DIGITRANS Method Fast Track – A Short Guidance

1. Material needed to conduct this fast track session:

- High tables / 1 table for each pair
- Print outs of the DIGITRANS Method Fast Track for each participant
- Pens
- Timer to be used for each task
- Prototyping material (different coloured card board in different sizes, modelling clay, several packages of printed SAP Scenes, lego, several scissors, different coloured pens, staplers, glow, tape, all other sorts of handicraft material)

2. Steps to deliver DIGITRANS Method Fast Track:

1. Participants need to group in pairs, ideally around high tables. Avoid bigger groups as the participants should really experience to understand their partner's needs by asking him/her questions and not several persons.
2. Give a short overview on the DIGITRANS Method (max. 5 min.).
3. Distribute the worksheet packet to the participants.
4. Briefly introduce the challenge to the participants. In this Fast Track it's about developing a new digital product or digital service for the other partner who is an organic lover and for whom the other partner wants to improve the shopping experience and tries to better address the partner's needs.
   If you prefer to work with another open challenge to let the participants develop a new digital service or product then introduce this topic to your participants. In this case you need to adapt the first task of the worksheet packet.
5. When going through the DIGITRANS Method Fast Track keep in mind
   a. to briefly introduce each step and also tell the participants which phase of the DIGITRANS method they are now entering/working on, which results resulted from the previous step etc. so that they are aware about the purpose of each step. Remind the participants as well about the challenge they have to address within the process.
   b. to use the timer to stick to the indicated time in the description
6. After having completed the fast track let the participants briefly present their results by presenting all prototypes on one table and ask them for their experiences and feedback.