

Jamón Jam

Friday

16.45: MEET UP
17.00: HOST PRESENTATION "HOW WE WILL WORK / THE DESIGN PROCESS"
17.30: GAMES, GET TO KNOW EACH OTHER
18.30: ANNOUNCE THEME AND QUESTIONS
19.00: FORM TEAMS
19.10: SNACKS AND INFORMAL DISCUSSIONS
19.40: BRAINSTORMING
21.00: STATUS REPORTS FROM TEAMS
21.30: HOME TIME

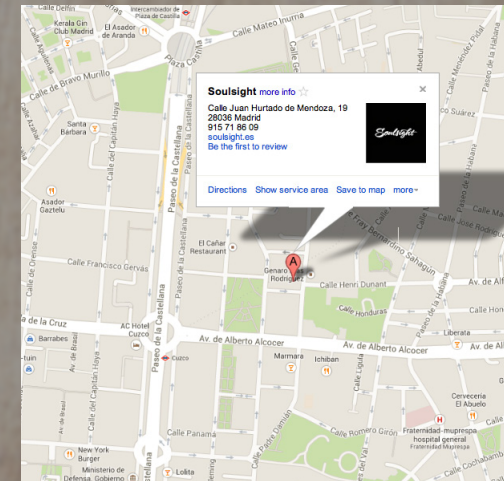
Saturday

10.00: MARKET RESEARCH, IDEATION, FINDING INSIGHTS
13.00: INITIAL CONCEPT PITCHES
14.30: DESIGN FIRST PROTOTYPE AND INITIAL TESTING
17.30: STATUS REPORTS FROM TEAMS AND EVALUATION OF FIRST PROTOTYPE
18.00: BEGIN SECOND PROTOTYPE
20.00: TEST SECOND PROTOTYPE
21.00: REPORT STATUS
21.30: HOME TIME

Sunday

10.00: MARKET RESEARCH AND FINAL TWEAKS OF THE PROTOTYPE
12.00: DOCUMENT PROTOTYPE IN ACTION
13.00: PREPARE PRESENTATION
15.00: UPLOAD DEADLINE
15.10: TEAM PRESENTATIONS
16.30: PRIZE GIVING AND CELEBRATE!

Where?



SOULSIGHT,
CALLE JUAN HURTADO DE MENDOZA 19,
MADRID, 28036



BY METRO
LINEA 1: TETUAN
LINEA 10: CUZCO
LINEA 9: PIO XII

Soulsight

