Design Studio

Innovate & Discover Solutions from Different Perspectives

Diversity is key to good solutions

PO · Tester · AD · UX · Customer Service · DEV
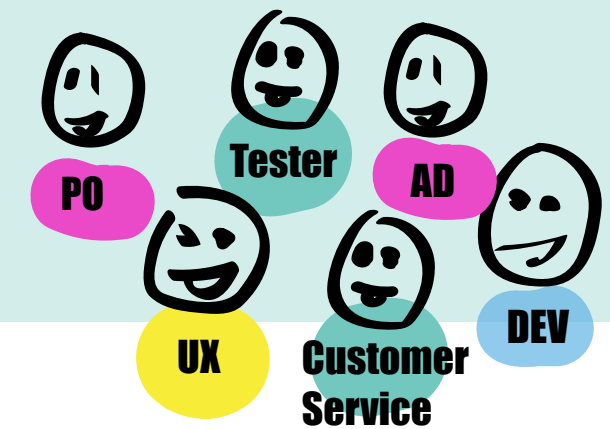
How to

It is important to keep this very timeboxed. Have someone own the timer. Do 2 or 3 iterations, or until you have no new ideas.
3-5 people in each group is a good number. If possible have several teams, they will come up with different ideas, and you will be even more innovative!

Illuminate

Set the framing for the design studio. What is the focus? Is it a specific problem on your sprint planning, is it innovation for a new market, is a flow of a specific persona, or is it a interaction design problem?
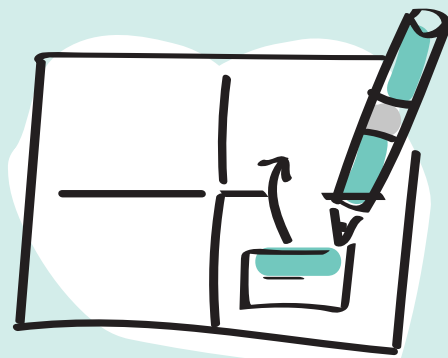
1. Sketch

Sketch on the ideas that YOU have, from YOUR perspective. Use a big A3 paper, fold it in 4 squares, sketch one idea in each square. This should be done quietly, one and one.

Pick a time keeper in each team.

4 minutes. Set the timer.
1 minute in each square.

Second and third iteration, you might want to sketch more focused on one idea and use the full paper.

2. Present

Present your different ideas for your group in brief, dont dig into details. Present the bad ones as well, the probably led you towards a new better idea.

30 seconds presentation per person (and then do critique for each person directly in 30 sec as in nr 3)

3. Critique

If you think the idea is brilliant, you can say that. But dont start elaborating into the idea in a discussion... just steal the idea and build on it!

No negative critique is allowed, but you can ask for some short explanation on the idea.

30 sec critique for the person presenting (not for each listener)

Step 2 and 3, is one minute in total per person.

Pick your winners

Depending on the reason for the Design Studio you might want to dot vote with your team on the most interesting ideas to bring with you and work with in the sprint, or do a prototype for, test with real users, create a business case with, or a technical spike you want to do because you found some risks you where un aware of.

Dot vote with 3 votes each on what you want to move forward with.

- **Never kill ideas, all are good!**
- **Keep time boxes!**

2-3 iterations

- **Build on ideas from others!**
- **Remember, your first idea are always throw aways!**