**Startup Innovation Lab**

A 3 day primer on HCD ideal for a startup or product development team hoping to better understand their users and how to meet their needs.

This can be run with 10-20 participants with groups no larger than four. All participants should be from a similar stage in their startup journey, and will be most effective with early stage startups who are still defining their approach.

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| **Day 1 | Frame the problem** | | **Toolkit assets available** |
| **08:30 - 09:00** | **TEA / COFFEE** |  |
| **09:00 - 09:20** | **Introduction to the event**  Share the objectives and broad agenda for the next 3 days. |  |
| **09:20 - 9:50** | **Introduction to HCD**  The participants are introduced to the use of HCD to create products that better meet their users’ needs. | Intro to HCD Facilitation Deck |
| **9:50-10:00** | **Short break** |  |
| **10:00 - 11:00** | **Startup Journey Review**  The participants will now detail their own startup’s activity using the Startup Canvas. This will help them and the facilitators understand where there is the most and least clarity regarding their current activity. | Startup Canvas |
| **11:00-12:30** | **Startup Pains**  Building on the previous exercise, a set of activities should be organised to share challenges, fears, milestones the various startups are working around.  This can be done through a fun Speed Dating exercise in pairs or an Affinity Mapping in groups of 10-15 each. | Speed Dating  Affinity Mapping |
| **12:30 - 13:30** | **LUNCH** |  |
| **13:30 - 14:30** | **Understand the Challenges**  After lunch, participants will be asked to challenge and unpack their own understanding of the problem through to exercises (both can be used one after the other), 30 minutes should be dedicated to each. | Problem Tree + 5 Whys  Stakeholder Mapping |
| **15:30 - 16:00** | **BREAK** |  |
| **16:00 - 17:30** | **Contextualise the Challenges**  The final exercise of the day will be to understand how the problems and stakeholders identified in the previous activities fit in a typical User’s Journey. | Journey Mapping |
| **17:30 - 18:00** | **Close of Day one** |  |
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| **Day 2 | Discover user needs** | | **Toolkit assets available** |
| **08:30 - 09:00** | **TEA / COFFEE** |  |
| **09:00 - 09:20** | **Introduction to User Research**  Provide an overview of research methods and how research can inform product development. | Research Plan |
| **09:20 - 10:20** | **HCD warm-up**  A simple hour-long exercise to run through the motions of user research. | HCD Exercise |
| **10:20 - 12:30** | **Research Plan**  The team will review all the discussions that led up to this point and decide on a few lines of inquiry, themes or painpoints to learn more about through research. | Research Plan  Secondary Research  User Research |
| **12:30 - 13:30** | **LUNCH** |  |
| **13:30 - 16:00** | **Conduct research**  Participants will be given the afternoon to conduct a trial run of the research plan they’ve created and start speaking to potential users. |  |
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| **Day 3 | Explore possible solutions** | | **Toolkit assets available** |
| **08:30 - 09:00** | **TEA / COFFEE** |  |
| **09:00 - 09:20** | **Share the Research Experience**  Participants can spend a bit of time sharing their respective experiences conducting research in plenary: What worked? What didn’t? |  |
| **09:20 - 11:00** | **Research Download**  The participants will review notes from their interviews and secondary research and organise the information to identify key findings. | Problem Tree (can be reintroduced)  Stakeholder Mapping (can be reintroduced)  Affinity Mapping  ERAF |
| **11:00 - 12:00** | **Identify Insights**  The participants will then review the key findings and discuss how this new information changes their existing understanding of the situation. The idea is to highlight both information that validates assumptions and some that challenge them. | Insights and Opportunities |
| **12:00-12:30** | **Design Principles**  The final activity for the morning will be to define broad guidelines for what the solutions taken forward should and shouldn’t be by defining Design Principles | Design Principles |
| **12:30 - 13:30** | **LUNCH** |  |
| **13:30 - 14:30** | **Ideation**  After lunch, participants will be asked to come up with new solutions that would meet the needs of the users they met and improve the experience provided by their product. The participants can then be challenged to quickly storyboard their best idea. | What if  SCAMPER  Storyboarding |
| **14:30-15:30** | **Prototyping**  The ideas will be shared in plenary and acted out as to get feedback on the core value of the prototype and its implementation. |  |
| **15:30-17:00** | **Theory of Change**  Finally participants will use a Theory of Change Framework to assess how successful their current idea might be and better understand how what they are trying to build will drive impact and improve the lives of the users targeted. | Theory of Change Framework |
| **17:00 - 17:30** | **SMART Goals**  The final exercise of the bootcamp will be to discuss and set realistic and actionable goals on how to use HCD in the startup’s activity. | SMART Goals |
| **17:30 - 18:00** | **Close of Day one** |  |