



International Project Week  
HOCHSCHULE NORDHAUSEN

## 25<sup>th</sup> International Project Week 2023 08<sup>th</sup> – 13<sup>th</sup> May 2023

**Lecturer:** Hike Team

**University/Company:** Hochschule Nordhausen/hike-Hochschulinkubator

**Country:** Germany

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### **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 do not have your own one.
2. Solution finding: On the second day, everyone of you will create sketches of solution alternatives by him/herself. 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, something crafted, a 3D model 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 collect your results on a poster to show your development process. If other forms of presentation are allowed, an investor pitch would be even better.

#### **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 that 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.

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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 Problem identification and analysis
- 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

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