

Using virtual Google Design Sprint to create innovation in times of crisis

Concept design for a business programme service run by
e-Estonia Briefing Centre.

13-19 May, 2020

Background

In cooperation with e-Estonia Briefing Center, Futurist had a great challenge to run a virtual design sprint for a new business programme service. The service had to be user-friendly, provide a clear overview of all services offered by e-Estonia Briefing Centre and help direct visitors to services that are the most relevant to them.

The initial hypothesis was that the design sprint would help to gather all the necessary specialists for four days in order to efficiently clarify the vision for the programme and test the final outcome for immediate client feedback. As all meetings in the country were banned due to the coronavirus, the design sprint took place virtually.

Photo: Renee Altrov



Client

The E-Estonia Briefing center is a center that introduces Estonia and receives almost 1,000 international public and private sector delegations a year. During the visit, foreign guests are introduced to the e-Estonia success story, e-solutions, ICT sector, innovations and achievements. In addition, the guests can be introduced to local entrepreneurs in Estonia who offer the corresponding e-solutions in order to encourage export of e-services.

“How to find new customers and introduce innovative Estonian companies when all borders are closed due to quarantine?”

Team

- ✓ Product owner
- ✓ Client support
- ✓ Sales
- ✓ Marketing
- ✓ Designer

It was important to involve specialists from different backgrounds who through their expertise would be able to approach the problem from a variety of angles. All the ideas and discussions were extremely diverse as on an everyday basis the team members were dealing with just their own departments and would not get a chance to sit down and solve an issue together.

Anna Piperal (Field Manager, e-Estonia Briefing Centre)
Eike Maria Vatsar (Project Manager, e-Estonia Briefing Centre)
Allan Dobrõš (Business Development Manager, e-Estonia Briefing Centre)
Gete Tammann (Event Coordinator, e-Estonia Briefing Centre)
Florian Marcus (Digital Transformation Adviser, e-Estonia Briefing Centre)
Anett Numa (Digital Transformation Adviser, e-Estonia Briefing Centre)
Harle Pihlak (Event Coordinator, e-Estonia Briefing Centre)
Adhele Tuulas (Creative Assistant, e-Estonia Briefing Centre)
Andres Kostiv (Design Sprint Facilitator UI/UX designer, Futurist)
Kadri Hansson (UI/UX designer and prototyper, Futurist)

All team members freed up 4 full days in their calendars for the design sprint. Doing this ensured a sharp focus, excellent teamwork and a unified move towards the final outcome.

What the team hoped to achieve

- There is a **good process in place for our business programme service**
- The solution would be close to what we have today
- **Learn to approach problems from a different angle & offer high quality service**
- **Get the best delegations that would benefit export**
- Learn about sprinting as a creative process
- A solution which is better than today's process and could compete in the world of online webinars
- The solution should be good on the impact / effort scale - it should be **high impact but easy to implement**
- Come up with something **innovative**
- Concept for the Business Programme Service which we are 100% satisfied with

Design Sprint Week

WORKSHOP

MON

Defining the
challenge

Creating a number of
different concepts

WORKSHOP

TUE

Choosing the best
concepts

Primary prototyping,
creating user stories

WED

Designing and
prototyping

Recruiting for
user-testing

THU

User testing on five
end users

Prioritising feedback
in order to create
next steps

Persona Helen

“Measure 7 times cut once”

Name: Helen Micke

Age: 34

Sex: female

Marital Status: married, 2 children

Profession: Adviser (Project Manager, German Public Administration Delegation)



Skills: A project manager who is responsible for organizing all the event and really likes her job. She wants to control everything - so that everything is done on time and properly.

She is a good communicator and trains her “wolfhounds”. Respects the higher level and wants everything to be confirmed. Always plans half a year in advance. Frustrated when programmes change all the time. Uses Facebook under a pseudonym.

Devices: smartphone and laptop

Primary Goals:

- Do everything right so that delegations are satisfied with her work; worries a lot
- Wants to justify her work and needs praise often
- It's not just about the content of events but that the delegation is satisfied and happy
- Would like to spend more time in nature

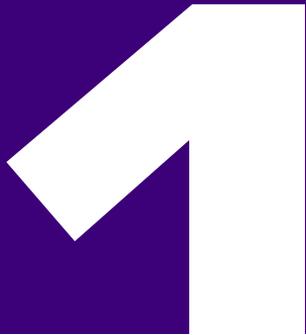
How might we...

- ... be able to share the sample programme?
- ... make business programmes stand out more and make sure that their content is clear?
- ... ensure that there are case studies available on all important topics?
- ... ensure that potential customers recognise topics which are relevant to them and take advantage of our resources?
- ... give potential customers all the information they need to make a decision without having to contact us?

Can we prevent that ...

- ... virtual / AI solutions would not break our budget and their development would not last for years / our technology is not aging and there are enough resources to upgrade it?
- ... the delegation's interest in e-Estonia is met but final deals with companies still don't go through?
- ... those who are interested still have to ask a lot of additional questions and make additional contacts in order to understand our services?

Sketching Primary Ideas



Concept Selection

During a quiet individual vote we highlighted the best elements of our concepts. All concepts met the following requirements:

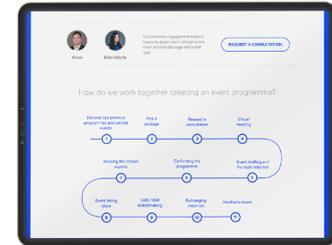
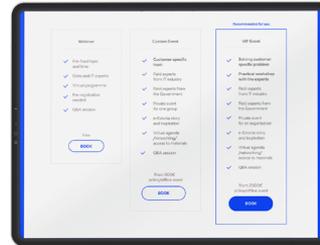
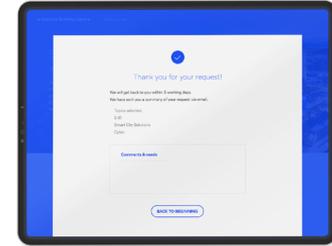
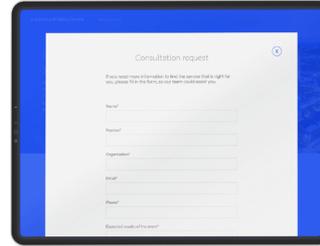
- High impact and easy to implement
- Would match the 2-year goal we set during the design sprint
- Maximises customer satisfaction



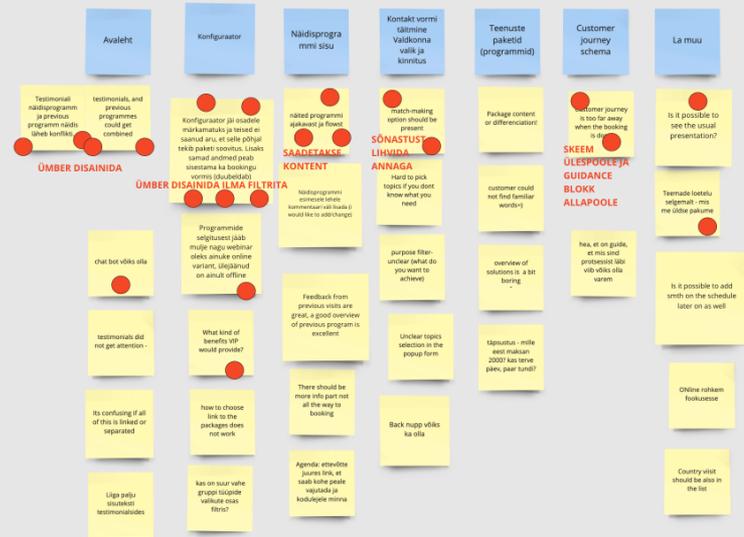
Creating Realistic Prototype



We drew the views of the realistic prototype in Figma where all participants were able to **see in real time** how the design was coming together and were **able to participate** in its creation.

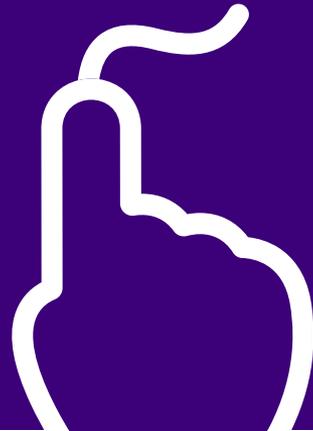


User-tests and further development



The user-testing took place **virtually** via Zoom. Each participant was interviewed and **completed the user story task**. We then analysed which parts of the prototype worked and which did not, after which we **selected the priority areas for improvement**.

A new business service...



Futurist.

Expert advice to support your digital journey

We organise impactful G2B and B2B online/offline events and programmes for government institutions and companies to build links to Estonian leading IT-service providers and state experts to support digitalisation.



Previous events and programmes



Healthcare

Singularity university executive innovation programme group on a research mission looking for inspiration and ideas for efficient e-Healthcare system.

“We left absolutely inspired by the presented ideas”

- John Geeley,
Singularity University

[Example of this programme](#)



Smart City

Delegation from Swedish local municipality looking for inspiration and ideas and contact with expert planning and executing the Smart City Programme.

“Our group was impressed by the quality of the speakers, event organisation and practical insights that were shared”

- Hanna Kélz, Gothenburg
Municipality of Sweden

[Example of this programme](#)



e-invoicing

Deutsche POST on research mission looking for solutions and ideas and partners to work with building e-Invoicing system.

“Our executives were blown away and got a deep-dive into the world of solutions which offers great opportunities for future collaboration”

- Robert Schwarz,
CEO Deutsche Post

[Example of this programme](#)

Webinar

- ✓ Pre-fixed topic and time
- ✓ State and IT experts
- ✓ Virtual programme
- ✓ Pre-registration needed
- ✓ Q&A session

Free

[BOOK](#)

Custom Event

- ✓ **Customer specific topic**
- ✓ Field experts from IT industry
- ✓ Field experts from the Government
- ✓ Private event for one group
- ✓ e-Estonia story and inspiration
- ✓ Virtual agenda /networking/ access to materials
- ✓ Q&A session

From ___ €
online/offline event

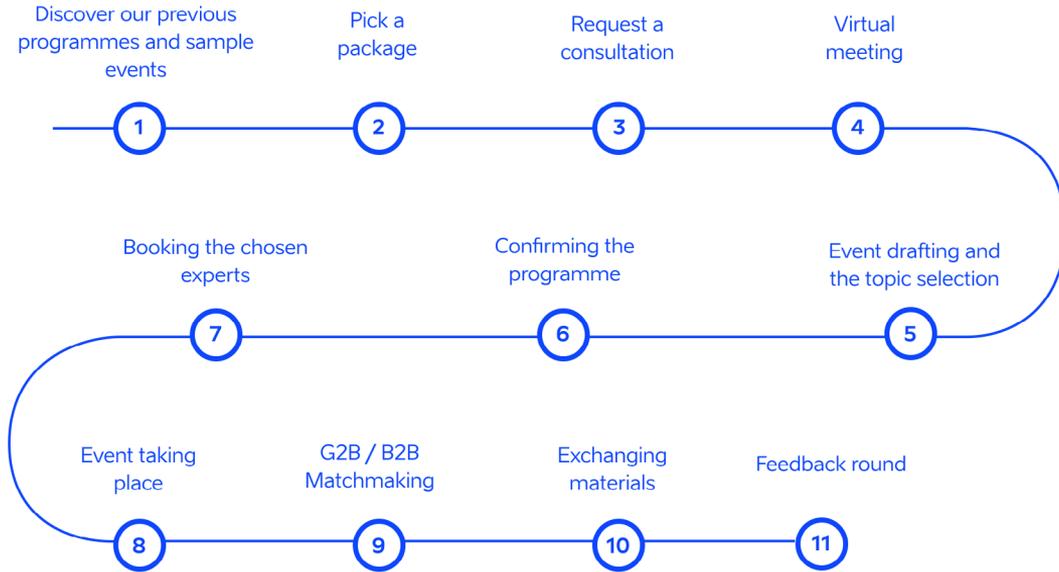
[BOOK](#)

VIP Event

- ✓ **Solving customer specific problem**
- ✓ **Practical workshop with the experts**
- ✓ Field experts from IT industry
- ✓ Field experts from the Government
- ✓ Private event for an organisation
- ✓ e-Estonia story and inspiration
- ✓ Virtual agenda /networking/ access to materials
- ✓ Q&A session

From ___ €
online/offline event

[BOOK](#)



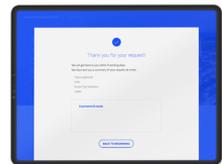
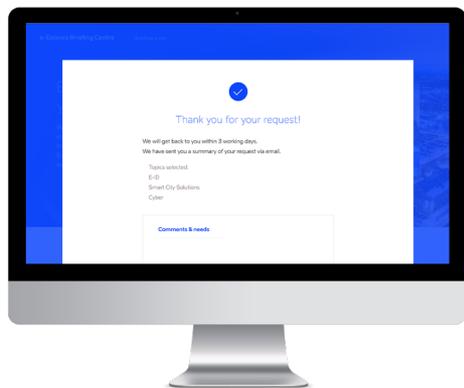
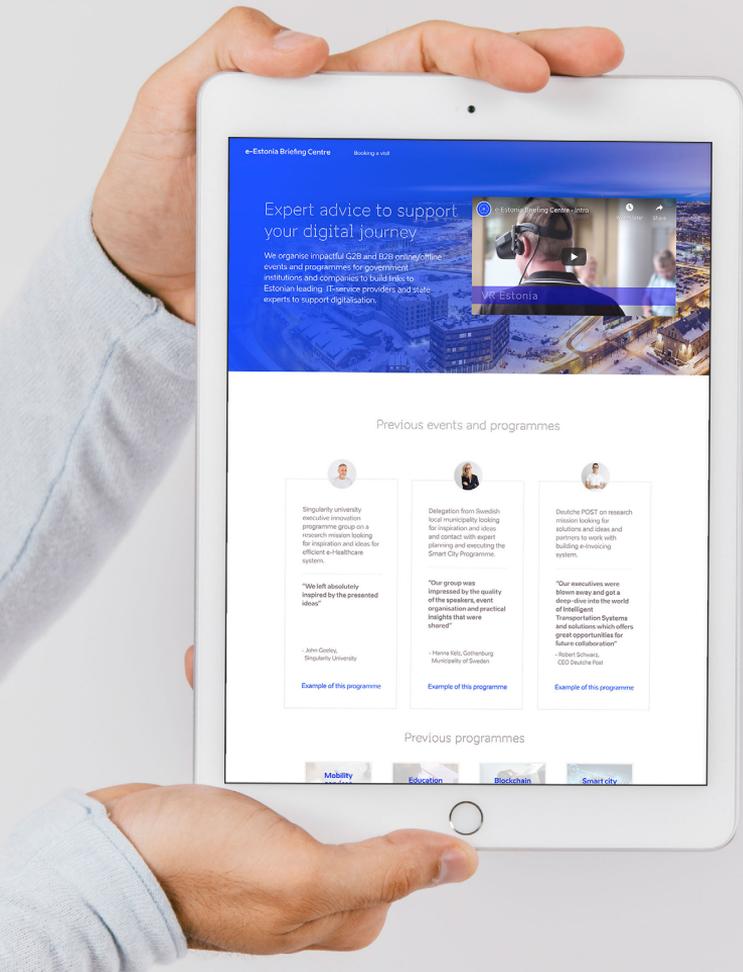
Allan



Eike Maria

Confused what to choose? Our business engagement team is happy to guide you in choosing the most suitable package and event type.

[REQUEST A GUIDANCE](#)



Google Design Sprint Outcomes

- ☑ Preliminary analysis **documentation**.
- ☑ Specific **long-term goal** with performance indicators attached in order to be able to align internally towards the goal.
- ☑ **Pinpointed following steps** which are based on effort / impact mapping.
- ☑ **Realistic concept prototype** which is tested on end users (and includes design files and end user test videos).
- ☑ **Detailed PDF report** with design print findings and suggestions on how to proceed.

Client Feedback

“Sprint was a great opportunity to **decipher**, **design** and **test** a new service concept and deliver **tangible results** that we could implement immediately in just 4 days. The workshop was run at a fast pace in a captivating and encouraging atmosphere which also improved our team spirit!”

- Anna Piperal, e-Estonia Briefing Centre

Thank You!