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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
Facilitator Training
Facilitators’ T-Shirts Pickup

11AM - 12:30PM
Alumni and Faculty Lunch

12:30PM
J208 Cleanup

12PM - 12:45PM
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
Groups Proceed to Respective Hack Labs
J102, J208, J216, J218, J219, J220

1PM - 2:30PM
Let’s Hack!
J319, G303 & 204

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

3PM - 4PM
45 minutes, 2 mins for Each Team to Present
Wrap-Up by M&M
let’s hack.
Icebreaker

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.

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.
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.

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.
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.

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.

suggested time
5 mins

materials

example
see appendix.

Understand

1 hour
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.

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.

suggested time
20 mins

materials

example
see appendix.
phase 2

Sketch
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.

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.

Suggested time
8 mins

Materials

Example
see appendix.

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!

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.
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.

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

suggested time
10 mins

materials

example
see appendix.
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!
Appendix
Empathy Map Canvas

1. WHO are we empathizing with?
   - who is the person we want to understand?
   - what is the situation they are in?
   - what is their role in the situation?

2. WHAT do they THINK and FEEL?
   - PAINS: what are their fears, frustrations, and concerns?
   - GAINS: what are their wants, needs, hopes and desires?

3. What do they SEE?
   - What do they see in the marketplace?
   - What do they see in their immediate environment?
   - What do they see others saying and doing?
   - What are they watching and reading?

4. What do they SAY?
   - What have we heard them say?
   - What can we imagine them saying?

5. What do they HEAR?
   - What are they hearing from others?
   - What are they hearing from colleagues?
   - What are they hearing second-hand?

6. What do they DO?
   - What do they do today?
   - What did they do yesterday?
   - What can we imagine them doing?
Example
HMW + Affinity Mapped + Dot Voted

**User Journey Map**

**JOURNEY MAP**

**STAGES**

**Before the conference**
- Find detailed information about the conference (usually through the website)
- Look for friends or coworkers who are attending the same conference

**During the conference**
- Meet and chat with co-workers, friends and other old connections
- Meet new people during early networking hours before the conference officially begins
- Take a look at conference Twitter feed for exciting posts

**After the conference**
- Send email of social/professional network connection invite
- Organize the information of the people met at the conference
- Reunite with others who have similar interests

**PROBLEMS**

- Lack of information about each person attending the conference (only speaker info present)
- Tough to find friends, co-workers or other social/professional network attending the same conference
- Booking a time to meet with people one wish to network with is tough

- Repetitive introduction to every new people met is tiring and unproductive
- Trying to remember other people’s names and the companies they work for gets harder and harder
- It’s hard to engage in the middle of the conversation to find others who are more interesting

- Too many business cards to organize (hardly remember the faces & conversations one had with the other person)
- Tough to remember all names so that one can add them to social/professional network
- The other person cannot remember one and it’s even harder to help them remember who one is

**OPPORTUNITIES**

- Collect and provide basic information about everyone that is attending the conference so that they can try to talk to others online beforehand
- Notify or let one know of people that they are already connected with in various social/professional networks if attending the same conference in near future

- Ability to find people of interest would help people to have a more efficient networking hour
- Having a more structured meeting session would help in introverts to have more chances to meet new people

- Quick and easy storage of information for each of the people met at the conference which will help both parties to remember who the other person was.
- More optimal way to add other people on social/professional network (perhaps filtering out the people who were present at the conference)
Example
Crazy 8's

Solution Sketch

Break-takers

Workflow
Notifications
Chat

D
Yo, Carol it's time for you to take a break!
2:30

G
Go for a walk.
2:33

T
Don't burn out
2:35

Thanks fam!