

BODYSTORMING WORKSHOP

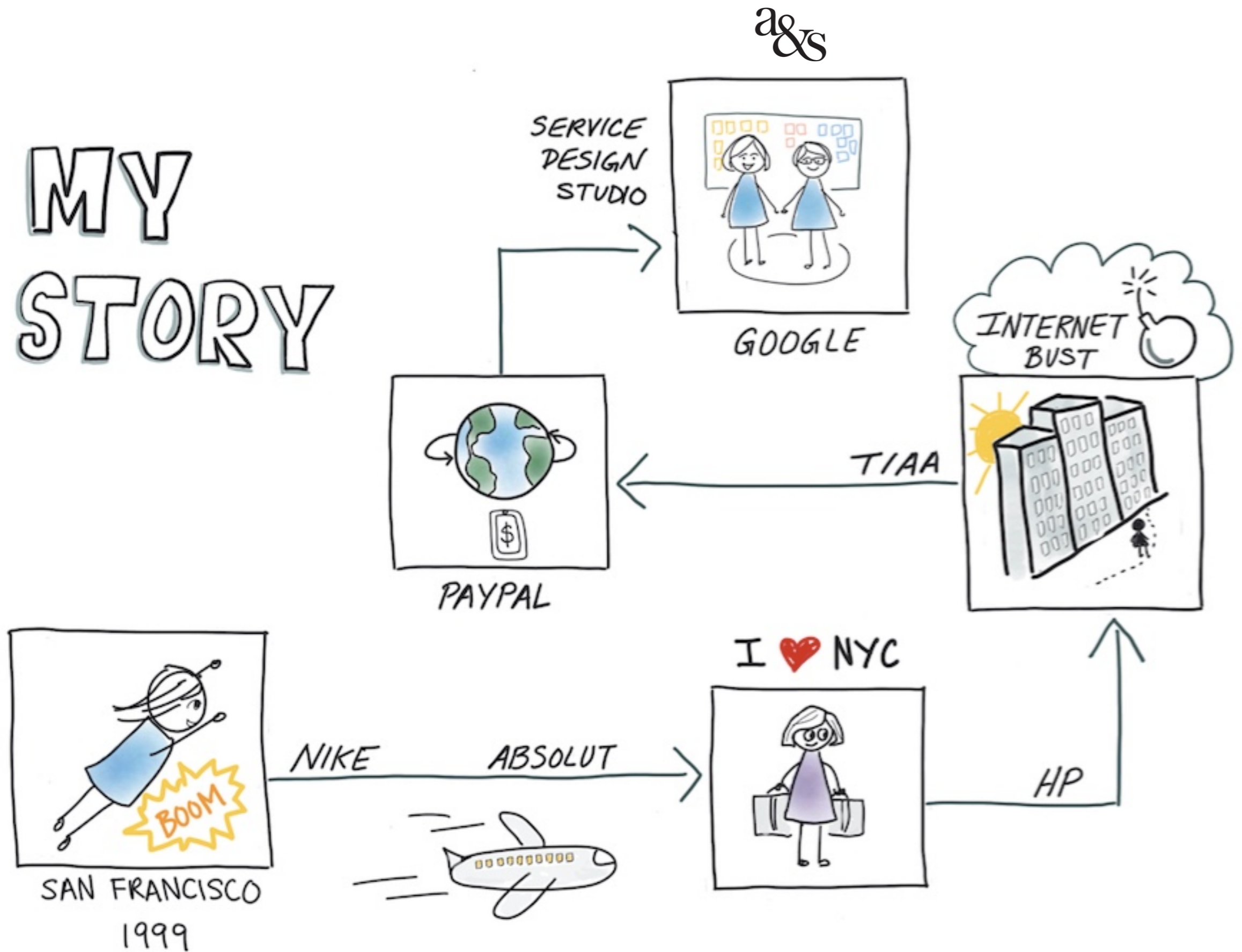


Physical Prototyping to Explore Ideas

WHO'S IN THE CROWD?



MY STORY



WHAT TO EXPECT

1



Learn

2



Practice

3

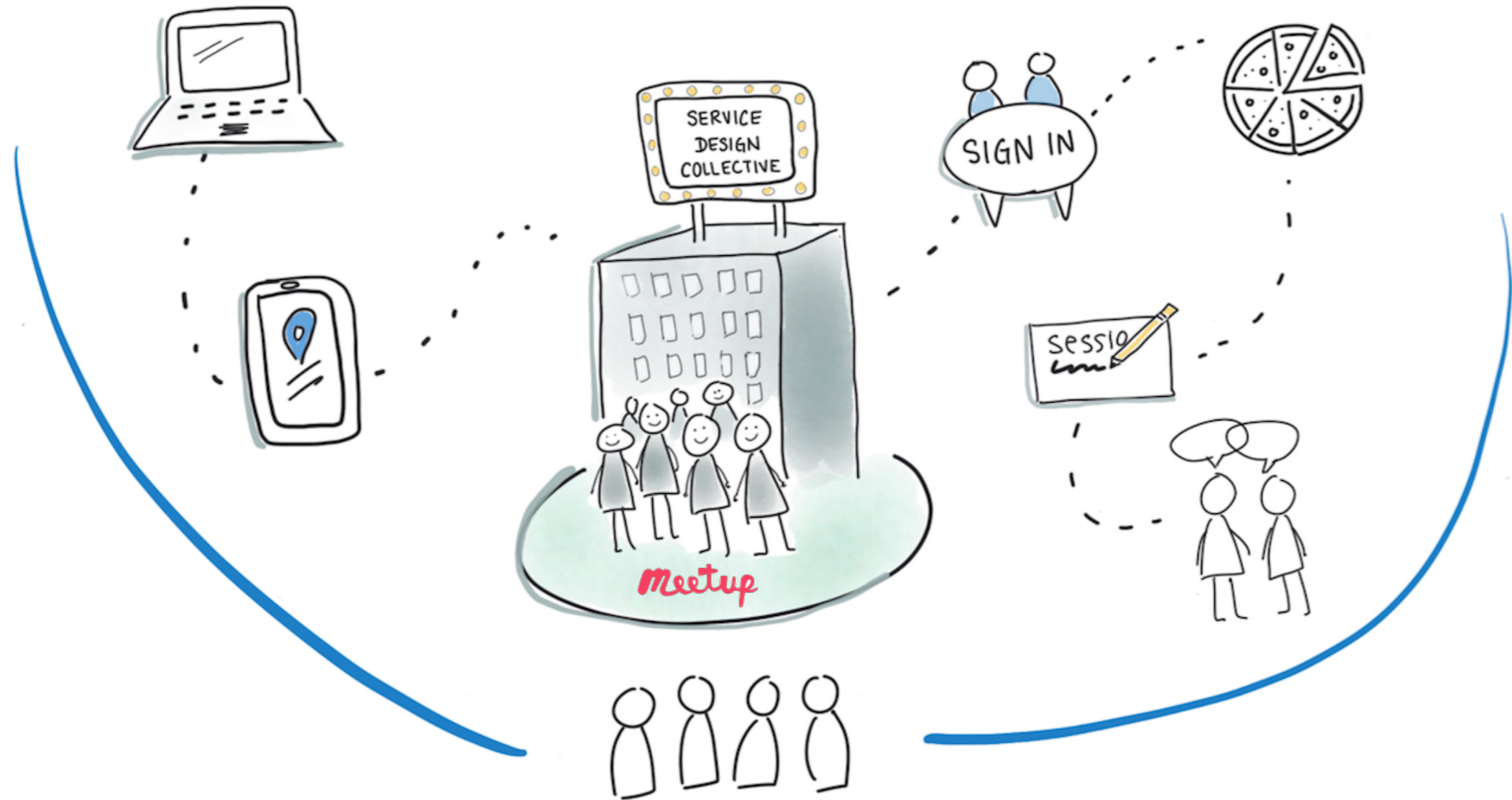


Reflect



LEARN

WHAT IS SERVICE DESIGN?



Designing experiences for peeps and orgs across physical and digital touchpoints

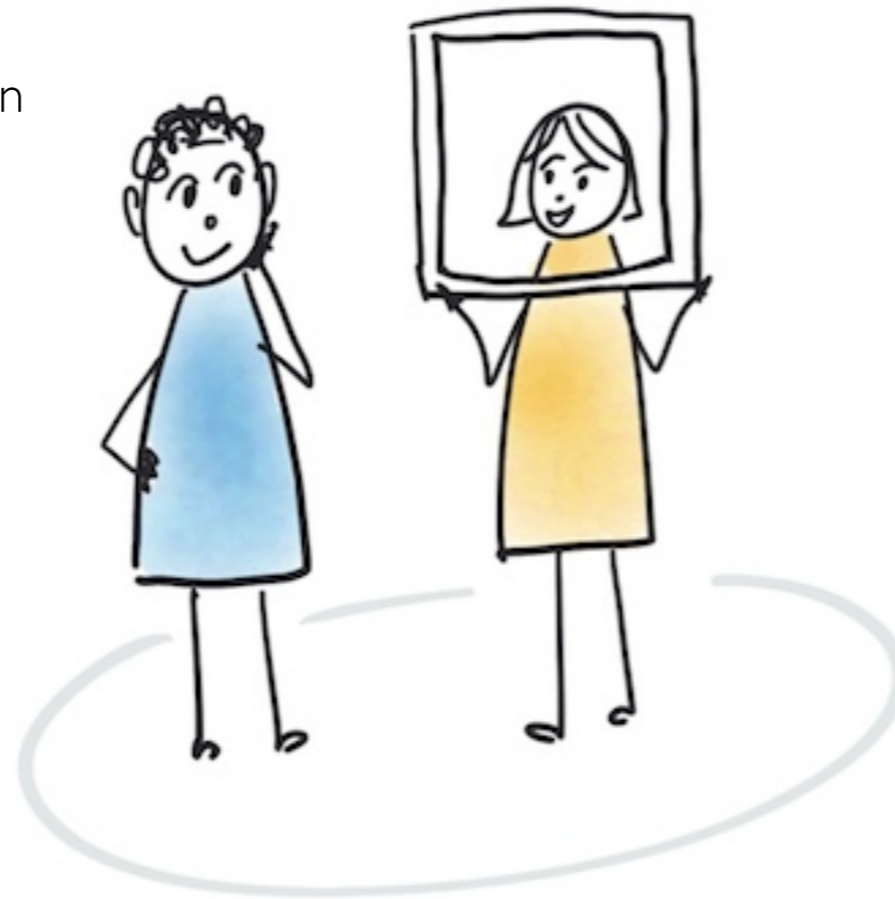
WHAT IS BODYSTORMING?

tap into the nuances of being human

collaborate & bond

build empathy, be open

break down barriers



generate ideas by acting out an experience

BODYSTORMING

at

McDONALD'S

Problem

Kitchen staff delivers
hamburger in **30 minutes**

Solution

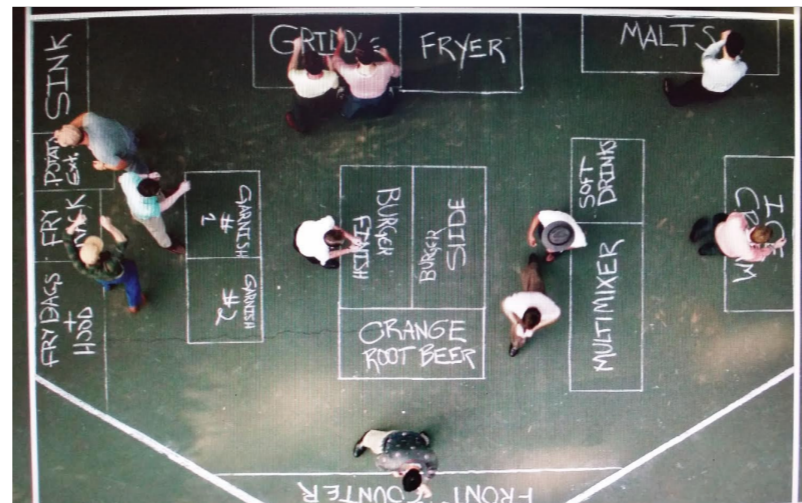
McDonald's founders
bodystormed various kitchen
design layouts

Outcome

Kitchen staff delivers
hamburger in **30 seconds**



Movie Screenshot: *The Founder*, 2016



Movie Screenshot: *The Founder*, 2016



Photo: Courtesy of Michael Corenblieth

BODYSTORMING BASICS

go with the flow

be physical

be playful

be about “yes”

be about the here and now





PRACTICE

TIME TO TRY IT OUT

warm up game

demo bodystorm

team breakout

open challenge envelope:

practice

team bodystorm



PRACTICE



10

MINUTES

TEAM BODYSTORMING





REFLECT

THANK YOU

Interested in learning more problem busting tools?
Contact Amy & Sophie Strategic



www.amysophie.io