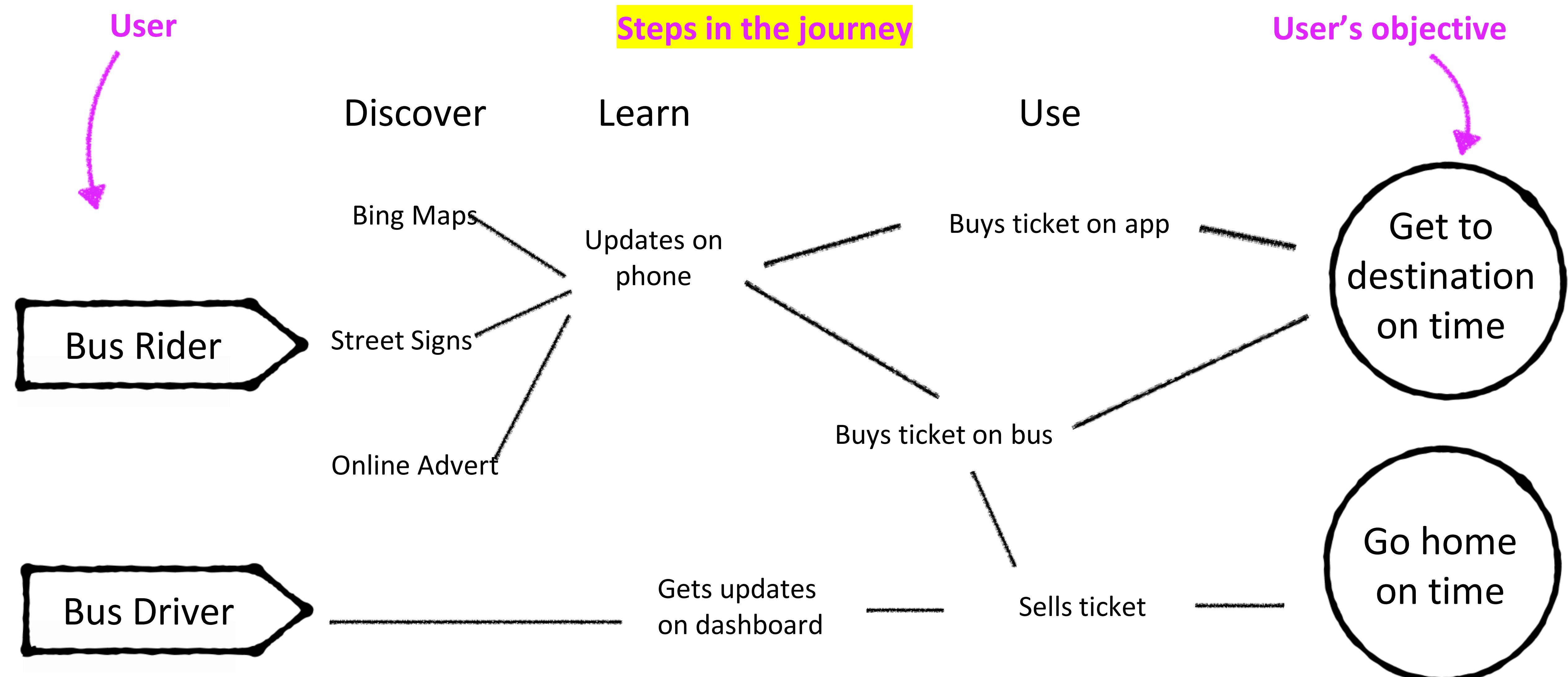
Bus Driver

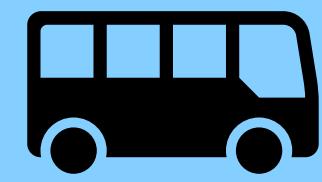
Go home
on time



Example

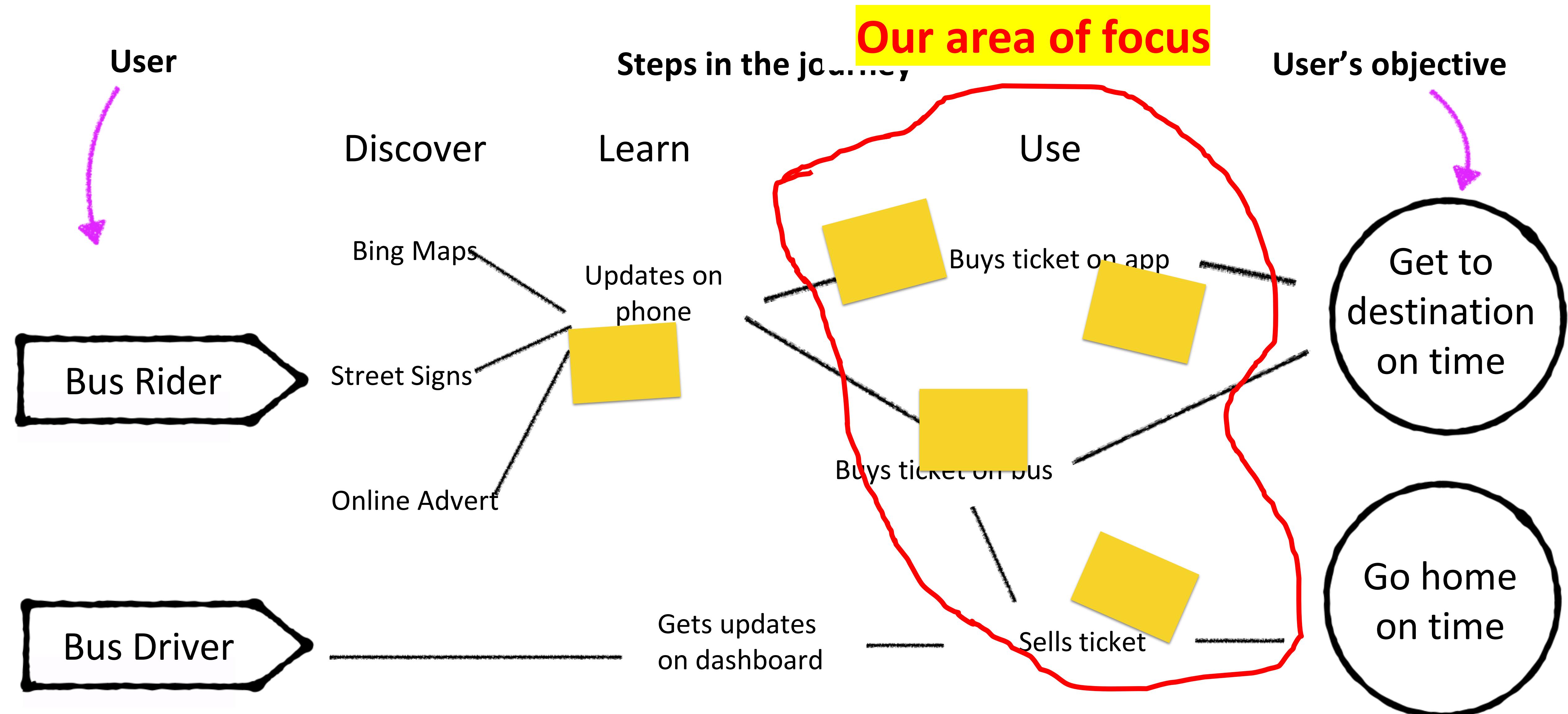
Example Map | Wolfgang's Magic Bus Service





Example

Example Map | Wolfgang's Magic Bus Service



3 min.



Let's review the Customer Journey Map

It doesn't need to be perfect, just capture major actions that are part of the process to achieving the Objective.

Are there any areas missing?

What steps are crucial to achieving the objective?

1 min.



Now we place 'HMW' onto the map



2 min.



Now Facilitator Circles

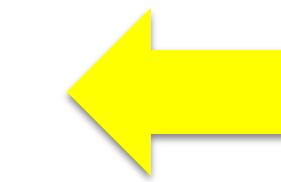
our Target Area

This is where we will focus our ideation



Produce Solutions

1. Lightning Demos
2. 3 Part Sketching



Decide on a Solution

1. Heat Map Vote
2. Straw Poll
3. Decider Vote

Now we know
where we are
going....

1. Sketching
2. 2 Year Cycles
3. Map & Test

So we can focus on
getting there ☺