## 23rd International Project Week
## 12th – 16th July 2021

**Lecturer:** Lisa Heyde

**University/Company:** Hochschule Nordhausen

**Country:** Germany

---

### Google Design Sprint – how to create and test new ideas within 5 days

**Content:**
Our program is based on the concept of the Google Design Sprint, a method to test new ideas in a short time.
1. Problem definition
At first, you build teams and the problem you are going to work on will be chosen. We will provide some ideas to you (based on your focus of study) in case you won't have your own one.
2. Solution finding
On Tuesday every one of you will create sketches of solution alternatives on his/her own. By the end of the day, the team has to decide on one idea for „building" the prototype.
3. Prototyping
Today you're going to build your prototype. This can be a website, a role play, something crafted, a 3D model (printer will be available) etc.
4. Testing
The testing includes at least 5 test runs with potential customers. This is helping you to get an impression of how customers interact with your product or service and which weak points occur.
5. Presentation
You are going to present your posters/pitches in front of an interested audience (e.g. professors, investor)

**Methods:**
- Media presentation
- Structured group discussions
- Methods for problem definition/ ideation
- Deadlines and deliverables
- Group reviews

**Competences and skills to be acquired:**
You will get to know a method which is being applied in many companies and institutions. During the week you will experience how to work in an (interdisciplinary) team and how to set your own deadlines and deliverables to achieve a common target. The following skills and competencies will be acquired:
- Professional skills (important for everyday working life):
  o Focus and prioritization
  o Teamwork (how to deal with interdisciplinary colleagues, how to define roles and responsibilities)
  o Purpose and target definition
  o Working under pressure (deadlines, deliverables)
- Methodological competence:
  o Create a customer journey
  o Conduct interviews with customers/ stakeholders
  o Get to know methods for ideation
  o Prototyping (e.g. building a website)

**Prerequisites:**

- Curiosity, open-mindedness, willingness to try new things
- Ability to work in a team
- Having an idea or a team in advance is not required.

**Language of instruction:**
English

**Recommended for:**
Interdisciplinary