



HYPER ISLAND

Learning Journey **2023**

Unleash III - session 11
December 1st 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
8	✓	Friday	10th	11-13:30	3	Unlock
9	✓	Friday	17th	12-14	2	Unleash
10	✓	Friday	24th	12-14	2	Unleash
11	☐	Friday	1st Dec.	12-14	2	Unleash
12	☐	Friday	8th	11-14	3	Pitch
13	☐	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

BEHAVIOUR
AL DESIGN
FOR CX
PEAK
MOMENTS

2 hrs.

Nov. 24th

LOW
FIDELITY
RAPID
PRETOTYPE

2 hrs.

Dec. 1st

2 hrs.

CHECK-IN

HYPER ISLAND

When you
think of
December
what comes
to mind?



**Sharing your
prototype &
collecting
insights**

7

How was it?

Did you manage to share your prototype with at least 5 people, from within or outside the company as you see fit.

- What happened?
- What reactions did you get and what insights can you draw from this?
- What new assumptions emerged which you need to test?
- How would you iterate your prototype?

Guerilla Research

What assumptions could you test now?

- How could you get more feedback to iterate your MLP version 1
- Who, when, where, how and what could you quickly test?
 - Think agile, networks, real-world

20 minutes


Guerrilla Research

		Ad	Ad group	Status	Labels	% Served	Campaign type	Campaign sub-type	Clicks	Imps	CTR	CPA	Avg Cost	Avg PPL	Policy details	
		Consider for Clio Your car is the key to the city. We just help you unlock it. (disclosure: 3)	Enjoyment		Campaign paused	~	1.77%	Search Network only	All features	9	627	1.64%	£1.49	£13.42	2.5	Approved
		You're a good driver. You should be rewarded. Introducing the first insurance based on Carma™ (disclosure: 3)	Ripple Effect		Campaign paused	~	2.85%	Search Network only	All features	6	1,012	0.49%	£1.66	£24.34	3.7	Approved
		Your car is an art list. Find out how to make it a safety expert and all-around genius. (disclosure: 3)	Copilot		Campaign paused	~	10.13%	Search Network only	All features	16	3,688	0.42%	£1.44	£21.64	3.2	Approved
		A Self-Nav that shows more. Don't just navigate. Delegate. Finally, a smart driving companion. (disclosure: 3)	Copilot		Campaign paused	~	1.77%	Search Network only	All features	2	613	0.33%	£1.64	£32.39	3.4	Approved (limited) Policies: Trademark (companion)
		Remember red light moments Smart technology that lets you use traffic lights for planning? Bumpy (disclosure: 3)	Misplanning		Campaign paused	~	1.77%	Search Network only	All features	2	614	0.33%	£2.27	£55.64	2.7	Approved
		Loosing time in traffic? It's not lost, it's just unused. Surely there's a better way... (disclosure: 3)	Misplanning		Campaign paused	~	7.61%	Search Network only	All features	8	2,847	0.30%	£1.28	£10.27	2.8	Approved
		Auto-Hyperize your ride Capture amazing first-perspective videos and save money on your insurance! (disclosure: 3)	Enjoyment		Campaign paused	~	3.01%	Search Network only	All features	3	1,088	0.28%	£1.52	£4.56	3.5	Approved
		Create a ripple effect. Help make everyone's drive more enjoyable - AND save money? Bumpy (disclosure: 3)	Ripple Effect		Campaign paused	~	6.33%	Search Network only	All features	4	2,249	0.18%	£1.98	£7.90	4.3	Approved
		Ride with a smart copilot What if your car could see further, do more? With SelfNav, it can. (disclosure: 3)	Copilot		Campaign paused	~	13.43%	Search Network only	All features	7	4,770	0.15%	£1.61	£11.30	3.1	Approved
		"Respond with my ETA." What if your car could reply to a text & tell them you're on the way? (disclosure: 3)	Copilot		Campaign paused	~	41.82%	Search Network only	All features	16	14,864	0.11%	£1.50	£24.04	3.6	Approved

ROADTESTS | FORD MUSTANGS | FORD TAUQUANAM | HYUNDAI SANTA FE | HONDA ACCORD | MITSUBISHI LANCER | NISSAN SENTRA | SUBARU IMPREZA
SEARCH

CARS

[Advanced Search](#) [Related](#)



Tell me about your driving today? [\(not one\)](#)

asked 18 hours ago by [erfah](#)

Hey, I'm really interested to everyone day to day driving experiences. I just moved to a new city and my driving experience has been really varied recently.

I've not really used to city driving but it's working on it. Paying attention to bikes is something I really need to work on and being stuck in traffic.

What was your driving experience today?

40 comments [report abuse](#) [hide details](#) [info](#)

all 40 comments

sorted by: [Best](#) ▾ [discuss](#) [latest](#) [negative](#) [\(?\)](#)

[reply](#) [reblogue](#) [formatting help](#)

SBP

KawabDZ 2014 Accord coupe... 2 points 6 hours ago

Said of the road when coming hand. Went from having a new 2014 Accord coupe to a totaled 2014 Accord coupe.

[permalink](#) [save report](#) [good reply](#)

aftermath 2005 Toyota Camry -L- 2 years 1 month ago

I spent the last 2 nights driving my brother's CRZ home from Fort Mac to the lower mainland. Apart from a few deer and a rabbit trying to commit suicide on the way it was pretty uneventful.

The car averaged 40MPG on the first tank (Fort Mac to Edmonton to Hinton), 34.7MPG on the second tank (Hinton to Kamloops), and 45.2MPG on the third tank (Kamloops to poon). Not bad considering its only rated for 37MPG on the highway. Did the whole trip for about \$120 in gas

[permalink](#) [save report](#) [give good reply](#)

Cheesehead94 Honda Prelude, 1992 to 1995 14 hours ago

I literally just had my first experience driving manual transmission on main roads!

I'm still nervous when moving off from a complete stop, but once I get going, upshifting is SO DAMN FUN!

I think I need to be more smoother letting go of the clutch when upshifting though, as my car jiggles a tiny bit as let go of the clutch? Any advice for clutch smoothness or moving from a stop will be greatly appreciated.

[permalink](#) [save report](#) [good reply](#)

@Raghu 2010 -jeep wrangler sport 1 year 8 hours ago

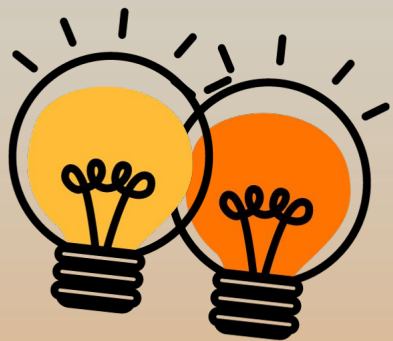
Don't put too much power on until the clutch is fully engaged. It really just takes a bit of practice, and you'll get the hang of it.

Get creative

What is around you?

Stay focussed

Ethics



PRESENTATIONS & feedbacks



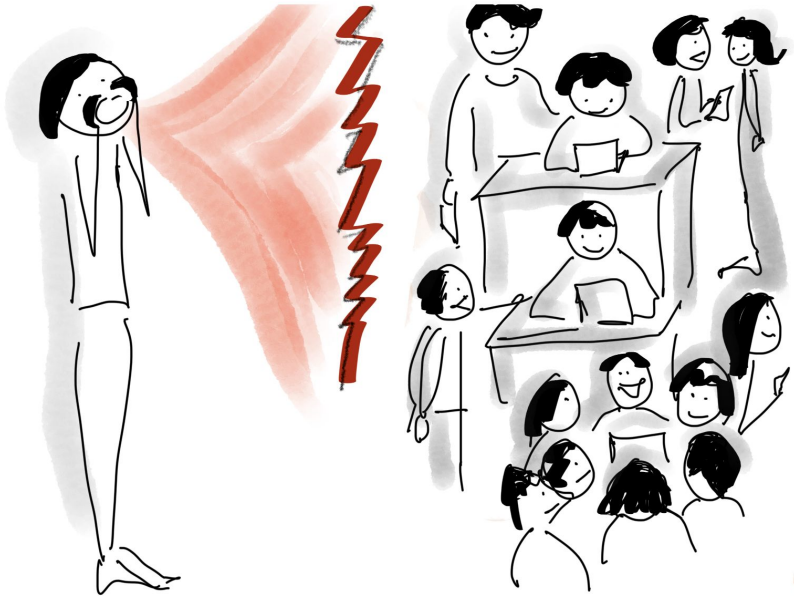
**Learn how to
share your
prototype with
the world!**

2





What elements, characteristics would you say explains each of these two situations?



What elements, characteristics would you say explains each of these two situations?



Messenger

Shouting to be heard
Focused only on what he wants to say, no empathy or care for the audience

Message
In form & content unable to reach the audience, irrelevant



Audience

Disengaged



The Messenger IS the message

Fully present, mind & body & emotions good energy connects with the audience

Message
Crafted to be relevant, speaks to the audience



Audience Engaged

STORYTELLING

FOR PRESENTING YOUR PROTOTYPE

Why
ultimate objective

What
Central Message

Whom
You, the messenger
Them, the audience

How
Structure: the amount of
emotion, logic &
credentials to persuade &
influence

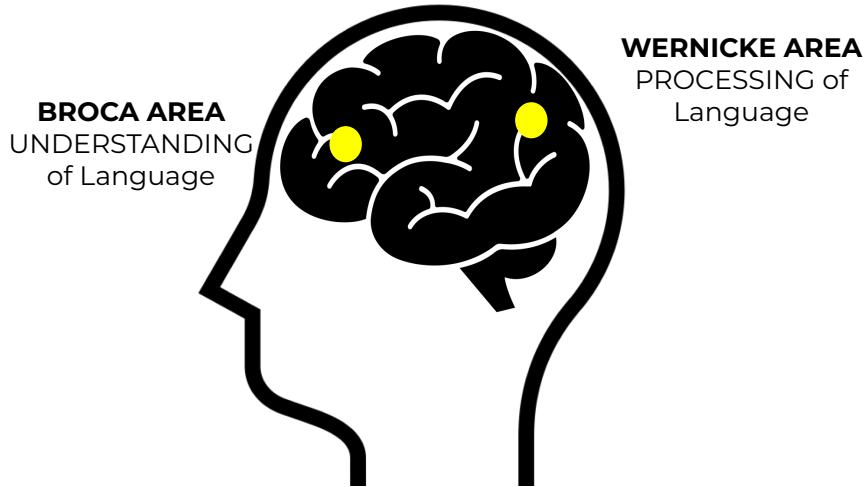
What for?
Call to action



**“The human
mind is a story
processor, not
a logic
processor.”**

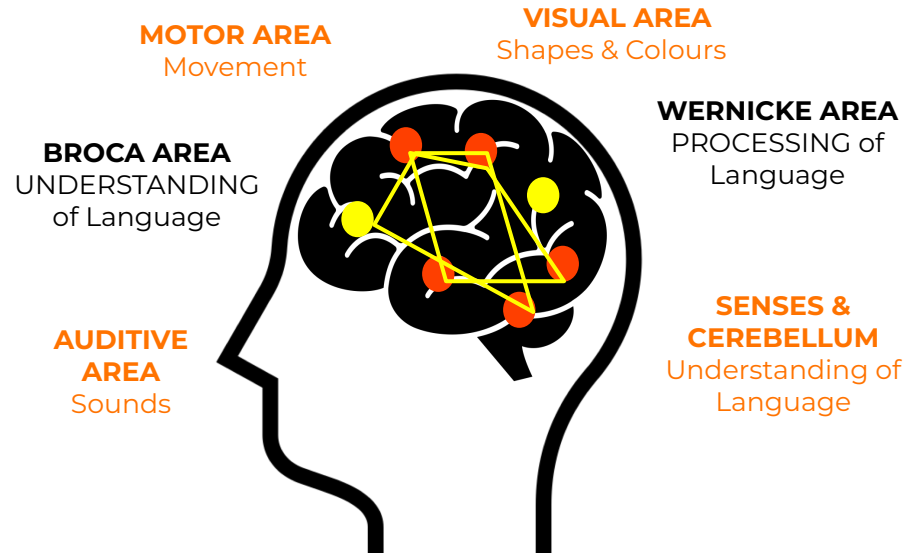
Jonathan Haidt

BRAIN & DATA

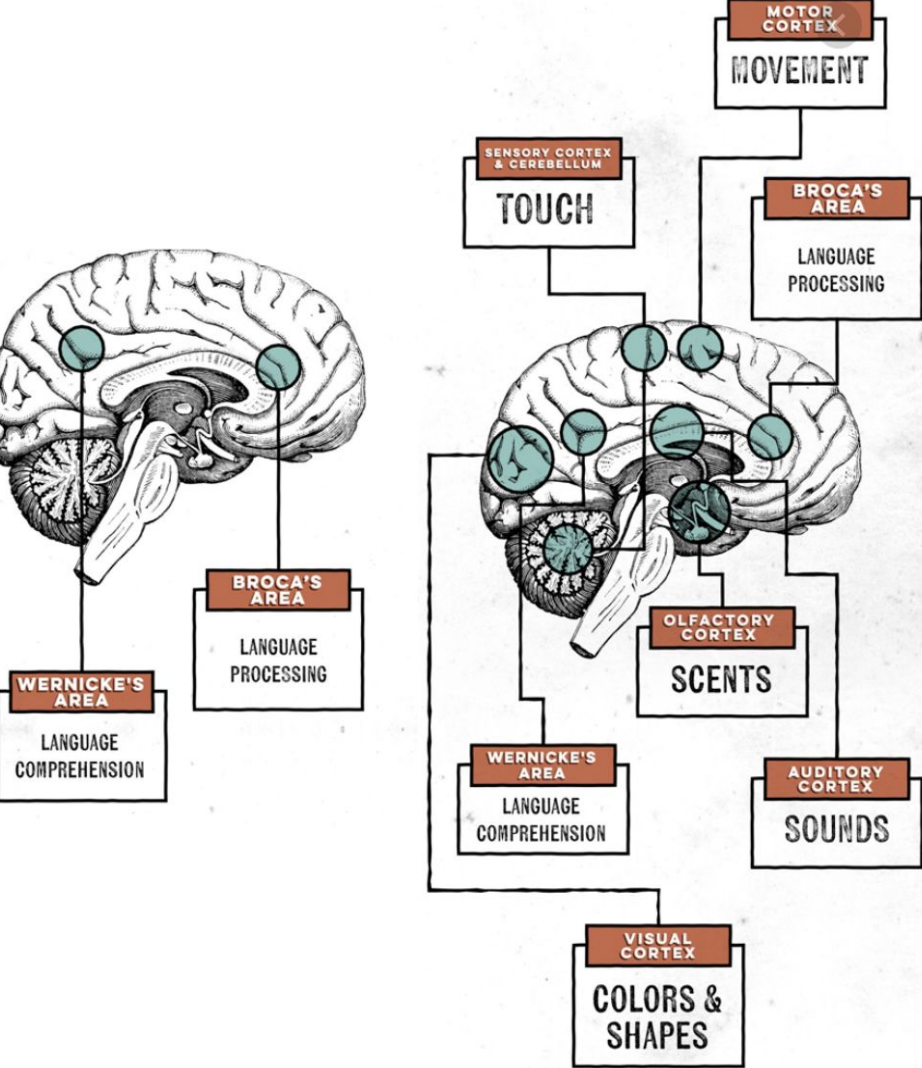


REASON ➡ CONCLUSION

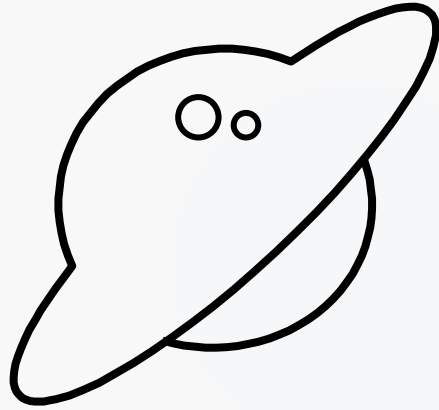
BRAIN & **STORIES**



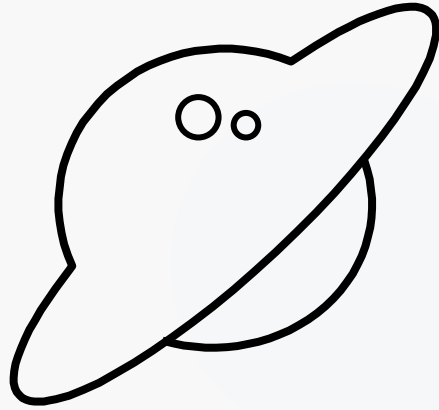
EMOTION ➡ **ACTION**



STORIES STICK.
STATISTICS DON'T.



Storytelling is
about guiding
people towards
the **Universe** we
want to create.



**To make them
part of the story:
to take **action.****

Why
ultimate objective

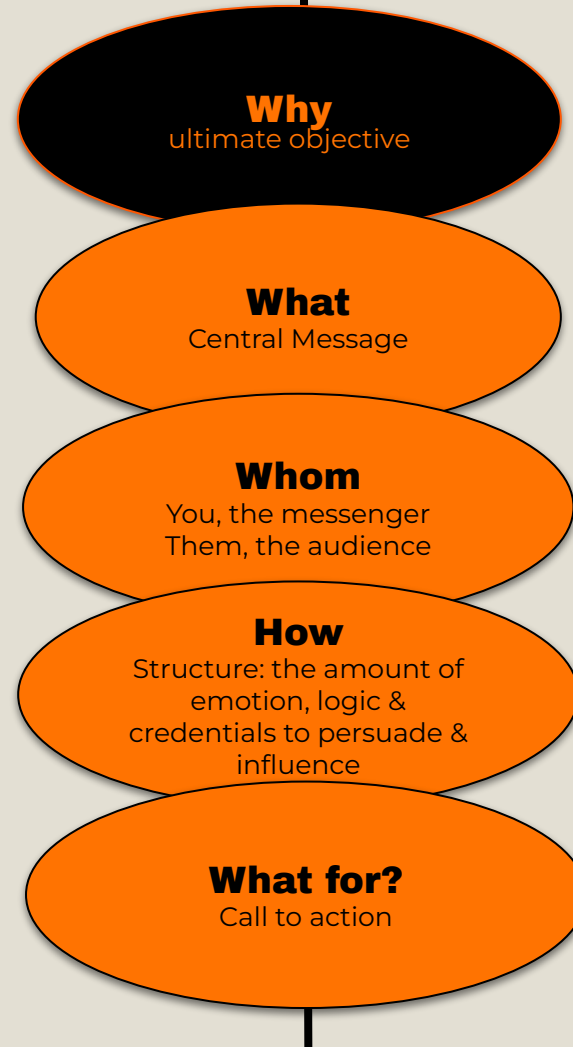
What
Central Message

Whom
You, the messenger
Them, the audience

How
Structure: the amount of
emotion, logic &
credentials to persuade &
influence

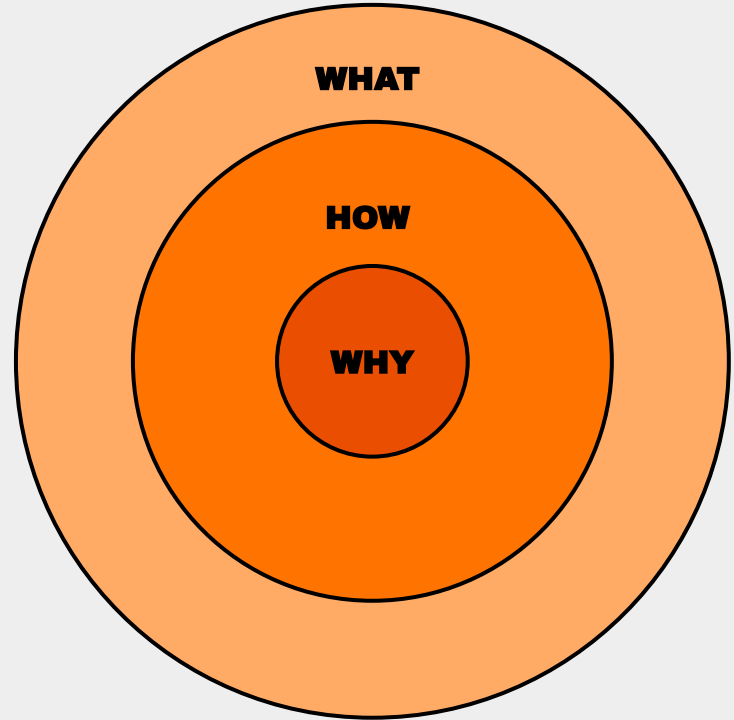
What for?
Call to action

7



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Golden Circle



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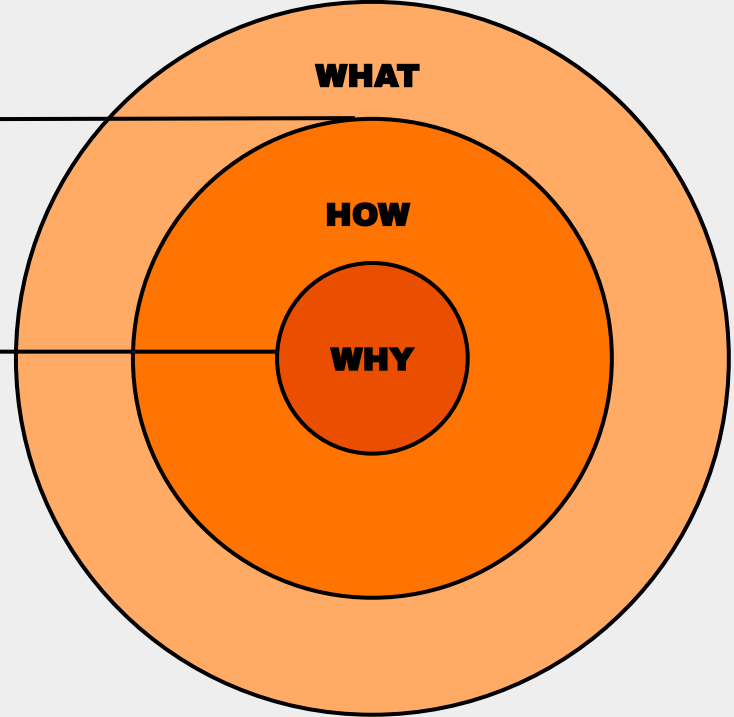
Reason

WHAT

Emotions & Actions

HOW

WHY

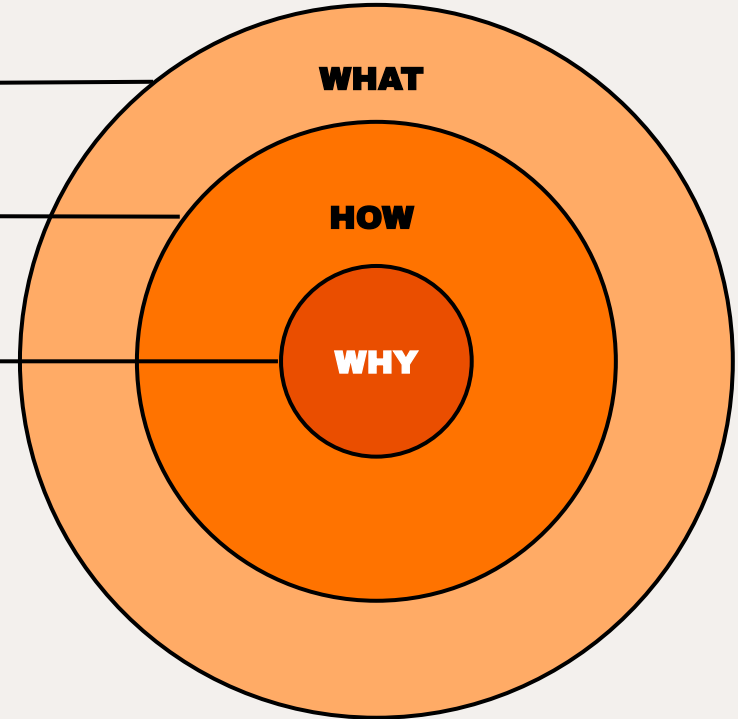


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INNOVATIVE PRODUCTS

PRODUCTS WITH REVOLUTIONARY DESIGN & INTERFACE

CHALLENGE THE STATUS QUO, DARE TO THINK DIFFERENT



2

**Why
ultimate
objective**

What

Whom

You, the messenger
Them, the audience

How

Structure: the amount of
emotion, logic &
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What for?

Call to action

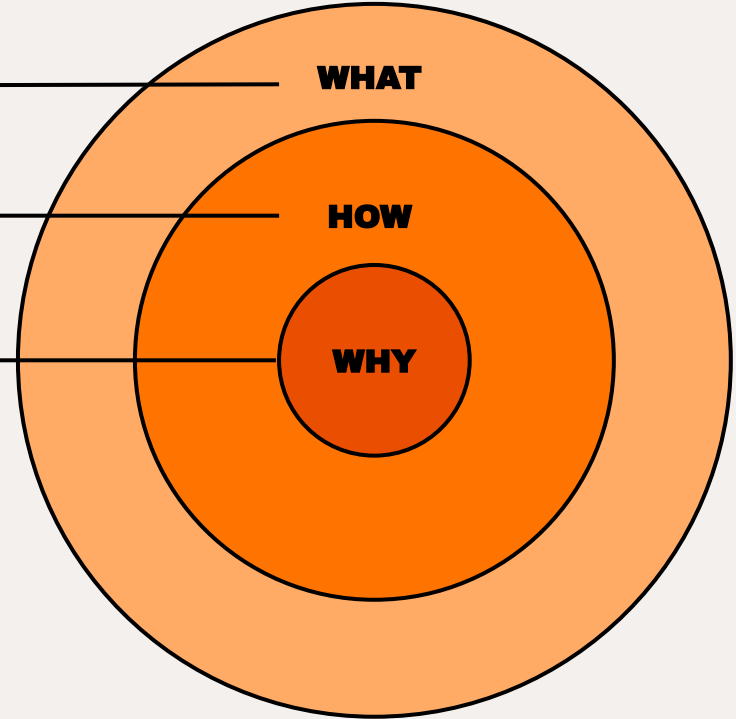
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INNOVATIVE PRODUCTS

PRODUCTS WITH REVOLUTIONARY DESIGN & INTERFACE

CHALLENGE THE STATUS QUO, DARE TO THINK DIFFERENT

**THINK
DIFFERENT**



One why,
Infinite messages

One brief,
Infinite possibilities

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RECYCLE LIFE

THE PROBLEM
In 2015, the number of organ donors in Brazil dropped for the first time in nearly 10 years. One of the main reasons was that the families of potential donors refused to give consent.

THE INSIGHT
If we think about it, organs are recyclable. They can recycle other's people lives. Recycling of various materials is a habit in Brazil: **97.9%** of all aluminum cans in the country are recycled. By making people realize that their organs are also recyclable, we could increase the number of donors. And if we made it simple for them to tell their families, we would overcome their lack of information and any reservations they had about organ donation.

THE SOLUTION
Based on that insight, we explored a new medium for organ donations: recycling stations. A new space was created in some existing ones installed at one of the biggest airports in Brazil. A panel with a motion-sensor called people's attention and encouraged them to "recycle" their organs. They provided some personal information online and shared their intent to be donors with their families.

THE RESULTS
55 K people impacted per day at Congonhas Airport, during 1 month.
16% new donors at gabriel.org.br only on the first week of campaign.
50% traffic growth at gabriel.org.br.

RECYCLELIFE **GABRIEL**
www.gabriel.org.br

"Recycle Life. Donate organs"

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“Absurd is burying something much more valuable than a Bentley: your organs”.”

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“Fanatics to the point of wanting to support their team forever. Now it is possible.”

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**TRAZEMOS
A PESSOA
AMADA
DE VOLTA**

**MAS DEPENDEMOS DE VOCÊ.
SEJA UM DOADOR DE ÓRGÃOS.**



Associação Brasileira de Transplante de Órgãos

ACESSE ABTO.ORG.BR E INFORME-SE.



**“We bring back your loved one:
become an organ donor”**

ONE WHY

DONATE ORGANS

VARIOUS CENTRAL MESSAGES

↓

**RECYCLE
LIFE.
DONATE
ORGANS**



↓

**DON'T BURY
THE MOST
PRECIOUS
THING YOU
HAVE.**



↓

**SUPPORT
YOUR TEAM
BEYOND
DEATH**



↓

**KEEP YOUR
LOVED ONE ALIVE
IN SOMEONE
ELSE.**



REFLECT

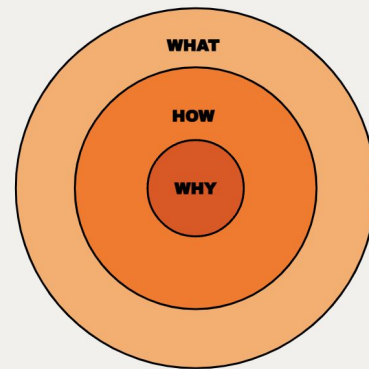
INDIVIDUALLY

5 MINUTES

With reference to your area at Nubank?

Identify

- **The What**
- **The Why**
- **The How**
- **The Central Message** (in the form of a tagline or combination of words)



3

Why

ultimate objective

What

Central Message

Whom

You, the messenger

How

Structure: the amount of
emotion, logic &
credentials to persuade &
influence

What for?

Call to action

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You, the
messenger



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THE MEDIUM
IS THE
MESSAGE

THE MEDIUM
IS THE
MESSAGE

THE MEDIUM
IS THE
MESSAGE

THE MEDIUM
IS THE
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THE MEDIUM
IS THE
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THE MEDIUM
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MESSAGE

HYPER ISLAND



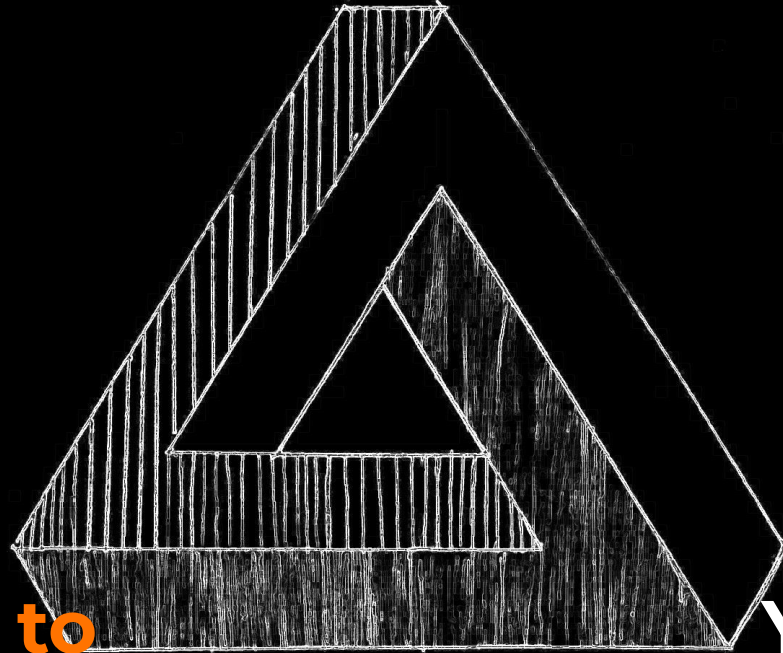
The
messenger
is the
message

A woman with dark hair and brown eyes, wearing a vibrant red headscarf, is holding a piece of black tape horizontally across her mouth. She is looking directly at the camera with a neutral expression. The background is a solid teal color. The quote is overlaid in white text at the bottom of the image.

“We don't see things as they are; we see things as we are”

Anais Nin

Your energy



**Your ability to
invite to act**

**Your ability to
engage**

Public narrative in action

1. James Croft

Which story does James start with?

Then where does he move?

How does he draw the US in his narrative?

For another potent example of public narrative in action, check out this [7-minute clip of Barack Obama giving his famous 2004 speech at the Democratic National Convention](#). It's a perfect example of all three elements above — He moves seamlessly from his own *story of self*, to a *story of us* and finally a *story of now*...



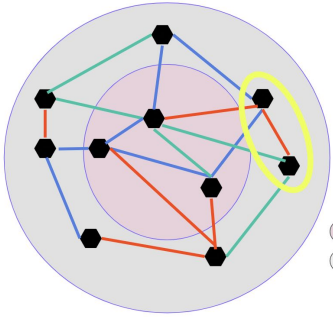
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Them, the
audience

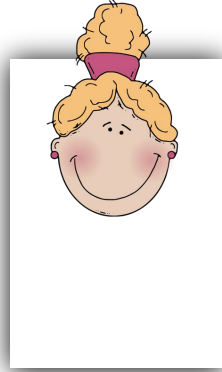
Getting to know your audience



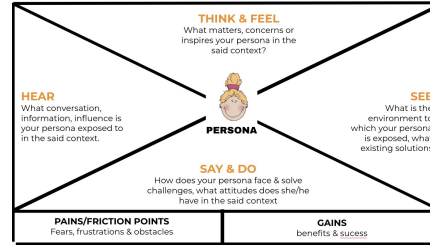
TOOLS TO GET TO KNOW YOUR AUDIENCE



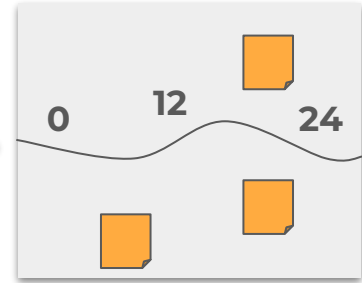
Stakeholder mapping



Persona



Empathy Map



Dayparting



Empathy mapping of stakeholders

STEP 1

Identify all players in these three
areas



Champions



Decision-makers



Affected by change



CHAMPIONS

Your allies & evangelists

Incentives

Why would they do it? What's in it for them?

Blockers

Resistance & fear of change

Enablers

mindset & abilities

DECISION-MAKERS

who have authority within the system

Incentives

Why would they do it? What's in it for them?

Blockers

Resistance & fear of change

Enablers

mindset & abilities

AFFECTED BY CHANGE

Incentives

Why would they do it? What's in it for them?

Blockers

Resistance & fear of change

Enablers

mindset & abilities

Empathy mapping of stakeholders

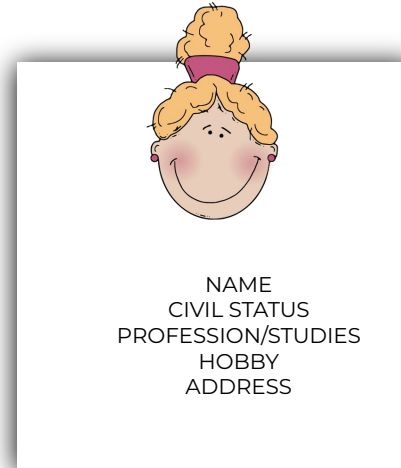
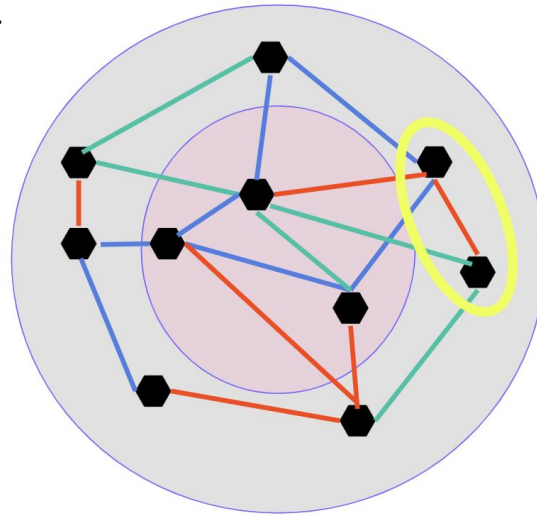
STEP 2

- Rate the relationships between the different players.
- Dotted line, weak, scarce
- Thin line, existing but not very frequent
- Thick line, strong and high frequency



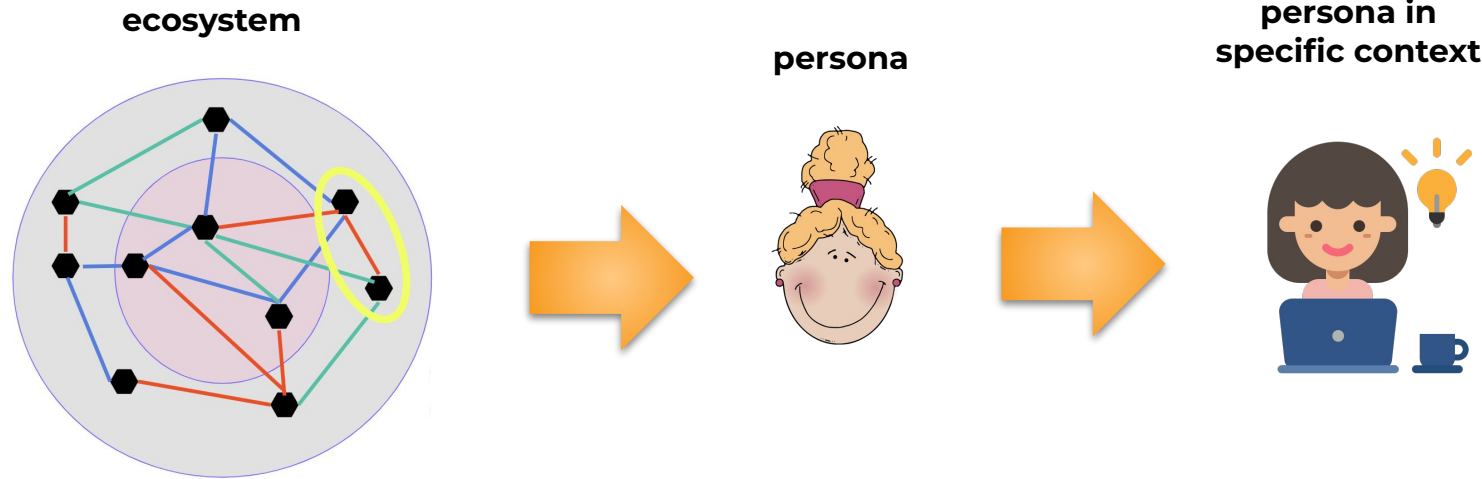
Persona

Identify a person (real or not)
who is part of the
relationship you have chosen
in the stakeholder map.



Person & context

Think of a specific context for your Persona



THINK & FEEL

What matters, concerns or inspires your persona in the said context?

HEAR

What conversation, information, influence is your persona exposed to in the said context.



PERSONA

SEE

What is the environment to which your persona is exposed, what existing solutions

SAY & DO

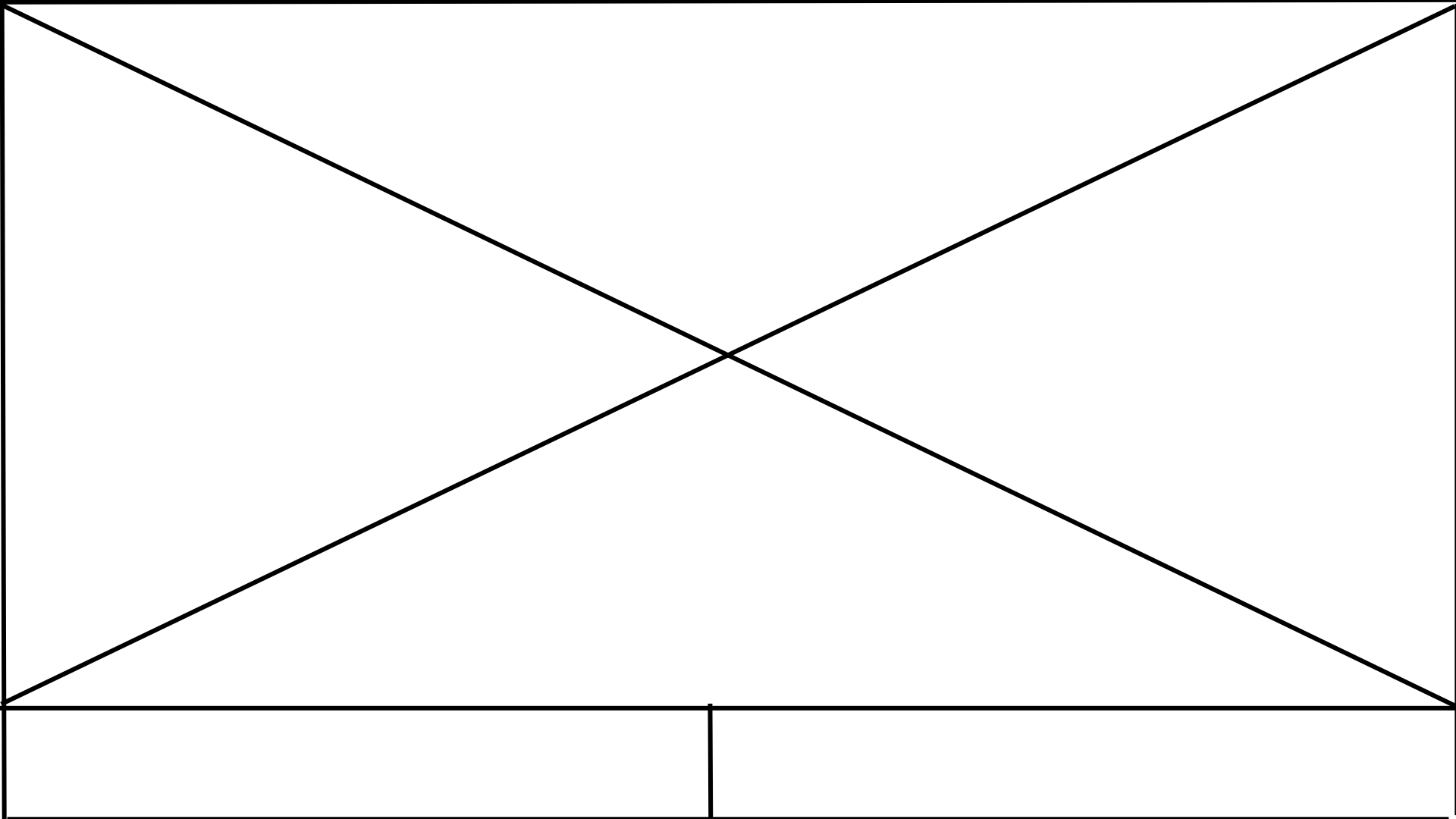
How does your persona face & solve challenges, what attitudes does she/he have in the said context

PAINS/FRICTION POINTS

Fears, frustrations & obstacles

GAINS

benefits & success



4

Why

ultimate objective

What

Central Message

Whom

You, the messenger
Them, the audience

How

Structure: the amount of
emotion, logic &
credentials to persuade &
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What for?

Call to action



METHODS OF PERSUASION



Credentials
Success Cases
Titles & Experience
Recognition
Personal Marketing

ETHOS
Credibility
& Ethics

PERSUASION

PATHOS
Emotions &
Feelings

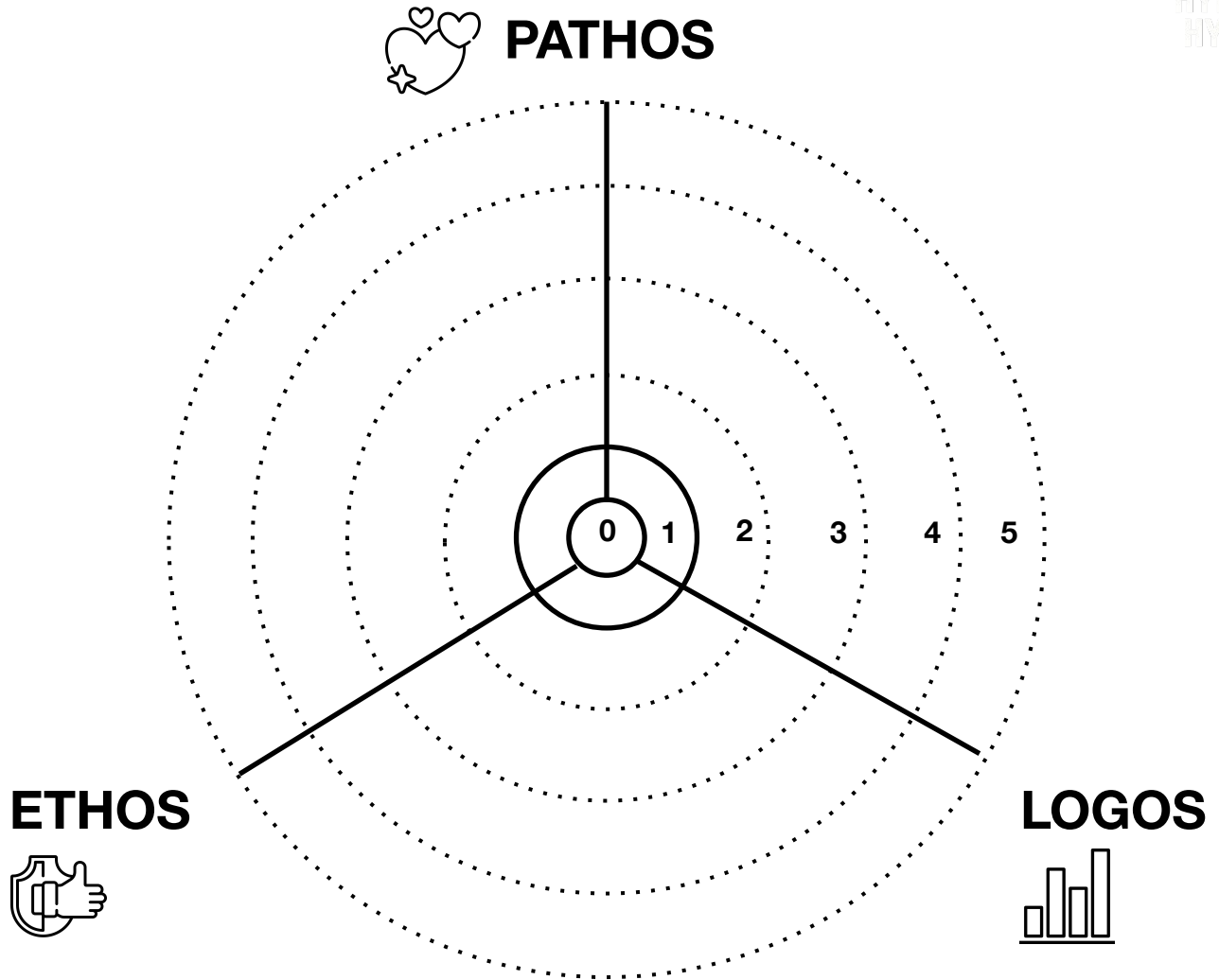
LOGOS
Logic &
Reasons

Personal Stories
Identification
Frustration & Fears
Desires & Needs

Pitch Structure:
beginning/middle/end
Data, statistics, market
studies

Who is your audience?

In what quantities do you need ethos/pathos/logos to achieve your goal?



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Narrative **Structure**

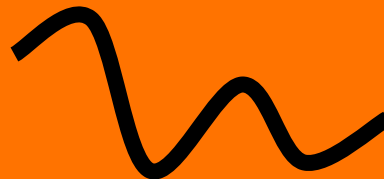
Classic



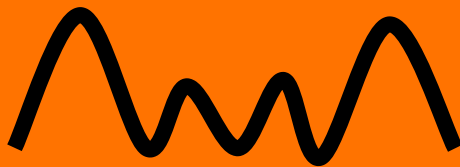
Suspense



Emergent



Pixar

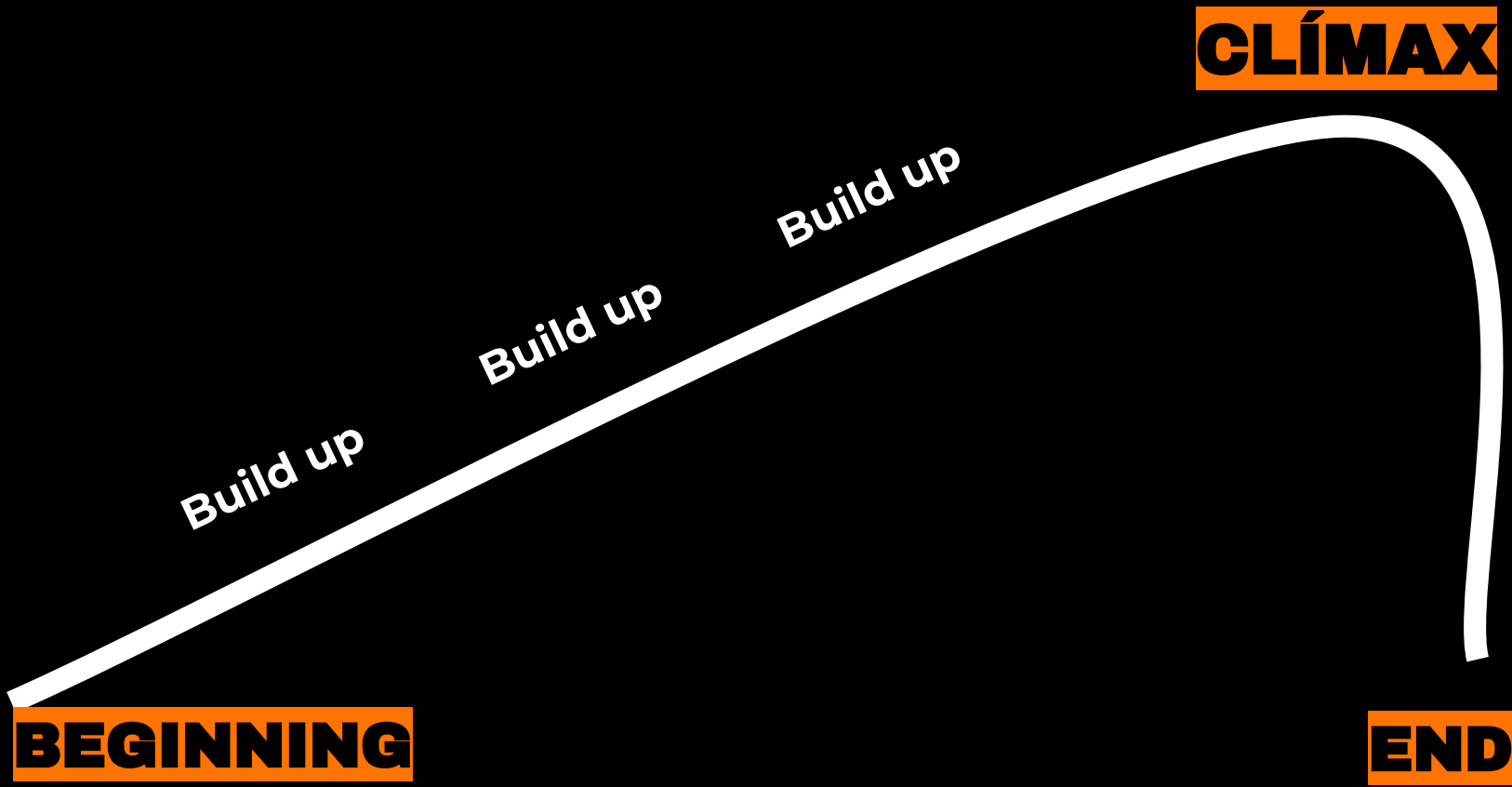


Parallelism



CHALLENGE





BEGINNING

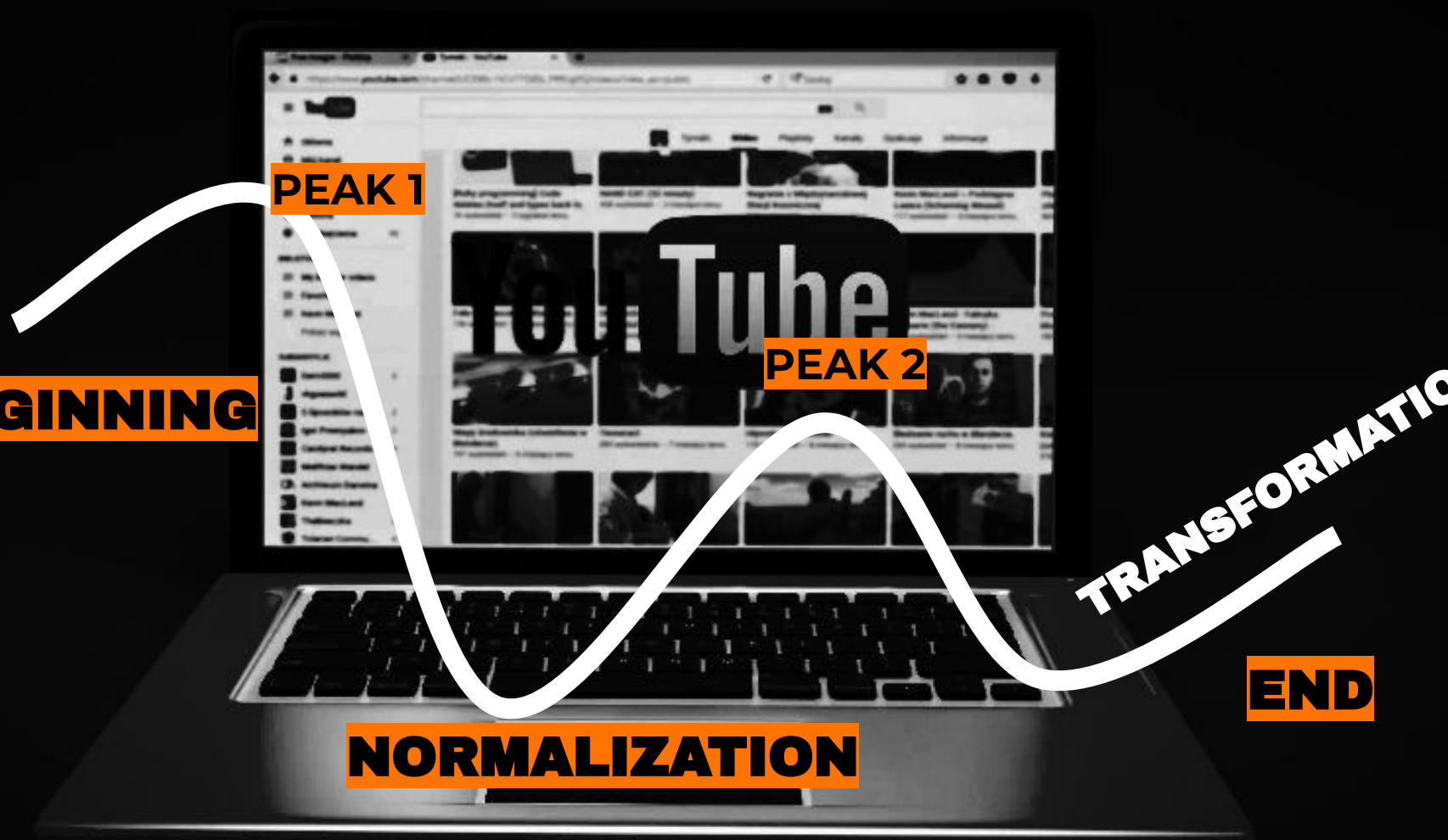
PEAK 1

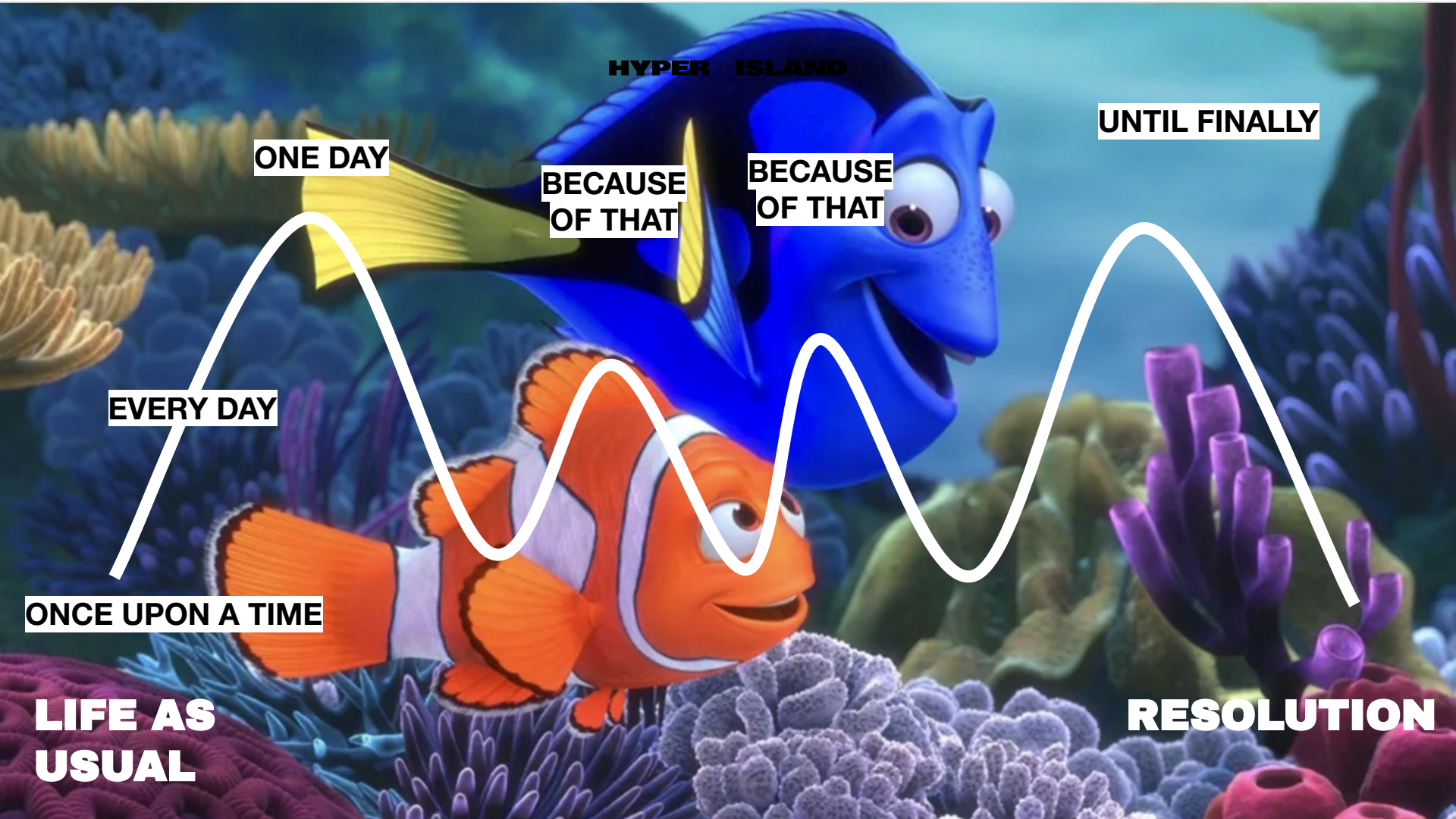
PEAK 2

NORMALIZATION

TRANSFORMATION

END





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UNTIL FINALLY

ONE DAY

**BECAUSE
OF THAT**

**BECAUSE
OF THAT**

EVERY DAY

ONCE UPON A TIME

**LIFE AS
USUAL**

RESOLUTION

HYPER ISLAND

**WHAT
COULD BE**

**WHAT
COULD BE**

**WHAT
COULD BE**

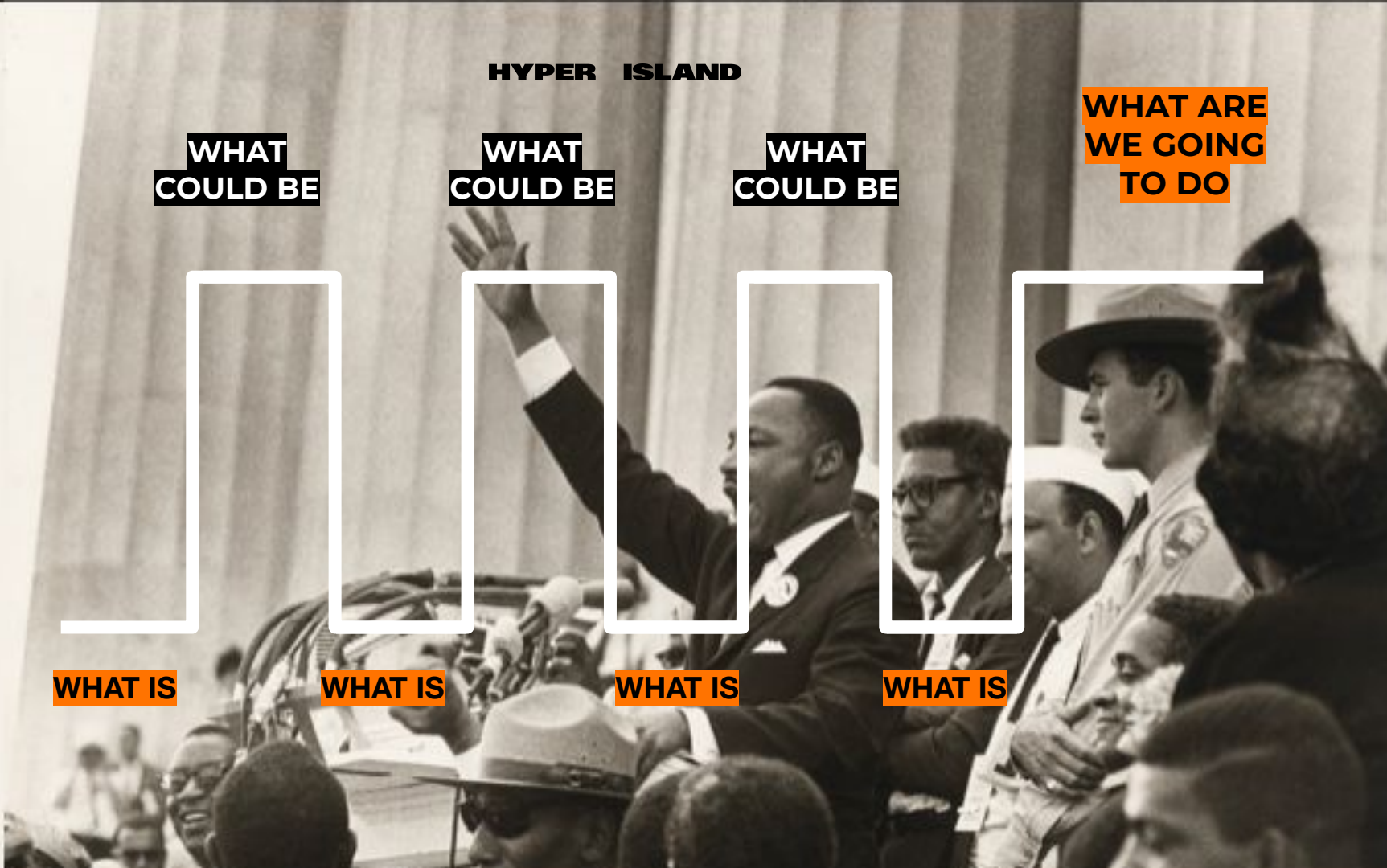
**WHAT ARE
WE GOING
TO DO**

WHAT IS

WHAT IS

WHAT IS

WHAT IS



A woman with long brown hair in a ponytail, wearing a blue turtleneck sweater, is standing in front of a large mirror. She is holding a piece of paper and looking at her reflection, practicing her presentation skills. The background is a modern interior with a wooden wall and a white wall.

**PRACTICE
PRACTICE
PRACTICE**

Story Time

1. Present

[2 minutes]

2. Self reflect

[I LIKE, I WISH, I WONDER]

3. Ask for feedback

**[What if, have you thought
of...]**

Key elements to make your presentation persuasive, engaging & convincing

Practicing Delivery

- Confidence: Practice to build confidence. Familiarity with the content eases anxiety.
- Body Language and Tone: Use appropriate body language and tone to convey enthusiasm and conviction.

Handling Questions and Feedback

- Preparation: Anticipate potential questions and prepare thoughtful responses.
- Active Listening: Be attentive to feedback and show willingness to adapt or clarify.

Follow-Up

- Recap and Next Steps: After the presentation, provide a summary and next steps in a follow-up communication.

CHECK-OUT

HYPER ISLAND

What are you like when it comes to buying presents?

Give a gift voucher



Last minute impulses & ideas (usually more expensive!)



You forget



You buy something at the baker's



You choose it well in advance



It can't be missing the ribbon and heartfelt card



A good bottle of wine will do the trick!