



# LIGHTNING DECISION JAM.

How to make design and  
development decisions faster.



## **INTRODUCTION**

If you're creating value, what you're really doing is creative problem solving. The problem is that anything that requires creative thinking means that it's easy to get lost. You can start losing focus and fall into the trap of having useless, open-ended, unstructured discussions over lots of meetings over a long period of time. Sound familiar?

Many websites and apps end up being released late and full of compromises to the original vision simply because the team is so tired from working together on endless, unprioritised problems. So how do you solve this common problem that you'll find in almost every company?

## **LIGHTNING DECISION JAM**

A *Lightning Decision Jam* is great for anything that requires a group of people to make decisions, solve problems or discuss challenges. The aim here is to stop the endless debate cycle and compress lots of time back and forth. Here's how it works:

1. Start with the problem - 7 minutes
2. Present the problem - 4 minutes per person
3. Select the problem to solve - 6 minutes
4. Reframe the problem - 6 minutes
5. Produce solutions - 7 minutes
6. Vote on a solution - 7 minutes
7. Prioritise solutions - 30 seconds
8. Decide what to execute on - 10 minutes
9. Turn solutions into actionable tasks - 5 minutes

## ABOUT ETCH

Since 1998, we have loved what we do, and what we do is create meaningful, human-centred products that push digital experiences further. We've done this with some exciting brands including the *BBC*, *Tesco*, *British Airways* and *HSBC*.

It's all about humans. This means that we dive into your business and uncover the problem we are trying to solve as well as understanding what it is that your customers come to you for.

Our team is made up of over 70 hand-picked experts with unique backgrounds and experiences, located in London, Southampton and Cape Town.

## GETTING STARTED

1. Invite us to your office for an hour (this can be over your lunch break) and we'll run the *Lightning Decision Jam* exercise. We'll even do it for *free*!
2. If you decide to take the outcomes further, whether it be through a design sprint, development sprint or through a longer-term product strategy, let's talk about how that can happen.

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