



Experience flow optimization, customer interaction and innovation

Joel Ståhl & Mia Kolmodin - Dandy People 2018



Role Descriptions

Business Responsible Svansen

Work as quickly as you can to repeat the following sequence:

- Pick the top card from the deck of animal cards
- Write your orders to the four designers on separate PostIt notes, e.g. "Horse head", "Horse body", etc
- Deliver the order to each designer without communicating verbally.
- Deliver the animal card to Integration

After each 5 min playing round: Profit or loss?

1. Get the number of correctly and incorrectly guessed animals **that live in Sweden** from the customer for Svansen. You make 4 million per correctly guessed animal and lose 2 million per incorrectly guessed animal.
2. All Business Responsibles together count the total number of animal cards that were started in this round. Each one has a cost of one million.

Calculate the total profit / loss for Wild Animals Ltd. by adding the profit / loss from the guesswork at the three zoos (1) and subtracting the cost for the started animals (2). Note it on the scoreboard for this round.

Business Responsible \$nålmården

Work as quickly as you can to repeat the following sequence:

- Pick the top card from the deck of animal cards
- Write your orders to the four designers on separate PostIt notes, e.g. "Horse head", "Horse body", etc
- Deliver the order to each designer without communicating verbally.
- Deliver the animal card to Integration

After each 5 min playing round: Profit or loss?

1. Get the number of correctly and incorrectly guessed animals **that do not live in Sweden** from the customer for \$nålmården. You make 4 million per correctly guessed animal and lose 2 million per incorrectly guessed animal.
2. All Business Responsibles together count the total number of animal cards that were started in this round. Each one has a cost of one million.

Calculate the total profit / loss for Wild Animals Ltd. by adding the profit / loss from the guesswork at the three zoos (1) and subtracting the cost for the started animals (2). Note it on the scoreboard for this round.

Business Responsible Arken Zoo

Work as quickly as you can to repeat the following sequence:

- Pick the top card from the deck of animal cards
- Write your orders to the four designers on separate PostIt notes, e.g. "Horse head", "Horse body", etc
- Deliver the order to each designer without communicating verbally.
- Deliver the animal card to Integration

After each 5 min playing round: Profit or loss?

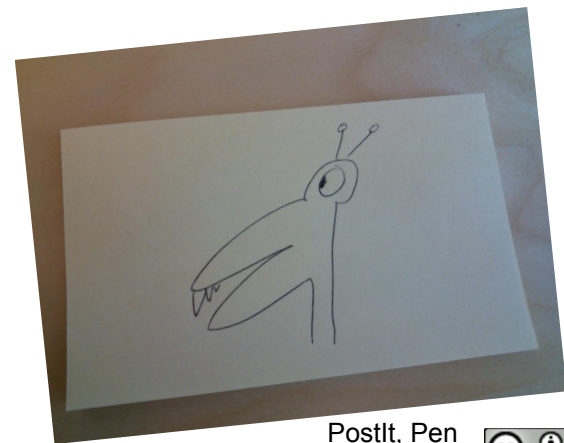
1. Get the number of correctly and incorrectly guessed animals **that live in water** from the customer for Arken Zoo. You make 4 million per correctly guessed animal and lose 2 million per incorrectly guessed animal.
2. All Business Responsibles together count the total number of animal cards that were started in this round. Each one has a cost of one million.

Calculate the total profit / loss for Wild Animals Ltd. by adding the profit / loss from the guesswork at the three zoos (1) and subtracting the cost for the started animals (2). Note it on the scoreboard for this round.

Designer Head

You will receive orders to draw animal heads from the Business Responsibles.

- Draw the requested animal head on a PostIt note
- Send the note to Integration without communicating verbally



PostIt, Pen

Designer Body

You will receive orders to draw animal bodies from the Business Responsibles.

- Draw the requested animal body on a PostIt note
- Send the note to Integration without communicating verbally

Designer Legs

You will receive orders to draw animal legs from the Business Responsibles.

- Draw the requested animal legs on a PostIt note
- Send the note to Integration without communicating verbally

Designer Tail

You will receive orders to draw animal tail from the Business Responsibles.

- Draw the requested animal tail on a PostIt note
- Send the note to Integration without communicating verbally

**NOTE: You will work “offshore”,
i.e. in an adjoining room.**

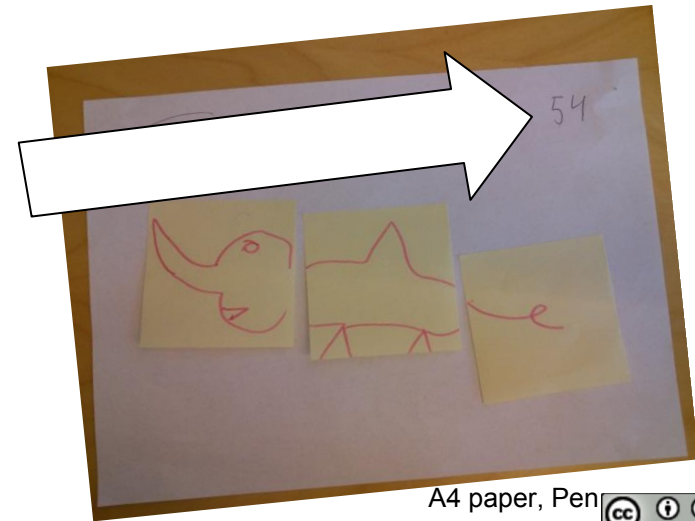
Integration

The Business Responsibles will deliver animal cards to you. Keep the cards. The cards give you the names and numbers of the animals you will deliver to the zoos.

The animals that are delivered in parts on PostIt notes from the designers. Piece them together on A4 paper sheets, one animal per paper.

Mark each animal with its number that you find on the animal card. **DO NOT WRITE THE ANIMAL NAME**

Deliver the animals to the customers for the respective zoos without communicating verbally.



Project Manager Svansen

Important: Make sure everybody is busy all the time!

Even more important: The animals for Svansen shall have the highest priority. The other zoos don't matter. Make sure those that work for all zoos know this! I may get a bonus if 20 animals are delivered to my zoo...

Project Manager \$målmården

Important: Make sure everybody is busy all the time!

Even more important: The animals for Trollgården shall have the highest priority. The other zoos don't matter. Make sure those that work for all zoos know this! I may get a bonus if 20 animals are delivered to my zoo...

Project Manager Arken Zoo

Important: Make sure everybody is busy all the time!

Even more important: The animals for Arken Zoo shall have the highest priority. The other zoos don't matter. Make sure those that work for all zoos know this! I may get a bonus if 20 animals are delivered to my zoo...

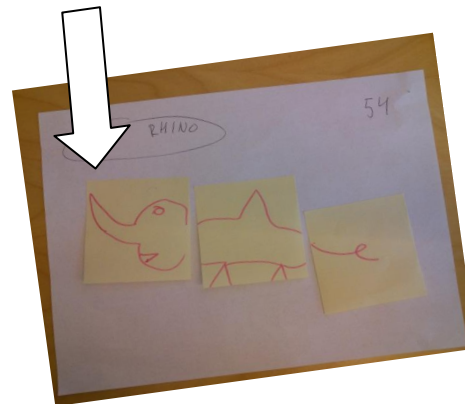
Customer Svansen

SVANSEN



You will receive animal drawings from Integration.

Guess what animal it is and write its name on the paper. No communication or tools are allowed for identifying the animal



After each 5 min playing round: Did you guess the animals correctly?

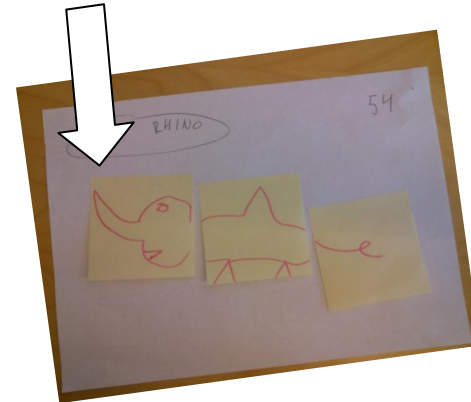
- Get the animal cards from Integration and compare, number by number, the drawings and the animal cards.
- Example:
 - Animal card #45 is Snake. The drawing with #45 says Snake. Correct!
 - Animal card #6 is Horse. The drawing with #6 says Cow. Incorrect!
- Pick only the delivered animals **that live in Sweden**. Tell the Business Responsible for Skansen how many of those were correctly guessed and how many were incorrectly guessed. Other animals don't count.

Customer \$nålmården



You will receive animal drawings from Integration.

Guess what animal it is and write its name on the paper. No communication or tools are allowed for identifying the animal



After each 5 min playing round: Did you guess the animals correctly?

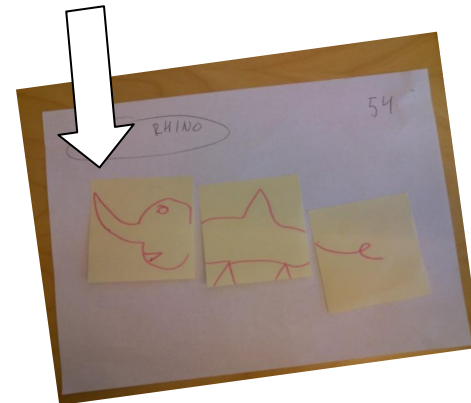
- Get the animal cards from Integration and compare, number by number, the drawings and the animal cards.
- Example:
 - Animal card #45 is Snake. The drawing with #45 says Snake. Correct!
 - Animal card #6 is Horse. The drawing with #6 says Cow. Incorrect!
- Pick only the delivered animals **that DO NOT live in Sweden**. Tell the Business Responsible for Kolmården how many of those were correctly guessed and how many were incorrectly guessed. Other animals don't count.

Customer Arken Zoo



You will receive animal drawings from Integration.

Guess what animal it is and write its name on the paper. No communication or tools are allowed for identifying the animal



After each 5 min playing round: Did you guess the animals correctly?

- Get the animal cards from Integration and compare, number by number, the drawings and the animal cards.
- Example:
 - Animal card #45 is Snake. The drawing with #45 says Snake. Correct!
 - Animal card #6 is Horse. The drawing with #6 says Cow. Incorrect!
- Pick only the delivered animals **that live in water**. Tell the Business Responsible for Parken Zoo how many of those were correctly guessed and how many were incorrectly guessed. Other animals don't count.