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Aalto University
School of Arts, Design
and Architecture
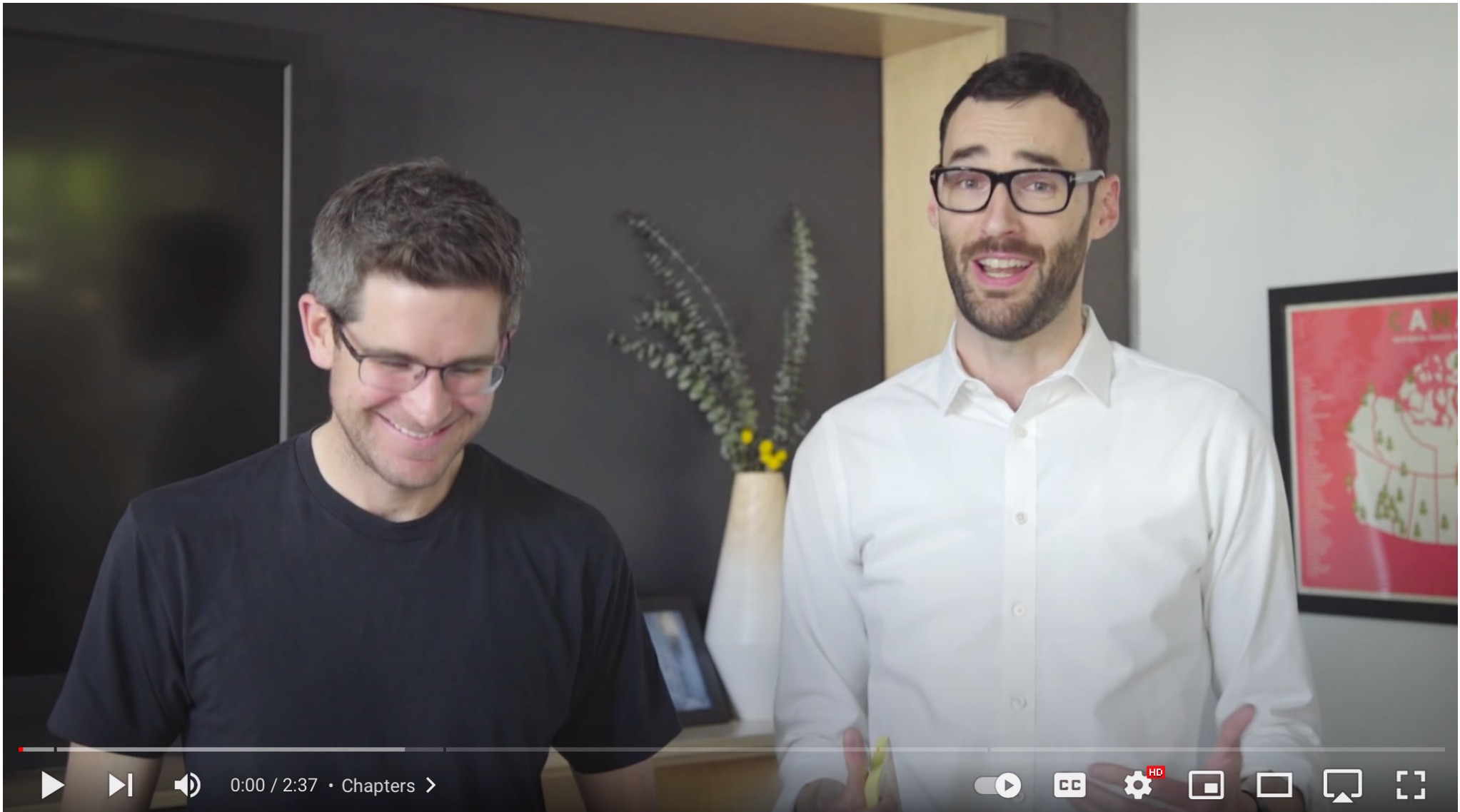
Google Design Sprint
Wednesday ("Decide")

MUO-E3055 Interaction Design (IxD)

Antti Salovaara, Andrés Lucero

Wednesday

https://www.youtube.com/watch?v=7BKBFOOKbNo

Today: Decide!

After this day:

> you will know what to prototype, and you have a plan for what it needs to be, in the form of a storyboard

You will be avoiding "the perils of group decision-making"

> E.g., groupthink: "in which the desire for harmony or conformity in the group results in an irrational or dysfunctional decision-making outcome" (Wikipedia)
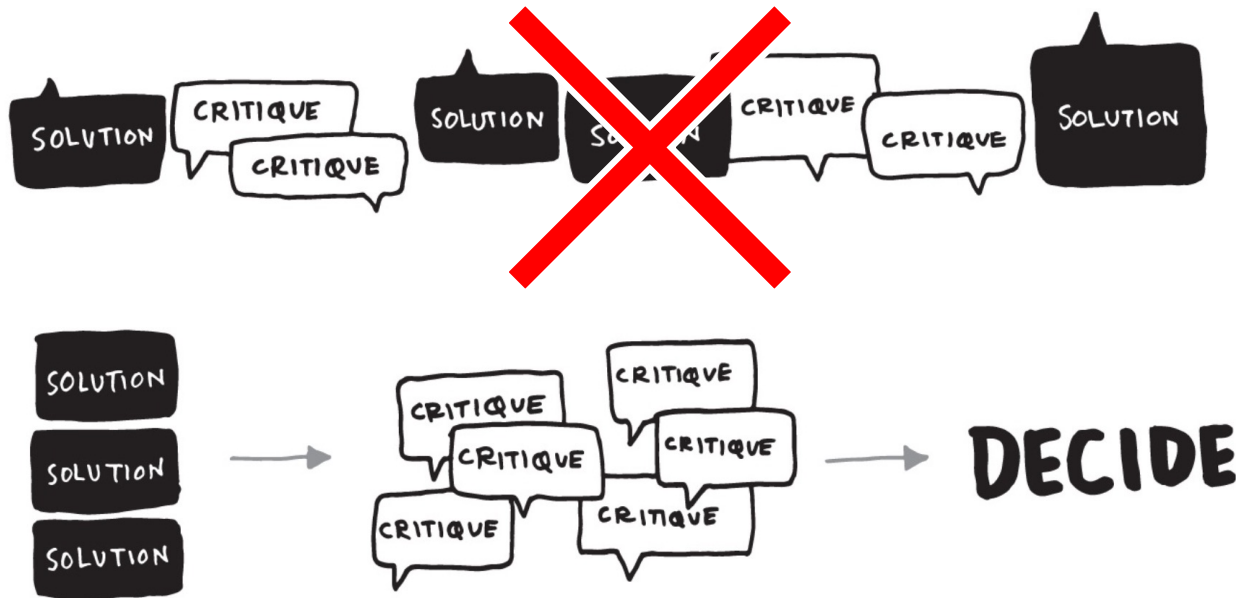
Morning

In today's tasks you must have a Facilitator

↓

1. Preparation: **Facilitator** puts up all the ideas from Tuesday on the whiteboard. This is to ensure anonymity.

2. The "sticky decision": Equal weight for every participant, with anonymous alternatives:

   1. Art museum: Put the solution sketches on the wall with masking tape.

   2. Heat map: Look at all the solutions in silence, and use dot stickers to mark interesting parts. DON'T TALK.

3. Speed critique (3 mins/idea!): Quickly discuss the highlights of each solution, and use sticky notes to capture big ideas.

   Facilitator narrates the sketch (not the author!)

   Facilitator highlights the dot-marked interesting parts

   Team makes remarks

   Finally, Facilitator asks the creator to explain the sketch

4. Straw poll: Each person chooses one solution, and votes for it with a dot sticker. Discussion afterwards.

5. Supervote: The Decider makes the final decision, with more stickers.

Afternoon

3. Storyboard: Purpose is to create a blueprint for the prototype on Thursday

   1. Draw a grid

   2. Choose an opening scene: how / in what situation does the user get in contact with the product/service?

   3. Fill out the storyboard – make use of your dot votes from the morning to include the best ideas in the storyboard

   This is done as a team
   => 1 storyboard only

Tips:

   Work with what you have: Resist inventing new ideas – they made in a hurry and are not probably better than the ones that you have already
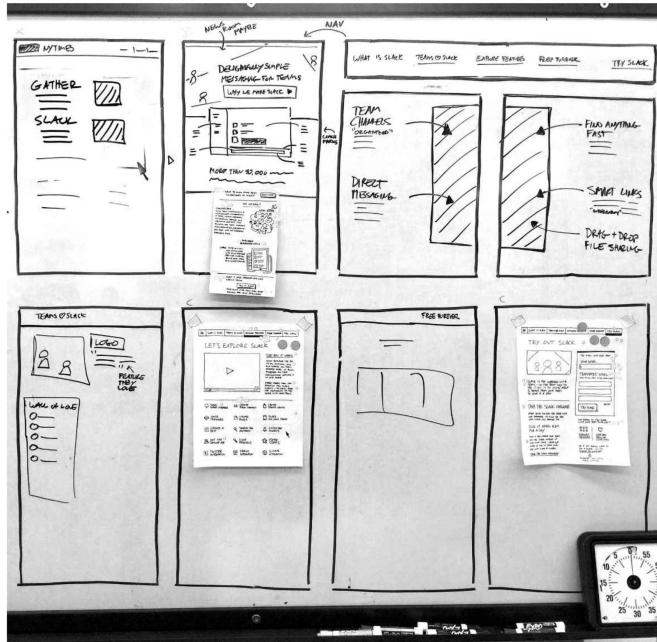
   Include just enough detail.

   The Decider decides.

   When in doubt, take risks.

   Make sure the whole storyboard (=> prototype) can be tested in about **fifteen minutes**

Other matters:

   Continue searching for participants for Friday

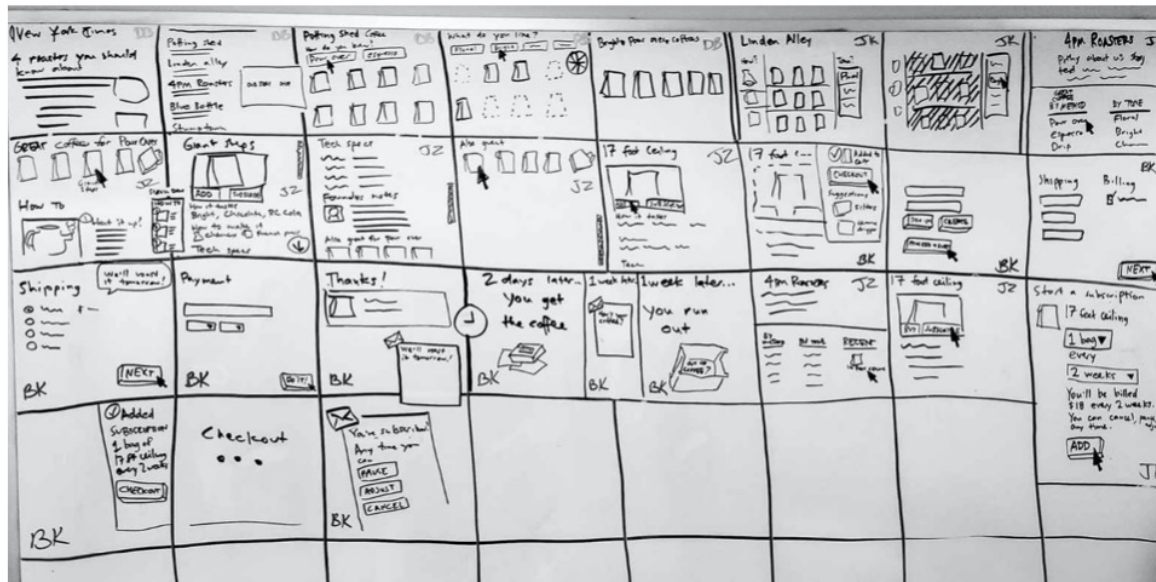Start with New York Times article

Click on a link

Scroll through

Animated video

Explain how it works

Conversation with "bots"

10 a.m.

❏ **Sticky decision.** Follow these five steps to choose the strongest solutions:

    ❏ **Art museum.** Tape the solution sketches to the wall in one long row. (p. 132)

    ❏ **Heat map.** Have each person review the sketches silently and put one to three small dot stickers beside every part he or she likes. (p. 132)

    ❏ **Speed critique.** Three minutes per sketch. As a group, discuss the highlights of each solution. Capture standout ideas and important objections. At the end, ask the sketcher if the group missed anything. (p. 135)

    ❏ **Straw poll.** Each person silently chooses a favorite idea. All at once, each person places one large dot sticker to register his or her (nonbinding) vote. (p. 138)

    ❏ **Supervote.** Give the Decider three large dot stickers and write her initials on the sticker. Explain that you'll prototype and test the solutions the Decider chooses. (p. 140)

11:30-ish

❏ **Divide winners from "maybe-laters."** Move the sketches with supervotes together. (p. 141)

❏ **Rumble or all-in-one.** Decide if the winners can fit into one prototype, or if conflicting ideas require two or three competing prototypes in a Rumble. (p. 145)

❏ **Fake brand names.** If you're doing a Rumble, use a Note-and-Vote to choose fake brand names. (p. 145)

❏ **Note-and-Vote.** Use this technique whenever you need to quickly gather ideas from the group and narrow down to a decision. Ask people to write ideas individually, then list them on a whiteboard, vote, and let the Decider pick the winner. (p. 146)

1 p.m.

❏ Lunch

2 p.m.

❏ **Make a storyboard.** Use a storyboard to plan your prototype. (p. 149)

    ❏ **Draw a grid.** About fifteen squares on a whiteboard. (p. 152)

    ❏ **Choose an opening scene.** Think of how customers normally encounter your product or service. Keep your opening scene simple: web search, magazine article, store shelf, etc. (p. 153)

    ❏ **Fill out the storyboard.** Move existing sketches to the storyboard when you can. Draw when you can't, but don't write together. Include just enough detail to help the team prototype on Thursday. When in doubt, take risks. The finished story should be five to fifteen steps. (p. 154)

Facilitator Tip

• **Don't drain the battery.** Each decision takes energy. When tough decisions appear, defer to the Decider. For small decisions, defer until tomorrow. Don't let new abstract ideas sneak in. Work with what you have. (p. 159)