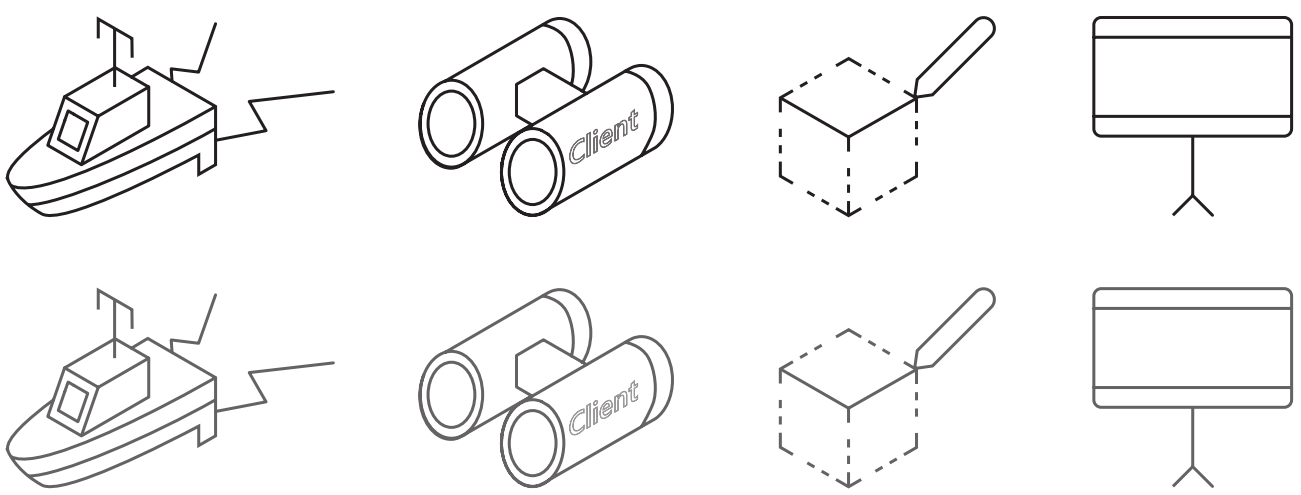
#ixdorientation2019

student handbook



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*please note that *Empathy Mapping* is a backup exercise that can be found in the appendix.

Challenge / Why?

HMW establish an immediate sense of belonging to the program?

HMW encourage bonding between students of diverse cultures, which requires empathy: the cornerstone of being a great Interaction Designer?

Process / How?

By holding a mandatory First Year Student Orientation in the form of a hackathon, we will be introducing all first year students to the culture of IXD (e.g. coffee and tea, sticky notes and sharpies, the concept and journey to problem solving, etc.)

By scrambling all students into randomized groups, regardless of student statuses, they would build connections with one another through a sprint challenge highly relatable to their circumstances as first year students.

Solution / What?

- Seventeen teams, one facilitator per team (you!)
- IXD spirit wear / t-shirts!
- Hack kit constaining: stickies, markers, and dry-erase markers
- Digital sprint facilitator & student handbooks (inspired by *Google Design Sprints - Generate a broad range of solutions to a small challenge*)
- Various HMW challenges
- Quick and sweet presentation of all seventeen team's challenge and solutions (boilerplate provided)

Schedule

9AM - 11AM **J220**
Facilitator Training
Facilitators' T-Shirts Pickup

11AM - 12:30PM **J208**
Alumni and Faculty Lunch

12:30PM
J208 Cleanup

12PM - 12:45PM **J102**
Facilitators Gather Inside J102
First Year Student Sign-In Outside J102
Students T-Shirt and Package Pick-Up Outside J102
Students Gather Inside J102
Pizza Lunch & Icebreaker

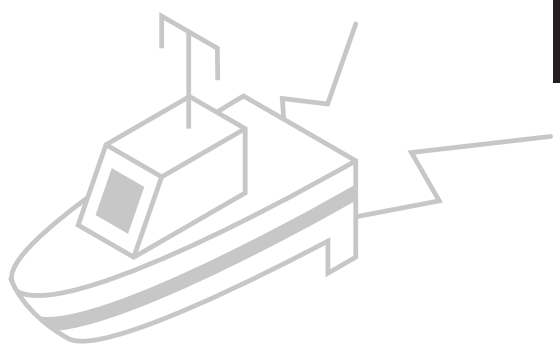
12:45PM - 1PM **J102, J208, J216, J218, J219, J220, J319, G303 &204**
Groups Proceed to Respective Hack Labs

1PM - 2:30PM
Let's Hack!

2:30PM - 3PM
Teams Prepare Pitch & Presentation!

3PM - 4PM **J102**
45 minutes, 2 mins for Each Team to Present
Wrap-Up by M&M

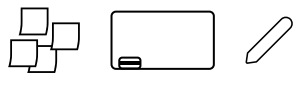
let’s hack.



Icebreaker

suggested time
3 mins

materials



Choose a *Decider* and collect supplies

Your facilitator keeps track of the time and facilitates the team through the process of problem solving. A decider, on the other hand, makes the final decision, when the team is divided and unable to move forward. So, discuss amongst yourselves and pick a decider!

Pick a team name

Pick a team name. Be prepared to explain your team name before your team makes the final presentation.

phase 1

Understand

Lightning Talks

Lighting Talks present a powerful opportunity to build ownership in the Design Sprint challenge. Each Lighting Talk should last 10 to 15 minutes. Topics should cover the business goals, research, and a technology review.

suggested time
15 mins

materials

1. Explore the problem space from all angles and identify specific problem areas that your group would like to focus on.
2. Invite your team members to talk about their experience.
3. You may choose to focus on one of your team member's journey and focus on solving or mitigating their problems.

Understand

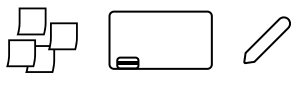
1 hour

HMW Sharing & Affinity Mapping

Affinity Mapping is a Design Sprint method that frequently follows Lightning Talks and is used to categorize HMW sticky notes into themes. This is a way to share the opportunities the team has identified thus far in the Sprint.

suggested time
20 mins

materials



1. One at a time, each team member reads all their HMW notes and places the sticky notes on the board.
2. Give each person three minutes to finish so they're encouraged to be concise.
3. Wait until the third person has finished presenting before grouping HMW notes into categories. From there, add notes to the categories as each person reads.

Facilitator's Notes

Before the team shares their HMWs and categorizing the sticky notes into themes begin, remind everyone that HMWs are intended to look for opportunities, not problems or solutions. At this stage in the Design Sprint, encourage the team to think broadly and explore as many angles as possible. This is a judgment-free zone, so encourage your team to voice any 'dumb ideas' that can be synthesized and refined. Don't forget to include a miscellaneous category; some things just don't fit, and these opportunities are important to consider along with all others.

Understand

1 hour

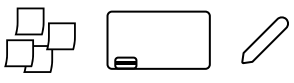
HMW Voting

HMW voting is a Design Sprint method used to prioritize identified opportunities.

1. Each team member gets three votes, represented by dots they will add to the sticky notes they like.
2. People are allowed to vote on their own sticky notes.
3. It's okay to put more than one of your dots on the same note.
4. Vote on the individual notes, not categories.

suggested time
5 mins

materials



example
see appendix.

Facilitator's Notes

The goal of voting is to highlight the most compelling opportunity areas for your users and to help the team focus on the best ideas. The team is not trying to narrow down to one idea, but rather to quickly prioritize across all opportunities. Do not spend too much time on this activity.

Understand

1 hour

User Journey Mapping

User Journey Mapping is a common Design Sprint method that maps out a user's experience step by step as they encounter your problem space or interact with your product. This method enables the team to get into the mindset of the user and illuminates pain points, identifying opportunities to create new or improved user experiences.

suggested time
20 mins

materials

example
see appendix.

1. Start with the user's first step or entry point into your product experience.
2. Add each step in the journey until the user's goal has been reached.
3. Include descriptions for each step and highlight pain points along the journey.

Understand

1 hour

phase 2

Sketch

Crazy 8’s

Crazy 8’s is a core Design Sprint method. It is a fast sketching exercise that challenges people to sketch eight distinct ideas in eight minutes. The goal is to push beyond your first idea, frequently the least innovative, and to generate a wide variety of solutions to your challenge.

suggested time
8 mins

materials

example
see appendix.

1. Take eight stickies.
2. Set the timer for eight minutes.
3. Each team member sketches one idea in each sticky.
4. When the timer goes off, put your pens down.

Facilitator’s Notes

It is helpful to reassure everyone (especially students without a design background) that these are rough sketches. They do not need to be perfect or beautiful—sketches just need to communicate the idea.
If necessary, you could even hold a quick ‘how to sketch’ tutorial session before starting this exercise. Weird, impossible, and impractical ideas often give way to truly inspired ones. It’s called Crazy 8’s for a reason.

Sketch

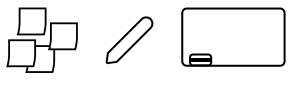
30 mins

Crazy 8's Sharing & Voting

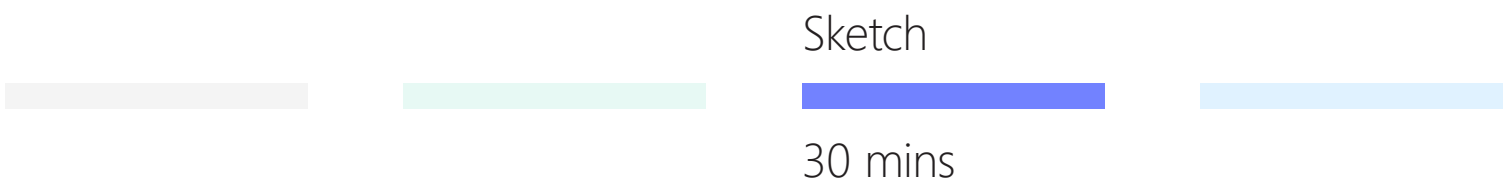
After everyone has finished the Crazy 8's exercise, it's time for each team member to share the ideas they have generated and discuss with the group. In order to not get bogged down, give each sprinter roughly 3 minutes to present. Keep it moving!

suggested time
10 mins

materials



1. Put up each sprinter's sketches on a wall or whiteboard one at a time so everyone can see them clearly.
2. Each person will talk through the ideas they generated and answer any questions other teammates may have.
3. Give each team member three votes.
4. The team will have five minutes to indicate the three most compelling ideas by voting on the specific sketches.



Crazy 8’s

The Solution Sketch is a Design Sprint method used to expand upon one solution idea. In this exercise, each team member spends more time articulating one idea they are most interested in, regardless of the most popular ideas identified from the Crazy 8’s sketches. It is okay to sketch a new idea or a combination of ideas, and a sketch can even include other people’s ideas.

suggested time
10 mins

materials

example
see appendix.

1. Select the idea from your own or others you think is the best.
2. Flesh out the idea in a detailed sketch.
3. Use a series of storyboards in your sketch. This will help you communicate your thoughts to the team.

Facilitator’s Notes

A Solution Sketch should include at least three frames or states of the concept to help illustrate how it works, as well as a clear title to help people remember it.

Sketch

30 mins

phase 3

Pitch

Pitch It!

Consider the following as you prepare your pitch as a team:

1. Why is this a problem? Why is your solution in demand?
2. How are you going about solving the problem?
3. What form does your solution take?

You are recommended but not limited to the following presentation method:

- Present with a presentation deck
- Make a skit to demonstrate your problem
- Film a quick video

Facilitator's Notes

Remember to state your team name before presenting!

suggested time
30 mins

materials

example
see appendix.

Pitch

30 mins

Appendix

Template
Empathy Mapping

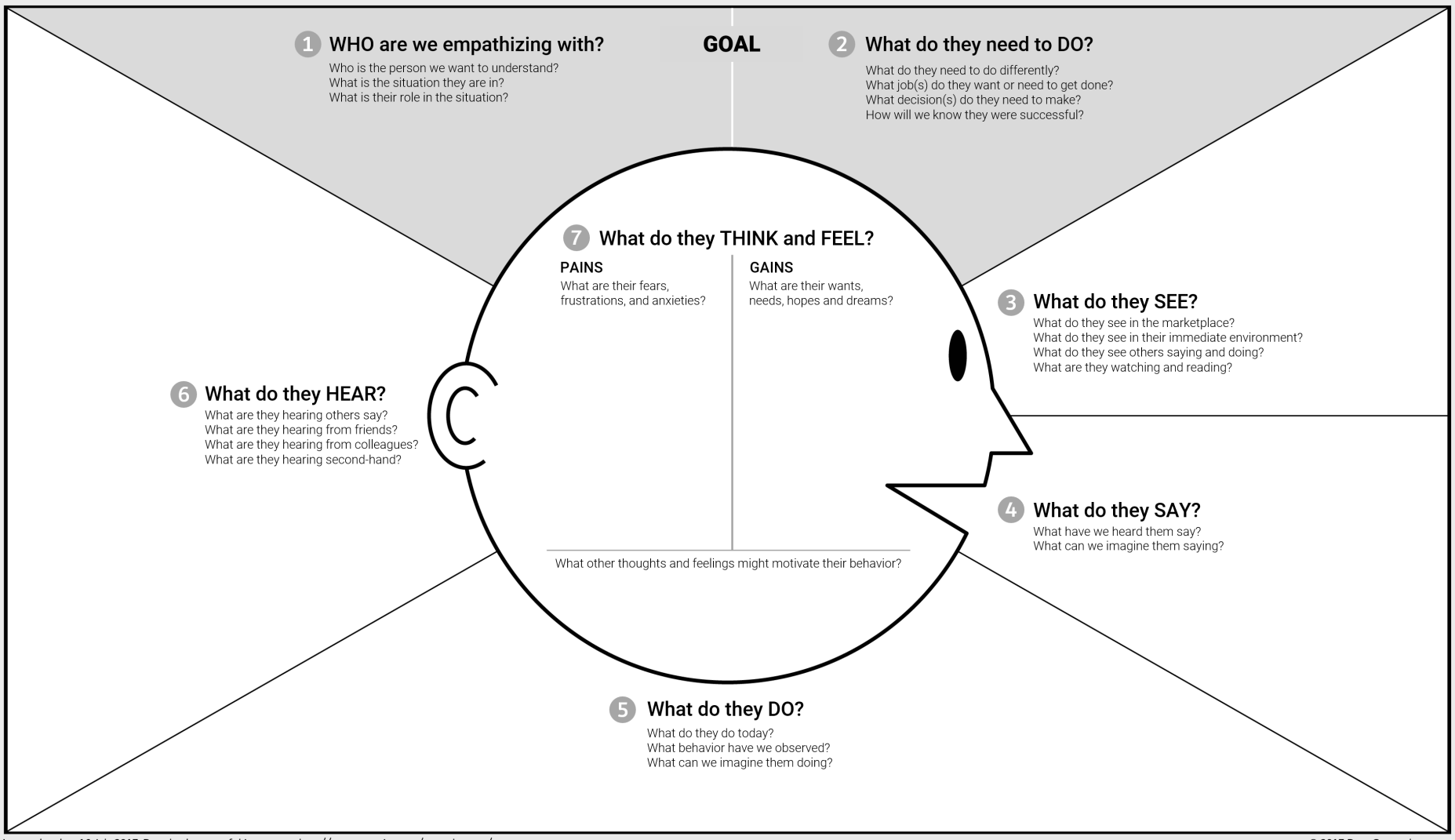
Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:



Last updated on 16 July 2017. Download a copy of this canvas at http://gamestorming.com/empathy-map/

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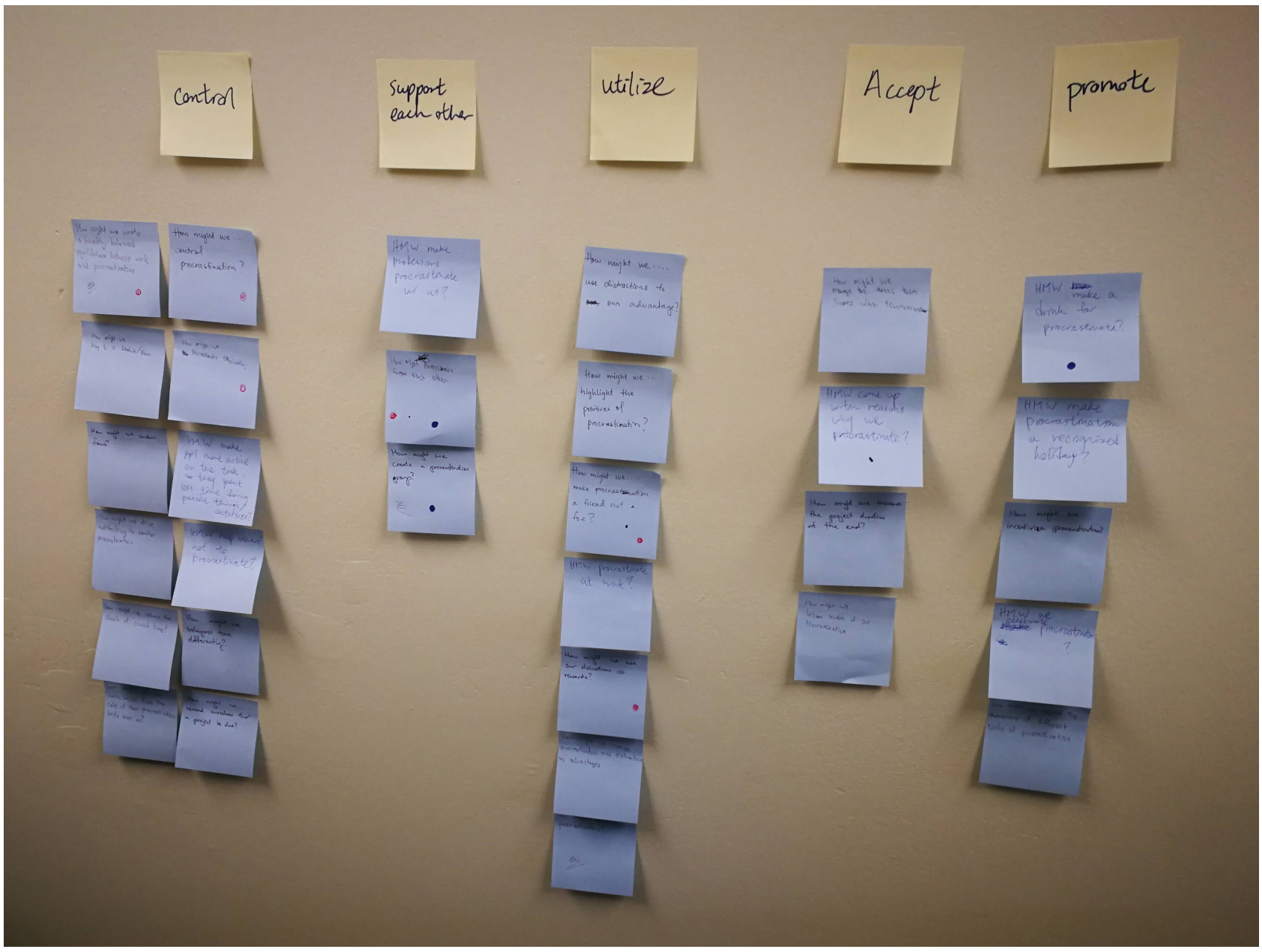
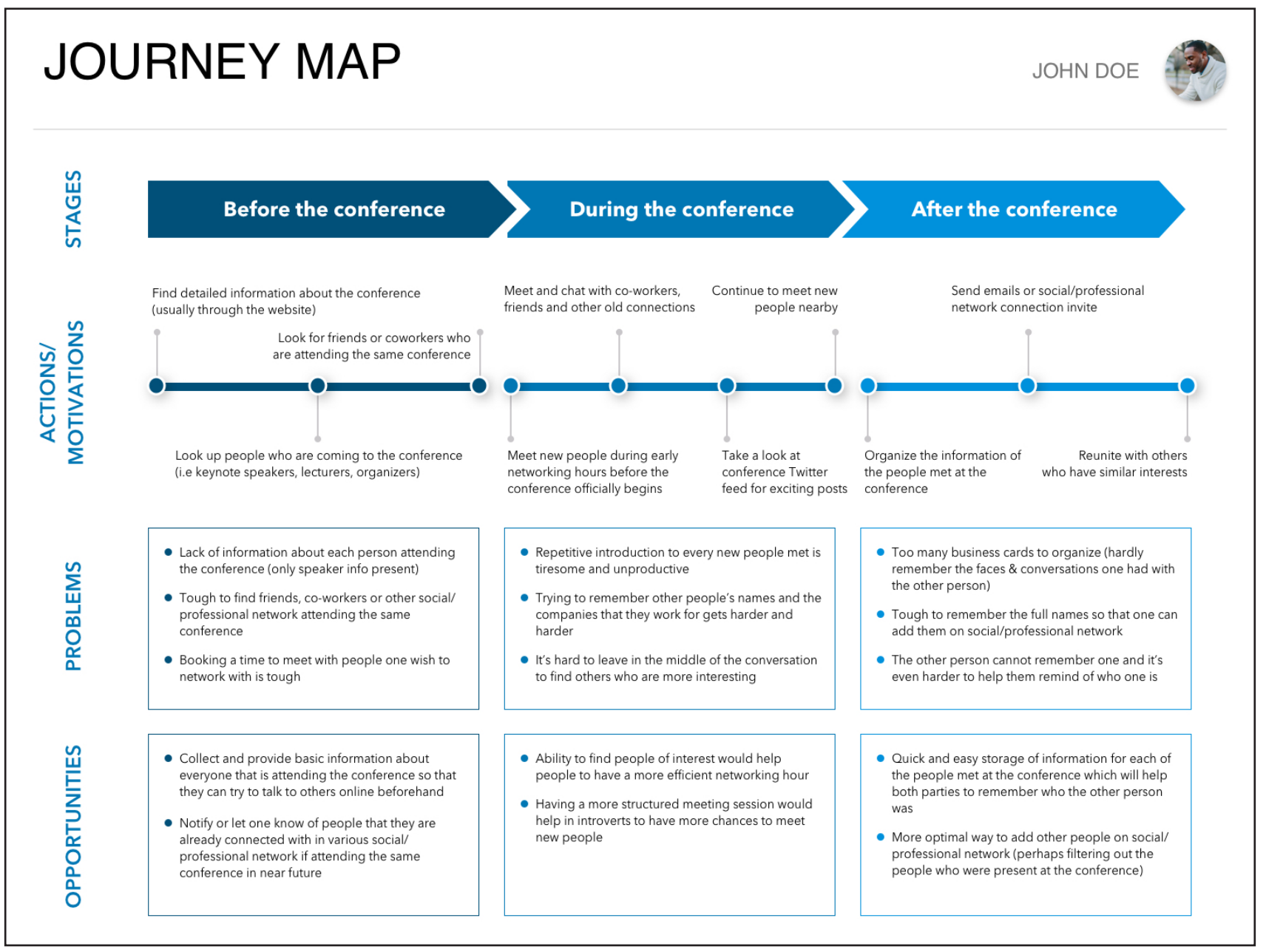
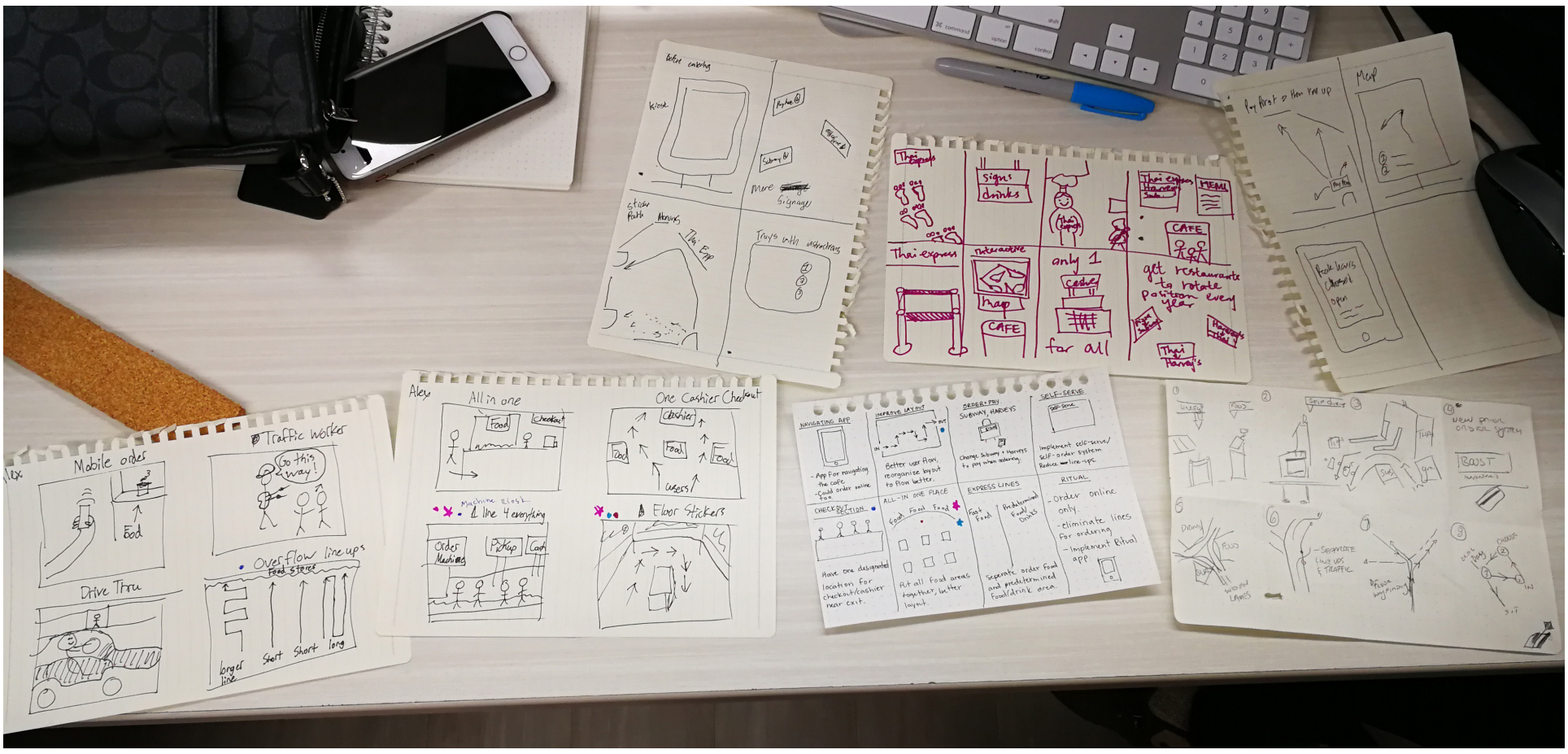
Example
HMW + Affinity Mapped + Dot Voted



Example
User Journey Map



Example
Crazy 8's


Mobile orders
Traffic worker
Go this way!
Food
Drive Thru
Overflow line ups
Food stores
longer line
Short
Short
long
Alex
All in one
Food
Checkout
Machine ideas
1 line 4 everything
Orders
Pickup
Cash
One Cashier Checkout
Cashier
Food
Food
Food
Users?
Floor Stickers
NAVIGATING APP
- App for navigating the cafe.
-Could order online too
IMPROVE LAY OUT
IN
OUT
Better user flow, reorganize layout to flow better.
DEBBY + PAT
SUBWAY, HARVEYS
Change Subway + Harveys to pay when ordering
SELF-SERVE
Self-serve
Implement self-serve/ self-order system
Reduce line-ups
CHECK OUT SECTION
Have one designated location for checkout/cashier near exit.
ALL-IN ONE PLACE
Food Food Food
Put all Food areas together, better layout.
EXPRESS LINES
Fast Food
Predetermined Food Combos
Separate order Food and predetermined Food/drink area.
RITUAL
- Order online only.
-eliminate lines for ordering
-Implement Ritual app
Thai Express
Signs
drinks
MENU
CAFE
Interactive
Thai express
only 1
get restaurants to rotate position every year
Map
CAFE
for all
Thai Express
Harvey's
Map
Pay first = flow run up
Pay first
Food items
Drinks
Open
Drinks
Food
Pay
Server
Thai
Cashier
Line
Menu
Pay
Drinks
Food
Line ups
Food
Line ups
Separate Line ups & Traffic
Pizza
Burgers
Drinks
Line
Line
Line