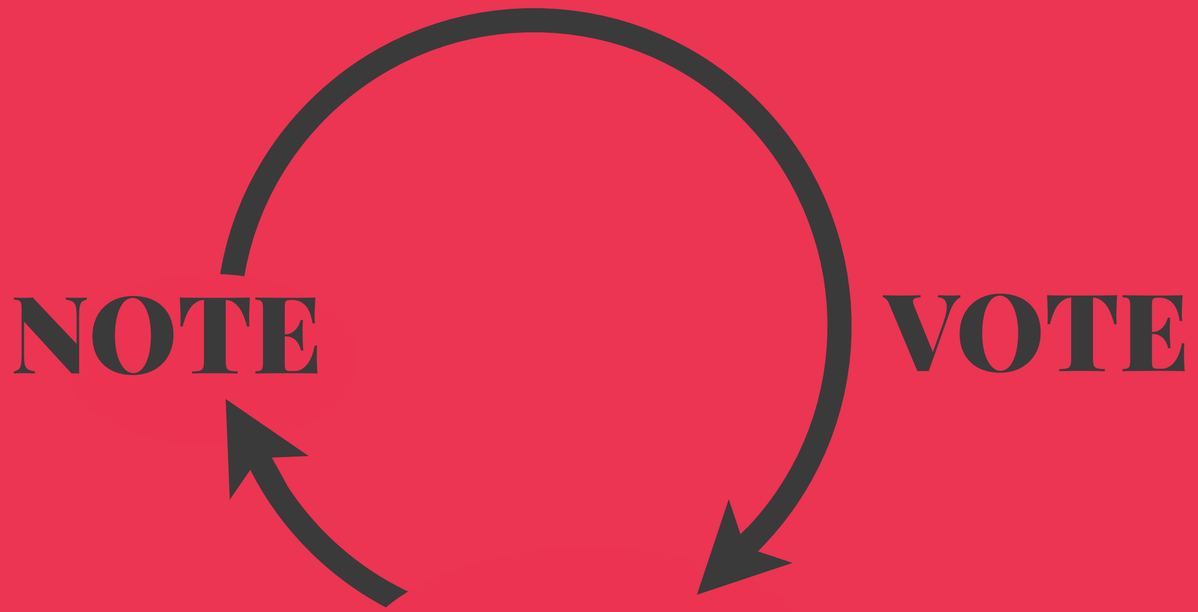
TODAY IT'S LDJ DAY!

LIGHTNING DECISION JAM

LDJ IS A CREATIVE PROBLEM-SOLVING LOOP WITHOUT UNSTRUCTURED DISCUSSION.

STICK



NOTE

VOTE

PRIORITISE

1. NOTE ALONE


Alarm
Shaver
Dress
Read
News
Online
Make
breakfast
Eat breakfast

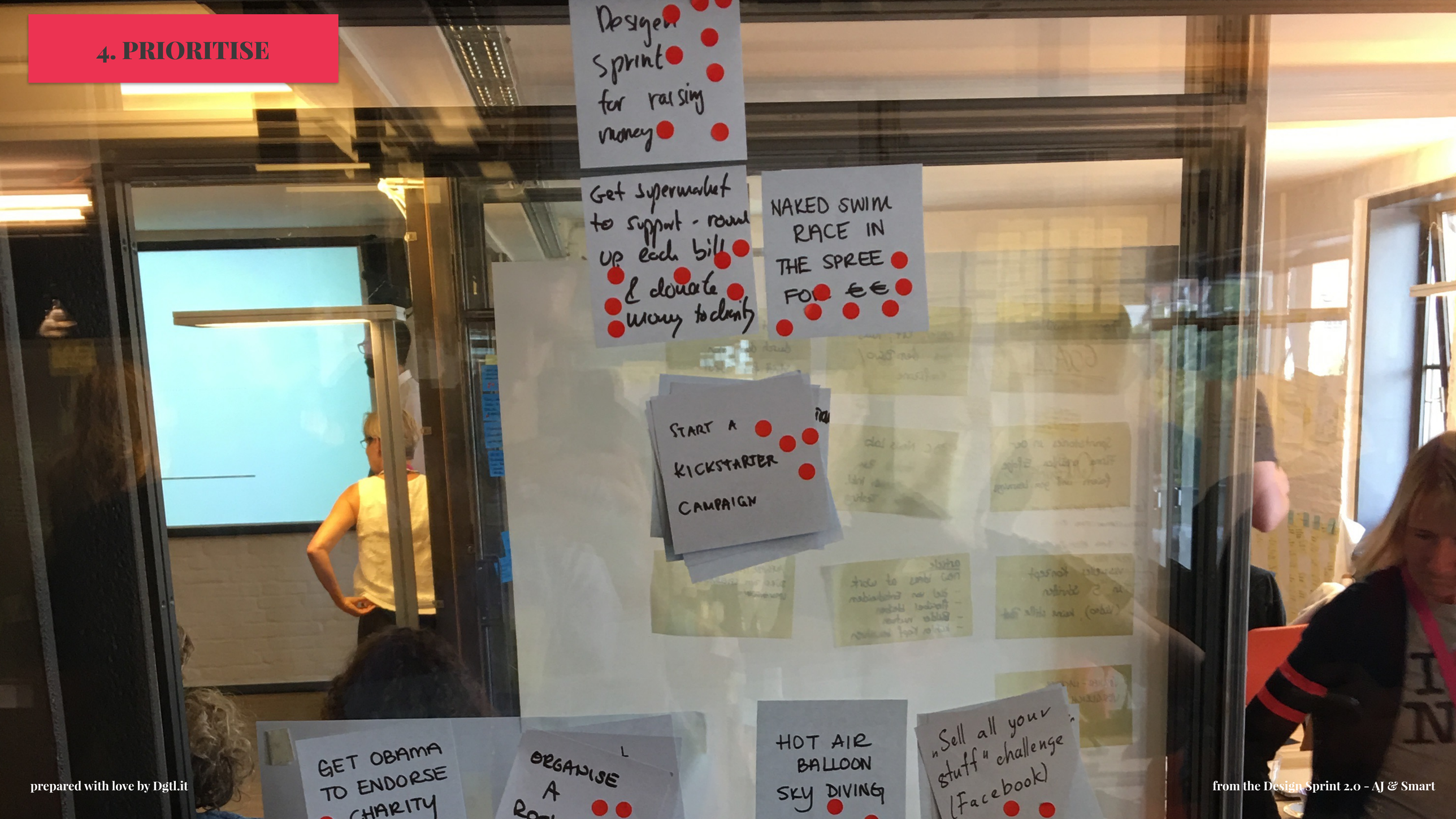
2. STICK EM UP


CONTENT
ENGAGEMENT
PRODUCT VALUE
DISCOVERY
HMW ARRANGE THE CONTENT BETTER
HMW... INCREASE ENGAGEMENT?
HMW Improve iOS session time
HMW... DRAMATICALLY DECREASE THE TIME NECESSARY TO FIND SOMETHING TO LISTEN TO?
HMW GET NEW USERS TO LISTEN TO A LOT OF CONTENT
HMW... INCREASE THE "STICKINESS" OF IDAGIO?
HMW Be more obvious about the premium benefits
HMW DEFINE THE CORE PREMISE OF THE APP/PRODUCT
HMW GET MORE PEOPLE INTERESTED IN CLASSICAL MUSIC
HMW... INCREASE DESIREABILITY OF IDAGIO?
HMW HELP USERS FIND MORE MUSIC THEY LIKE AS FAST AS POSSIBLE
HMW... FIND NEW TARGET GROUPS/CUSTOMERS
HMW LEVERAGE CATALOG
HMW Make the UX less complicated to users
HMW Make users discover more interesting content for them

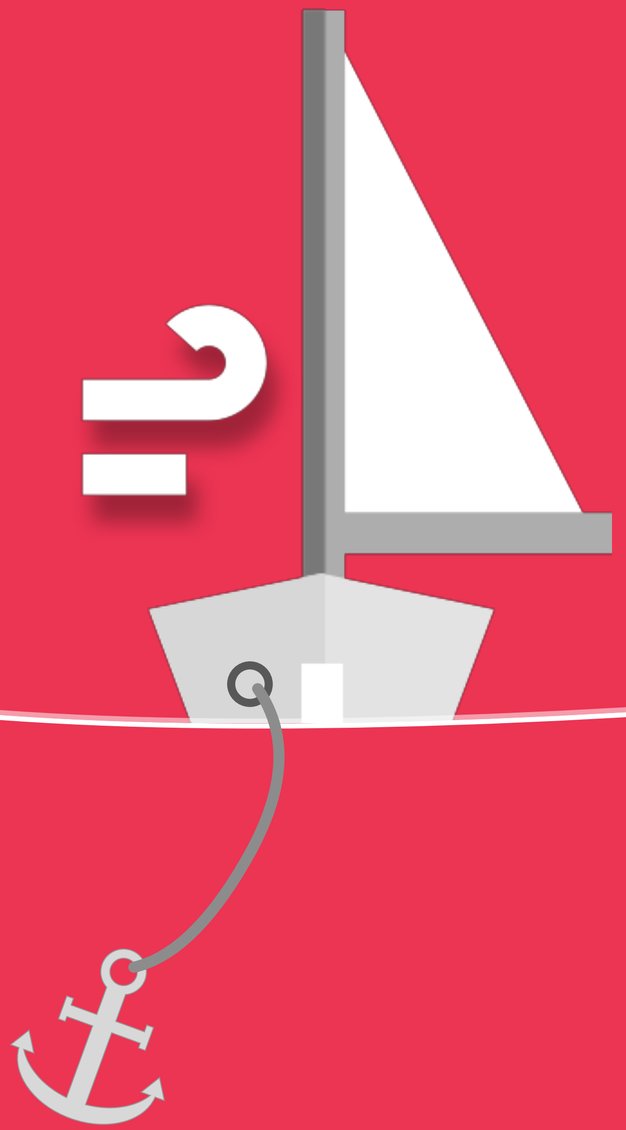
3. VOTE ALONE


Convince his wife (obvs.)
Send him a nice gift basket
Show him his benefit of the spirit
TAKE THE SPRINT TO PIELLE BROSNAN
HMW Let him know that he is the only one who can help us
HMW Tell him that he can be home and again if he joins
HMW offer him the money AJ Smart made with this design Sprint WS
Blackmail him
HMW Find out his address and write him a request
HMW Talk to his manager
Ask nicely
Social Campaing keyePierce
Stalking
Party bei durch Berlin verfolgen
Kidnapping him
announce collective suicide he doesn't
Was ist das? Plötzlich? ITV

4. PRIORITISE



WHAT IS MOVING US FORWARD?



WHAT IS HOLDING US BACK?

1.

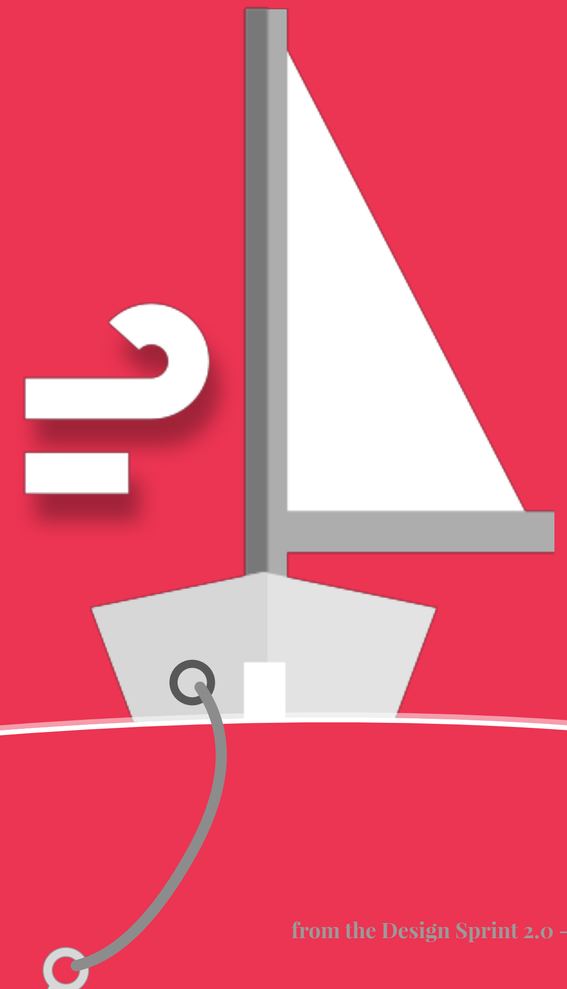
WHAT IS MOVING US FORWARD?

TALENTED TEAM

THE PROJECT TOPIC IS AMAZING

THE USER FEEDBACK ARE GREAT

NOTE ALONE

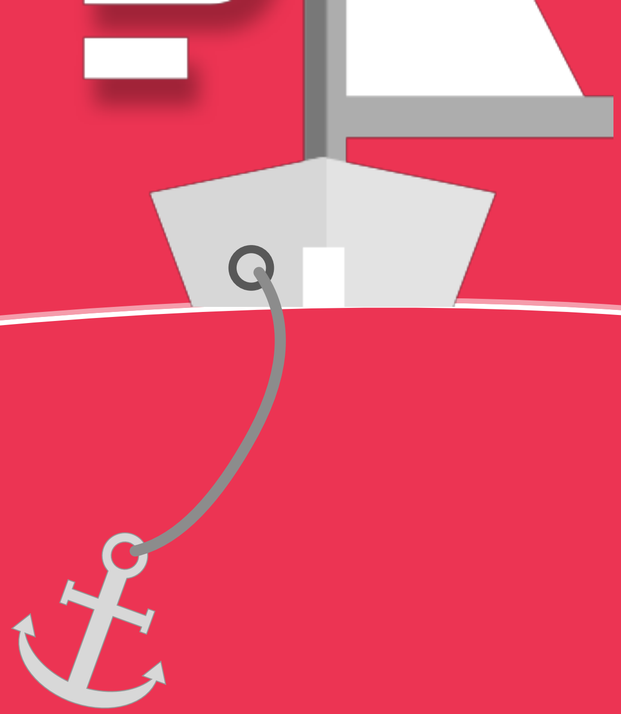




STICK EM UP

2.

WHAT IS HOLDING US BACK?

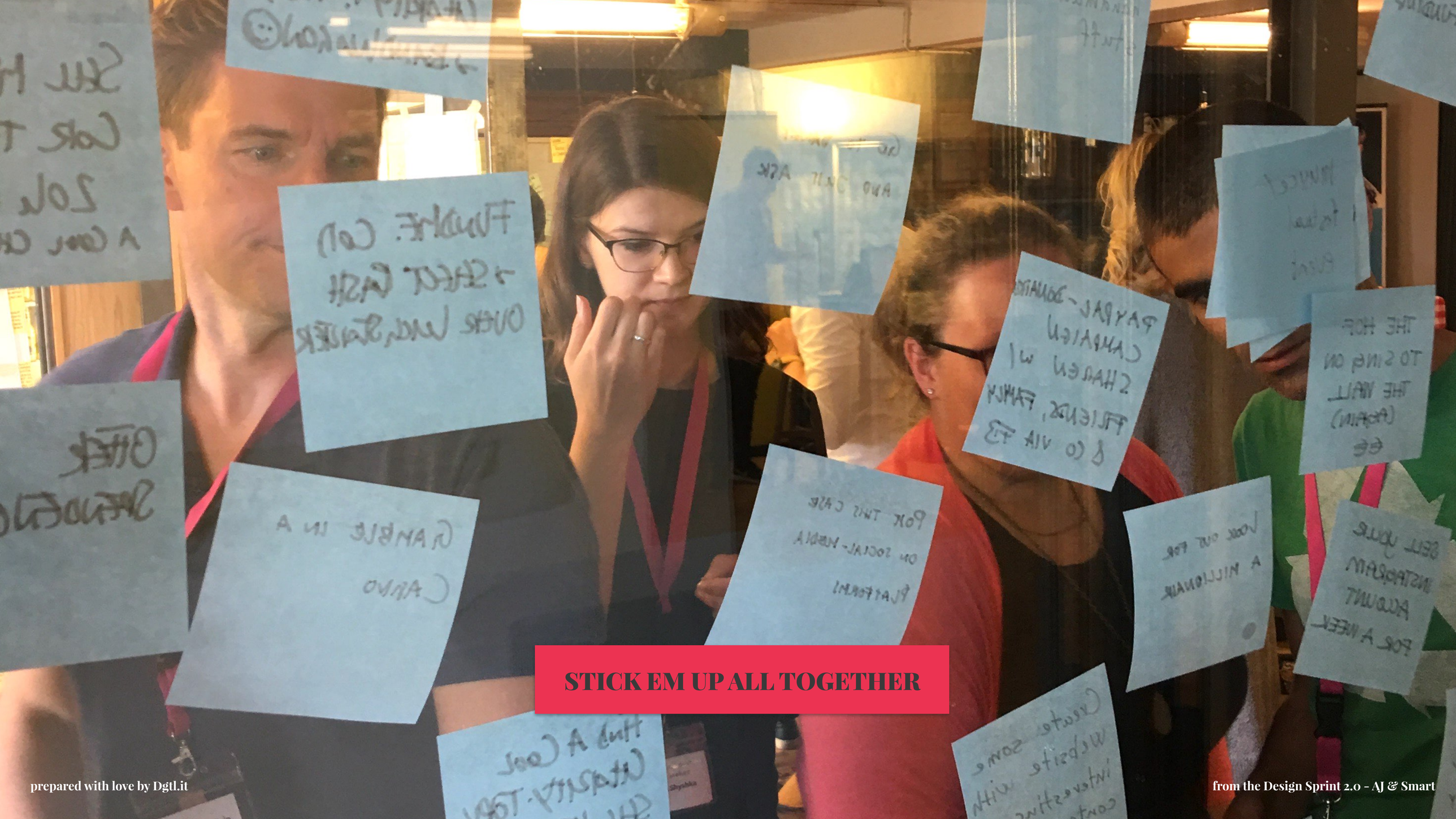


NO KNOWLEDGE SHARING

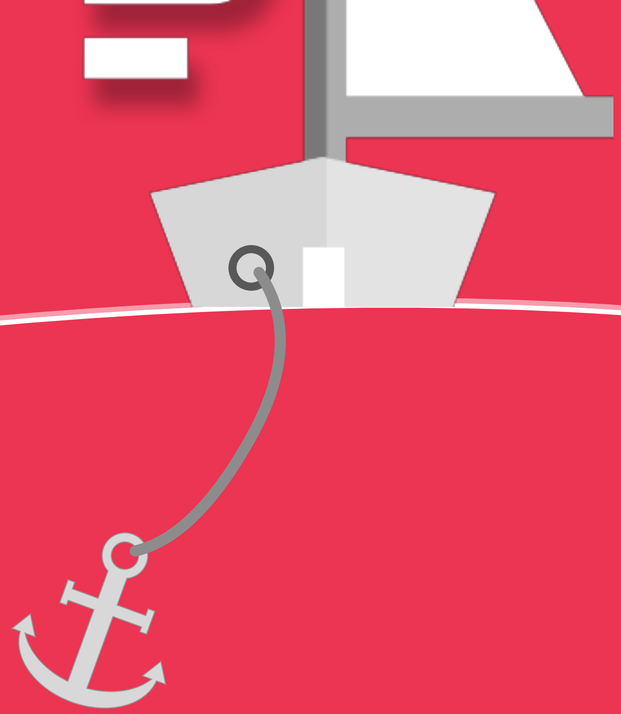
TEAM WORK IS BADLY ORGANISED

TOO MUCH NOISE/PHONE INTERRUPTION IN MEETING

NOTE ALONE


STICK EM UP ALL TOGETHER

VOTE ON WHAT IS HOLDING US BACK?



NO KNOWLEDGE SHARING

TEAM WORK IS BADLY ORGANISED

TOO MUCH NOISE/PHONE INTERRUPTION IN MEETING

VOTE ALONE

ARRANGE AND SELECT CHALLENGES

TOO MUCH NOISE/PHONE INTERRUPTION IN MEETING

NO KNOWLEDGE SHARING

TEAM WORK IS BADLY ORGANISED

PRIORITISE

TURN TOP 3 INTO “HMW”
HOW MIGHT WE



HMW

MAKE SURE THAT EVERYONE IS FOCUS ON THE MEETING AND BE AS SHORT AS POSSIBLE.

CREATE THE CHALLENGE

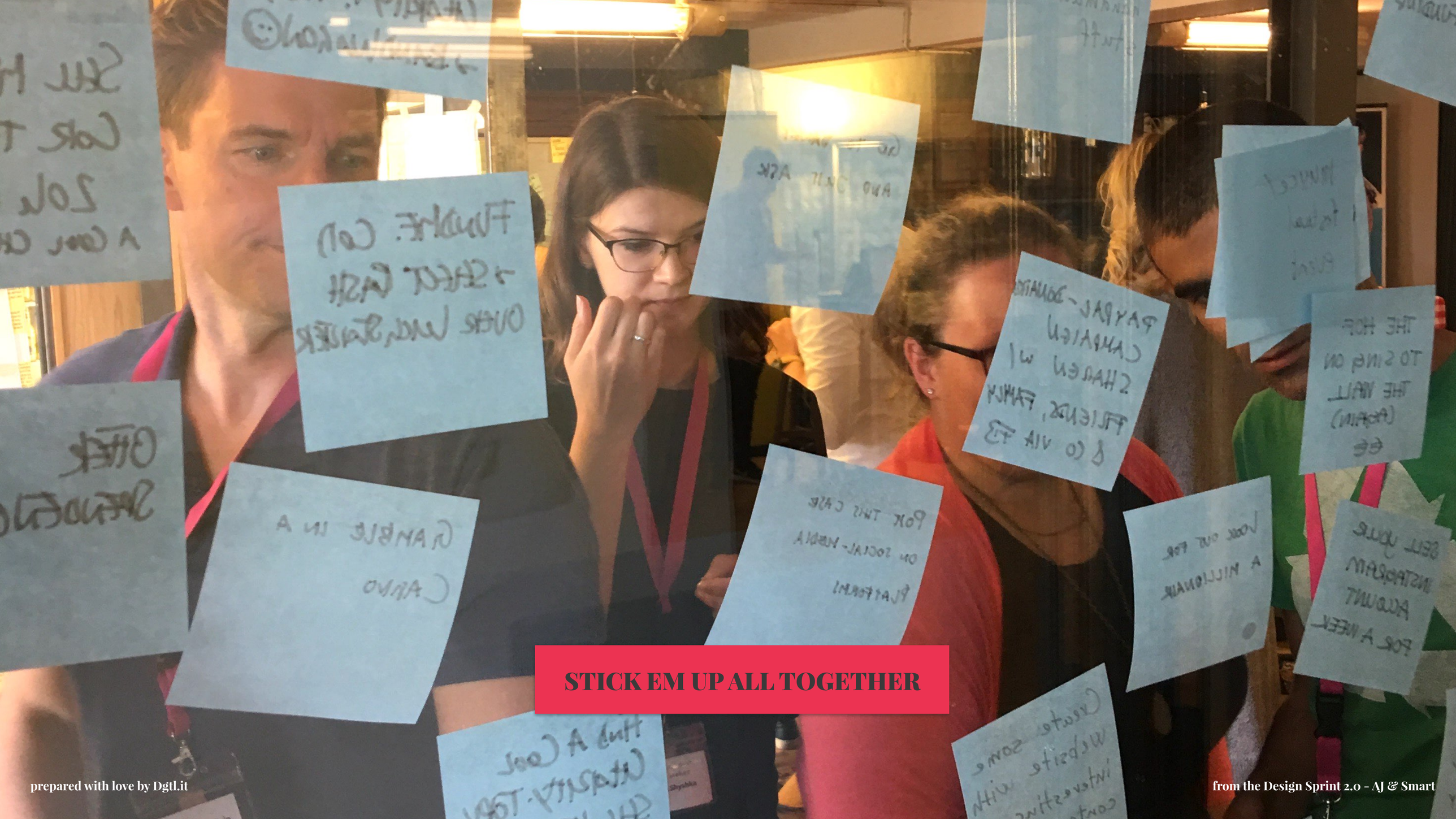
CREATE MULTIPLE SOLUTIONS

HMW

MAKE SURE THAT EVERYONE IS FOCUS ON THE MEETING AND BE AS SHORT AS POSSIBLE.

HMW

HMW


STICK EM UP ALL TOGETHER

CREATE MULTIPLE SOLUTIONS

HMW

MAKE SURE THAT EVERYONE IS FOCUS ON THE MEETING AND BE AS SHORT AS POSSIBLE.

HMW

HMW

ARRANGE AND SELECT SOLUTIONS

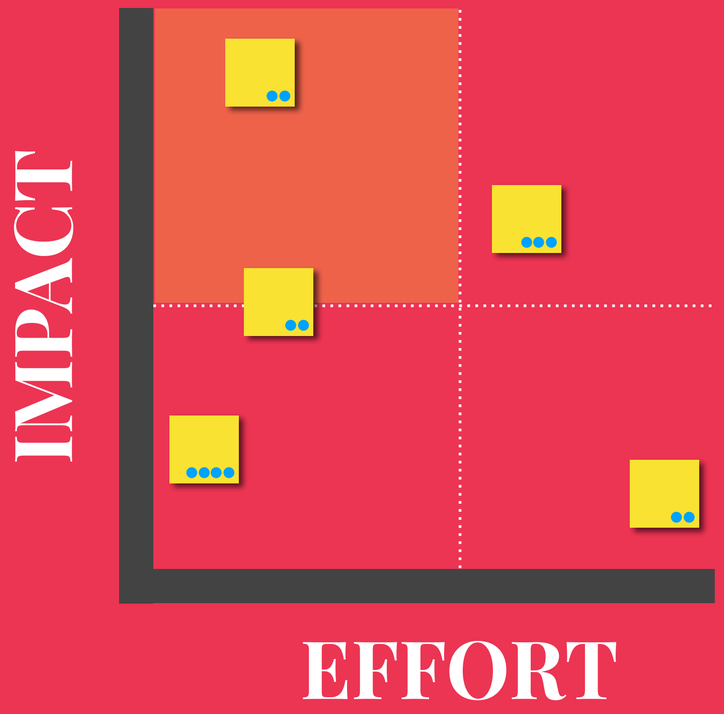
LET PHONES OUTSIDE IN A RINGING BOX

LIMIT NUMBER OF PEOPLE PER MEETINGS

CREATE A VIRTUAL MEETING ROOM

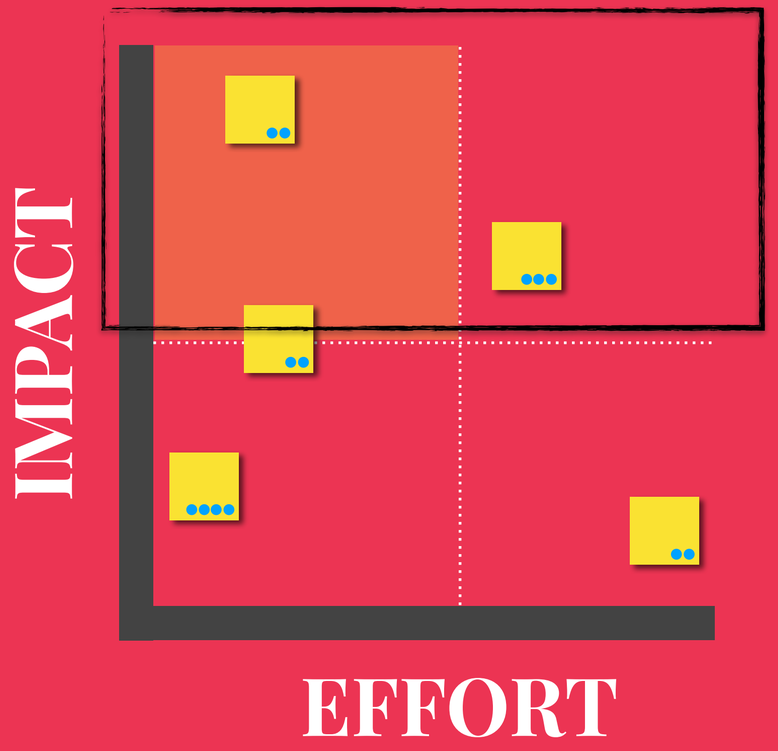
PRIORITISE

WHAT TO EXECUTE



HIGHER OR LOWER ?

WHAT TO EXECUTE



HIGHER OR LOWER ?

2-3 WEEKS ACTIONABLE PLANNING

LIMIT NUMBER OF PEOPLE PER MEETINGS

2 WEEKS OF TEST, LIMITING THE NUMBER OF PEOPLE IN MEETING

- INVITE ONLY THE DIRECTOR
- THE DIRECTOR TAKE TIME WITH HIS TEAM AND WORK ON IT
- WORK WORK, WORK

WHAT & HOW TO REALIZE IT


LIGHTNING
DECISION
JAM

LIGHTNING DECISION JAM

IT WAS...

NEXT STEP:
EXECUTE OR BRAND SPRINT