



HYPER ISLAND

Learning Journey 2023

UNCOVER
October 2nd 2023

HYPER ISLAND

**WELCOME
BACK
TO
THE ISLAND**



Stockholm — Karlskrona — New York — Manchester — London — Singapore — São Paulo

REMEMBER



Check your name is correct



Use Gallery Mode in Zoom



mute when not speaking



Share your thoughts in the Chat but feel free to open the mic!



Camera on... let us see that smile!

Your facilitators

Hi again from the team that will facilitate and conduct these sessions where you will be the main actors



Beni



Vero



Tim

CHECK-IN

**What
excites
about the
future?**



Our learning journey schedule

DAY	DATE	TIME (BR, ARG)	DURATION		Phase
Tuesday	5th	11-13	2	<input checked="" type="checkbox"/>	Kickoff
Tuesday	19th	11-13	3	<input checked="" type="checkbox"/>	Uncover
Friday	29th	11-13	2	<input checked="" type="checkbox"/>	Uncover
Monday	2nd	11-13	2	<input type="checkbox"/>	Uncover
Monday	9th	11-13:30	2.5	<input type="checkbox"/>	Unlock
Friday	20th	11-13:30	2.5	<input type="checkbox"/>	Unlock
Friday	27th	11-13	2	<input type="checkbox"/>	Unlock
Friday	3rd Nov.	11-13:30	2.5	<input type="checkbox"/>	Unleash
Friday	10th	11-13:30	2.5	<input type="checkbox"/>	Unleash
Friday	17th	11-13	2	<input type="checkbox"/>	Unleash
Friday	24th	11-13	2	<input type="checkbox"/>	Unleash
Friday	1st Dec.	11-13	2	<input type="checkbox"/>	Pitch
Friday	8th	11-14	3	<input type="checkbox"/>	Retrospectiva
Friday	15th	11-13	2	<input type="checkbox"/>	Extra session

The Disney Learning Journey: 3 phases, 1 journey

UNCOVER

LEARNING TO EXPLORE THE PROBLEM SPACE, UNCOVERING OPPORTUNITIES

INNOVATION PRINCIPLES
INNOVATIVE TEAMS
IDENTIFYING OPPORTUNITIES
RESEARCH HACKS

UNLOCK

IDENTIFYING CREATIVE SOLUTIONS

INSIGHT TO IDEAS
THINK OUT OF THE BOX
SOLUTION SPACE
PRETOTYPING

UNLEASH

SCALING & STORYTELLING

AGILE INNOVATION
EXPLORING IMPACT
ETHICS AND CONSEQUENCES
STORIES AND INFLUENCE

KICK-OFF

5 SEPT.

WELCOME &
INTRO TO THE
PROGRAM

MASH UP
INNOVATION

2 hrs.

UNCOVER PHASE

19 SEPT.

IDOARRT

STINKY FISH

INCLUSIVE
INNOVATION
FOR
DISRUPTIVE
IDEAS

HIGH
PERFORMING
TEAMS

3 hrs.

29 SEPT.

PERSONALITY
PROFILING
WITH MBTI

DISCOVER
YOUR AREAS
OF GENIUS
WITH 6
WORKING
GENIUS

2 hrs.

Oct. 2nd

FUTURES
MINDSET / PLAY
IN THE FUTURE

JOBS TO BE
DONE
ACTIVITY

2 hrs.

I.DO.A.R.R.T

Intention	Continue exploring the space for opportunities & Include futures thinking into our innovation mindset
Desired Outcome	Acquire tools to explore futures and the value we add and can add to our users
Agenda	See next page
Rules	Take the time to be present during the whole session / speak up / feedback is a gift / listen actively
Responsibilities	Participate actively, share
Time	2 hours

AGENDA FOR TODAY

Welcome & check-in

Futures Mindset / Play in the Future (40')

Break

JTBD + Activity (60')

Check-out



Futures Thinking

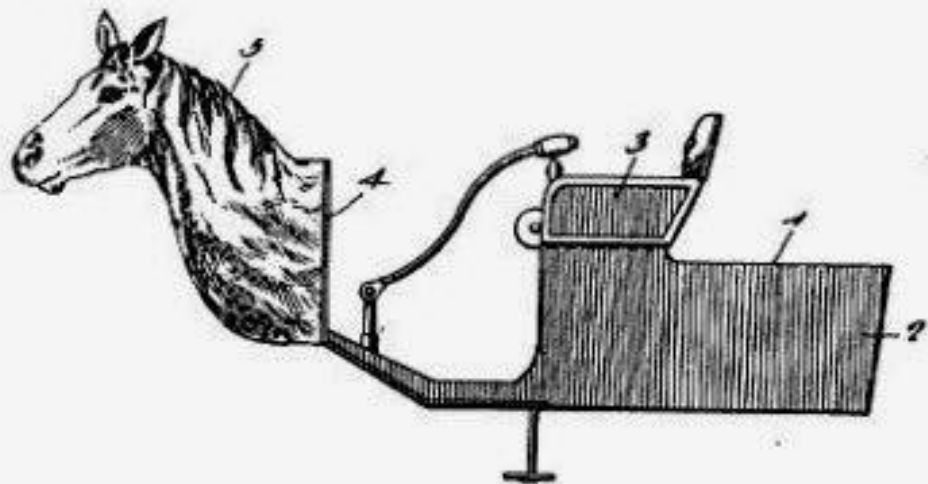
A high-angle, slightly blurred photograph of a person walking away from the camera on a dirt path. The person is wearing a dark jacket and dark pants, and is carrying a red bag. The path is bordered by grass and a paved walkway. In the background, there are trees, a bench, and a lamppost. The overall scene is outdoors and appears to be a park or a public square.

What journeys are our consumers on?

Apple didn't become the world's most beloved brand for making beautiful things; they got there by understanding what the future would be like and creating meaning for the people who would live in that future.

- Bernadette Jiwa





The Internet? Bah!

Hype Alert: Why cyberspace isn't, and will never be, nirvana

BY CLIFFORD STOLL

AFTER TWO DECADES ONLINE, I'M PERPLEXED. It's not that I haven't had a gas of a good time on the Internet. I've met great people and even caught a hacker or two. But today I'm uneasy about this most trendy and oversold community. Visionaries see a future of telecommuting workers, interactive libraries and multimedia classrooms. They speak of electronic town meetings and virtual communities. Commerce and business will shift from offices and malls to networks and modems.

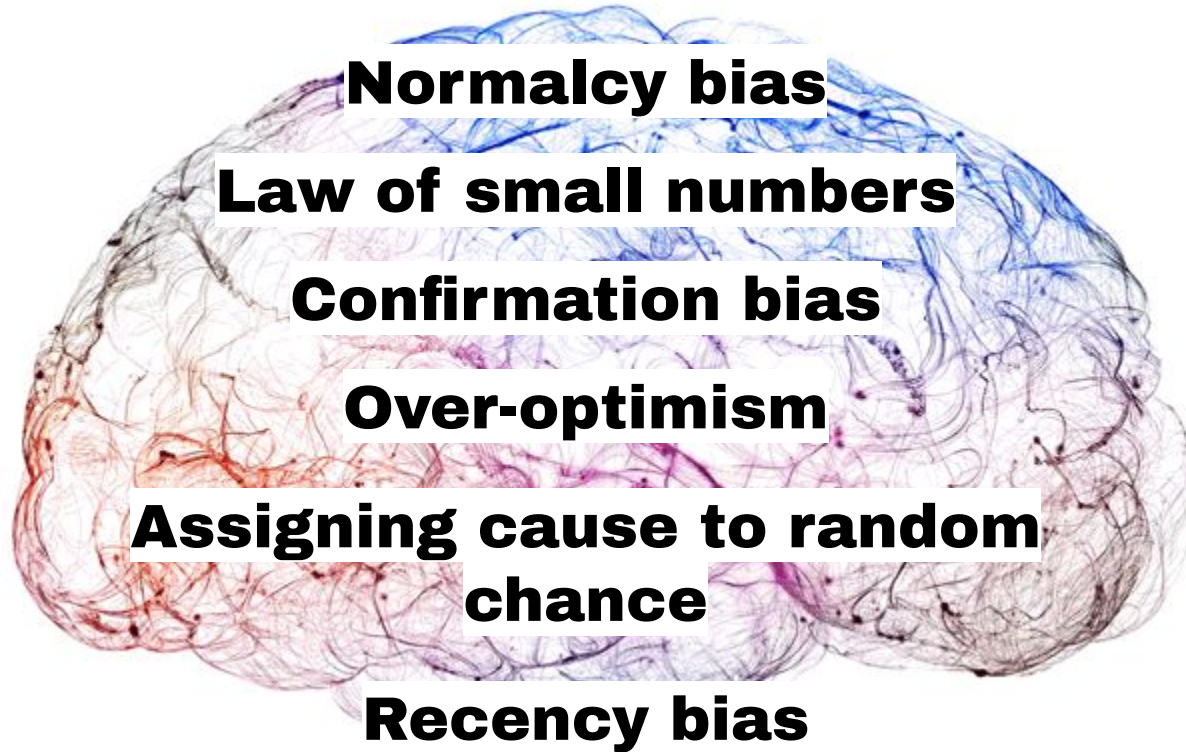
pretense of completeness. Lacking editors, reviewers or critics, the Internet has become a wasteland of unfiltered data. You don't know what to ignore and what's worth reading. Logged onto the World Wide Web, I hunt for the date of the Battle of Trafalgar. Hundreds of files show up, and it takes 15 minutes to unravel them—one's a biography written by an eighth grader, the second is a computer game that doesn't work and the third is an image of a London monument. None answers my question, and my search is periodically interrupted by messages like, "Too many connections, try again later."

Won't the Internet be useful in governing? Internet addicts clamor for government reports. But when



**We are a flawed
prospection
machine**

Biases when thinking
about the future





Play in the Future



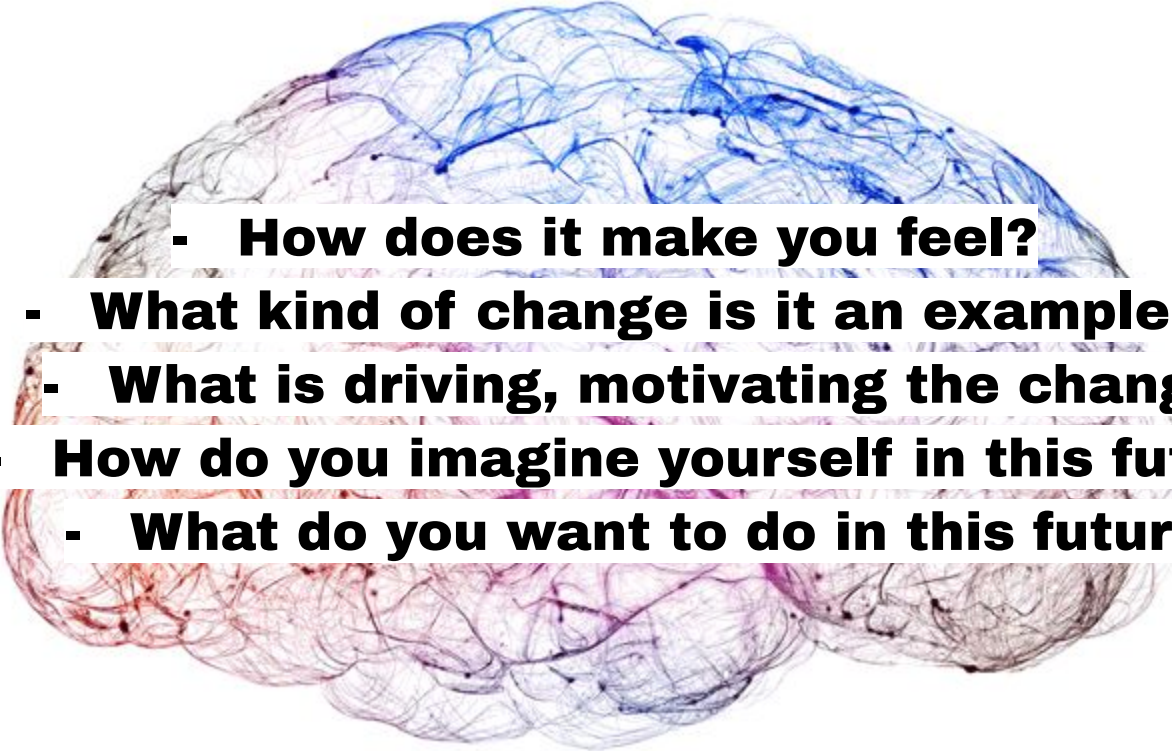
HBO ORIGINAL

YEARS AND YEARS

HYPER ISLAND

In small groups: discuss this future for 5 minutes

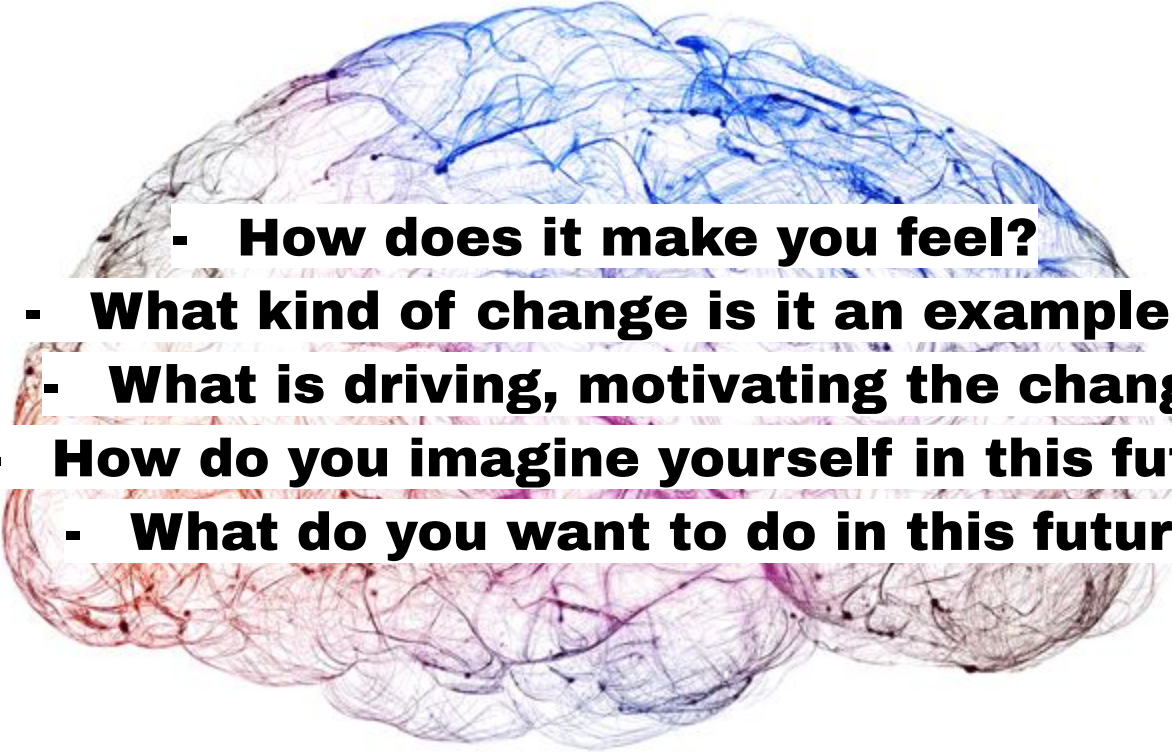
HYPER ISLAND

- 
- **How does it make you feel?**
 - **What kind of change is it an example of?**
 - **What is driving, motivating the change?**
 - **How do you imagine yourself in this future?**
 - **What do you want to do in this future?**



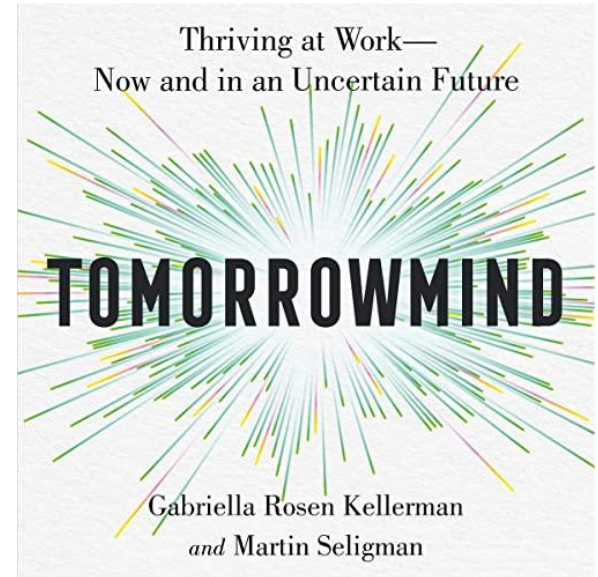
In small groups: discuss this future for 5 minutes

HYPER ISLAND

- 
- **How does it make you feel?**
 - **What kind of change is it an example of?**
 - **What is driving, motivating the change?**
 - **How do you imagine yourself in this future?**
 - **What do you want to do in this future?**

Prospection

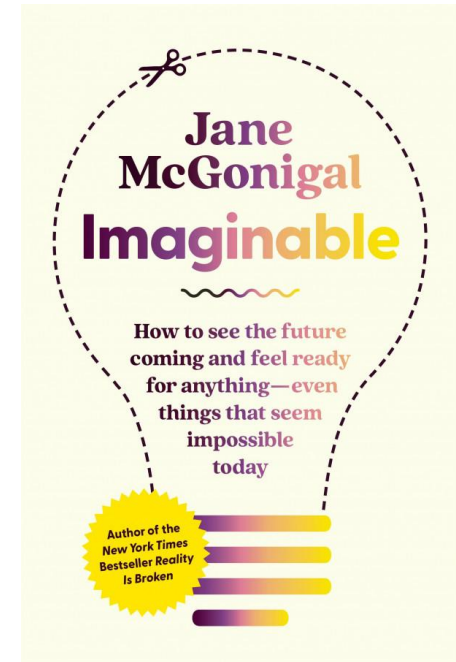
The ability to imagine the future is *the* meta skill of next-generation leaders. In an era of rapid change, we need every advantage we can get to anticipate what's to come. Skillful prospecting for the future confers advantages on our careers and our well-being.



Episodic Future Thinking

A deep immersion into a possible future creates lasting mental habits, especially when it comes to watching the real world for evidence that the simulated possibility is becoming more likely.

The most important work of a future simulation is to prepare our minds and stretch our collective imagination, so we are more flexible, adaptable, agile, and resilient when the "unthinkable" happens.



ETER9

INDIEGOGO CAMPAIGN

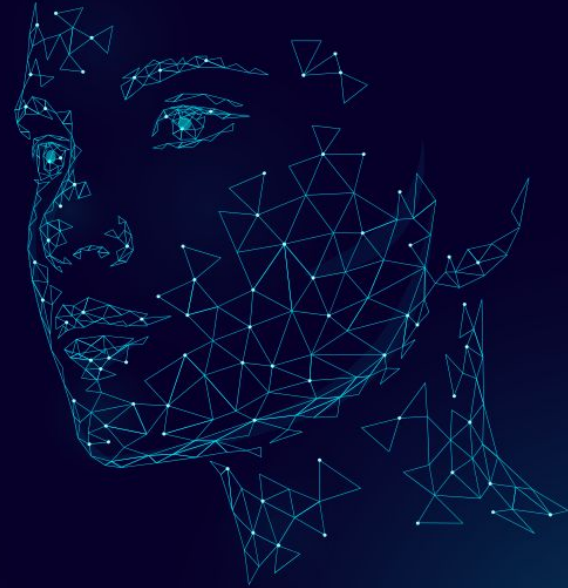
The most daring experience ever made on the Internet.

Let your counterpart work for you. The very
first-ever intelligent virtual self of you.

JOIN THE WAITING LIST

Support us on **Indiegogo**

Currently, we have more than 100,000 registered users that are in the waiting list for the Gamma version. Be part of this astonishing phase too!



©CBS Aol. BBC The Telegraph theguardian THE Sun





**Scan for the signals of change
around you**



Fortnite's Marshmello Concert Is the Future of the Metaverse

The DJ set didn't need a headset, but it created a sense of presence that will prove integral as VR and AR become commonplace.



EDM DJ Marshmello, here signing autographs at a Fortnite event, helped bring the world's most popular game one step closer to a VR/AR future. **NATHANIEL WOOD**

BY THE STANDARDS of outdoor EDM performances, Marshmello's DJ set on Saturday came up a little short. Ten minutes isn't usually enough time for festival-goers to congregate in front of a stage, let alone build up to a good crescendo—but the Pleasant Park crowd had been waiting for the gig for days, and so everyone nobly held up their end of the party transaction.

Attendees danced, many doing the Marsh

TRENDING NOW



The Metaverse

THE WALL STREET JOURNAL

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AHEAD

Ready, Aim, Hire a 'Fortnite' Coach: Parents Enlist Videogame Tutors for Their Children

It's not the violence or the addiction of the hit game that bothers mom and dad—it's the losing

By Sarah E. Needleman

Updated July 31, 2018 12:48 p.m. ET

Ally Hicks fretted over her 10-year-old son playing the hugely popular shoot-em-up videogame "Fortnite."

It wasn't the violence or the amount of time she was worried about. It was the result. He wasn't winning.

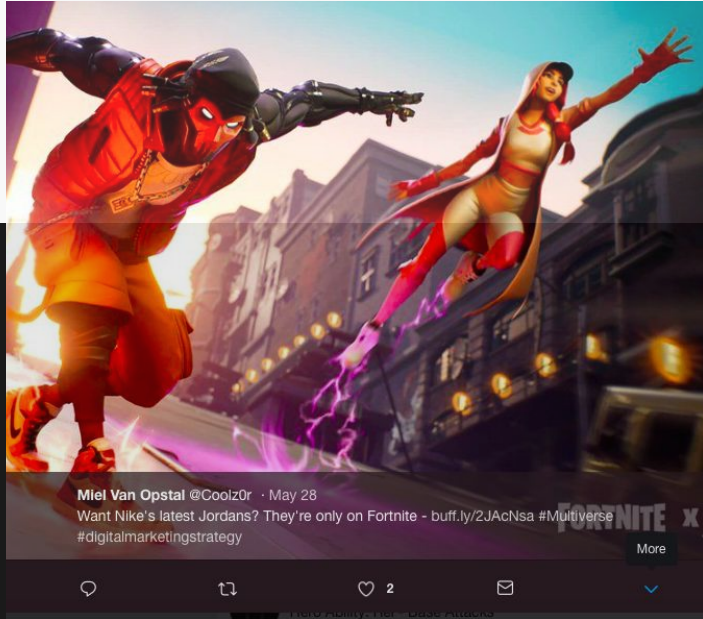
So she hired him a coach. For about \$50, Ms. Hicks purchased four hours of online lessons from a player she found through a freelance...

TO READ THE FULL STORY

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Future of Work



Direct 2 Avatar Marketing

Quad Gods: The world-class gamers who play with their mouths

By Ant Adeane
BBC News

© 29 January 2021




Chris Scott was falling towards the ground above Long Island, New York, when he realised that something was wrong.

An experienced skydiving instructor with around 6,000 jumps behind him, this should have just been another day at work. Strapped to Scott's chest was a tandem jumper named Gary Messina, for whom the jump was an annual birthday tradition.

Inclusive Design

Future of Payments

WORKLIFE Home About us Generation Project



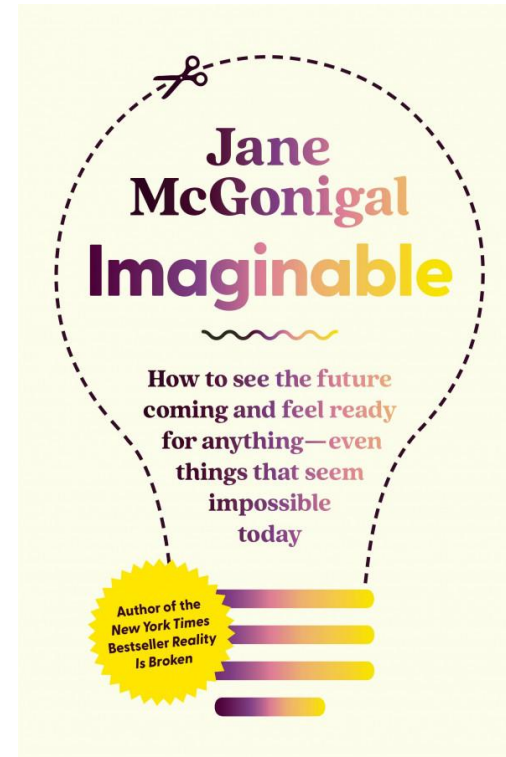
The rise of the Twitch-preneurs and the evolution of tipping

250 BEHAVIORALECONOMICS

By Peter Rubinstein
24th September 2018

The online stars living on some pretty generous tips

“You know you have found a **signal when you can tell a **story** about it - a what, who, how, where, why?”**



1. **WHAT: Manifestations:** Observable references; language, objects, behaviour, products
2. **WHO: Networks:** Adoption through different groups
3. **HOW: Values, Needs and Desires:** people's attitudes, expectations and mindsets
4. **WHERE: Direction of Change:** Shifts from fringe to mainstream, growth and decline
5. **WHY: Forces:** Emergence and time; STEEP

**Activity - choose a trend and tell a story about it....
5 minutes to prepare individually**

You know you have found
a signal when you can tell
a story about it - a who,
what, how, when, why



What is a **trend**?

1. **WHAT: Manifestations:** Observable references; language, objects, behaviour, products
2. **WHO: Networks:** Adoption through different groups
3. **HOW: Values, Needs and Desires:** people's attitudes, expectations and mindsets
4. **WHERE: Direction of Change:** Shifts from fringe to mainstream, growth and decline
5. **WHY: Forces:** Emergence and time; STEEP



A photograph of three women celebrating joyfully. They are all shouting with their mouths wide open and their arms raised in the air. The scene is filled with a shower of colorful confetti in shades of yellow, orange, and blue against a dark blue background. The woman on the left is wearing a purple sweater and tan pants. The woman in the middle is wearing a dark, textured sweater. The woman on the right is wearing a black and white vertically striped sweater. The overall mood is one of excitement and triumph.

Let's Share!

JOBS TO BE DONE

Singapore

**MAKE
THINGS
PEOPLE
WANT**



**MAKE
PEOPLE
WANT
THINGS**



MILKSHAKE DILEMMA

50%

Before 08:00 AM

They were alone

They only bought
Milkshake

They will go back to their
car and drive away.

MILKSHAKE DILEMMA



50%

Before 08:30 AM



What are the "jobs"
that a McDonald's
milkshake was hired
to do?

MILKSHAKE DILEMMA

40%

Before 08:30 AM



MILKSHAKE DILEMMA

What "jobs" causes people to buy a milshake?

I have a long and boring commute to work.

I'm not very hungry, but I don't want to be hungry at 10 am

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MILKSHAKE DILEMMA



MORNING



MILKSHAKE DILEMMA



MORNING

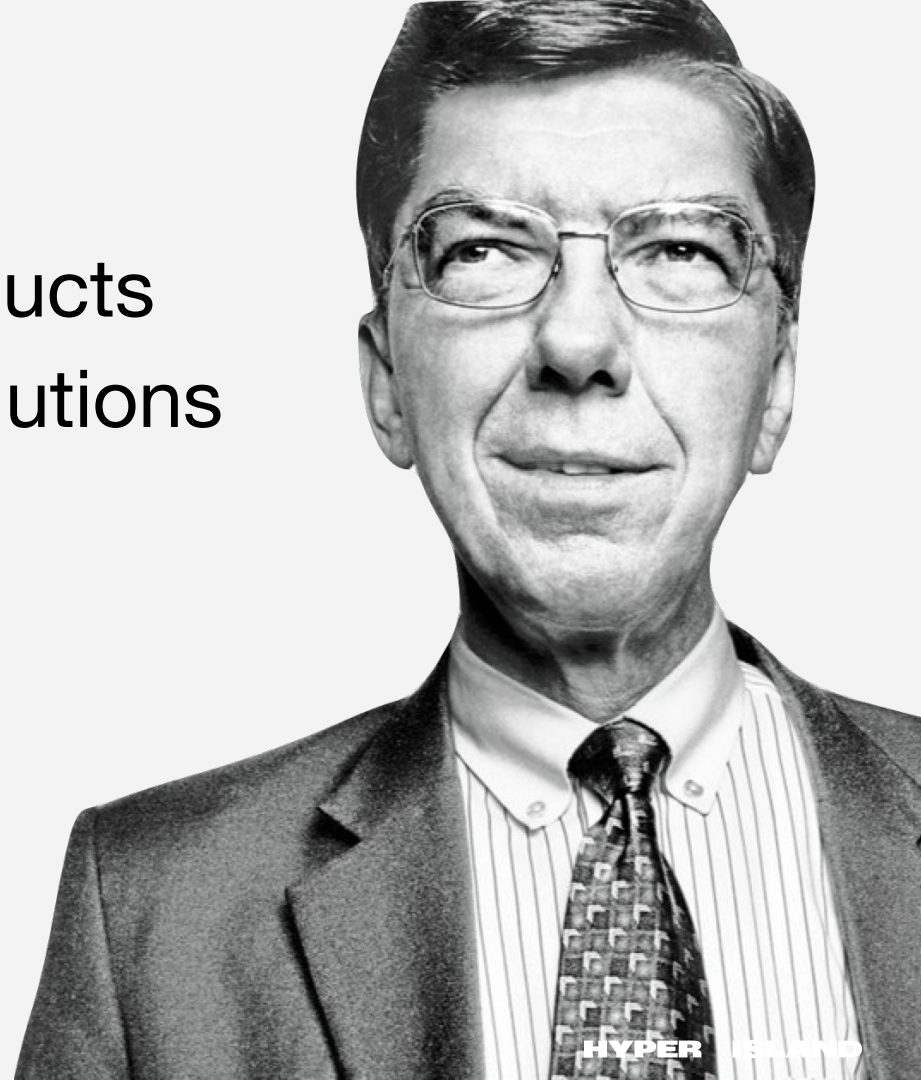
AFTERNOON



Jobs to be done

“People don’t buy products or brands, they **hire** solutions that **get jobs done.**”

Clayton Christensen
Harvard Business School



Jobs to be done

Jobs to be done (JTBD) is a way of *questioning things*.

A way to focus on *customer needs* as the main thing. The “job” that people want to accomplish.

People encounter **situations** that drive the **need** for a job.

They **hire** a **solution** to get that **job** done.

Need

Solution

Solution Space



“I want a faster horse”



Job / Need Space



“I want to travel from point a to b together with my whole family of five, sheltered from the rain and the wind (and I don’t want to run a small farm for the upkeep)”

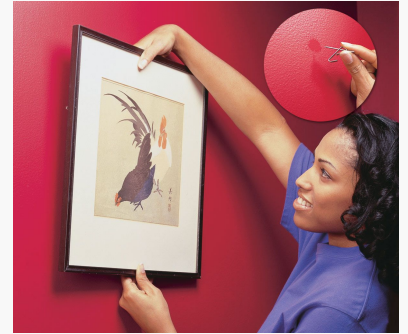
Examples

Which is the
JTBD of a
quarter-inch
drill?



HYPER ISLAND

People don't want to buy a drill, they want to buy a hole in the wall.





Know what this is?



HYPER ISLAND

What job is your product hired to do?



“Cut grass”



“Keep the grass low and beautiful at all times”



The “Job” of a Ferrari

**Not only to go from
point A to point B**

Also the status sensation
and be able to shout “i’m
rich” without saying a
word

**What job does
the walker
wants to
accomplish?**



YOUR DESIGN

YOUR USERS

Types of Jobs to be done

People weigh off available solutions according to performance criteria:

Functional What it does for you. Basic, core tasks people want done.

Emotional How you feel about the choice.

Social How you justify the choice to others.

What job was the iPod hired for?



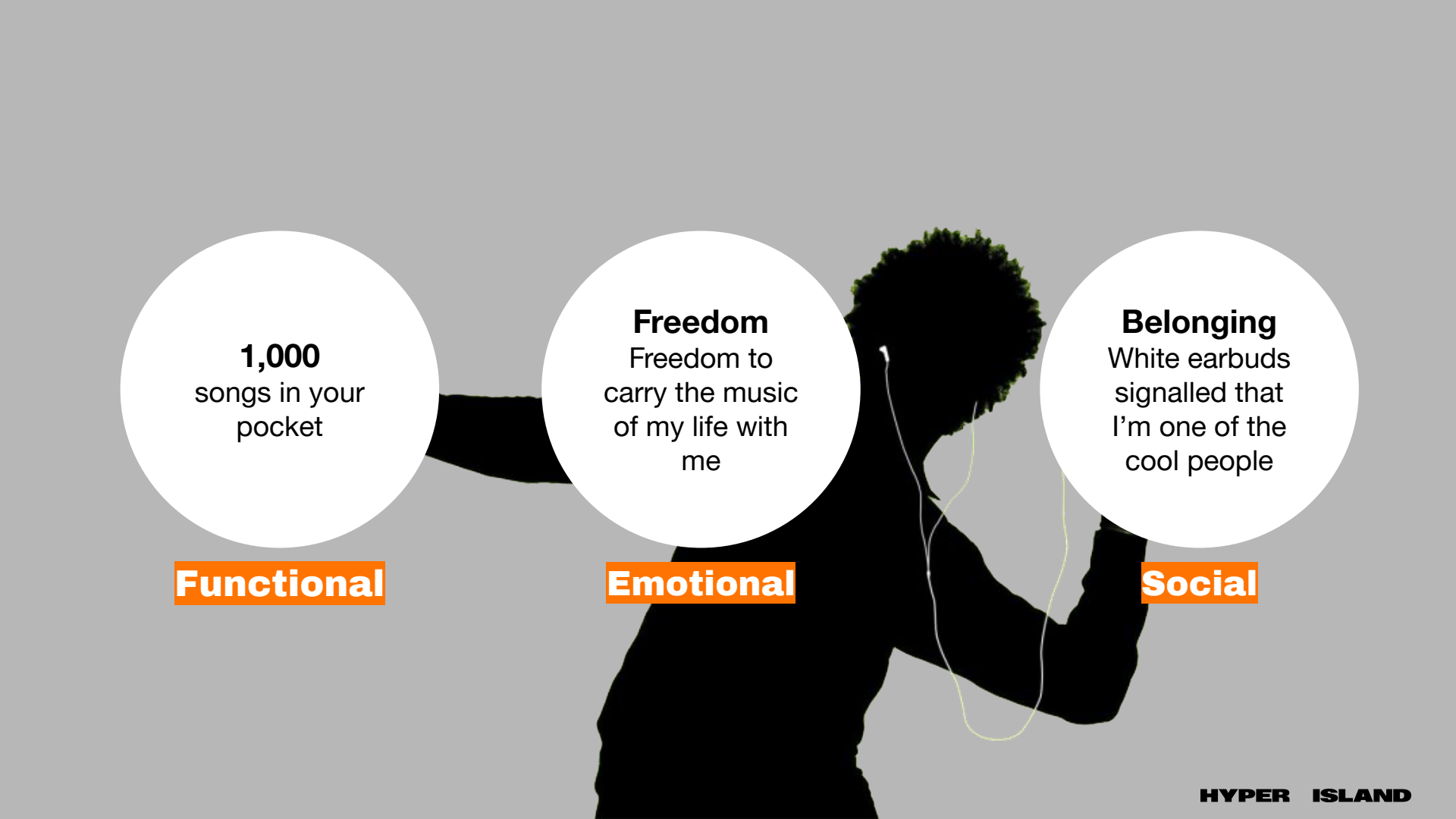
2001



Functional

Emotional

Social

A black silhouette of a person with curly hair, wearing white headphones, is shown from the side. Three white circular callout bubbles are positioned around the person's head, each containing text. Below each bubble is an orange rectangular label. The background is a solid light gray.

1,000
songs in your
pocket

Functional

Freedom
Freedom to
carry the music
of my life with
me

Emotional

Belonging
White earbuds
signalled that
I'm one of the
cool people

Social

**“We compete
with everything
that people do to
relax”**

John Doerr, Netflix

N

home > tech

Technology

Netflix's biggest competitor? Sleep

Uber v self-driving cars, Facebook v video games. Some of the tech industry's biggest rivalries are not what you would expect



Most popular in US



North Korea nuclear threat: should California start panicking?



Donald Trump's North Korea 'armada' gaffe was dangerous but

Richard Wolf **HYPER ISLAND**

Netflix thinks 'Fortnite' is a bigger threat than HBO



Sarah Perez @sarahintampa / 1:17 PM GMT-2 • January 18, 2019

Comment



Jan 17, 2019, 10:01pm EST | 13,368 views

Netflix Reveals That Its Biggest Threat Is... 'Fortnite'



John Archer Senior Contributor 🗨️
Consumer Tech

Follow

Evidence is piling up that Netflix wants to be the Netflix of games

It could offer a games bundle as soon as 2022

By Jay Peters | @jaypeters | May 24, 2021, 8:36pm EDT

f t SHARE



Illustration by Alex Castro / The Verge

Netflix has dipped a toe in gaming on occasion, with perhaps the hugely-successful "choose your own adventure"-style film [Black Mirror: Bandersnatch](#) as the most prominent example. But the streaming giant may be expanding further into gaming with a new bundle for Netflix subscribers, according to several reports over the past few days.

Netflix reportedly plans push into video games market

Streaming company said to have approached game industry executives with project at early stage



▲ Netflix would have to decide whether it would develop games itself for a subscription service. Photograph: Olivier Douliery/AFP/Getty Images



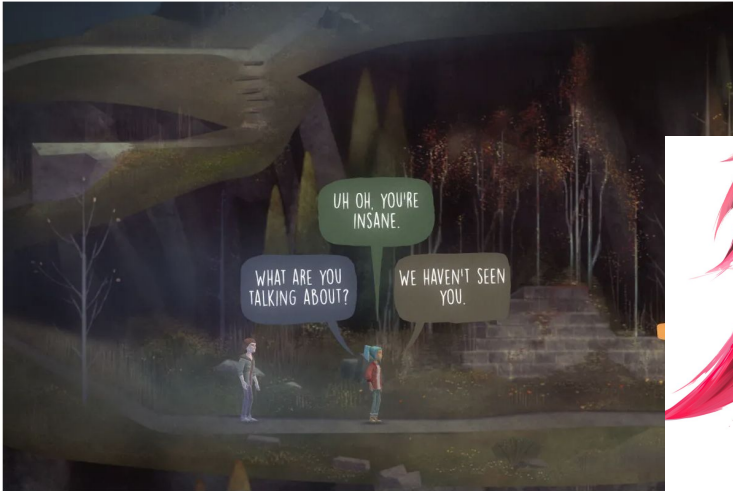
Netflix finally streams video games, too

JAY PETERS AUG 14

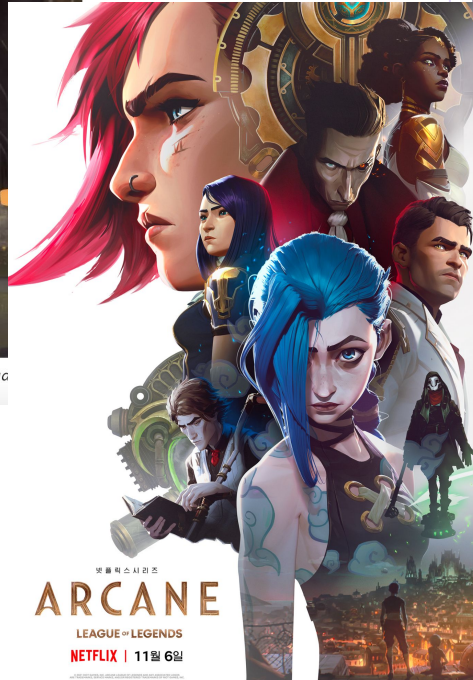


AUG 14
JAY PETERS

Netflix finally streams video games, too



Oxenfree is one of two games available as part of Netflix's initial cloud test. Image: Night School Studio



SEP 12
ANDREW WEBSTER

Football Manager is coming to Netflix. The long-running soccer management game returns on November 6th, available on the usual assortment of consoles and PC. The surprising part is that *Football Manager 2024 Mobile* will be exclusive to Netflix subscribers, after the series appeared on Apple Arcade last year. Unfortunately, you won't be able to transfer your save on Netflix (a new feature for the series) — bad news for my long-running career dominating the K League.



HYPER ISLAND

Let's get to work

HYPER ISLAND

Junho 2023

Activity

Break Out



A black and white photograph of Leonard Bernstein conducting an orchestra. He is in the center, wearing a patterned jacket and a dark sweater, with his hands raised in a conducting gesture. The background shows other musicians and the blurred outlines of instruments.

“

To achieve great things, two things are needed: a plan and little time.

Leonard Bernstein



8 min 

Break Out Rooms

Groups divided by

- Streaming
- ESPN
- Parks

In Miro - Map the Functional, Emotional and Social Jobs for each of the Business Streams (one per group).
One JTBD per Post It.

How was it?

CHECK-OUT

HYPER ISLAND

What do you wish the
members of this team as
you go into the future





YOU'RE DONE!