

Toast and Storyboarding / Prototyping

[Link to design](#)

Start	Duration	End	Activity	Delivered By
11:00	00:05	11:05	Buffer	
11:05	00:10	11:15	Welcome, IDOARRT, recap, where we are today + checkin	Vero
11:15	00:20	11:35	HMW: regroup + present to Tim (excuse for them to revisit them	
11:35	00:20	11:55	Intro to Ideation + ideation	
11:35	00:05	11:40	Break	
11:40	00:45	12:25	Select idea How Now Wow	Tim
12:25	00:50	13:15	Toast	Beni
13:15	00:15	13:30	Next steps + Checkout	Vero
13:30	00:10	13:40	Buffer	
	03:00			



HYPER ISLAND

Learning Journey **2023**

UNLOCK - session 3
November 10th 2023

HYPER ISLAND



WELCOME TO TODAY'S SESSION

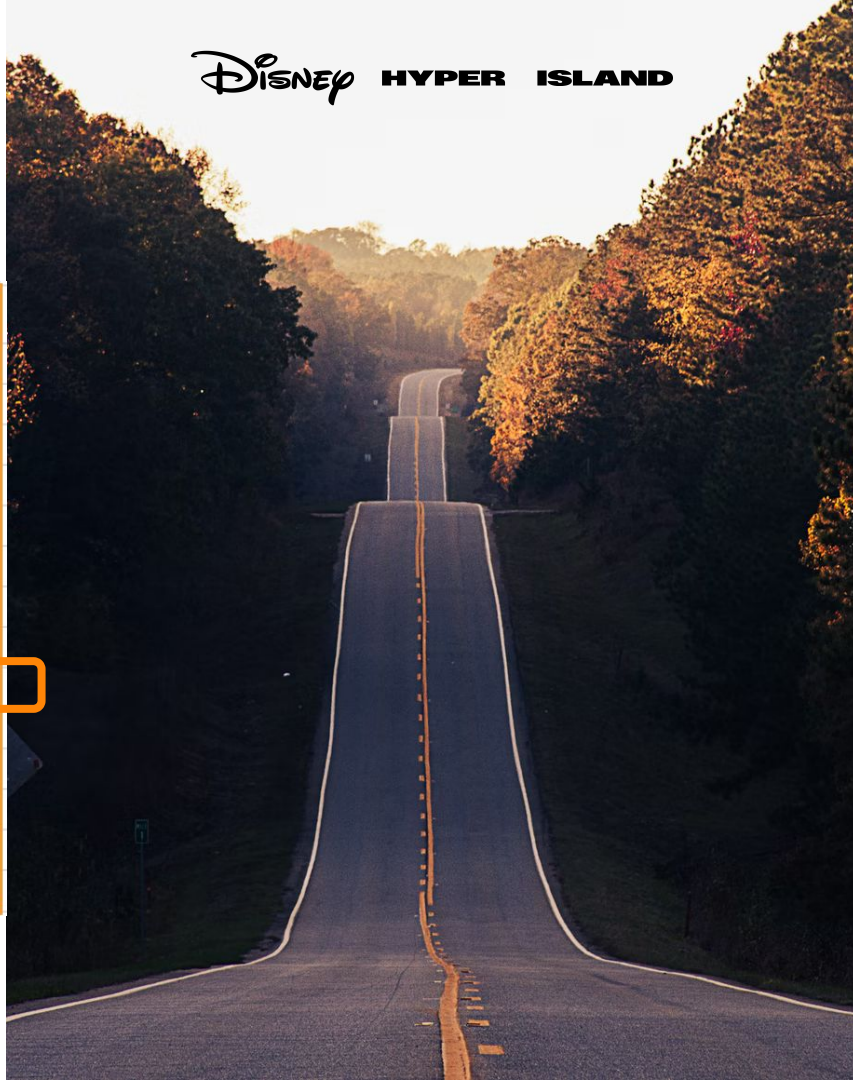


Stockholm — Karlskrona — New York — Manchester — London — Singapore — São Paulo

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	11-13	2	Unleash
11	☐	Friday	24th	11-13	2	Unleash
12	☐	Friday	1st Dec.	11-13	2	Unleash
13	☐	Friday	8th	11-14	3	Pitch
14	☐	Friday	15th	11-13	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
PRETOTYPING

UNLEASH SCALING & STORYTELLING

AGILE INNOVATION
EXPLORING IMPACT
ETHICS AND
CONSEQUENCES
STORIES AND INFLUENCE

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.

IDOARRT

INTENTION

Understand and experience ideating for possible solutions for each of our HMWs and visually map them.

DESIRED OUTCOMES

Arrive at a possible solutions for our HMWs by following a human centered ideation process and storyboard them.

AGENDA

Welcome, IDOARRT, recap, where we are today + checkin
HMW: regroup + present to Tim (excuse for them to revisit them
Intro to Ideation + ideation
Break
Select idea How Now Wow
Toast
Next steps + Checkout

TIME

3 hours including 10 min break

CHECK-IN

CHECK-IN



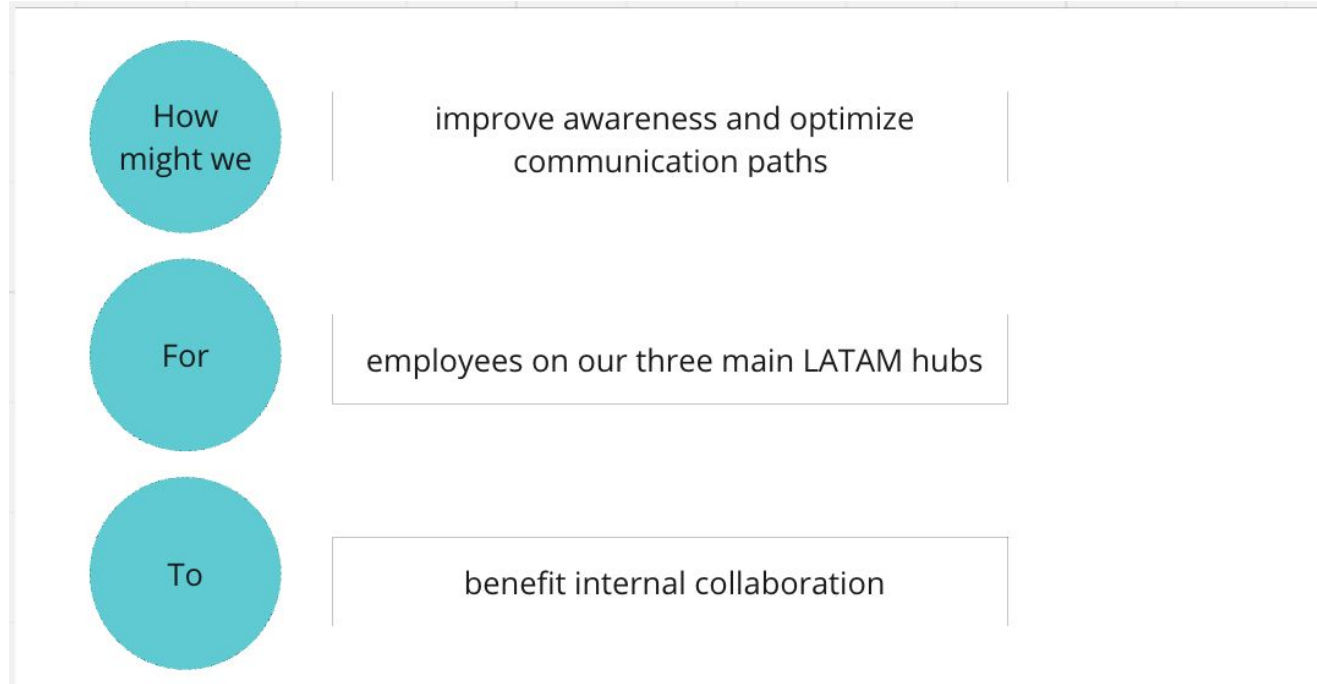
1

Revise & revisit your HMW



**Revisit your HMW
Present to Tim**

Group 1: Abril, Isabella & Juan



GROUP 1

How
might we

improve awareness and optimize
communication paths

For

employees on our three main LATAM hubs

To

benefit internal collaboration

GROUP 2

**HOW
MIGHT WE**

(Create a Way to Sub/CC and Dub all Content)

FOR

(Disney+ and Star+ Users)

TO

(Have more Accessibility and Inclusion)

**2022 - beginning of Oct/2023
(LATAM - D+ and S+)**
251 viewers reported missing subs
or dubs from singular contents, it is
~13 different titles reported per
month.

**If we take a deeper look,
just for SUBS MISSING,
36% of reports from Star+
64% of the reports from
Disney+**

**If we take a deeper look just for SUBS
MISSING:**
152 reports in total.
87% are expected behavior (Business
decisions)
13% were errors indeed and after the
viewer report, it's now fixed.



LOST SEASONS 2 - Missing LATAM Subtitles - on LATAM report 1 Disney+ + 10 on 11 Oct
Before launch, it was expected to have LATAM subs for both Seasons 2, but 1st Ep. does not have PT sub for
LATAM subtitles available, just the 3rd version. The biggest impact was from BR, but still with complaints
from LA5.
The content team is now double-checking if it is expected behavior from a business decision or if we will have
LATAM subs as last follow.
Chat: 23 chats with viewers asking about subtitles.
Social Media VK: 15 different viewer reports on Social Media (Twitter, Facebook and App Reviews)



GROUP 3

**HOW
MIGHT WE**

(Create a Way to Sub/CC and Dub all Content)

FOR

(Disney+ and Star+ Users)

TO

(Have more Accessibility and Inclusion)

**2022 - beginning of Oct/2023
(LATAM - D+ and S+)**
251 viewers reported missing subs
or dubs from singular contents, it is
~13 different titles reported per
month.

**If we take a deeper look,
just for SUBS MISSING,
36% of reports from Star+
64% of the reports from
Disney+**

**If we take a deeper look just for SUBS
MISSING:**
152 reports in total.
87% are expected behavior (Business
decisions)
13% were errors indeed and after the
viewer report, it's now fixed.



LOST SEASONS 2 - Missing LATAM Subtitles - on LATAM report 1 Disney+ + 10 on 11 Oct
Before launch, it was expected to have LATAM subs for both Seasons 2, but 1st Ep. does not have PT sub for
LATAM subtitles available, just the 3rd version. The biggest impact was from BR, but still with complaints
from LA5.
The content team is now double-checking if it is expected behavior from a business decision or if we will have
LATAM subs as last follow.
Chat: 23 chats with viewers asking about subtitles.
Social Media VK: 15 different viewer reports on Social Media (Twitter, Facebook and App Reviews)



Group 2 - Abril, Ana, Edre, Juan, Stephanie

HOW MIGHT WE

(Create a Way to Sub/CC and Dub all Content)

FOR

(Disney+ and Star+ Users)

TO

(Have more Accessibility and Inclusion)

2022 - beginning of Oct/2023
(LATAM - D+ and S+)

291 viewers reported missing subs or dubs from singular contents, it is -13 different titles reported per month.

If we take a deeper look just for SUBS MISSING:

102 reports in total.
87% are expected behavior (business decision)
15% were errors indeed and after the viewer report, it's now fixed.



If we take a deeper look just for SUBS MISSING:

36% of reports from Star+
64% of the reports from Disney+



LOWI SEASON 2- Missing LATAM Subtitles - VK LATAM impact | Disney+ | 05 to 11/Oct

Before launch, it was expected to have LATAM subs for Lowi Season 2, but 1st Ep. does not have PT-BR nor Es-LATAM subtitles available, just the [CC] versions. The biggest impact was from BR, but still with complaints from LAS.

The content team is now double-checking if it is expected behavior from a business decision or if we will have LATAM subs as fast follow.

Chats: 23 chats with viewers asking about subtitles.

Social Media VK: 65 different viewer reports on Social Media (Twitter, Facebook and App Reviews)



2

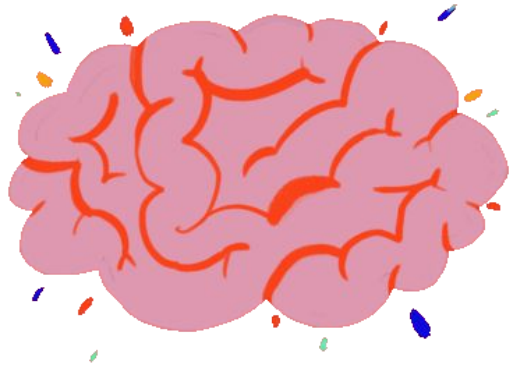
Intro to ideation & ideation



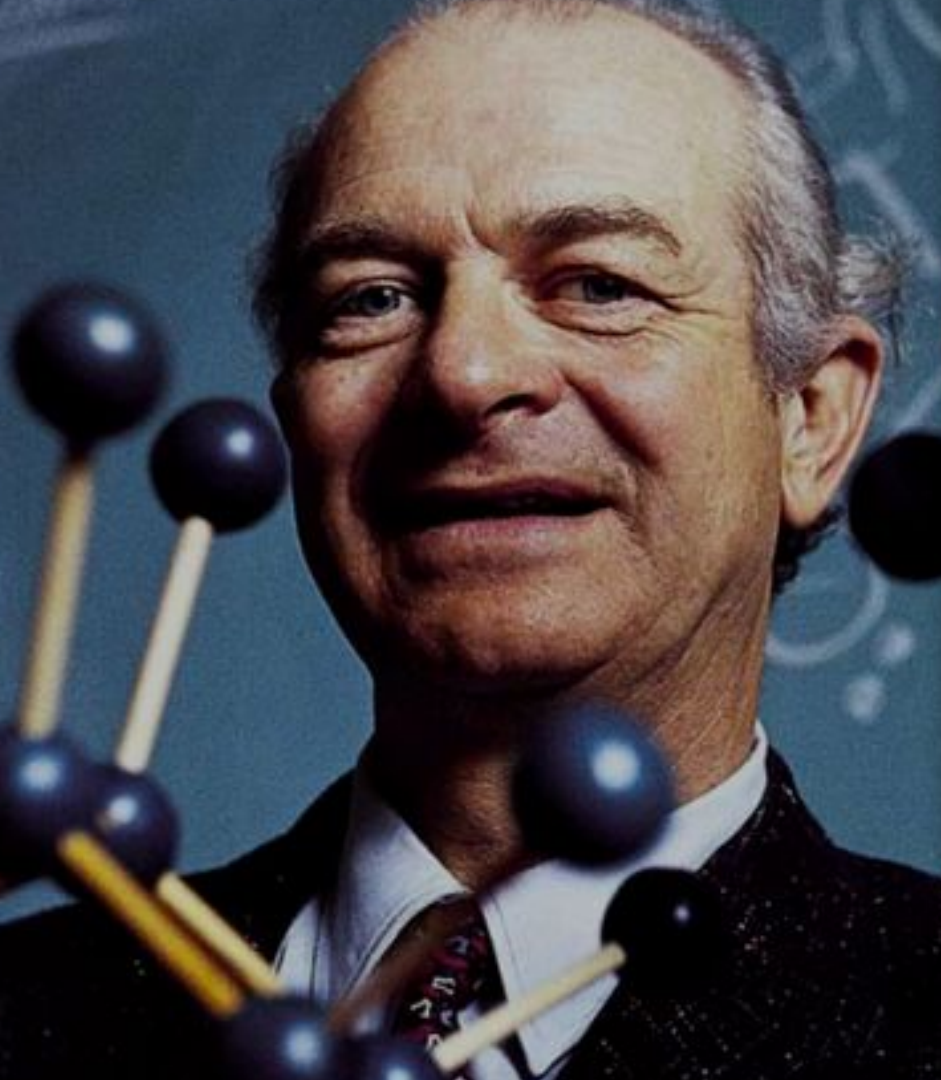
**Ideation is the process of
generating, developing,
and communicating new
ideas.**

Ideation Principles

- Encourage crazy ideas
- Postpone judgement
- Quantity over quality
- Use drafts
- Be visual
- Build on other people's' ideas

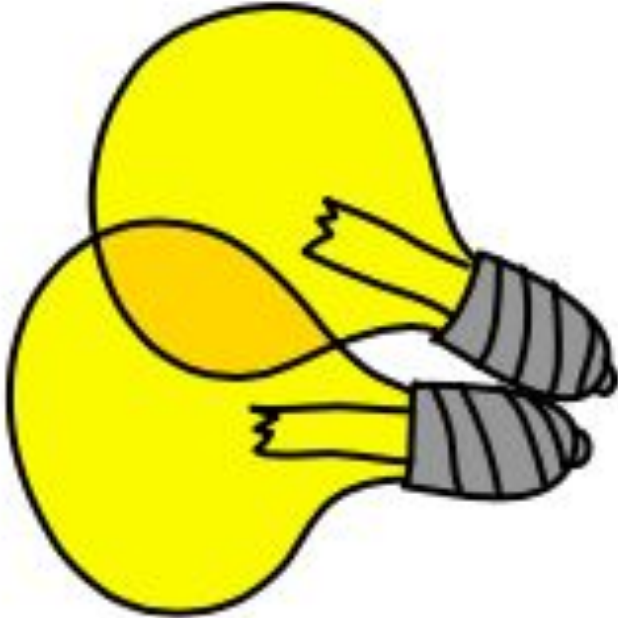


**WHEN DO YOU
HAVE THE
BEST IDEAS?**



**The best way
to have a good
idea is to have
a lot of ideas**

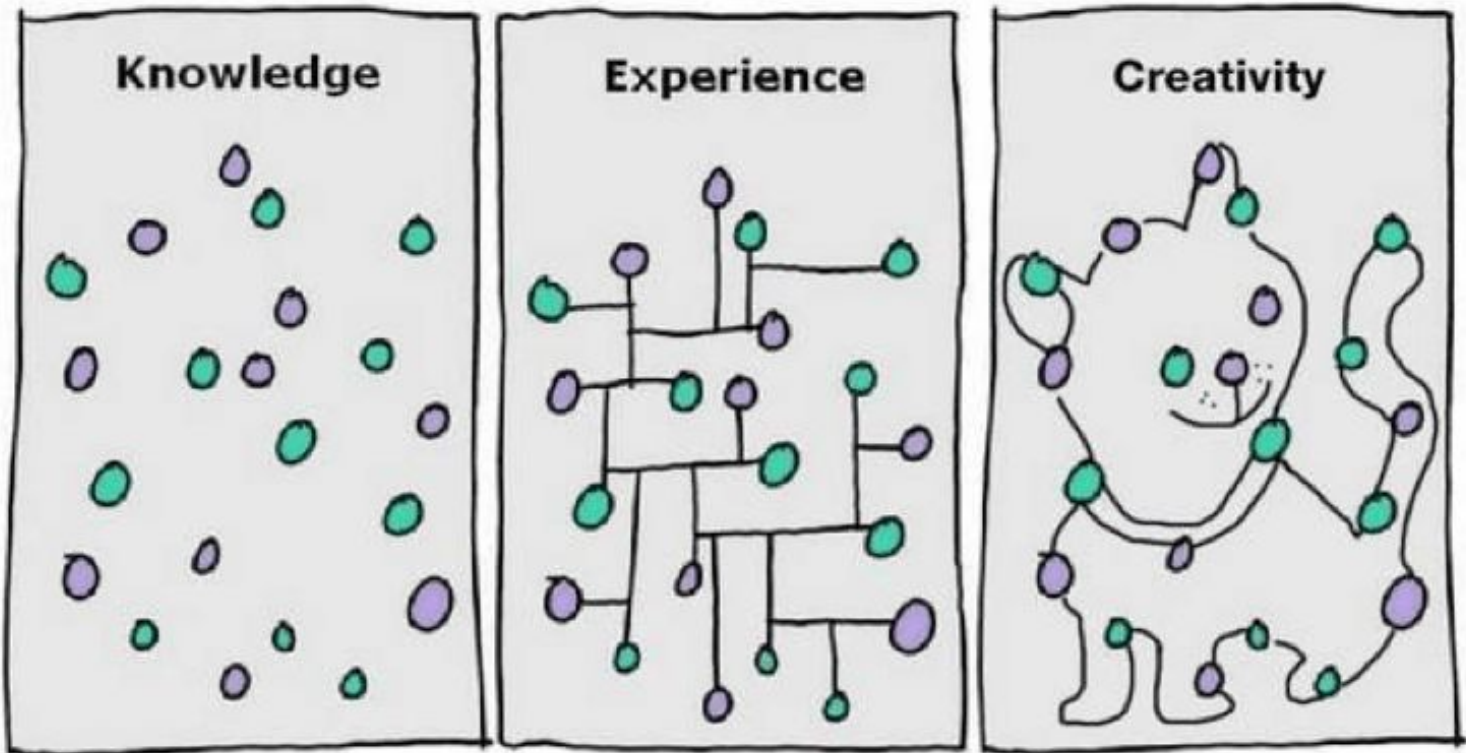
Linus Pauling



Innovation is...
ideas having sex

Matt Ridley

“Creativity is all about connecting the dots”



**Groups of humans are
generally bad at being
creative together**

Because of . . .



**Groupthink
Cognitive biases
Cultural biases**

**Personalities
Hierarchies
Preferences**

OUR CULTURE IS NOT READY YET

It's not possible...

We need to do more research

It is too difficult to implement...

We are too small for that

It's too expensive!

It is against the regulations...

Advisory board won't agree...

It's not feasible...

The parents will never accept

We do not have the expertise

It will never work

THERE IS NO TIME

It is not logical

That will not work in our culture

IT IS TOO BIG A CHANGE...

THERE IS NO BUDGET...

We don't have the resources...

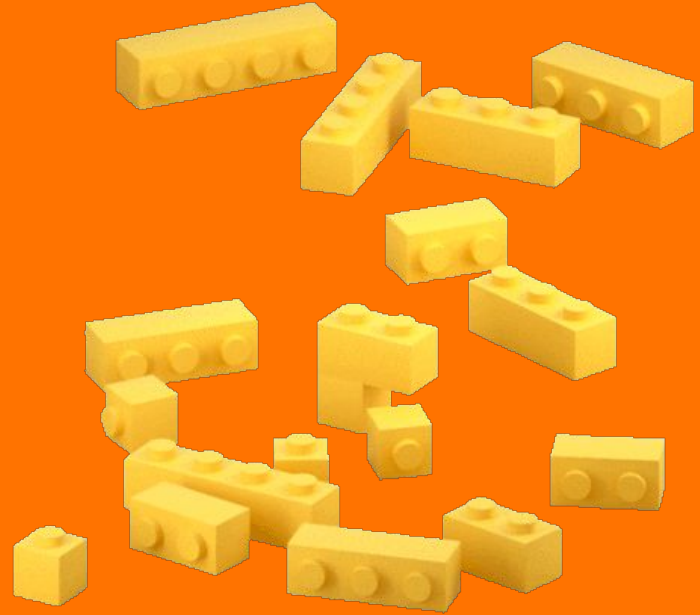
Others are doing that already



Idea Killers

YES
BUT...

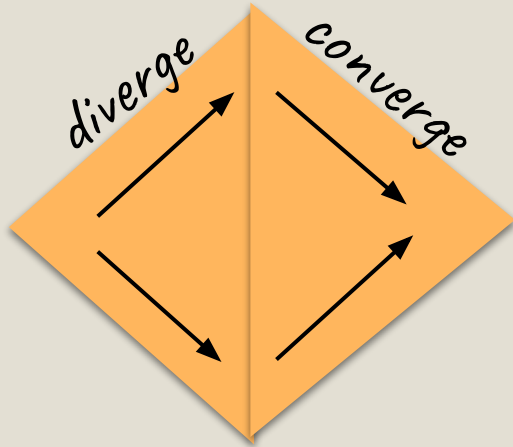
**Yes
and...**



Ideation Rules

- #1 There are no bad ideas!
- #2 Defer Judgement
- #3 Build on the ideas of others
- #4 Go for Quantity
- #5 Encourage wild ideas

Ideation Techniques



Ideation **Methods**

- Silent Brainstorming - Negative Brainstorming
- Bodystorm - Associative Thinking
- User Perspective - Mash-up - How would (X) do this?
- Beautiful questions, why/what if/how?

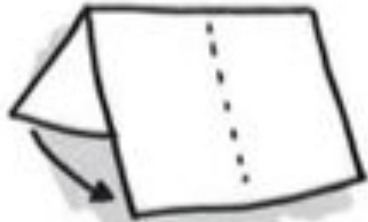
Ready?

Crazy 8's

a.



b.



c.



d.



CRAZY
8s!



Idea 1

Idea 2

Idea 3

Idea 4

Idea 5

Idea 6

Idea 7

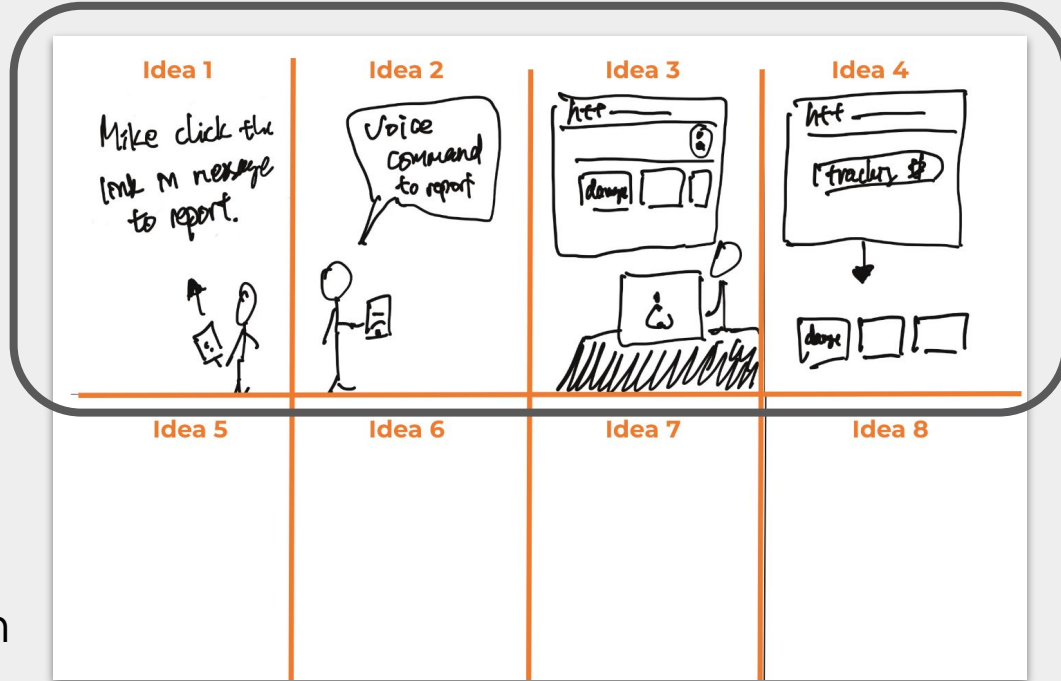
Idea 8

Free Ideation

4 minutes individually

Think of and capture 4 *different* ideas to solve your How Might We problem statement...

Draw them in the top 4 boxes on your paper



'What if?'

Ideation

Continue to think of and capture *different* ideas to solve your **How Might We** problem statement...

But this time based on 4 specific prompts which you will receive

Draw them in the bottom 4 boxes on your paper



Idea 1

Mike click the link in message to report.

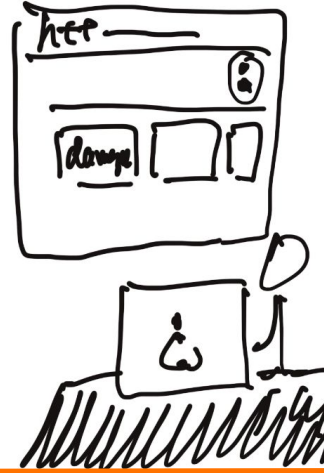


Idea 2

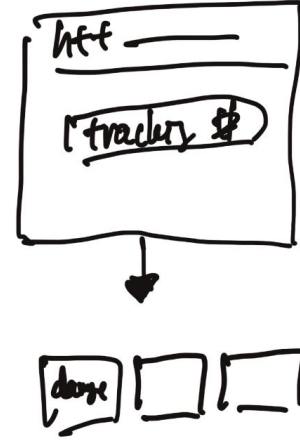
Voice command to report



Idea 3



Idea 4

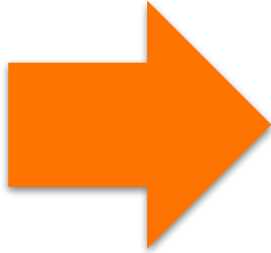


Idea 5

Idea 6

Idea 7

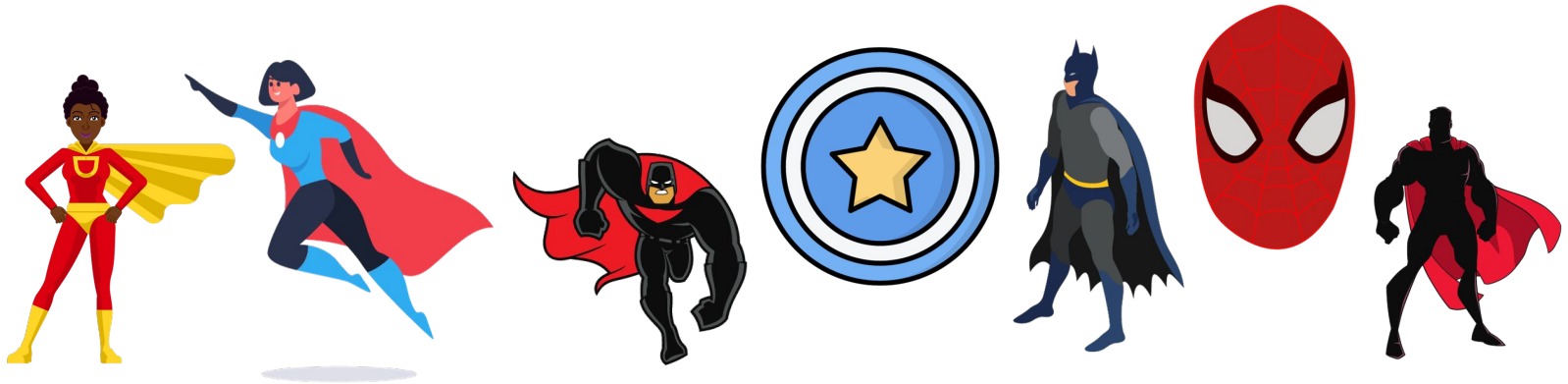
Idea 8



WHAT IF?

YOU WERE YOUR FAVORITE SUPERHERO?

HOW WOULD YOU SOLVE THE CHALLENGE?



Idea 1

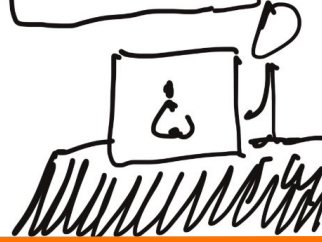
Mike click the link in message to report.



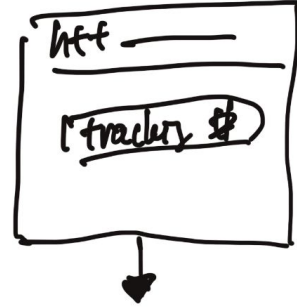
Idea 2



Idea 3



Idea 4



Idea 5



Idea 6

Idea 7

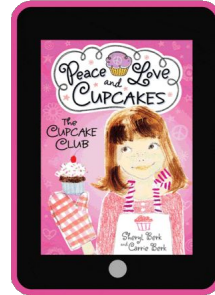
Idea 8



WHAT IF?

**YOU WERE A 7-YEAR OLD
BOY OR GIRL?**

HOW WOULD YOU SOLVE THE CHALLENGE?



Idea 1

Mike click the link in message to report.

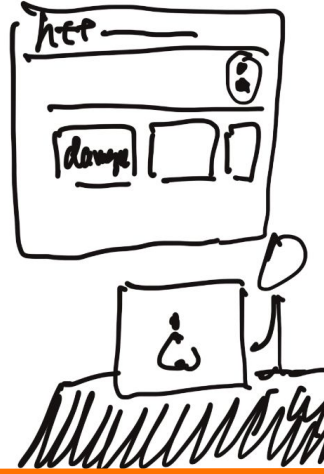


Idea 2

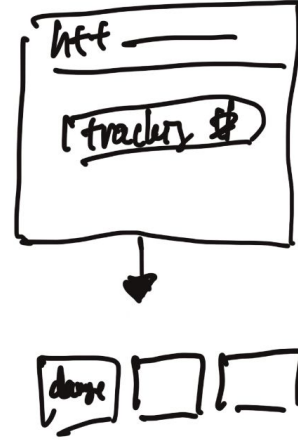
Voice command to report



Idea 3



Idea 4



Idea 5



Idea 6

New dam
[fractory #]
:
:
:

Idea 7

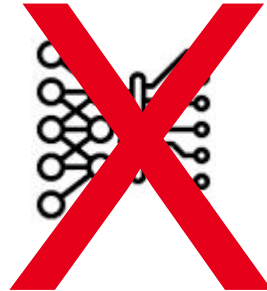


Idea 8

WHAT IF?

YOU HAD TO USE ZERO TECHNOLOGY

HOW WOULD YOU SOLVE THE CHALLENGE?



Idea 1

Mike click the link in message to report.

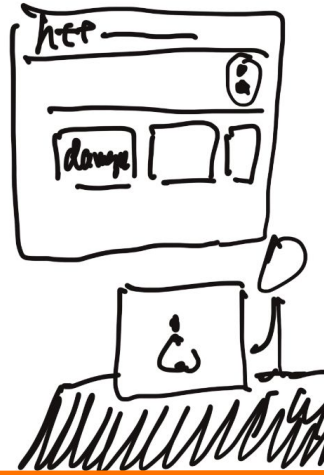


Idea 2

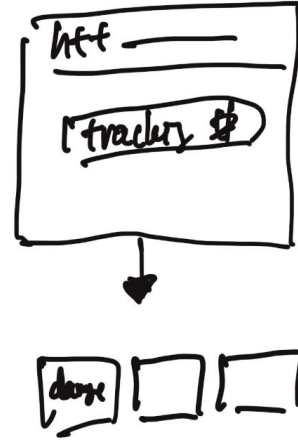
Voice command to report



Idea 3



Idea 4



Idea 5

text XXXX



text to report

Idea 6

New claim

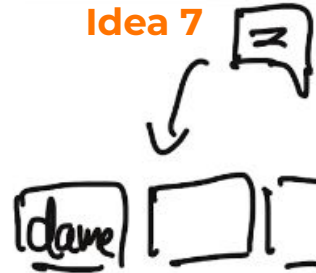
[tracking #]

...

...

...

Idea 7



Idea 8



WHAT IF?

YOU COULD ASK AI FOR HELP?

HOW WOULD YOU SOLVE THE CHALLENGE?

 ChatGPT	 OpenAI	 ChatGPT
 DALL-E 2	 Adobe Firefly	 Midjourney
 Bing	 Microsoft Bing	 Bard
 stability.ai	 synthesia	 OBSERVE-AI



THERE'S AN AI FOR THAT



Brainstorm Buddy

Let Brainstorm Buddy spark your next big idea.

Enter the target audience and the problem to do some actual out-of-the-box ideation.

Target audience

Which customers are you targeting?

Dairy farmers

Create ideas

Problem

Write a short description of the problem. Use the “Personas” tool to come up with a few problems.

Impact of plant-based milk alternatives on business



CHECK OUT THE LINK IN THE ZOOM CHAT!

VOILA

8 ideas for your HMW

htf ———

trader tb

810

text to report

Recent order

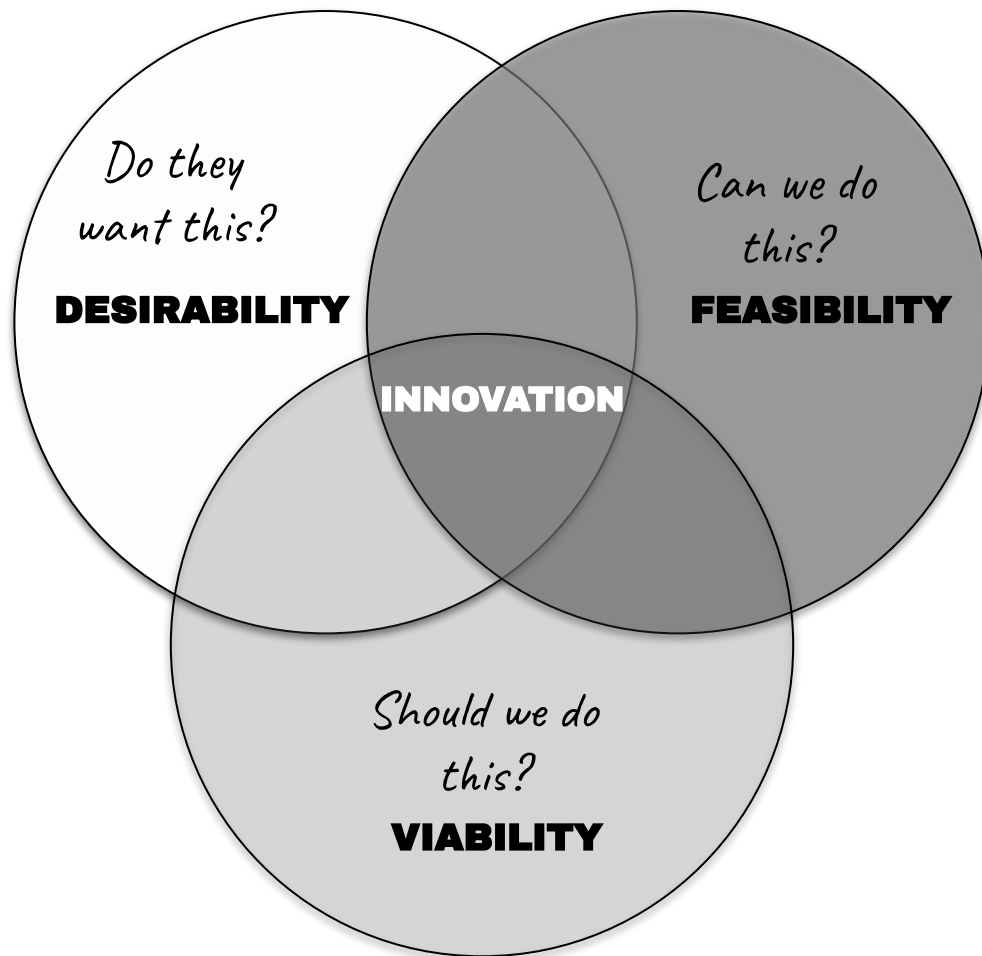
2 2 2

Idea Selection

**Which criteria
for this selection?**

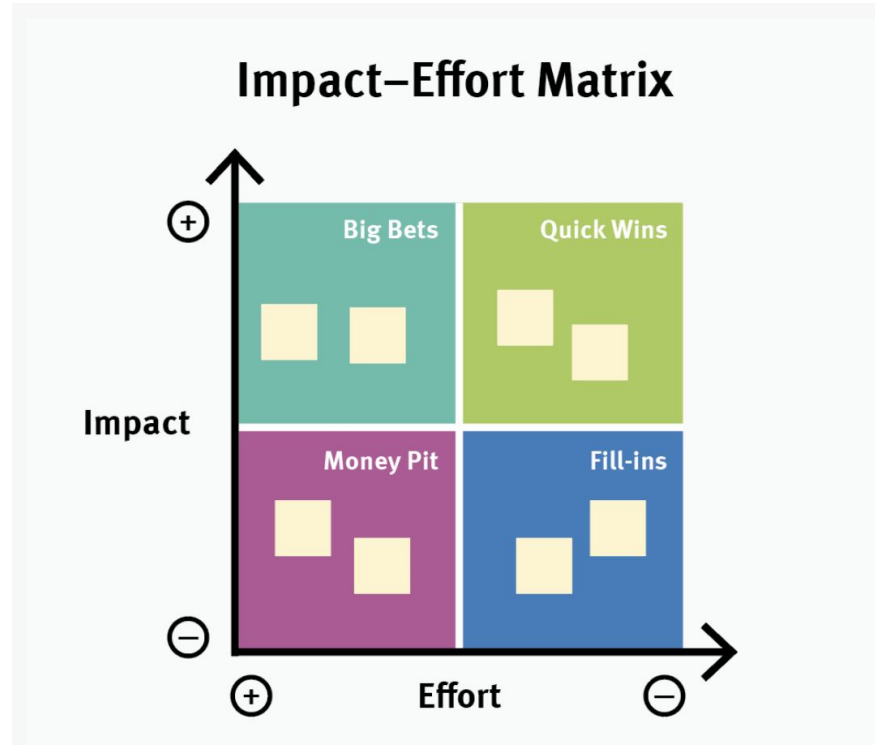
Human Centric

HYPER ISLAND



Impact / Effort Matrix

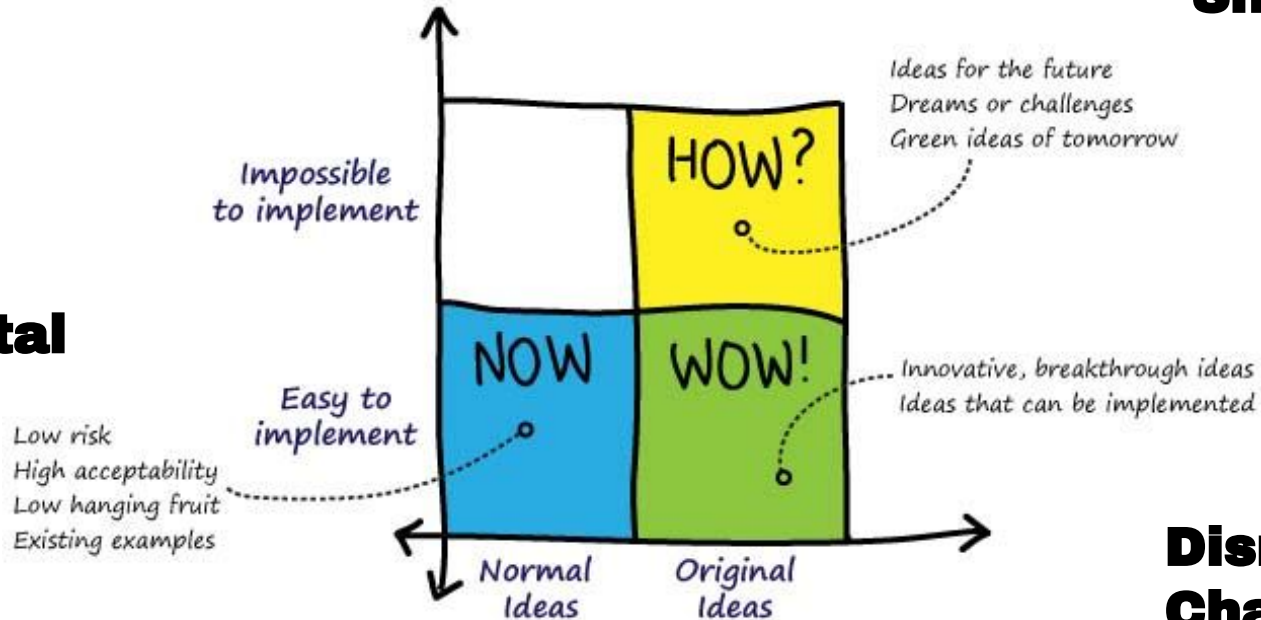
HYPER ISLAND



How / Now / Wow

**Moon
Shots**

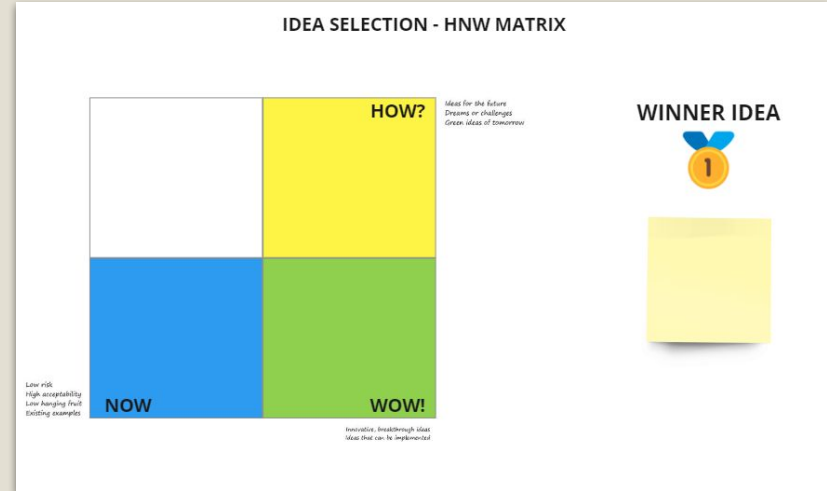
**Incremental
Change**



**Disruptive
Change**

Activity

- ☀ Individually select 2 ideas - best and craziest... don't tell anyone which is which
- ☀ Step 2: Discuss in groups and add your 2 ideas into the How, Now, Wow Matrix
- ☀ Step 2: As a group select an idea from the Wow category
- ☀ Work in Miro



Instructions for the next activity

Please come back with:

- ★ a sheet of paper
- ★ a pen/marker



BREAK

8 min



4:46

HYPER ISLAND



WELCOME BACK

Planet Centric Concept

What makes our concept sustainable?

Description:

Transform your ideas into concepts by developing them further and discussing what the planetary focus of this concept is.



1–3 h

Before starting:

Generate planet centric ideas with Planet Centric Ideation.

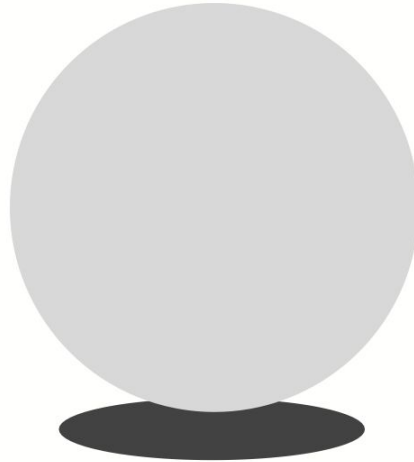
Instructions:

1. Sketch or describe your idea in the circle.
2. "What does it do?" refers to the function of this idea.
3. "What is the planet positive impact?" refers to having a positive impact on the planet.
4. "How do you measure success?" refers to how you measure that positive impact on the environment.
5. "What are the risks?" aims at reflecting on what might go wrong with your idea: how it might be misused, how it might harm the planet. To answer this question, use the Systemic Touchpoints canvas.
6. If you have found risks in this idea, think together on how to improve it. By now, you should have a resilient and well-thought concept, ready to be put into the world.

Up next:

Use the Systemic Touchpoints canvas to answer the question "What are the risks?"
Use the Strategic Team canvas to define who is involved with this concept.

Idea



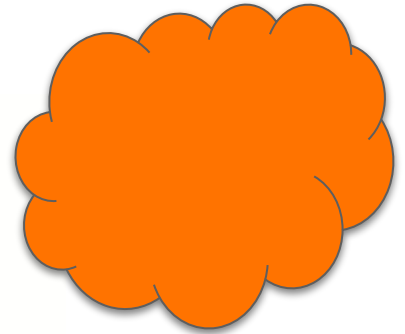
What does it do?

What is the planet positive impact?

How can you measure success?

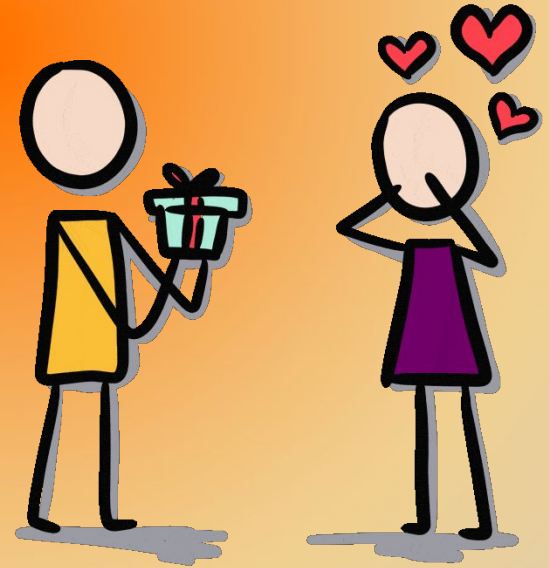
What are the risks?

How can it be improved?

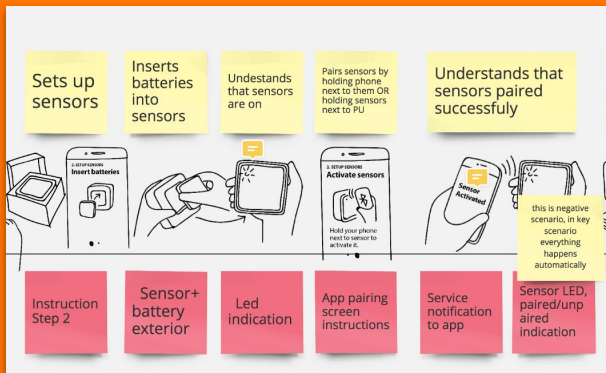


From ideas to storyboards

Experience
mapping



Mapping your idea in practice

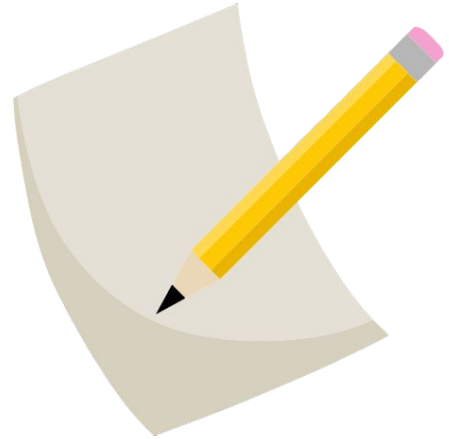


- Take your ideas to the next level
- A quick way to align as a team around an idea
- An opportunity to test and learn with others

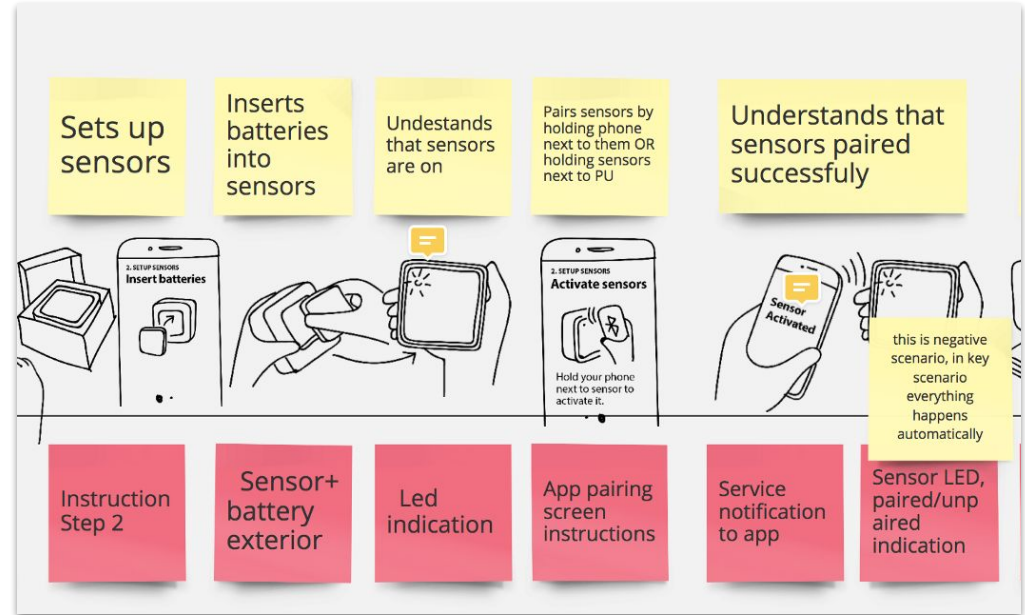
Instructions for the next activity

Grab

- ★ a sheet of paper
- ★ a pen/marker



TOAST



Let's do it!



Your Task:

Draw in 6 steps the process of making toast.

Individually.
Pictures.
No words.

4min



IN YOUR SQUAD

Share your storyboards

Evaluate together: which one works best?

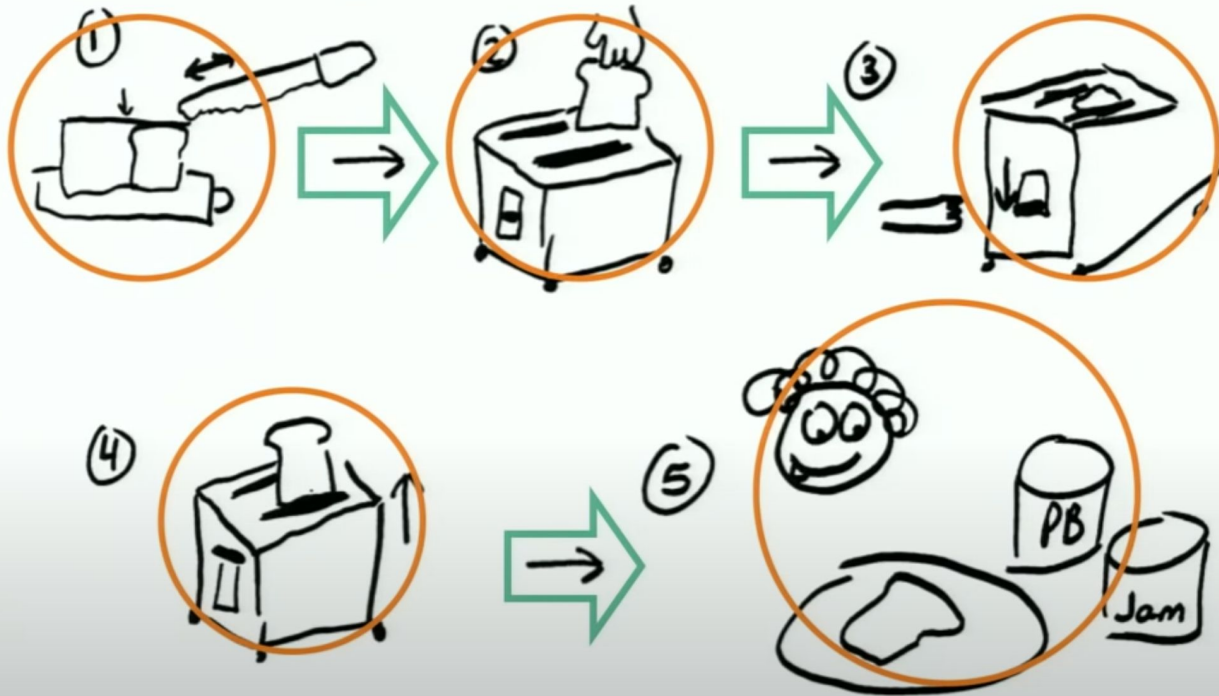
Why is that? Compare the different explanations,
how do they complement each other

Combine the different views of how to toast your idea into
one simple process with 6 to 8 post-its

How to make toast - Tom Wujec

https://www.ted.com/talks/tom_wujec_got_a_wicked_problem_first_tell_me_how_you_make_toast?language=en

NODES + LINKS = SYSTEMS MODEL



A group of people are gathered around a wooden table in a workshop or meeting environment. They are looking at and interacting with several yellow and pink sticky notes that have hand-drawn sketches and text on them. A blue water bottle is visible on the table. The scene is dimly lit, with the primary light source coming from above, creating a focused and collaborative atmosphere. The text "AND NOW ... APPLY IT TO YOUR IDEA" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

**AND NOW ... APPLY IT
TO YOUR IDEA**

Individually 5 min



**Build a storyboard of your solution
using 6 post-its.**

Map how your idea works in practice:
what is like to actually experience your idea?

Remember: you will achieve nothing if you
pursue everything. **Be specific**, focus on
one core element, and work out the details.

You can use words to support the pictures.

The process should be self explanatory



**In
the squads
10 min**



Build a common storyboard of your solution using up to 8 post-its with your squad



Leverage individual contributions that complement and add clarity to the process

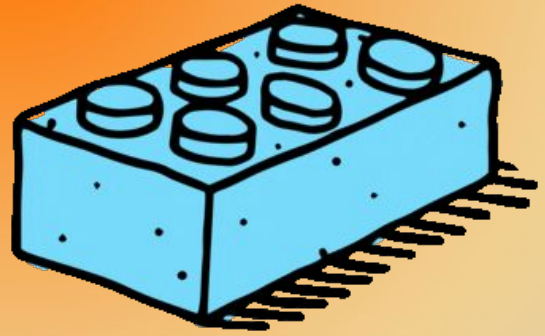


How was it?
Reflections
insights?

NEXT STEPS

Go **test** it with 5 people !

- Show and listen
- Invite new ideas
- Observe their emotions and reactions
- Capture their thoughts and questions



Check-Out

Which emoji best describes your mood right now, and why?

Select an emoji and write in the chat

