

Troublesome travel arrangements

When travel plans change, what can you rely on to make life easier?

🐦 #Euro1A16

Your challenge...

Travelling can be tricky. Whether you're in a car, train, plane or even on foot, getting from A-B can present lots of challenges. Your team should focus on making journeys easier.

Maybe you'll focus on route and diversion planning. Perhaps you'll concentrate on seat allocation on trains or public transport. But whatever you do, you'll make life easier for people trying to get somewhere.

You might concentrate on speed and getting people to their destination as fast as possible. Or you might like to think about economy or the environment – how will your design change travelling for the better?

Using constraints

Constraints are one of things that powers our creativity. In this exercise you can decide which constraints you want to acknowledge – but make a decision at the start and stick to them throughout the workshop.

Your potential users...



Dan Ramsden
Commuter

Dan uses a combination of car, train and tram to get to work. There are lots of connections, as well as a daily dash to find a seat.

LOVES

Making the most of his travel time.

HATES

Nasty surprises!



Cyrièle Piancastelli
Events Manager

Cyrièle manages the delivery of large-scale public events. Well-attended events are the difference between success and failure for her.

LOVES

Efficiency

HATES

Unnecessary roadblocks

Staying 'user-centred'

You might like to add insights or create a new persona to design for – but don't spend too long on this. Usually you'll have audience insight before you begin the sprint.

Tips from the **BBC**

P.O.I.N.T

Is an exercise we often set as 'homework'. We set a broad theme and ask all our stakeholders to share their understanding and assumptions.

PROBLEM

Travel plan changes are often unknown unknowns – you don't know anything changed.

OPPORTUNITIES

Crowd-sourced data turns your customers into your suppliers.

INSIGHT

The solution can't be dependent on a single App.

NEED

It should degrade gracefully – you should be able to rely on it.

THEME

Google Traffic flow gives a nice example of passive contribution

Your Values & Personality

- Open to all
- Fun and quirky
- Helpful

Can I get your attention?

What might you miss when listening to podcasts or factual audio at the same time as doing something else?

 #EuroIA16

Your challenge...

How many times have you been listening to a Podcast and thought “I should read more about [BLANK]”. Have you ever heard a great song on the radio in the kitchen but not been able to see who it is because your hands are otherwise occupied?

We now live in a world where we split our attention. A lot of the time when we’re watching or listening, we’re doing something else as well. This means we can miss out on important details that could enrich our lives. Focusing on audio content, your job is to think about the things that stop us following up on the bits we enjoy, and give us a way to remember we heard them in the first place.

Using constraints

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Your potential users...



Rob Scott
Commuter

Rob alternates between using trams and cars to get to work. On his daily commute he listens to podcasts on the tram, but radio in the car.

LOVES

Making the most of his travel time.

HATES

Making notes and losing them.



Luisa
Radio Exec

Luisa runs a national commercial radio station and is always focused on increasing reach, whilst keeping budgets tight.

LOVES

Seeing an increase in listenership.

HATES

Overly complicated technology.

Staying ‘user-centred’

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Tips from the

P.O.I.N.T

Is an exercise we often set as ‘homework’. We set a broad theme and ask all our stakeholders to share their understanding and assumptions.

PROBLEM

The audio has a call-to-action in it, but I can’t follow up at the time.

OPPORTUNITIES

Chapter points in CDs were one way of jumping to specific sections.

INSIGHT

Some books have summaries at the end of chapters.

NEED

I want a simple way to collect all the interesting moments in a programme or podcast.


THEME

I forget that I was interested in something - it’s like when you have a good idea but don’t write it down.

Your Values & Personality

- Seamless
- Friendly
- Helpful

Sprint success

Sprints are hard – what tools or techniques could we design to make them easier to participate in and more effective?  #EuroIA16

Your challenge...

Sprints are a great way of developing ideas quickly and testing them with actual users. But they come with their own set of challenges. Getting buy-in to do a Sprint can be difficult. Getting a team assembled and dedicated to the sprint for 5 the full days is tricky too. Working across different locations, getting access to experts and decision makers at the right time all present challenges.

There are lots of logistical challenges to overcome when you organise a sprint. You might choose to focus on stakeholder buy-in. Maybe you work with teams spread across different locations – could you run a ‘long distance Sprint’? Or maybe you want to make sure the outcome of a sprint are shared with those who couldn’t participate.

Using constraints

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Your potential users...



Cyrièle Piancastelli
Facilitator

Cyrièle is an experienced facilitator. She’s great at moving on discussion and helping to get to a decision. She’s open to new methods and technology.

LOVES
Making progress quickly.

HATES
Revising decisions that were agreed.



Dan Ramsden
Product owner

Dan finds it hard to dedicate the time to Sprints. He’s bought into the process - sort of... he still finds it hard not to get back to his pet ideas.

LOVES
Making great products.

HATES
Wasting time and energy.

Staying ‘user-centred’

You might like to add insights or create a new persona to design for – but don’t spend too long on this. Usually you’ll have audience insight before you begin the sprint.

Tips from the

P.O.I.N.T

Is an exercise we often set as ‘homework’. We set a broad theme and ask all our stakeholders to share their understanding and assumptions.

PROBLEM

Sprints require a lot of resource and their value isn’t obvious.

OPPORTUNITIES

People already understand flowcharts and infographics - could they help?

INSIGHT

The internet is full of examples of successful sprints. Can we isolate the cost benefit?

NEED

A meaningful way to express value to those unfamiliar with sprints.


THEME

A ‘sprint management’ process tool, a way to evaluate, log and follow up on a spring with minimal hassle.

Your Values & Personality

- Businesslike
- Creative
- Confident

Conference conversations

Conferences are great... but at most they're a few days. Is that really long enough?  #TDMCR

Your challenge...

We all love conference, right? We meet fascinating people, learn from our peers and get a chance to reflect on what we do. Most conferences last for a few days at most. But conversations happen on social media before and after. Plus after most conferences you come away with ideas you want to try out and references you want to follow up.

Maybe you want to collect other attendees responses to individual sessions, or reflect conversations that happened after the conference. Perhaps you'll map the relationships that are formed. Choose **before**, **during** or **after** a conference and think about how you could improve the experience for delegates or speakers.

Using constraints

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Your potential users...



Rob Scott
Conference delegate

Rob is a social media junkie. He loves to be part of any conversation. He sketch notes at conferences and shares them online.

LOVES
Sharing with others.

HATES
Missing anything



Cyrièle Piancastelli
Conference speaker

Cyrièle has spoken at several conferences. She has a large, dedicated following and is happy to let work and play collide online.

LOVES
Sharing her expertise

HATES
Tangents and unrelated questioning.

Staying 'user-centred'

You might like to add insights or create a new persona to design for – but don't spend too long on this. Usually you'll have audience insight before you begin the sprint.

Tips from the

P.O.I.N.T

Is an exercise we often set as 'homework'. We set a broad theme and ask all our stakeholders to share their understanding and assumptions.

PROBLEM

At multiple track conferences I can only attend one session at a time.

OPPORTUNITIES

Videos on conference talks are great.

INSIGHT

Following hashtags on Twitter gives me some way to follow the conversation.

NEED

I want to collect my notes together in one place - so I can come back to them later.

THEME

Be aware of all the different streams and channels that conversations flow through.

Your Values & Personality

Any solution should reflect a set of consistent values throughout. Add a fourth if this helps guide you.

- Welcoming
- Extraverted
- Eager