

WORKSHOP

DESIGN THINKING SPRINT (3 HOURS)



**KEEP
CALM
&
FOLLOW
THE RULES**

WORKSHOP RULES:

SHARE ANY AND ALL IDEAS

THE ONLY BAD IDEA IS THE ONE THAT ISN'T SHARED

NO HIERARCHY IN THE ROOM; ALL IDEAS ARE EQUAL

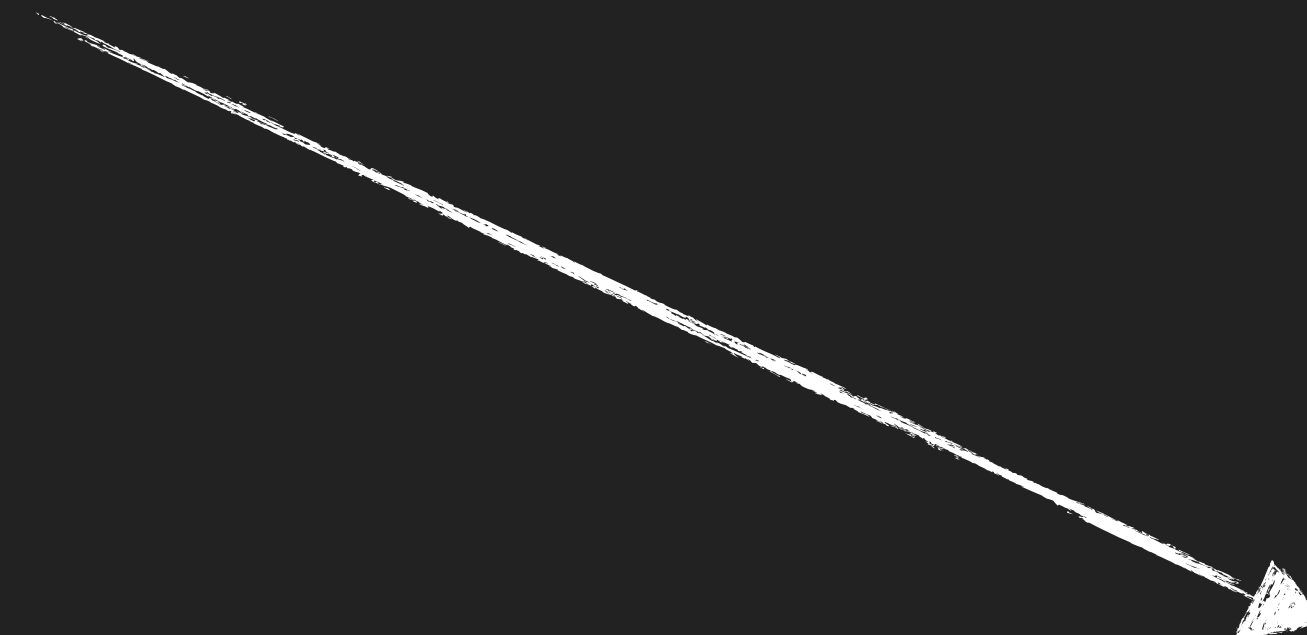
TURN OFF CELL PHONES, TABLETS AND COMPUTERS – PLEASE!

ONE BREAK

INDIVIDUALLY
IN GROUP



TIME BOXING





GAMES

MOVIES

COMMUNITY

SUPPORT

ACCOUNT 138

1

Search

WITCHER 3: WILD HUNT, THE

★★★★★ 9256 votes | Windows | English & more

MEDIA GALLERY



DESCRIPTION

Included goodies: manual + 8 wallpapers + world map + 10 more

About: A truly next-generation role playing game combining a mature, non-linear story with a vast open world.

The Witcher 3: Wild Hunt, the RPG epic with a mature, non-linear story that reacts to your decisions, a vast open world with a living ecosystem, dynamic and tactical combat, and stunning visuals, is available on GOG. [Read more](#)

USER REVIEWS

Average rating: ★★★★★ My rating: My review: [add now](#)

★★★★★ Amazing, highly recommend it! by Fowlmove

BUY ITEM - OWNED

\$49.99

ADD TO CART

- ✓ DRM-FREE. No activation or online connection required to play.
- ✓ MONEY BACK GUARANTEE. 30 days coverage after purchase.

BUY SERIES - OWNED

\$114.95

ADD TO CART

- WITCHER: ENHANCED EDITION, THE
2007, Role-playing
- WITCHER 2: ASSASSINS OF KINGS, THE - EN...
2012, Role-playing
- WITCHER 3: WILD HUNT, THE
2015, Role-playing
- WITCHER ADVENTURE GAME, THE
2014, Adventure
- WITCHER 3: WILD HUNT, THE - EXPANSION ...
Role-playing
- WITCHER 3: WILD HUNT, THE - FREE DLC PR...
2015, Role-playing

SHARE TWEET SHARE

WISHLIST IT

Genre: [Role-playing](#) - [Adventure](#) - [Fantasy](#)

Works on: [Windows \(7, 8, 10\)](#)

Languages: Audio and text: [Português do Brasil](#), [Deutsch](#), [English](#), [français](#), [日本語](#), [polski](#), [русский](#). Text only: [العربية](#), [中文](#), [čeština](#), [español](#), [Español \(AL\)](#), [magyar](#), [italiano](#), [한국어](#)

GROUPS



STEPS

1. UNDERSTANDING

2. DEFINE

3. IDEATE

4. PROTOTYPE

5. TEST

6. Short Presentation



LET'S START



1. UNDERSTANDING

2. DEFINE

3. IDEATE

4. PROTOTYPE

5. TEST

INTERVIEWS



INTERVIEWS:

ASK MORE THAN TWO PEOPLE

20% TALK / 80% LISTEN

DO NOT ASK DIRECT QUESTIONS

ROLES IN THE TEAM

- WHO ASKS? WHO NOTES?

SIGN YOUR INTERLOCUTOR

QUESTIONS

What is important when you purchasing a game?

What information are you looking for?

What is most important to you?

What is the biggest problem for You (When you are looking for new games)?

...

**THERE ARE NO FACTS
INSIDE YOUR ~~BUILDING~~
ROOM, SO...**

GET OUT OF THE BUILDING!

IN GROUP  15 MINUTES

PROT**OPERSONA**

**PERSONAS ARE FICTIONAL CHARACTERS
CREATED TO REPRESENT THE DIFFERENT USER
TYPES THAT MIGHT USE A SITE, BRAND, OR
PRODUCT IN A SIMILAR WAY.**



YOUR INTERLOCUTOR / PERSONAS

DEMOGRAPHIC

QUOTE

KEY ATTRIBUTES

DRAWING OF YOUR PERSON



DRAW YOUR PERSONA

DEMOGRAPHIC
(NAME, JOB, CITY, MARITAL STATUS)

SPLIT INTO 4 PARTS

„QUOTE“

KEY ATTRIBUTES
(PERSONALITY, FAMILY, WORK, NEEDS)

IN GROUP  10 MINUTES



**WRITE OBSERVATIONS
ON STICKY NOTES**

**ADD INITIALS IN THE RIGHT
CORNER (OF YOUR PERSONA)**

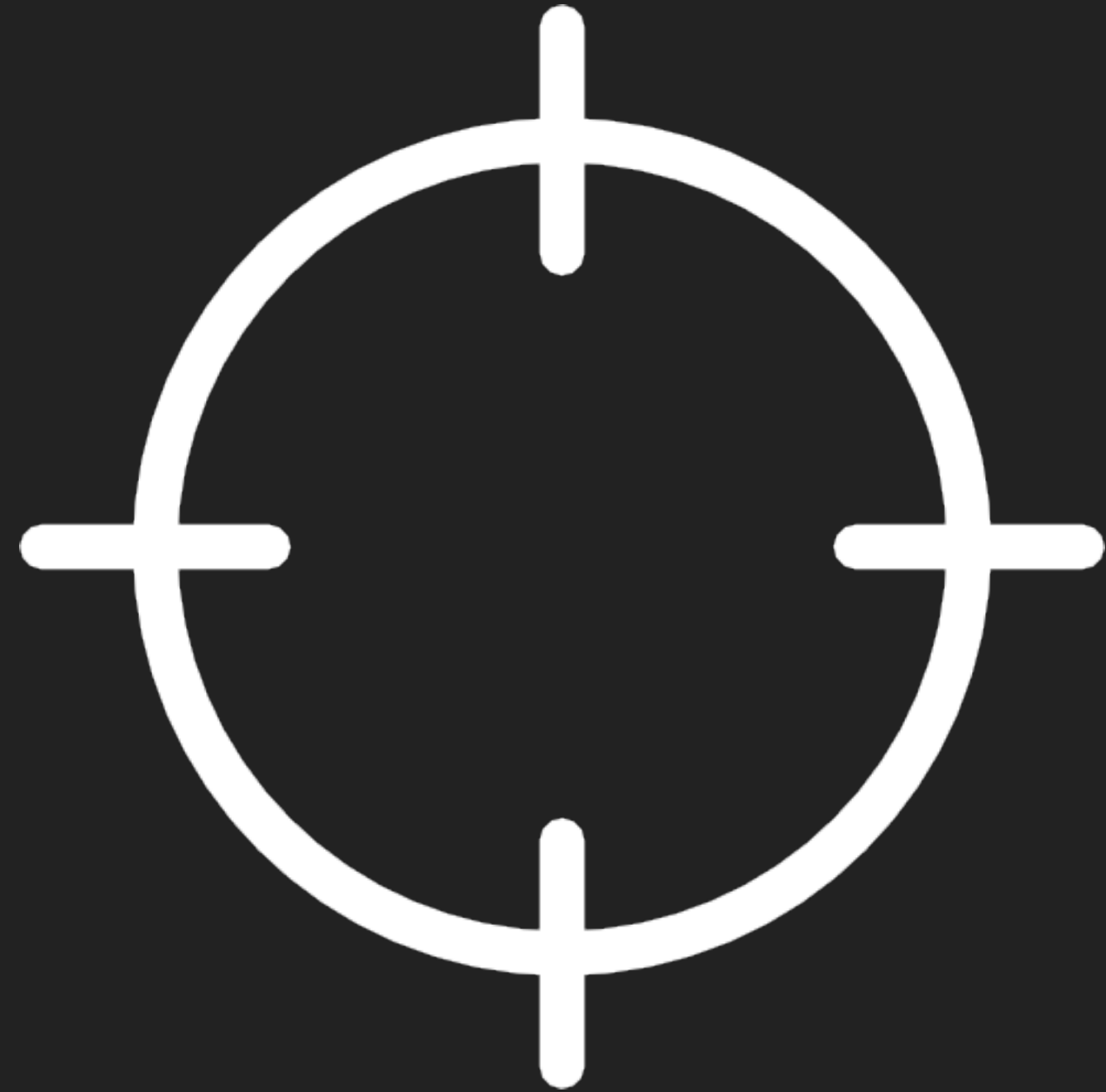
STICK THEM TO THE WALL

INDIVIDUALLY  5 MINUTES



DISCUSS & GROUP STICKY NOTES

IN GROUP  5 MINUTES



1. UNDERSTANDING

2. DEFINE

3. IDEATE

4. PROTOTYPE

5. TEST



ALL THE PROBLEMS THAT YOU HAVE NOTICED

INDIVIDUALLY  5 MINUTES

**SELECT ONE PROBLEM ON WHICH ONE
YOU WANT TO WORK**

IN GROUP  5 MINUTES

PROBLEM DEFINITION

HOW TO HELP

(TO WHOM)

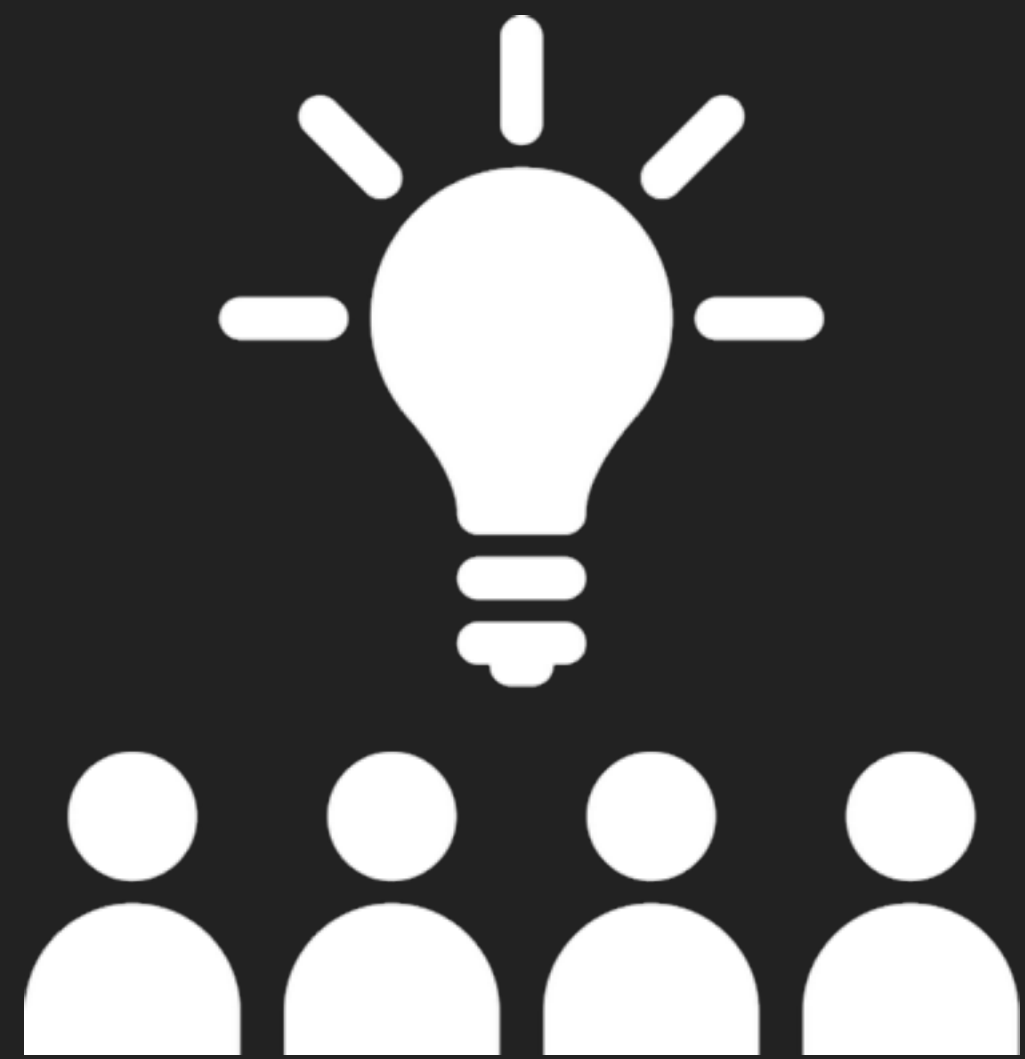
TO SOLVE THE PROBLEM

(WHAT PROBLEM/NEED)

TO ACHIEVE

(VALUE PROPOSITION)

IN GROUP  5 MINUTES



1. UNDERSTANDING

2. DEFINE

3. IDEATE

4. PROTOTYPE

5. TEST



FIND SOLUTION



ALL SOLUTIONS THAT YOU HAVE IN MIND

INDIVIDUALLY  5 MINUTES



1. UNDERSTANDING

2. DEFINE

3. IDEATE

4. PROTOTYPE

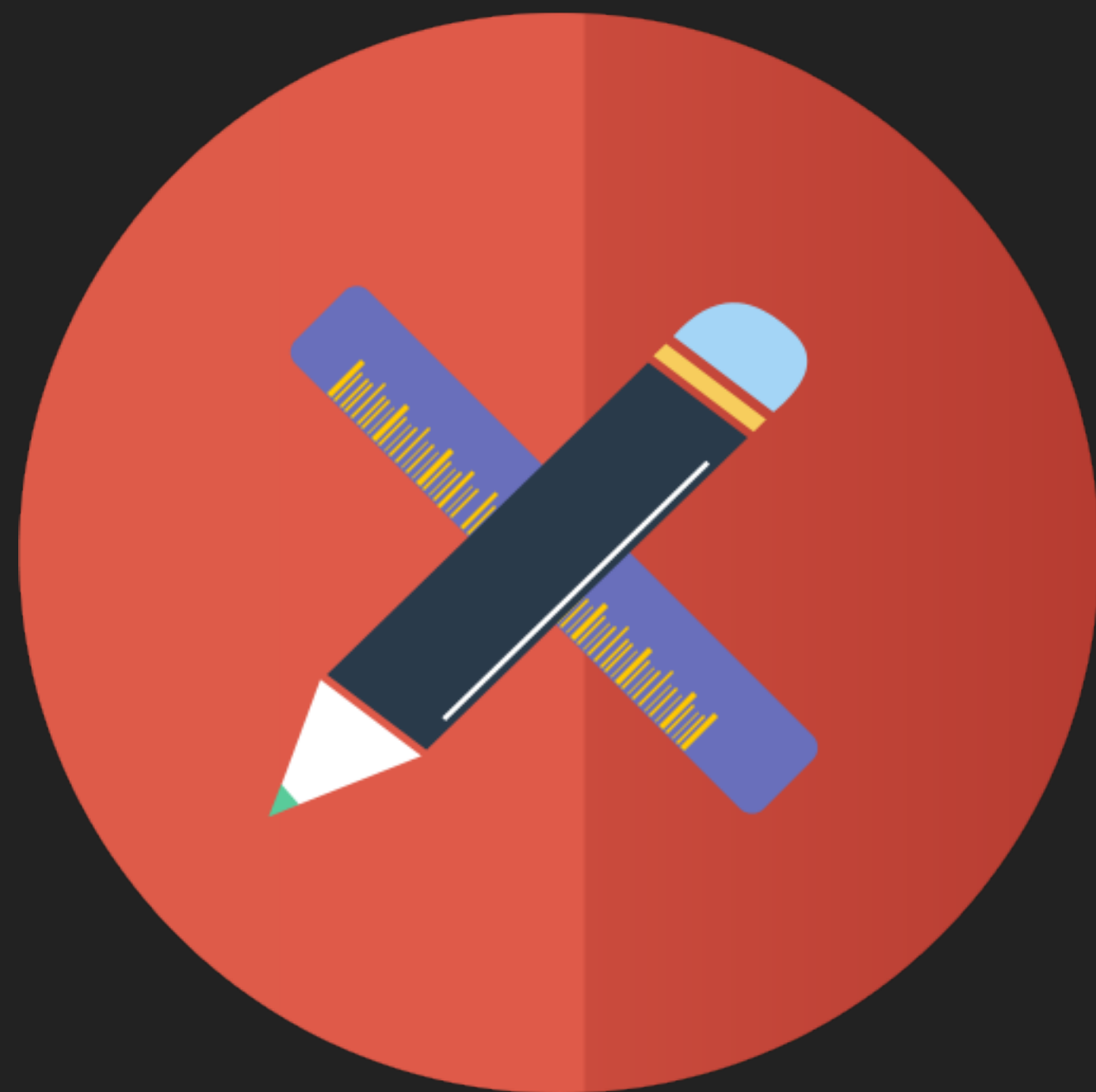
5. TEST

**CHOSE MAX 3 IDEAS
AND BUILD A PROTOTYPE**

BUILD YOUR OWN \$1 PROTOTYPE!



10 MINUTES



**DRAW YOUR PROTOTYPE ON A PIECE
OF PAPER**

USE REAL LABELS

THIS IS JUST A SKETCH

**REMEMBER OF IMPORTANT
ELEMENTS: NAVIGATION, BUTTONS,
REAL COPY**

**A USER INTERFACE IS LIKE A JOKE.
IF YOU HAVE TO EXPLAIN IT,
IT'S NOT THAT GOOD.**



1. UNDERSTANDING
2. DEFINE
3. IDEATE
4. PROTOTYPE
5. TEST

TEST IT!





**SHOW YOUR PROTOTYPE AND WATCH
DON'T TRY TO SELL YOUR IDEA
AVOID CONFRONTATION
FOCUS ON FEEDBACK**

IN GROUP  15 MINUTES

PRESENTATION

SHOW YOUR RESULTS

TELL ABOUT USER PROBLEMS, YOUR IDEAS, USER FEEDBACK
AND SHOW YOUR PROTOTYPE.

IN GROUP  5 MINUTES

THANK YOU

AND FOLLOW ME ON TWITTER: @EYSMONT