HHS IDEA LAB

The HHS Ignite Accelerator

Round 5 (AKA Spring 2016)

Boot Camp Agenda

Boot Camp ALPHA = April 5-7 (for half of the teams)
Boot Camp BRAVO = April 12-14 (for the other half)

Hubert H Humphrey Building
Room 800

DAY 1 | TUESDAY

Time	Topic	Key Concepts
9:00 - 9:30	Welcome!	● High level Overview of Ignite Program & Expectations of Boot Camp (Read Holman, HHS) ● Intro the teaching team (Dean Chang, UMD)
9:30 -10:10	Project Presentations (60 seconds per team)	● Teams pair up, introduce themselves and present plain language explainer to the partner team. ● Partner team then presents other team's project to the group
10:10-11:30	Design Thinking	● Gift Giving Exercise and debrief
11:30-1:00	Lunch	● Lunch will be provided for this day
1:00-2:00	Lecture: Customer Service (CS) Value Proposition (VP) Plain Language Explainer (PLE)	● Customer Segments (ex: types of hospitals, etc) ● Customer Types (ex: End-user, Decision Maker, etc) ● Stakeholder mapping, Storyboarding, etc
2:00-3:30	Working Session:	*Suggested time frames:* ○ 2:00-2:20 = Teams work at their tables to refine their CS and customer types ○ 2:20-2:40 = Develop VPs for each CS ○ 2:40-3:00 = Develop ecosystem/ stakeholder map ○ 3:00-3:20 = Develop PLE ○ 3:20-3:30 = Transition to Feedback session
3:30-5:00	Feedback Session: CS/VP/PLE	● Break into 3 groups – 3-4 teams per group (~20-30 minutes per team for discussion/presentation)
5:00-5:30	Regroup and Recap	

DAY 2 | WEDNESDAY

Time	Topic	Proposed Activities
9:00 – 9:15	Welcome to Day 2!	
9:15 - 9:30	Review of Day 1 concepts	● Brief review of Customer Segmentation and Value Proposition + Design Thinking to tie all topics that have been presented together
9:30- 10:30	Interview Workshop/Discussion	● Review of what makes a good interview ● Discussion of team interview experiences (teams share good and bad interviews that they have done ● Role playing to strengthen skills
10:30-12:30	Working session: Work with Coaches. Prep for Interviews.	● Lunch is on your own during this time frame

12:30-2:30	Working Session:
	
	Conduct 3 interviews
		Suggested time frames:
		  ○ 12:30-1:00 Interview 1
		  ○ 1:15- 1:45 Interview 2
		  ○ 2:00-2:30 Interview 3

2:30-3:30	Working Session: Debrief on Interviews. Update CS/VP, comms assets, and strategy	● Teams discuss results of interviews ● Update CS/VP and how you describe your project
3:30-5:00	Feedback Session: PLE, CS, VP,	Break into 3 groups (4 teams per group). 20-30 minutes per team.
5:00-5:30	Regroup and Recap	● Tie up what learned ● 2-3 teams present briefly to everyone and Teaching team point out what they did well

DAY 3 | THURSDAY

Time	Topic	Proposed Activities
9:00 - 9:15	Welcome to Day 3!	
9:15- 10:30	Lecture: Intro to Prototyping, Ideation, and Brainstorming Methods	● Presentation on creating "rough & ready" prototypes: ● Examples of prototyping systems, processes, services ● Include examples from previous Bootcamps of good prototypes and possibly not so good with feedback as to why? ● Introduction to ideation and brainstorming techniques
10:30-11:30	Working Session: Develop Rough and ready prototype based upon what learned from interviews	*Suggested time frames:* 　○ 10:30-11:10 = Teams build prototypes 　○ 11:10-11:30 = 1-2 teams present their prototypes
11:30- 3:00	Working Session Lunch on your own during this time	*Suggested time frames:* 　○ 11:30-1:30 = Project Scoping – where get in 3 months 　○ 1:30-2:30 – Work on presentation 　○ 2:30-3:00 Upload Presentations!
3:00 – 5:00 pm	Presentations to Entire Cohort	● Teams Report out via the prepared slide template and share their prototype(s)
5:00 – 5:30 pm	Recap and What's Next	● Discussion of next 3 months and how you will use what learned here to meet your project milestones