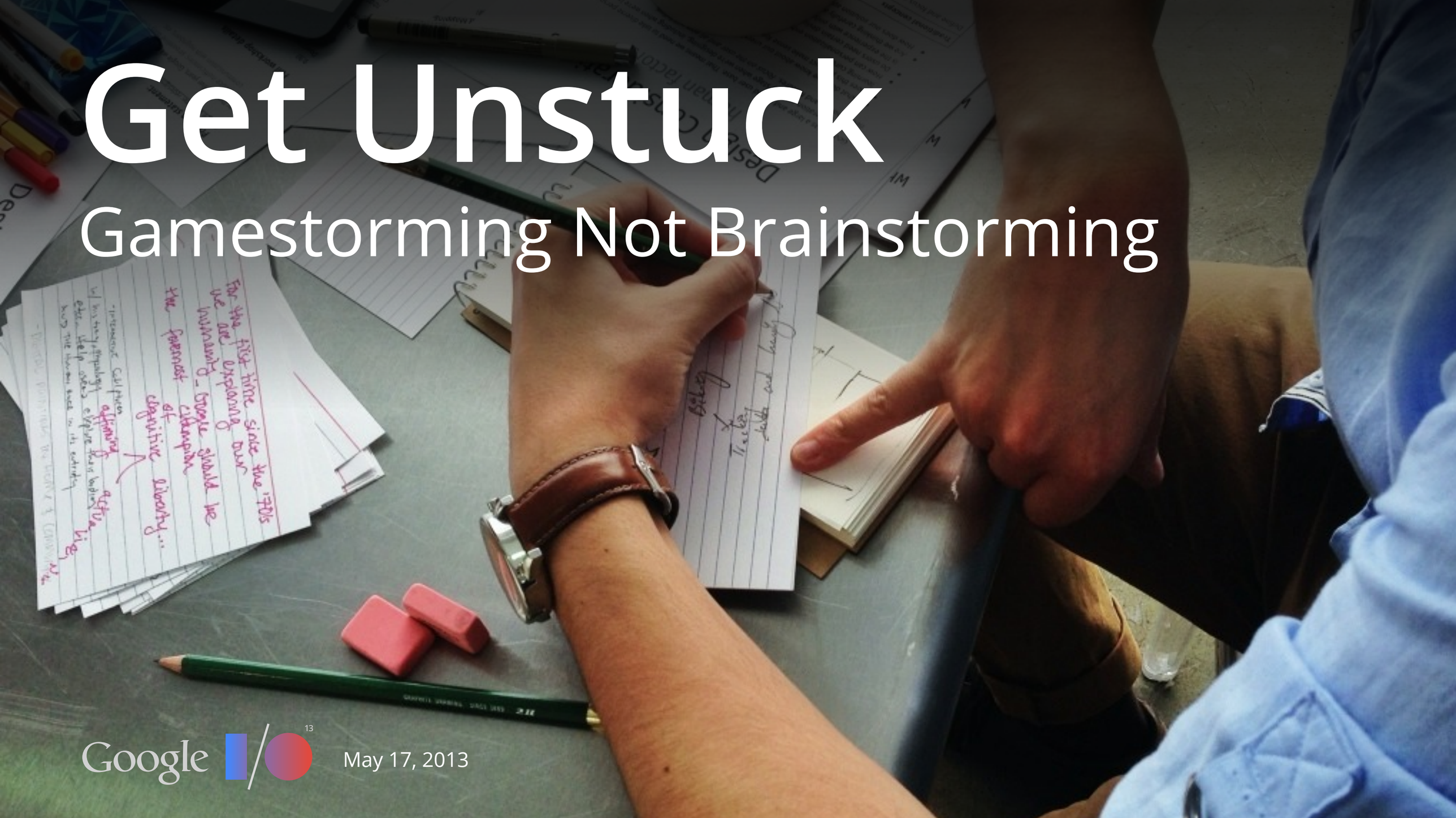
May 17, 2013

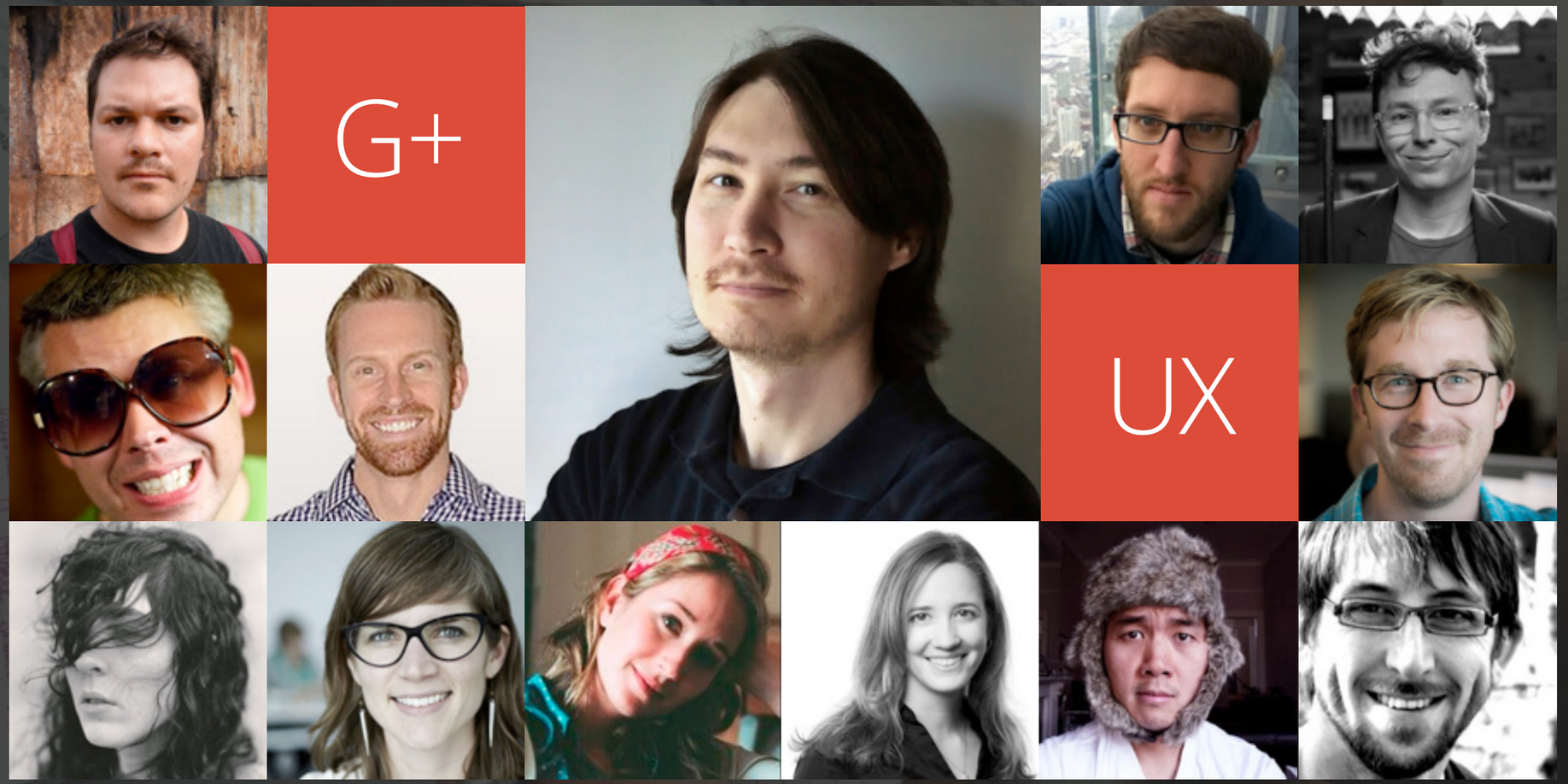
Get Unstuck

Gamestorming Not Brainstorming



Google I/O 13

May 17, 2013



Jake Cressman
Andy Dahley
John Douglass
Amy Essigmann
Brynn Evans

Jeannie Foulsham
Fred Gilbert
Laura Granka
Nate Koechley

Josh Lane
Brett Lider
Chris Messina
Darwin Yamamoto

#getunstuck

Agenda

INTRO What is gamestorming?

GAME #1 Brainwriting

Debrief

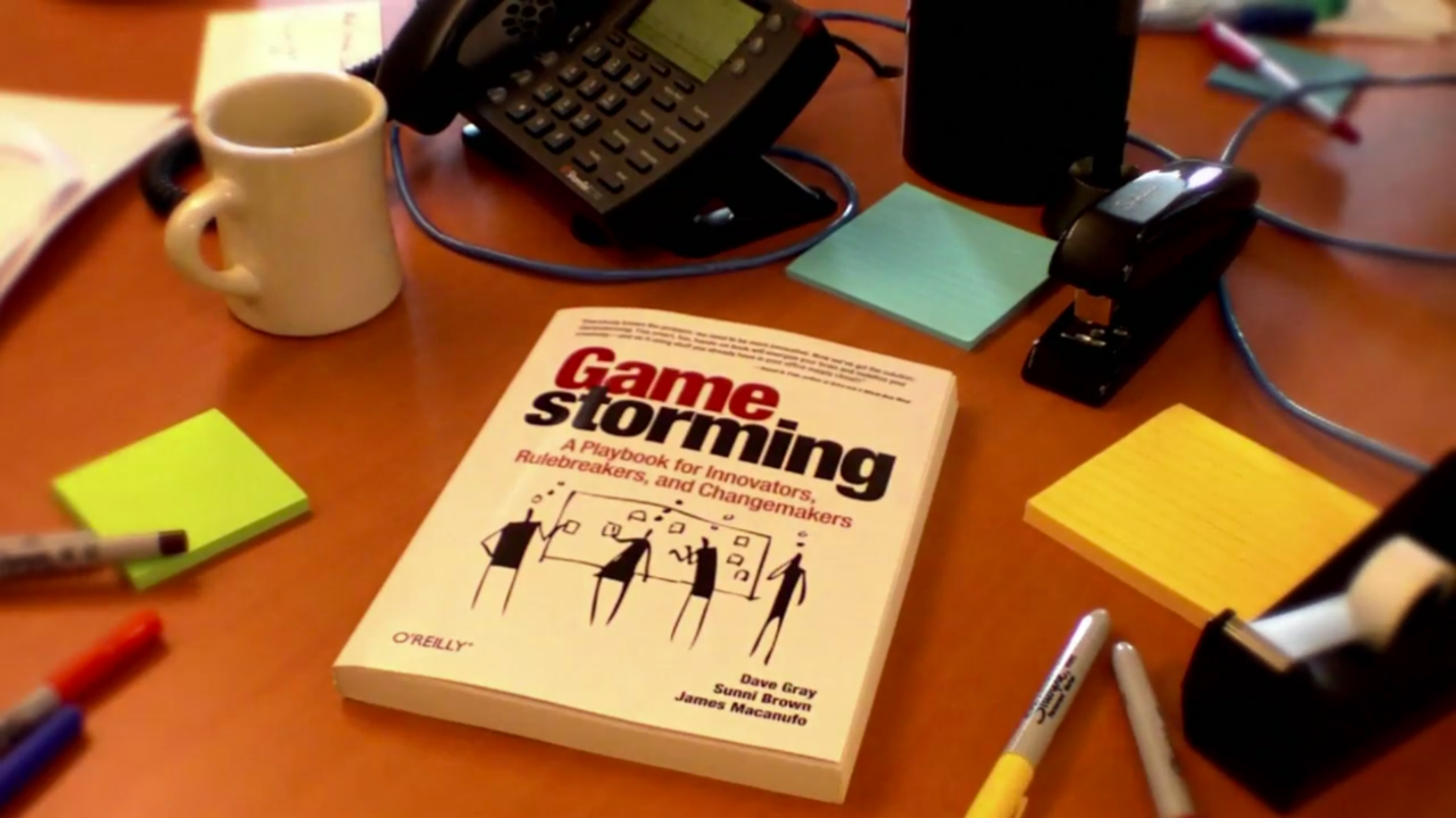
GAME #2 6-8-5

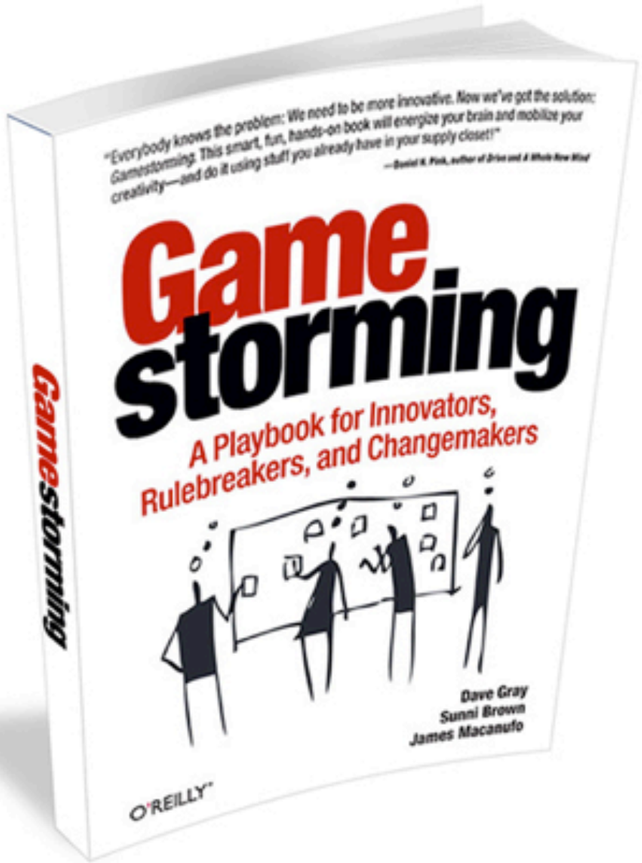
Debrief

Questions

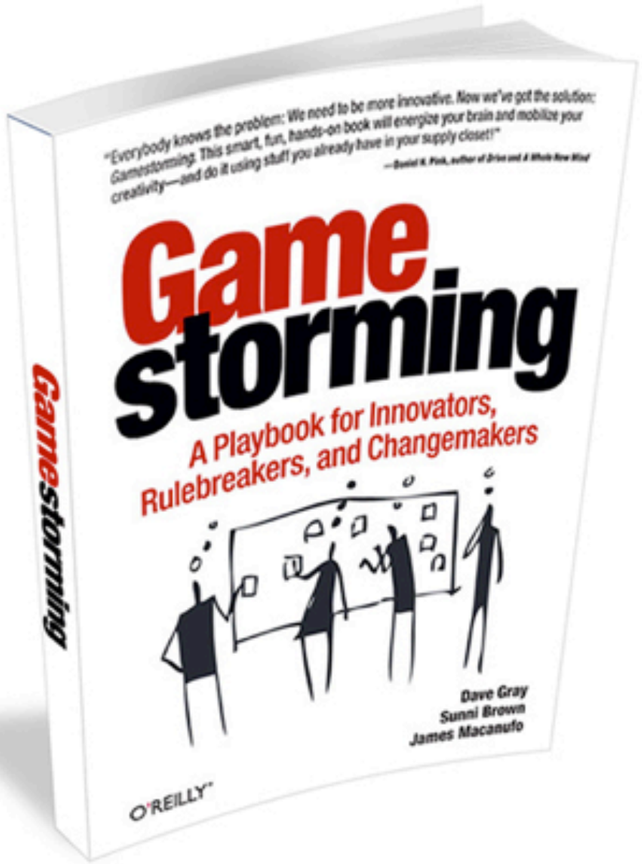
SR-STYLES
NAV / STREAM / STYLEGUIDE
PHOTO EMBEDS
NAV
SUPER POST
RELATEDS
STREAM EMBEDS
NAV
BRYNN
APP INDICATOR
NAV
Sandbar, responsive layout
Taco Truck
G-+
EMOTISHARE
+1
HELP
STRETCH
STREAM
SPEC
STICKY NAV
ALL THE TABS
POPULAR
STARKS
UTOPIA
Hangouts
Embeds
Superposts
NAV
Embeds
DOCS
Volume Controls
Relateds
RELATEDS
MIXINS
EMBEDS
NAV / GSS / BEST PRACTICES
checkins, Back of Card
MEDIAITEMS
MIXINS
EMBEDS
Embed mixins

10X not 10%


Game storming
A Playbook for Innovators, Rulebreakers, and Changemakers
O'REILLY
Dave Gray
Sunni Brown
James Macanufo



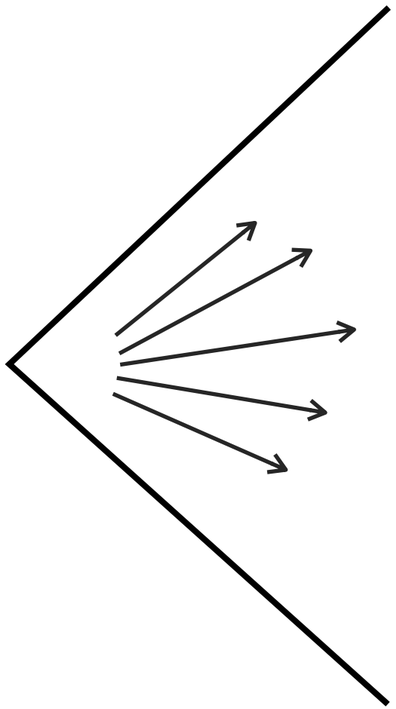
amzn.to/GamestormingBook



- Quick, targeted problem solving
- Toolkit of exercises for thinking creatively
- Specific games for specific situations

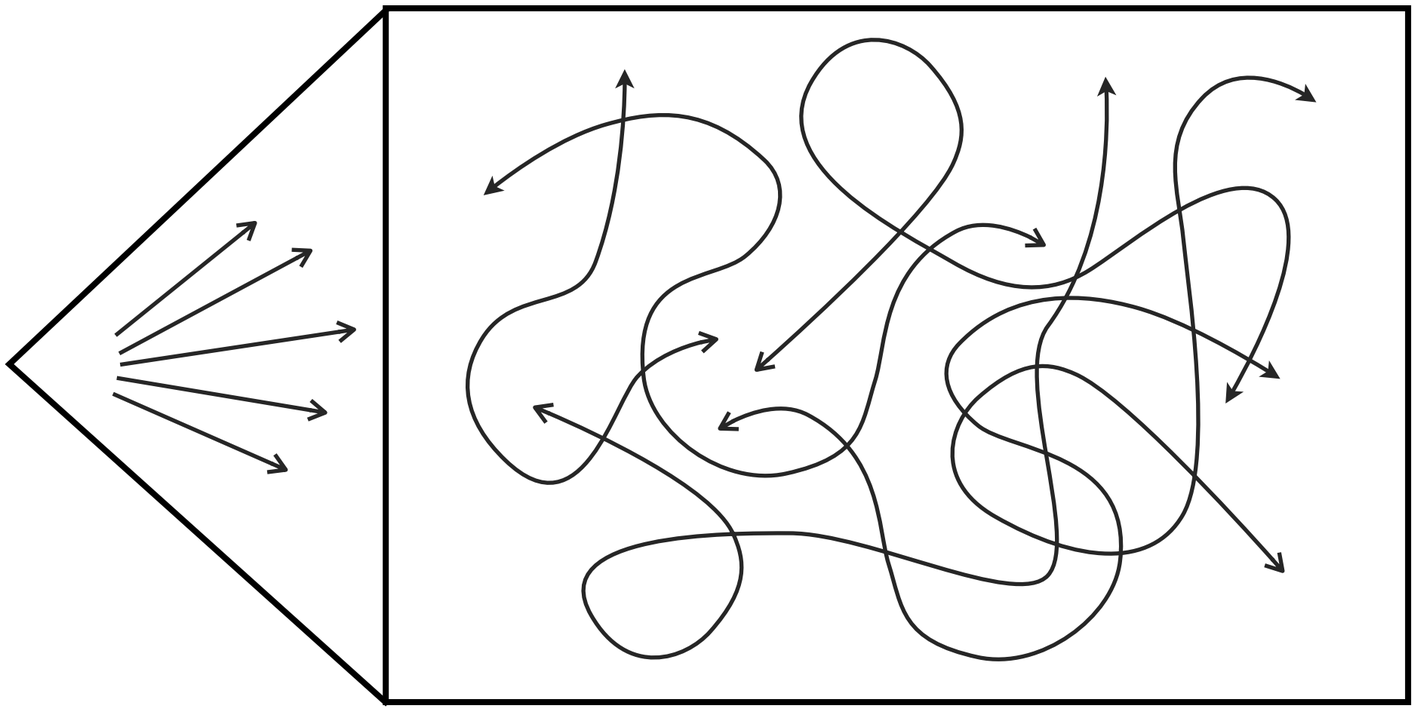
amzn.to/GamestormingBook

Gamestorming for every problem



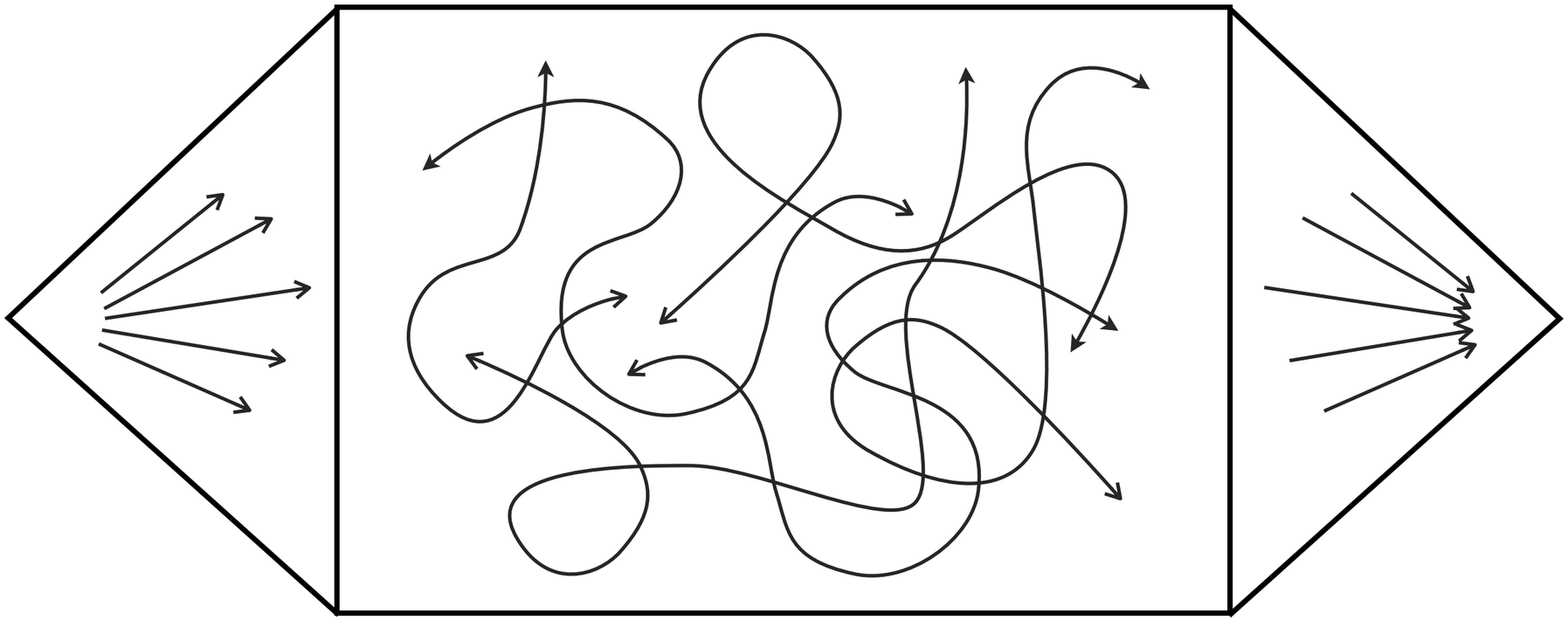
Big Picture Thinking

Gamestorming for every problem



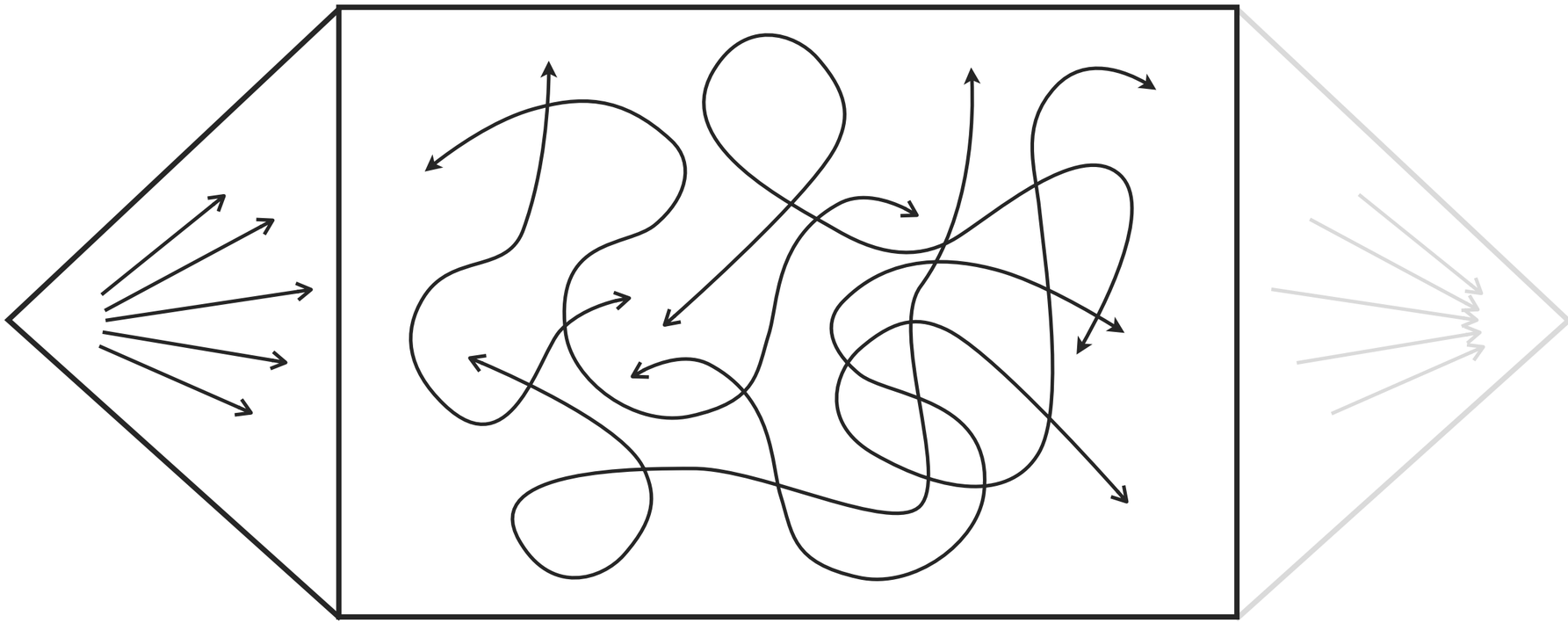
Big Picture Thinking **Iterating & Developing Ideas**

Gamestorming for every problem



Big Picture Thinking Iterating & Developing Ideas Refining

Focus today



Big Picture Thinking

Brainwriting

Iterating & Developing Ideas

6-8-5

Refining

Challenge today

How might we reduce the number of deaths & injuries to pedestrians?

Challenge today

How might we reduce the number of deaths & injuries to pedestrians?

- 460+ people are treated in ERs every day for traffic-related injuries
- The rate of pedestrian death increases with age
- Males are more likely to die or be injured than females
- 33% of pedestrians killed in traffic crashes are legally drunk

http://www.cdc.gov/Features/PedestrianSafety/#references

Develop a product to decrease pedestrian injuries

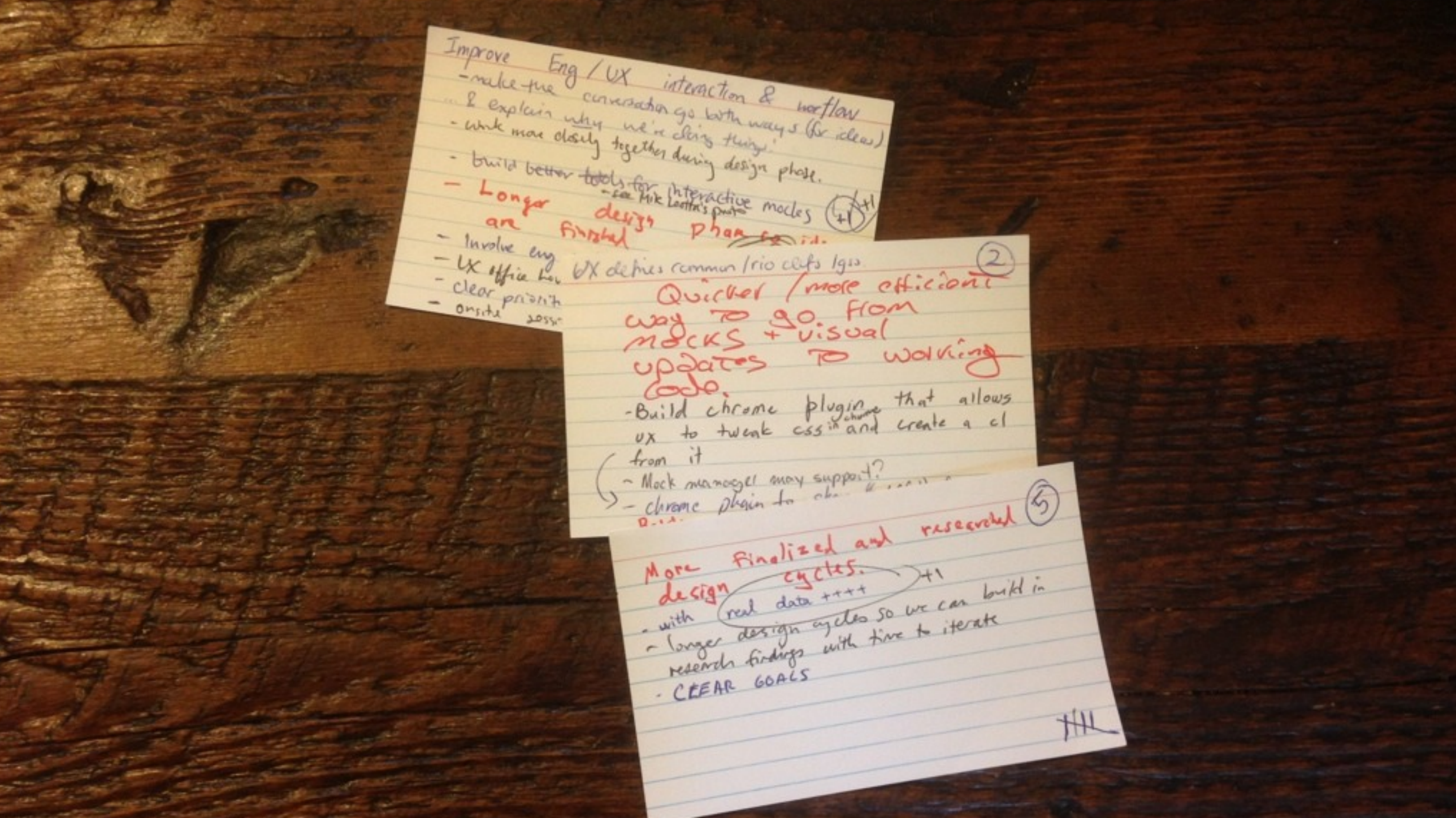
Brainwriting

Brainwriting: gogamestorm.com/?p=363

Brainwriting

Goal:
Silent brainstorm … followed by collaborative building on ideas

How to play:
1. Write 1 idea per index card; then pass to the right
2. Add an idea inspired by what’s on the card
3. Keep passing cards to the right
4. End when all members have reviewed each card



Improve Eng / UX interaction & workflow
- make the conversation go both ways (for ideas)
& explain why we're doing things.
- work more closely together during design phase.
- build better ~~tools~~ for interactive mocks (+1) +1
- see Mike Lootta's post
- Longer design phase ~~so~~ id.
are finished
- Involve eng
- UX office hou
- clear priorit
- onsite sessi

UX defines common / rio defs / gss (2)

Quicker / more efficient way to go from mocks + visual updates to working code.

- Build chrome plugin that allows ux to tweak css in chrome and create a cl from it
- Mock manager may support?
- chrome plugin to ch...

(5)

More finalized and researched design cycles.
- with real data ++++ +1
- longer design cycles so we can build in research findings with time to iterate
- CLEAR GOALS

Develop a product to decrease pedestrian injuries

More games for big picture thinking

Design the box (p. 161)

teams imagine the package for an idea in order to make decisions about important features & other aspects of their vision that are difficult to articulate

Storyboard (p. 71)

players use a storyboard format to tell a story about an experience, how to solve a problem, etc

Bodystorming (p. 59)

using improv or “play acting” to feel out what might work in the real world

Elevator pitch (p.166)

uses madlibs to come up with a short, compelling description of the problem you’re trying to solve

See more: amzn.to/GamestormingBook

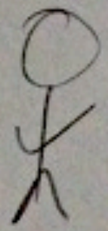
6-8-5 Sketching

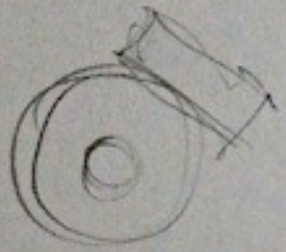
6-8-5 Sketching: gogamestorm.com/?p=688

6-8-5 Sketching

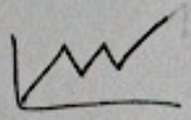
Goal:
Generate 6 - 8 ideas in 5 minutes

How to play:
(1) Create a grid of 8 boxes
(2) Set timer for 5 minutes
(3) Fill in one concept per box; goal is to create 6–8 sketches
(4) After 5 minutes, share ideas with rest of the group





dark yellow pee — triggers dehydration

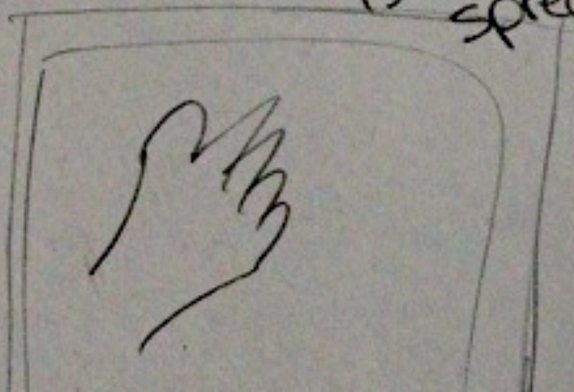


sleep habits, + flu visits = knowing why you got sick)

monitoring yourself because your kid is relying on you.

preventing sickness

send notifications when disease is on the spread



older person to tell their nurse or kid if they took

vitamins

Develop one of the ideas from the last round

6-8-5 Sketching

6-8-5 Sketching: gogamestorm.com/?p=688

More games for ideation

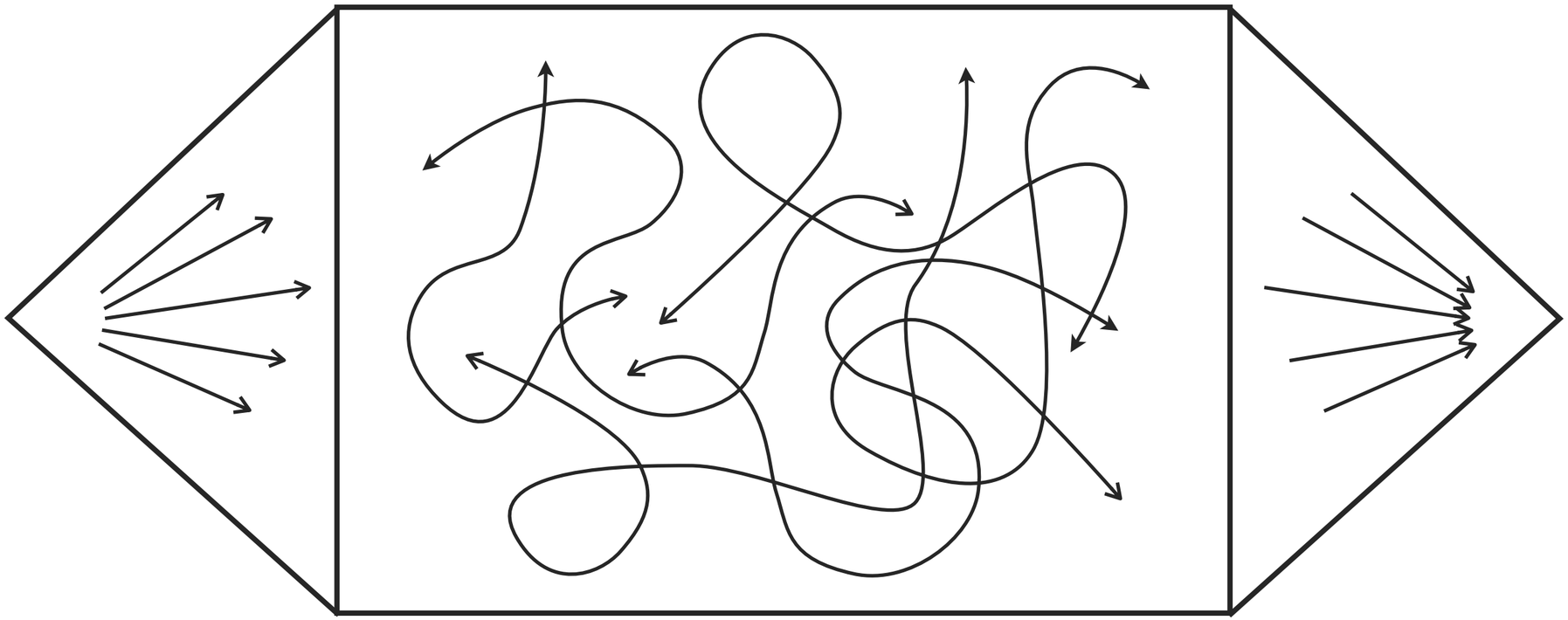
3-12-3 (p. 78)
good for generating & developing lots of ideas in only 1 hour

Post-ups (p.19, 69)
to generate a lot of ideas; one idea per post-it

Party Invitations
improve the onboarding process of a product or service (gogamestorm.com/?p=297)

See more: amzn.to/GamestormingBook

What’s next

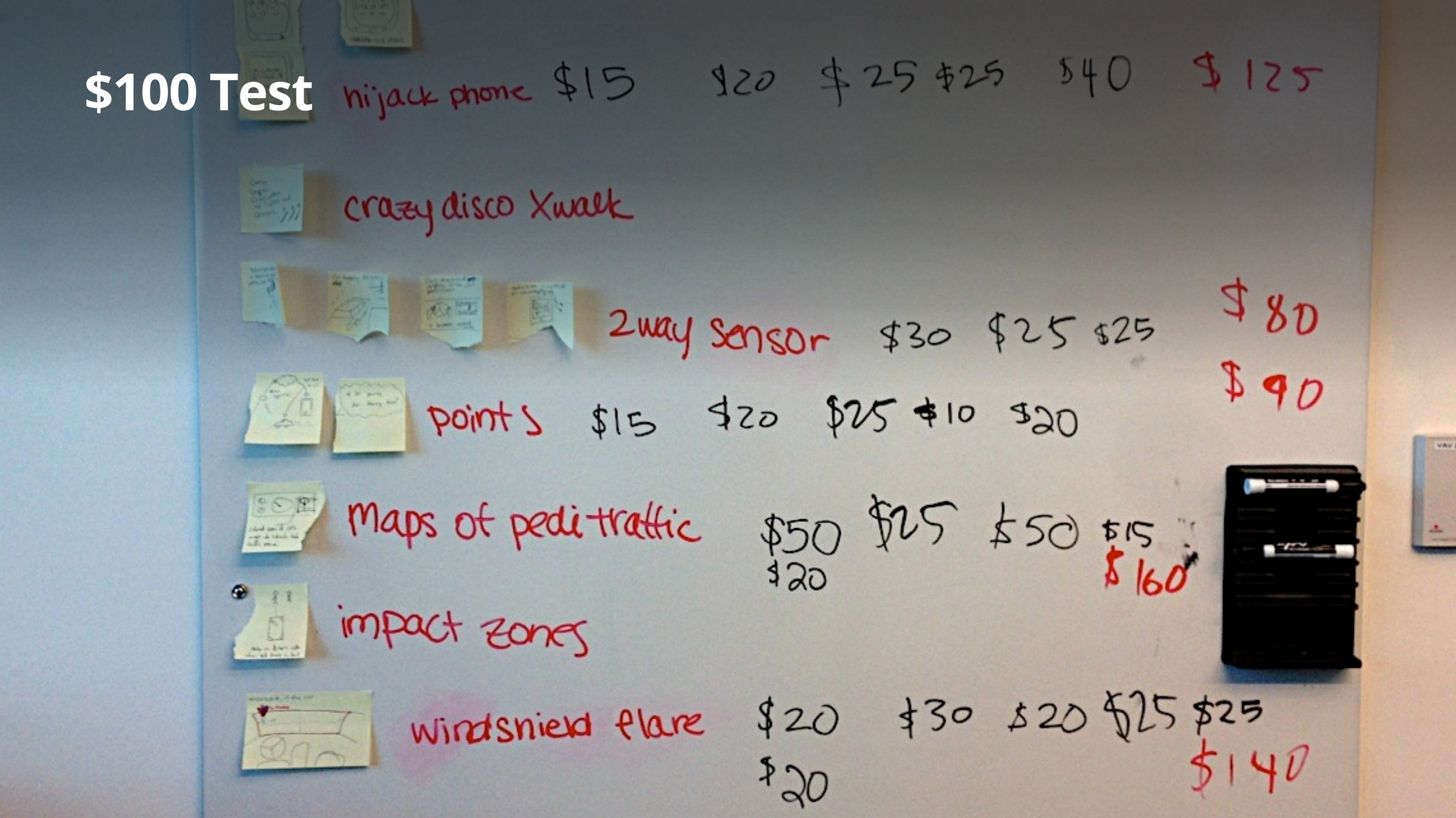


Big Picture Thinking
Brainwriting

Iterating & Developing Ideas
6-8-5

Refining
$100 test

$100 Test


hijack phone $15 $20 $25 $25 $40 $125
crazy disco Xwalk
2way sensor $30 $25 $25 $80
points $15 $20 $25 $10 $20 $90
maps of pedi-traffic $50 $25 $50 $15
$20 $160
impact zones
windshield flare $20 $30 $20 $25 $25
$20 $140

More games for decision making

$100 Test (p.232)

uses the concept of cash to help prioritize a list

Challenge Cards (p. 158)

used to identify and think through potential challenges and pitfalls of a product

Plus/Delta (p. 246)

generate constructive feedback by focusing on what what positive or repeatable about an activity, and what you would change about the activity

Impact & Effort Matrix (p. 241)

possible actions are mapped out on a 2x2 grid based on: effort required to implement & potential impact of an idea

Thank you!

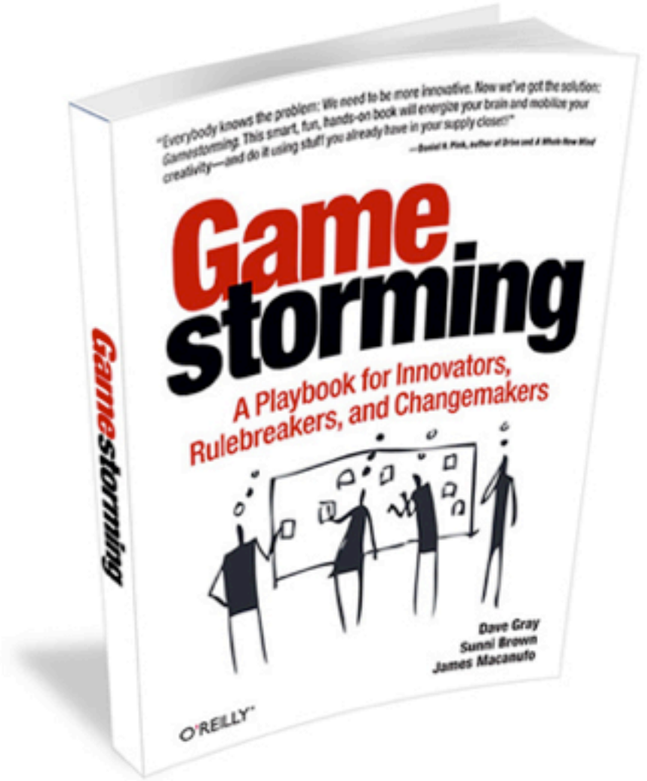
Follow us on Google+

goo.gl/efRUS

Google I/O 13

May 17, 2013

We’d love your feedback!



or goo.gl/lkhKj

j.mp/gamestorming-cheatsheet