



Experiment 12

Scope Your Project

Budgets and priorities often shift. When taking on customer experience projects, be mindful of lean and thoughtful project management. This tool will help you embrace your resourceful side.

STEPS

- | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <p>1</p> <p>Choose one of the three following project timelines that grabs your attention:</p> <ul style="list-style-type: none"> • Light effort: 1-3 weeks • Medium effort: 4-8 weeks • High effort: 2-3 months | <p>2</p> <p>Think of a potential idea, customer challenge, customer opportunity, or existing project you'd like to address with your team. Plan a set of activities for each phase (use the Project Planner on page 36 as a reference).</p> | <p>3</p> <p>Include roles for each activity, timeline and budget for research, and tools or methods to be used.</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|

TIME	ROLES	MATERIALS
60-90 minutes	1 facilitator Team	None

USE IT WHEN

- As soon as you present your opportunity brief and want to get your team into the mindset of projects with quick turaround and rapid testing, so they know how to manage and plan for resources

USE IT TO

- Practice how to scope a project – or simply a research plan that involves qualitative research

“We called it radical collaboration. That idea that working side by side in a compressed time frame in low-fidelity artifacts. That inevitable changes the discussion.” Doug Powell, IBM
