

FEEDING MARINES

HOW DESIGN THINKING CAN GET FOOD TO MARINES WHEN + WHERE THEY NEED IT

Hosted by Marine Corps Installation Command's (MCICOM) Installation
neXt (I-neXt) and Marine Corps Community Services (MCCS)

ADC Installation Innovation Forum – Feb 10, 2020, 0800-1145





I-neXt Overview

[10 minutes]

Jason Dorvee (I-neXt Director)



Advance capabilities on Marine Corps installations, support the Force of the 21st Century, and realize the full potential of a “Next Generation Installation”.



Mission

We identify, pilot, and transition solutions to solve the most pressing problems facing Marine Corps installations through facilitation, consultation, and an innovation-ecosystem of creative partnerships



Ecosystem

We leverage our ecosystems – both internal and external

We enable the Operating Forces across the regions and installations – both conventional and innovative



Solutions Process

We explore and experiment at various USMC Proving Grounds/Test Sites

We focus on opportunities with real impact/ROI

I-neXt AS A CHANGE AGENT



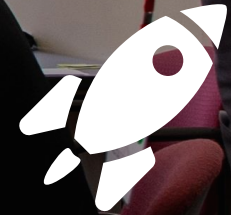
Adaptation

Think forward, Lean forward



Collaboration

Connecting



Transformation

Catalyze Change



I-neXt EVENTS



2017 + 2018 Events

Base of the Future - Marine Corps Logistics Base Albany

I-neXt Quantico PROTECTION - Marine Corps Base Quantico



2019 Events

I-neXt Hawaii RESILIENCE - Marine Corps Base Hawaii

I-neXt Innovation Challenge for Mobility with NSIN

I-neXt Miramar MOBILITY - Marine Corps Air Station Miramar



2020 Events

I-neXt Innovation Challenge for Vector Refinement with NSIN

I-neXt + MCCS Community Sprint at ADC Conference – February, 2020

I-neXt COMMUNITY Symposium – Tentative, April, 2020





VALUES IN ACTION

I-neXt AS AN ADAPTER

I-neXt Vectors

The I-neXt vectors embody the **nine key challenge areas facing Marine Corps installations**. Through our Solutions Process and our events, we are able to generate ideas and develop concepts that lead to potential solutions to address these challenges.

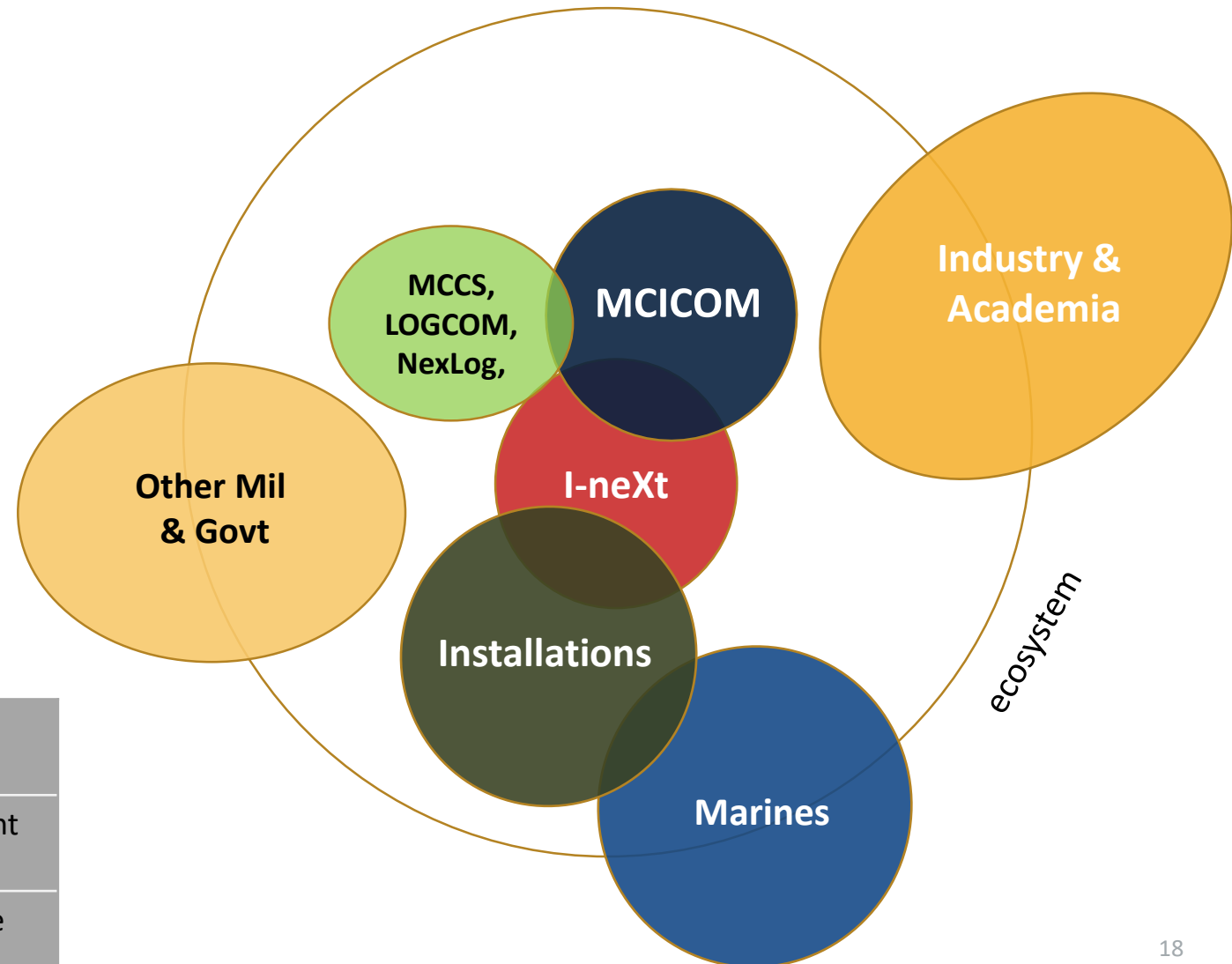


I-neXt AS A CONNECTOR



I-neXt Ecosystem

To meet the purposes of I-neXt, the team has created and sustained an ecosystem of **internal and external thought leaders, subject matter experts, and collaborators** across the country.



Size of Bubble	Size indicates relative size of that group; subjective
Proximity of Bubbles	Closer they are, the more frequent and integral their relationship is
Overlapping Bubbles	Relationship is key, they influence each other



VALUES IN ACTION

I-neXt AS A TRANSFORMER

I-neXt Solutions Process

Step-by-step approach to **problem solving and solution development** that an individual or organization can use to identify opportunities, pilot concepts, and transition solutions for the next generation of installations.

You can use this process to:

- Do more with less
- Leverage existing solutions
- Reimagine current processes

Investigate-neXt



DISCOVER
pressing issues

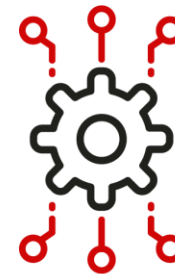


IDEATE
opportunities



REFINE
concepts

Innovate-neXt



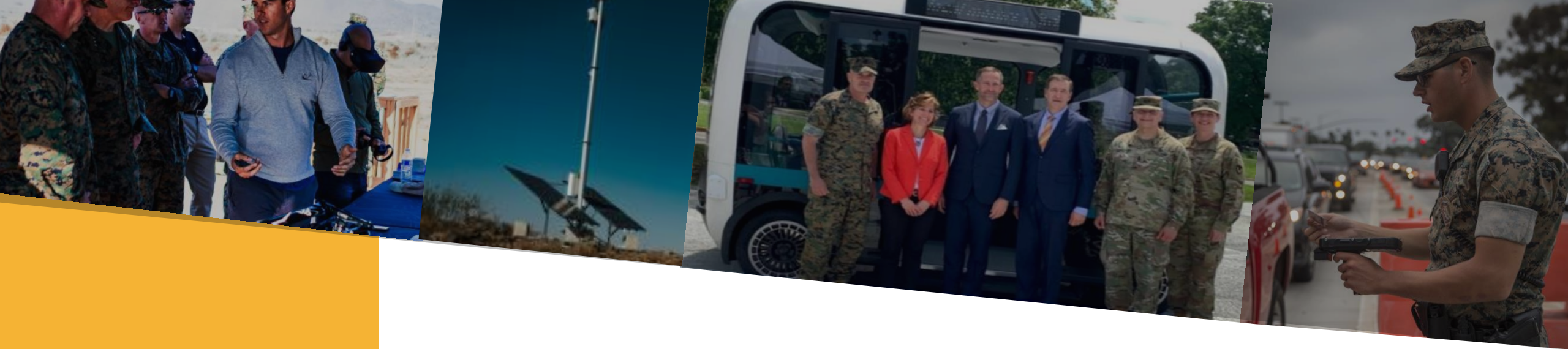
PLAN
pilots



FIELD
capabilities



TRANSITION
solutions



SOLUTIONS PROCESS IN ACTION



Counter Intrusion

Lack of 24/7/365 autonomous counter-intrusion system that provides situational awareness and actionable, real-time intelligence of surrounding air, land, and sea, through all-weather conditions

Vector: Protection



Autonomous Vehicles

Tested the Olli Autonomous Vehicle on Joint Base Mayer Henderson Hall (JBMHH) followed by continuous pilots at Army Fort Carson and MC Miramar Air Station as part of their digital fortress

Vector: Mobility



Gate + Base Security

Force Protection has been identified as a key priority; currently in the discovery and ideate phase to identify how to protect installations at the gate and inside the fence line

Vector: Protection



TODAY'S FOCUS

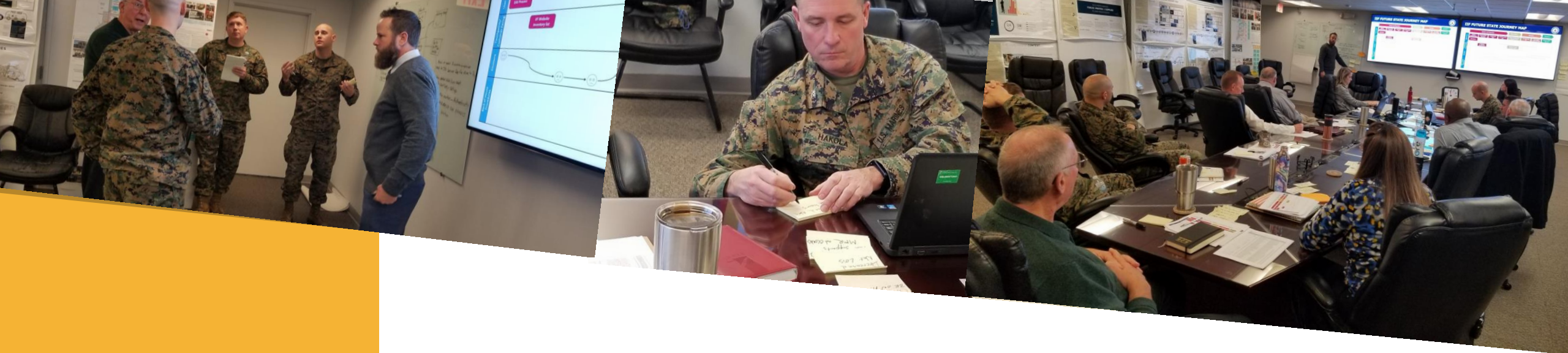
[5 minutes]

Capt Logan Wilhelm (I-neXt Catalyst)

COMMUNITY
VECTOR



Full integration
with surrounding
communities



SOLVING W/ MCCS

MCCS Perspective

Community is our Marines and their families and we provide services to them **inside** the fence line

Collective Perspective

We need to utilize local community and industry to help us provide optimal services to Marines when we can save money and do better

I-neXt Perspective

We need to provide the best services and infrastructure to Marines regardless if they are provided **inside or outside** of the fence line



SOLUTIONS PROCESS IN ACTION

COMMUNITY VECTOR

ADC Objective

Utilize diverse perspectives to investigate the problem and conduct divergent thinking for opportunities

Investigate-neXt



DISCOVER
pressing issues



IDEATE
opportunities

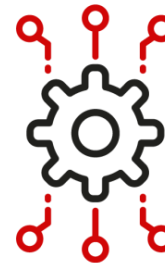


REFINE
concepts

I-neXt Event Objective

Continue development of the top opportunities with targeted stakeholders to refine and plan

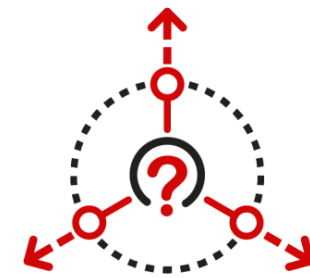
Innovate-neXt



PLAN
pilots



FIELD
capabilities



TRANSITION
solutions



TODAY'S AGENDA



IDEATE
opportunities

0800-0820 (20 minutes)

0820-0845 (25 minutes)

0845-0850 (5 minutes)

0850-0910 (20 minutes)

0910-1000 (50 minutes)

1000-1010 (10 minutes)

1010-1120 (70 minutes)

1120-1140 (20 minutes)

1140-1145 (5 minutes)

I-neXt and Session Overview

Today's Challenge Deep Dive

Break

Break Out into Teams + Ice Breaker

Ideate Solutions

Break

Solution Refinement

Gallery Walk

Close Out + Next Steps



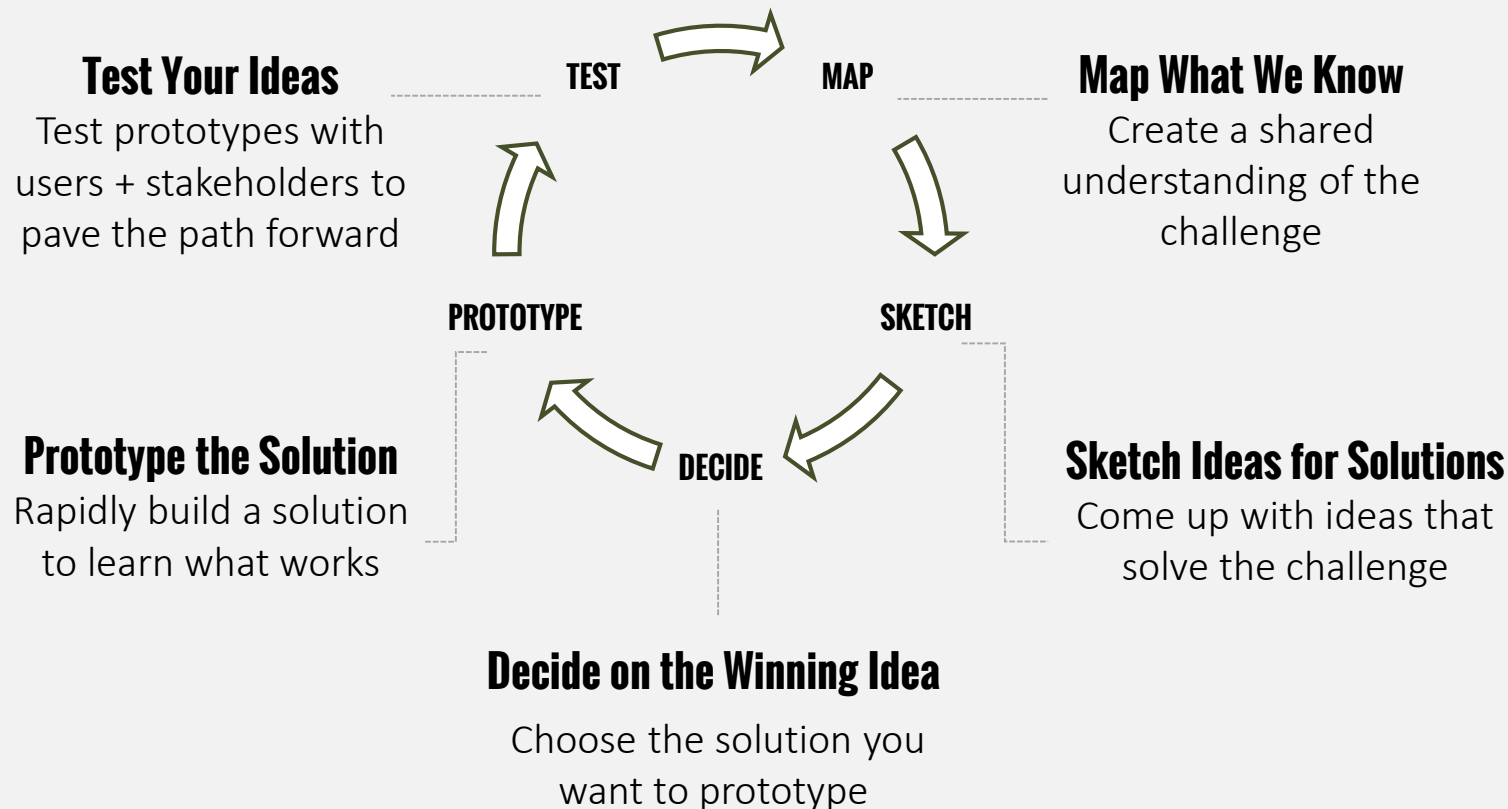
INNOVATION SPRINTS

[5 minutes]

Capt Logan Wilhelm (I-neXt Catalyst)

WHAT IS AN INNOVATION SPRINT?

An Innovation Sprint is a process for rapidly solving big challenges, creating new ideas, or improving existing ones. It compresses potentially months of work into a few days using collaboration, prototyping, and testing.



TIME-BOXED

to encourage focused solutions



MISSION-FOCUSED

to identify target opportunities



PRIORITIZED

to effectively allocate resources



[TRADITIONAL PROBLEM]

Teams often work towards **unclear goals** as project **scope changes repeatedly**.



[TRADITIONAL PROBLEM]

Decision-makers are overwhelmed by data and **endless internal discussions.**



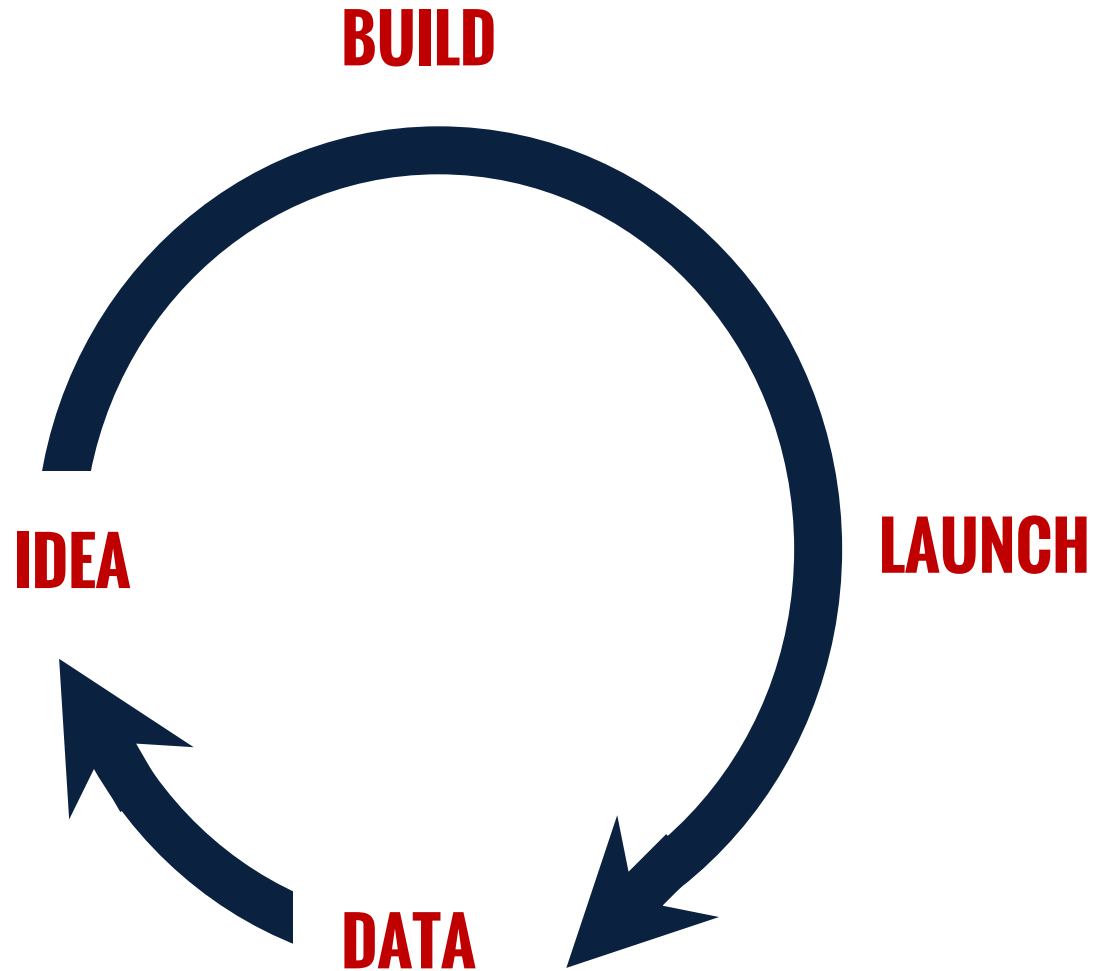
[TRADITIONAL PROBLEM]

Organizations need to be innovative,
but they **don't know where to start.**

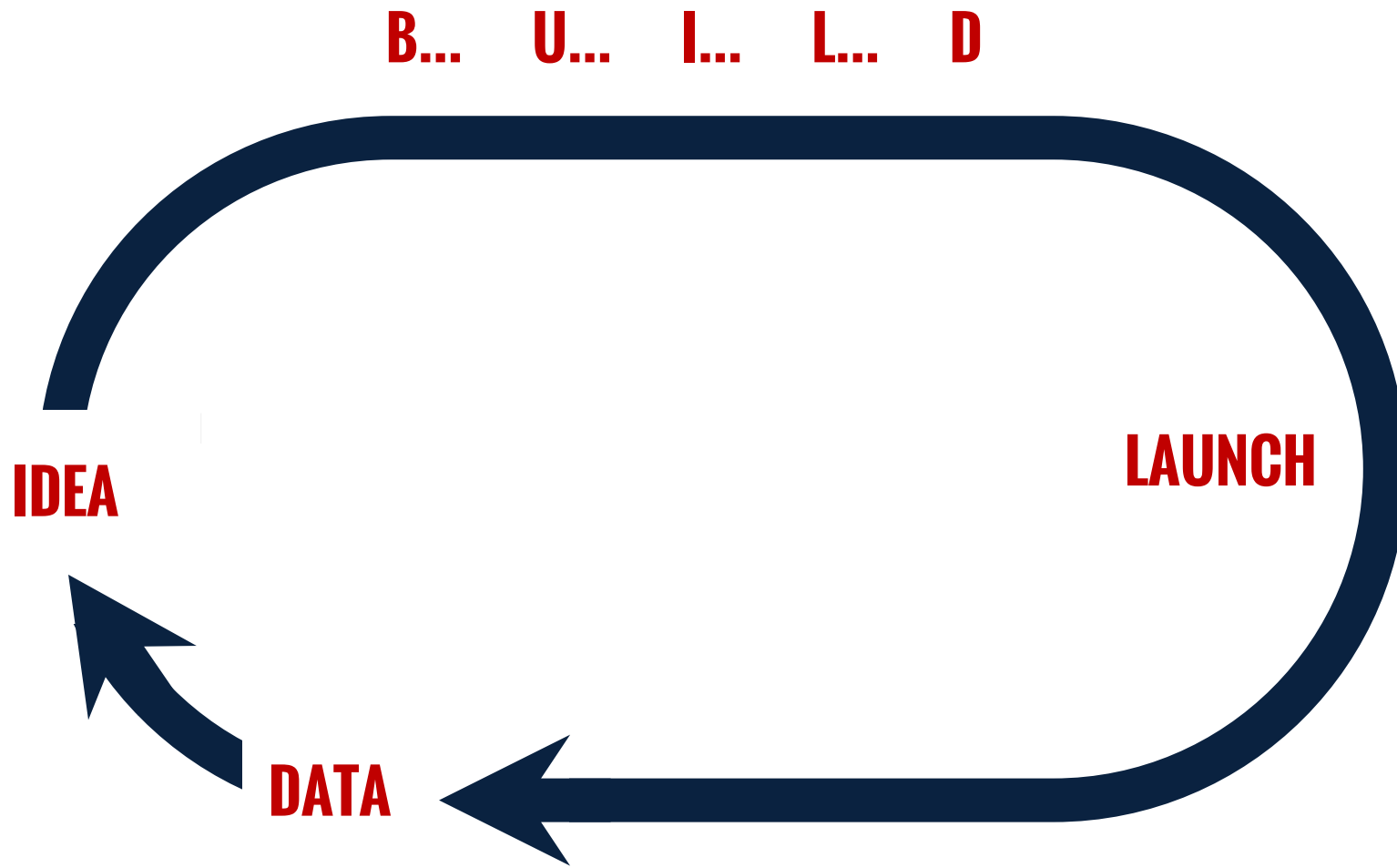


[TRADITIONAL PROBLEM]

Project development cycles run too long, causing teams to **lose enthusiasm and focus.**



What teams
think it takes to
launch a solution



What *actually* happens when teams launch a solution

Innovation Sprints help minimize this challenge



An Innovation Sprint can help you **learn faster and fail smarter** by going from idea to data more quickly – reducing risk and uncertainty.



INNOVATION SPRINT CORE PRINCIPLES

"The process is flexible...the principles are not."-Jake Knapp



**DON'T RELY ON
CREATIVITY**



**GETTING STARTED
> BEING RIGHT**



**TOGETHER,
ALONE**

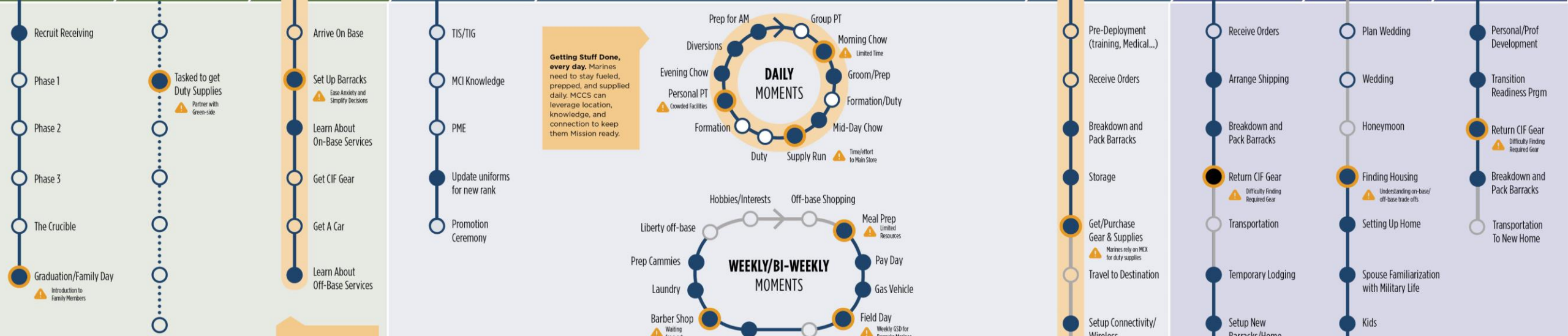


TIME-BOXING IS KEY

THE CHALLENGE

[10 minutes]

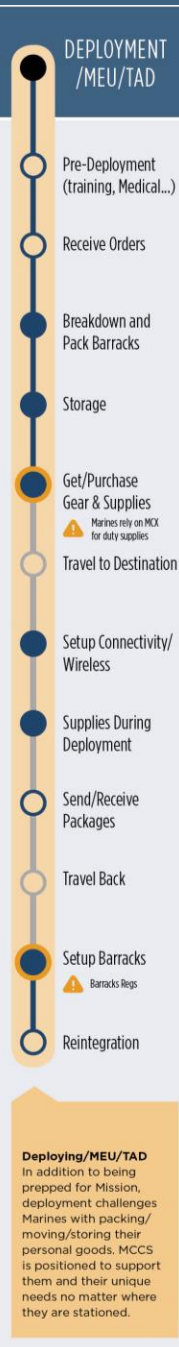
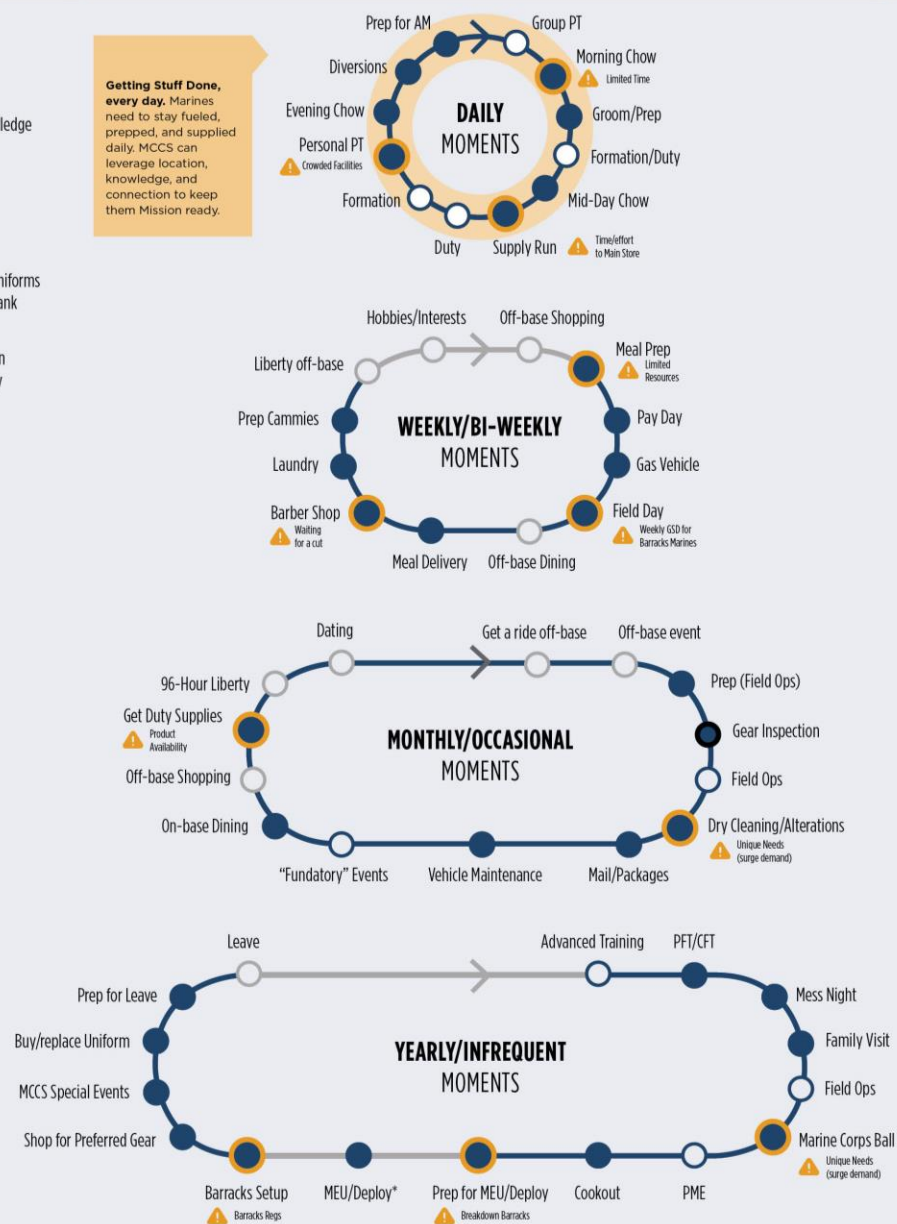
Sandy Bates (Chief Marketing & Innovation Officer, MCCA MR)



SOI/MOS School is a formative event for the Core Marine. Relevant MCCS moments are not shown. Opportunity to explore with green-side to assess Command/student need.

Permanent Duty Station
PDS is a significant moment MCCS can support Marines and Mission. Early Stage Core Marines are tasked to set up their new life and routines. Marines have the greatest need and receptivity to learn about on-base offerings.

Getting Stuff Done, every day. Marines need to stay fueled, prepped, and supplied daily. MCCS can leverage location, knowledge, and connection to keep them Mission ready.



Deploying/MEU/TAD
In addition to being prepped for Mission, deployment challenges Marines with packing/moving/storing their personal goods. MCCS is positioned to support them and their unique needs no matter where they are stationed.



MARINE EVENTS

ON-BASE EVENTS (HIGHER PERMISSION (MCCS))

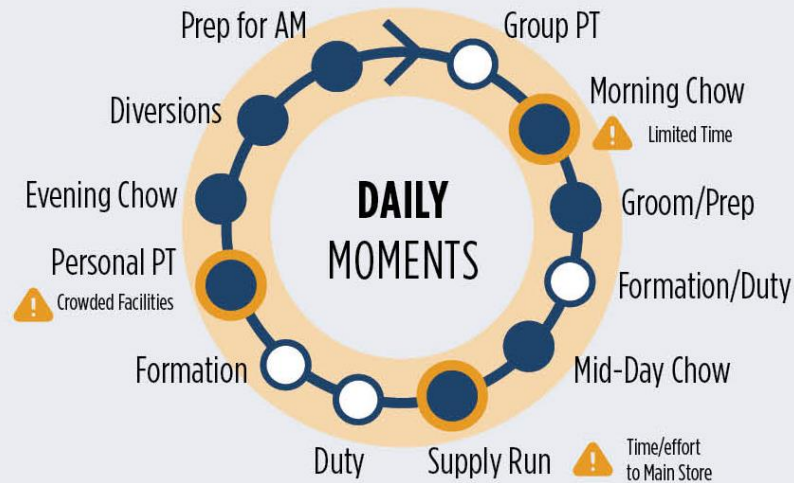
OFF-BASE EVENTS (LOWER PERMISSION (MCCS))

40

GAIN LOYALTY BY ADDRESSING PAIN POINTS/NEEDS

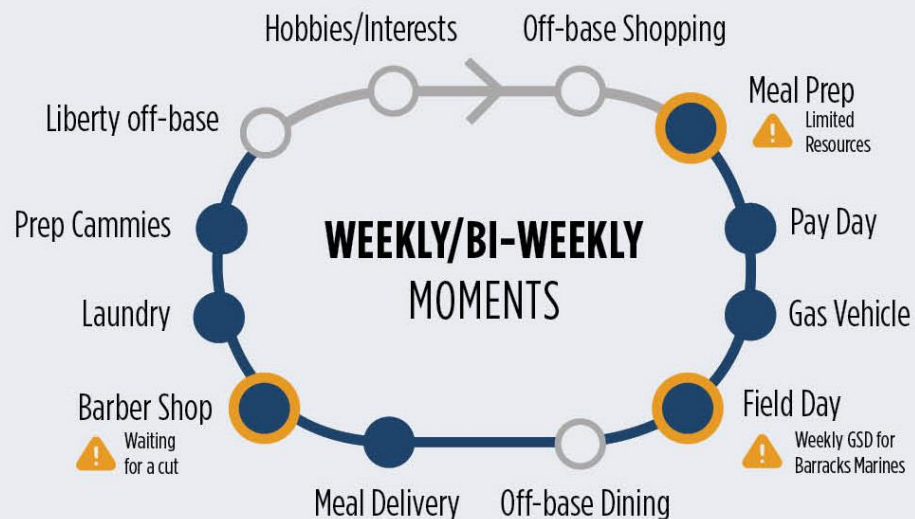
GARRISON LIFE ROUTINES

Getting Stuff Done, every day. Marines need to stay fueled, prepped, and supplied daily. MCCS can leverage location, knowledge, and connection to keep them Mission ready.



Daily Occurrences

Morning Chow
Mid-Day Chow
Evening Chow
*Late Night Snacks



(Bi-)Weekly Occurrences

Meal Prep
Off-base Dining
Meal Delivery



YOUNG MARINE JOBS TO BE DONE

GSD FUELED

F&B ON THE MOVE



I am a Marine on the move trying to stay fueled –hydrated & satiated– to stay mission focused through the day, but I have limited time and access to fast, fresh, nutritious food and, while junk food is easy and convenient, I prefer to put better “fuel” in my body.

MCCS: Marine Mart, Main Exchange, F&B outlets

BARRACK MEALS



I am a barrack Marine trying to prepare convenient, fresh, nutritious meals, so I have more variety and control with my food, but I have limited ability to prepare meals because of limited access to tools or real food, which makes me turn to fast, convenient food, like Hot Pockets.

MCCS: Marine Mart, Main Exchange, F&B outlets

DELIVERY



I am a barrack Marine trying to get a convenient, fresh, and tasty meal with the minimum effort to sustain my energy and recover from duty, but limited food options make me resort to the path of least resistance – Dominos gets boring and makes me feel less than my best.

MCCS: F&B outlets

TAKE-OUT



I am a Marine on duty with limited access to food options, I try to grab a bite to eat to keep fueled through the day, but the most convenient choices are the least satisfying and fast food makes me feel I'm not keeping up to high standards.

MCCS: F&B outlets

PACKABLE F&B



I'm a Marine preparing for field ops trying to pack satisfying, high nutrition snacks/meals to sustain my energy while in the field, but MREs don't always cut it and I need to stay hydrated/satiated with easy to pack and travel F&B.

MCCS: Marine Mart, Main Exchange

SIT-DOWN

I am a Core Marine trying to unwind and enjoy a sit-down meal to keep connected with my buddies, but I don't want to hang out on base, and I'm not sure where to go off-base, which makes me feel trapped and disconnected.

MCCS: Clubs, F&B Outlets

PERMANENT DUTY STATION (PDS)



I'm a Junior Marine that just graduated. Now I'm tasked to familiarize and settle into Garrison life while sustaining USMC standards, but figuring out what's important is difficult because on-boarding is like “drinking from a fire hose,” which makes me feel unsure and overwhelmed.

MCCS: Main Exchange, Marine Mart, SMP

SET UP BARRACKS



I am a single Marine trying to set up and organize my barracks for the first time, but I don't know what to buy because I don't always understand barrack regs and field-day inspections, which makes me feel unsure.

MCCS: Main Exchange, Marine Mart

DEPLOY



I am a deploying Marine trying to pack the right stuff (I don't know the right things to get or what can fit), I live in the barracks and need to store my belongings when I move out (including my car), but I have no idea where I can safely store my stuff, which makes me feel nervous and anxious for my return.

MCCS: Main Exchange, Marine Mart, Storage

RETURN ISSUED GEAR



I am a Marine about to PCS/EAS, trying to replace my missing 'CIF gear' that I'm responsible for, but the PX doesn't have the right stuff, so I have to go off-base or online, which makes me feel bitter.

MCCS: Main Exchange

GEAR INSPECTION



I am a Marine trying to gather all my gear and supplies required for inspection, but replacing the items I need to can feel like a scavenger hunt and I sometimes have to make multiple trips to the MCX, making me feel like my time is being wasted.

MCCS: Marine Mart, Main Exchange

FIELD TRAINING



I am a Core Marine trying to get the stuff I need to make field ops as manageable as possible, but as soon as training is announced the PX runs out of the most important items, which makes me feel like they don't really care.

MCCS: Main Exchange, Marine Mart, Mobile MCX (ITX)

GSD PREPPED

WORKOUT / FITNESS



I am a Core Marine trying to make the most out of my PT time to maintain physical and mental readiness, but gyms get crowded after work, and afterward, I can't pick up food while in PT gear at the Marine Marts, which feels frustrating and limits my recovery options.

MCCS: Semper Fit, Marine Mart

UNIFORMS



I am a Core Marine trying to keep my cammies and covers clean and crisp, but they need a lot of special attention (my cammies fade, chevrons get chipped, and loose threads appear), which takes away my time and makes me fear that I will be squared up at any moment.

MCCS: Main Exchange, Marine Mart, Dry Cleaning, Laundry

PERSONAL APPEARANCE



I'm a Core Marine trying to get the haircut I need to pass Gunny's inspection, but the base barber is too crowded on Sunday afternoon, so I have to go off-base, which makes me feel like MCCS doesn't care.

MCCS: Barber, Marine Mart, Main Exchange

FIELD DAY



I am a barrack Marine needing to pass my room inspection after Field Day, but I'm not sure the best solutions for cleaning or how to keep my stuff tidy and organized which makes me feel anxious about getting infractions.

MCCS: Marine Mart, Main Exchange

MARINE CORPS BALL / MESS NIGHT



I am a young Marine trying to look my best in my dress blues, but getting them dry-cleaned or altered on base is a hassle because they can't do it as fast as off base, which makes me feel frustrated and untrusting.

MCCS: Dry Cleaner / Alterations

PERMANENT CHANGE of STATION (PCS)



I am a Marine trying to PCS as smoothly as possible to keep duty and mission focused, but it's difficult because of all of the paperwork, logistics, and requirements (I didn't even know about), which makes me feel worried that I'm not doing everything that I could or should be.

MCCS: Main Exchange, Marine Mart, Inns of the Corps, Auto resale lot

LIBERTY / LEAVE



I am a Marine trying to prep to make the most of my off-duty time, but I'm not sure what to do that's right for me, I'm not from the area, and have limited energy to plan activities, which makes me feel unsure of doing anything other than what my buddies do.

MCCS: Outdoor Rec, Reconnect App, ITT, Marine Mart, Gamestop, Main Exchange

GET WIRELESS CONNECTION



I am a barrack Marine trying to stay connected to the world through wifi connections, but coverage on base can be spotty, and plans are expensive, with makes me feel trapped and disconnected.

MCCS: Internet Provider, Wireless/Mobile, MCCS WiFi

MAIL / PACKAGES

I am a barrack Marine trying to receive stuff from my family and order stuff on line, but delivery is slow and inconsistent, and my Unit has visibility into my deliveries, which makes me feel frustrated and exposed.

MCCS: On base service

VEHICLE OWNERSHIP

I'm a young Marine trying to own and maintain my vehicle (car, truck, motorcycle), but I ended up in debt up to my ears, which makes me feel out of control, worried and distracted on duty.

MCCS: Marine Mart Gas Station, Auto Skills, Motorcycle Safety Course

FAMILY VISITS

I'm a young Marine whose family is coming to visit (graduation and family day), but I know nothing about where I am and can't help them plan their visit, which makes me feel like a bad host.

MCCS: Inns of the Corps, Main Exchange

MARRIAGE / KIDS

I am a newly married Marine trying to set up my new home while keeping my mind on duty, but setting up the new house (or life with kids) and helping my spouse figure out what's required for us is stressful and dealing with policy and red-tape is a chore and a distraction from duty.

MCCS: Main Exchange, Marine Mart, CDC

GSD SUPPLIED

DUTY GEAR



I am a Core Marine trying to augment my issued gear with the stuff that will really get the job done, but I don't know what to buy or where to get the best value, which makes me feel unprepared.

MCCS: Main Exchange, Marine Mart, Mobile MCX (ITX)

DUTY SUPPLIES



I am a Core Marine trying to replenish and maintain my supplies to keep prepared and mission ready. Everyone in our Battalion has to get the same supplies, but the supplies I need are out of stock at the PX, which makes me feel stressed and not ready.

MCCS: Main Exchange, Marine Mart, Mobile MCX (ITX)

BARRACK UPGRADE



I am a barrack Marine trying to make my barrack room “my own” and a place I can reset, but space is limited, stuff can get stolen, and I don't have the time to figure out the right solution, which makes me feel cautious about buying anything for me.

MCCS: Main Exchange, Marine Mart

RECONNECT GEAR & SUPPLIES

I am a barrack Marine trying to either chill out or do something fun while on base, but not having the stuff I need is just one more barrier to relaxing at all, which makes me feel stuck.

MCCS: Main Exchange, Marine Mart, GameStop

PERSONAL GOODS

I am a barrack Marine trying to buy clothes, shoes, and other items to keep up with my style and tastes, but finding those items at the PX doesn't cross my mind and I would rather just go off base because I enjoy feeling like a civilian.

MCCS: Main Exchange, Marine Mart

MCCS permission, leverage competitive advantage:
Location - need requires immediate/convenient on base solutions
Knowledge - need is unique to Marines
Connection - unique and ongoing relationship with Marines



Event / need is unique to Marines

High frequency event

Need / pain point is currently unmet or under served

GSD FUELED

GSD PREPPED

GSD SUPPLIED

F&B ON THE MOVE



I am a Marine on the move trying to stay fueled –hydrated & satiated– to stay mission focused through the day, but I have limited time and access to fast, fresh, nutritious food and, while junk food is easy and convenient, I prefer to put better “fuel” in my body.

MCCS: Marine Mart, Main Exchange, F&B outlets

BARRACK MEALS



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MCCS: Marine Mart, Main Exchange, F&B outlets

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MCCS: F&B outlets

TAKE-OUT



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MCCS: F&B outlets

PACKABLE F&B



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MCCS: Clubs, F&B Outlets

F&B on the Move

I am a marine on the move trying to stay fueled-hydrated & satiated – to stay mission focused through the day, but I have limited time and access to fast, fresh, nutritious food and, while junk food is easy and convenient, I prefer to put better “fuel” in my body.

Barrack Meals

I am a barrack Marine trying to prepare convenient, fresh, nutritious meals, so I have more variety and control with my food. But I have limited ability to prepare meals because of the limited access to tools and foods.

Delivery

I am a barrack Marine trying to get a convenient, fresh, and tasty meal with the minimum effort to sustain my energy and recover from duty, but limited food options make me resort to the path of least resistance – Dominos gets boring

Take Out

I am a Marine on duty with limited access to food options. I try to grab a bite to keep fueled through the day, but fast food and convenient foods makes me feel like I'm not living up to standard.

Packable F&B

I am a Marine preparing for field ops trying to pack satisfying high nutrition snacks and meals to sustain my energy. MRE's don't always cut it.



TODAY'S GUIDING QUESTION

**HOW MIGHT WE MAKE MISSION
SUSTAINMENT FOOD MOST MOBILE
AND ACCESSIBLE TO MARINES?**



Q&A + HEAR FROM OTHERS

[15 minutes]

Sandy Bates (Chief Marketing & Innovation Officer, MCCS MR)



LET'S BREAK OUT



OUR FACILITATORS



Capt Logan Wilhelm
MCICOM I-neXt



Sandy Bates
MCCS



Ed Cutshall
MCICOM G-4



Nicole Lach
MCICOM I-neXt



Meredith Stone
MCICOM I-neXt



Amanda Huntley
Social Media - MCICOM I-neXt



BE BACK READY TO GO!

BREAK

[5 minutes]

All



LET'S BREAK OUT



IN YOUR GROUP

ICE BREAKER

[15 minutes]

Sandy Bates (Chief Marketing & Innovation Officer, MCCS MR)

ICE BREAKER

ESCAPE THE TITANTIC

15 MINUTES

INSTRUCTIONS

GOAL: SAVE ALL PEOPLE ON THE SHIP

Stay within your defined group. Each group becomes one part of the ship – options include the kitchen, dining room, deck of the ship, engine room, staterooms, etc.

Each group has **10 minutes** to come up with strategies to get people off the ship using anything and everything at their disposal.

After 10 minutes, each group will share out their ideas to the other groups/entire room. This will occur for **5 minutes**.

THE SITUATION

- The ship has just hit the iceberg
- The engines are still running, but will stop after an unknown period of time
- The ship will **sink in 2 hours**
- The **nearest rescue ship is 4 hours away**
- There are enough seats in the lifeboats for 1178 people, and there are 2224 on board
- In the North Atlantic, a person in the water can live approximately **4 minutes**

GROUND RULES

SPRINT RULES

Please give us your full attention

Parking Lot

Mobile phones put away

Respect the timer

One idea per sticky note



= Silent activity

MINDSET

Have fun

Encourage wild ideas

Together, alone

Done, not perfect

Work Fast

Anything else?

IN YOUR GROUP

SOLUTIONING PART 1

[20 minutes]

Sandy Bates (Chief Marketing & Innovation Officer, MCCA MR)

SOLUTIONING PART 1

PASS CARD

10 MINUTES



Each individual will have their own passcard. The passcard will be passed to the right/counter clockwise until it has reached 6 people. Each rotation will be approximately **2 minutes**.

1. Person #1 - Write down your (1) **BEST** idea to the “How Might We” statement.
2. Person #2 - Write down another idea. **You cannot repeat any of the ideas you’ve given or seen.**
3. Person #3 - Write down another idea. **No repeats!**
4. Person #4 - Cross off the idea that you think is the least likely to be successful at addressing the challenge statement.
5. Person #5 - Cross off one idea.
6. Person #6 - Write the remaining idea on a sticky note and take it to the wall where the facilitator will be.

PASSCARD TEMPLATE

Guiding Question: How might we make mission sustainment food most mobile and accessible to marines?

1. Pet food bowl with lid that closes after they eat

~~2. Make kids stop feeding table scraps~~

~~3. Different flavor foods for cats + dogs~~

Pet food bowl with lid that closes after pet eats

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PASSCARD TEMPLATE



Guiding Question: How might we make mission sustainment food most mobile and accessible to marines?

1.

2.

3.

SOLUTIONING PART 1

PASS CARD AFFINITY MAPPING

10 MINUTES

Now as a full group, share out the final ideas from the passcard activity and begin grouping these ideas into common themes.

These ideas form the baseline for the next round of divergent thinking.

Theme ABC

Idea #1

Idea #5

Idea #4

Theme DEF

Idea #2

Idea #3

IN YOUR GROUP

SOLUTIONING PART 2

[30 minutes]

Group Facilitators

SOLUTIONING PART 2

BRAIN-DUMP

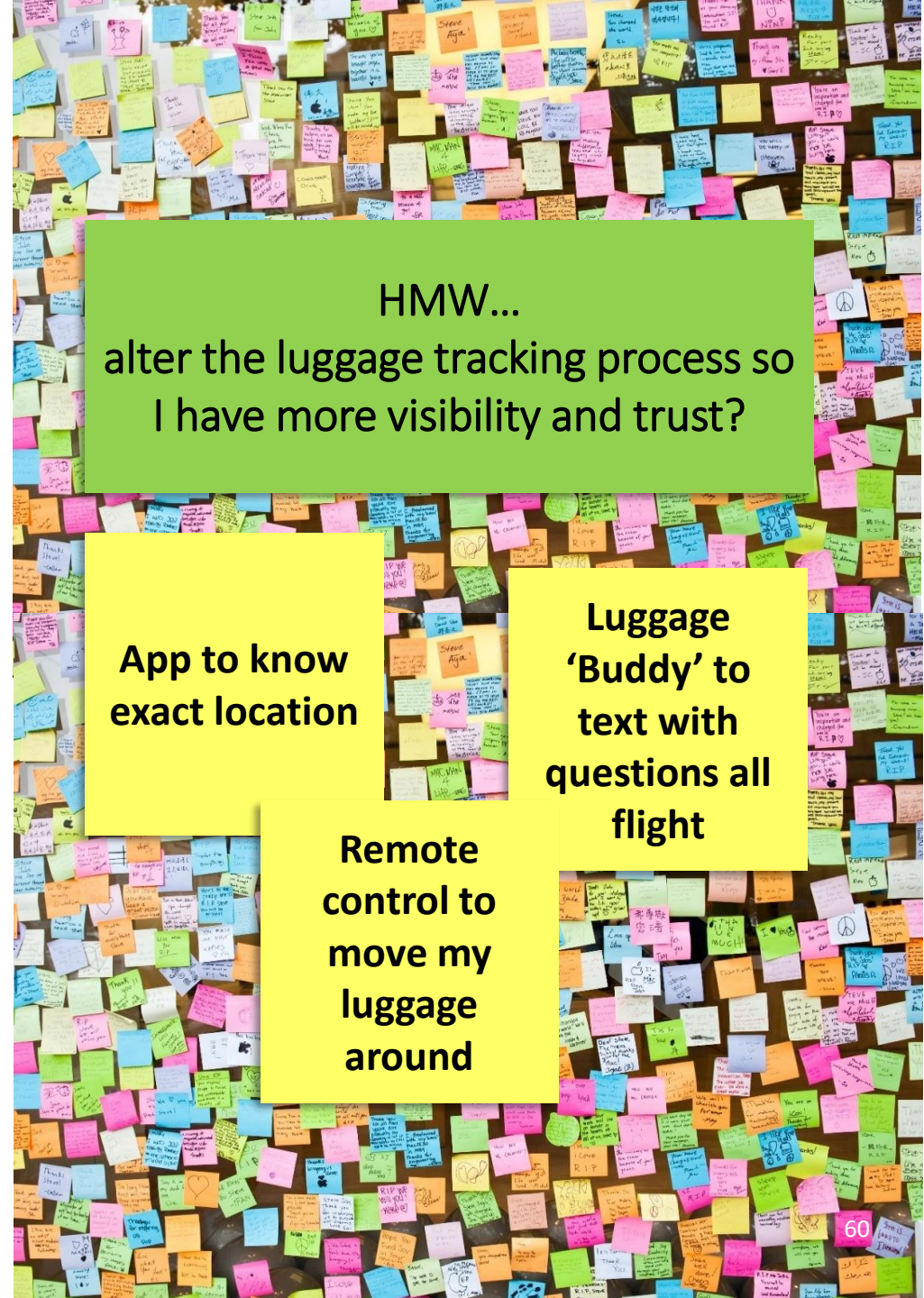
Each group now has a solid group of potential solutions to solve the challenge. We can brainstorm more!

Part 2 of solutioning will utilize design patterns to help us think more creatively about additional solutions we can add to our current ideas that are outside-the-box.

Write down your possible solutions to the challenge on sticky notes.

No idea is a bad idea! One idea per sticky note!

Make sure your idea can be understood by someone reading the sticky note **without any explanation**.



HMW...
alter the luggage tracking process so
I have more visibility and trust?

App to know
exact location

Luggage
'Buddy' to
text with
questions all
flight

Remote
control to
move my
luggage
around

SOLUTIONING PART 2

IDEATE WITH PATTERNS

8 MINUTES



Write down your possible solutions to the challenge on sticky notes. **One idea per sticky note!**

Use the design patterns provided.

Using design patterns introduces odd and emerging trends in conjunction with existing solutions to inspire new, less obvious ideas.



Organization Design Patterns

How might **[W organization]** approach this challenge?

- Co-working Spaces
- E-Commerce
- Pop Up Shop
- Subscription Models
- Wearables
- Gardens
- Instagram

Individual Design Patterns

How might **[X individual]** approach this challenge?

- Musician or Artist
- Athlete
- Business Leader
- Inventor

Technology Design Patterns

How might **[Y technology]** solve this challenge?

- Social Media
- Artificial Intelligence
- Virtual Reality
- Uber/Uber Eats
- Robots/Drones
- 3-D printing
- Self-Driving Cars

Location Design Patterns

How might **[Z location]** lead to a different solution?

- Barracks
- Bedroom
- In the field
- On a boat
- In transit

SOLUTIONING PART 2

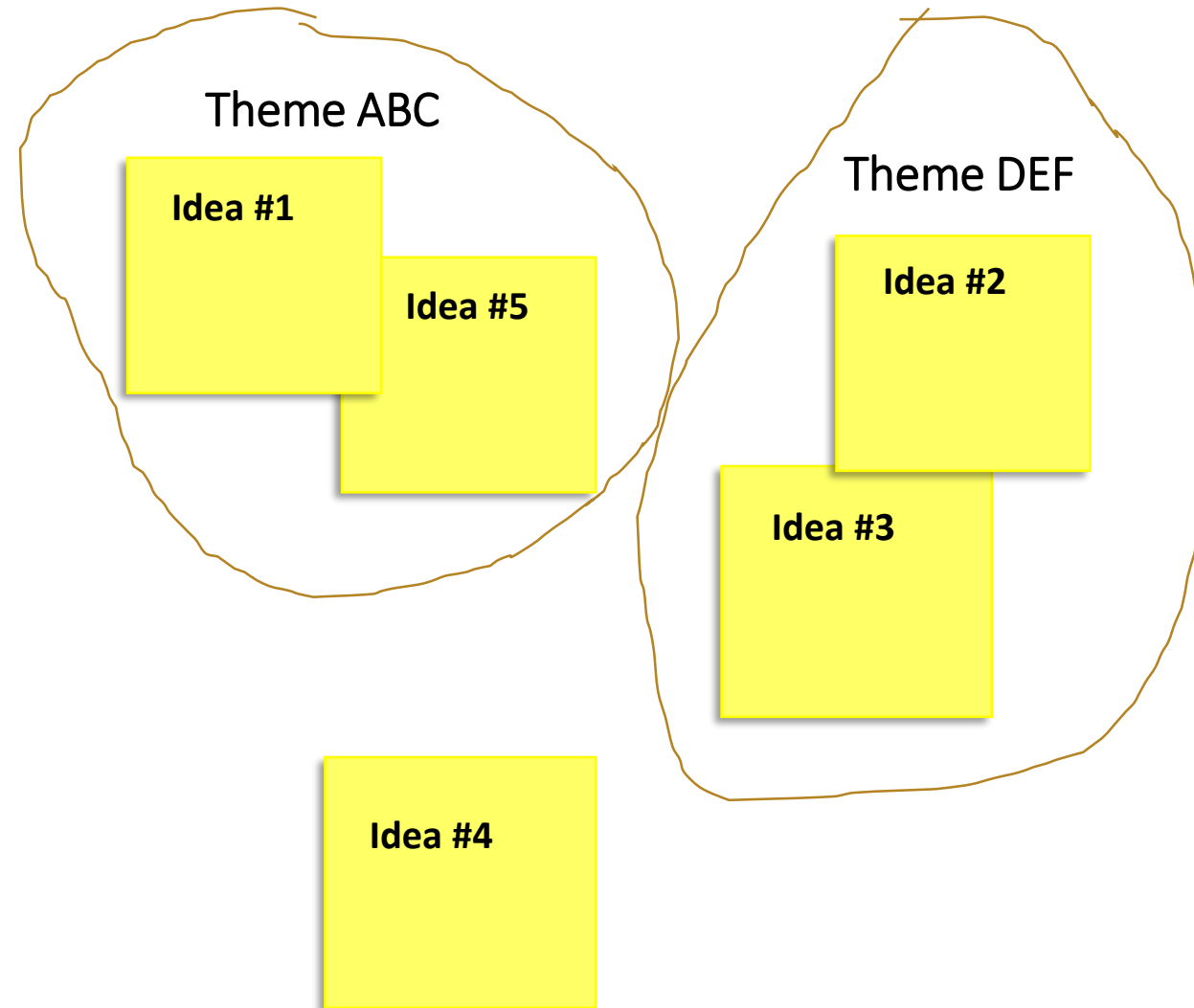
SHARING + GROUPING

15 MINUTES

Rotating around the group, **each person reads out their sticky notes before handing it to the facilitator.**

Using the already established groups, the facilitator will put your sticky note next to similar sticky notes wherever appropriate. Otherwise, he/she will start a new group!

When we've finished, we will label the groups.



SOLUTIONING PART 2

HEAT MAP VOTING

7 MINUTES 

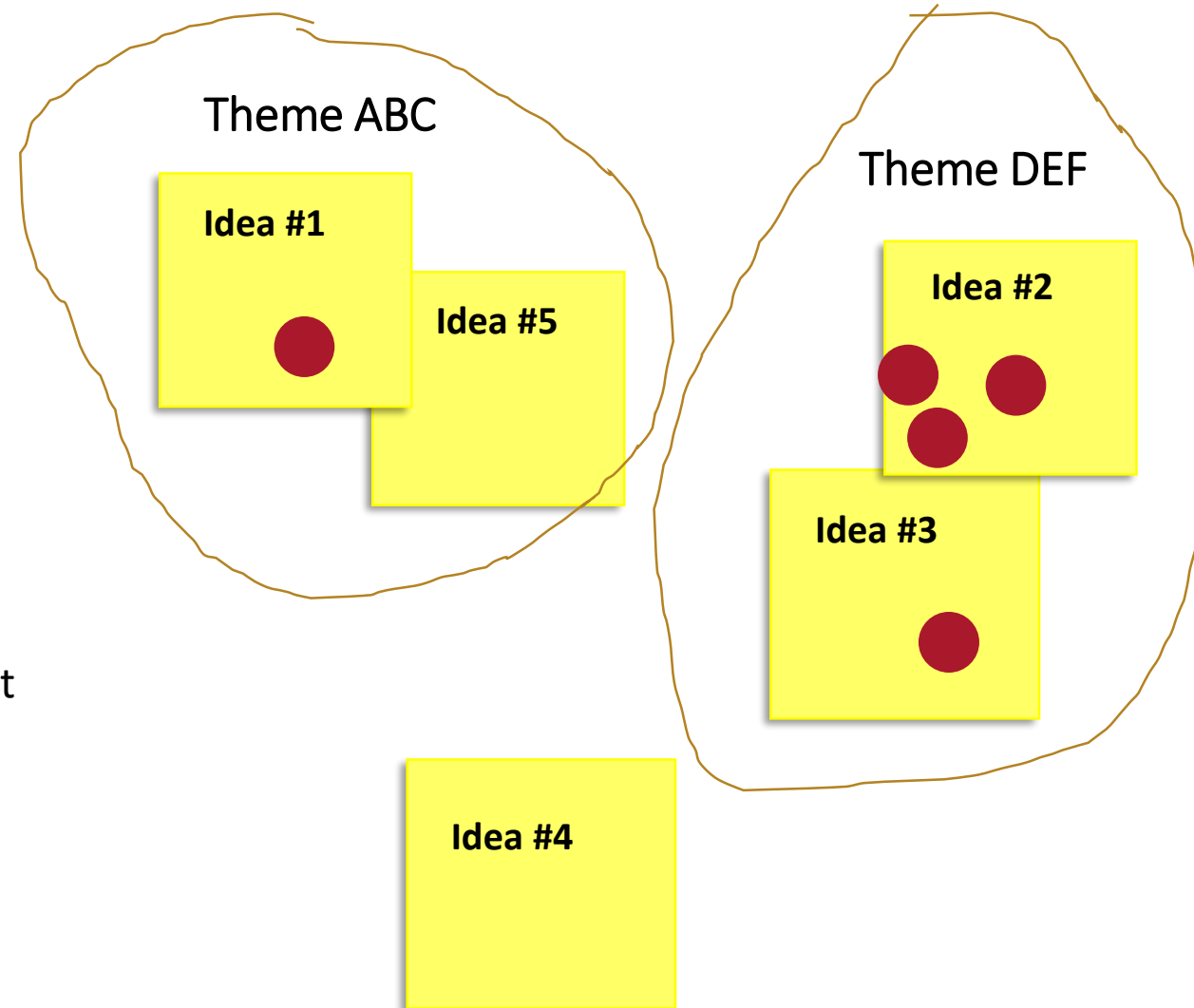
Each team member gets **3** votes.

You can vote for the same idea twice.

You can vote for your own ideas.

This is to influence down selection!

The objective is to pick the **ONE FINAL idea** that the group will create a storyboard for.





BE BACK READY TO GO!

BREAK

[10 minutes]

All

IN YOUR GROUP

SOLUTION REFINEMENT

[70 minutes]

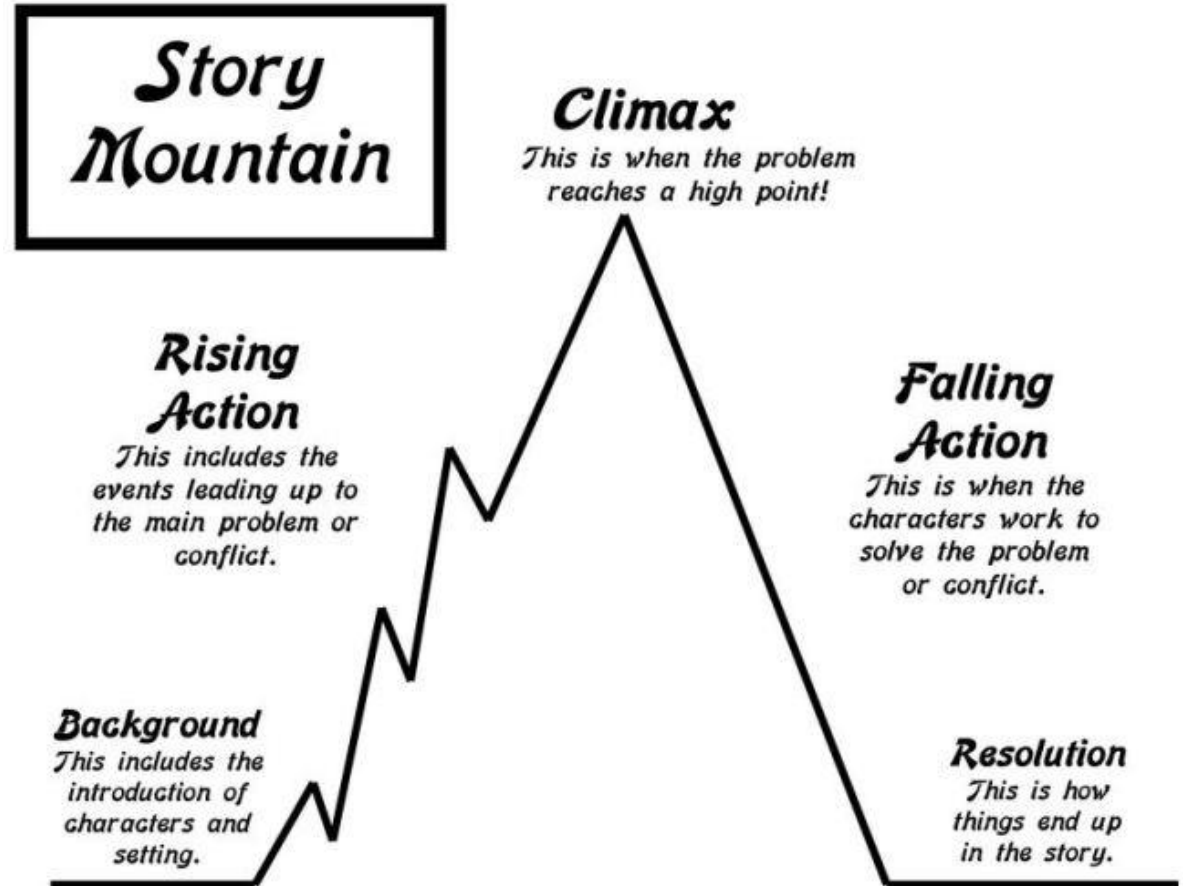
Nicole Lach (I-neXt Catalyst)

STORYBOARDING

WHAT IS A STORYBOARD?

A storyboard is a proven structure that helps build a **narrative for how the proposed solution will address the targeted problem** and how the user will interact with it. The goal is to be inspiring!

Follow the Story Mountain with your storyboard focusing on the climax – the problem – and thoroughly describing the fall action – the solution.



STORYBOARDING

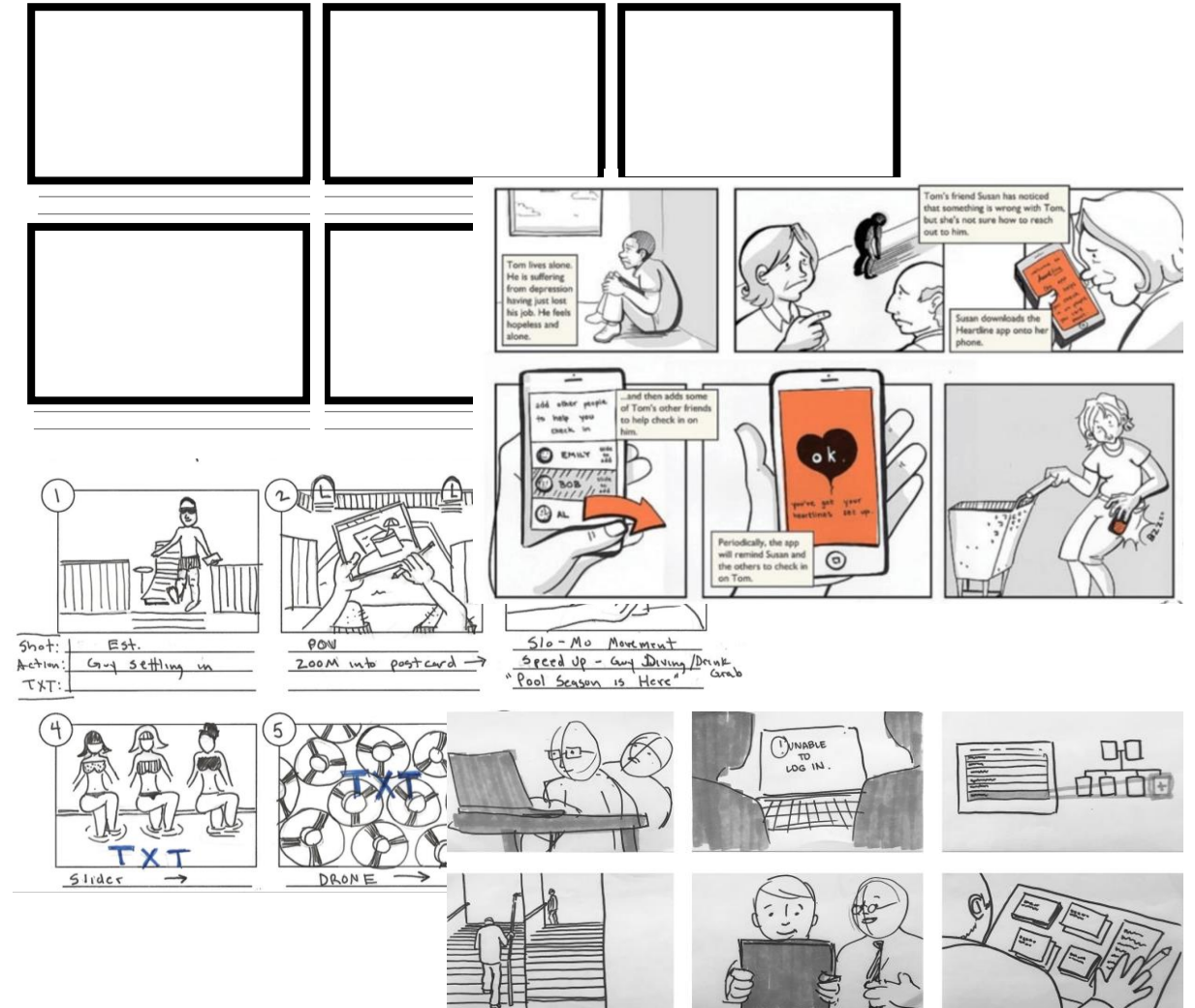
STORYBOARD STRUCTURE

The I-neXt team has created a storyboard template that can help you visualize your solution.

Keep with the drawing level that you are comfortable with. Add some color and use text underneath the frame or within the frames to provide context.

Think of the first frame as setting the stage of the user and the current state.

Think of the last frame as the visionary world that the user lives in when the solution is fully implemented.



I-neXt STORYBOARD TEMPLATE



Background

Who is the user and what is the current state?

Rising Action

What is the problem with the current state?

Climax

What is the impact of the problem to the user?

Falling Action (Part 1)

What is the solution?

Falling Action (Part 2)

How does the user interact with the solution? What is the impact?

Resolution

What is the ROI of the solution? How can it be scaled?

STORYBOARD PROTOTYPES

STORYBOARD CREATION + SHARING

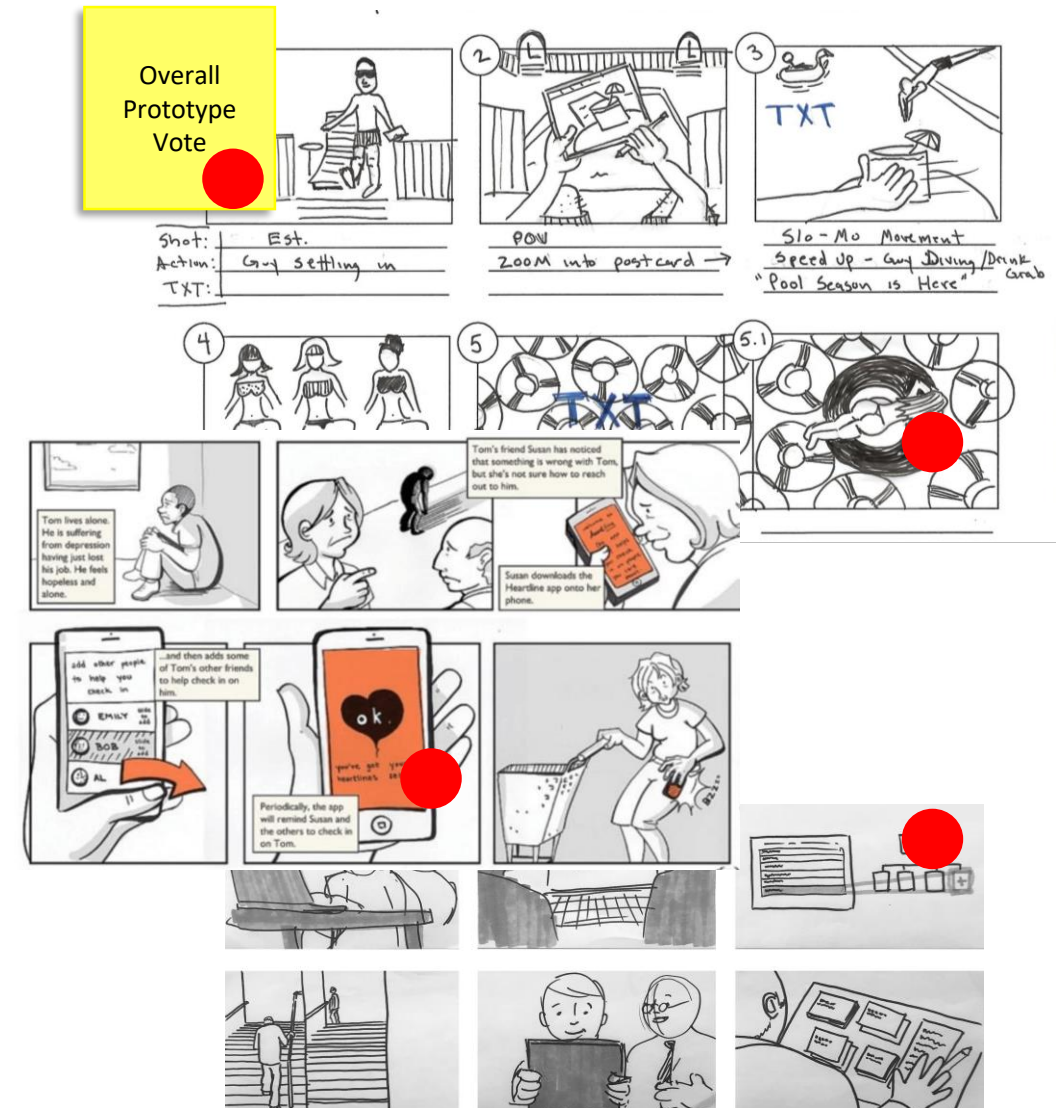
20 MINUTES

The entire group will split off into **groups of 3-4**. Each mini team will have 15 minutes to build a low-fidelity storyboard using one of the provided templates. Follow the story mountain! **(15 min)**

After the storyboards are built, each mini team will have 1 minute to share with the rest of the group. No questions please! **(5 min)**

After, each individual will have voting dots to:

- Vote on the overall storyboard that they like
- Vote on specific elements of the storyboard they like



STORYBOARD MVP

STORYBOARD MVP CREATION

45 MINUTES

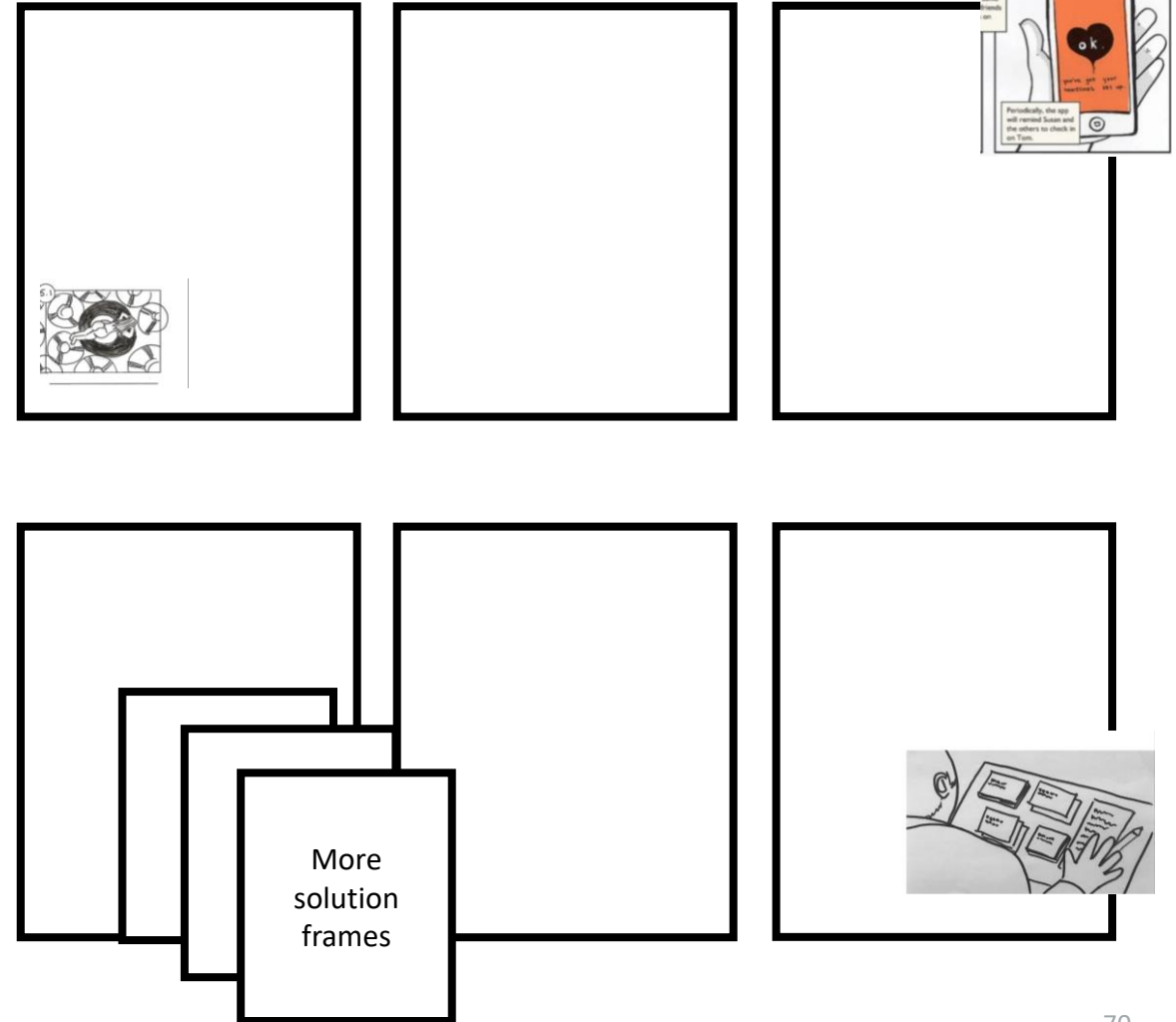
Now the entire group will come together to build a **final storyboard MVP** (minimal viable product). Name the story!

This MVP will incorporate the most voted prototype and the specific aspects that people enjoyed. Utilize existing visuals to get you started on the drawing.

Think of this as higher fidelity! It will be bigger and better than the prototypes. It can also dive deeper into the solution.

Your team's MVP needs to be stand-alone!

NAME OF STORY



IN YOUR GROUP

SOLUTION SHARING

[20 minutes]

All

GALLERY WALK

BROWSE MVPS + POST STORYBOARD FEEDBACK

20 MINUTES

Each facilitator will speak for 1 min to introduce their storyboard and the overall solution that they created. **(5 min)**

Gallery Walk - Everyone walks around, examines MVP artifacts, and posts questions/concerns/comments using stickies and voting dots, underneath relevant artifacts. **(14 min)**

Everyone gets unlimited voting dots to highlight the most interesting solutions, ideas, and/or elements of ideas.

We will analyze these results after this session and will use them at the Symposium to continue the Solution Process.

WRITE LEGIBLY.





ALL TOGETHER

CLOSE OUT

[5 minutes]

*Jason Dorvee (I-neXt Director),
Capt Logan Wilhelm (I-neXt Catalyst)*

THANK YOU STAY CONNECTED!



MCICOM + MCCS ADC Sessions

Monday, February 10th

- **NOW** - Stay longer to continue Gallery Walk
- **1:00 PM – 1:45 PM** - General Session: The Future of Installation Resilience: How will the Services Address Emerging Threats to CONUS Installations?
- **2:00 PM – 2:45 PM** – Installation Innovation: What's Next?

Wednesday, February 12th

- **8:45 AM – 9:45 AM** – Innovation is a Team Sport: How the Marine Corps Tackles Everyday Problems

Tuesday, February 11th

- **7:30 AM – 8:30 AM** - MCAS Miramar: A 5G Collaborative Market for Developing the “Installation Next”
- **4:15 PM – 5:15 PM** – Operationalizing Installations of the Future

Upcoming I-neXt Events

I-neXt COMMUNITY Symposium – Tentative, April, 2020

Contact us

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