

GOOGLE – TIME TO GET CREATIVE



Group picture at Google. Photo: Google employee

The delegation of connectUS had the opportunity to experience how it feels like to work for Google as they ran through a Google Sprint during the workshop at the offices of Google New York.

On Wednesday morning, 11 April 2018, connectUS visited the offices of Google New York. Being warmly welcomed by the host for the day, Erik Troberg, the delegation's day began with a rich breakfast offered by Google. After everybody serving themselves, Erik started his presentation about Google Sprints, where he further explained what phases a Google Sprint contains, what tasks to fulfill within each phase and best practices to do so. The presentation was meant to be the theoretical basis for connectUS' workshop where they actually would run through such a Google Sprint in a shorter version.

As soon as Erik finished the presentation the delegation was able to directly apply the learned theory because the workshop started immediately with the first phase – „Understand“. Beforehand, a written case has been distributed and with it several personas that described the problems of the case from different points of view. For those different personas people created sticky notes with attempts of rephrasing those problems in order to understand each persona. Within the phase „Decide“, delegates decided in a democratic manner on what problems, or in this case sticky notes, to focus on.



Workshop at Google. Photo: TR

Afterwards the phase „Iterate“ followed where people sketched their first drafts of possible solutions in a game called „crazy 8's“. In this short game the delegates sketched 8 different solutions on one A4 sheet within 8 minutes. On the basis of those sketches a further developed draft has then been established. Having finished this more elaborated draft, the phase „Test“ began where certain „Testers“ received a first insight into the possible solution. Of course this phase is meant to gather data about what to improve or even change within the draft. Jumping right into the next phase „Prototype“, in which the gained data from testing the solution has been implemented into the draft what then makes it a prototype that can be shown to higher audiences such as for example the board of directors.

After the tremendously interactive workshop, Erik took connectUS on a tour in the Google building of New York. He showed several levels of the building with wisely picked insights into the infrastructure of Google New York. One of them was one of their conference rooms which are equipped the same all over the world in order to make people feel like they are sitting in the same room during a videochat conference. At the end of the tour a nice group picture has been taken and it was time to say goodbye. Under the bottom line this visit has been one of the greatest for connectUS and the interactivity has been highly appreciated by all delegates. TR



Brainstorming at Google. Photo: TR