



HYPER ISLAND

Learning Journey **2023**

Unleash II - session
November 24th 2023

HYPER ISLAND



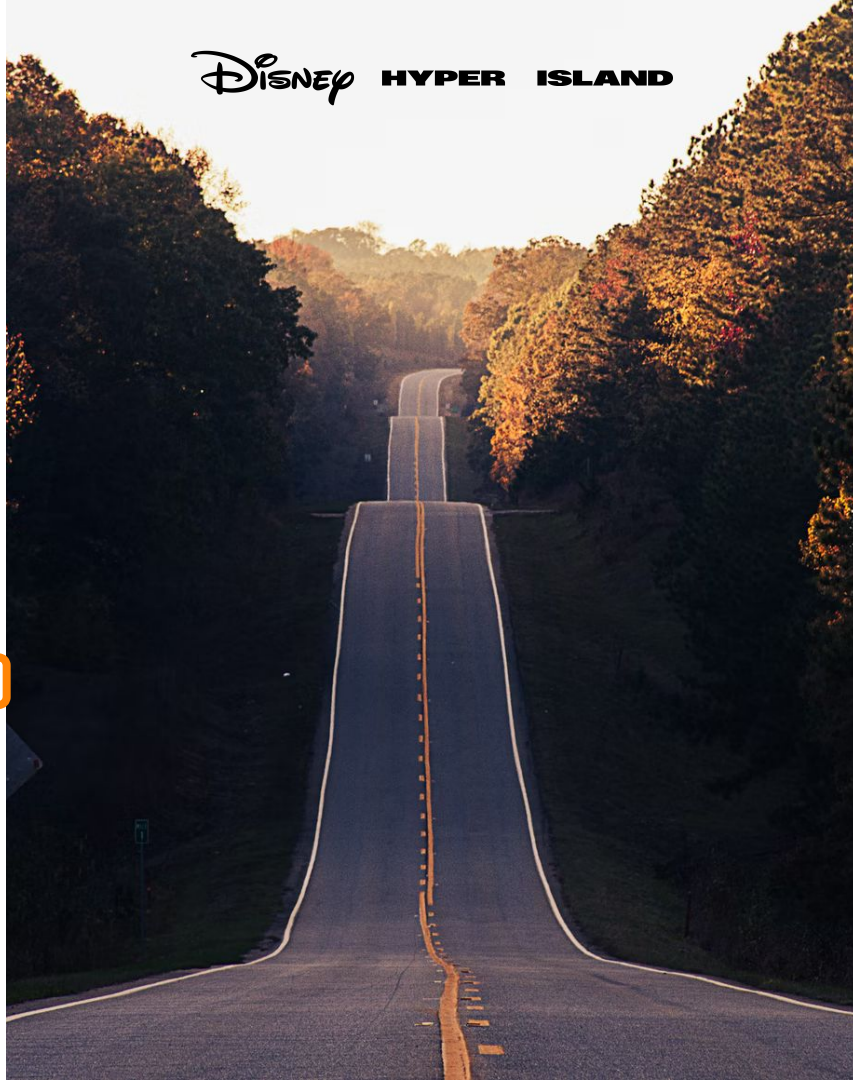
WELCOME TO TODAY'S SESSION

Stockholm — Karlskrona — New York — Manchester — London — Singapore — São Paulo

Our schedule

Session #		DAY	DATE	TIME (BR, ARG)	DURATION	Phase
1	✓	Tuesday	5th	11-13	2	Kickoff
2	✓	Tuesday	19th	11-13	3	Uncover
3	✓	Friday	29th	11-13	2	Uncover
4	✓	Monday	2nd	11-13	2	Uncover
5	✓	Monday	9th	11-13:30	2.5	Uncover final
6	✓	Friday	20th	11-13:30	2.5	Unlock
7	✓	Friday	27th	11-13	2	Unlock
	☐	Monday	6th Nov.	11-13	2	Unlock
9	✓	Friday	10th	11-13:30	3	Unlock
10	✓	Friday	17th	12-14	2	Unleash
11	☐	Friday	24th	12-14	2	Unleash
12	☐	Friday	1st Dec.	12-14	2	Unleash
13	☐	Friday	8th	11-14	3	Pitch
14	☐	Friday	15th	12-14	2	Retrospectiva

Disney HYPER ISLAND



UNCOVER

LEARNING TO EXPLORE THE PROBLEM SPACE, UNCOVERING OPPORTUNITIES

INNOVATION PRINCIPLES
INNOVATIVE TEAMS
IDENTIFYING OPPORTUNITIES
RESEARCH HACKS

KICK-OFF

5 SEPT.

WELCOME &
INTRO TO THE
PROGRAM

MASH UP
INNOVATION

2 hrs.

19 SEPT.

IDOARRT

STINKY FISH

INCLUSIVE
INNOVATION
FOR DISRUPTIVE
IDEAS

HIGH
PERFORMING
TEAMS

3 hrs.

29 SEPT.

PERSONALITY
PROFILING WITH
MBTI

DISCOVER YOUR
AREAS OF
GENIUS WITH 6
WORKING
GENIUS

2 hrs.

Oct. 2nd

FUTURES
MINDSET / PLAY
IN THE FUTURE

JOBS TO BE
DONE
ACTIVITY

2 hrs.

Oct. 9th

ACTIVE
LISTENING
ACTIVITY

CX TOOLS

PLANNING
RESEARCH

2.5 hrs.

Our journey

UNLOCK

IDENTIFYING CREATIVE SOLUTIONS

INSIGHT TO IDEAS
THINK OUT OF THE BOX
SOLUTION SPACE

Oct. 20th

NETWORKS

HOW MIGHT
WE
STATEMENTS

2.5 hrs.

Oct. 27th

HOW MIGHT
WE
STATEMENTS

CREATIVE
THINKING
MINDSET

2 hrs.

Nov. 10TH

INTRO TO
IDEATION &
IDEATION

SELECTION WITH
HOW-NOW-WOW

STORYBOARDING
WITH TOAST

3 hrs.

UNLEASH

SCALING & STORYTELLING

PRETOTYPING
AGILE INNOVATION
EXPLORING IMPACT
ETHICS AND CONSEQUENCES
STORIES AND INFLUENCE

Nov. 17TH

BEHAVIOURAL
DESIGN FOR CX
PEAK MOMENTS

2 hrs.

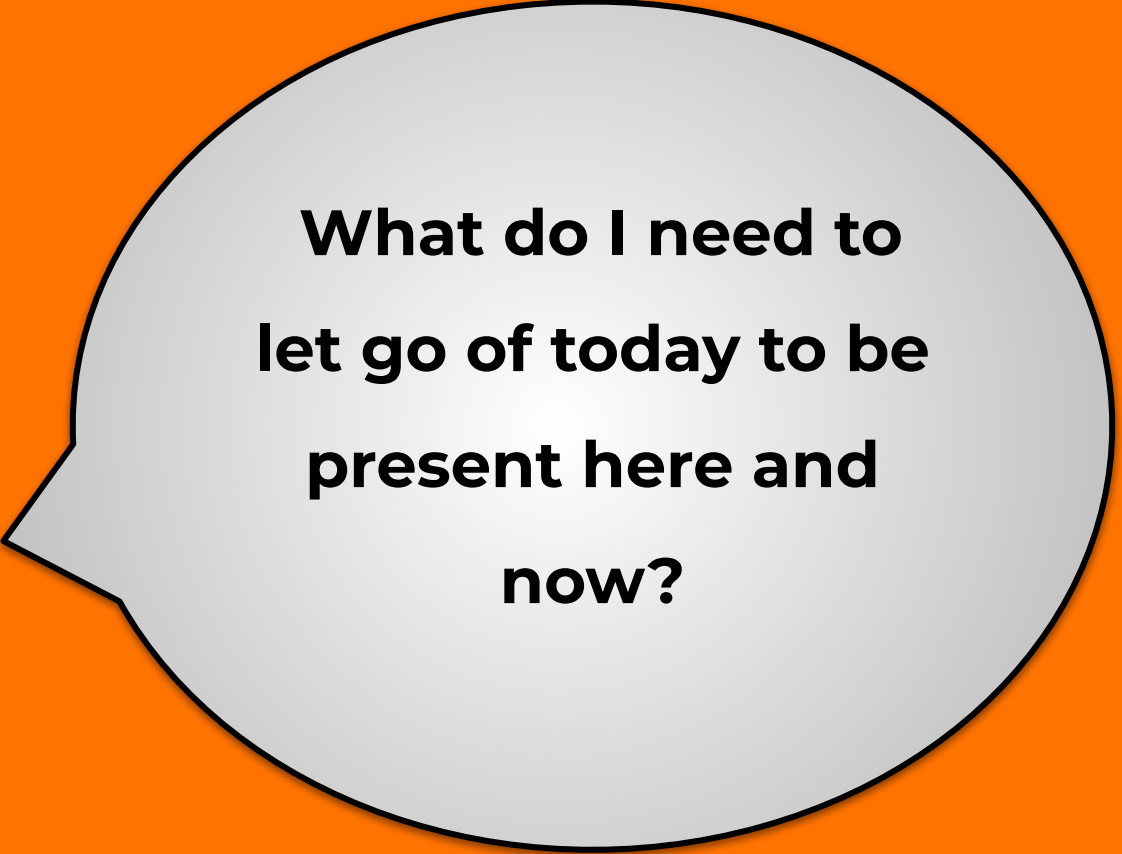
Nov. 24th

LOW FIDELITY
RAPID
PRETOTYPE

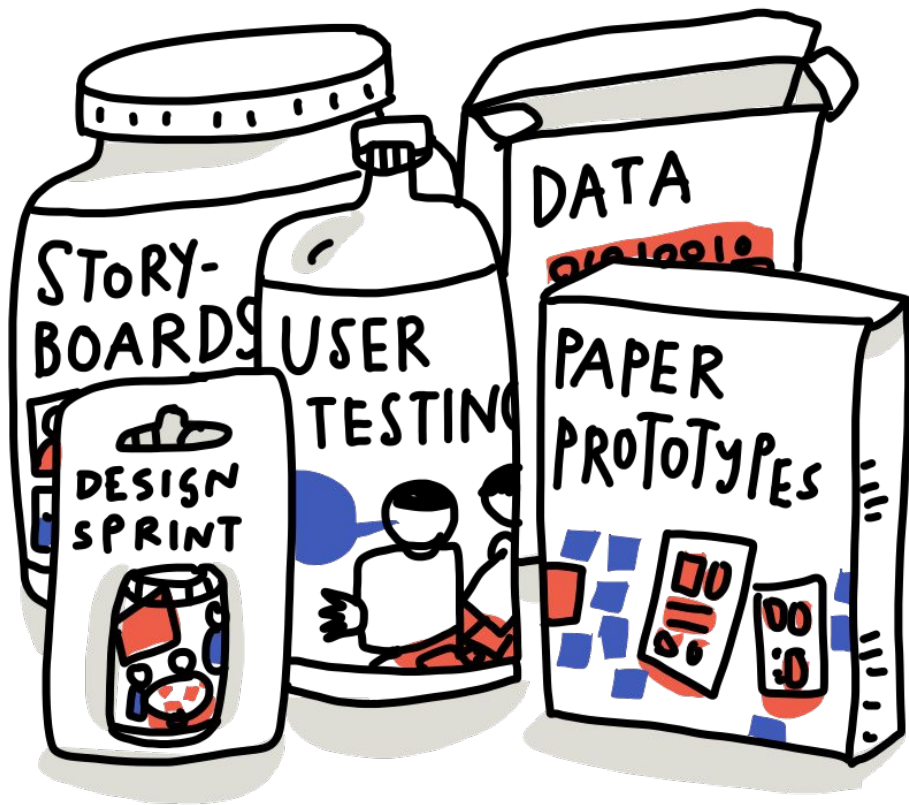
2 hrs.

CHECK-IN

HYPER ISLAND



**What do I need to
let go of today to be
present here and
now?**



RAPID

PROTOTYPING

Bringing ideas to life



**WHY
PROTOTYPE?**

**“IF A PICTURE IS WORTH 1000
WORDS, A PROTOTYPE IS
WORTH 1000 MEETINGS.”**

Tom & David Kelley, IDEO



**WHY
PROTOTYPE?**

Use prototypes to
EXPLORE IDEAS

Use prototypes to
TEST POSSIBILITIES

Use prototypes to
GET FEEDBACK

Use prototypes to
FIND MISTAKES EARLY

Use prototypes to
EXPLORE IDEAS

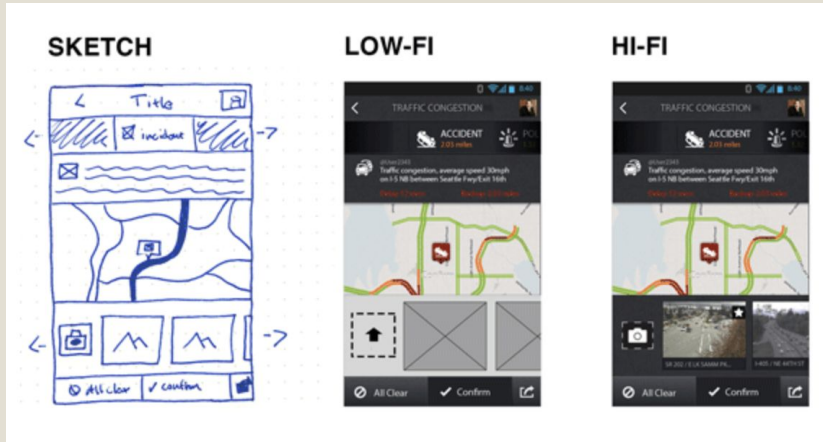
Use prototypes to **EXPLORE IDEAS**



“...Was he free for lunch on Wednesday? Hawkins would haul out the block and tap on it as if he were checking his schedule. If he needed a phone number, he would pretend to look it up on the wood.”

Fidelity of a Prototype

- **Low fidelity** – low cost, rough and quick to build.
- **Medium fidelity** – slightly more detailed, still rough but closer to the solution.
- **High fidelity** – much closer to final, very detailed and much more time-consuming.



Use prototypes to
EXPLORE IDEAS

Use prototypes to
TEST POSSIBILITIES

Use prototypes to test possibilities



Use prototypes to test possibilities



Easy Taxi

Peça Taxi pela internet

Qual é seu nome e Telefone?

Your answer

Qual é seu endereço?

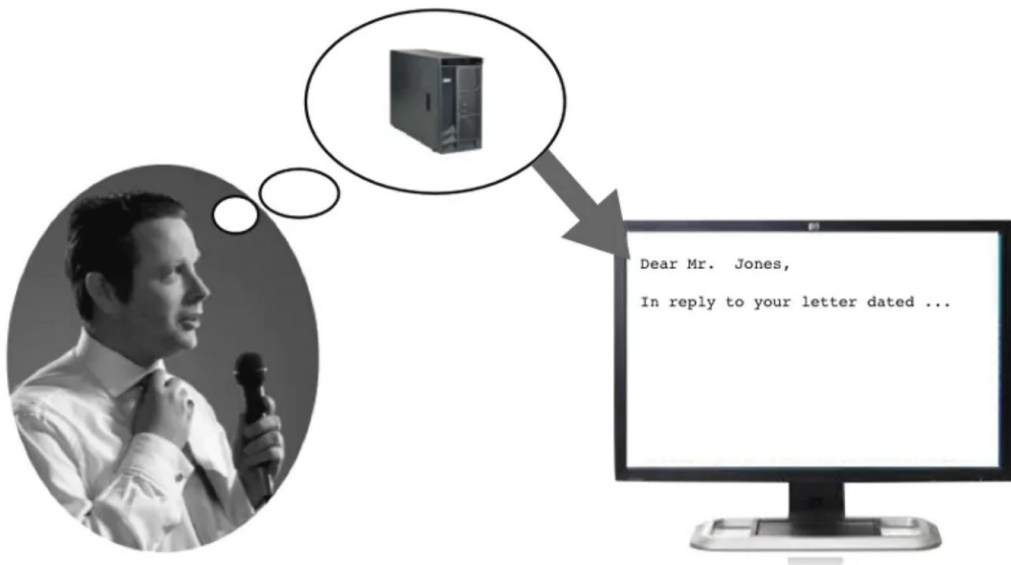
Your answer

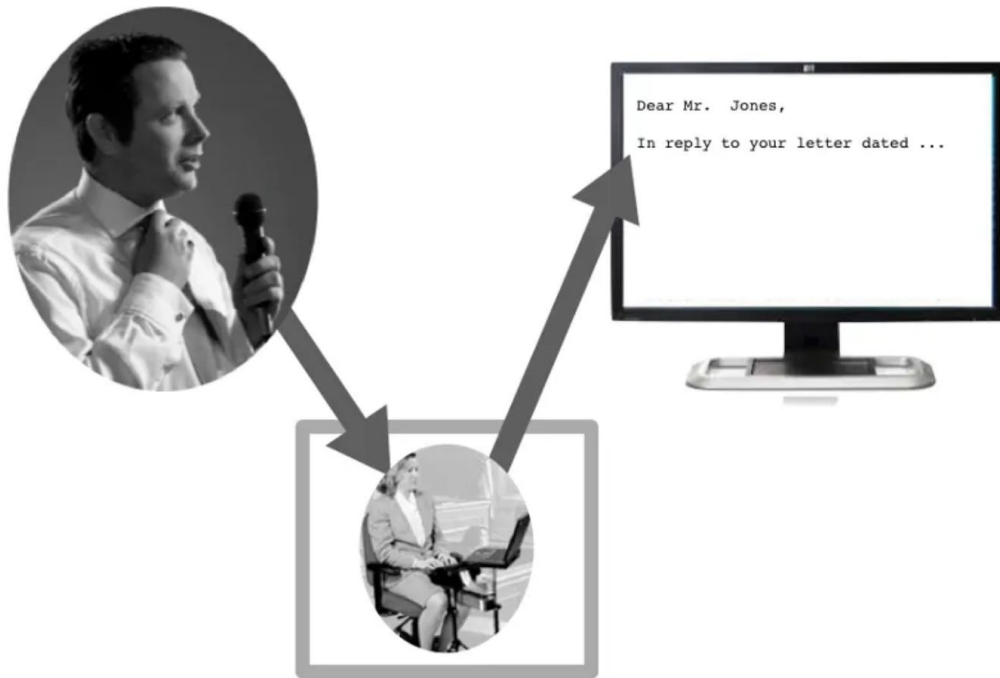
Para onde você vai?

Your answer

SUBMIT

Never submit passwords through Google Forms.





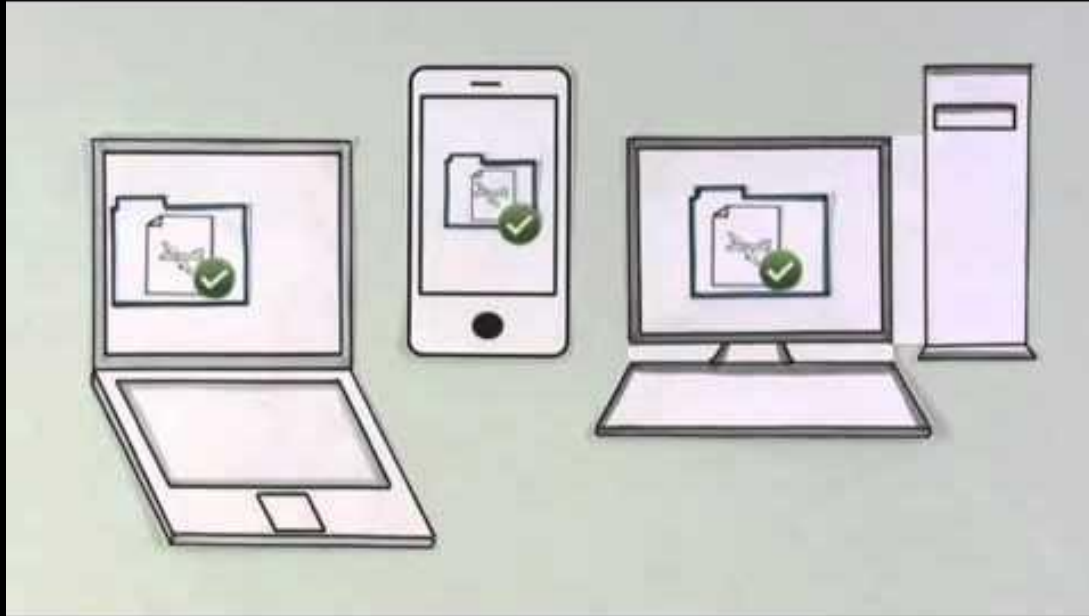
What was actually going on

Use prototypes to
EXPLORE IDEAS

Use prototypes to
TEST POSSIBILITIES

Use prototypes to
GET FEEDBACK

Use prototypes to get feedback



“In meeting after meeting, the venture capitalists could not imagine a world in line with Drew’s vision. To avoid the risk of spending years of development on a product nobody wanted, Drew did something unexpectedly easy:

he made a video.”

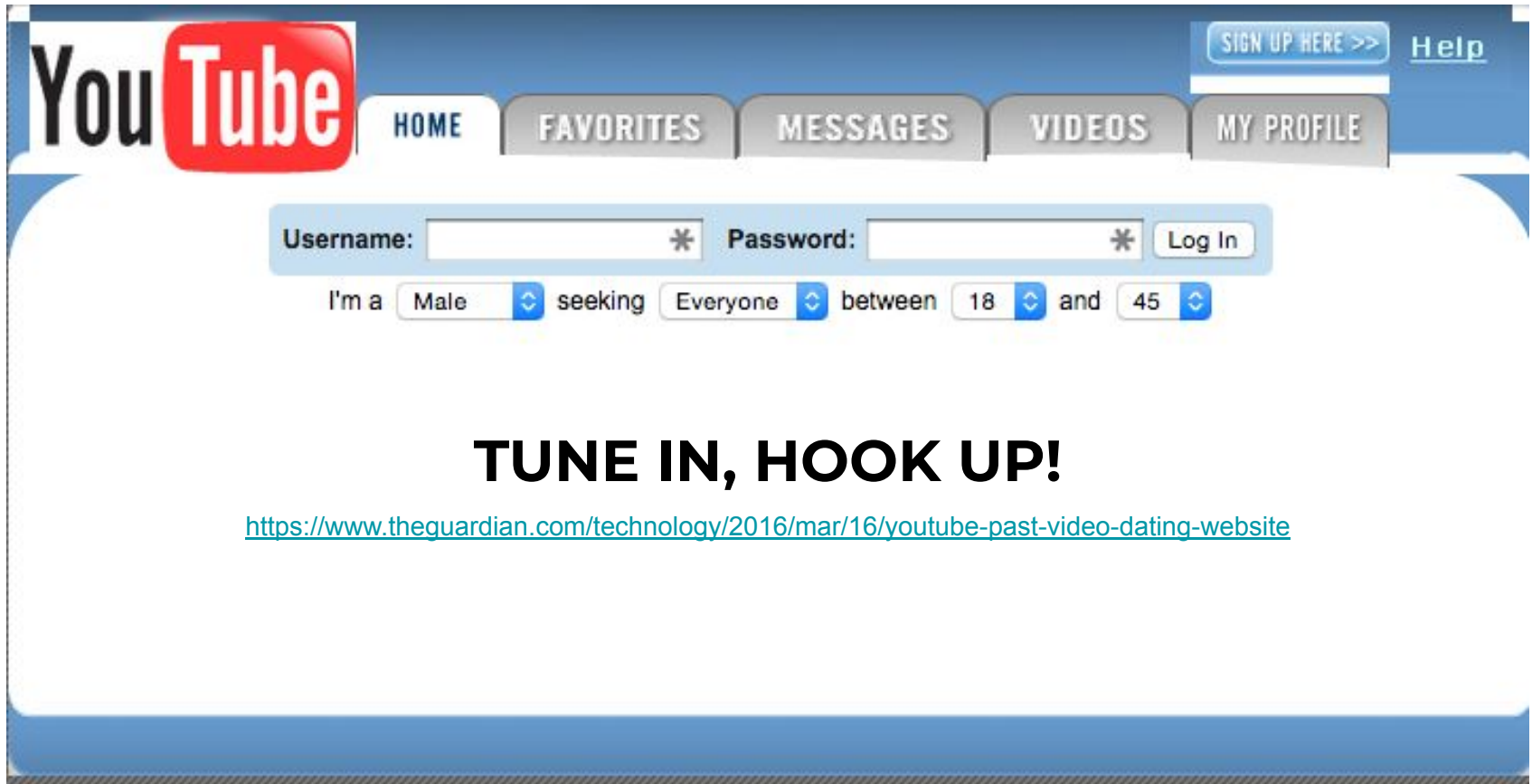
Use prototypes to
EXPLORE IDEAS

Use prototypes to
TEST POSSIBILITIES

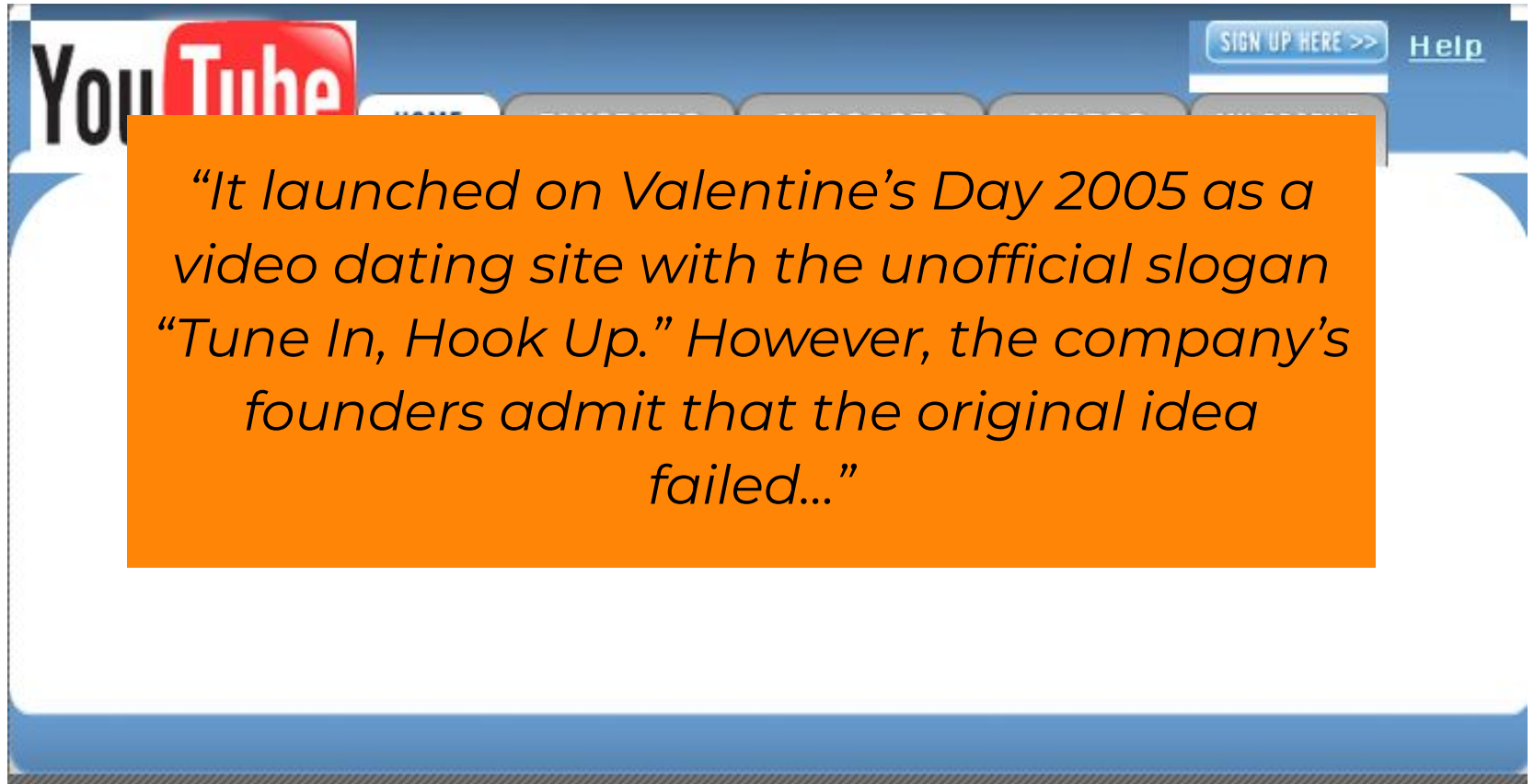
Use prototypes to
GET FEEDBACK

Use prototypes to
FIND MISTAKES EARLY

Use to find mistakes early



Use to find mistakes early



"It launched on Valentine's Day 2005 as a video dating site with the unofficial slogan 'Tune In, Hook Up.' However, the company's founders admit that the original idea failed..."



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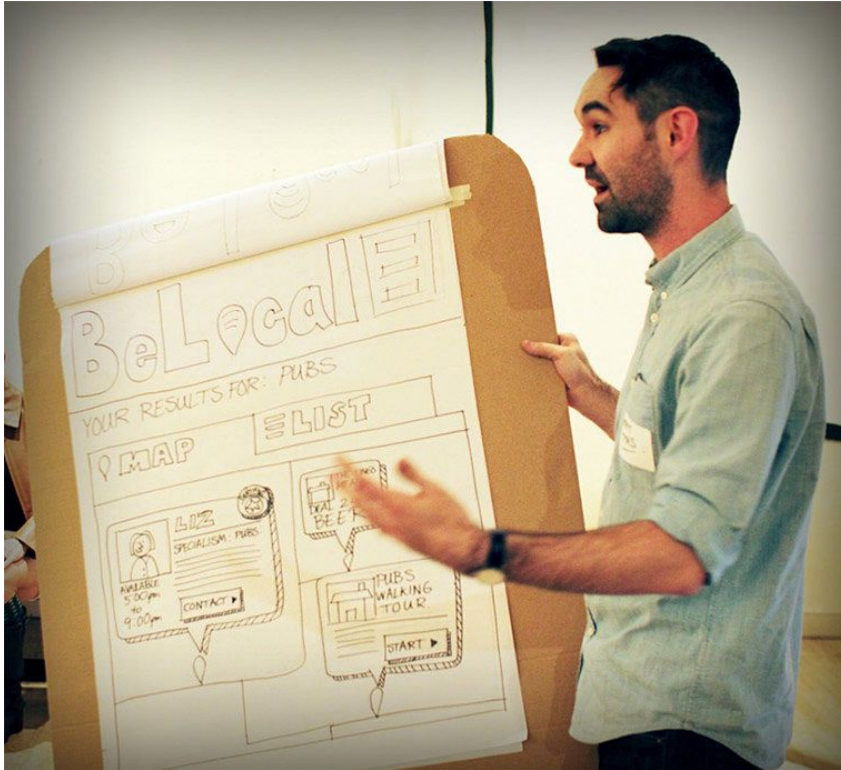
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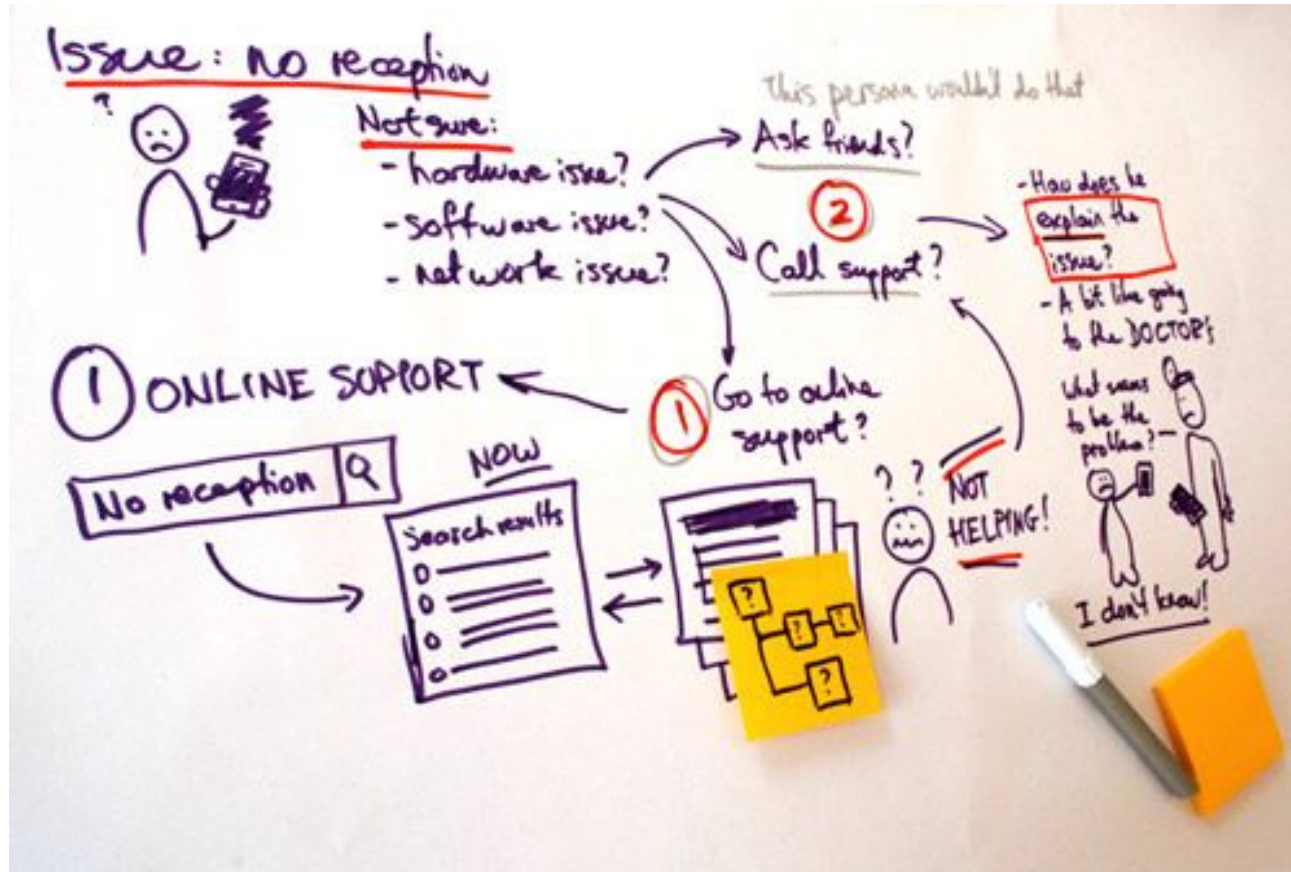
<https://www.theguardian.com/technology/2016/mar/16/youtube-past-video-dating-website>

DIFFERENT WAYS TO PROTOTYPE

SKETCHES

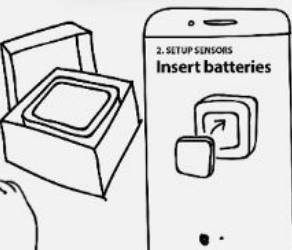


DIAGRAMS / STORYBOARDS



DIAGRAMS / STORYBOARDS

Sets up
sensors



Inserts
batteries
into
sensors



Understands
that sensors
are on

Pairs sensors by
holding phone
next to them OR
holding sensors
next to PU

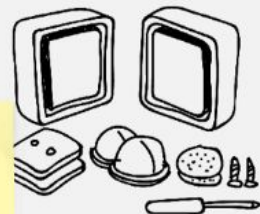


Understands that
sensors paired
successfully



this is negative
scenario, in key
scenario
everything
happens
automatically

Mount
sensors



Decides
where to
mount
sensors



Instruction
Step 2

Sensor+
battery
exterior

Led
indication

App pairing
screen
instructions

Service
notification
to app

Sensor LED,
paired/unp
aired
indication

Instruction
Step 3

Instruction
or own
intuition



PAPER PROTOTYPES



DoIt!

Rule your tasks!

I
Rule



HARON RAJKUMAR

TASKS

GROUPS

LOG OUT



PERSON

☐ PUI
Due: 10
Category:
Priority:

☐ UCRE
Due: 11-59
Category:
Priority:

☐ BUY OR
Due: 5.00p
Category:
Priority:

+
NEW
TASK

GROUP

ING
m, Sep 12 2016
ol
lium

2
14, 2016

RIES
15, 2016



SORT BY

TASK NAME

DUE DATE

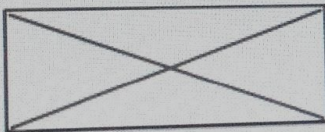
PRIORITY

FILTERS



http://

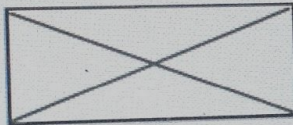
NOTÍCIAS



**Lorem ipsum dolor
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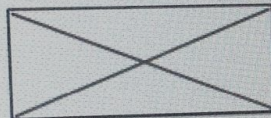
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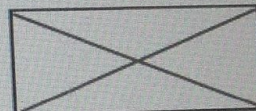
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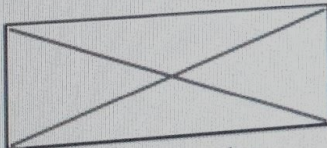
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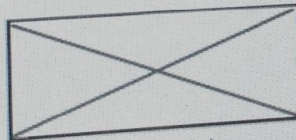
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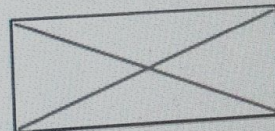
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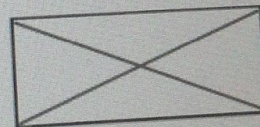
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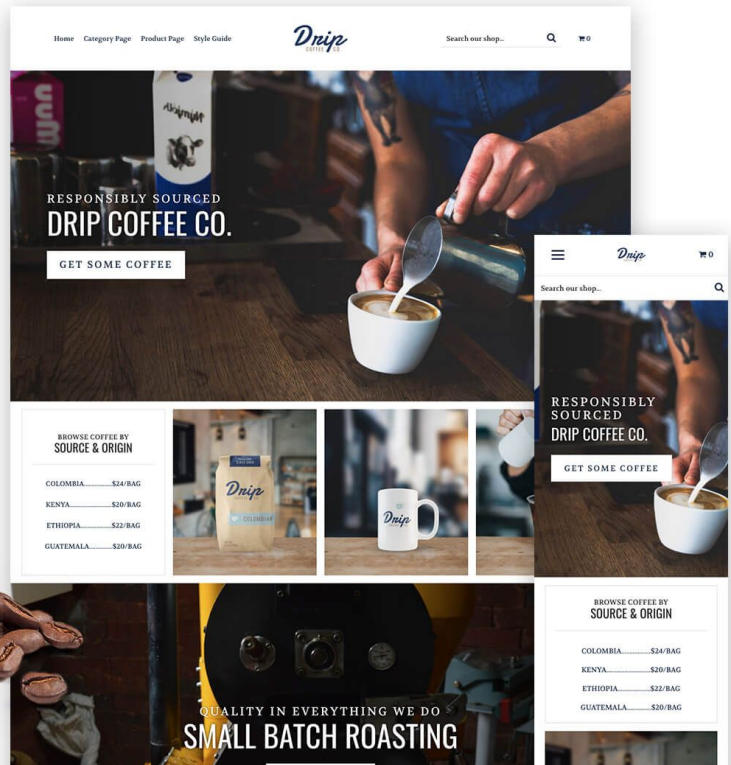
ROLE PLAY



SPACE PROTOTYPES



DIGITAL MOCKUPS / LANDING PAGES



#5 DIGITAL MOCKUPS / LANDING PAGES

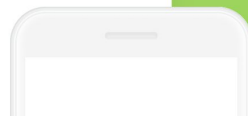
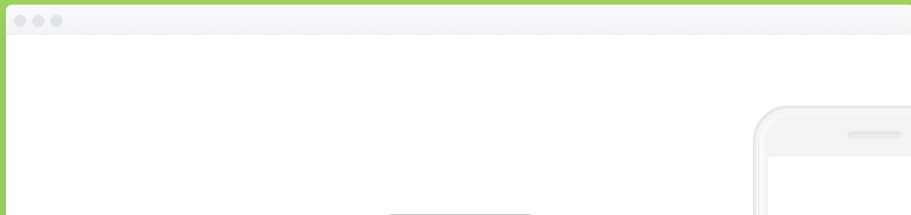


Business Idea

Contact

Nice to meet you, I'm
your website!

Get Started Now



REMEMBER

1. Prototyping is not alone

Testing and ideation are linked to prototyping and can guarantee more efficient results. The process is important.

2. It's all about making ideas tangible

How we can really "feel" the results.

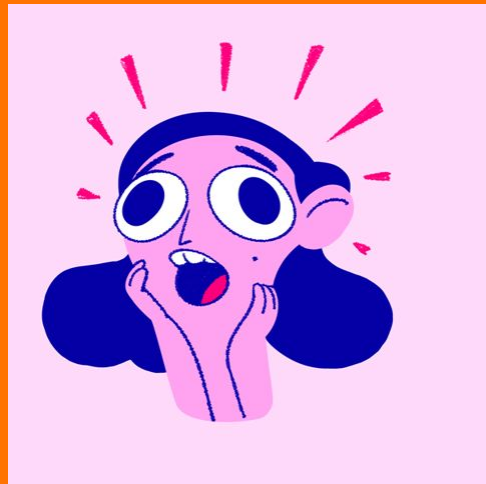
3. If the prototypes aren't failing, there's something wrong.

They'll save you time and money.

4. You can (re)define the problem

Rethink some ideas and steps in the process.

REACTIONS



Activity

Build a **prototype** of your solution that addresses the opportunity your team identified.

Feel free to use any of the following prototyping approaches:

#1 Sketches

#2 Diagrams / Storyboards

#3 Paper Prototypes (e.g. Marvel App)

#4 Role Play

#5 Mockups / Landing Pages (e.g. Launchaco.com)

Break Out Rooms

9 min



PRESENTATIONS & feedbacks



For next meeting

Share your prototype with at least 5 people, from within or outside the company as you see fit.

- **Be open to all feedback**
- **Listen, observe & register**

CHECK IN

out

HYPER ISLAND

**Who could you
gift an
unexpected act
of kindness
today?**

