



Assignment

We communicate with other people all the time. In conversations, chats, meetings, posts, tweets and calls. The skill of communicating is often taken for granted while in fact it's a hard skill to master.

Your assignment is to design a learning experience for a family member, friend or colleague that will enable them to improve their communicative skills. In line with our theme "the human touch" we want you to make your design personal and meaningful.

There are many different aspects of communication that you could tackle. Here are a couple of examples:

"My colleague has great ideas that often get overlooked. He would like to be able to express his ideas more easily."

"Our virtual team meetings take too much time and we would all like to communicate more effectively so we can get more work done."

"Me and my kids use Instagram and WhatsApp all the time and I'd like their grandparents to learn how to use these apps as well."

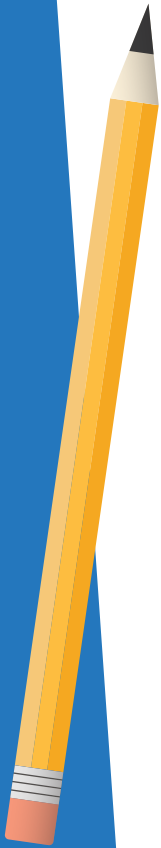
To get started pick a person you'd like to design your experience for. This is your learner. Now we are going to take seven steps over three days to design a learning experience that will really make a difference. These steps are on the next page.

Design labs

On Monday, Tuesday and Wednesday there will be a Design Lab focussing on one part of the design process - Research, Prototyping and Testing. These are a great opportunity to ask your questions, learn about the design process and guide you along the way. We expect you do most of the work in your spare time.



Thursday you'll have the opportunity to finish your experience and share it with us on lxd.org (details on how to share will be in an upcoming e-mail). On Friday - the conference day - we will look at some of your uploaded work.



Day 1 – Research and ideation

Step 1: Purpose

Think about what you would like your learner to get out of this experience. In other words what is the purpose of this experience?

Tip: it's about the value and meaning for the learner, not what you think is important.

Step 2: Person

Think about your learner for a moment, who is she, what would she enjoy or what would she dislike? Try to come up with some do's and don'ts for your learning experience.

Tip: talk to your learner to test any assumptions you make.



Step 3: Generate ideas

The ability to generate loads of (great) ideas is a vital quality of a designer. Here's an exercise to get your creative juices flowing. Generate (at least) ten ideas in ten minutes for your learning experience based on the purpose and the person you design for.

Tip: it's quantity over quality right now, so don't hold back!

Day 2 – Design and prototype

Step 4: Conceptualise

Now you can pick the most viable idea and turn it into a concept design. The goal here is to work out the details so you know what the experience is actually going to be like.

Step 5: Prototype

Your concept design needs to come to life in order for it to be experienced by your friend. That's why you are going to prototype the experience. Because every experience will be different, you never know what a prototype will be like until you try.



Day 3 – Test and improve

Step 6: Test

Put your design to the test and find out how and if it works. Your friend or colleague will go through the actual experience.

Tip: take pictures or make a video to capture what happens during the test.

Step 7: Improve

Talk to your friend or colleague about the experience. How was it for her? What did she learn? What did she (dis)like? Write down your findings and come up with ways to improve your design.

Congratulations! You've completed your LX design sprint.

