# XR[Design Sprint]

## Don't think. Look!

The **XR[Design Sprint]** is a new process for answering critical business questions supported by **Virtual** and **Augmented Reality**, through design, prototyping, and testing ideas and new marketing concept.
 By combining immersive technologies and design thinking methodology, we amplify each step of the design process.
In collaboration with **OpenHub (UCL)**, we propose a unique collective and creative experience.
 **Design challenges** are not only a great way to unleash the power of competition, they also create stories around an idea, transforming people from passive onlookers into engaged participants.
People love the idea of following bands of adventurers as they compete **to achieve the impossible**



Bouton

### Step1 - Brand sprint

**4 key topics**

**20 Year Roadmap** helps you think long-term

**What, How, Why** reminds you why more specific

**Top 3 audiences** helps you prioritize the largest for your brand.

**Competitive Landscape** compares your brands to other companies.

### Step 2 - Ideation

 **4 phases**

**Formulation** of the creative challenge

**Brainstorming/ Divergence:** Searching for maximum ideas

**Brainstorming / Convergence**: selection of the most relevant ideas.

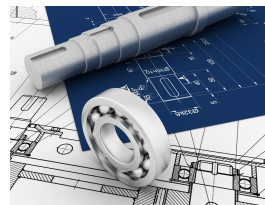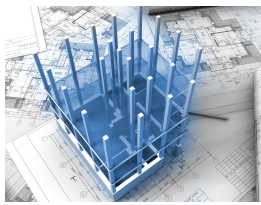**Sketching**: formatting and communication of ideas retained

### Step 3 - Prototyping

**4 achievements**

**Creating a test protocol**

**Production** of tools / demonstrator

**Deploying** test actions to users with: 3D Print - and AR prototype.

**Measurment**
 VR Eye tracking

**Step 4 - Conclusion**

Report and presentation
Solutions and pre-solutions, key elements that appeared during the process
Presentation summary of the report - Q & A
It is not necessary for everybody to be present always. Ideally however we have at least one person available throughout the design sprint.



Interested - contact us

XRintelligence
info@xrintelligence.be