

Kantega

Google Ventures design sprint



Jørund Leknes
Forretningsutvikler



Kristin Wulff
Rådgiver og fasilitator, prosesser for økt
innovasjon

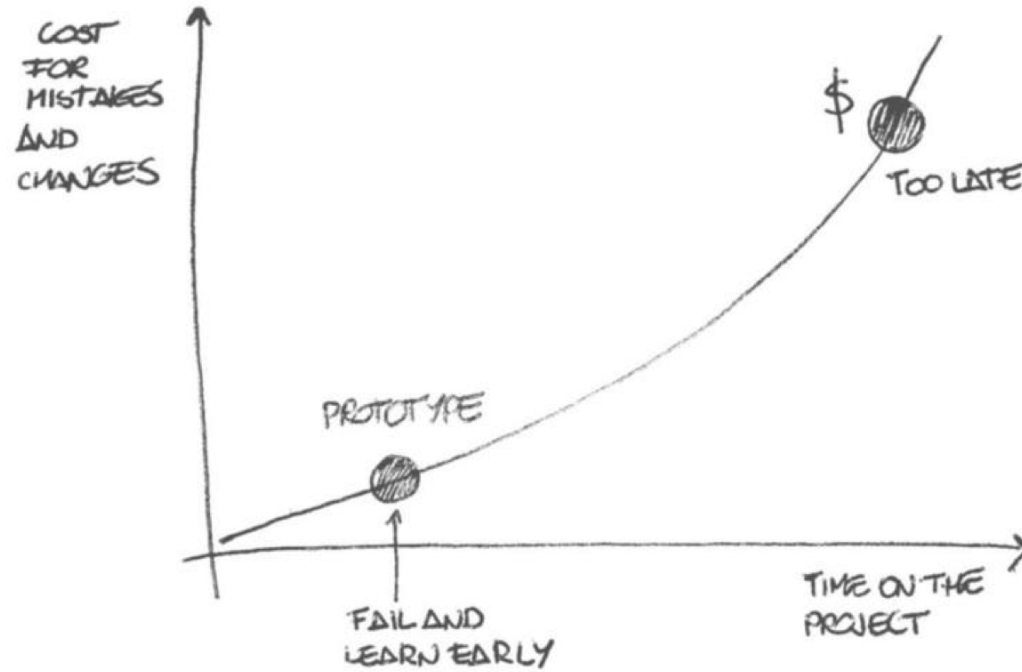
Sprint







Feil tidlig

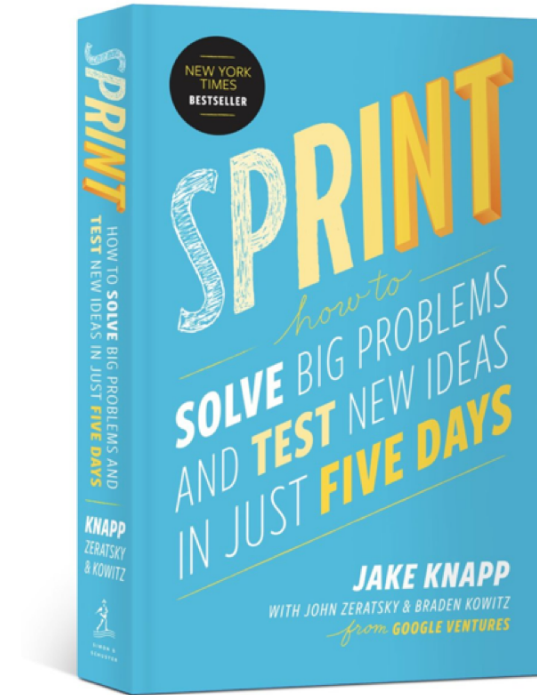


Eksempler på bruk



Hva kan det brukes til

- Liten tid og høyt press
- Stor usikkerhet
- Vil unngå gruppetenkning
- Stadig ender i lange diskusjoner
- Står fast
- Sliter med å jobbe smidig eller med Design thinking



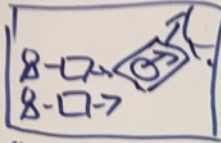
Når bør du ikke bruke Design Sprint

- Forskning/brukerinnsikt trengs for å formulere problemet
- For bredt scope
- For smalt scope
- Når produktet skal utvikles

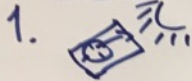


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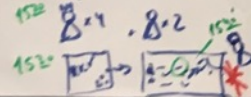
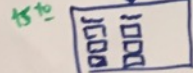
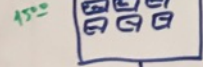
9:30

10:00 2.

10:30 3. ?

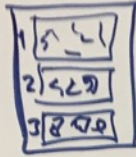
11:00 4.

LUNSS 12:00 - 12:30

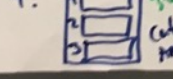
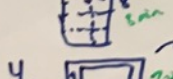
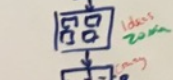
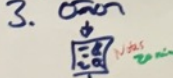
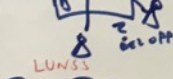
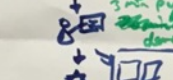
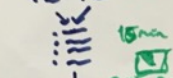
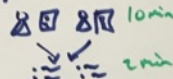


TIRSDAG

SUISSER

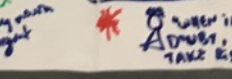
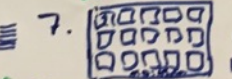
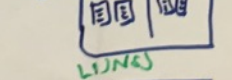
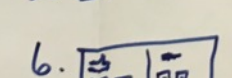
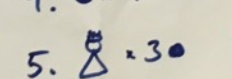
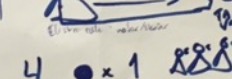
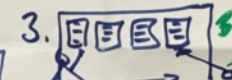
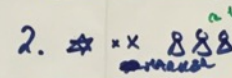


1. Demo 9:00



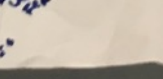
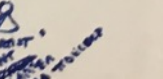
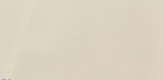
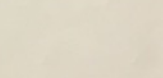
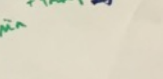
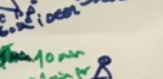
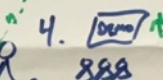
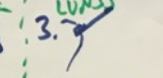
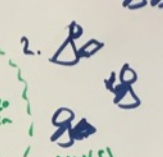
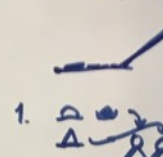
ONSDAG

RESTEY
STORYBOARD



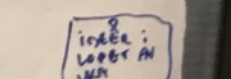
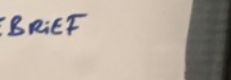
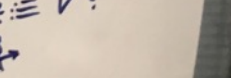
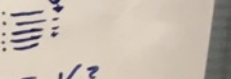
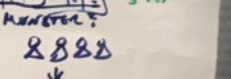
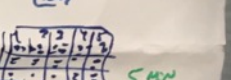
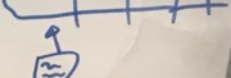
TORS DAG

PROTOTYPE

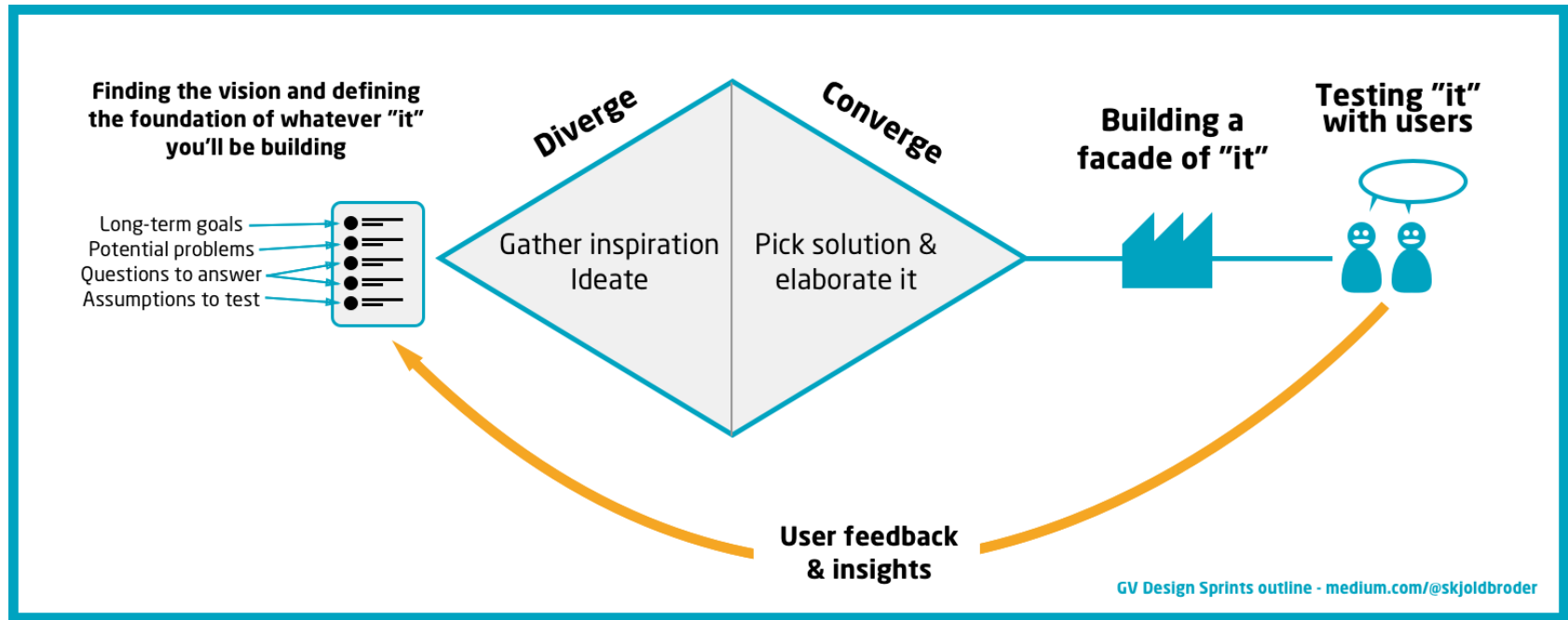


FREDAG

INTERVJU -
IE REAKSJONER

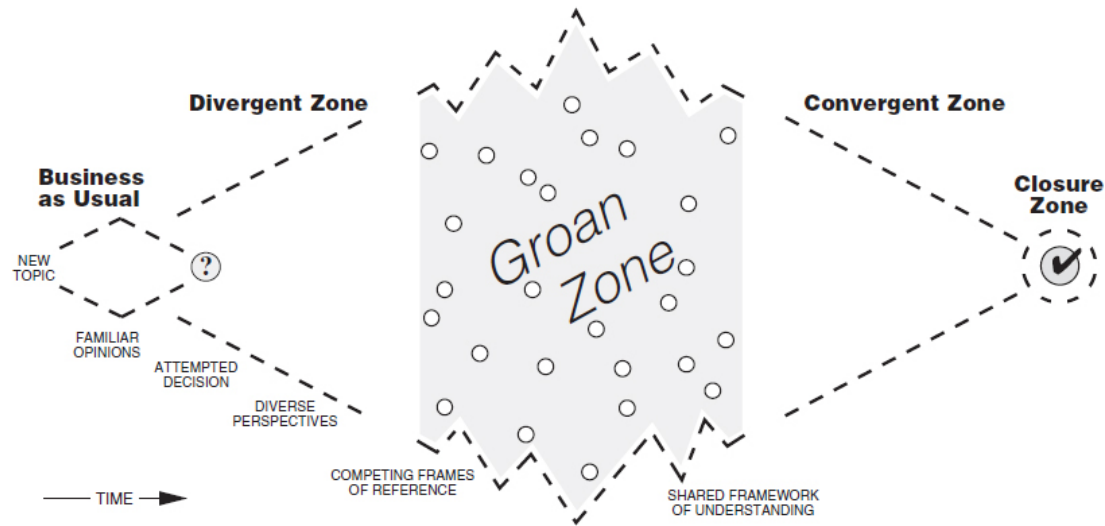


Metodikken



Det som kommer i tillegg

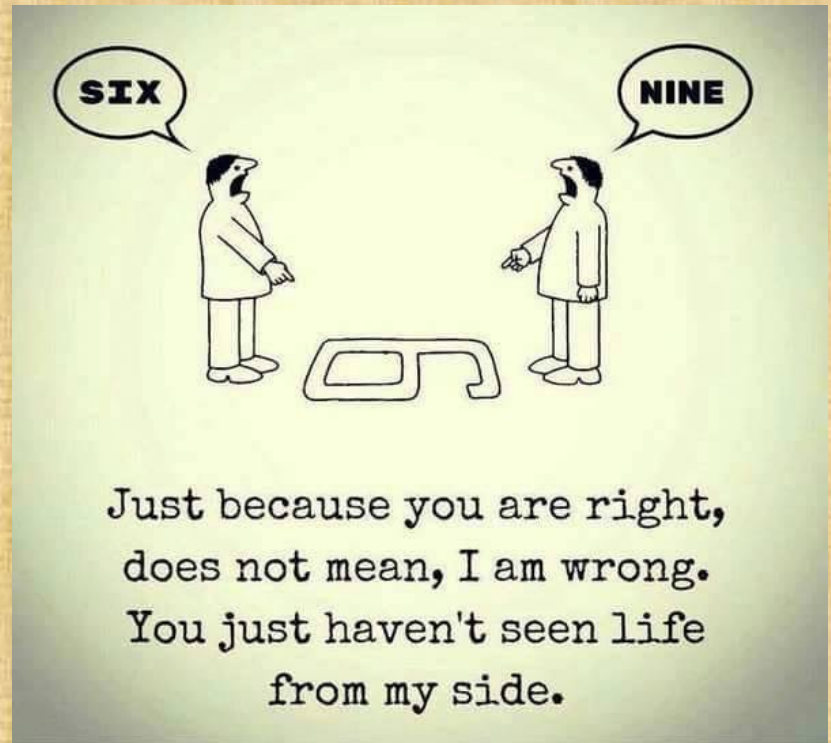
LIFE IN THE GROAN ZONE



Sam Kaner

“Solve the surface first”

The surface is important. It's where your product or service meets customers. Human beings are complex and fickle, so it's impossible to predict how they'll react to a brand-new solution. When our new ideas fail, it's usually because we were overconfident about how well customers would understand and how much they would care.



Forberedelser

Hva er oppdraget? Hva er problemet?

Utstyr

- TimeTimer
- PostIt-lapper
- Stemmелapper
- Tusjer til tegning
- Tusjer til postIt-lapper og Whiteboard
- Gråpapir hvis det ikke er nok whiteboardplass
- Skjerm til å se video på fredag
- Webkamera til intervju
- Hvis app: Mr. Tappy til å filme håndbevegelser



Roller og team

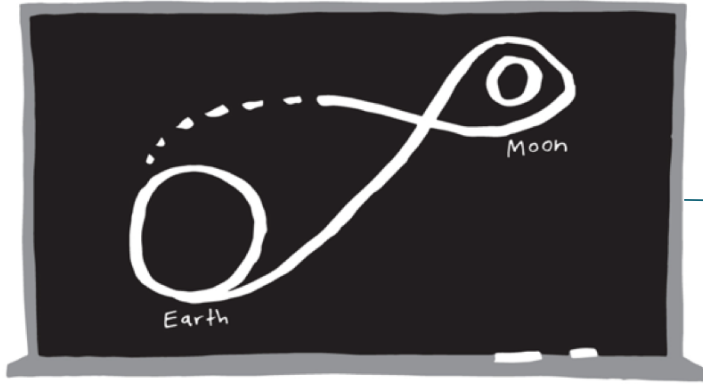
- Teamet: ca 7 personer, kryssfunksjonelt
 - Fasilitator
 - Beslutter (The Decider)
 - Rekrutterer
- *The job of the facilitator is to create time and space in which the group can realize its potential, whether that potential be a new product, a strategic plan, or a redesigned organization (Owen 1993: 23)*

A photograph of three men in a modern office setting. Two men are sitting on swings in front of a large window overlooking a city. The man on the left is wearing a black t-shirt and dark pants, holding a smartphone. The man in the middle is wearing a light blue button-down shirt and dark pants, sitting on a swing. The man on the right is standing, wearing a grey sweater and blue jeans, writing on a whiteboard. A laptop is open on a table in the foreground. A white mug with the letter 'e' is on the floor near the man on the left. The scene is brightly lit with natural light from the window.

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Kjøreregler



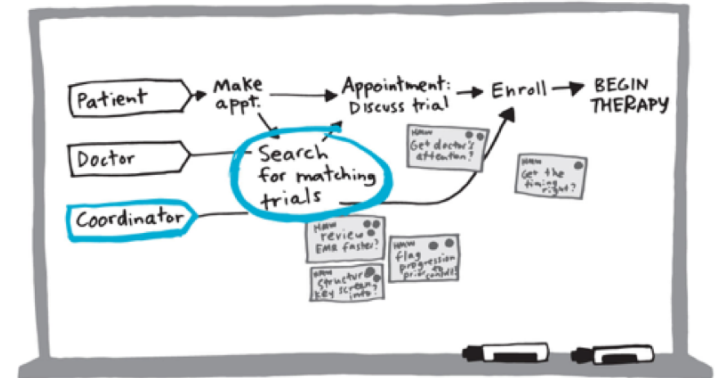


Langsiktig mål

Pre Mortem

Sprintspørsmål

Mission Control's blackboard looked sort of like this.



Flatiron Health's map, with target customer and target moment.

Ekspertbesøk

- Hvordan kan vi?
- Hensikt: mer inspirerende å skrive spørsmål enn å stadfeste problemer.
- Alle i teamet skriver underveis, på Post It.
- Én "Hvordan kan vi" på hver lapp.
- HKV i hjørnet for å minne oss på at det skal være et spørsmål



A man with dark hair and a beard, wearing a blue shirt and a dark cardigan, is standing in profile, facing left. He is holding a black marker and drawing a diagram on a glass wall. The diagram consists of a vertical line with several horizontal lines crossing it, forming a grid-like structure. The background is a blurred office environment with lights and other people. A semi-transparent orange banner is overlaid across the middle of the image.

Tirsdag

Skissedag



Lyndemo



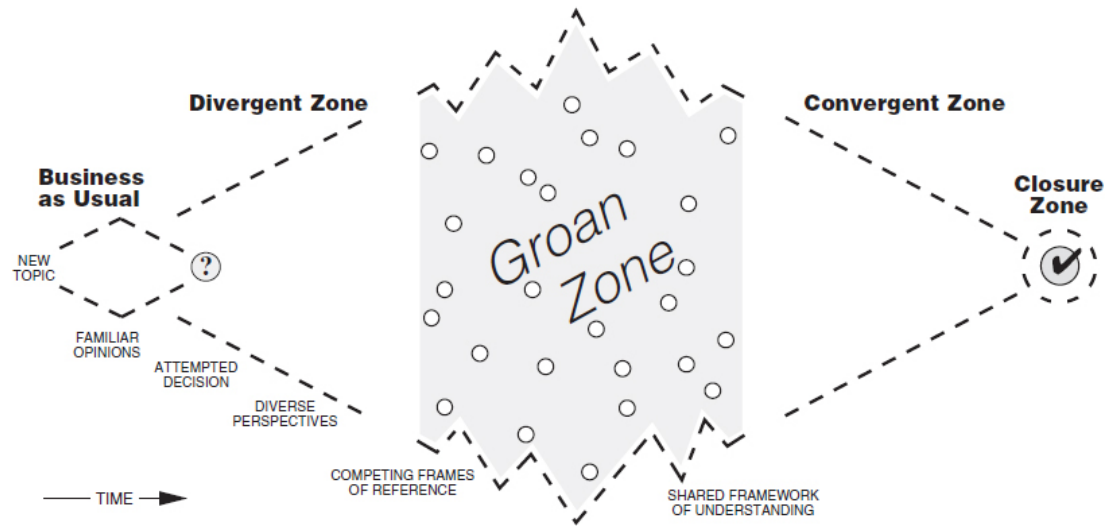




Onsdag

Forvent Groan Zone

LIFE IN THE GROAN ZONE



Sam Kaner

A man with short, light brown hair and blue eyes, wearing a white button-down shirt, is leaning forward and pointing at a smart lock on a black podium. The lock is a cylindrical device with a QR code and the brand name 'TrioVing ASSA ABLOY' on it. A smartphone is mounted on the podium next to the lock. The background is a plain, light-colored wall.

Torsdag

Vi lager en cowboylandsby



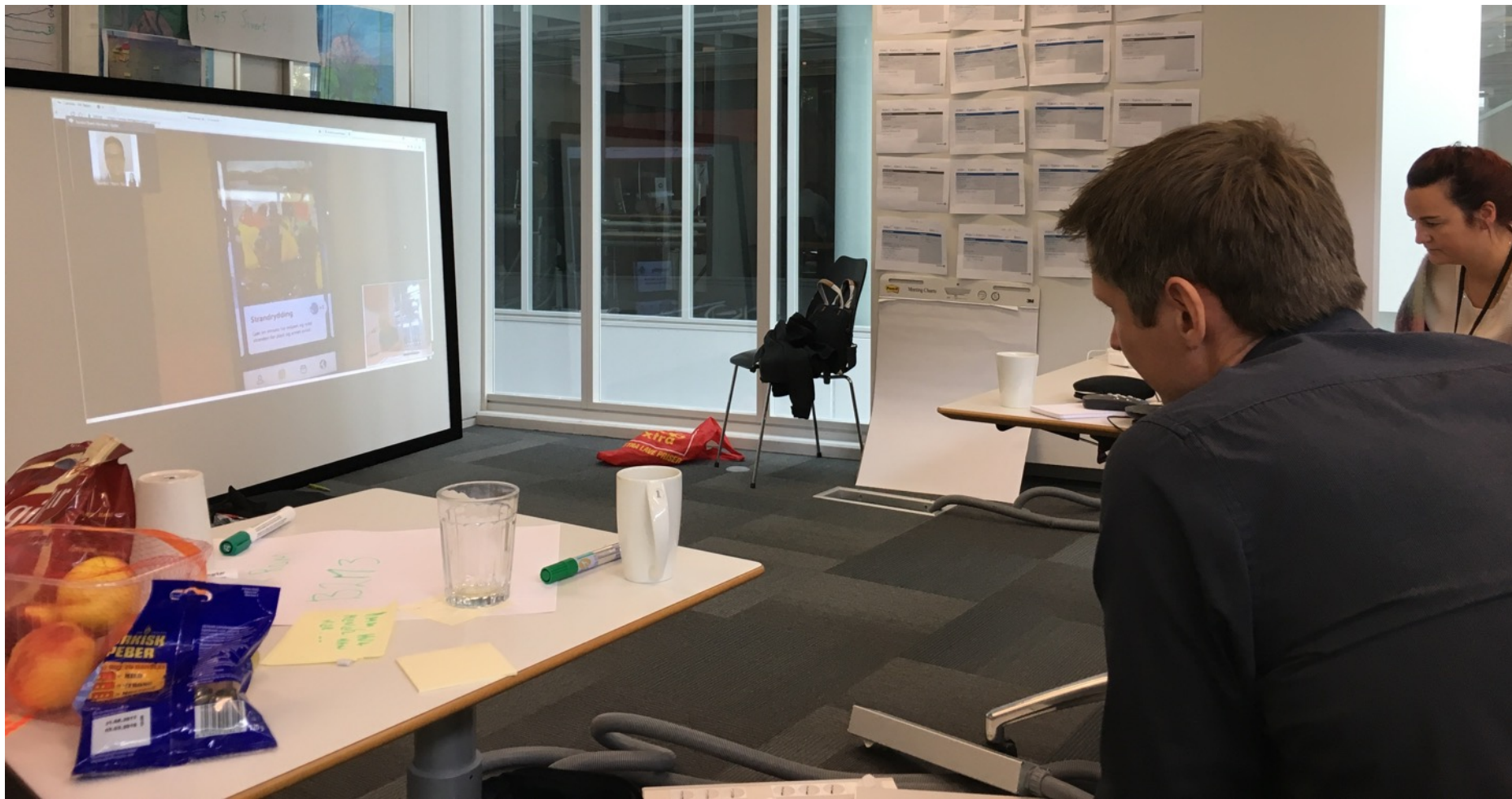


A photograph of two men in an office. In the foreground, a man with a shaved head and a black long-sleeved shirt is looking at a computer monitor. In the background, another man with curly hair and a beard, wearing a white t-shirt, is also looking at the monitor. The scene is brightly lit, suggesting a modern office environment. A semi-transparent orange banner is overlaid across the middle of the image.

Fredag







A photograph of two women walking and talking on a city street. The woman on the left has short blonde hair, wears glasses, a red patterned scarf, and a dark coat. The woman on the right has short red hair, wears glasses, a grey patterned scarf, and a grey coat. They are both smiling and looking towards the right. The background is a blurred city street with buildings. A semi-transparent orange banner is overlaid across the middle of the image.

Tips

Tips

- Se sprintfilmene på starten av hver dag.
- Alle skal lese boka på forhånd
- Følg oppskriften nøye i **første** sprint – det er gjennomtenkt
- Eksperimentér med prototypingsverktøy på forhånd.
- Forbered deg ekstra på storyboard-fasilitering. Onsdagen er den vanskeligste dagen. Tenk historie og ikke funksjonalitet.

Kantega

IT-løsninger kundene ikke klarer seg uten!