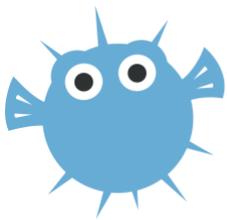


Jakob Wolman - XP2013



**JAYWAY**

*ØREDEV* ★

**EXPECTATIONS**

**SCHEDULE**

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"Everybody knows the problem: we need to be more innovative. Now we've got the solution: *Gamestorming*. This smart, fun, hands-on book will energize your brain and mobilize your creativity—and do it using stuff you already have in your office supply closet!"

—Daniel H. Pink, author of *Drive* and *A Whole New Mind*

# Game storming

A Playbook for Innovators,  
Rulebreakers, and Changemakers



Dave Gray  
Sunni Brown  
James Macanuso

O'REILLY®

Copyrighted Material

DUCTION

WHY

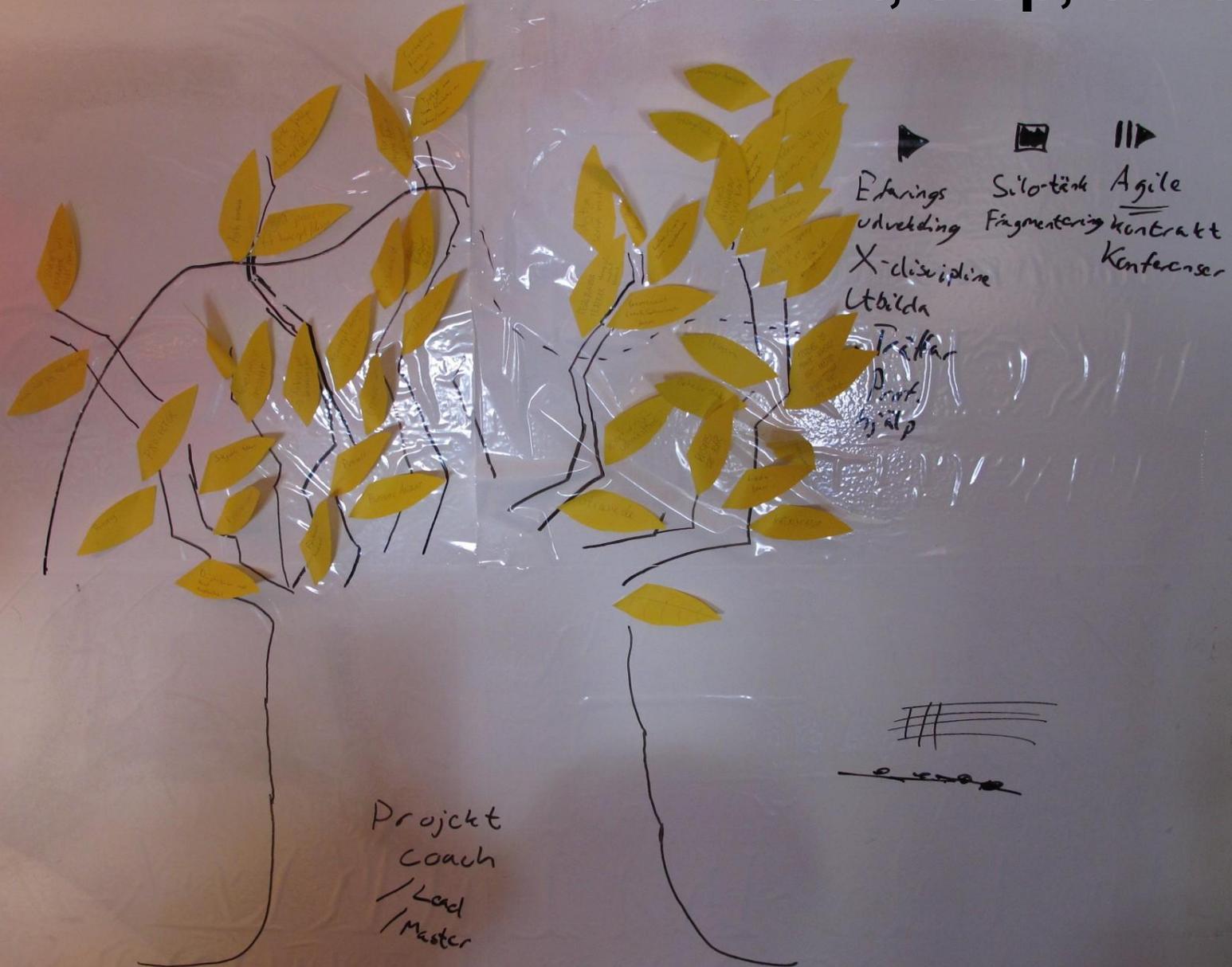
GAMES?

HOW I USE

GAMES

# Prune the future

# Start, stop, continue

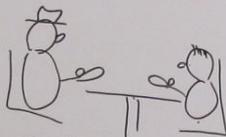




# Staple yourself to something

HASTIGHET →

## PROCESS



2 VECKOR  
RESULTAT, FÖRTROENDE  
KONTAKT, FÖRSTÅELSE, FÖRVÄNTNINGAR

DISKUTERA SAKNAS  
KVALITET



SAKNAS  
VEM GÖR DET?  
RAMVERK

KONCEPT

PROJEKT

SÄLJ  
FACILITATOR  
UX  
PM  
TECH LEAD  
SERRETERARE



WIREFRAME

2-3 V. KONCEPT

TEAM  
SÄLJ  
PM/UX  
TECH, UX

SUCCESS  
SHOWCASE  
PENGAR  
RELEASE

TID, AVSLUT  
TYDLIG SIGNOFF LÄMNA  
ÅTERKOPPLING, UPPFÖLJNING

SÄLJ  
UX/KONSULT  
FLERA MÖTEN  
MÅNAD  
FÖRTROENDE  
PERSONER  
COMMITMENT

ÖVERLÄMNING

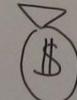
3-4 MÅNADER

SÄLJ AV  
SUPPORT  
LEVERABLA

TEAM  
PM/UX  
TECH  
STRUPGRUPP  
PROGRESS, ETONOMI, KUNDNÖJDHET,  
KUNDENGÅGENHET, TEAM JOB  
LÄRANDE, KVALITET, FÖRVÄNTNINGAR  
FOKUS

TILL SLUT

PRODUKT LÄGGS NER  
NYUTVECKLING  
KUNDEN TAR ÖVER

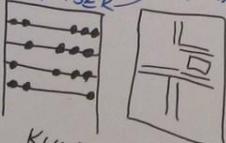


NYA AFFÄRER  
NYA KUNDER

VEM GÖR IMPL. OCH  
ESTIMERING

7 VECKOR  
AGILA  
KONTRAKT

ÅTERANVÄNDA  
KOMPONENTER  
FASER



KUND  
SÄLJ  
PM  
TECH, UX

PLAN



OFFERT  
HASTIGHET, BUDGET

ÖVERLÄMNING



SUPPORTANSVARIG  
TECH

SÄLJ

BRA KONTRAKT, NÖJD KUND, KVALITET  
TYDLIGHET, PROFFSIGHET, UPPFÖLJNING  
PROAKTIVA, KRAV PÅ BRA KOD, TEST

KRAV SPEC

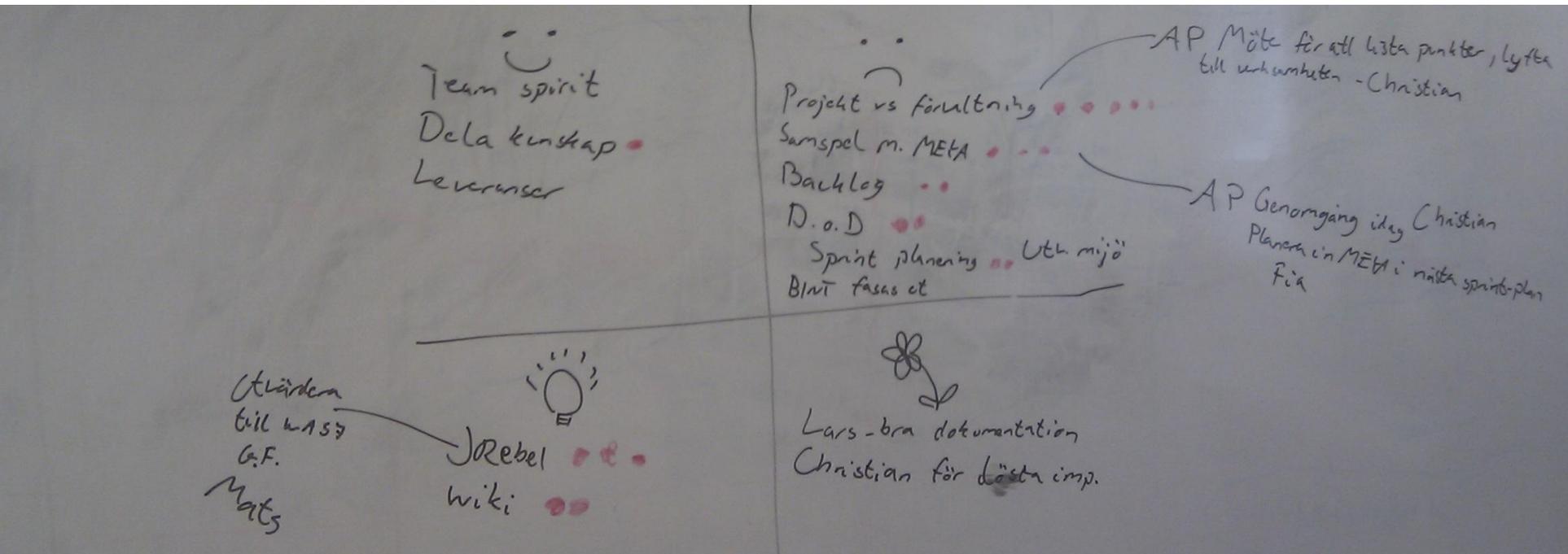
WIREFRAME  
Graphic

Projectplan



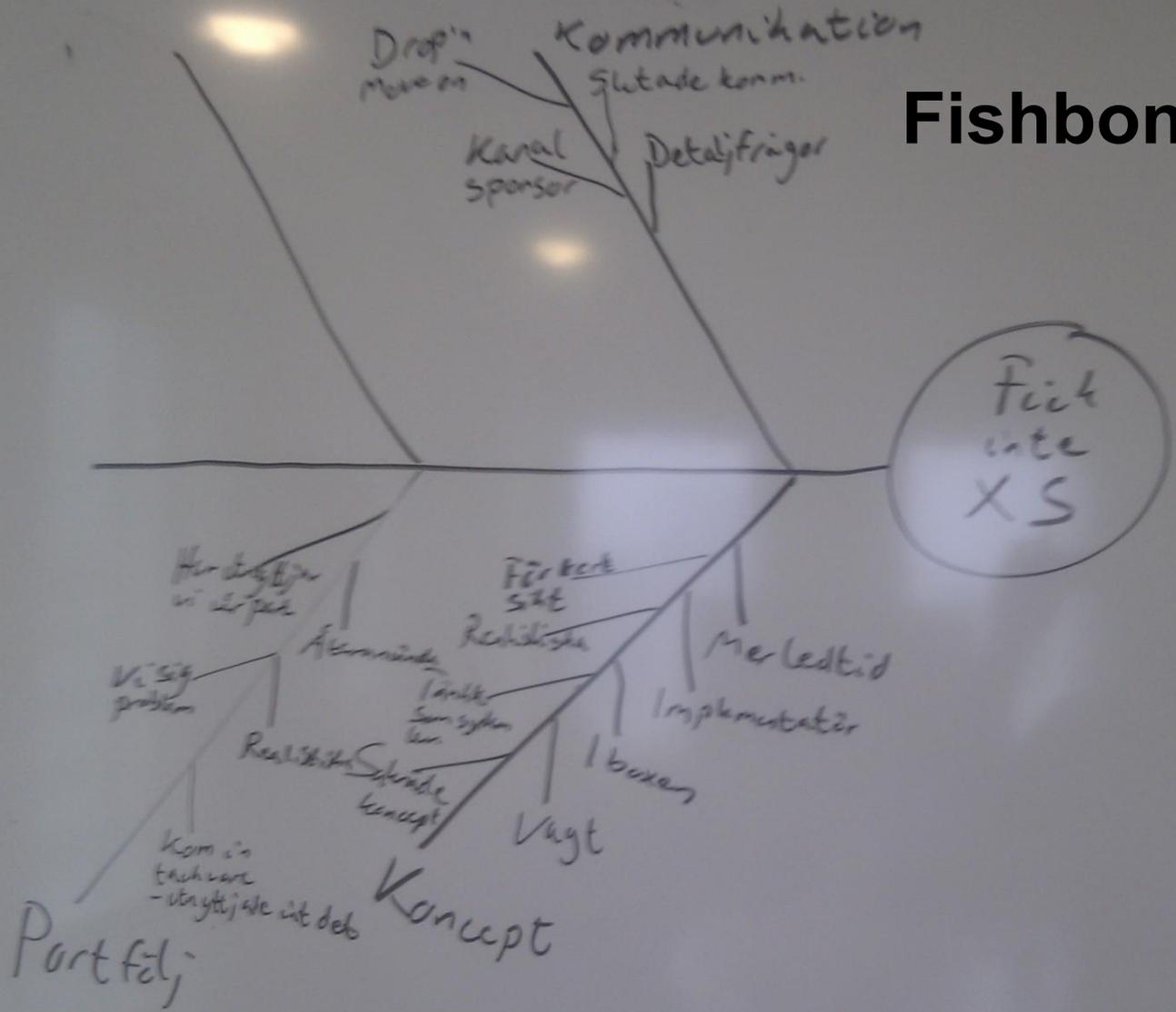
NYA

# Learning matrix



## Dot voting

# Fishbone

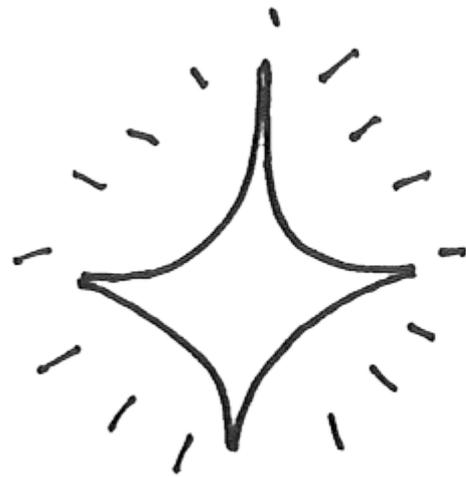


GET STARTED

**Plan** - Prepare - **Execute** - Follow up

PLAN

# 7P's

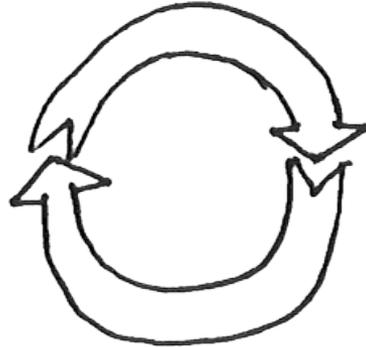


Purpose

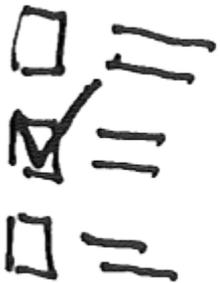
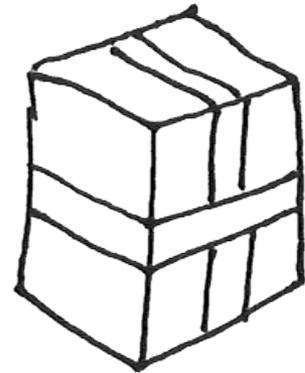
People



Process



Product



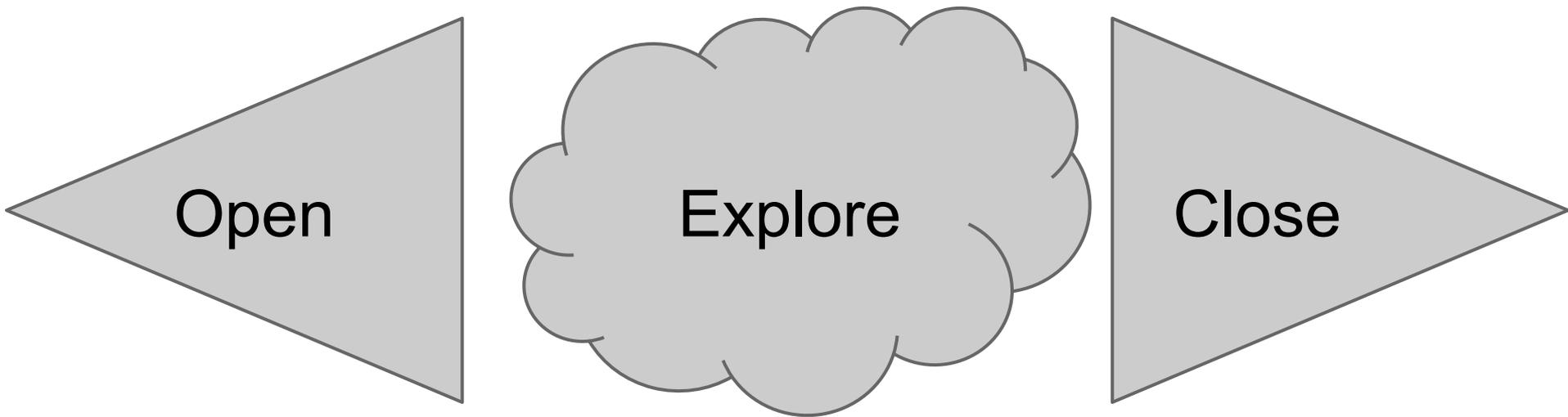
Preparation



Practical



Pitfalls



Open

Explore

Close

PREPARE

EXECUTE

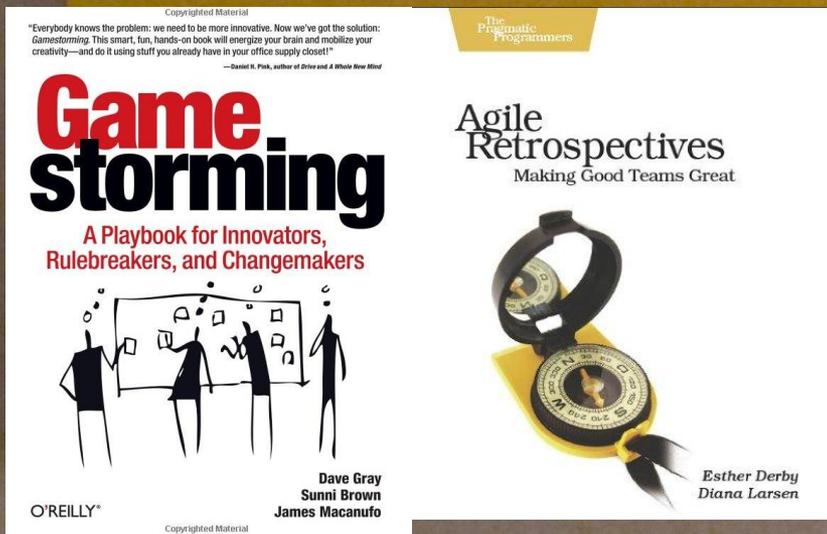
**FOLLOW UP**

MATERIAL



PRACTICE

# RESOURCES



[gogamestorm.com](http://gogamestorm.com)  
[innovationgames.com](http://innovationgames.com)

Thank you

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@jakobwolman

