

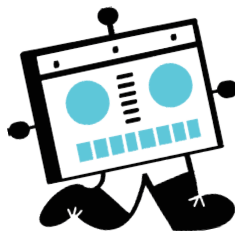
Unlimited

A Design Thinking Game for Leaders



The Challenge

You have recently joined a new, highly reputed design agency called **Unlimited**. The company is known for its groundbreaking solutions to many common challenges of the 21st century. Your designs are reputed to stretch the imagination while bring about practical and human-centric ideas to life.



Your cross-disciplinary team will receive a challenge from a mystery client, and you have to put your minds to create the next Unlimited solution. The mystery client expects you to deliver a real prototype in 30 min!



Before the Game: Preparations

- Choose a game master to run the game.
- Find a suitable space and invite participants to play.
- Source some kitchen foil for prototyping material (or you can use paper, pens, cardboard, play dough, lego...)
- Download and print one of the Persona Sheet for each team: www.worldofinsights.co/unlimited

Playing Time

60–90 min

Players

Unlimited is a team game. We recommend teams of two to six players. Two teams (a max of 10 players) can play with one deck.. You can play with a larger group by purchasing additional decks. For example, you need three decks for a group of 30 players.



After the Game: Debrief

When the game is over, it's good to reflect on the learning experience:

- What insights did you gain?
- What did you learn about design thinking?
- Where could you apply a design thinking approach in your own work?

Ask players to write down individually one key insight to take-away into action.

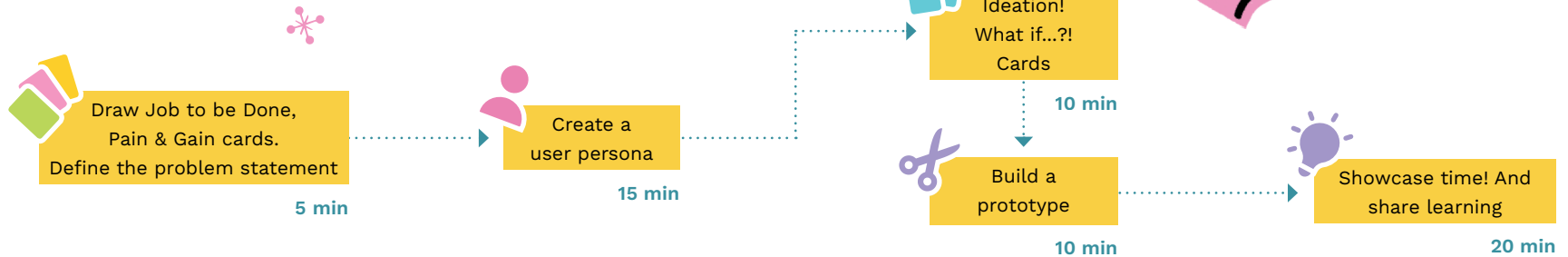
Thank You

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Game Flow

1. **Form teams of two to five players.**
2. **The Challenge begins!** Read the Unlimited challenge brief to the whole group or let one of the players read it ('The Challenge' on the other side of this rule sheet).



3. Draw a JOB TO BE DONE card.

This card describes what job the user wants to get done.

4. Draw a PAIN card.

This card describes what pain needs to be addressed.

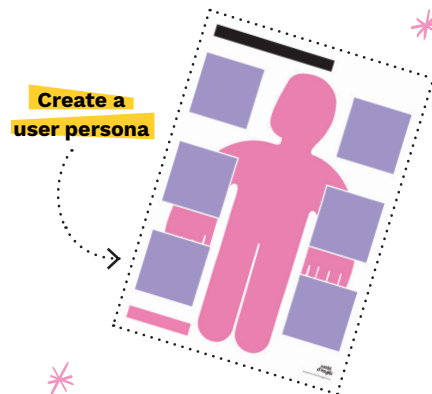
5. Draw a GAIN card.

This card describes an ideal outcome.

6. Define a problem statement:

We need to create a
(job to be done)
for a user who is troubled by
(pain)
and wants to gain
(gain).

- ### 7. Create a user persona.
- Fill in the Persona Sheet, and create a user profile. Use post-its and doodle on the sheet as much as you like to bring the persona to life.



- ### 8. Ideation!
- You have 10 minutes to come up with the Unlimited solution using the What If cards as triggers.

- Each player draws two What If cards.
- In turn, choose one of your cards and ask your team questions, such as: "What if it was extremely simple?"
- Create a few quick-fire ideas inspired by the questions.

- ### 9. Build a Prototype.
- You have 10 minutes to build a concrete prototype of your solution, using the material at your disposal.

- ### 10. Showcase time!
- Each team presents their prototype.

- Each team selects one of their players to represent the mystery client.
- Each mystery client goes to another team.
- Teams present their persona, problem statement and solution to their mystery client.
- The mystery client answers two questions: "Does the solution answer the need?" "Is it imaginative and 'unlimited'?"

Game over! Applause for the amazing Unlimited Solutions!