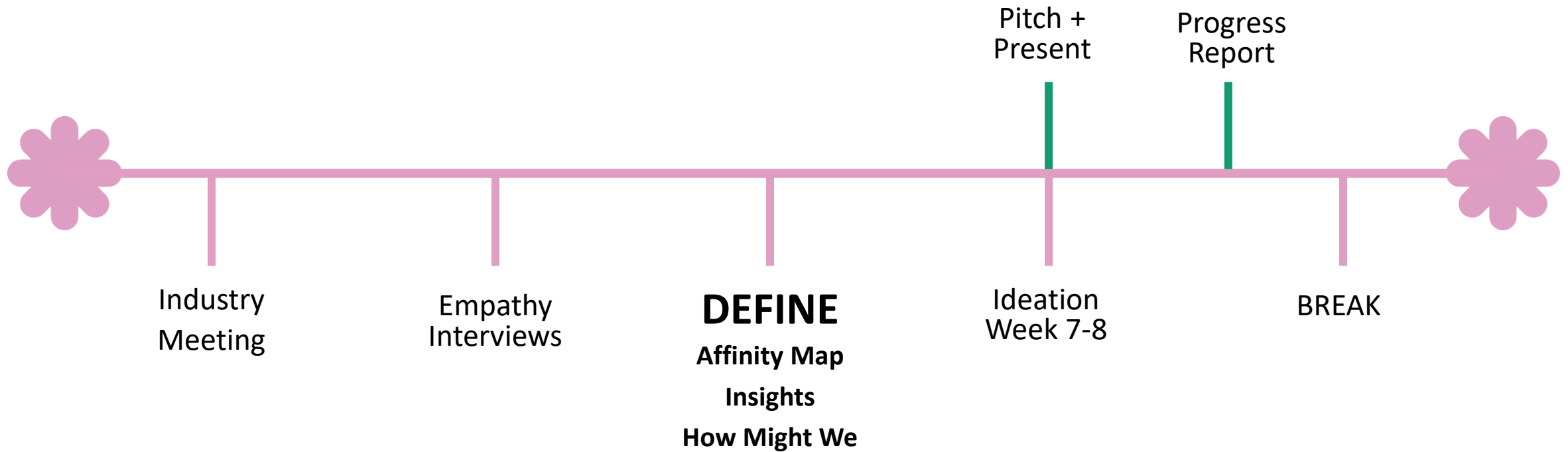


Welcome to Week 5!
Get ready - today will be
fast and fun

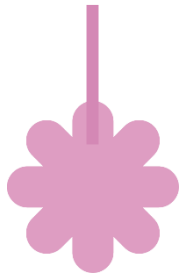
Where Are We?



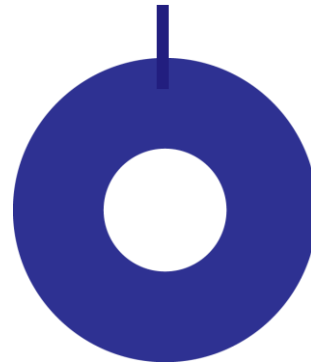
This Session



Affinity mapping
overview



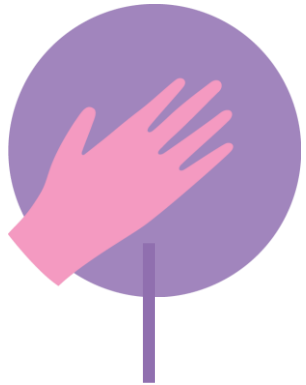
Affinity map all your
insights



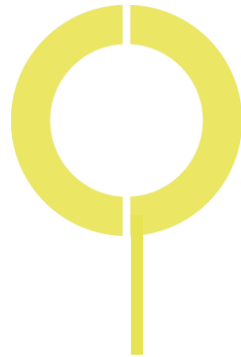
How might we
questions



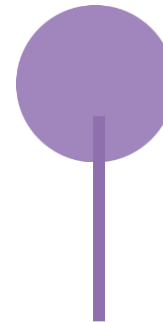
Welcome, warm
up and settle in



Do do do



Key insights and
themes and break



Reflect and Wrap up





Reflection

Use this forum on Moodle to reflect on the Industry Breakfast

<https://learning.wintec.ac.nz/mod/forum/view.php?id=1559582>

- Start a post and write your answer in the form of I like, I wish, I wonder
- e.g. I Like that we went ahead anyway, I like that we were well organised, I wish we had more attendees (but understand why not), I wonder what would have happened if we didn't have COVID

Use this forum to post about opportunities and concerns about moving into the online space if we go up the levels in COVID

<https://learning.wintec.ac.nz/mod/forum/view.php?id=1559583>

e.g.

- Opportunity: Able to be more flexible with time, can work even if slightly sick.
- Concern: Kids at home will need attention reducing my sanity, I don't have a great environment for work at home.
- Write as many opportunities or concerns as you need.

A large red circle with a thick blue curved line passing through it, resembling a paper ball or a stylized 'P'. The text 'Paper Ball' is written in white inside the red circle.

Paper Ball



Productivity Techniques

Productivity = how efficient we are working

Biggest barrier to productivity?

- Distractions & Task-Shifting (Changing jobs quickly)

How often do you think the average worker is interrupted or has to switch tasks?

- *Every 3 minutes. (University of California, 2015)*

How long does it get back into the flow?

- *22 minutes*



Productivity @ DFNZ

Design Thinking requires a lot of deep focused work:

- Range of techniques to achieve this – one particularly easy and helpful one is the **Pomodoro Technique**.
- Has anyone used this before?



Pomodoro Technique

- Pick one task that you will focus on (just one!);
- Set a timer for 25 minutes;
- Work on that task for 25 minutes.
- Don't text, Facebook, get a coffee, talk to anyone;
- If you have a question – write it down. If you remember you need to text someone – write it down;
- At the end of 25 minutes – take a 5 minute break. Get a coffee, send your text.
- After break – go again.



Pomodoro Technique

Research suggests most people can achieve more in 3 hours of Pomodoro, than they can in 6 hours of normal work

- Easy to try – just need to use a timer.
- Works with the brain's rhythm – it works on a work/rest cycle.
- Keen to try?

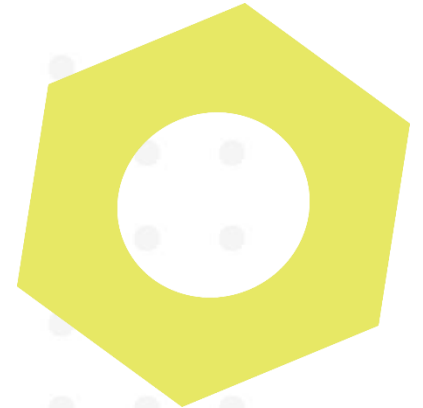
Affinity Mapping

A way to...

- cluster all similar pieces of data to identify key insights and key themes
- define the problem as a question that can be solved

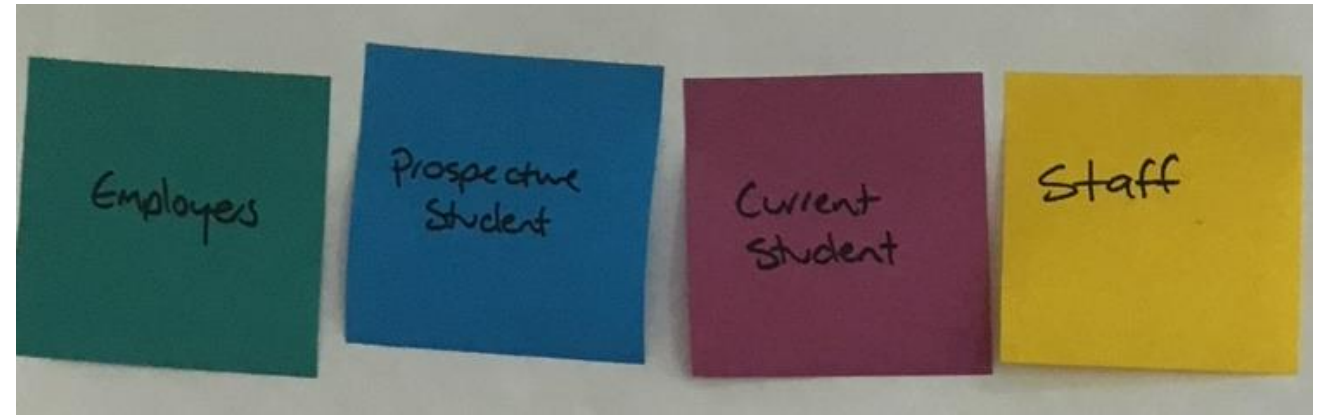
<https://learning.wintec.ac.nz/mod/helixmedia/view.php?id=1504481>

(heres the video)









Let's start the Affinity Maps...

Find a space on the wall and put up a LARGE brown piece of paper

Or if we are in the online world – lets create a frame in MIRO and label it Affinity Map

TAKE A DEEP BREATH

Affinity mapping

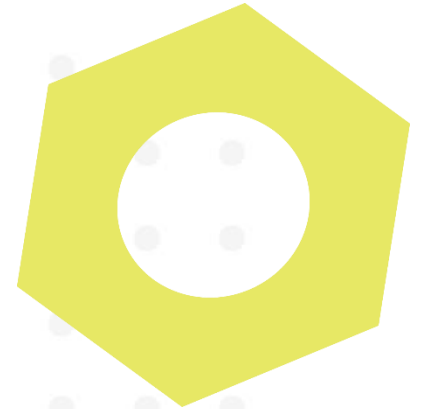
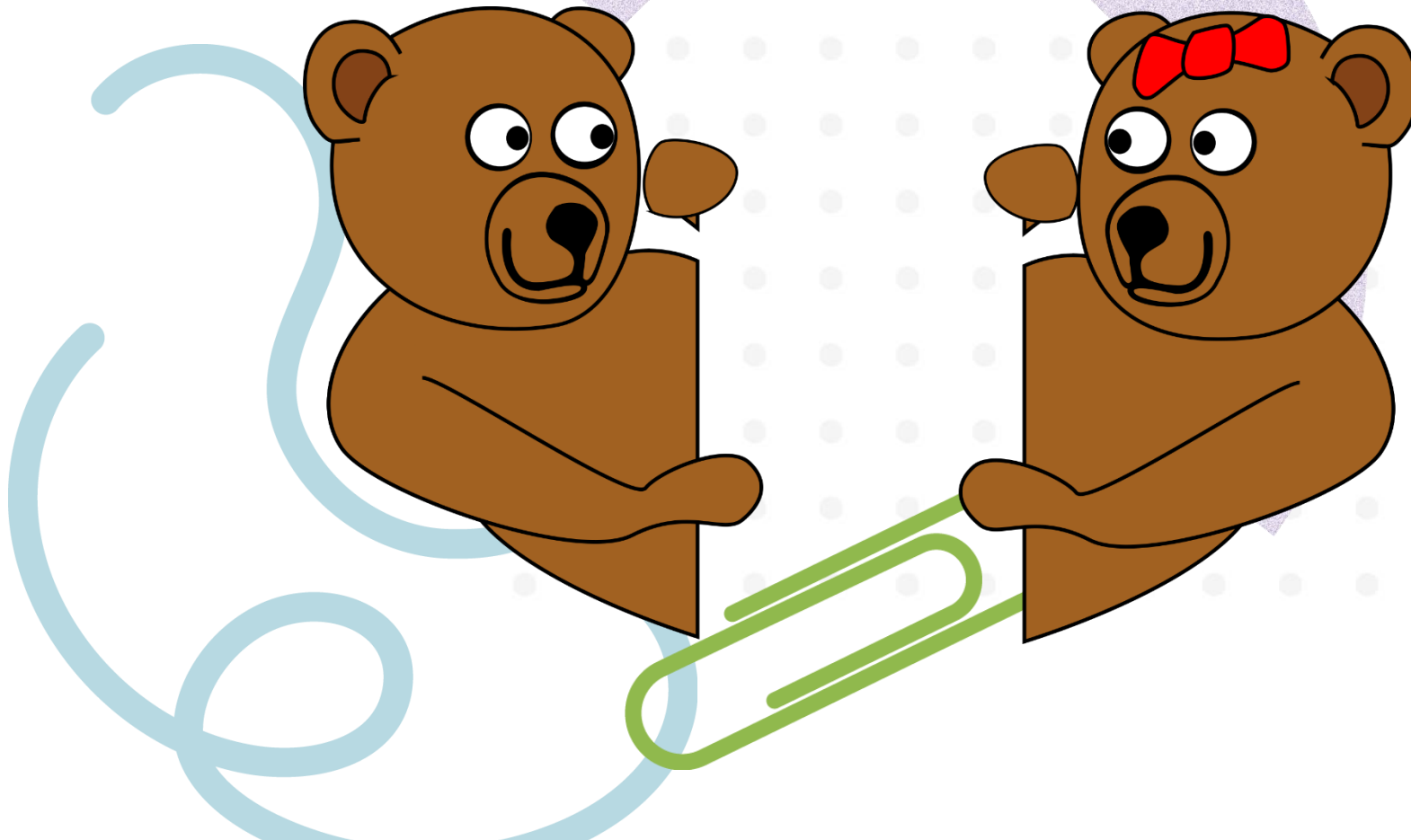
– Step 1: Collect Research



- Get out all your information so far and transfer to post it notes if you need to.
 - Reminder – one quote/insight per post it
 - Think about if you want to colour code
- Teams with the same industry partner– have a quick look at each others' collection of information.
- **Check out the video on Moodle**
 - ✓ If similar quote by different people it is OK to write it multiple times
 - ✓ Move quickly – we don't have long



Brain Break – 5 minutes



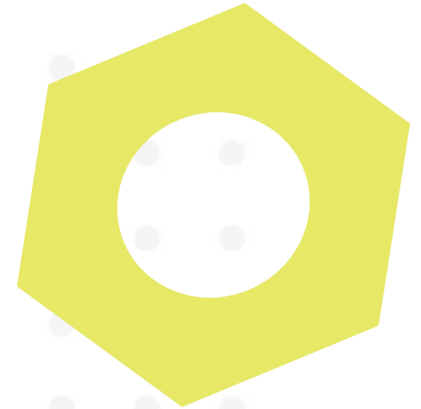
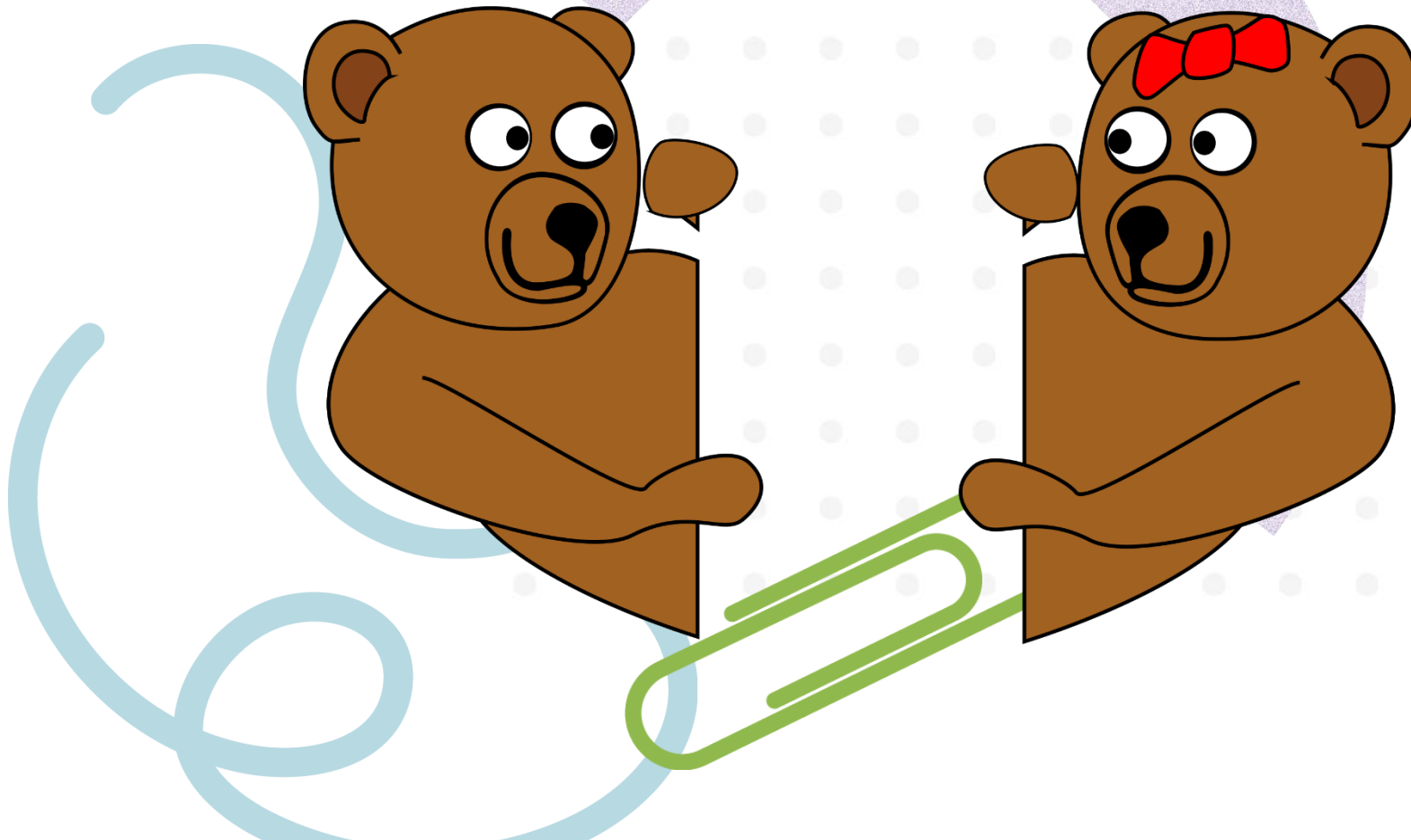
Affinity mapping

– Step 2: Cluster



- Transfer the post it notes to the affinity map while reading them **OUT LOUD** if you are in a group. Or if you are on MIRO then please read everyone else's post it notes.
- As you transfer **CLUSTER** similar themes.
- Just pick a point/segment of the page and make a start! Use more paper if necessary.
- **Check out the video on Moodle**
 - ✓ Not sure about where a quote belongs? Pop it to the side for a while & move on
 - ✓ You can put a circle around a cluster and give it a general heading if that helps

Brain Break – 5 minutes



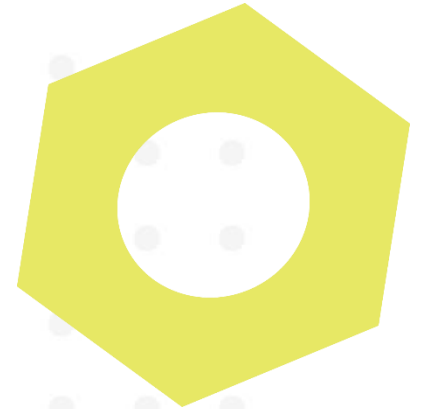
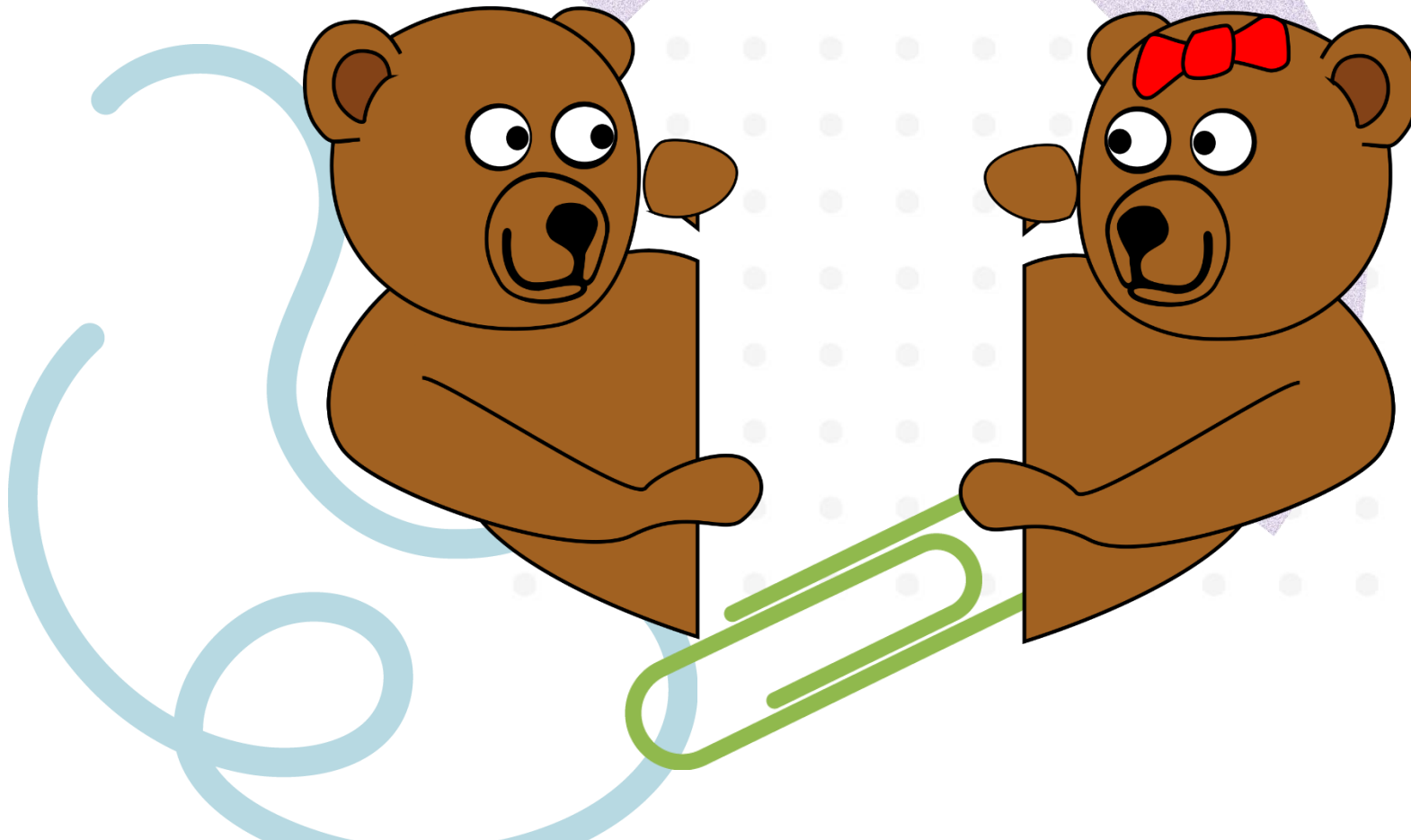


Affinity mapping

– Step 3: Key Insights

- Work in pairs, chose a cluster and read out all quotes, listen for frequently used words
 - We'll do an example
 - Write a statement that sums up all the quotes
 - Celebrate – this is a **KEY INSIGHT**
 - **Check out the video on Moodle**
- ✓ Write the statement in 'their' words
 - ✓ This may take a few turns to get it right
 - ✓ Complete as many clusters as you can

Brain Break – 5 minutes



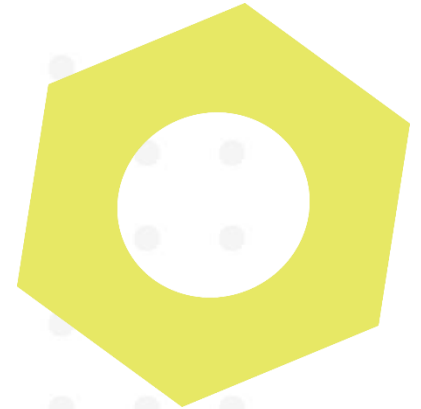
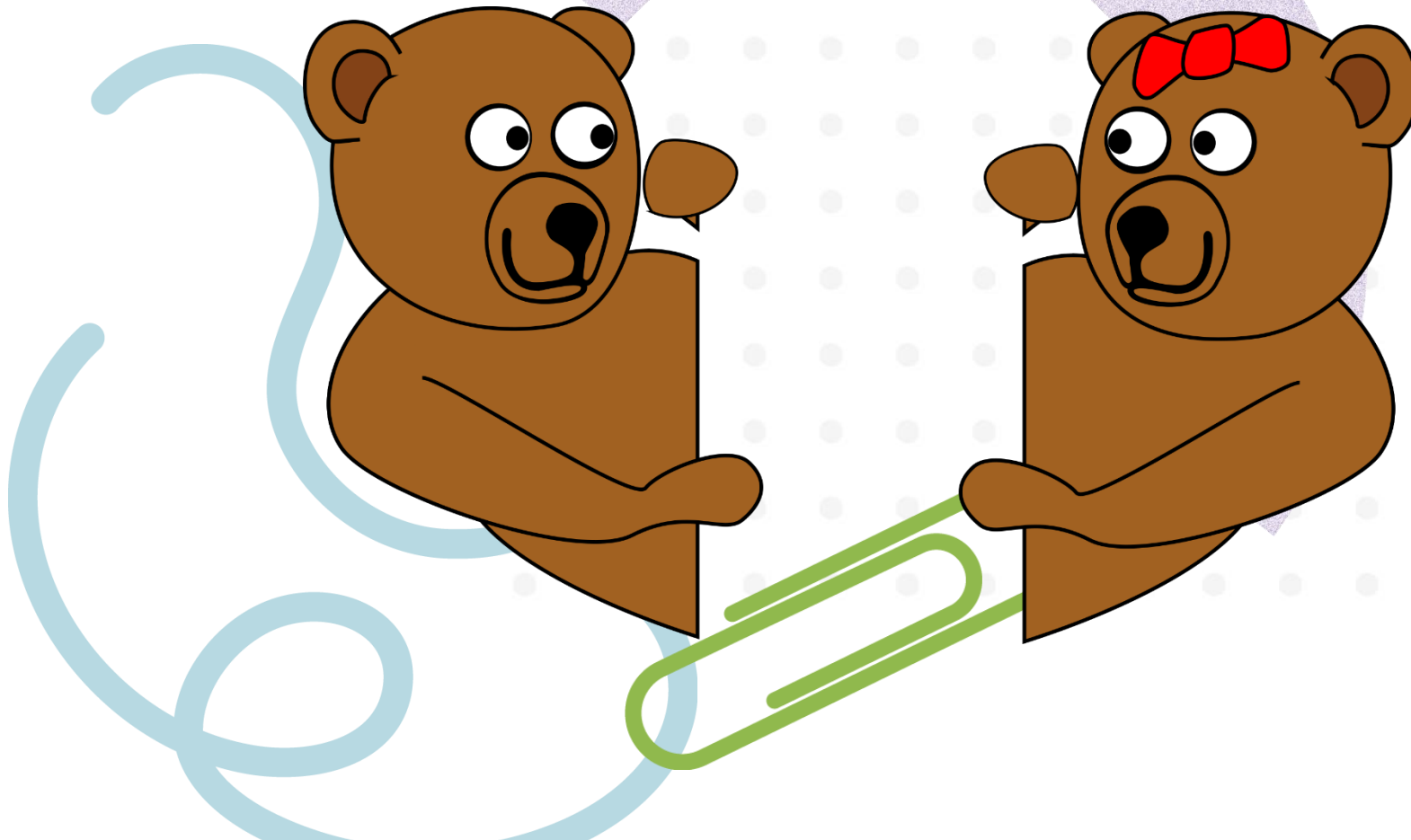
Affinity mapping

– Step 4: Themes



- Cluster similar key insights
- Write a statement that sums these up
- Celebrate – this is a **THEME**
- **Check out the video on Moodle**
 - ✓ Write the statement in ‘their’ words

Brain Break – 5 minutes



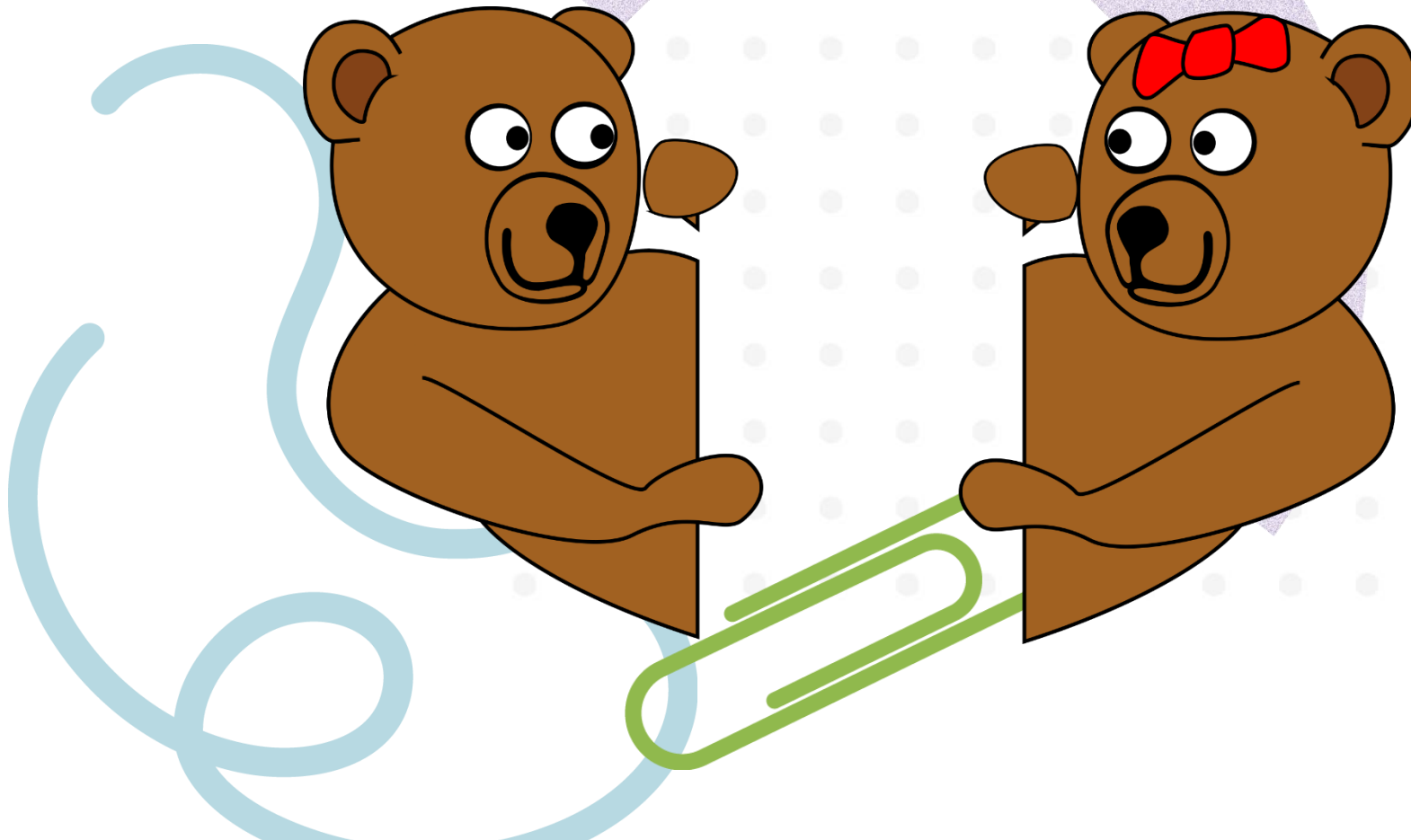
Next Step:

How might we questions'

- Your theme as an actionable statement, so you can ideate
- Take a theme, put 'how might we' at the start
- Refine, sharpen it up
- Test it will solve the problem
- Repeat
- **Check out the video on Moodle**

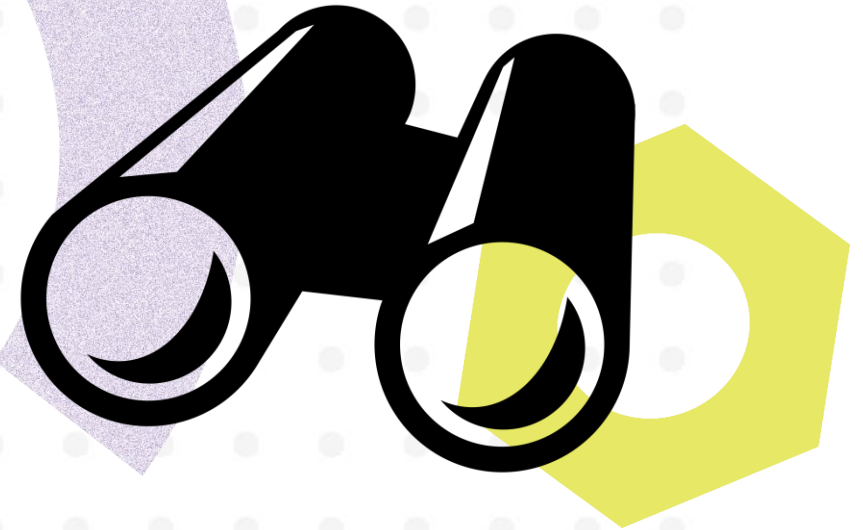
A brainstorm without a clear problem statement is like a company without a clear strategy
– Tom Kelley - IDEO

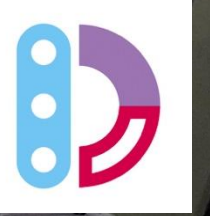
Brain Break – 5 minutes



Reflection on Define

What did you find worked well?
What would you do differently next
time?





Pitch and Present

- Check out the Moodle to dos for information on the pitch and present




Storyboard your pitch and present

1. create a post-it note presentation
2. create a storyboard using A5 paper for each slide.
3. Each group is to give a 2 min overview of their plan to everyone (A real fast run through).

Create your PowerPoint

Group Members: _____

		
	<input type="checkbox"/> _____ _____ _____	<input type="checkbox"/> _____ _____ _____
	<input type="checkbox"/> _____ _____ _____	<input type="checkbox"/> _____ _____ _____



To do's this week

- Finish up any remaining clusters
- Refine your how might we question and test it will solve your problem
- Get ready to present all your findings to your industry partner
- **Celebrate – its hard work!**



NEXT STEPS