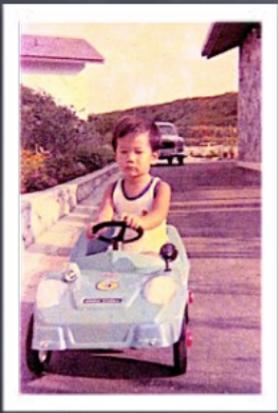




# How to design stuff that matters fast

**rapid design ideation techniques**

**by Eewei Chen, Agile 2011  
Thursday 11 August, 13:30 - 15:00  
Arizona Room, Little America Hotel, Salt Lake City**



**DNA**



**instant gratification**



**anyone can**

**@ultraman**

**ThoughtWorks®**

**[www.eewei.com](http://www.eewei.com)**

"How is this possible?"

## How I Made One Million in 90 Minutes!

(How I Almost Set My Phone on Fire and Broke All Previous  
Records by Making One Million dollars in Just 90 Minutes!  
Learn Everything on This One-Time-Only Teleseminar!)

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Get My Free  
Ebook: "The 90-Minute..."

**Name things you can do  
in 90 minutes ...**

PAUL STRATHERN



## CONFUCIUS IN 90 MINUTES



**a lot apparently!**



**Form teams**  
Issue the challenge



**Who am I?**



**What do I want to do?**

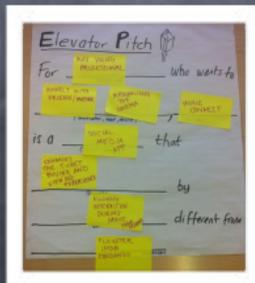
## We can do a lot in 90 minutes too!



Next steps, Feedback Q&A



**Presentations**



**Why should I use it?**



**How will I use it?**

Anyone at [#Agile2011](#) want to join me for a short and slow 30-45 minutes run? Will be in the Little America Lobby in 15

Landed in salt lake city for [#agile2011](#). Do people have plans for tonight?

Two n00bs @ [#agile2011](#) for the first time. Wheres everyone hanging out tonight. Hotel bar? Somewhere walking distance from the Grand Am?



Where is the best brewed coffee near the Grand America? Raw Bean? Mill Creek Roasters? Must be dark, not acidic

I'm bored sitting in the room at [#agile2011](#). Where's the party at?



**Tourist**



**Local**

**New conference attendees who arrive in a foreign town away from home have limited knowledge about where to go and what they can do locally...**

## **The challenge**

**Design a mobile app to help people new to Salt lake City & Utah explore all that the area has to offer from a 'local's' perspective.**

### **Tips:**

**Who is the audience? What are their motivations? What do they expect to be able to do? When do they want to do things? Before, between or after conference activities? What does SLC & Utah have to offer?**

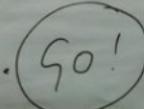
**What is the gap you are filling? How can you make your app unique? Can it be monetized? What technology and platform?**

**Leverage current trends like gamification, peer recommendation, geo-location, social media ...**

## Rules

- \* Be positive!
- \* No right and wrong
- \* Work as a team, share responsibilities.
- \* Challenge the status Quo
- \* User needs vs. Business needs
- \* Focus & keep moving forward!   
tick tick
- \* Have fun - seriously I mean it!



...  Go!



# Form teams

**Design, dev, test, business, Other**

**tip:**

**get a good mix & form cross functional teams**

**3 minutes**



**Ready?**

**tips:**

**talk to each other, you are the target audience  
delegate tasks (don't all work on the same thing at once)  
you can go back, redo and add things  
Work fast. Do just enough and move on!  
relax and have fun!**



# Who am I?

**Choose and complete empathy maps**

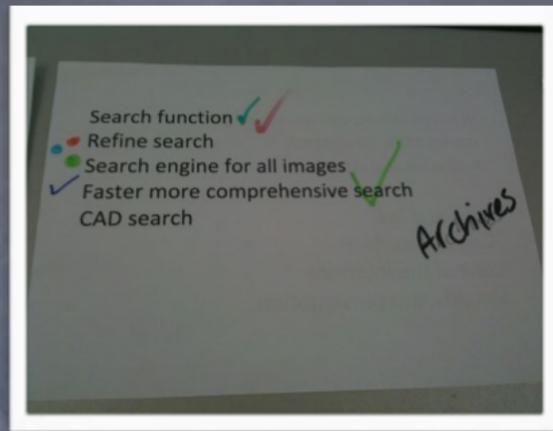
**tips:**

**interview each other, think about the 'local' too**

**"See" = motivation (e.g. find a specific item)**

**"Do" = features (e.g. search)**

**13:40 - 13:50 (10 minutes)**



## What do I want do?

Generate, group & prioritise features

### Tips:

**Most important user needs with max business value, 20/80 rule**  
**Dot vote to prioritise - ask would 'you' use it?**

**13:50 - 14:00 (10 minutes)**

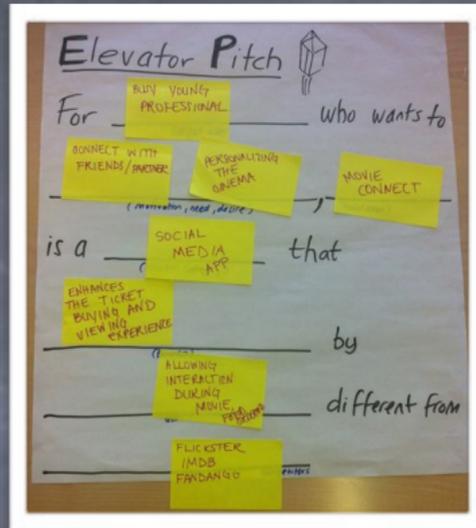


## Can I use it?

User Journeys, sketch, paper prototype

**Tip: “Guerilla” concept test with each other, me and other conference attendees to validate assumptions and interactions**

14:00 - 14:25 (25 minutes)



# Why should I use it?

## Elevator pitch

### Tip:

**a cool brand name and pitch helps match USP to strongest user motivations, needs, desires, gaps**

**14:25 - 14:35 (10 minutes)**



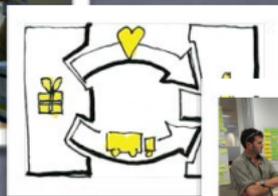
# Presentations

prep & present

**tip:**

**Tell a good story. Role play? Sell your product and brand.  
back it up with research and validation**

**14:35 - 14:55 (20 minutes)**



## Next?

**More ideation**

**Usability test**

**higher fidelity HTML prototype**

**Graphic design**

**Write stories**

**Estimate**

**Prioritise (BV, UV, ROI)**

**Create roadmap for MVP**

**Deliver it!**

# What did we achieve? Was it agile enough?

## Roles & Responsibilities

**Collaborative & inclusive**

**Challenge the status quo**

**Time boxed and rapid**

**Iterative and feedback driven**

**User needs matched to business value**

**Shared common vision**

**Prioritised features**

**“testable” lo-fi prototype**

**Presented ideas**

**Initial project scope**

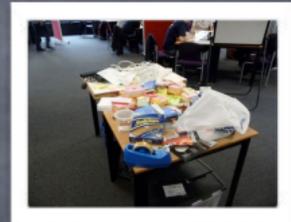
**Less time to think too much**

**Solved a problem quickly**

**low risk**

**ok to fail, just fail forwards!**

**fun?**







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useful links:  
[www.gogamestorm.com](http://www.gogamestorm.com)  
[www.designjams.org](http://www.designjams.org)

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me@eewei.com  
www.eewei.com

**Thank you!**