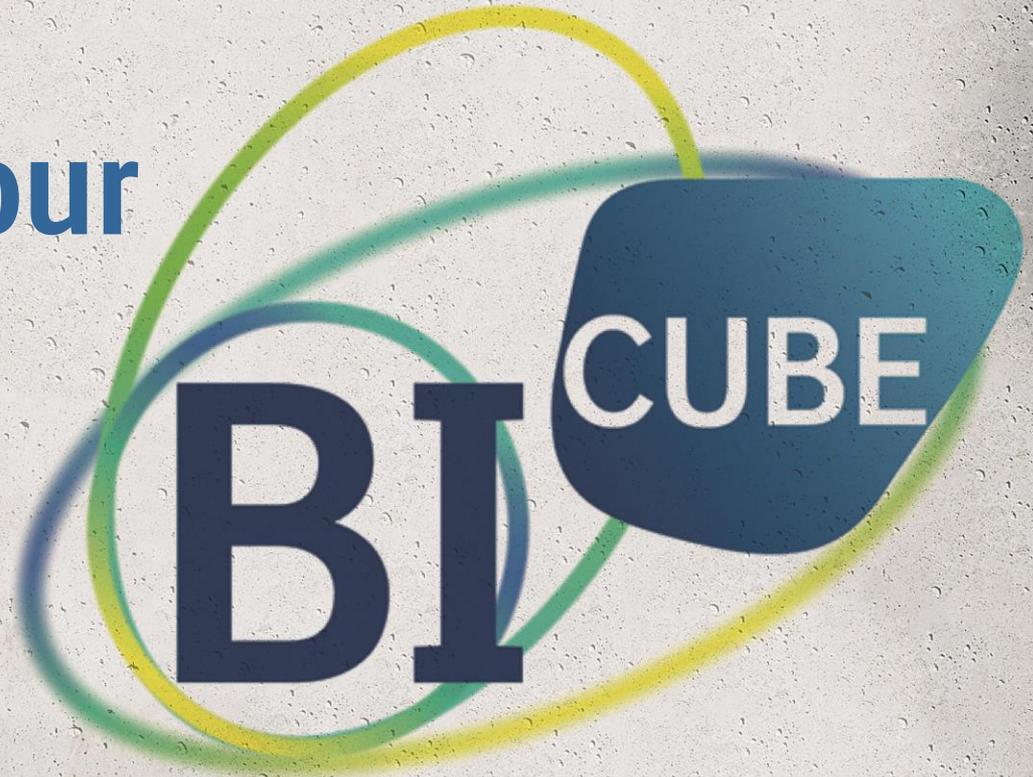


The Agile Experience Tour

- Workbook for participants -



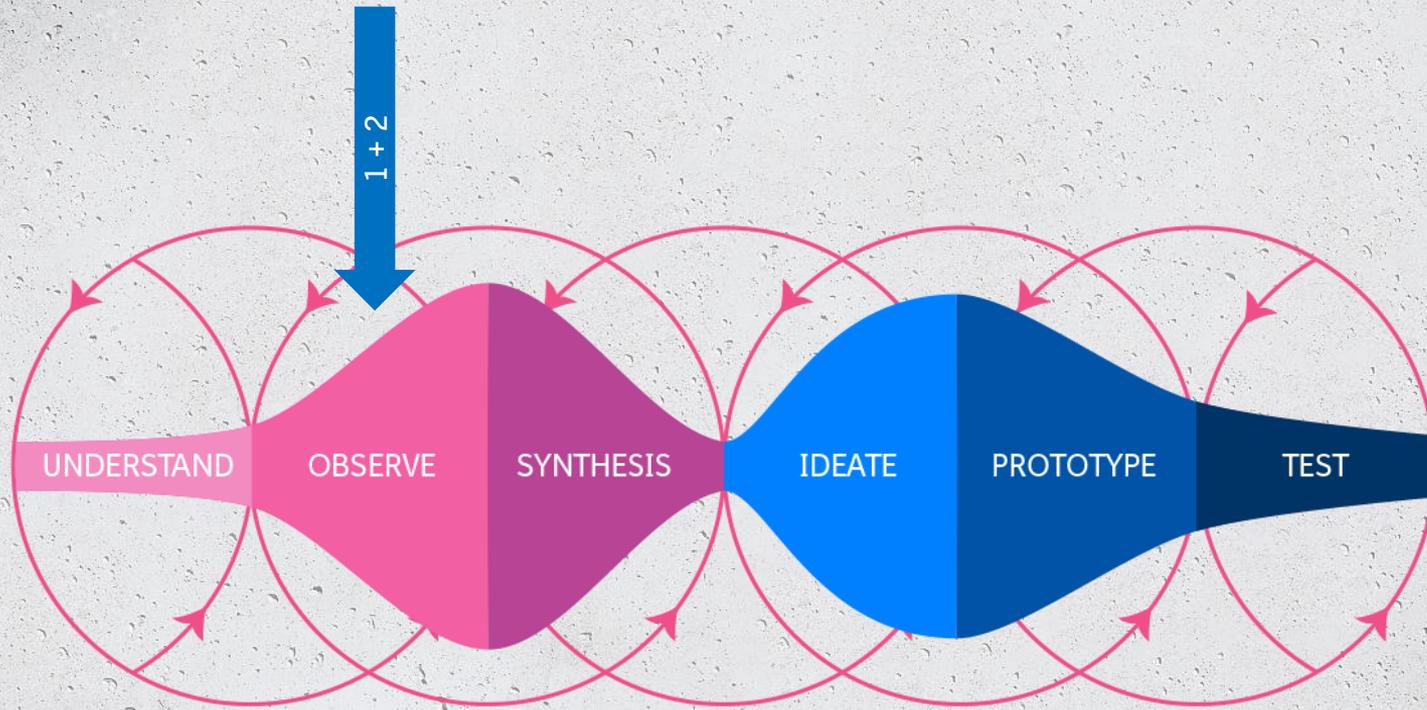
Boehringer
Ingelheim

Design the ideal EFSPI home page

Draw

3 mins

Sketch your idea here!



Your NEW Mission:

Design the ideal EFSPI home page for your partner. Start by gaining empathy. Find out what s/he needs. What will make him/her love this page and come back frequently?

1 Interview

8 mins (2 sessions x 4 minutes each)

Notes from your first interview

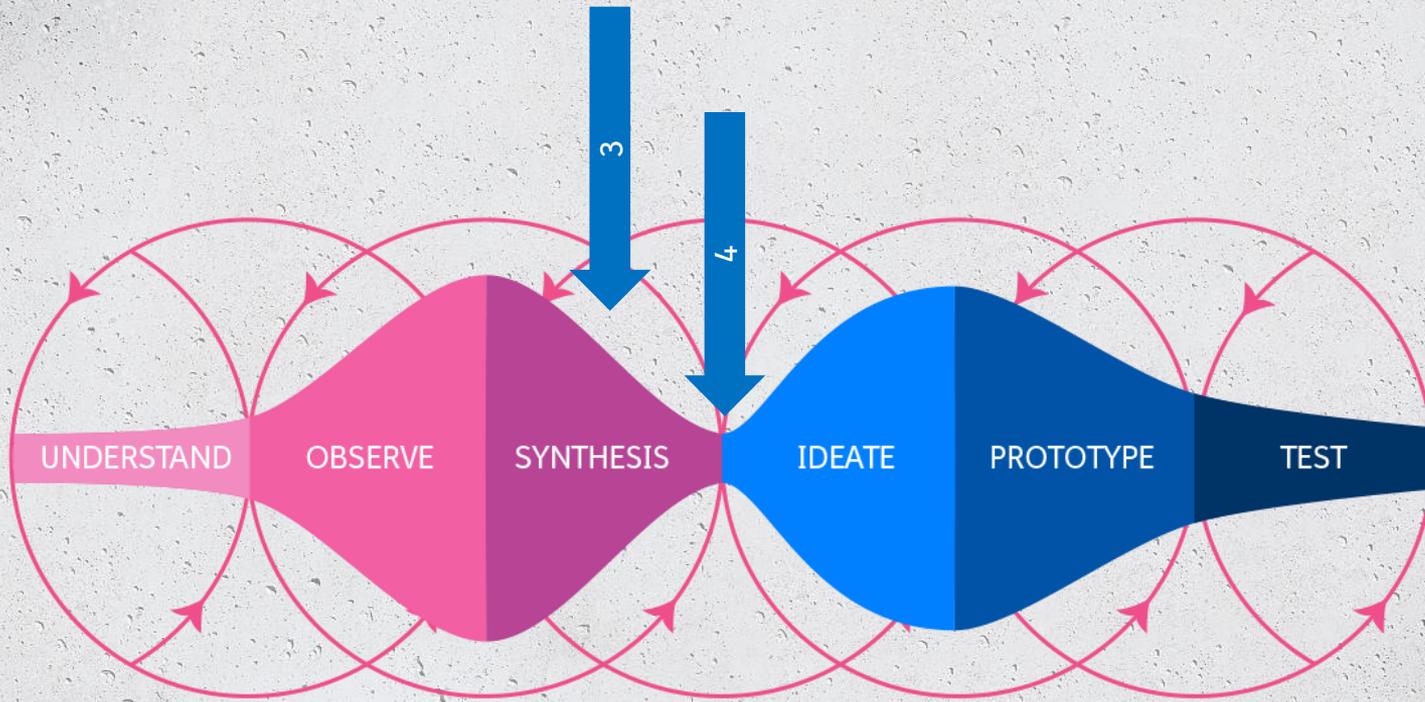
Switch roles & repeat interview

2 Dig Deeper

6 mins (2 sessions x 3 minutes each)

Notes from your second interview

Switch roles & repeat interview



Reframe the problem

3 Capture Findings

3 mins

Goals and Wishes: What is your partner interested in? Use verbs.

Insights:

New learnings about your partner's feeling and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?

4 Formulate the “How Might We” Question

3 mins

How might we help



.....
Partner's name

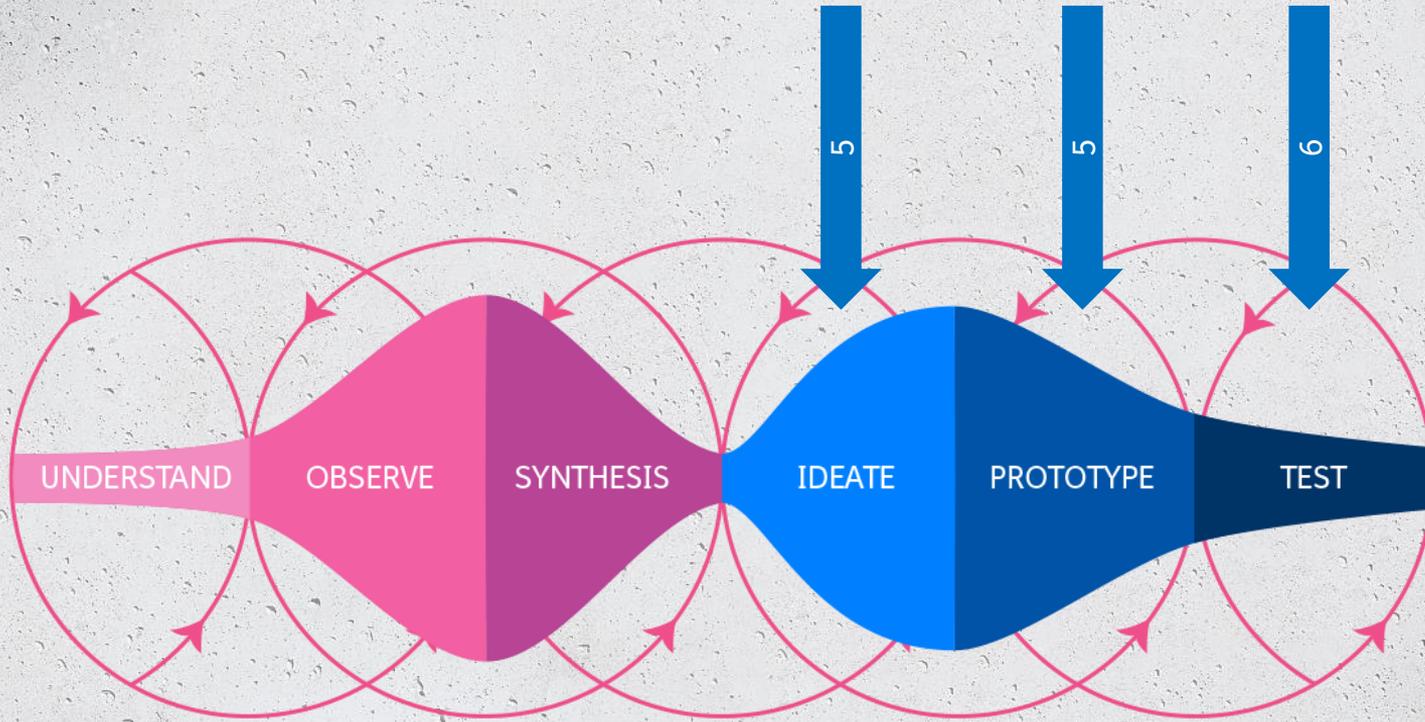
to

.....
Partner's main goal and wish

Because

(circle one)

.....
.....
.....
Main feeling and motivation



Ideate: Generate alternatives to be tested.

5 Sketch At Least 5 Radical Ways to Meet your User's Needs

5 mins

Write your "How might we" question on this line



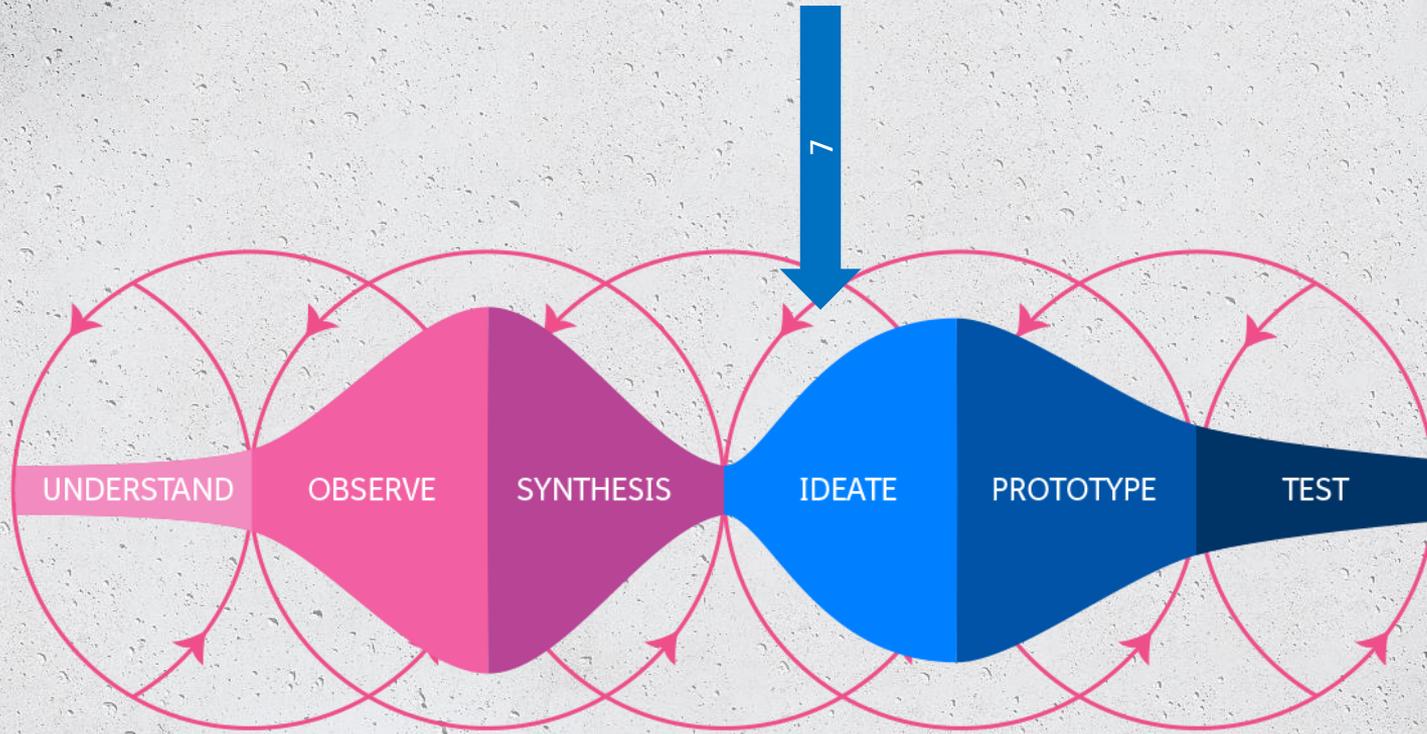
--	--	--	--	--

6 Share your solutions & capture feedback

10 mins (2 sessions x 5 minutes each)

Notes

Switch roles & repeat sharing

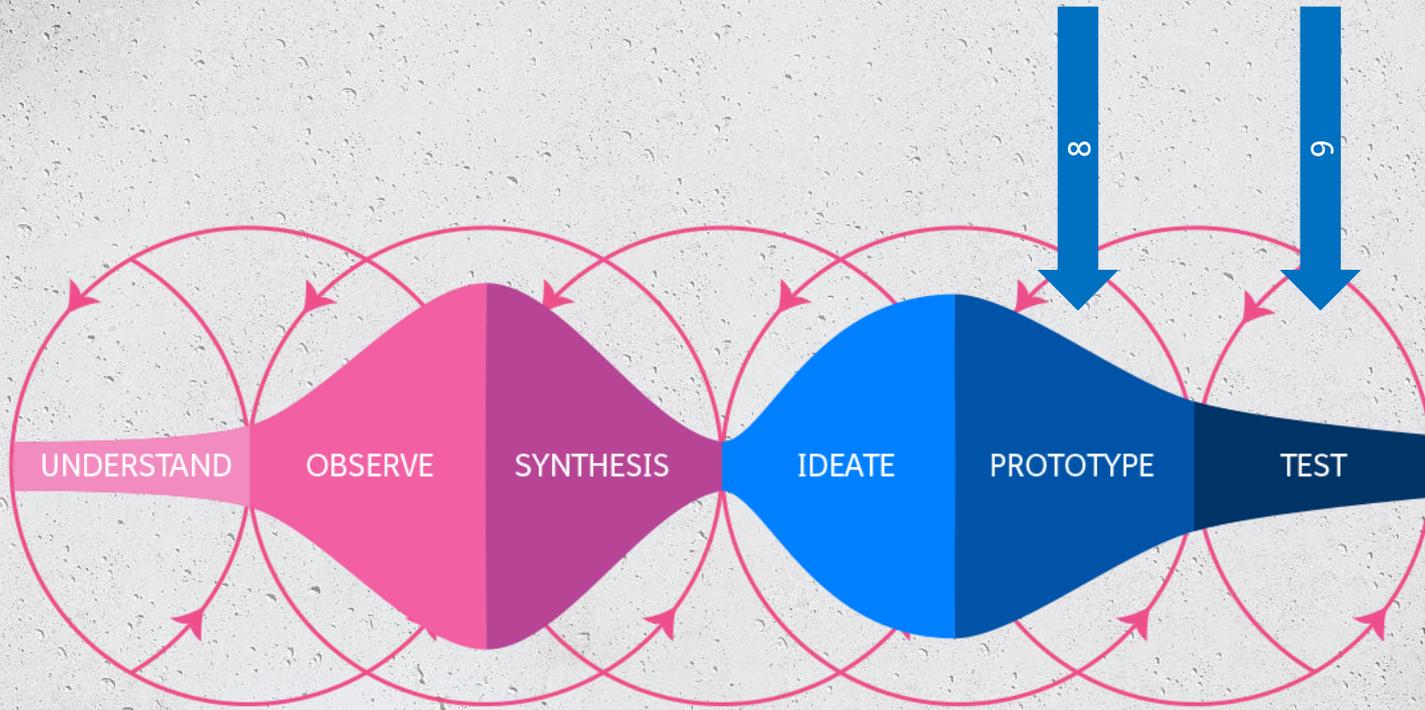


Iterate based on feedback

7 Reflect & Generated a New Solution

3 mins

Sketch your big idea, note details if necessary!



Build and test

8 Build your Solution

7 mins

Make something your partner can interact with!

(not here)

9 Share your Solution and Get Feedback

8 mins (2 sessions x 4 minutes each)

 What Worked

 What Could be Improved

 Questions

 Ideas

Now:
*Compare your
user-centric prototype
with your initial idea!*

Learnings and Insights

Make your notes here: