

3-day online sprint workshop content - FSB Members' Offer

Activity Breakdown

WORKSHOP 1

Workshop duration: 2 hours 15 minutes	
Workshop content	Output / Outcome
Agree the strategic long term goal for the business (eg. Growth / expansion / diversification)	Collective understanding of long term business goal.
Overview presentation of survey data	Understanding of what customers like / find troubling when engaging with product or service
High Level Journey mapping activity	Visual summaries of customers' experience (current and ideal)
15 minute break	
Based on Journey Maps, produce <i>*How Might We (HMW)</i> statements	Set of HMW statements that will help to achieve long term business goal
Choose (vote) a target HMW problem / opportunity to address and focus for workshop	Problem or Opportunity identification and basis for innovation activities
Workshop review and prepare for next workshop	
*How might we statements allow us to think about potential and possibilities as they are future focused	

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Activity Breakdown

WORKSHOP 2

Workshop duration: 2 hours 15 minutes	
Workshop Content	Output / Outcome
Based on HMW statement - Idea generation activity - individual based	Series of potential ideas to address problem / opportunity for agreed HMW statement
Idea generation - team based	Collated Team ideas
Share output from ideation activities	Summary of ideas in gallery format
Choose / vote on 'best fit' idea (long term goal for business)	Identified potential solution for development
15 minute break	
Produce Storyboard sketch(s)	Visual representation of potential solution
Show and tell storyboards (vote 'best fit' if necessary)	Agreement on which solution to *prototype
Explanation of prototyping process.	Agree roles, responsibilities and resources for prototype production
Workshop review and preparation for next workshop	
* Prototyping is a way of turning an idea or concept into a tangible object, using few resources and that can be explained to customers and allows them to interact with the new product or service	

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WORKSHOP 3

Workshop duration: 2 hours 15 minutes	
Workshop Content	Output / Outcome
Develop and build Prototype	Tangible prototype that customers can interact with
Trial run prototype(s) with team members and iterate as necessary	Feedback data on prototype
Prototype iteration	Updated version of prototype ready for customer testing
15 minute break	
Devise customer testing action plan*	Detailed customer action plan for testing prototype with customers
Wrap up - what next / ongoing support	
* Action plan will set out who, how, where and when to test and feedback sought	