WORKSHOP

DESIGN THINKING SPRINT (3 HOURS)
**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
WITCHER 3: WILD HUNT, THE

DESCRIPTION

Included goodies: manual | 8 wallpapers | world map | 50 more

Abstract: 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

Atmosley, highly recommended it by Fowlstove

BUY ITEM - OWNED

$49.99

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

BUY SERIES - OWNED

$114.95

- WITCHER ENHANCED EDITION, THE
- WITCHER 2: ASSASSINS OF KINGDOM, THE - EPIS...
- WITCHER 3: WILD HUNT, THE
- WITCHER ADVENTURE GAME, THE
- WITCHER 3: WILD HUNT, THE - EXPANSION ...
- WITCHER 3: WILD HUNT, THE - FREE DLC PA

Genre: Role-playing | Adventure | Fantasy

Works on: Windows (7, 8, 10)

Languages: Audio and text: Portuguese (BR), Brazilian, English, English (US), Japanese, Polish, Russian, Spanish, Swedish.
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!
PROTOTYPE PERSONA
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
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
SELECT ONE PROBLEM ON WHICH ONE YOU WANT TO WORK
INTERVIEWS:

ASK MORE THAN TWO PEOPLE
20% TALK / 80% LISTEN
DO NOT ASK DIRECT QUESTIONS

ROLES IN THE TEAM
- WHO ASKS? WHO NOTES?

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
1. UNDERSTANDING
2. DEFINE
3. IDEATE
4. PROTOTYPE
5. TEST
CHOOSE MAX 3 IDEAS
AND BUILD A PROTOTYPE
BUILD IT NOW!
BUILD YOUR OWN $1 PROTOTYPE!
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
PRESENTATION
SHOW YOUR RESULTS

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

AND FOLLOW ME ON TWITTER: @EYSMONT