

DIVERGENCE

A design thinking game kit
for quick innovation

USAGE NOTES

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-profit organisation founded in 2001. HKDC continues its public mission in using design and innovation to drive value creation of business development and improve the well-being of society, through the provision of diverse exchange platforms, anchored by five major work directions: **CONNECT, CELEBRATE, NURTURE, ADVANCE and ENGAGE.**

About Institute of Design Knowledge

Institute of Design Knowledge (IDK) imparts design knowledge and innovation training to enhance the competitiveness of local industries by exploring, developing and sustaining innovative approaches in the workplace.

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INTRODUCTION TO THE DIVERGENCE GAME KIT



DIVERGENCE is a fast-paced storytelling game designed by Hong Kong Design Centre to help creative teams to unleash imagination and grasp the design thinking innovation process through a friendly round of gameplay.

INTRODUCTION TO THE DIVERGENCE GAME KIT



This game kit is suitable for 3-6 players, offering an intensive, fun and user-centric experience of the design thinking journey.

Supplementary materials and the print-and-play version of the game kit can be downloaded at:

www.idk-hkdc.org/toolkit

WHAT IS THIS DOCUMENT FOR?

This document is a step-by-step workshop facilitator deck, designed with the aim to help anyone interested to adopt usage of HKDC's DIVERGENCE game kit to run short facilitated workshops as a gamified, guided learning experience of design thinking as a human-centric approach for innovation.

WHO IS THIS DOCUMENT FOR?

If you hope to encourage your friends, peers or students to learn design thinking in a fun and interactive way, this is for you.

To use this deck, you might need basic understanding of the design thinking process and some experience in facilitation.

SETTING UP YOUR WORKSHOP

The DIVERGENCE game kit is designed with young adults, professionals and educators in mind. A facilitated workshop takes about 2-2.5 hours, and works well in a group setting with varied class sizes (from 3 to 20+ people).

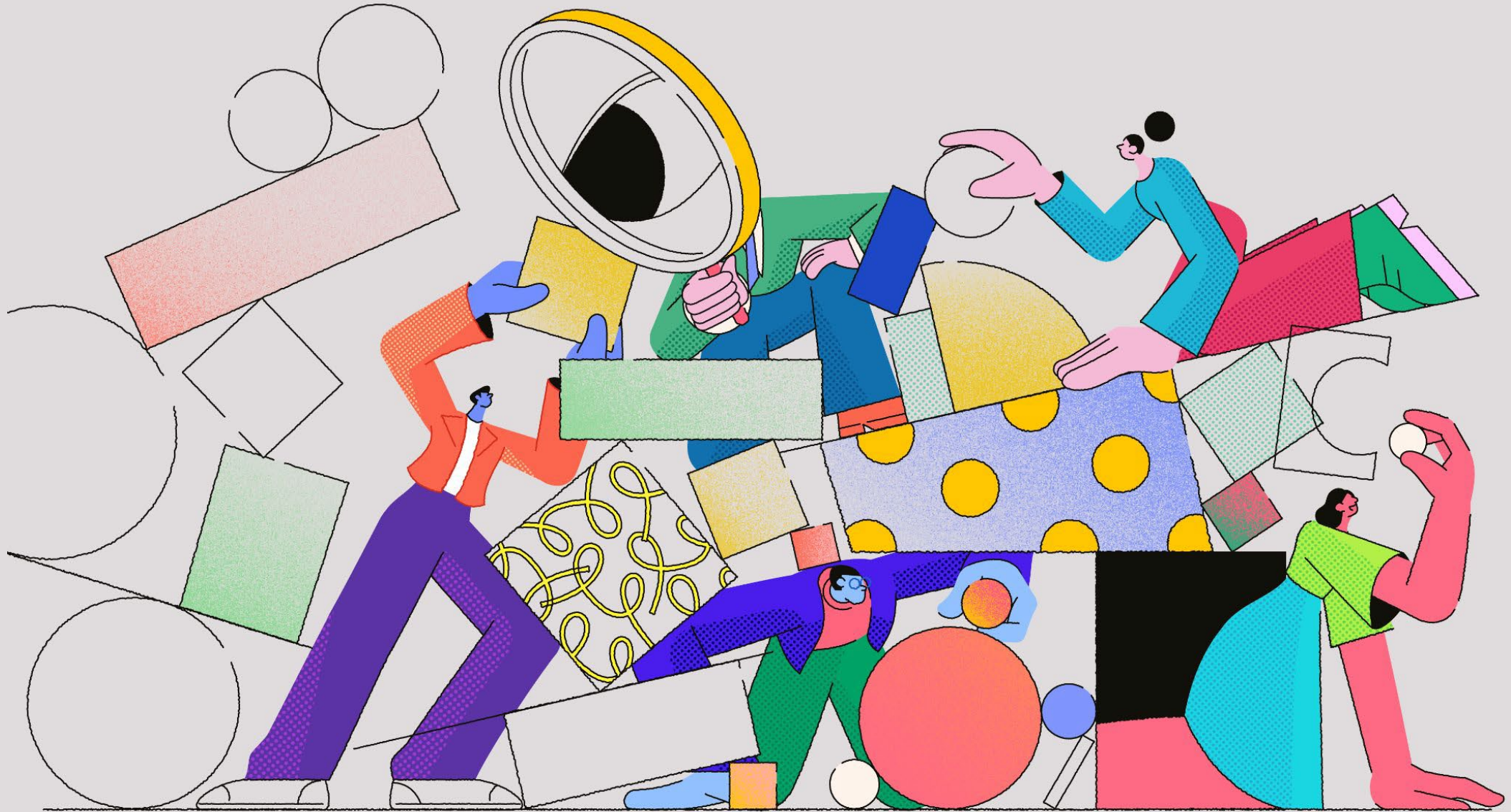
You might also need some supplementary tools, such as a timer, pens and paper, etc.

NEED HELP?

**Institute of Design Knowledge regularly hosts
Train-the-Facilitator workshops to promote
use of the DIVERGENCE game kit.**

**More info or enquiries:
Website: www.idk-hkdc.org
Email: idk@hkdesigncentre.org**

TIME TO GET STARTED!



DIVERGENCE

DIVERGENCE: **A Gamified Experience of** **Design Thinking**

Date:

Hello!

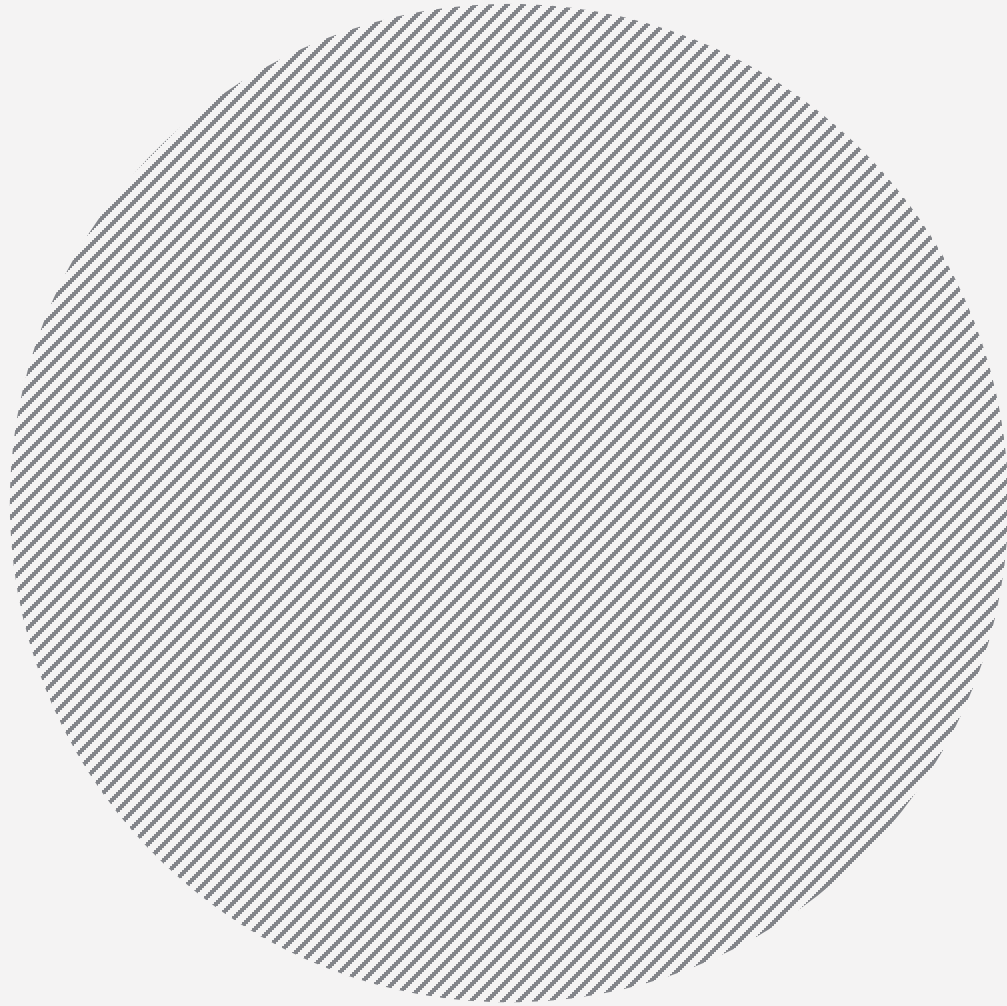
DIVERGENCE

WELCOME

**Outbid, outthink and
outcompete your peers in a
friendly round of quick thinking,
creativity and storytelling!**

DIVERGENCE

WELCOME



My name is

**and I am your
facilitator for today.**

WELCOME

What about you?

DIVERGENCE

WELCOME

Play First, Learn Later

DIVERGENCE

WELCOME

In today's workshop, we're going to play a game called DIVERGENCE.

The game will last around 1.5 hours, and we'll be designing in groups, firstly different characters, then different innovation ideas (such as products and services) to help those characters.

DIVERGENCE

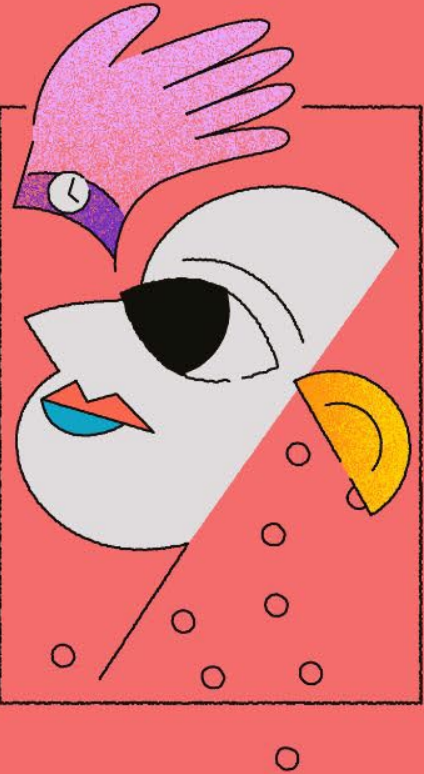
WELCOME



DIVERGENCE is a fast-paced storytelling game designed by Hong Kong Design Centre to help creative teams to unleash imagination and grasp the Design Thinking innovation process through a friendly round of gameplay.

HOW IT WORKS

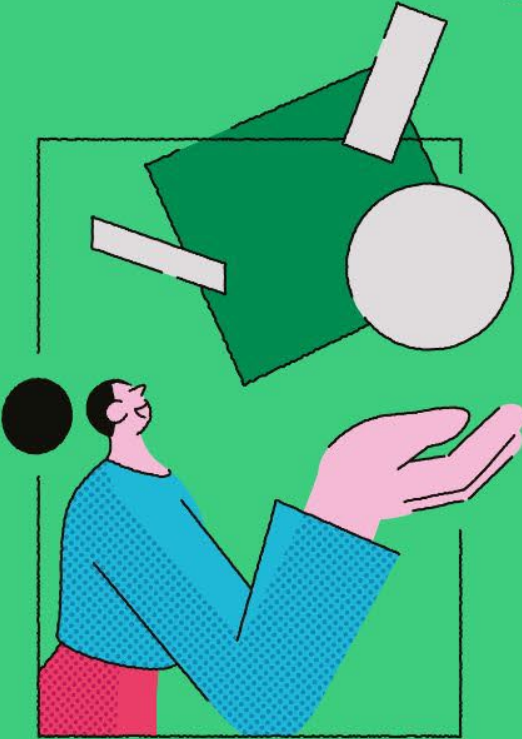
BUILD YOUR CHARACTER



MIX & MATCH



PRE-PITCH



FINAL PITCH



HOW IT WORKS

This game is going to be played in four sessions:



BUILD YOUR CHARACTER

we will work together to create a character as a team, using a combination of different prompts



MIX & MATCH

we will compete to bid for components, with which to mix and match different innovation opportunities



PRE-PITCH

we will put these components together and design as many solutions as we can to help the character



FINAL PTICH

lastly, we will elevator pitch our best ideas, to be judged by each other and earn points

DIVERGENCE

HOW IT WORKS

Highest Scorer Wins!

DIVERGENCE



Session 1:

BUILD YOUR CHARACTER

SESSION 1: BUILD YOUR CHARACTER

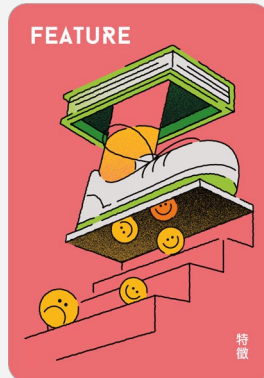
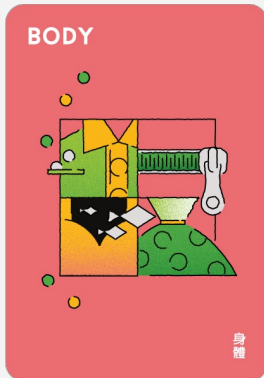
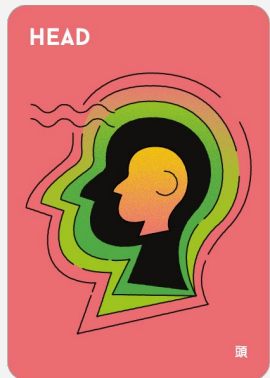
At the heart of DIVERGENCE is a character that needs to be named, with his/her needs created.

In Session 1: BUILD YOUR CHARACTER, we are going to create this very character.

DIVERGENCE

PREPARATION

We'll need these now:



SESSION 1: BUILD YOUR CHARACTER

1

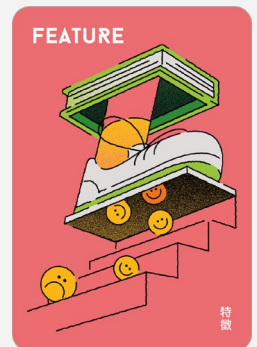
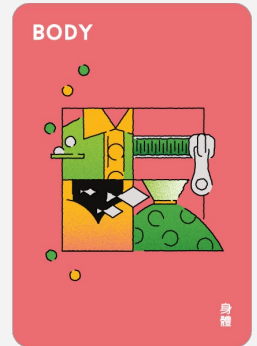
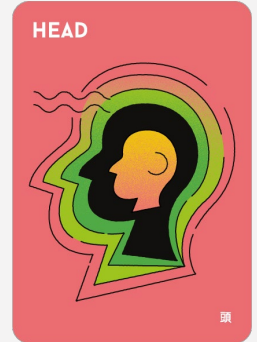
Separate Head, Body, Feature, Context, Action, Character Profile and Deep Dive Cards and shuffle.

2

Draw 1 Head card, 1 Body card, and 3 Feature cards. Flip them over to form your Character.

3

Take 5 minutes to study the card combinations drawn and discuss among your group's immediate reactions and interpretations of the cards – which are abstract for this purpose!



SESSION 1: BUILD YOUR CHARACTER



5 mins

Start your discussion now!

SESSION 1: BUILD YOUR CHARACTER

4

First player is the person who most recently watched a movie at the theater.

Going clockwise, take turns to draw 1 Character Profile card each and answer the question on the flipside. The player in charge of drawing the card should be the one answering the question.

Keep going until all 8 Character Profile cards have been drawn and answered.



HINT

Yes, And...

Keep in mind that each new idea or suggestion should be built on the previous player's answer. Let's not reject or invalidate any other player's contributions!

SESSION 1: BUILD YOUR CHARACTER

5

Draw 1 Context card and 1 Action card, and answer the question on the flipside.



6

Going clockwise, take turns to draw 1 Deep Dive card each, and answer each the question on the flip-side.



HINT

Feeling Creative?

Feel free to draw more Deep Dive Cards and answer more questions. It only serves to build out our character even more!

DIVERGENCE

SESSION 1: BUILD YOUR CHARACTER



~10 mins

**Discuss, consolidate your answers
and recap your character!**



Session 2:

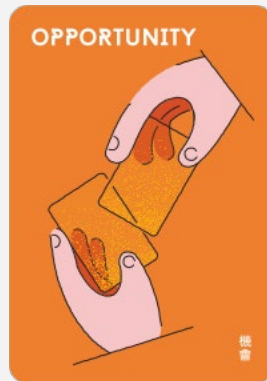
MIX & MATCH

Congrats! Now you have your Character.

In Session 2: MIX & MATCH, each player will think about what innovation opportunities could help them achieve their needs and goals.

PREPARATION

We'll need these now:



SESSION 2: MIX & MATCH

1

Separate Opportunity, Pitch Strategy cards by category and shuffle.

2

Place the Score Tracker on the play area. It will be used to keep track of all player scores.

3

Each player takes 1 set of colour Score Markers.



SESSION 2: MIX & MATCH



Each player starts with the same points:

- for a 3 player game - 30 points;
- 4 players - 40 points;
- 5 players - 50 points;
- 6 players - 60 points;

e.g. in a 4-player game, everyone starts with 40 points

| | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|-----|
| 1 | 20 | 21 | 39 | 41 | 60 | 61 | 80 | 81 | 100 |
| 2 | 19 | 22 | 38 | 42 | 59 | 62 | 79 | 82 | 99 |
| 3 | 18 | 23 | 37 | 43 | 58 | 63 | 78 | 83 | 98 |
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| 9 | 12 | 29 | 31 | 49 | 52 | 69 | 72 | 89 | 92 |
| 10 | 11 | 30 | 40 | 50 | 51 | 70 | 71 | 90 | 91 |

Points represent investment currency and simulate a combination of factors needed to win the game. Some points will be spent in this session, and some earned back in the next sessions.

******* WE'LL LEAD YOU THRU TO THE GRAND FINALE *******

Heads-up: The Final Pitch

The grand finale of DIVERGENCE is the Final Pitch. Every player will have 1 minute to conduct an elevator pitch of your best design, followed by 3 minutes of Q&A. Both your pitch performance and your design idea will be scored.

DIVERGENCE

SESSION 2: MIX & MATCH

4

Now draw 3 Pitch Strategy cards from the deck and place them on the play area.

These will set the guidelines for the Pre-Pitch and Final Pitch phases by illustrating what elements will be prioritised and prized.

They apply for all players, and each Pitch Strategy will award 5 bonus points on achievement.



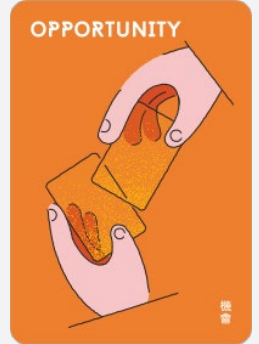
SESSION 2: MIX & MATCH

Any questions?

SESSION 2: MIX & MATCH

5

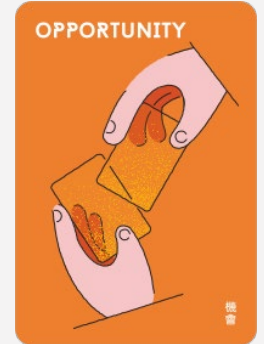
First player is the person who recently mixed a drink. Play proceeds in a clockwise manner.



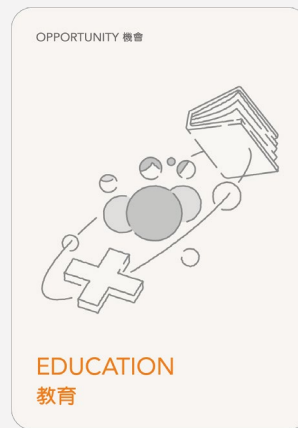
SESSION 2: MIX & MATCH

6

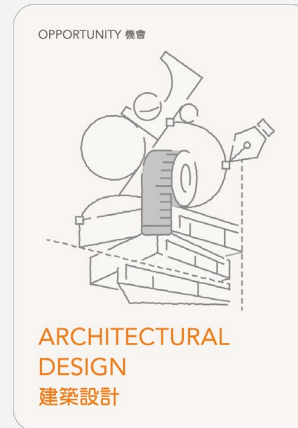
Lay out [# players + 1] Opportunity cards in front, with the leftmost card costing 1 point, the second leftmost costing 2 points, and so on. For example:



COST: 1 point



2 points



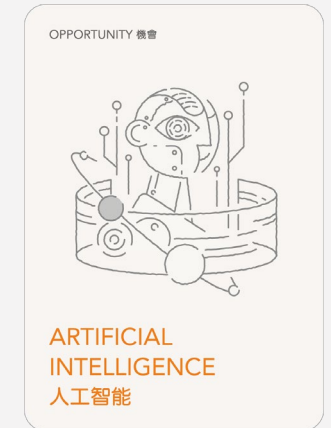
3 points



4 points



5 points



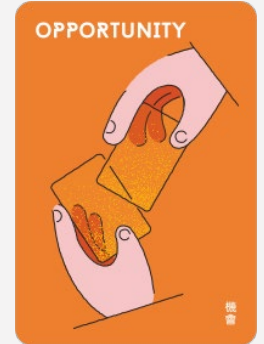
6 points

DIVERGENCE

SESSION 2: MIX & MATCH

7

The first player acquires 1 desired Opportunity card by spending the corresponding points, then put it in front of their personal play area.



Note: Players are not allowed to pass on their turn. Yet, before acquiring any Opportunity card, a player may spend 2 points to clear the current selection once and draw a new set. The player now has first choice, but must acquire a card from this new set to end the turn.

8

The remaining cards slide down, Then, the next player draws new card to become the most expensive.

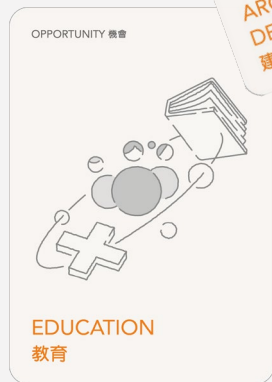
SESSION 2: MIX & MATCH

e.g.

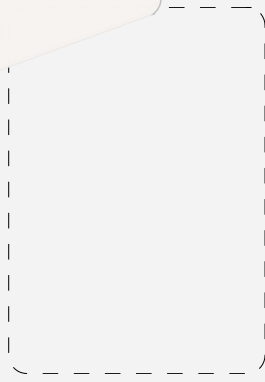
Before:



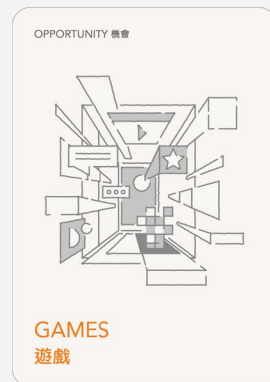
1 point



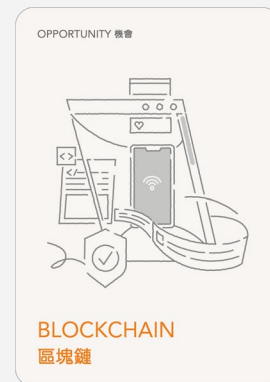
2 points



3 points



4 points



5 points



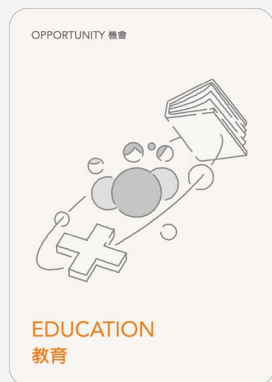
6 points



After:



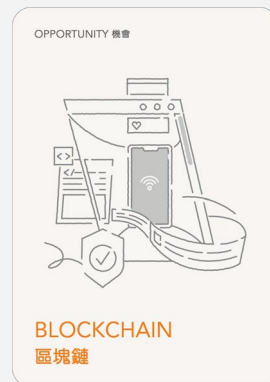
1 point



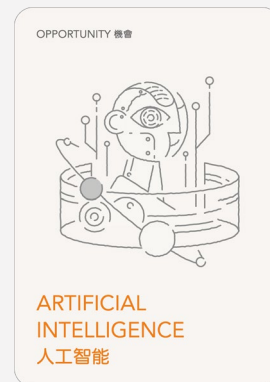
2 points



3 points



4 points



5 points



6 points

DIVERGENCE

SESSION 2: MIX & MATCH

9

Play continues until all players have had the chance to acquire a card.

*This constitutes one round.

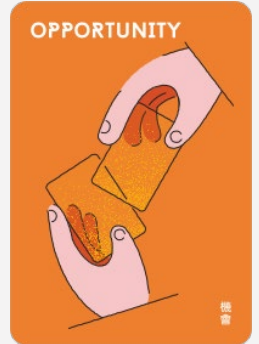
Note:

If there are 3 - 4 players in the game:

- play [# players + 1] rounds.

If 5 – 6 players:

- play 6 rounds in total.

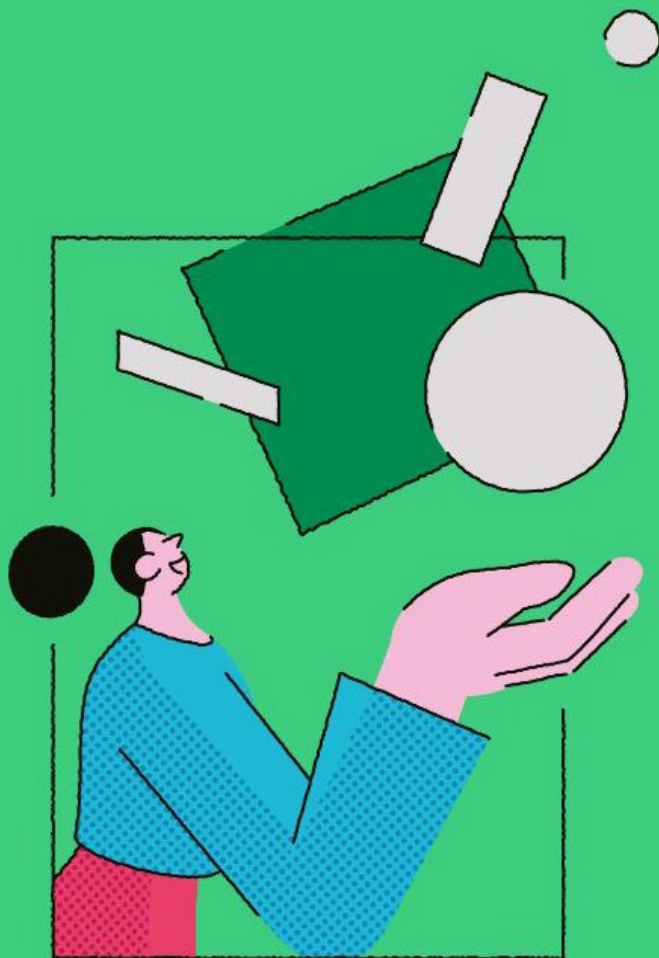


SESSION 2: MIX & MATCH



10-15 mins

Let's Mix & Match!



Session 3:

PRE-PITCH

SESSION 3: PRE-PITCH

Let's do some preparation to get the brain juice flowing!

In Session 3: PRE-PITCH, you will ideate with your Character in mind to help them in the situation you imagine them in.

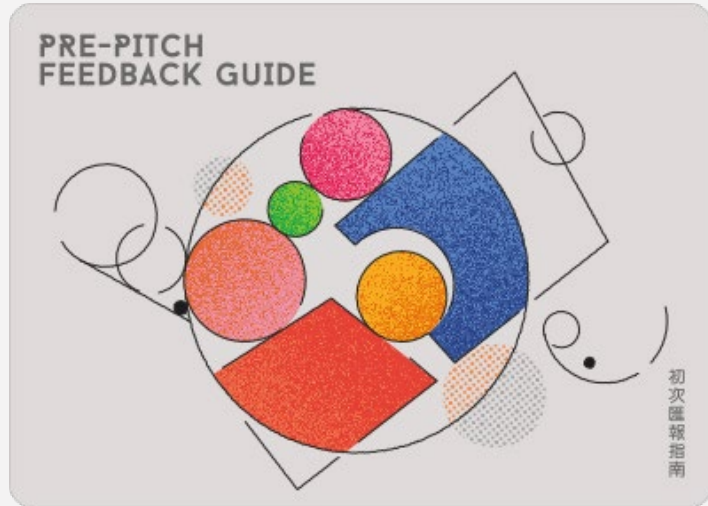
DIVERGENCE

PREPARATION

We'll need these now:



SESSION 3: PRE-PITCH



Place the Pre-Pitch Feedback Guide at the centre of the play area so all players can see it clearly.

PRE-PITCH FEEDBACK GUIDE 初次匯報指南

| | | |
|--|---|--|
| The idea I would most love to see you focus on is... | One thing I would love to see you develop further within your idea(s) is... | One thing I really liked about your idea(s) was... |
| 我覺得你可以把重點放於... | 我覺得你可加以發展在你方案中的... | 在你的構思中，我尤其喜歡的部分是... |

Please designate a timekeeper and have a countdown timer ready! (e.g. a smartphone timer)

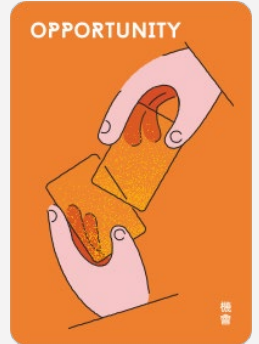
SESSION 3: PRE-PITCH

1

Each player's goal is to use the Opportunity cards acquired to come up with as many seed-stage ideas as possible in 5 minutes – capture the gist of each idea in a sentence or two will suffice.

Each idea must contain at least 2 Opportunity cards.

You might jot down your seed-stage ideas if necessary.



SESSION 3: PRE-PITCH

2

First player is the player with the most points on the Score Tracker.

3

Each player will share as many seed-stage ideas to the peers. Each idea awards the player 2 points.

Sharing is cut off immediately after 1 minute.



| | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|-----|
| 1 | 20 | 21 | 40 | 41 | 60 | 61 | 80 | 81 | 100 |
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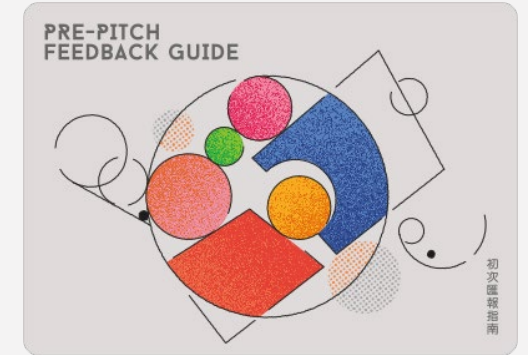
SESSION 3: PRE-PITCH

4

All other players now have 3 minutes to feedback on the presenting player's ideas by choosing one of the options on the Pre-Pitch Feedback Guide.

The feedback session is a constructive round to provide different perspectives for the presenting player.

*Discussion is optional.



SESSION 3: PRE-PITCH

5

The first player's turn ends after this feedback session. The player with the second-highest score now becomes the presenting player, and so on.

Repeat the sharing and feedback until all players have presented their seed-stage ideas.

HINT

What Are Your Pitch Strategies?



Keep an eye on the drawn Pitch Strategy cards, as some of the cards may influence how you prepare your Pre-Pitch!

DIVERGENCE

Any questions?

SESSION 3: PRE-PITCH



5 mins

Idea Brainstorming Time!

DIVERGENCE

SESSION 3: PRE-PITCH



~15-25 mins

Share & Feedback

2 points for each seed-stage idea presented; extra points for meeting Pitch Strategies

1 min per player

Up to 3 min each round

**Presenting Player Shares
his/her Seed-Ideas**



Other Player's Feedback



Session 4:

FINAL PITCH

SESSION 4: FINAL PITCH

Session 4: FINAL PITCH is the grand finale, where you will be putting your ideas to the test!

Present your best solution to help the character meet their needs and goals.

PREPARATION

We'll need these now:



SESSION 4: FINAL PITCH



| PITCH CONDITIONS SCORECARD 匯報條件評分 | |
|--|---|
| Name created for solution 為方案定立名稱 | 2 |
| Solution used 3 or more opportunities 方案應用了 3 張或以上的機會卡 | 2 |
| Name of Character referenced 提及角色名字 | 2 |
| Details / attributes of Character referenced 提及更多關於角色的資訊 | 2 |
| Pitch duration between 50 seconds and 1 minute 匯報長度於 50 秒至 1 分鐘之間 | 2 |

Place the Pitch Conditions Scorecard at the center of the play area.

SESSION 4: FINAL PITCH



Each player takes 1 Final Pitch Scorecard.

FINAL PITCH SCORECARD 最後匯報評分

INNOVATION 創新

1 2 3 4 5 Extremely innovative
非常創新

IMPACT 成效

1 2 3 4 5 Extremely impactful towards the Character
為角色帶來極正面影響

IMPLEMENTATION 執行

1 2 3 4 5 Extremely feasible to build / implement
非常高的可行性

PERSUASIVENESS 說服力

1 2 3 4 5 Idea presented in an extremely persuasive way
非常具說服力

RESPONSE 回應

1 2 3 4 5 Extremely outstanding responses in the Q&A
於問答環節作極出色的解答

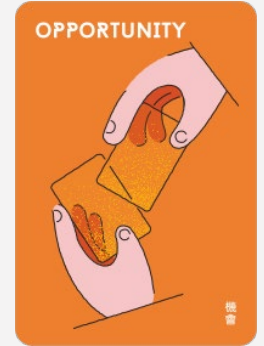
SOLUTION 方案

PERFORMANCE 表現

SESSION 4: FINAL PITCH

1

Each player have 5 minutes to build on their Pre-Pitch ideas to come up with one final design solution.



2

First player is the player with the most points on the Score Tracker.



3

The player will conduct an elevator pitch of their final idea. Sharing is cut off immediately after 1 minute.

| | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|-----|
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SESSION 4: FINAL PITCH

4

Refer to the Pitch Conditions Scorecard – Award the presenting player extra points for each condition met.

(You might use the white score markers to help.)



| PITCH CONDITIONS SCORECARD 匯報條件評分 | |
|--|---|
| Name created for solution 為方案定立名稱 | 2 |
| Solution used 3 or more opportunities 方案應用了 3 張或以上的機會卡 | 2 |
| Name of Character referenced 提及角色名字 | 2 |
| Details / attributes of Character referenced 提及更多關於角色的資訊 | 2 |
| Pitch duration between 50 seconds and 1 minute 匯報長度於 50 秒至 1 分鐘之間 | 2 |

5

After the pitch is a 3-minute Q&A session. All other players are allowed to raise questions for the presenting player to answer.

SESSION 4: FINAL PITCH

6

After the Q&A, the presenting player's final pitch will be scored by each other player using the Final Pitch Scorecard, based on the player's final design solution and performance:



Use your own color score markers to help you.



SESSION 4: FINAL PITCH

7

Going clockwise, each player repeats steps #2-5 until all players have finished their final pitch.

8

The player with the highest total score is the winner!



| | | | | | | | | | |
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HINT

What Are Your Pitch Strategies?



Keep an eye on the drawn Pitch Strategy cards, as some of the cards may influence how you prepare your Final Pitch and Q&A!

Any Questions?

SESSION 4: FINAL PITCH



5 mins

Come Up With Your Final Design Solution!

DIVERGENCE

SESSION 4: FINAL PITCH



~15-25 mins

FINAL PITCH!

Score other players using the Final Pitch Scorecard; extra points for meeting Pitch Strategies

1 min per player

**Elevator Pitch of his/her
Final Design Solution**



Up to 3 min each round

Q&A Session



Now Let's Hear Our Winning Ideas!

**That's a Wrap –
Thanks for Your Effort!**

**Let's talk a bit about
design thinking**

First thing first...

**We've all just practiced
design thinking!**

So what is design thinking, exactly?

DESIGN THINKING

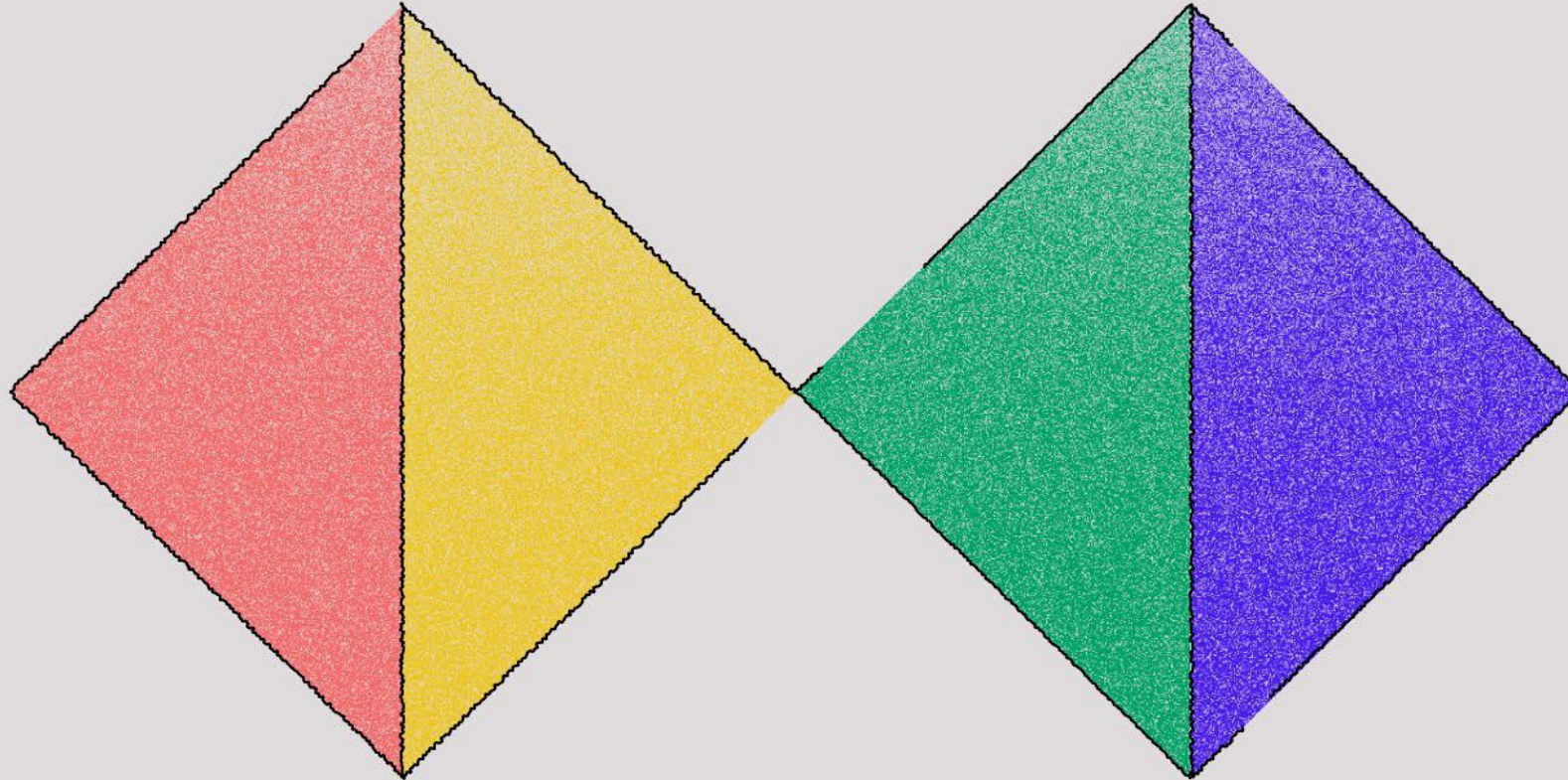
A methodology of creative problem-solving that equips you with effective tools and processes;

A mindset that you can use to solve problems, catalyse innovations, create value and spur organisational change;

A lens to help us get a clear picture of the problems at stake and achieve the best solutions.

DIVERGENCE

THE DOUBLE DIAMOND FRAMEWORK



DISCOVER

DEFINE

DEVELOP

DELIVER

DIVERGENCE

ADAPTATION

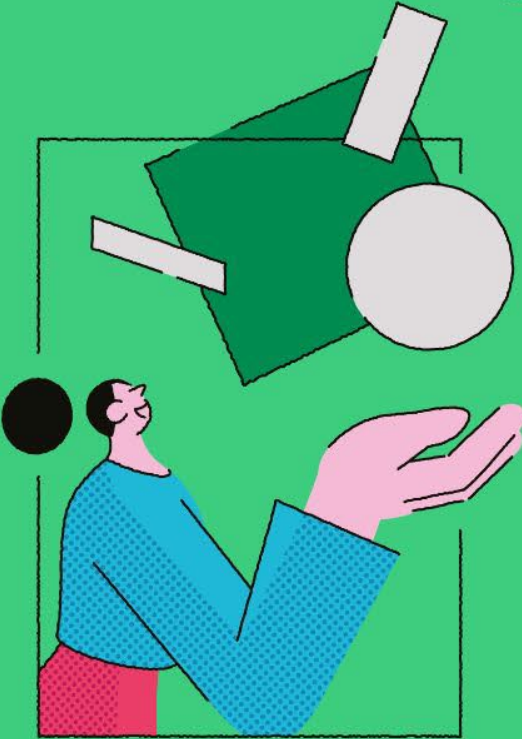
BUILD YOUR CHARACTER



MIX & MATCH



PRE-PITCH



FINAL PITCH



DIVERGENCE

KEY DEBRIEF CONCEPTS



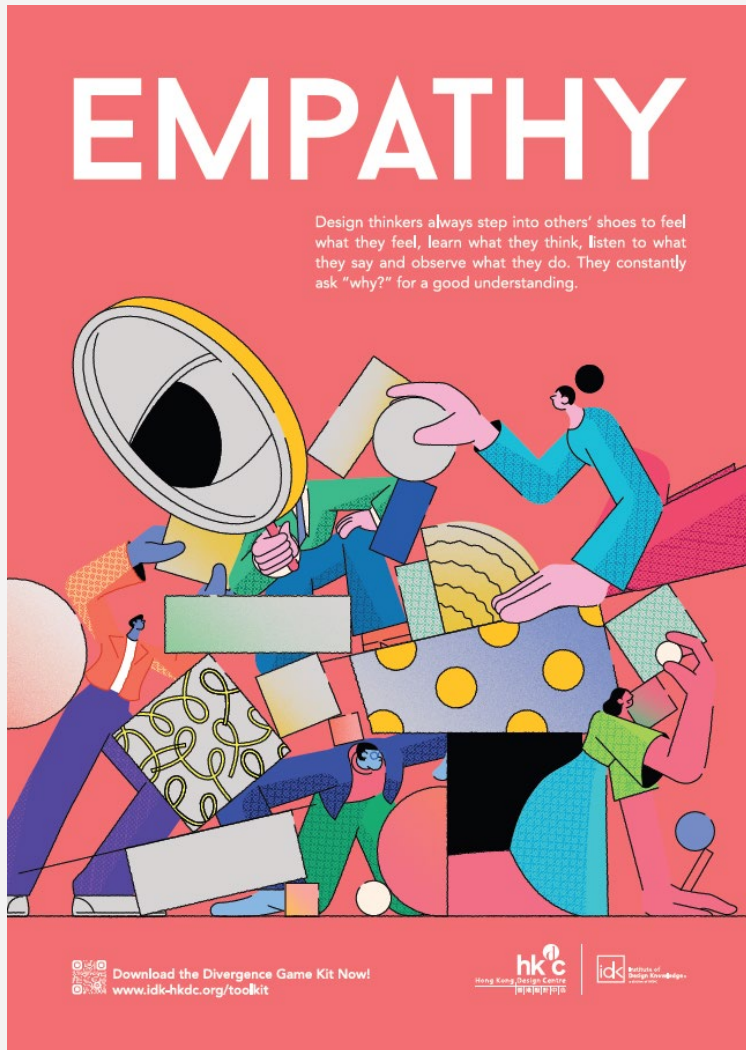
**BUILD YOUR
CHARACTER**



DISCOVER

DIVERGENCE

KEY DEBRIEF CONCEPTS



EMPATHY

Focus on the users for human-centered design

DIVERGENCE

KEY DEBRIEF CONCEPTS

2

MIX &
MATCH



DEFINE

DIVERGENCE

KEY DEBRIEF CONCEPTS



OPPORTUNITY SEEKING

Analyse findings and identify unobvious ways of problem-solving

DIVERGENCE

KEY DEBRIEF CONCEPTS



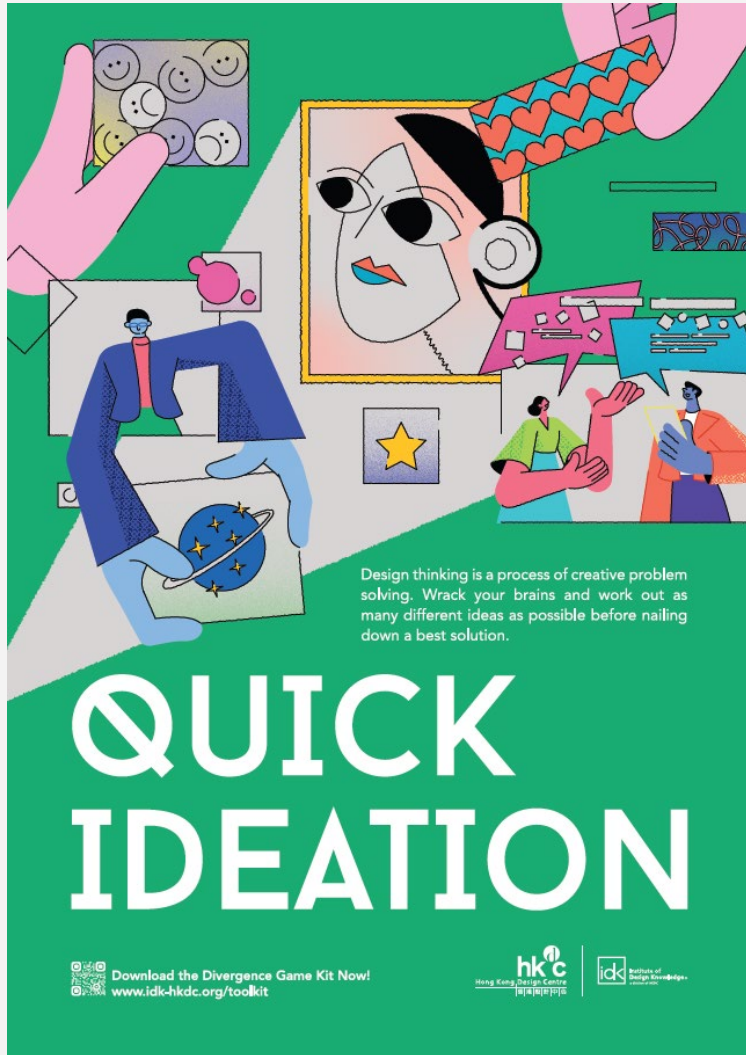
**PRE-
PITCH**



DEVELOP

DIVERGENCE

KEY DEBRIEF CONCEPTS



QUICK IDEATION

Come up with ideas quickly in a structured way

DIVERGENCE

KEY DEBRIEF CONCEPTS

4

**FINAL
PITCH**



DELIVER

DIVERGENCE

KEY DEBRIEF CONCEPTS

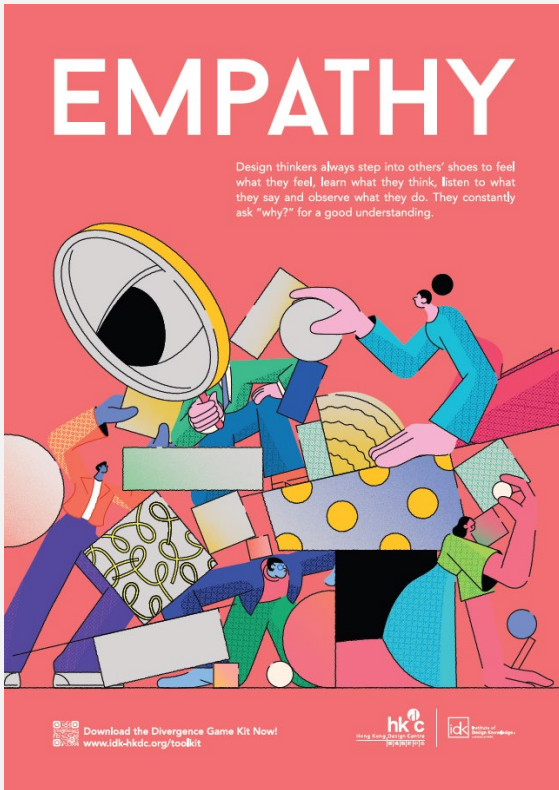


STORYTELLING

Pitch ideas, and inspire others to take innovative actions

DIVERGENCE

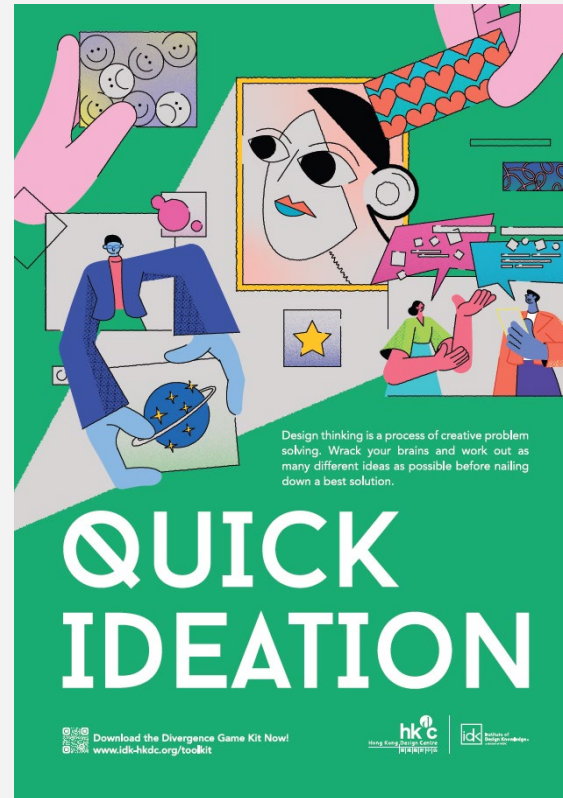
KEY DEBRIEF CONCEPTS



Focus on the users for human-centered design



Analyse findings and identify unobvious ways of problem-solving



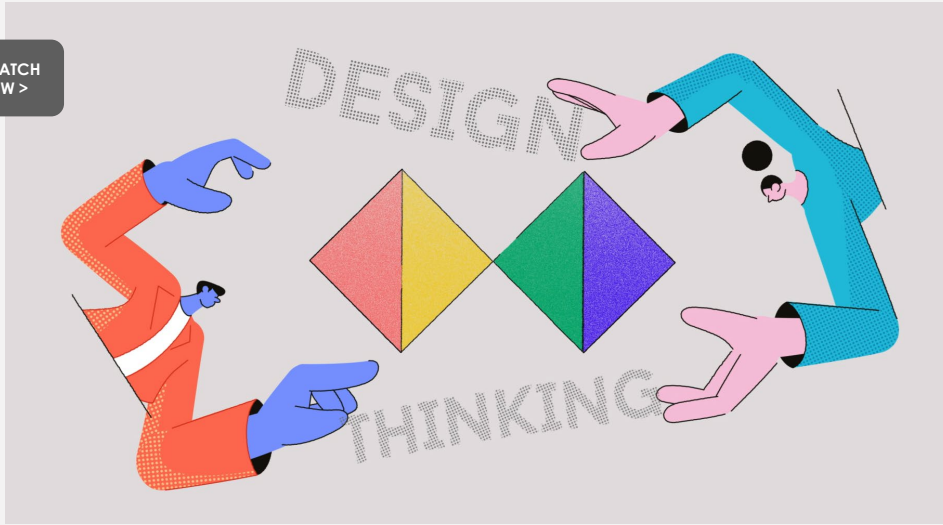
Come up with ideas quickly in a structured way



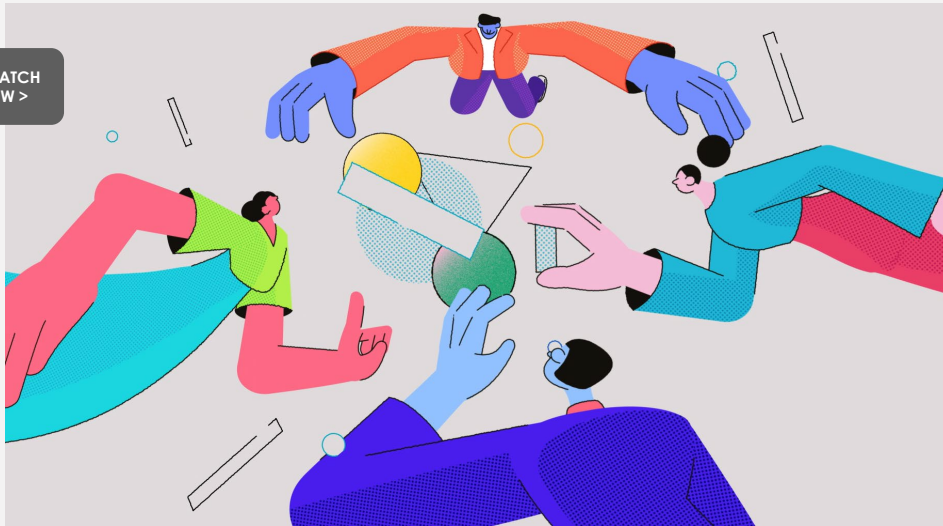
Pitch ideas, and inspire others to take innovative actions

SHARE DIVERGENCE

CLICK TO WATCH
VIDEO NOW >



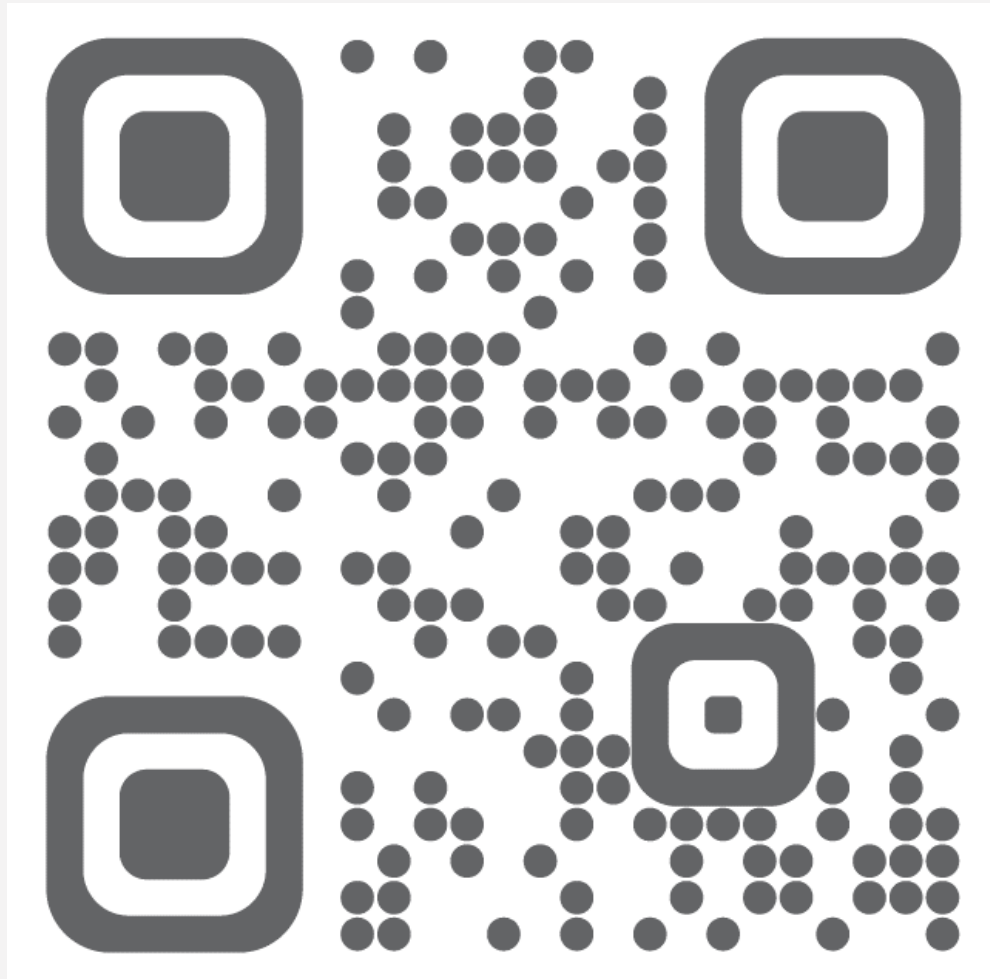
CLICK TO WATCH
VIDEO NOW >



Don't forget to share **DIVERGENCE** to your innovation community!

Hong Kong Design Centre also prepared extra goodies to support you – to start with, you can watch our introductory videos on youtube.

CREDIT



This workshop facilitation deck, along with the print-and-play version of the game kit can be downloaded at:

www.idk-hkdc.org/toolkit

