

Innovation Workshop (1.5 day format)

Start time 10/24/2013 8:00 AM

| # | Activity Detail | Start Time | Duration (minutes) | End Time |
|--|---|------------|--------------------|----------|
| 1 | Breakfast | 08:00 AM | 30 mins | 08:30 AM |
| 2 | welcome | 08:30 AM | 10 mins | 08:40 AM |
| 3 | intro | 08:40 AM | 20 mins | 09:00 AM |
| 4 | get into teams and groups (6 teams, 2 groups, 3 teams per group; guests will rotate through three group) | 09:00 AM | 5 mins | 09:05 AM |
| 5 | interviews | 09:05 AM | 75 mins | 10:20 AM |
| 6 | break | 10:20 AM | 10 mins | 10:30 AM |
| 7 | journey mapping (Guests will join their permanant team for journey mapping) | 10:30 AM | 60 mins | 11:30 AM |
| 8 | share findings and insight within group | 11:30 AM | 30 mins | 12:00 PM |
| 9 | Lunch | 12:00 PM | 60 mins | 01:00 PM |
| 10 | Intro to afternoon session | 01:00 PM | 15 mins | 01:15 PM |
| 11 | User Needs & problem statements | 01:15 PM | 45 mins | 02:00 PM |
| 12 | individual Ideation (10 concepts, drawings, etc..) | 02:00 PM | 30 mins | 02:30 PM |
| 13 | break | 02:30 PM | 10 mins | 02:40 PM |
| 14 | Discussion of ideas in teams (Yes, and...) | 02:30 PM | 30 mins | 03:00 PM |
| 15 | Team presnt to group | 02:40 PM | 30 mins | 03:10 PM |
| 16 | Concept refinement (no guests) | 03:10 PM | 80 mins | 04:30 PM |
| WORK ON PROTOTYPES OVERNIGHT (if you want) | | | | |

Start time 10/25/2013 8:00 AM

| # | Activity Detail | Start Time | Duration (minutes) | End Time |
|---|--|------------|--------------------|----------|
| 1 | Breakfast | 08:00 AM | 30 mins | 08:30 AM |
| 2 | Presentation of refined ideas to teams | 08:30 AM | 30 mins | 09:00 AM |
| 3 | Build prototypes | 09:00 AM | 60 mins | 10:00 AM |
| 4 | Break | 10:00 AM | 10 mins | 10:10 AM |
| 5 | present prototypes to teams | 10:10 AM | 30 mins | 10:40 AM |
| 6 | Team presntation to entire Innovation Workshop | 10:40 AM | 60 mins | 11:40 AM |
| 7 | Recap | 11:40 AM | 20 mins | 12:00 PM |
| 8 | Lunch | 12:00 PM | 60 mins | 01:00 PM |
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