TWO DAYS TO ___

DAY 1: Sample Agenda

9:00AM   **Kickoff**
Announce problem statement, purpose, agenda, and logistics

9:15AM   **Identify and discuss goals**
Why does this project exist?

9:45AM   **Document assumptions and questions**
What needs to be true? How could we fail?

10:45AM   **Map and blueprint**
Map customers and key players. Flowchart interactions toward goal.

12:00PM   **Get creative**
'How Might We' brainstorm, placing ideas on the map. Identify the target customer and moment on the map to design for.

1:00PM   **Lunch**

2:00PM   **Crazy 8s + Remix**
Rapid ideation. What could this look like? Combine and remix ideas with others to stretch boundaries.

Researcher role: Write screener and recruit users

3:00PM   **Storyboard + rough prototypes**
Develop storyboards of customer/user interactions and make rough prototypes of the product or service

4:00PM   **Gallery walk & vote**
Share storyboards and prototypes with others. Silent voting on top ideas to pursue on Day 2.

5:00PM   **End of Day 1**

TWO DAYS TO ____

DAY 2: Sample Agenda

9:00AM **Recap**
Review ideas and prototypes shared on Day 1

9:15AM **Combine or divide prototypes**
Determine which ideas will get prototyped

9:30AM **Setting the stage for prototyping**
Build a final storyboard or set of storyboards

10:30AM **Pick tools and roles**
Each team member has a distinct role throughout the rest of the day.
Roles include: designer, scriptwriter, researcher, developer, etc.

11:00AM **Prototype***
Build just enough to learn and to evoke honest reactions from
customers/users

Researcher role: Write/modify testing scripts, follow up with users

4:00PM **Dry-run test**
Final dry-run of the prototype, testing script, and interactions

*How do you prototype? If your idea is…
- *on a screen, try tools like PowerPoint + POP*
- *a service, use your team as actors*
- *a physical space, use an existing space*
- *an object, modify an existing object, 3D print a prototype, or prototype the marketing.*