



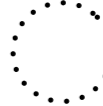
1. Find a problem to solve

~2 min

Find a partner and ask them to tell you three things they find annoying on a daily basis

..... 
something annoying, or something that you want to improve

..... 
something annoying, or something that you want to improve


..... 
something annoying, or something that you want to improve

Pick your favourite, then switch roles

2. Dig a little deeper

~4 min

Ask your partner to describe their most recent encounter with the annoyance. Take notes:



Stuck? Try asking “how?” or “why?”, then switch roles

3. Define the problem

~1 min

Now distill what you've learnt from your partner by completing the following sentence:

..... *wants*
your partner's name

..... *so that*
whatever it is to be fixed or made better

.....
the desired outcome (what improvement or change does it bring about?)

interestingly / amusingly / ironically,
.....
an insight into your partner's life

validate this with your partner

4. Sketch a solution

~5 min

*Draw an ambitious solution to your partner's problem,
then give it a name*



5. Present back & choose

~10 min

Present

Take the problems and solutions you've defined, sketched and named and present these back to your group (1 minute each).

Vote

As a group, vote for the problem/solution you want to solve using the stickers (one each).

We're looking for one to develop further as a group within a sketch brainstorm

6. Sketch brainstorm

~25 min

Sit in silence and sketch as many propositions that might solve the problem.

When you have sketched something, hold it up and explain it to the group before placing it in the middle and sketching another one.

Sketch the way these propositions might work as:

- *A web application on a desktop, in a browser*
- *Mobile/portable products or services on a phone or tablet*
- *Something else - don't feel limited by 'devices' or 'platforms'. Perhaps your idea exists across the digital and physical world (e.g. as a book as well as a digital service; as an installation, wall or screen)*

DON'T *use a computer, or start writing stuff in Word or Excel, or write a list*

DO *sketch with a marker; make it visual without designing; annotate as much as you want.*

7. Review & create a Minimum Viable Product

Lay out all of the propositions you just sketched and decide which are the strongest.

Identify TWO variants of the idea. We're going to test them against each other. It's TWO VERSIONS of the same proposition

For each version, write:

.....
version 1 product name

.....
core feature 1

.....
core feature 2

.....
core feature 3

.....
version 1 product name

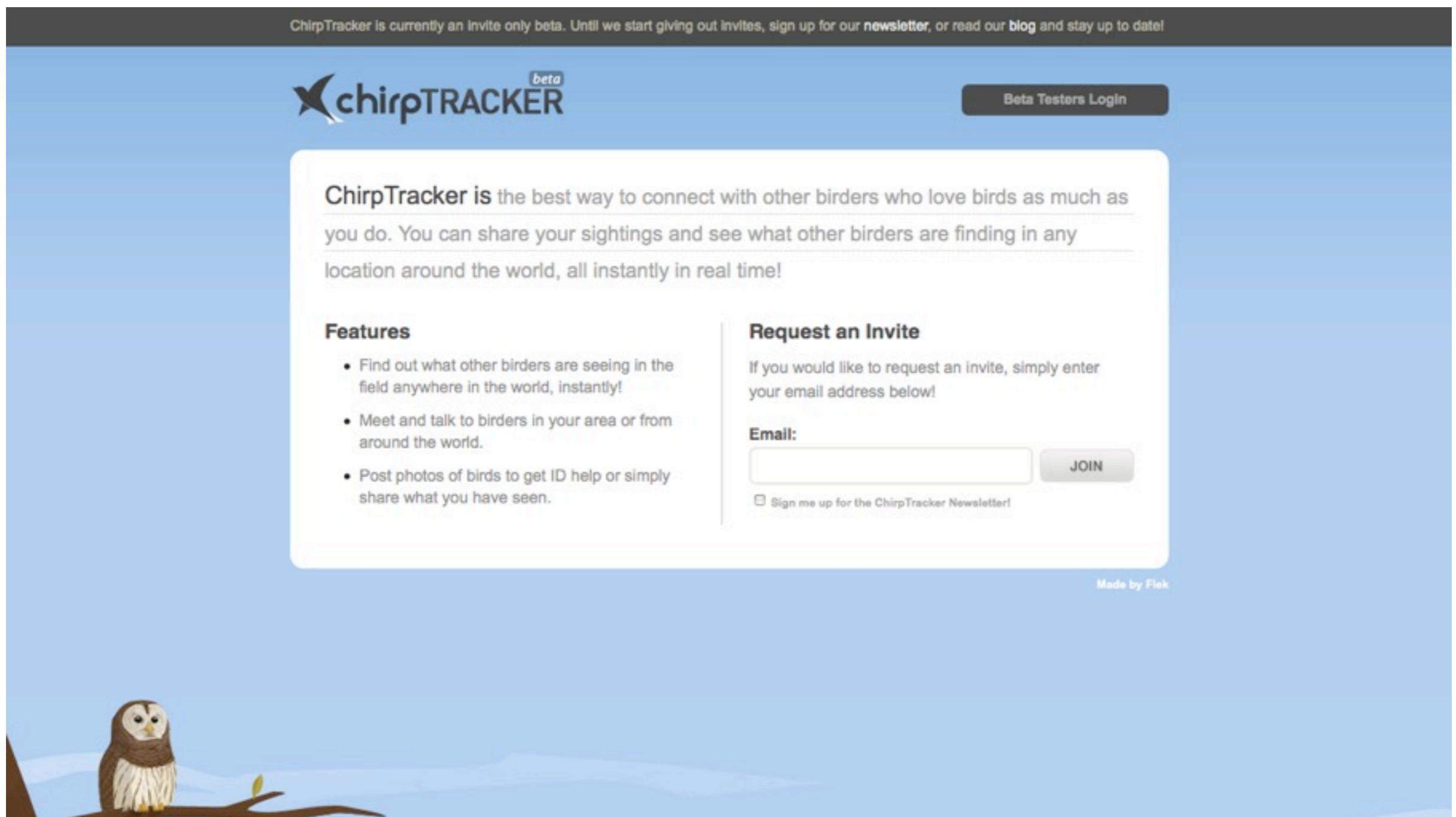
.....
core feature 1

.....
core feature 2

.....
core feature 3

8. Landing page split test

Now we're going to create TWO versions of a page like this for each idea, drive some traffic towards them and see which one people like best



8. Landing page split test

That means you have to write some copy.

We need two versions of the copy in red.

ChirpTracker is currently an invite only beta. Until we start giving out invites, sign up for our [newsletter](#), or read our [blog](#) and stay up to date!

chirpTRACKER beta [Beta Testers Login](#)

ChirpTracker is the best way to connect with other birders who love birds as much as you do. You can share your sightings and see what other birders are finding in any location around the world, all instantly in real time!

Features

- Find out what other birders are seeing in the field anywhere in the world, instantly!
- Meet and talk to birders in your area or from around the world.
- Post photos of birds to get ID help or simply share what you have seen.


Request an Invite

If you would like to request an invite, simply enter your email address below!

Email: [JOIN](#)

Sign me up for the ChirpTracker Newsletter!

Made by Flek



8. Landing page split test

~15 min

<Name of service>

*<Name of service> is the best way to revolutionize the way we
<insert problem it solves> by <doing something awesomely cool>:*

Features

- *<Benefits of core feature number 3 written as a sentence, this can go over two lines if you need it to>*
- *<Benefits of core feature number 3 written as a sentence, this can go over two lines if you need it to>*
- *<Benefits of core feature number 3 written as a sentence, this can go over two lines if you need it to>*

Request an invite

If you would like to request an invite simple enter your email address in the box below

Your email address:

GO

9. Decide on your search terms

~10 min

For each variant of the proposition, choose six search keywords:

Version 1

Version 2

.....
Product name

Search keywords

.....
Product name

Search keywords

10. Homework

Before tomorrow's session, think of what you would do next.

What simple tests, prototypes, interviews would you create/carry out to iterate the product you've designed?

How else can you prove people will use it before you start building?

Come up with three more ways to test, validate, prioritise and elaborate your idea.

1.

.....

2.

.....

3.

.....