Disney

Learning Journey 2023

Unleash I - session
November 17th 2023

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

Our journey
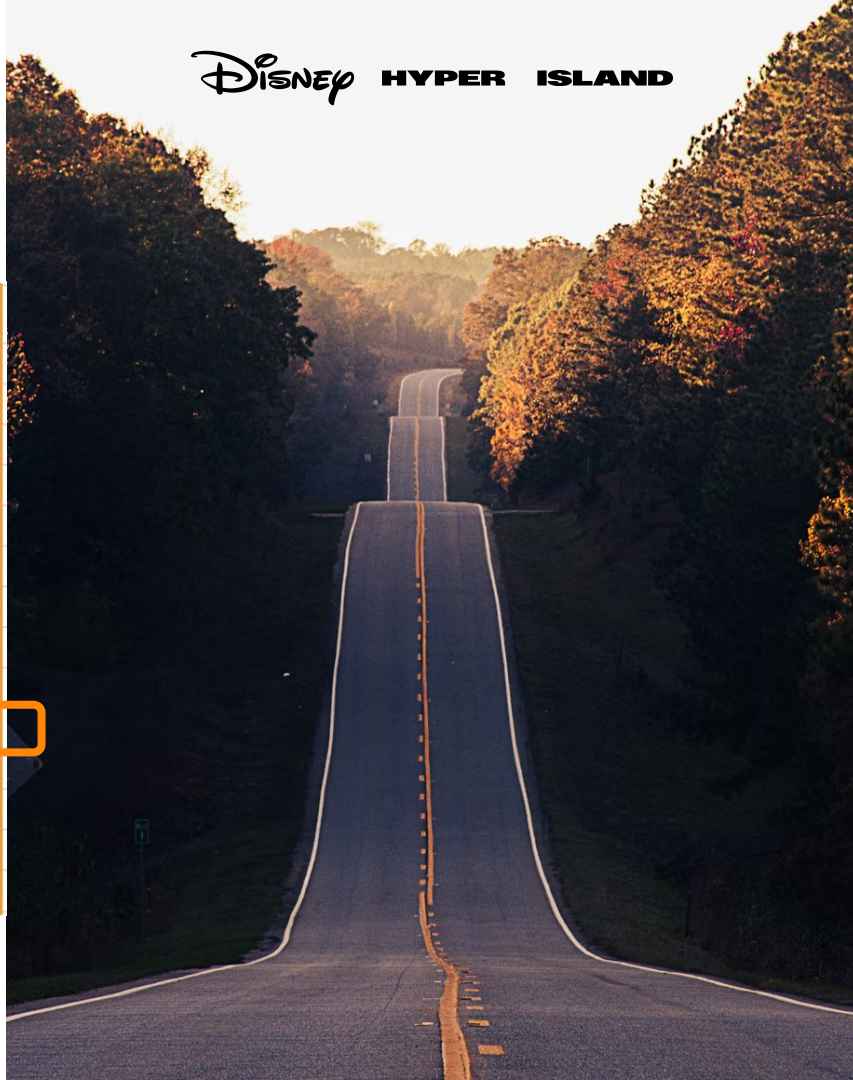
UNCOVER
LEARNING TO EXPLORE THE PROBLEM SPACE, UNCOVERING OPPORTUNITIES
INNOVATION PRINCIPLES
INNOVATIVE TEAMS
IDENTIFYING OPPORTUNITIES
RESEARCH HACKS

KICK-OFF	19 SEPT.	29 SEPT.	Oct. 2nd	Oct. 9th
5 SEPT.	IDOARRT	PERSONALITY PROFILING WITH MBTI	FUTURES MINDSET / PLAY IN THE FUTURE	ACTIVE LISTENING ACTIVITY
WELCOME & INTRO TO THE PROGRAM	STINKY FISH	DISCOVER YOUR AREAS OF GENIUS WITH 6 WORKING GENIUS	JOBS TO BE DONE ACTIVITY	CX TOOLS
MASH UP INNOVATION	INCLUSIVE INNOVATION FOR DISRUPTIVE IDEAS			PLANNING RESEARCH
	HIGH PERFORMING TEAMS			
2 hrs.	3 hrs.	2 hrs.	2 hrs.	2 .5 hrs.

Our journey

UNLOCK
IDENTIFYING CREATIVE SOLUTIONS
INSIGHT TO IDEAS
THINK OUT OF THE BOX
SOLUTION SPACE

UNLEASH
SCALING & STORYTELLING
PRETOTYPING
AGILE INNOVATION
EXPLORING IMPACT
ETHICS AND CONSEQUENCES
STORIES AND INFLUENCE

Oct. 20th	Oct. 27th	Nov. 10TH	Nov. 17TH
NETWORKS	HOW MIGHT WE STATEMENTS	INTRO TO IDEATION & IDEATION	LOW FIDELITY RAPID PRETOTYPE
HOW MIGHT WE STATEMENTS	CREATIVE THINKING MINDSET	SELECTION WITH HOW-NOW-WOW	BEHAVIOURAL DESIGN FOR CX PEAK MOMENTS
		STORYBOARDING WITH TOAST	
2 .5 hrs.	2 hrs.	3 hrs.	2 hrs.

IDOARRT

INTENTION

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

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

DESIRED OUTCOMES

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

HYPER ISLAND

A GREAT MEAL AT HOME

A GREAT MEAL SOME PLACE NICE

A GLASS OF WINE

SOME CHEESE
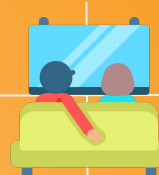
A FILM/MOVIE OR SERIES

A GOOD RUN

GET LOST IN A BOOK

CHILL WITH FRIENDS & FAMILY

A DATE NIGHT

A MASSAGE

A SAUNA SESSION

SEE THE SUNSET

A COLD BEER

GET BOMBED

PICK & CHOOSE 2 FOR YOUR PREFERRED FRIDAY EVENING

Behavioral Design

Behavioral CX Design is
a systematic approach
for applying behavioral insights
to solve design challenges
that center on human behavior.

ON AVERAGE HOW MANY DECISIONS DO WE TAKE EVERY DAY?

Share your answer in the chat

35,000

HOW MANY BITS OF INFORMATION DOES A HUMAN BRAIN PROCESS AT ANY ONE TIME?

Share your answer in the chat

11 MILLION

HOW MANY CAN WE PROCESS CONSCIOUSLY?
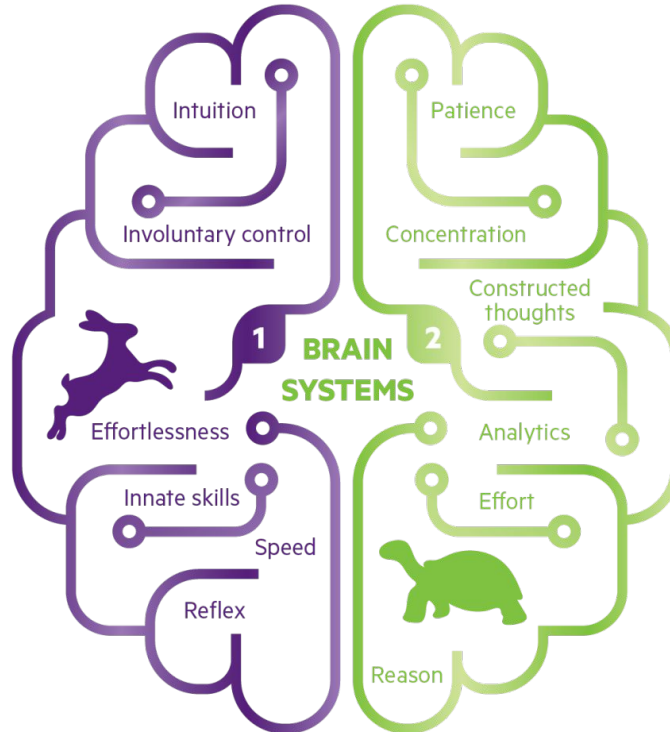
Share your answer in the chat

~50

Even the most basic everyday situations
are too complex for our brains
to compute all the necessary information.
Instead, <u>we must simplify.</u>

"Thinking is to humans what swimming is to cats; they can do it, but they prefer not to do it."

Daniel Kahneman

We 'think' using 2 different 'systems'.

Daniel Kahneman, Book "Thinking, Fast and Slow"

We 'think' using 2 different 'systems'
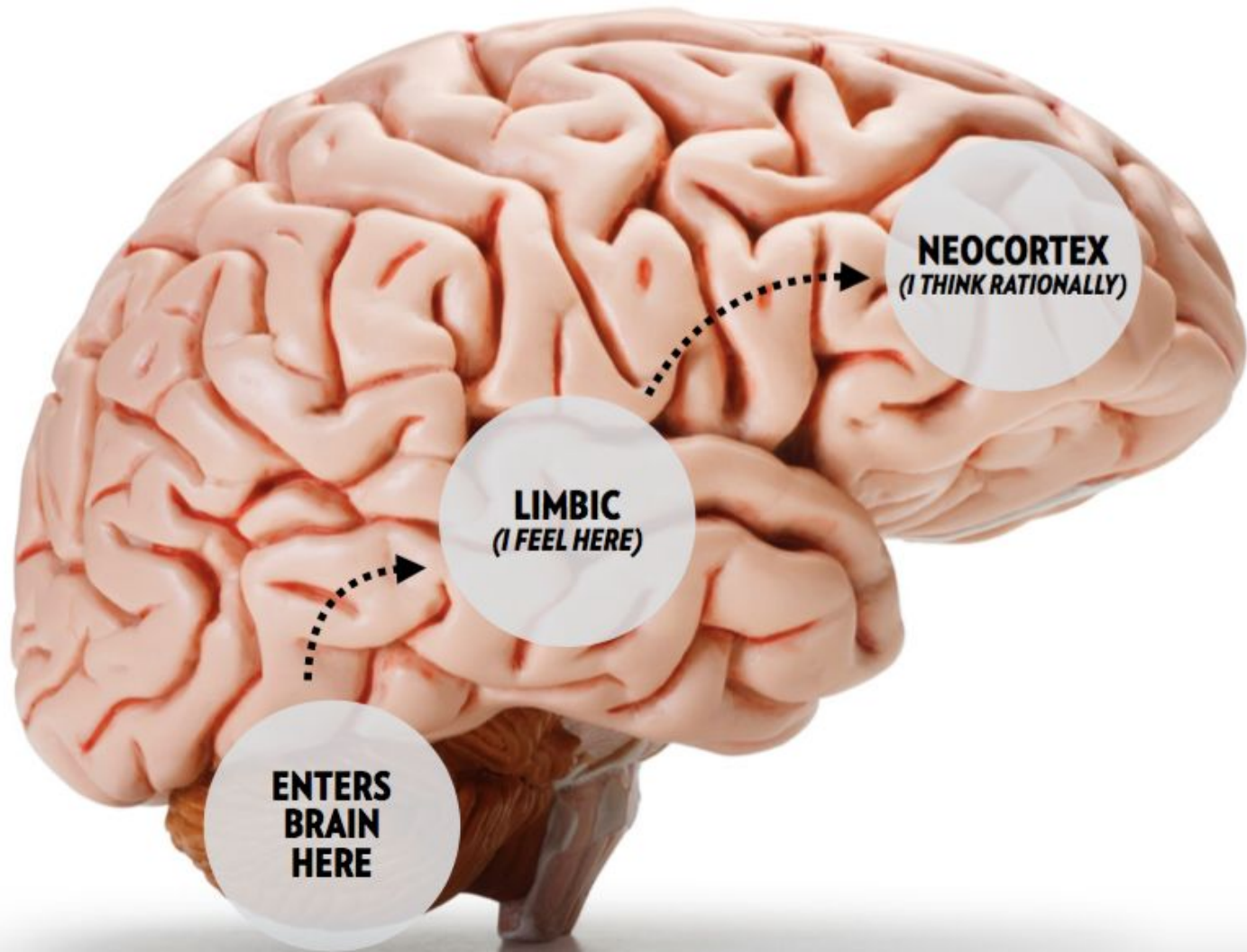
System 1

Automatic, intuitive, effortless and unconscious thinking mode.

System 2

Slow, controlled, and analytical method of thinking where reason dominates.

NEOCORTEX
(I THINK RATIONALLY)

LIMBIC
(I FEEL HERE)

ENTERS
BRAIN
HERE

WE MAKE "GUT DECISIONS" AND USE FACTS TO RETROACTIVELY EXPLAIN OUR BEHAVIOR

WHY DO WE HAVE BIASES?

WE'RE NOT BAD.

WE'RE HUMAN.

Cognitive bias

When it comes to assessing risk, humans often fail to make rational decisions because our brains take mental shortcuts that prevent us making the correct choice. Since the 1960s behavioural scientists and psychologists have been researching these failings, and have identified and labelled dozens of them. Here are some that can cause havoc when it comes to assessing risks in business

- ● Social
- ● Financial
- ● Failure to estimate
- ● Short-termism

ANCHORING EFFECT
Relying too much on the initial piece of information offered when making decisions

"The first test seemed OK. Do we need to look any more?"

AVAILABILITY HEURISTIC
Overestimating the importance and likelihood of events given the greater availability of information

"I saw something very similar to this on LinkedIn. We need to take it seriously"

BANDWAGON EFFECT
Uptake of beliefs and ideas increases the more that they have already been adopted by others

"The whole department knows there's no problem here"

BELIEF BIAS
Basing the strength of an argument on the believability or plausibility of the conclusion

"I didn't quite follow your argument but the conclusion seems about right"

BLIND SPOT BIAS
Viewing oneself as less biased than others

"Let's ignore Sarah's views on this one. She's biased"

CLUSTERING ILLUSION
Erroneously overestimating the importance of small clusters or patterns in large data

"This is the second week in a row that this has happened. There must be a problem"

CONFIRMATION BIAS
Focusing on information that only confirms existing preconceptions

"We did loads of simulations. Most of them showed there's no problem"

COURTESY BIAS
Giving an opinion/conclusion that is viewed as more socially acceptable so as to avoid causing offence/controversy

"The last time we discussed this the meeting lasted for hours. Let's move on"

"The conveyor belt broke three times last month. It's pretty unlikely it'll happen again."

GAMBLER'S FALLACY
Believing that future probabilities are altered by past events, when in fact they are unchanged

"Let's just get the deal done ASAP"

HYPERBOLIC DISCOUNTING
Preferring a smaller, sooner payoff over a larger, later reward

"This worked fine in the factory in the Korea, it should work fine here"

ILLUSION OF VALIDITY
Overestimating our ability to make accurate predictions, especially when data appears to tell a coherent "story"

"Looks like we've run out of time to discuss this"

OSTRICH EFFECT
Avoiding negative financial information by pretending it doesn't exist

"We made a good call on that one"

POST-PURCHASE RATIONALISATION
Tendency to retroactively ascribe positive attributes to an option one has selected

"Our competitors are only doing well because their products are cheap"

REACTIVE DEVALUATION
Devaluing an idea because it originated from an adversary or opponent

"Now we've got the new equipment we can cut the time spent on maintenance"

RISK COMPENSATION
Taking bigger risks when perceived safety increases; being more careful when perceived risks increases

"If it ain't broke - don't fix it"

STATUS QUO BIAS
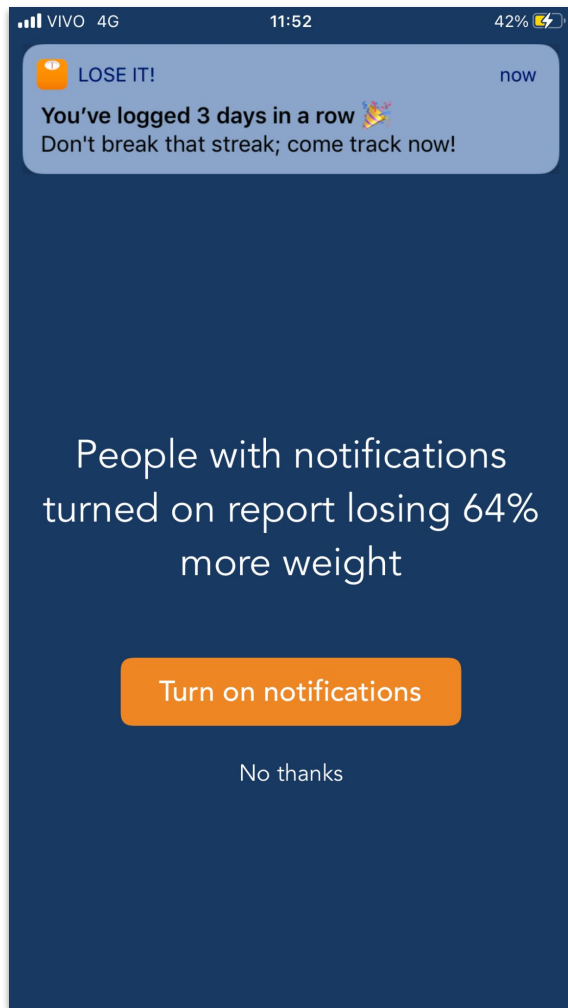Preferring the current state of affairs over change

Choice Architecture

GLOBAL

Only God Can Stop Public Urination
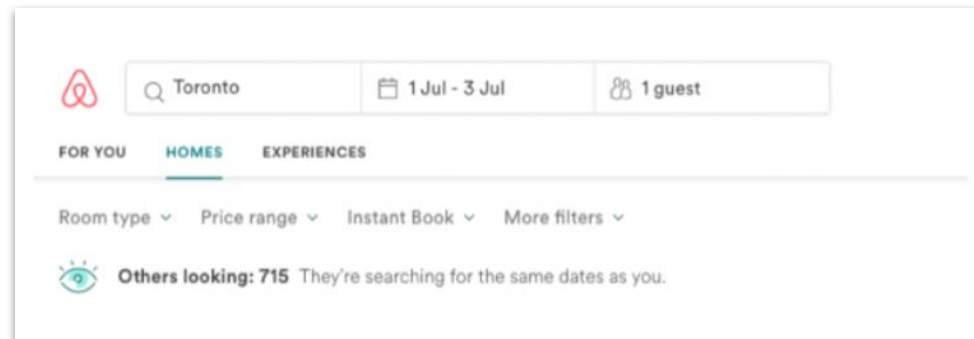
How ceramic tiles could keep Indians from treating the streets as a urinal
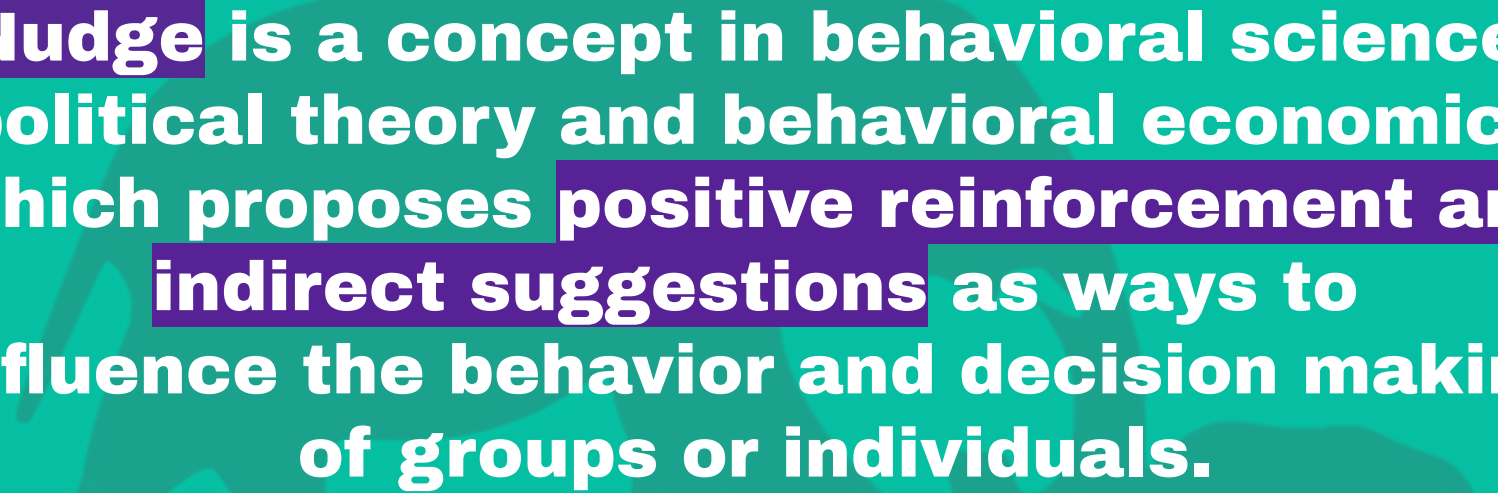
By Ranjani Iyer Mohanty

LOSE IT!   now
You've logged 3 days in a row 🎉
Don't break that streak; come track now!

People with notifications turned on report losing 64% more weight

Turn on notifications

No thanks

75% OF PEOPLE WHO STAYED AT THIS HOTEL REUSED THEIR TOWELS AT LEAST ONCE DURING THEIR STAY

Toronto   1 Jul - 3 Jul   1 guest

FOR YOU   HOMES   EXPERIENCES

Room type   Price range   Instant Book   More filters

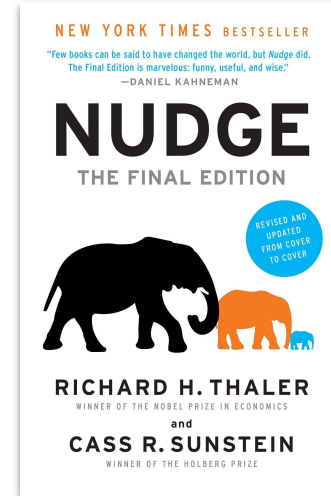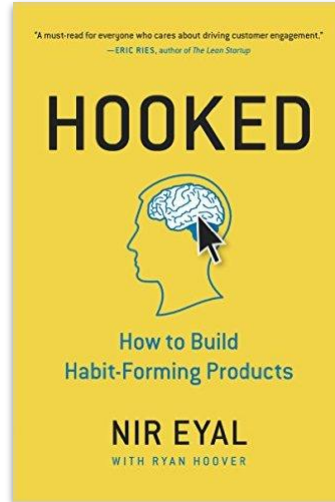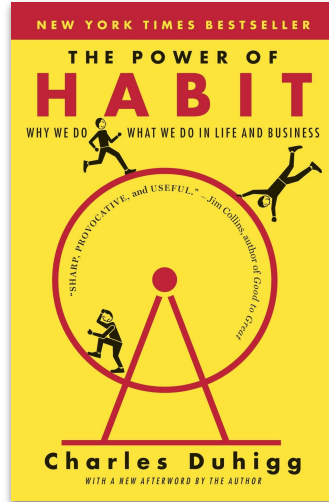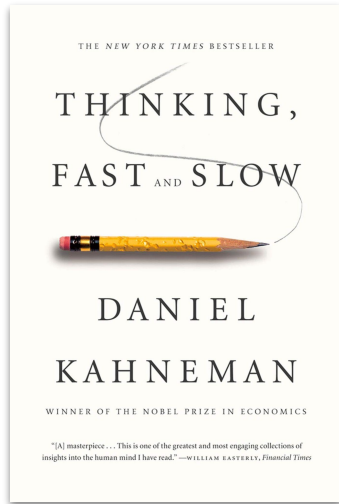**Others looking: 715**   They're searching for the same dates as you.

Nudge is a concept in behavioral science, political theory and behavioral economics which proposes positive reinforcement and indirect suggestions as ways to influence the behavior and decision making of groups or individuals.

behavioral economics
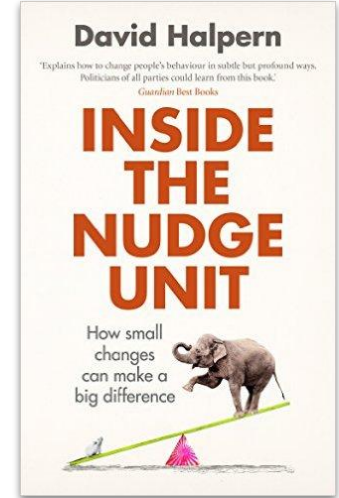
behavioral psychology

SAVE MONEY

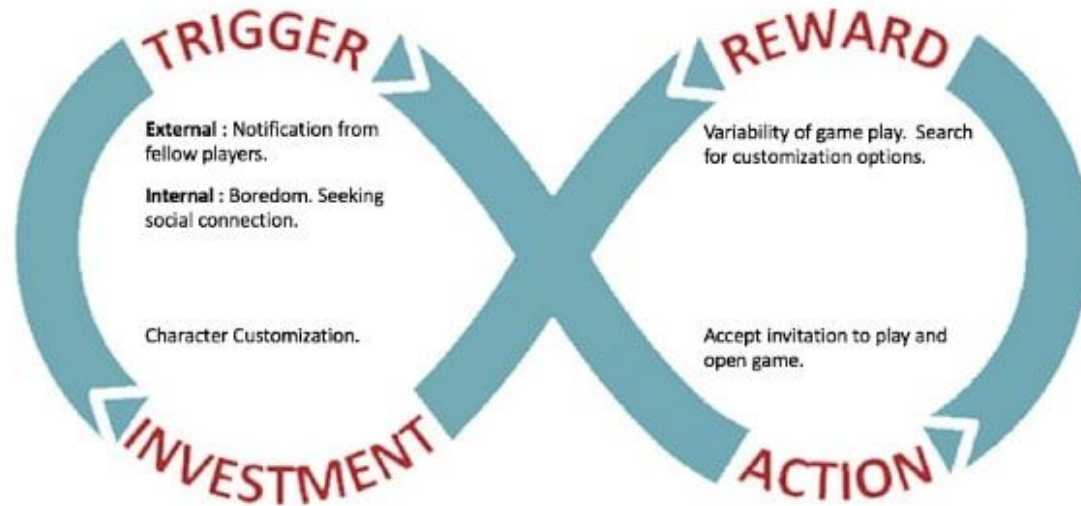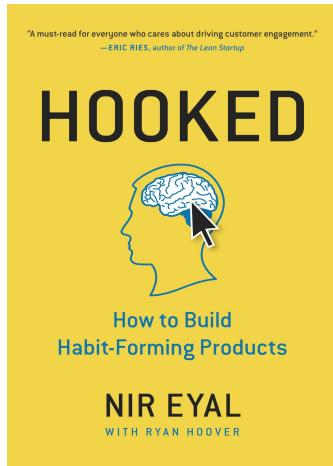SAVE THE PLANET

BE A GOOD CITIZEN

YOUR NEIGHBORS ARE DOING BETTER

Make it EASY	Make it ATTRACTIVE	Make it SOCIAL	Make it TIMELY
Allowing people to 'go with the flow' by removing or reducing effort, steps, choices to make action simple and effortless	Presenting benefits in a way that maximizes perceived value. This includes increasing the salience of your offer	Harnessing social / peer 'pressure' by showing desired behaviours are supported by others in a social group and encouraging shared commitments	Prompting when people are likely to be most receptive and structuring/phasing benefits to make them more immediate
Endowment Effect Status Quo Bias Cognitive Overload	Availability Bias Anchoring Loss Aversion Optimism Bias Scarcity Led Bias	Confirmation Bias Herding Commitment Bias Authority Bias	Present Bias Hyperbolic Discounting Duration Neglect Hot/Cold States
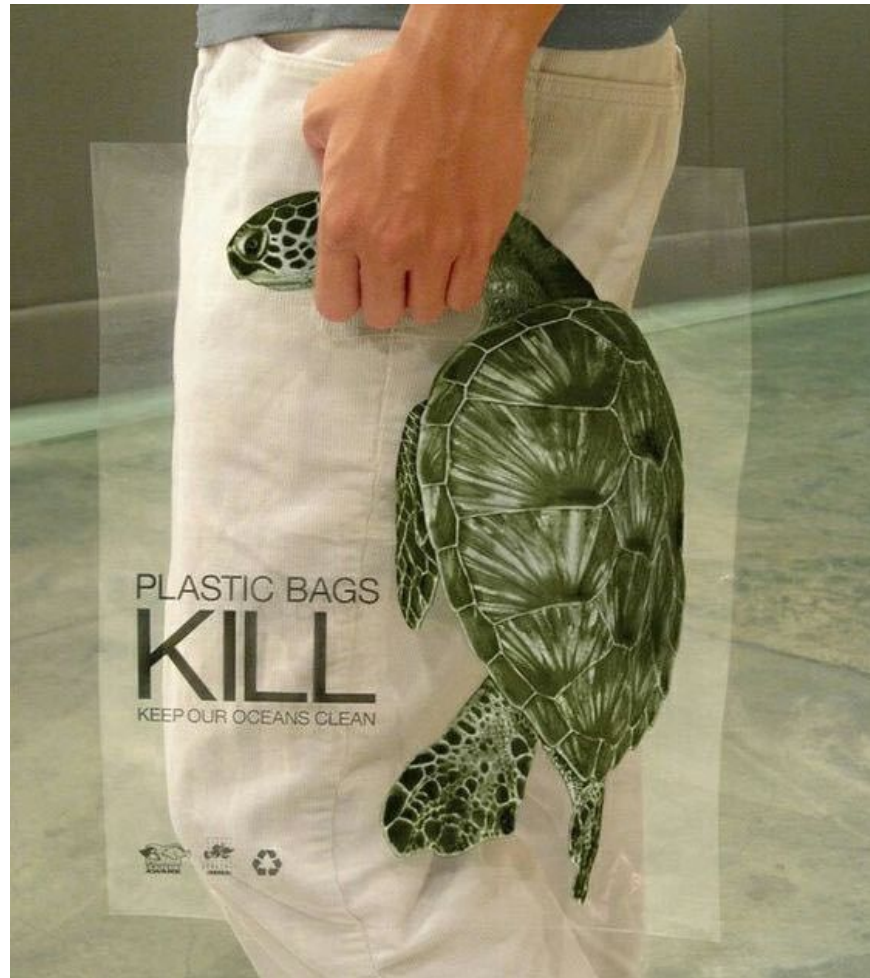
Peak-End Rule

We judge our past experiences almost entirely by their peaks (pleasant and unpleasant) and how they ended.

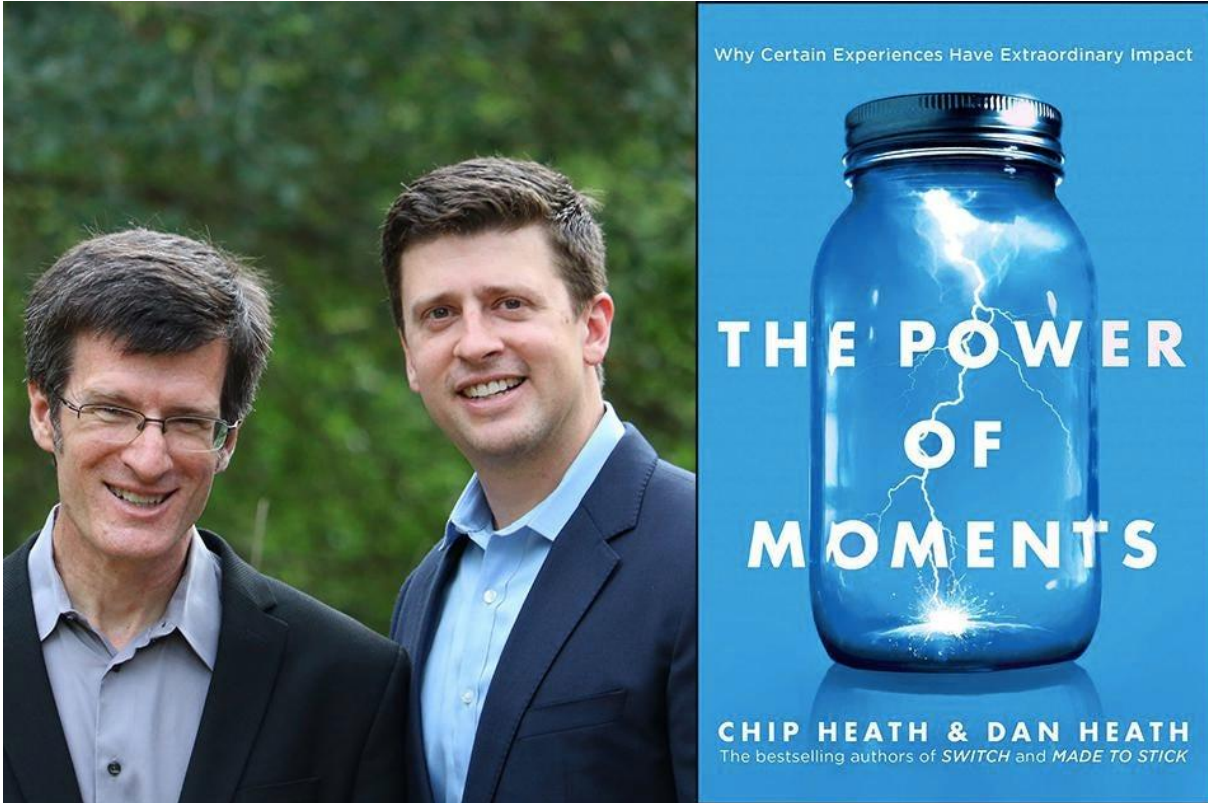## How might this apply to the Web?

What are the peaks and endings in the customer experience you've designed? Peaks may be the core value you provide or a small surprise thrown into the user journey. Endpoints can be obvious (order fulfillment from an e-commerce site) or more subtle (such as a friendly or funny registration confirmation page). Identify and improve these.

Why Certain Experiences Have Extraordinary Impact

THE POWER OF MOMENTS

CHIP HEATH & DAN HEATH
The bestselling authors of *SWITCH* and *MADE TO STICK*

1. Elevation

Go beyond everyday life, possibly involve an element of surprise.

(1) Stimulate sensory appeal

(2) Raise the stakes
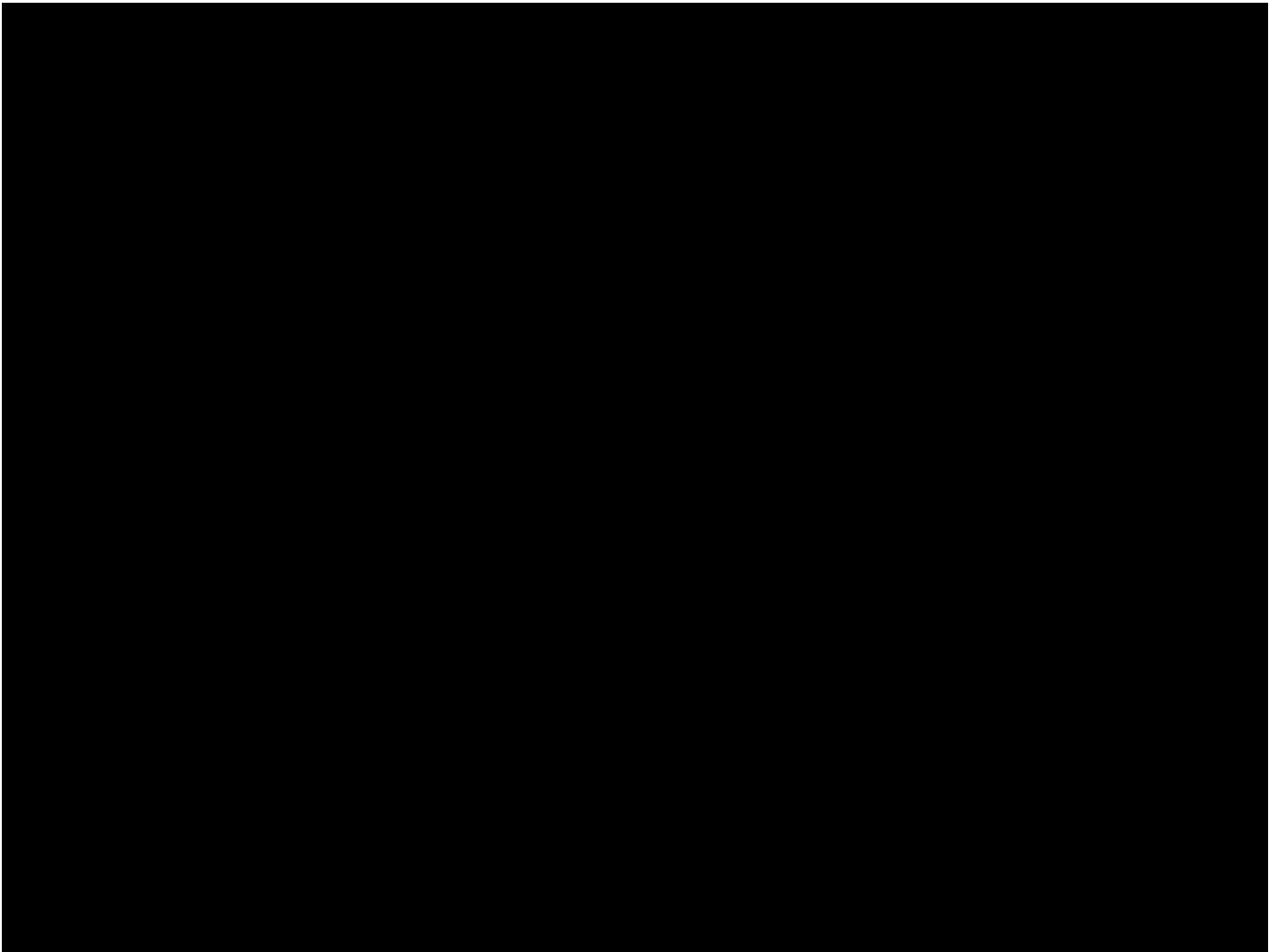
(3) Exit the script

2. Pride

Those moments will capture the people at their best, most likely in moments of conquest or courage.

(1) Recognize others

(2) Multiply milestones

(3) Practice courage

3. Insight

Help people to understand something that may have escaped them before or that may inspire them to act.

(1) Tripping over a truth

(2) Go beyond the routine to discover insights

TRAVEL ›

Look at Turkish Airlines' New Lego Movie Safety Video (and a Few Others That Stand Out)

For flights when not everything is awesome.

By ANGELICA GUTIERREZ | Oct 10, 2017

IMAGE Turkish Airlines

Shares f Share   🐦 Tweet   💬 Comments

4. Connection

These moments are powerful because they are shared with other people.

(1) Breeding shared meanings

(2) Embed ties

(3) Make the moments matter

How would you design a Peak Moment into your selected solution?

CHECK-OUT

HYPER ISLAND

What's something you wish for this community of learners?

HYPER ISLAND