

THE DESIGN
HACKING TOOLKIT



CREATED FOR
FOOD+TECH CONNECT
HACK//DINING



DESIGN HACKING

How to Use This Toolkit

This toolkit is intended to be your quick reference guide for Hack // Dining. It's a distillation of the classic design thinking process (Design + Hacking) adapted for the urgent needs of a hackathon participant. Time is short this weekend, so to help guide and streamline your work flow, we've suggested a few turnkey techniques to help you efficiently and effectively get from zero → idea → execution during Hack // Dining.

Hacking the User Journey

Every successful product or service fulfills the need of a real person. As tempting as it might be to jump to the solutions early on, the toolkit emphasizes deep understanding of the problem and its users before trying to solve for it.

If you only take one message away from this toolkit, it's this: you're not here to just hack technology, you're here to hack and improve someone's journey as they try to accomplish good in the world of dining.

The Four Design Hacking Mindsets

At any given point during this hackathon, you'll find yourself in one of these mindsets. By no means is this a linear process, as you'll constantly be cycling through each of these as you work.

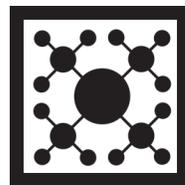
As you find yourself in one of these mindsets, the following pages give you a turnkey approach to get results as quickly and effectively as possible. Use these tools to help structure your thinking, but be careful not to substitute process for your own critical thinking. In fact, we encourage you to adapt this approach in a way that works best for your team and solving the stakeholder challenges. Here are the four Design Hacking Mindsets:



STORY

Finding the High Value Moments

Every situation contains at least one user journey. Within those journeys, there are many moments, and some impact the journey more than others. Your job is to find the high value moments and make them better.



IDEATE

Generate, Combine, & Filter Your Ideas

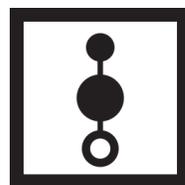
Unfiltered brainstorming is great for generating many new ideas. But the real magic happens when you start combining divergent thoughts into new ideas and editing them down to the best. This is where solutions start to emerge.



BUILD

Building to Learn

What sounds great in your head may be a disaster when you make it, and vice versa. Make mock-ups and prototypes to try out on the uninitiated. This is the best way to see what works and what needs to be changed. Then, repeat!



PITCH

Tell a Great Story

All your work is lost if you can't tell a clear story that shows value. If you can't convey the beauty of your idea in 30 seconds or less, it might not be a very good idea. Don't make the pitch an afterthought, practice your pitch all through the weekend.



STORY

Understand What You're Hacking

The first step is understanding the user journey and finding the High Value Moments that have the most impact on the outcomes of the journey. Here's one way how:

1. Pick a User Journey; Plot it Out

- Identify a user journey to map out. You will probably have multiple user journeys to map out.
- Draw the x/y axis shown here. Do this on a wall or white board so your team can all participate in the discussion. Make sure to have markers & post-its handy.
- Write out each key event in the user's journey on a separate post it note. Place more positive events higher and negative ones lower to visually identify where things go right/wrong. Keep going until you've completed the journey.

2. Add "Why" & "How" Details

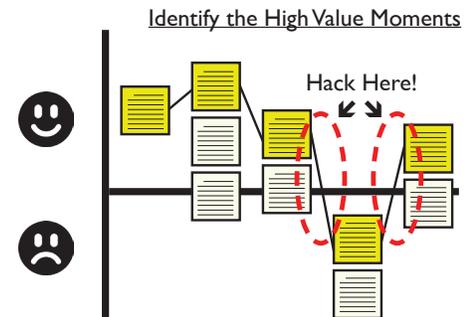
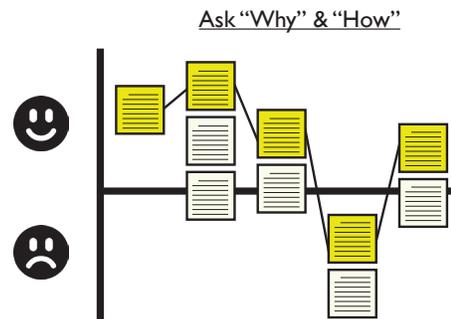
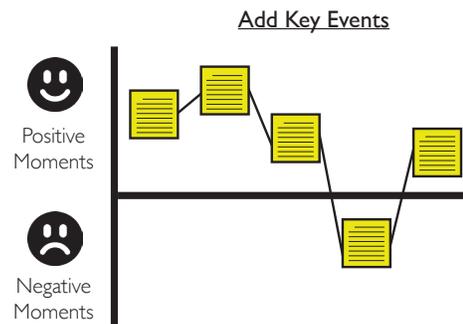
- For each key event, ask yourself: why & how does this happen the way it does?
- Add relevant why & how details on separate post it notes below each main event. Notice if the details give you hints on why moments go from positive to negative and vice versa.
- Fork off of the main event timeline if need be to represent choices in the process that can lead to different outcomes.

3. Hack the High Value Moments

- Note where the emotional state changes most drastically: these are your High Value Moments. Hack these moments!
- Ask yourself: where are there constraints or barriers? What drives successes and failures in the journey?
- Ask yourself: how are the touch points between people, objects, and systems impacting the experience?

Example User Journey

A Student Visits the School Cafeteria for Lunch



THE BOTTOM LINE

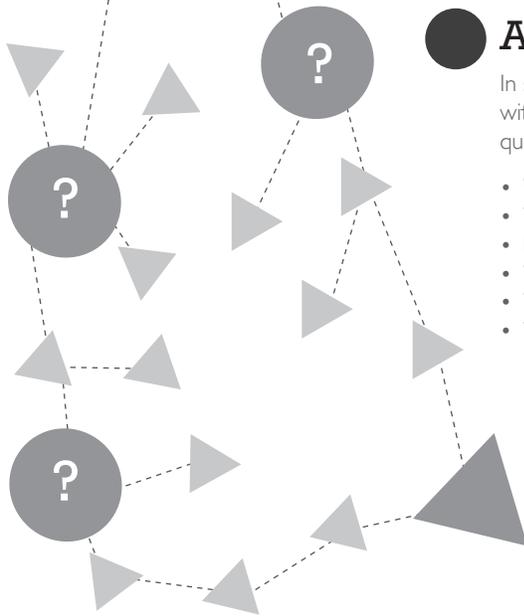
Do I understand the user journey and have a sense of which moments to focus my hacking on?



IDEATE

Generate, Combine, and Filter Your Ideas

**HIGH
VALUE
MOMENT**



■ Focus on a High Value Moment

Pick a High Value Moment to start brainstorming about. Write it up on a whiteboard and put a box/circle around it.

Next, you'll start generating ideas around how to hack that moment. Hopefully you'll have multiple moments to explore.

● Ask Questions & Generate Ideas

In separate circles surrounding your high value moment, spur your ideation with questions like the ones below. Your answers should all branch off of the question circles that they came from.

- What does this moment depend on?
- What happens if we change some key assumptions?
- How might we break unhealthy patterns/cycles?
- What can we learn from the successful moments?
- What if we had unlimited time/resources?
- What if we had no time/resources?

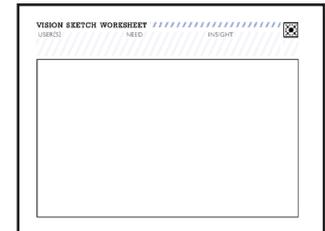
▲ Combine & Filter Ideas

Take a step back and look for patterns in the ideas you just generated. Ask yourself:

- What ideas can be combined to be better?
- Where are there common threads?
- What does success/failure typically hinge on?
- Filter these new ideas and combinations down to things you can start sketching out!

Sketch Your Ideas

Use the idea sketch worksheets we've provided to draw out early ideas for how to improve a user's journey. Don't be too precious, these are meant to be rough sketches to illustrate an idea. Fill the walls with these visions!



THE BOTTOM LINE

Do I know what success looks like and do I have a rough idea of what's needed to get there?

BUILD

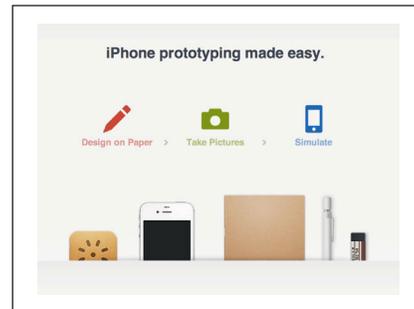
Building To Learn

You learn a lot more about your idea by building a rough version of it and having someone test it out, versus simply describing the idea. The following tools are excellent resources to help you prototype ideas with interactivity that users can test out and provide feedback on:



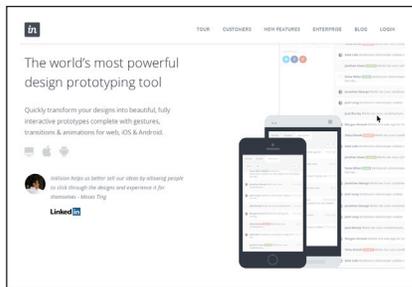
Keynotopia

Interactive Keynote & Powerpoint UI Templates
<http://keynotopia.com>



Prototyping On Paper

Turns Paper Drawings into Interactive Mockups
<http://popapp.in>



InVision

Web-based Prototyping & Design Tool
<http://invisionapp.com>



Proto.io

Web-based Prototyping & Design Tool
<http://proto.io>

Get Feedback & Improve

As you try your prototype out on other hackers or the stakeholders, be mindful of the kind of feedback you want from them. We've provided you with prototype feedback worksheets that'll help structure how you collect feedback: what works, what doesn't work, what would you change, and what questions come up?

PROTOTYPE FEEDBACK WORKSHEET	
+	-
WHAT WORKS?	WHAT DIDN'T WORK?
Δ	?
WHAT WOULD YOU CHANGE?	QUESTIONS?

THE BOTTOM LINE

Can a user or stakeholder understand how my prototype works, and does it seem like it provides a valuable result?

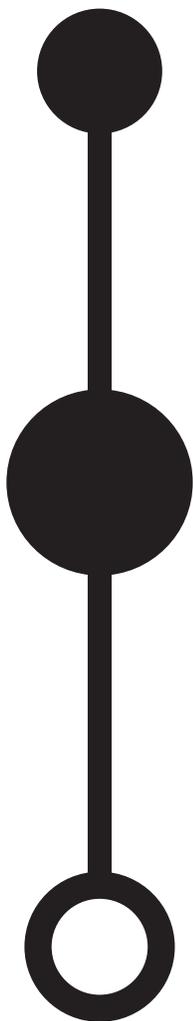


PITCH

Tell a Great Story

Make the Most of Your 3 Minutes

Keep it simple. You have 3 minutes for your pitch, and you should divide your time up to ensure you hit these three main topics:



The Setup

Describe the context, who's involved, and the problem you're solving for.

- Introduce the users, journeys and goals.
- Describe the environment they're in.
- What's the problem you're solving for?

The Hack

Demonstrate how you changed the user journey for the better.

- Show, don't just tell, how your hack works.
- Why is this the best solution for the user?
- What assumptions are required to be true?

The Impact

Show how your hack impacts the user and the original stakeholder challenge.

- What are the tangible and intangible results?
- How would you implement this widely?
- What do you need to make your hack a fully functioning feature, product, or business?

JUDGING CRITERIA

Each category is scored on a 5-point scale, from 1-point being poor to 5-points being excellent. The team with the most points wins. Ties will be broken by audience choice, as measured by applause.

- **Understanding of Challenge:** How well does the team understand the challenge?
- **Innovation:** How original is the solution? Is it a new/novel approach to solving the problem?
- **Impact:** How useful is the hack? What potential does it have to make an impact in the real world?
- **Effectiveness:** Does it produce a great result, relative to the amount of effort/resources required?
- **Design / User Experience:** How intuitive and easy to use is the solution? Is it sensitive to user needs?

THE BOTTOM LINE

Can I clearly show how my hack solves a real problem for the users involved in my stakeholder challenge?

ICE BREAKERS

Start a Conversation with a Stakeholder



APPLEGATE

CHALLENGE: How might we use technology to empower customers to better communicate their food preferences to foodservice establishments and suppliers?

- Describe your customer base and the process of getting product to them in foodservice.
- What are the key obstacles associated with getting higher quality, more natural/organic products into a food service program?
- What methods/tools do you use today to understand what your customers want?



CHALLENGE: How might we use technology to make it easier for restaurants to comply with and maintain food safety regulations?

- Describe some of your biggest frustrations related to food safety.
- What resources do foodservice operators use today to find out about food safety rules? In what ways does technology play a role, if at all?
- How frequently do food safety rules change, and in what ways do you find out about new policy updates?



CHALLENGE: How might we use technology to enable quick service restaurants to better measure and manage their actions to operate in a more environmentally sustainable way?

- Walk me through how a restaurant is built or operated. When do you make a decision or action that impacts the environmental sustainability?
- How do you get feedback on your performance and/or the impact of your actions on sustainability today?
- For a restaurant employee, what's their capacity to receive and digest additional information about what they're doing, while they're doing it?



CHALLENGE: How might corporate foodservice use technology to help people make food & behavior choices that allow them to achieve their personal & professional lifestyle goals?

- What are some previous and/or ongoing efforts you're making to influence/encourage healthy eating choices & lifestyles of employees?
- How do you get feedback on, or measure the impact of these efforts?
- What might success look like for this challenge?



Good Luck, Happy Hacking!



Studio Industries is a Food Design & Innovation Agency.

We help food companies create and evolve
food products and experiences.

Learn more at:
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