

TEAMING UP

FIND YOUR TEAM
GET TO KNOW YOUR TEAM

Teaming up is important phase as the team needs to have good team dynamic during the whole hackathon. Hackathon is also a situation where to network with different people also from other teams. It is also good to find right talents for the team.



FIND THE TEAM

Form the teams of 5 people with different talents..

Write down in the paper 3 things where you are good at and 3 things what are your values.

The people can go around and interview each other and find the correct people for the team.

MATERIALS NEEDED

A4 papers (coloured papers to preferred and pens)



GET TO KNOW EACH OTHER

Form teams of 10 and give them small balls preferred different colours. Let the people form circle, the people says their first names to the whole circle. Then let the balls to circle from left to right and always when the ball is given to the next person you should say this person's name. Let it go around like 2-4 min and then ask people say their names again and people need to say randomly someone's name and throw the ball to this person.

MATERIALS NEEDED

Each circle would have 4-6 balls with different colours

HACKATHON PART1

EXPLORE IDEAS
HACK THE CHALLENGE

This the brainstorming time and teams needs to choose the challenge find the right questions to answer. It need to be good to have trends behind. This time to make a lot of innovations and ideas. Choose the right idea to follow



TRENDS

Give the people the printed paper of the mega trends made by Sitra as background information. Let the people discuss them and think how they fit to the different challenges. This is the time when people need to choose the challenge.

MATERIALS NEEDED
Printed papers of Sitra megatrends.



IDEA CREATION

Let all put down the ideas on the post-it notes. There are one big paper where the team has right down the challenges. The ideas can be placed in the next to challenges. This can take like 10-15 minutes and people can talk and enrich the ideas.

Then is time to choose four best ideas. all the people in the team has 3 votes and now they can vote the ideas with the different colour pens.

MATERIALS

Post-it notes, pens, paper at least size of A2 or flipchart sheet.
3 different colour pens, alternative people just having own sign mar



NARROW DOWN TO ONE

Team can now take the 4 best ideas and use the the Six Thinking Hats -method to make the final decision. Six Thinking Hats can be used for idea creation as well.

Each from the 5 people take 2 hats and the there will be discussion about ideas.

MATERIALS
Not needed

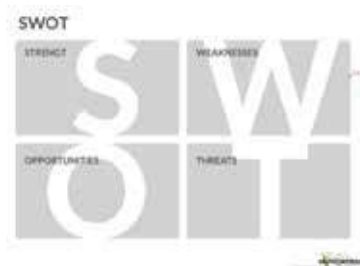


SWOT

Swot analysis is a good tool to understand how the idea works where are the opportunities and possibilities, but on the other the cautions and problems.

S - strength
W- weaknesses
O - opportunities
T- threats

MATERIALS NEED
Printed sheets of empty SWOT, alternative people can draw themselves the SWOT lines.



THE FIVE WHYS

Questions in the row that helps you to choose the idea and be sure that it is working well. The 5 Whys can use a wide range of circumstances. It also helps to find out the unique solution.

MATERIALS
Printed sheets of empty 5 Whys worksheet or alternative people draw themselves



ASK THE STRANGERS

With the ideas you need to be open to ask the real people. You can go outside and try to stop at least 5 people and explain your idea and ask them to pick up one. You don't need to pick up the winner from interviewed people but it can help you to define the direction.

MATERIAL
Courage needed.

HACKATHON PART2

DEVELOP THE IDEA
TEST THE IDEA



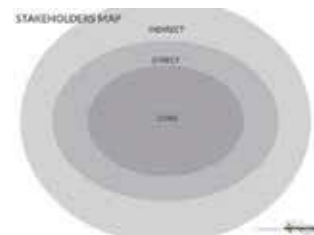
STAKEHOLDERS MAP

You can map all the people, companies, organisations needed to realize your idea.

You can also map the customers, partners and other stakeholders needed. This way you can highlight the user groups of your idea, who pays, who provides the information, who is the end user.

MATERIAL

Big sheet A2 or flipchart sheet, post it notes.

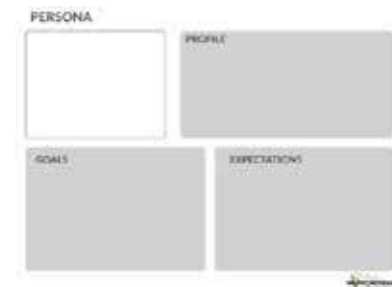


PERSONAS

Create fictive personas who uses your innovation. What kind of person he is? What kind of issues he wants get solved, what kind of motivation he has. What are the goals he is aiming. Even these fictive personas are not real, it still enables to test the idea.

MATERIALS

Printed sheets of persona worksheets, alternatively people draw themselves, or use computers to create personas





SCENARIOS

Scenarios is hypothetical stories created to understand how the idea works in sequences. You can use plain text, storyboards, comics, videos. It helps to early prototyping of the innovation and helps you to seek for more insights. You can also cut the story out of the old magazines. It is your MVP which means minimal viable product.

MATERIALS

Big A2 or flip chart sheets, pens, post-its, old magazines.



TEST INTERVIEW

When you have your MVP go out and explain your idea up to 5 persons and collect feedback from your product or service.

MATERIALS

Use your scenarios, you can make video or images from the situation for the final presentation.



CUSTOMER JOURNEY

Map out your customer journey. This helps you to understand what can be done before the service/ product use, during the service/product, after the service/product. This helps you to visualize the product later on and you can use the personas to test the customer journey and alter it if needed. You can use post-it notes to tackle the process.

MATERIALS

Big sheet of A2 or flipchart sheet, post-it notes. Give or show the customer journey worksheet.



STORYBOARDS

Story board is series of drawings or images that visualize the events. Comic drawing, images from the magazines. You can also use your camera / mobile phone to show the story.

MATERIALS

Old magazines, cameras/-mobile phone, make digital or physical story on the big sheet

HACKTHON PART THREE

PROTOTYPE VIZUALIZE



MOODBOARD

Create a moodboard how your idea product or service should look like. Cut images from the old magazines or find images in internet to create a moodboard. This gives you guidelines for the prototyping the idea even futher on.

MATERIALS

Old magazines, scissors, computer, make digital or physical story on the big sheet



STORYTELLING

This tool is about storytelling how the service or product is used. This differs from storyboard that this is short of marketing material. The personas can be used to tell the story. It shows the benefits and key insights of the service or product.

MATERIALS

Computer / big sheets with the personas.

3

SCENARIOS

If you have used the scenarios in the earlier session. Here you can visualize your sketches and give more meaning for the idea. This gives you as well material for the final presentation and helps you to define the product even better.

MATERIALS

Computer / camera / drawings, paper

4

LEAN CANVAS

This is your quick sketch of business plan. This will help you to define how you get money from your innovation and what is your target customers.

It will be easy if you fill the business lean canvas in the order of the worksheet. You can also use the lean canvas in earlier state and it can used again and again in the process.

MATERIALS

Printed business lean canvas worksheets



5

VISUALIZE THE PRODUCTS

Visualize the product / service and the vision of the. Visualization gives your customer the idea how the future would look like. You can draw, sketch, make some graphics, image manipulation, visualization tools. Whatever you and your team can do best.

MATERIALS

Whatever

6

BLUEPRINT

Blueprint is a way to specifically how the process is working and what steps needs to be made. What are the touchpoints of the service or product. How the process look like in the for the customer the front end and how it works in the backstage. This should be a living document and specification for the service and product usage.

MATERIALS

A2 or flipchart sheets, printed or digital Blueprint worksheet.
Post-it notes, pens.



HACKATHON

PRESENT YOUR IDEAS



IDEA PITCH

This instructions helps to pitch your idea for the public's or when you do the whole thing you can even attract investors to this. You need to have short and long presentation it depends how much time you have. You should be able to say your idea with one sentence, elevator pitch, or in 3 min or in 10 min. You can use the material you have collected during the hackathon process.

MATERIAL

Computer or couple of big sheets that you can show the idea.

5 STEPS OF INTERST

With is you can show why your idea is interesting and why this should be the correct solution.
 Show, don't tell
 Right solution to the problem
 Small number versus big number
 Human touch
 Explain how

MATERIAL

Presentation material

