



HYPER ISLAND

Learning Journey **2023**

UNCOVER - session III
October 9th 2023

HYPER ISLAND

WELCOME BACK TO THE ISLAND



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

REMEMBER



Check your
name is
correct



Use Gallery
Mode in Zoom



mute when not
speaking



Share your thoughts
in the Chat but feel
free to open the
mic!



Camera on...
let us see that
smile!

YOUR FACILITATORS



Beni



Vero



Tim

Schedule

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

JOURNEY, 3 phases

UNCOVER

LEARNING TO EXPLORE THE PROBLEM SPACE, UNCOVERING OPPORTUNITIES

INNOVATION PRINCIPLES
INNOVATIVE TEAMS
IDENTIFYING OPPORTUNITIES
RESEARCH HACKS

UNLOCK

IDENTIFYING CREATIVE SOLUTIONS

INSIGHT TO IDEAS
THINK OUT OF THE BOX
SOLUTION SPACE
PRETOTYPING

UNLEASH

SCALING & STORYTELLING

AGILE INNOVATION
EXPLORING IMPACT
ETHICS AND
CONSEQUENCES
STORIES AND INFLUENCE

KICK-OFF

UNCOVER PHASE

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

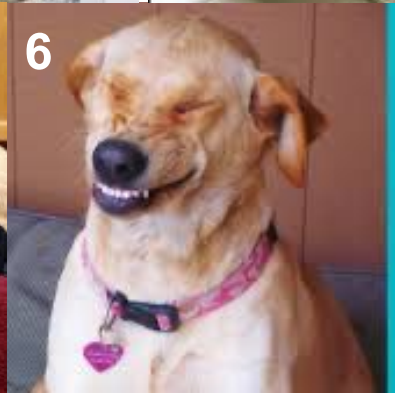
2.5 hrs.

Intention	Work on our communication skills and abilities to grasp the needs and pain points of our internal stakeholders and consumers in relation to our brand.																																							
Desired Outcome	Acquire & apply tools to cultivate listening skills and identify internal stakeholder and consumer needs & pain points.																																							
Agenda	<table><tr><td>11:00</td><td>00:03</td><td>11:03</td><td>Buffer</td></tr><tr><td>11:03</td><td>00:15</td><td>11:18</td><td>Welcome, IDOARRT, recap, where we are today + checkin</td></tr><tr><td>11:18</td><td>00:20</td><td>11:38</td><td>Applied empathy & curiosity for rapport</td></tr><tr><td>11:43</td><td>00:30</td><td>12:13</td><td>Active Listening activity</td></tr><tr><td>11:38</td><td>00:05</td><td>11:43</td><td>Break</td></tr><tr><td>11:43</td><td>00:40</td><td>12:23</td><td>CX tools journeys, personas, day parting</td></tr><tr><td>12:23</td><td>00:20</td><td>12:43</td><td>Planning next steps for Uncover - how they will undertake research</td></tr><tr><td>12:43</td><td>00:10</td><td>12:53</td><td>Checkout</td></tr><tr><td>12:43</td><td>00:03</td><td>12:46</td><td>Buffer</td></tr></table>				11:00	00:03	11:03	Buffer	11:03	00:15	11:18	Welcome, IDOARRT, recap, where we are today + checkin	11:18	00:20	11:38	Applied empathy & curiosity for rapport	11:43	00:30	12:13	Active Listening activity	11:38	00:05	11:43	Break	11:43	00:40	12:23	CX tools journeys, personas, day parting	12:23	00:20	12:43	Planning next steps for Uncover - how they will undertake research	12:43	00:10	12:53	Checkout	12:43	00:03	12:46	Buffer
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Time	2.5 hours																																							



CHECK-IN

**Choose a dog for
your week!**



1

**APPLIED EMPATHY & CURIOSITY
FOR RAPPORT**



Cómo los 'adultos Disney' sin hijos están transformando los parques temáticos

Reed Alexander, Business Insider 23 sep. 2023 2:15h.



Arantza Pena Popo/Insider



INSIDER TEACH



Video not available

This video is not available in your region

Nuestros contenidos en video más útiles para progresar en tu vida profesional y personal

VER MÁS

A IA
generativa
muda tudo.

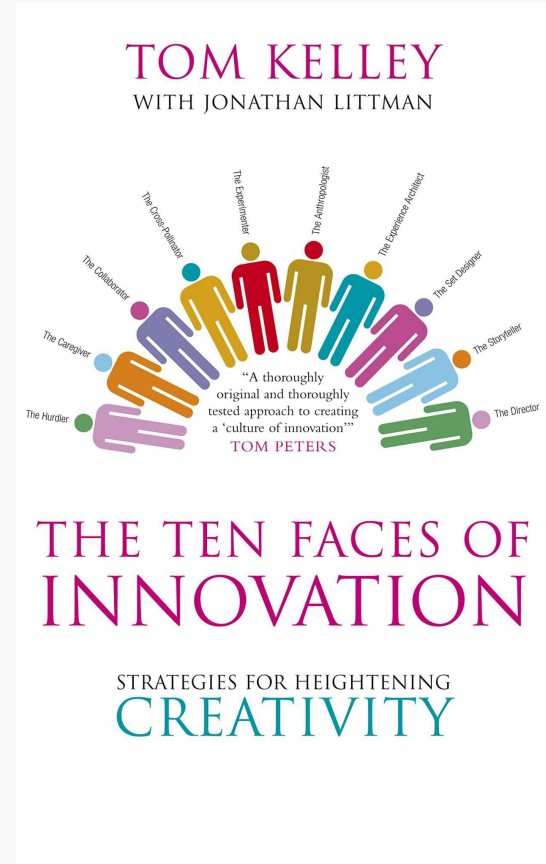
Experimente

Onça

Gerar

Adobe Photoshop

The anthropologist can observe behaviors; how people interact with products, services and experiences. With curiosity, empathy and intuition; the ability to "see" things that have gone unnoticed.





WHO IS RESPONSIBLE FOR SEEING YOUR CUSTOMERS?

Talk to customers. Every day.

Talk to users of your product, active, inactive, new, and old.

Talk to people who don't want to use your product.

Talk to people who are using a competitor's product.

Talk to customers of products in adjacent markets.

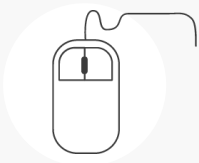
Now, reread this paragraph and replace talk with listen. Understand how customers see the world. They don't know the solutions, but they know the problems well.

If you haven't talked to a customer today, you're doing it wrong.

The simple fact is that the majority of great startups today ... required no technical insight to start, and you can always hire experts to help you scale.

The driver of these innovations is an uncommon understanding of what the customer (aka humans) wants or how to deliver an understood solution in a better way.

Principal Research Methods



Discover

- Field Study • Diary Study • Observation and Ethnography • User Interview • Stakeholder Interview
- Survey of requirements and restrictions



Explore

- Competitive analysis • Design review • Persona construction
- Task Analysis • Journey Mapping
- Prototype testing and feedback (clickable or paper prototypes)
- Write user stories • Card grading



Test

- Qualitative usability testing (in person or remote)
- Benchmark • Accessibility Assessment



Listen

- Survey • Analytical review • Survey log analysis
- Usability bug review • Frequently asked questions (FAQ) review



OBSERVATIONS

INTERPRETATIONS

NEEDS

IDEAS



BEHAVIOUR

WHAT?

“What do you do?”



MOTIVATION

WHY?

“Why do you do it?”



COGNITION

HOW?

*“How do do you
think about what you
do?”*

Learner Mindset

Do not judge.

Question everything.

Be truly curious.

Active listening.

Be yourself - age 7



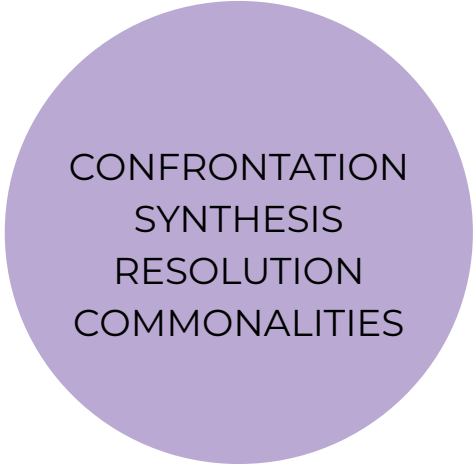
Listen

Interview for Empathy

- Never say “normally” when asking a question
- Encourage stories
- Pay attention to non-verbal signals
- Don't be afraid of silence
- Do not suggest answers to your questions
- Ask questions neutrally



Dialectic communication



CONFRONTATION
SYNTHESIS
RESOLUTION
COMMONALITIES

Dialogic communication



EXCHANGE
CREATIVITY
EMPATHY
CURIOSITY
DISPLAY

“

Go out and meet some real people. Listen to their stories. Don't ask about the main point. Let the story take its course. Like running water, it will find its own way, at its own pace. And if you're patient, you'll learn more than you can imagine..

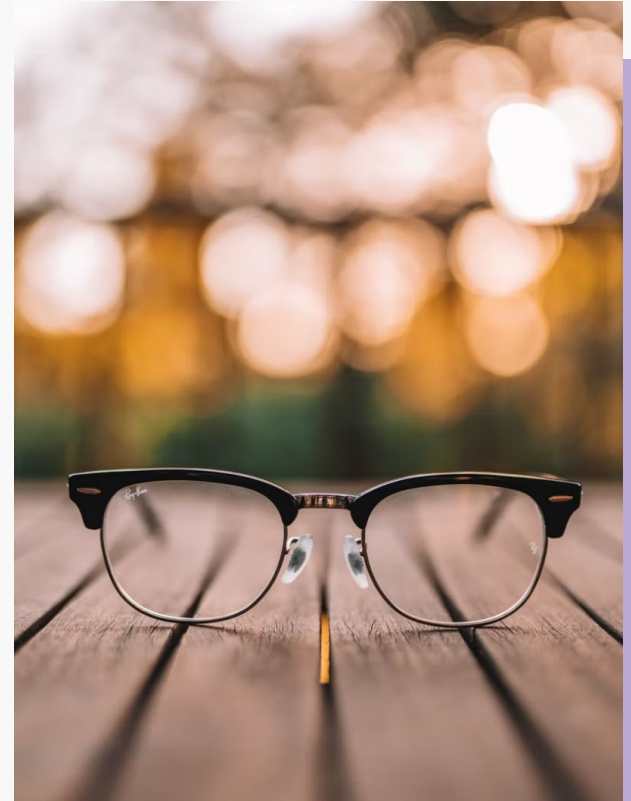
”

TOM KELLEY , GENERAL MANAGER , IDEO

Observe

Help participants to help you!

- The 5 whys
- Draw the experience
- Show not tell
- Think aloud



2

ACTIVE LISTENING

A photograph of Peter Drucker, an older man with glasses, wearing a green cardigan over a blue shirt and khaki pants. He is standing in a lecture hall, gesturing with his right hand while speaking to a large audience seated at desks. The background is slightly blurred, showing many people listening. A red exit sign is visible in the upper right background.

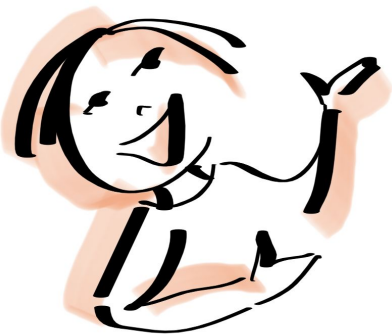
**“Only three things
happen naturally in
organisations: friction,
confusion and under
performance. Everything
else requires ~~Leadership~~”
intentionality**

Peter Drucker

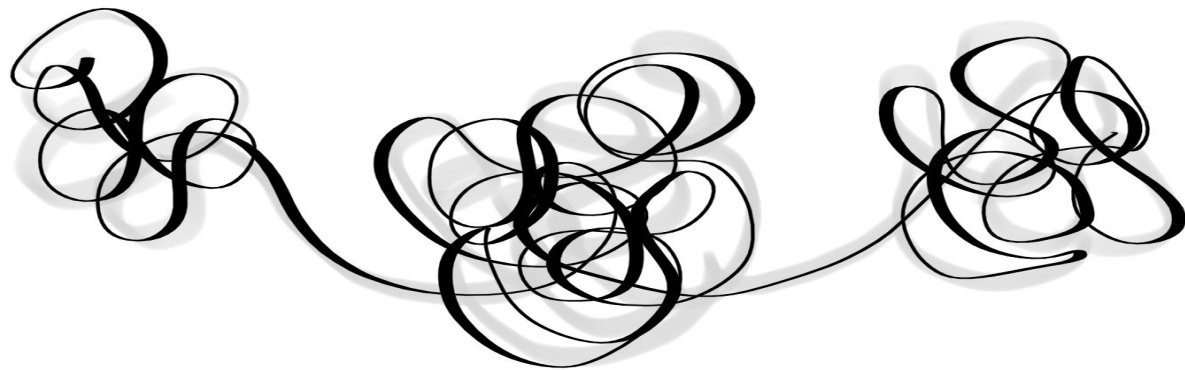


Is anybody
listening to each
other in the
**attention
economy?**
**Noisy, distracted,
unfocused.**

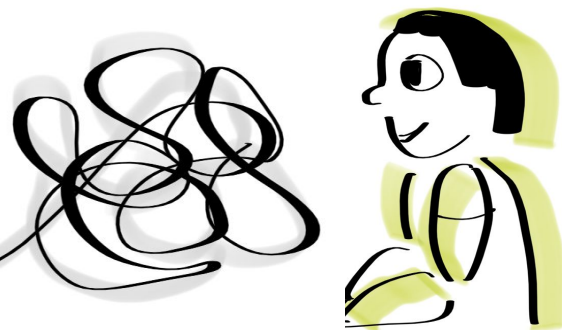
And in the midst of this . . .



1 We're not that good at saying things



3 Which leaves much space for assumptions, false ideas, narratives & confusion



2 We're also not that good at listening

TYPES OF COMMUNICATION

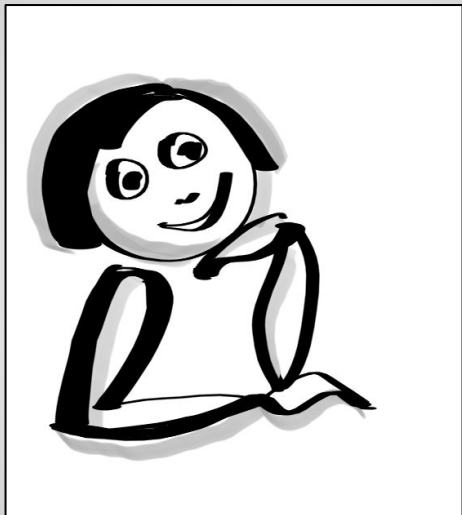


This person is truly listening beyond just hearing words; the person is understanding and validating the speaker here.

What can you do to bring intentionality into the way you listen to others in your team?

What might be holding you back? In what way? Why?

Intentional Listening



ACTIVITY

1 What you'll need

Participants organized in groups of 3.

A set of engaging questions described on cards to distribute in the groups.

A clear and common understanding of what each role entails:

- ### 2
1. Carry out 3 rounds of 3 minutes each
 2. At each round, participants will switch roles.
 3. By the end of the activity, all three participants will have occupied all roles.

THE THREE ROLES



THE SUBJECT

The subject's role is to explore the question or problem from his/her personal perspective.

Keep in mind: To allow the focus to be on yourself and let your reflection flow naturally, being guided by the active listener.



THE ACTIVE LISTENER

The active listener's role is to listen with full presence and focus. To listen with the whole body, to be curious, observe, paraphrase what he/she hears and guide the subject with open questions.

Keep in mind: To ask open questions to support the subject's reflection; do not offer advice; listen with your whole body.

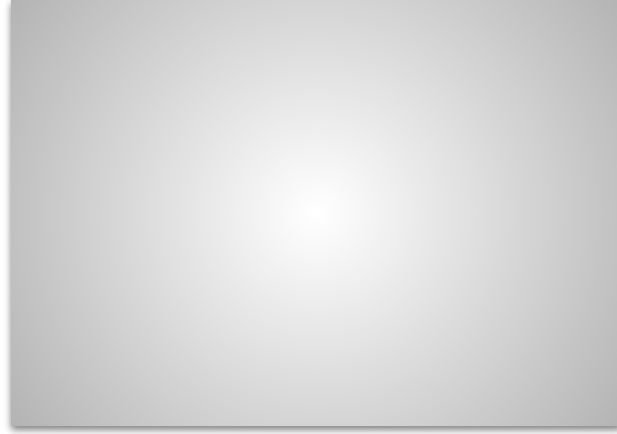
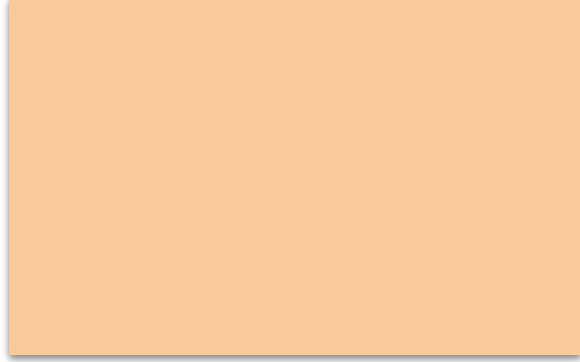


THE OBSERVER

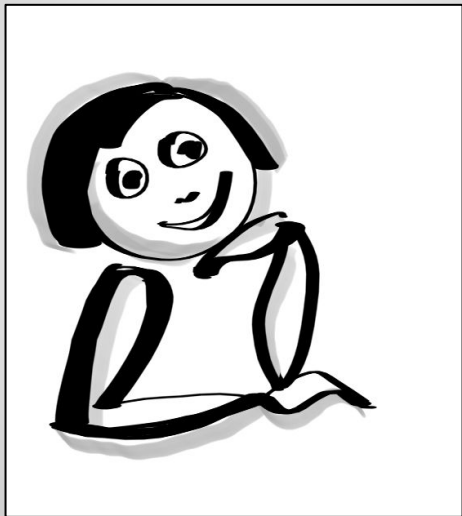
The observer's role is to observe the process without speaking. To make observations from an outside perspective, to see and hear things that the listener and subject may not.

Keep in mind: To stay silent throughout the process; observe and make notes about what you see and hear.

TOPICS TO DISCUSS



Intentional Listening



ACTIVITY

3

REFLECT WITH ANOTHER GROUP IN BO ROOMS

1. Thank your group for listening and sharing!
2. Reflect on the basis of the trigger questions in your MIRO board.
3. Take notes of insights, learnings.

4

REFLECT IN THE MAIN ROOM

1. Now that you know what you know,
2. Which do you think is your greatest area of improvement.
3. In which situations do you feel most need to up your listening skills.
4. How can you remind yourself to apply these tools to cultivate your listening skills.

REFLECT ON EACH ROLE (in BO rooms)



SUBJECT

How did it feel to have someone's undivided attention?

Were there moments where you wished the coach would interrupt or guide you?

Did you feel understood?

Were there times you felt the need to clarify or elaborate more?

How did the active listener's listening impact the way you articulated your thoughts?

Did you find that the quality of listening influenced your openness or vulnerability?

ACTIVE
LISTENER



How did you feel when you were solely listening without interjecting?

Were there moments where you felt the urge to interrupt or provide advice?

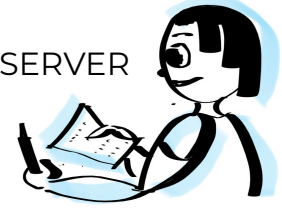
Did you notice any non-verbal cues from the subject?

How did those cues inform your understanding of their response?

What challenges did you face in staying present and actively listening?

How did the quality of your questions impact the depth of the conversation?

OBSERVER



What patterns or dynamics did you notice between the coach and the subject?

Were there non-verbal cues from the coach or subject that stood out to you?

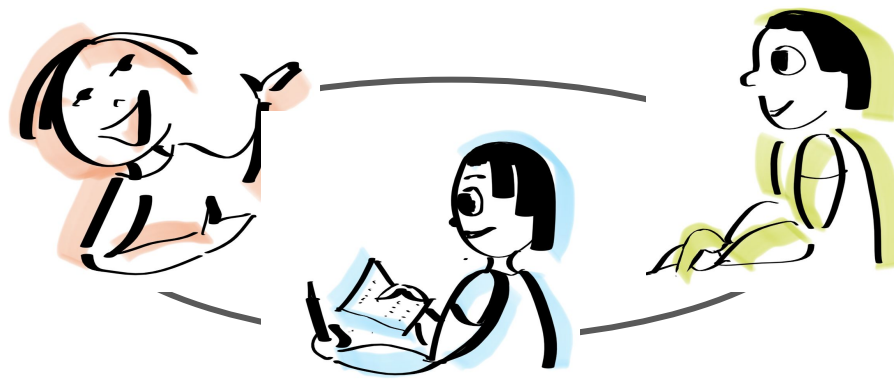
As an observer, did you find yourself making judgments or having reactions to the conversation?

How did the experience of observing differ from actively participating?

Were there moments where you felt the coach might have missed something?

How did you come to that realization?

REFLECT ON THE ROLES IN GENERAL (in main room)



- ❑ In which role did you feel most comfortable, and why?
- ❑ How did each role help you understand the importance of active listening from a different perspective?
- ❑ What did you discover about yourself in each of the roles?
- ❑ Were there moments across any roles where you felt disconnected?
- ❑ What do you think caused that?
- ❑ How can the insights from this exercise be applied to your everyday role in the organization?

TAKEAWAYS & LEARNINGS

SUBJECT



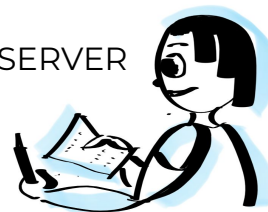
- Emotional Impact of Being Heard
- Self-awareness
- The Influence of Non-verbal Cues

ACTIVE LISTENER



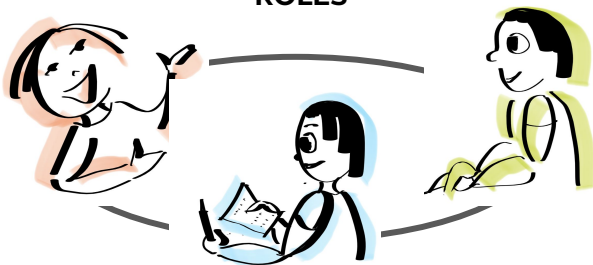
- The Power of Silence
- Value of Undivided Attention
- Suppressing the Solution Reflex

OBSERVER

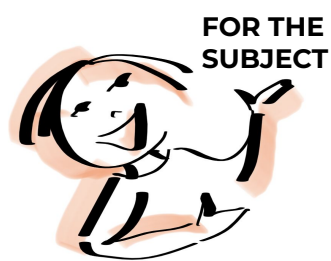


- Seeing the Bigger Picture
- Neutral Observation
- Value of Reflection

FOR THE 3 ROLES



- ❑ each role — listener, speaker, and observer — plays a vital part in effective communication.
- ❑ True listening is hearing beyond words, understanding and validation
- ❑ If you hear intently you have the chance to appreciate other people's feelings & viewpoints and it enhances empathy.
- ❑ Recognizing that a significant portion of our communication is non-verbal, and understanding its impact.
- ❑ active listening is a skill that needs ongoing practice and isn't just a one-time learning.



Emotional Impact of Being Heard:

Feeling valued and understood can lead to increased trust and openness in communication.

Self-awareness: Realizing that when given the space, they might find clarity or answers they didn't know they had.

The Influence of Non-verbal Cues:

Recognizing that their body language or tone can significantly impact how their message is received.

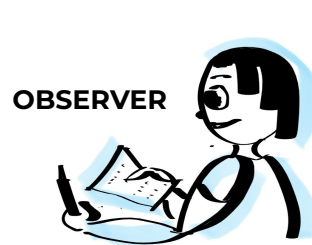


Power of Silence: Realizing that allowing pauses and silences can give the subject more space to think and articulate their feelings and ideas.

Value of Undivided Attention: Recognizing that when we give our full attention, it can encourage deeper sharing and a more meaningful conversation.

Suppressing the Solution Reflex:

Understanding the urge to jump in with solutions or advice can sometimes prevent the subject from fully exploring their feelings and thoughts.



Seeing the Bigger Picture: Noticing dynamics, non-verbal cues, and subtleties that neither the coach nor subject might be aware of in the heat of the conversation.

Importance of Neutral Observation:

Realizing that being an observer without a stake in the conversation can lead to more objective insights.

Value of Reflection: Understanding that sometimes stepping back and observing can offer clarity that active participation might not.

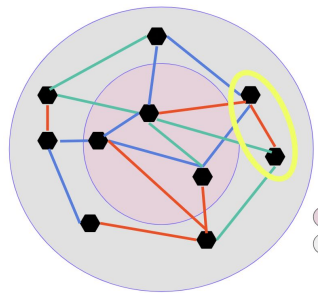
3

CX TOOLS

HYPER ISLAND

CX TOOLS

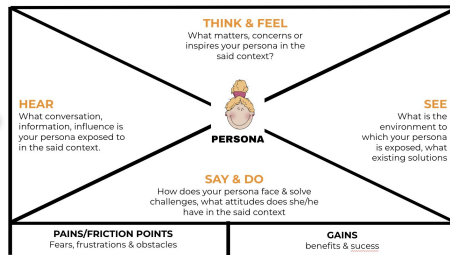
Tools to get to know the needs & pain points of our consumers and internal stakeholders



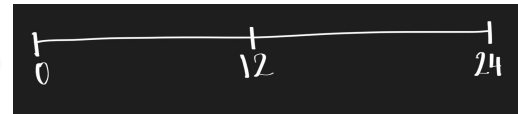
STAKEHOLDER MAP



PERSONA



EMPATHY MAP



DAY PARTING

1 Stakeholder Map

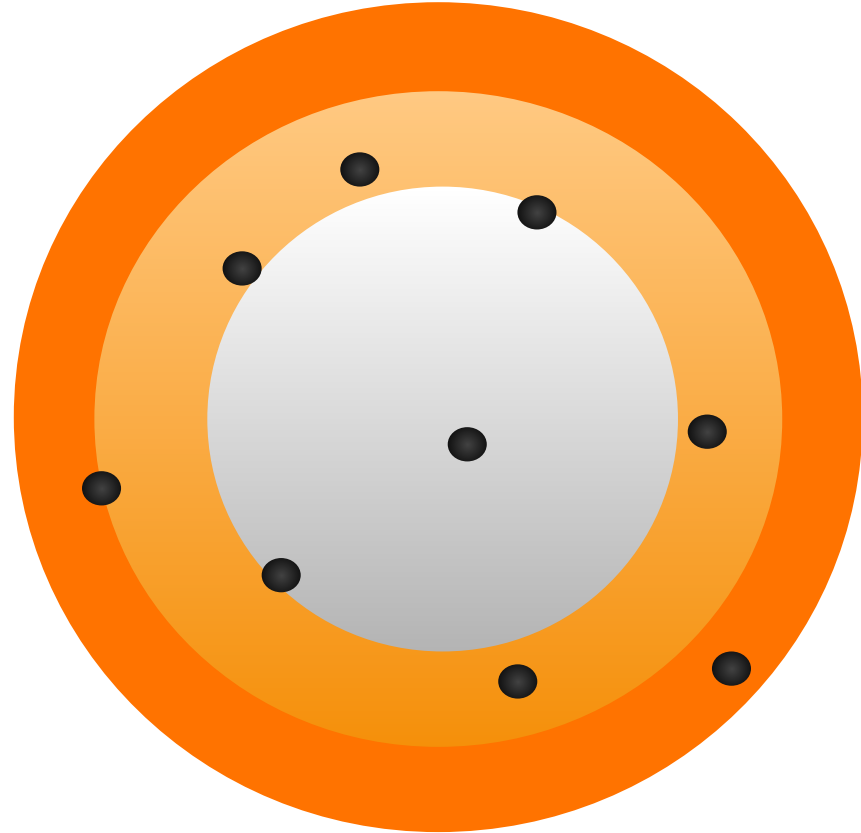
Get to know the players in your ecosystem

STEP 1

Identify players

Use the following classification to understand their impact

-  **Champions**
Your allies & evangelists
-  **Decision-makers**
Those who have authority within the system
-  **Affected by change**
Those impacted by the change



1 Stakeholder Map

Get to know the players in your ecosystem

STEP 1

Identify players

Use the following classification to understand their impact



Champions

Your allies & evangelists



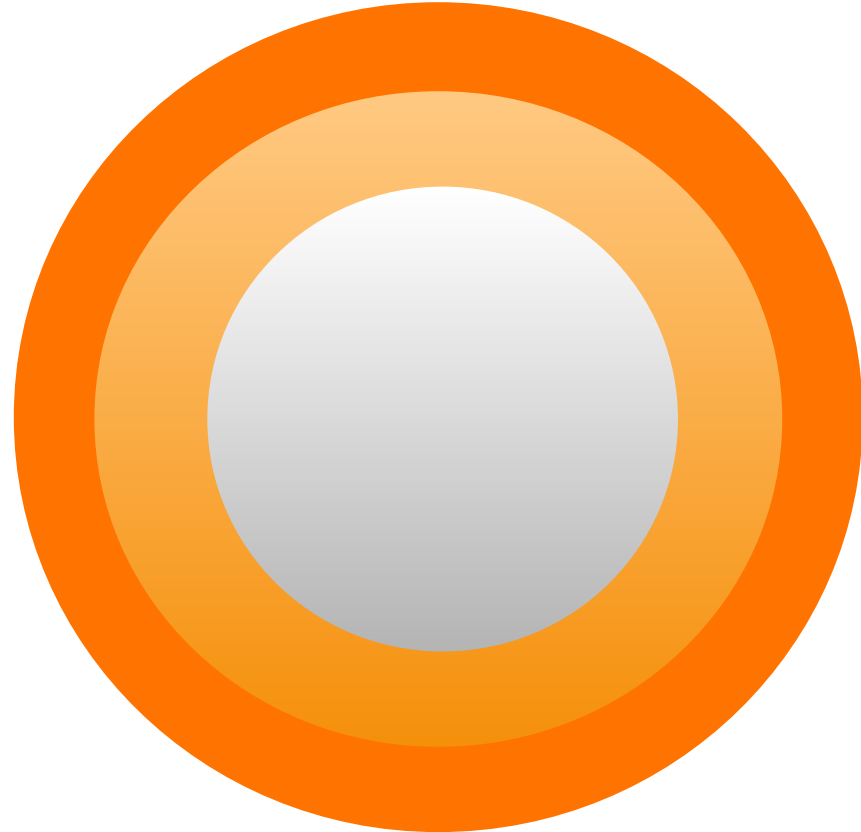
Decision-makers

Those who have authority within the system



Affected by change

Those impacted by the change



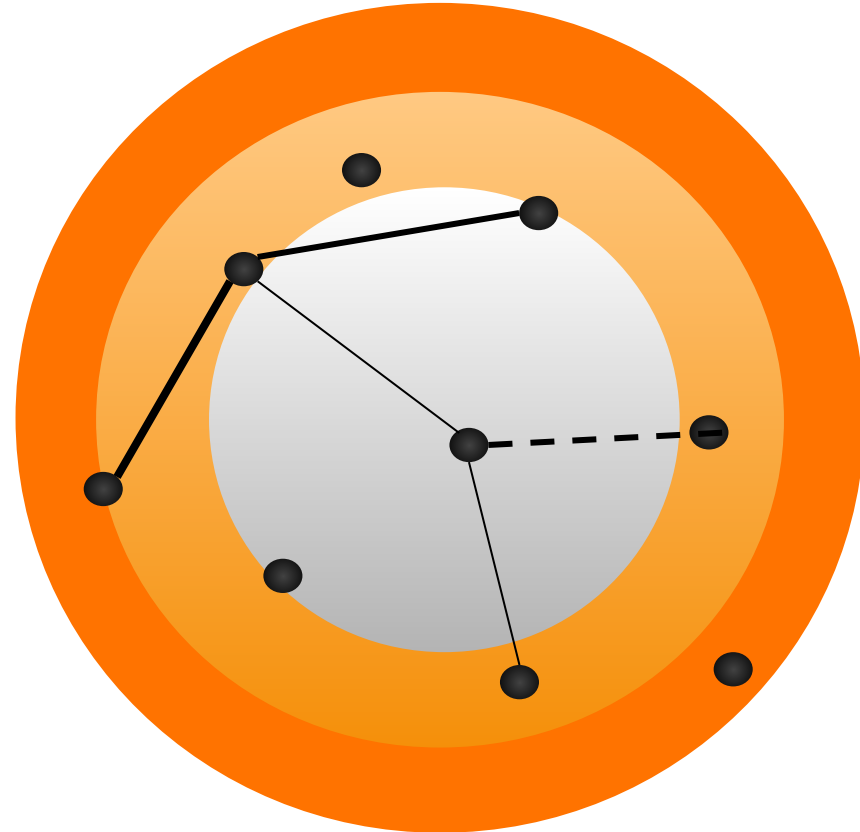
Stakeholder Map

Get to know the players in your ecosystem

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



1 CHOOSE A PERSONA

Identify a person (real or not) who is an internal stakeholder or customer worth exploring in this activity



NAME
CIVIL STATUS
PROFESSION/STUDIES
HOBBY
ADDRESS



An **Empathy Map** is a simple way of visualizing and gauging information on **behaviours & attitudes** of your target audience. It's useful because it **helps to understand** the main **motivations & needs in a specific context.**



THINK & FEEL

What matters, concerns or
inspires your persona
in relation to the brand

HEAR

What conversation,
information, influence is
your persona exposed to
in relation to the brand



PERSONA

SEE

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

SAY & DO

How does your persona face & solve
challenges, what attitudes does she/he
have in relation to the brand

PAINS/FRICTION POINTS

Fears, frustrations & obstacles

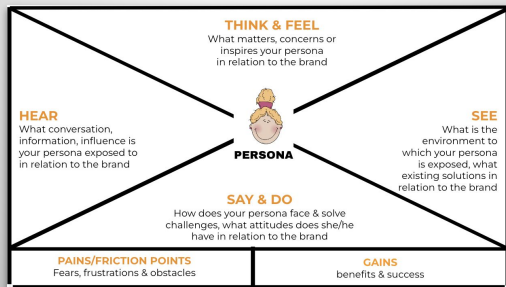
GAINS

benefits & success

Persona & Empathy Map

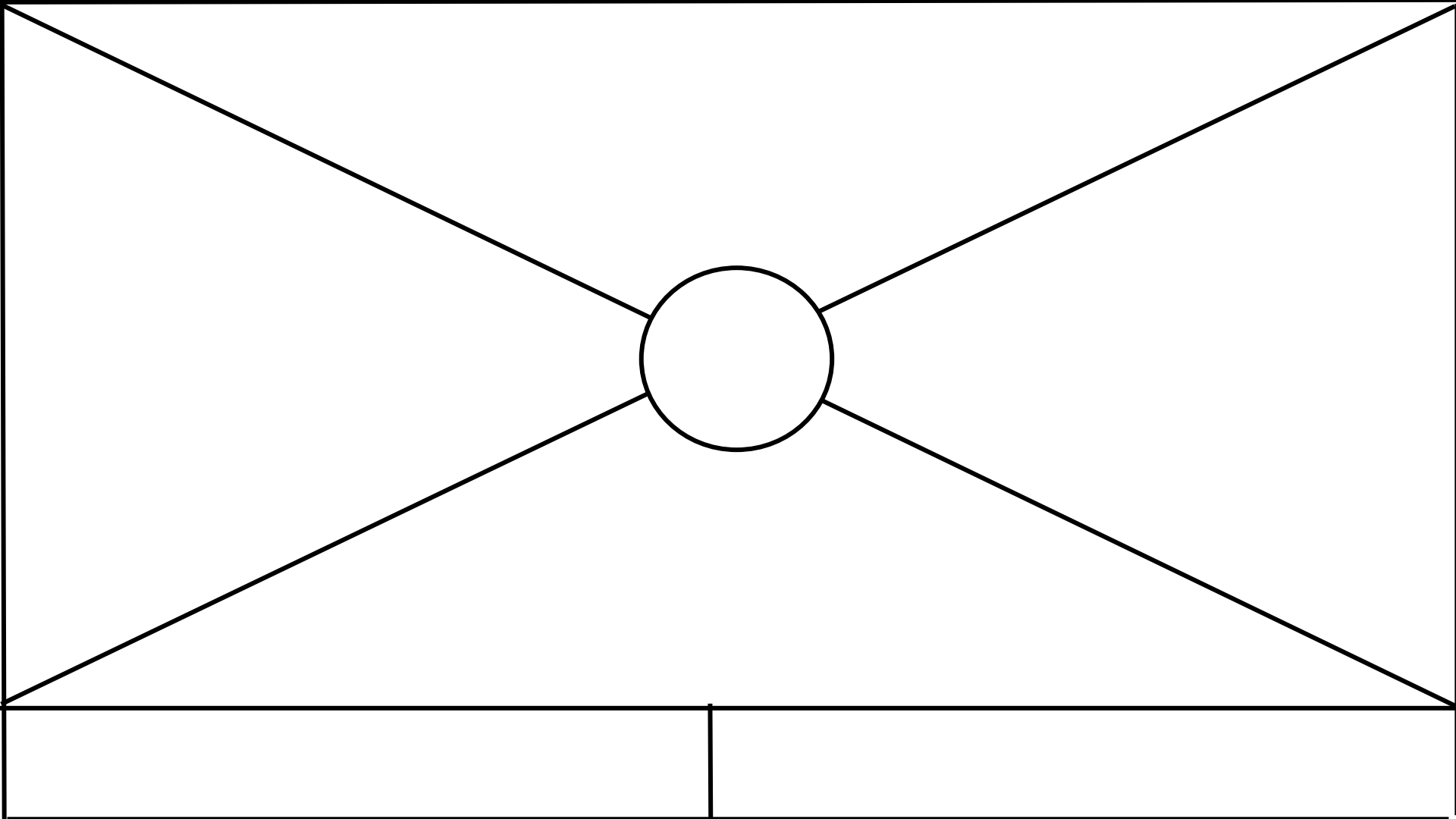


NAME, CIVIL STATUS, PROFESSION/STUDIES, HOBBY,
ADDRESS



ACTIVITY

- 1 Identify a person (real or not) who is an internal stakeholder or customer worth exploring in this activity
- 2 Go to the MIRO board and complete the Persona and the Empathy Map



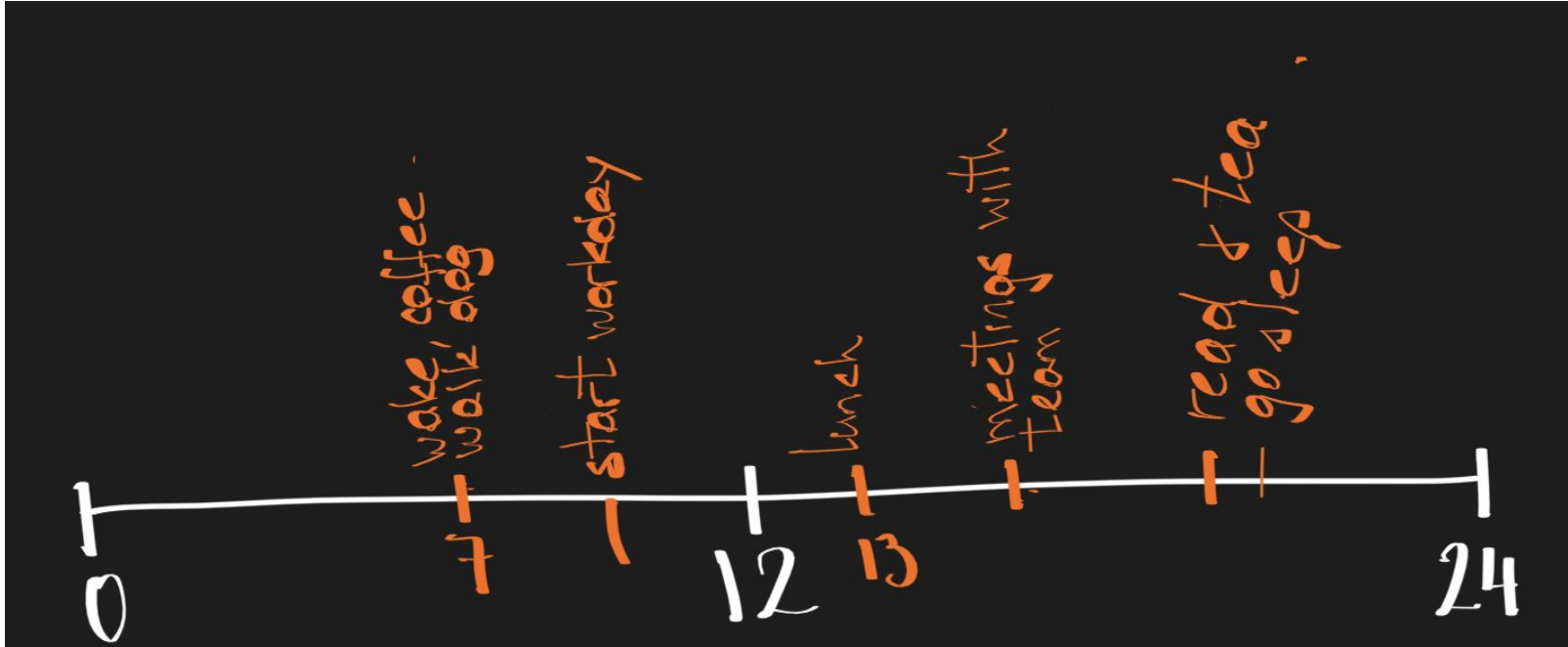
DAY PARTING

1. Draw a timeline



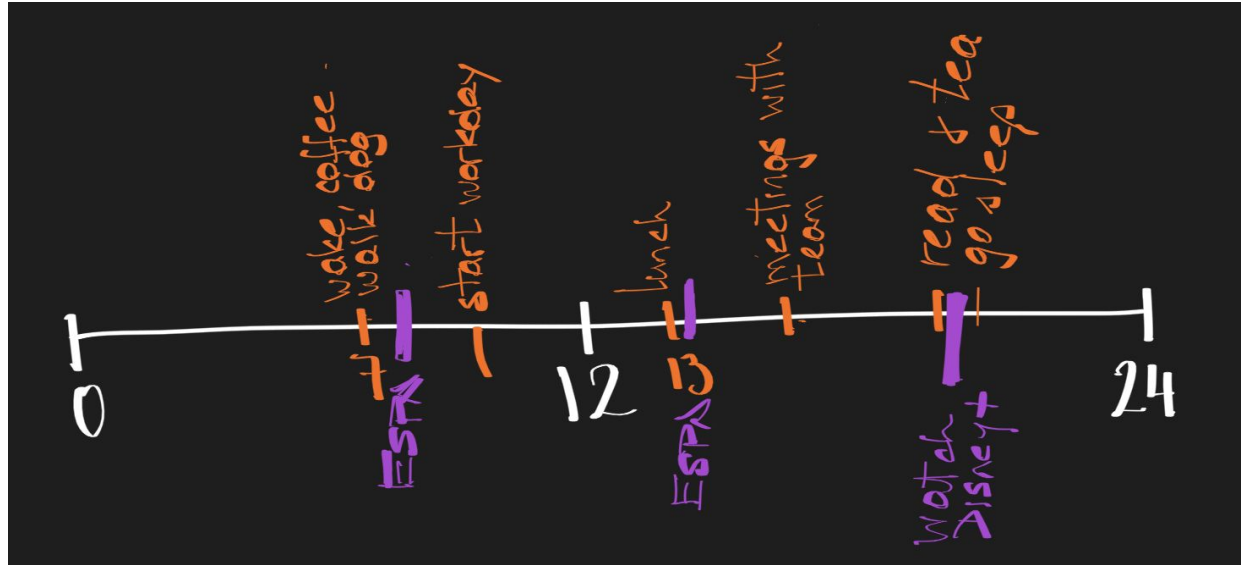
DAY PARTING

1. Draw a timeline
2. **Observe the course of his day, what is it like? Focus on the sequence of the day's activities.**



DAY PARTING

1. Draw a timeline
2. Observe the course of his day, what is it like? Focus on the sequence of the day's activities.
3. **Map the the media touchpoints, (contact points with the media, social media)?**



DAY PARTING

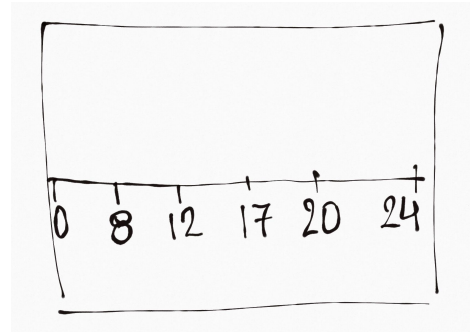
1. Draw a timeline
2. Observe the course of his day, what is it like? Focus on the sequence of the day's activities.
3. Map the the media touchpoints, (contact points with the media, social media)?
4. **What networks (family, friends, work etc.) are you part of and how do you interact with those networks throughout the day?**

DAY PARTING

1. Draw a timeline
2. Observe the course of his day, what is it like? Focus on the sequence of the day's activities.
3. Map the the media touchpoints, (contact points with the media, social media)?
4. What networks (family, friends, work etc.) are you part of and how do you interact with those networks throughout the day?
5. **What are the friction points of your "persona" throughout your day?**

DAY PARTING

1. Draw a timeline
2. Observe the course of his day, what is it like? Focus on the sequence of the day's activities.
3. Map the the media touchpoints, (contact points with the media, social media)?
4. What networks (family, friends, work etc.) are you part of and how do you interact with those networks throughout the day?
5. What are the friction points of your "persona" throughout your day?
6. **Choose 1 of the friction points: how could your company solve this friction point for the persona? with which services/ideas/experiences/products?**
 - a. Be relevant, create experiences, reduce friction, start with the user.
 - b. Give it a name, concept, design & logo



PLANNING YOUR RESEARCH

HYPER ISLAND

CHECK OUT

HYPER ISLAND

TAKE WHAT YOU NEED

FORGIVE

TIME ALONE

A GOOD LAUGH

DISCIPLINE

DEEP REST

REVIEW MY ROUTINE

CREATE SOMETHING

LET GO

TAKE A BREAK

DO SOMETHING NEW

TINY JOYS

CONNECT

PATIENCE

REACH OUT FOR HELP