

24th International Project Week 2022
09th – 13th May 2022

Lecturer: Christian Zoll

University/Company: Hochschule Nordhausen

Country: Germany

Attention: This course will be online!

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

Content: Our programme is based on the concept of the Google Design Sprint, a method to test new ideas in a short time.

1. Problem definition. First, you will 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 the second day each participant will create sketches of solution alternatives on their own. By the end of the day the team has to decide on one idea for “building” the prototype.
3. Prototyping. Today you are going to build your prototype. This can be a website, a role play, 3D model etc.
4. Testing. The testing includes at least test runs with potential customers. This is to help you to get an impression of how customers interact with your product or service.
5. Presentation. You are going to incorporate your sketches etc. on a poster to show your development process. If other forms of presentation are allowed, an investor pitch would be conceivable too.

Methods:

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

- Focus and prioritization

- Teamwork (how to deal with interdisciplinary colleagues, how to define roles and responsibilities)
- Purpose and target definition
- Working under pressure (deadlines, deliverables)

Methodological competence:

- Problem identification and analysis
- Conducting interviews with customers/ stakeholders
- Getting to know methods for ideation
- 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