



EXPERIENCE DESIGN POKER

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You're about to play a game which will test your powers of creativity, collaboration and presentation. You will battle against another team over 5 rounds of play to come up with the best idea for a Sector based on a random selection of APIs and Technologies.

How to play

Divide your group into two teams. Assign a judge to brief the teams, to keep them in order and to score each round. It's fun to vary the length of time per round as this keeps teams on their toes.

At the start of each round draw 5 cards from the 3 decks:

1 x Sector card: This will tell you which industry sector you are creating an idea for.

2 x API cards: An application programme interface (API) is a way of accessing a data set or some digital functionality which has been made by someone else. (A classic example is the Facebook API which would allow a customer to use Facebook as a quick way of logging into a site that you were creating.)

2 x Creative technology cards: These are new and interesting technologies that are starting to establish themselves in the world.

The objective is to create an original proposition for the Sector you have drawn. You must use all 4 of the APIs and Technologies drawn, but are free to use other technologies, software, and data-sets. You get extra marks for how central the APIs and Technologies on your cards are to the idea you present back.





At the start of each round your judge will tell you:

- how long you have to come up with your idea; and
- how long you have to present.

The length of time you are given per round could vary, so pay attention to the time-limits set for each round.

After each round you will pitch your proposition to the judge and the other team. There will be extra marks for the quality of this presentation. Once both sides have presented, the judge will announce a winner for that round. Best of five wins.

Judging criteria

- The originality and inventiveness of the idea
- The extent to which all of your API/Tech cards have been used in your presentation
- Whether your idea addresses a clear audience and would be useful and beneficial for them
- The quality and persuasiveness of your presentation

The Judge can also add a few extra points for making the most of a difficult set of cards. You won't be judged on commercial potential: the idea is to come up with something interesting and useful, not just to make money.

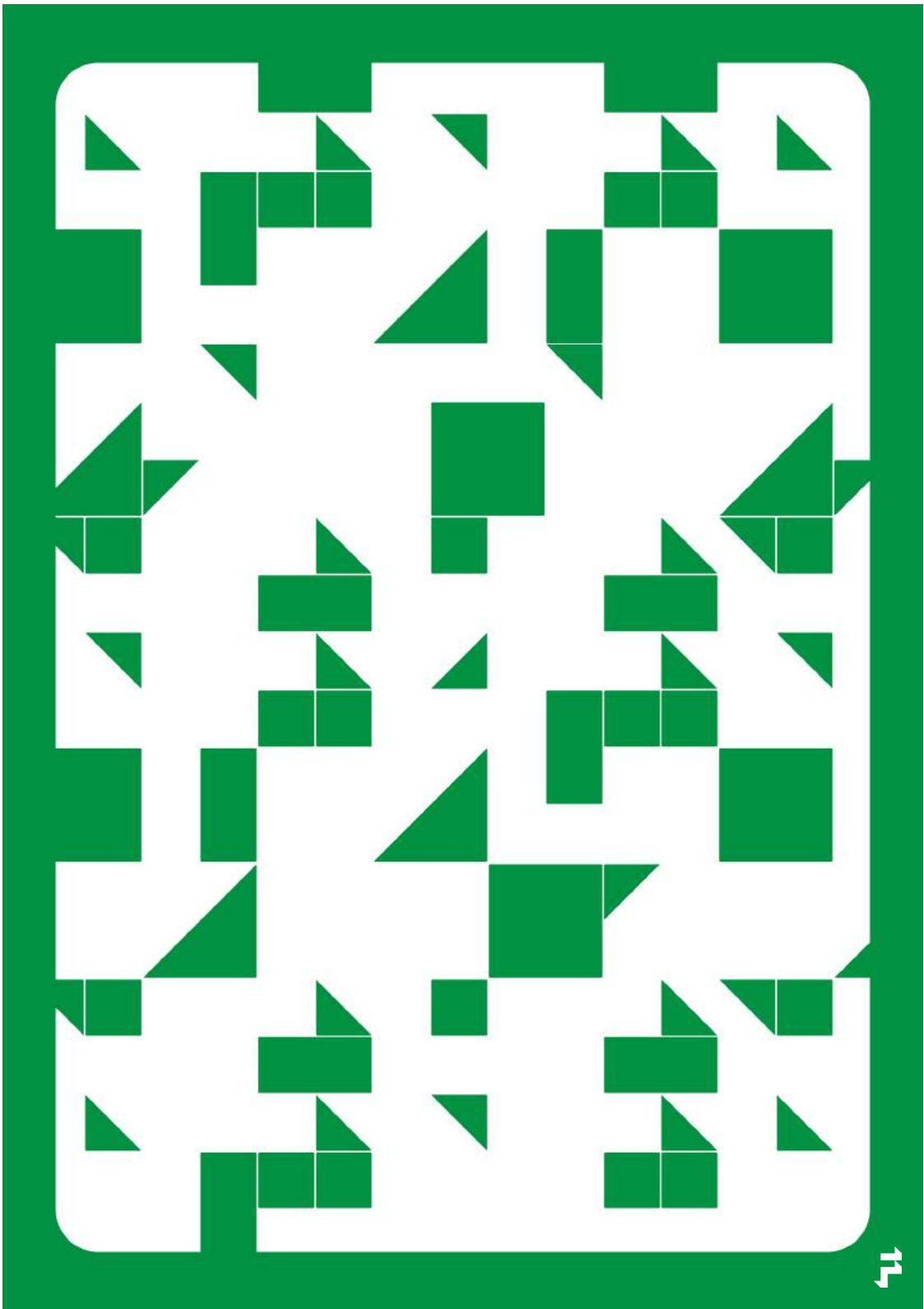


APIs

UK air pollution data



Provides forecasts to give advanced warning of the expected levels of air pollution for the UK. UK Forecast maps can be searched by place name or postcode to give a more detailed local view. Shows data from 1975, real-time and 5 day forecasts.

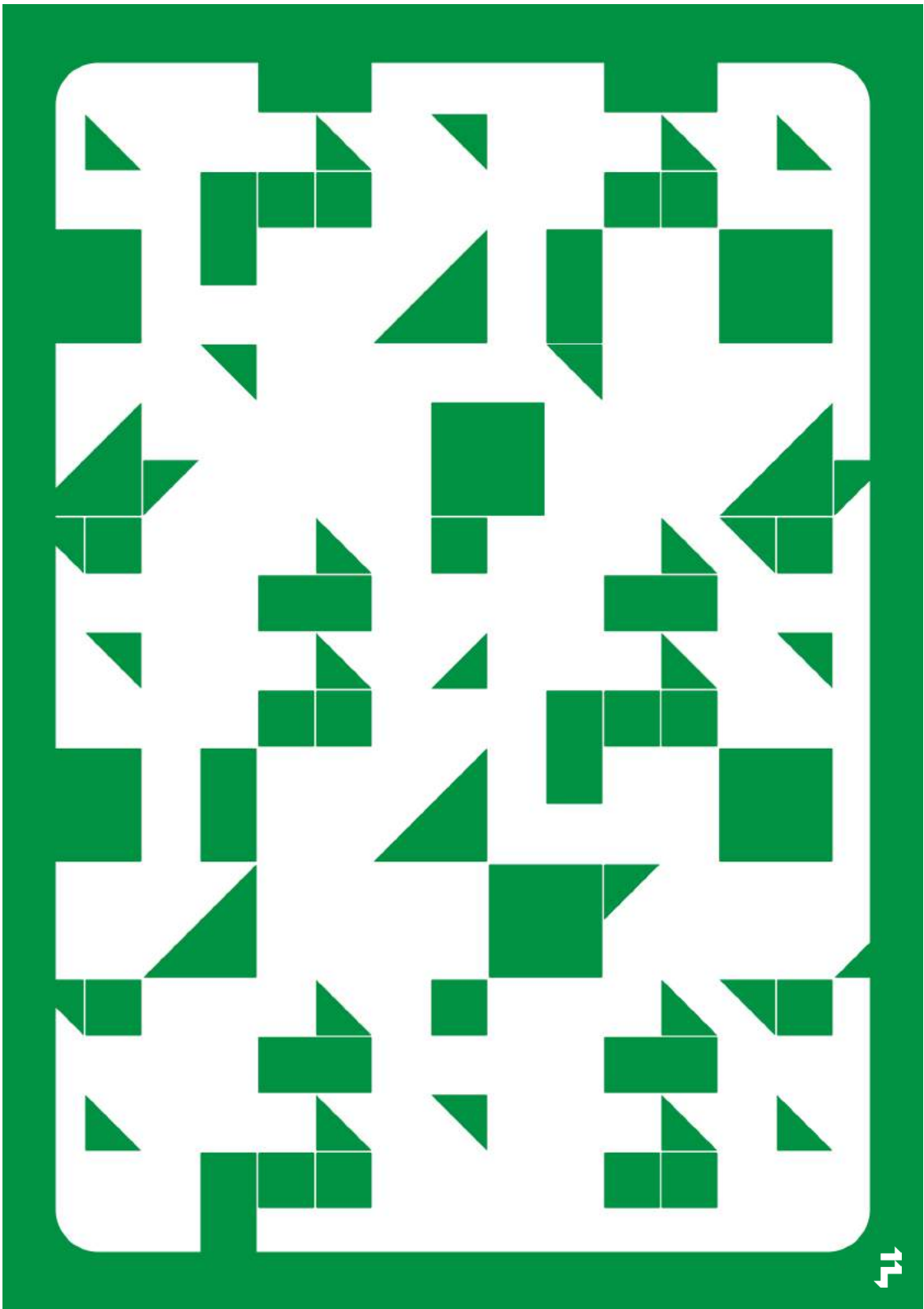


APIs

Yoda speak



Turns your sentences and web page
into the way Yoda would say it.

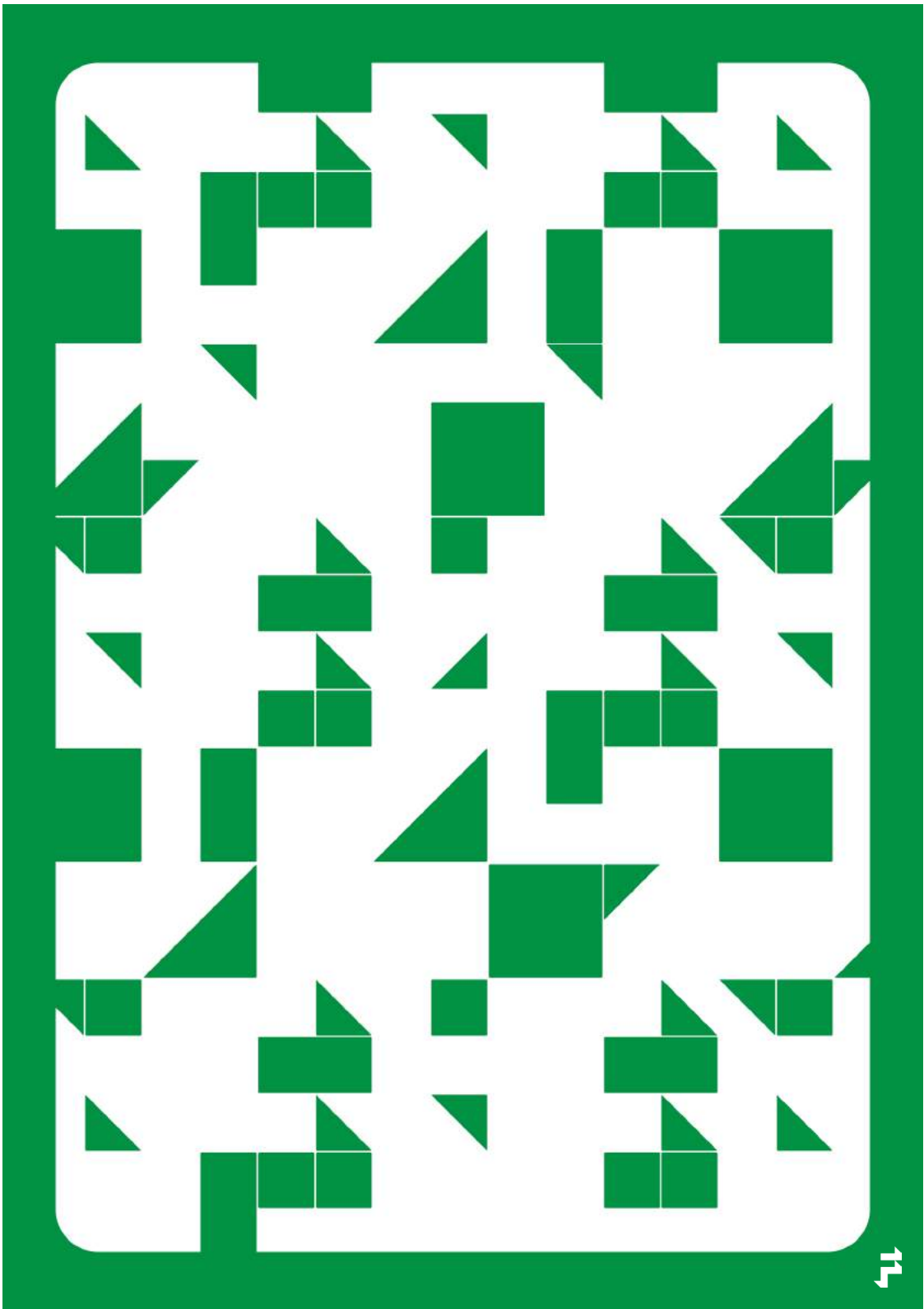


APIs

EU alcohol crime statistics



Statistics revealing the type of crimes, age of the offenders, areas with the highest binge drinking rates and total alcohol consumption per drinker in Europe. Types of crime include: robberies, aggravated assaults, rapes and sexual assaults.

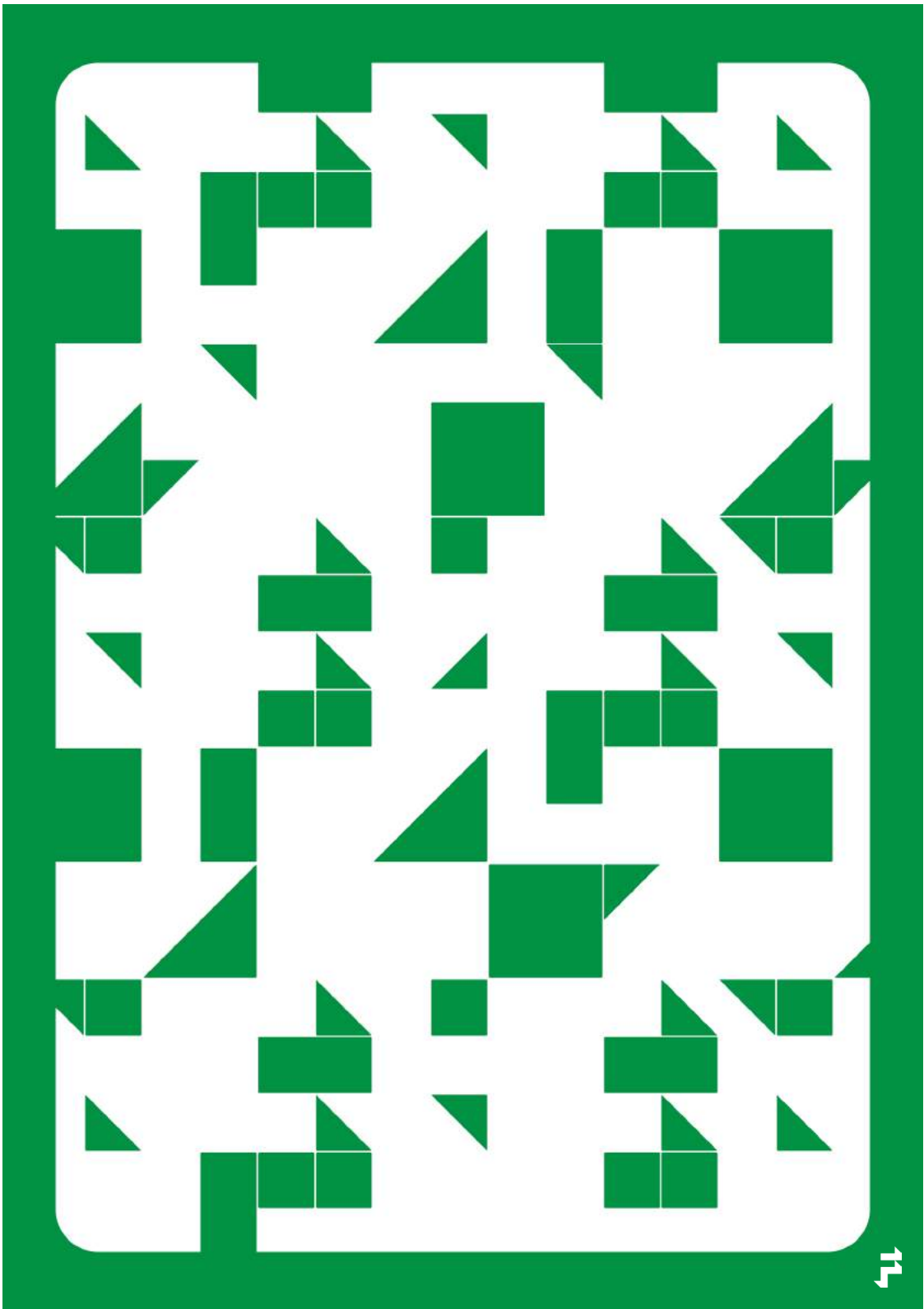


APIs

UK baby names

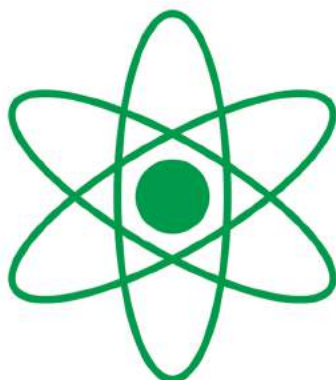


Most popular first names for baby boys and girls. Derived from annual births registration data and include all live births in the UK from 1905 - 2015.

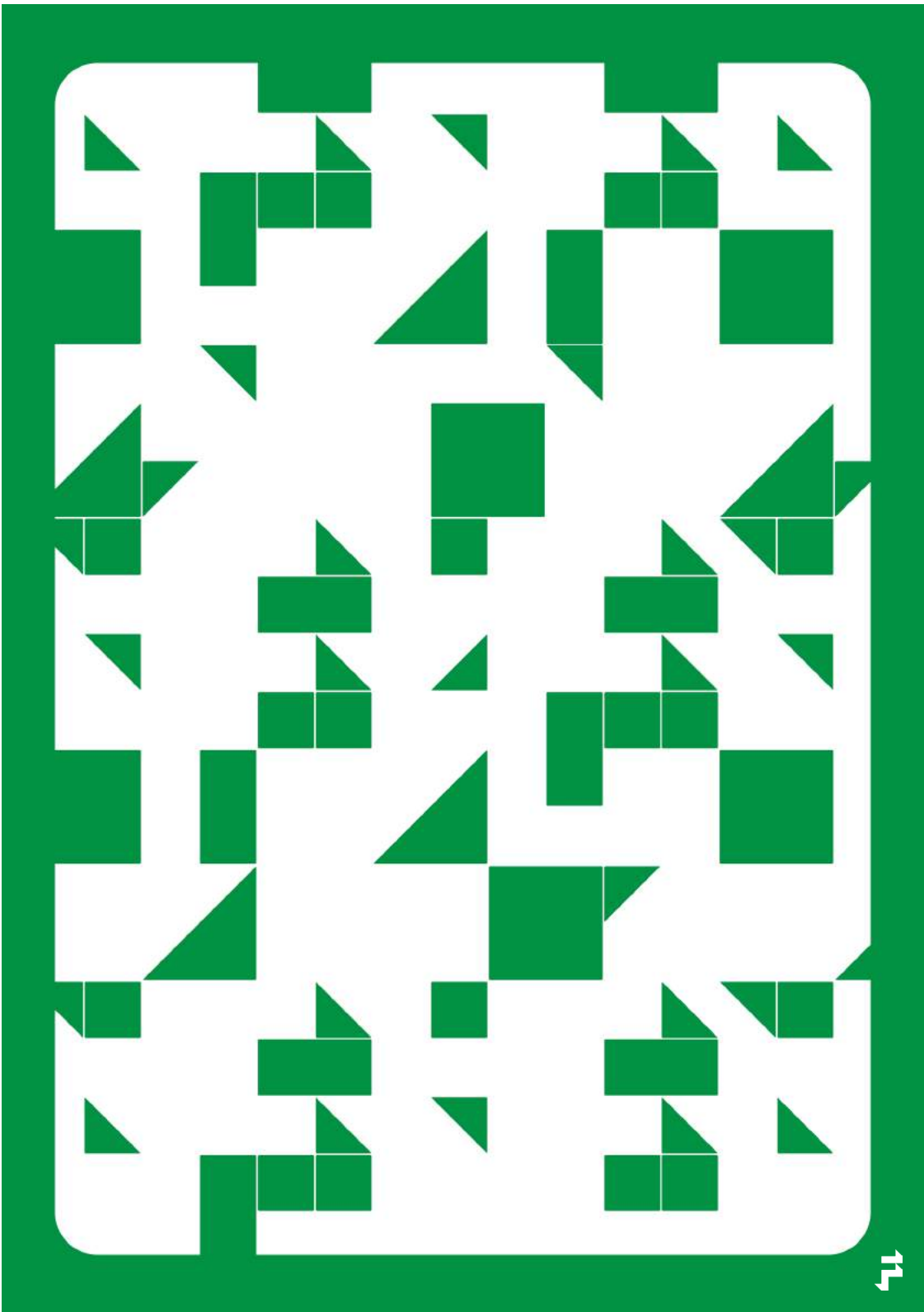


APIs

EU energy consumption



Allows you to see the total energy consumption by area. A percentage breakdown of the types and quantities of energy used by households, transport modes, industry and statistics by area.

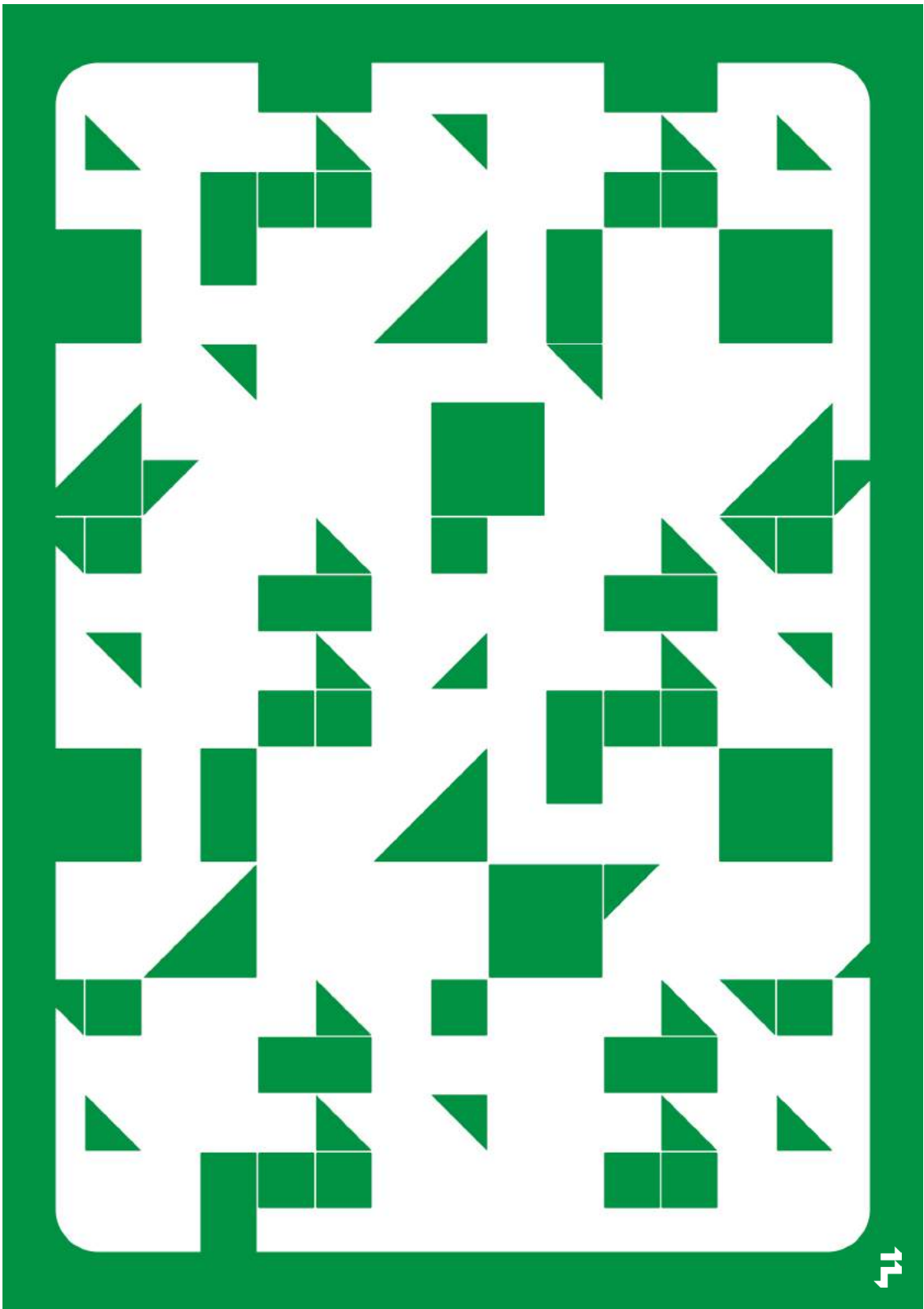


APIs

Driver telematics



A data-set from a major insurer which offers real-time and historical data on the movements and driving behaviours of business and personal drivers.

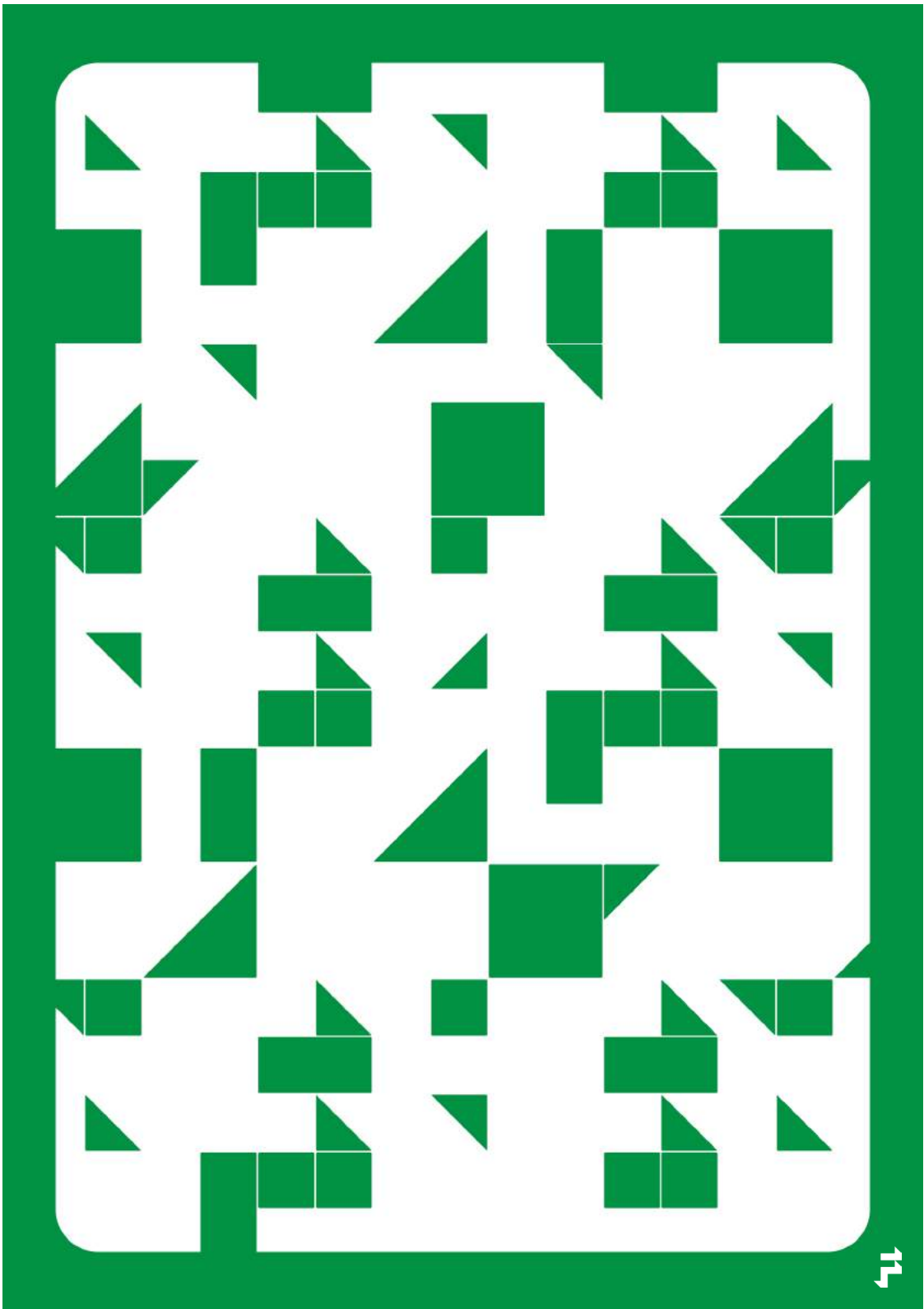


APIs

UK tide timetable



A data set on UK tidal predictions including hour-by-hour forecast. This allows you to see high and low-tide predictions up to 365 days ahead, for 695 UK locations.

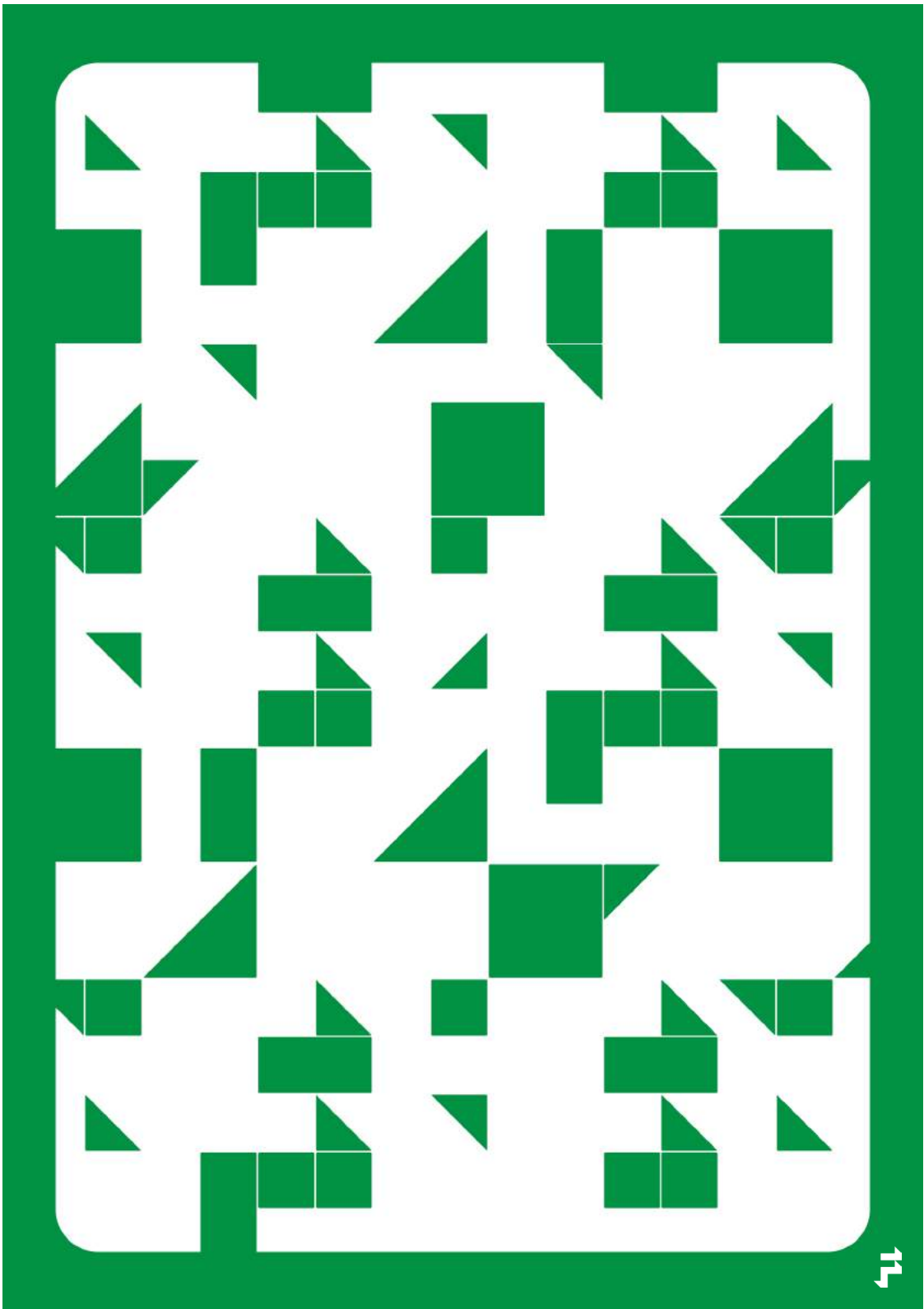


APIs

LinkedIn



The LinkedIn API allows people to sign in to your app using their professional identity. This allows access to the user's profile and information about their LI network.

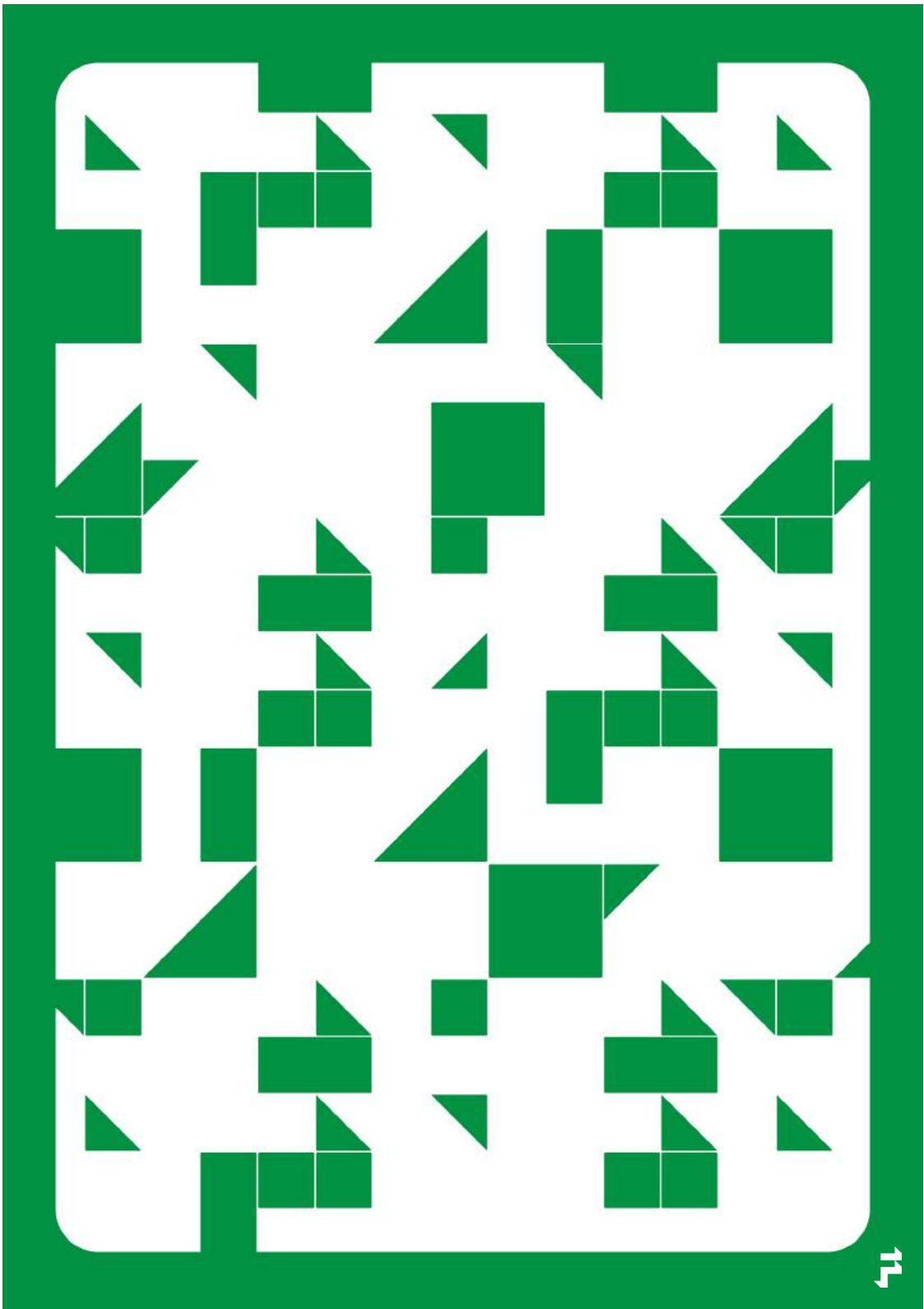


APIs

William Hill betting



A data set allowing you live access to betting markets, prices and customer account details. It also allows you to integrate a William Hill login to your app so that users can place bets on sports and events.

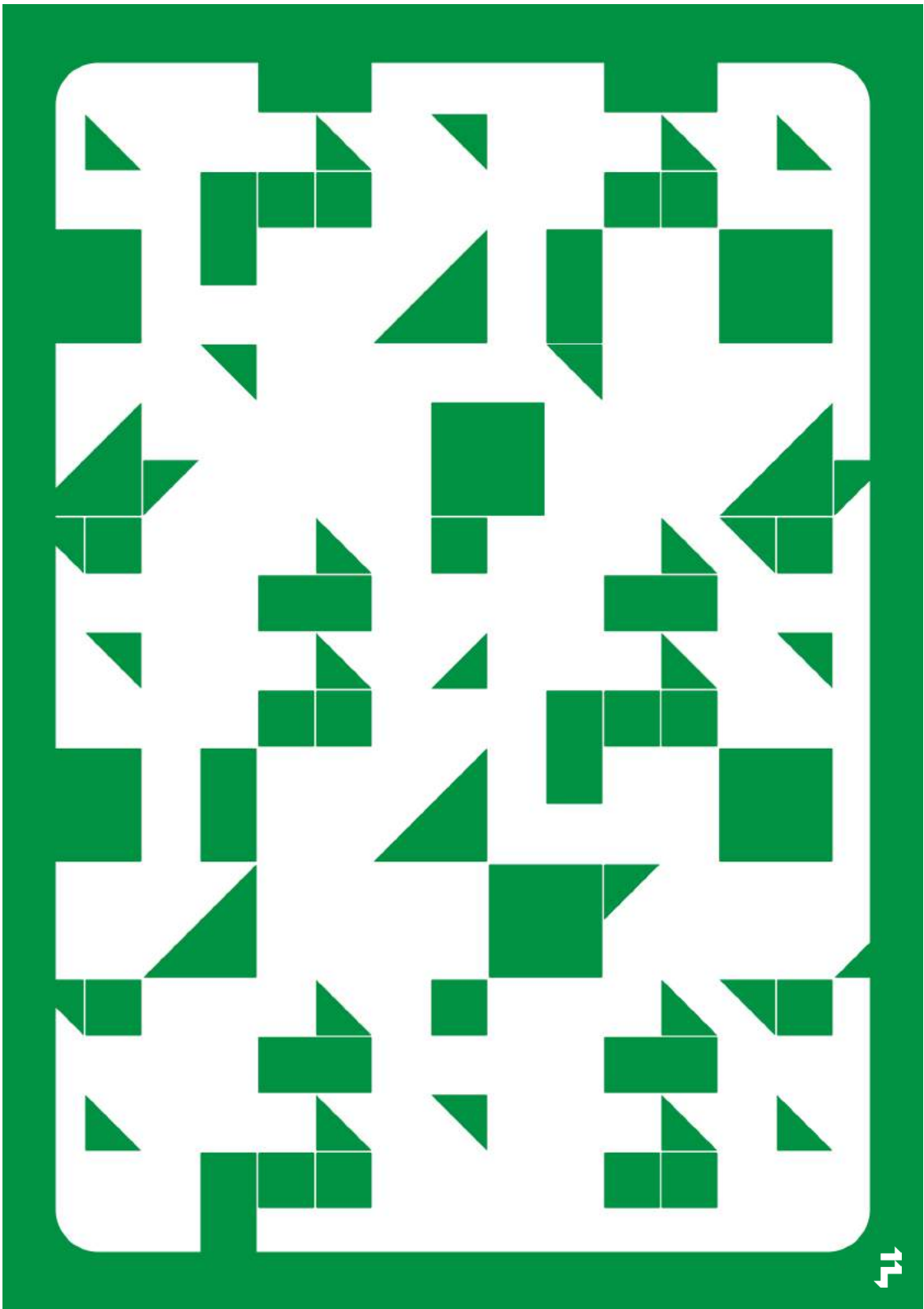


APIs

Buzzfeed

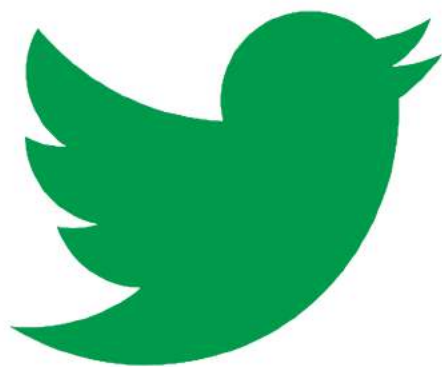


A data set granting you access to the day, month and year's biggest trending pieces of content, giving the age, location and demographic of BuzzFeed's active users.

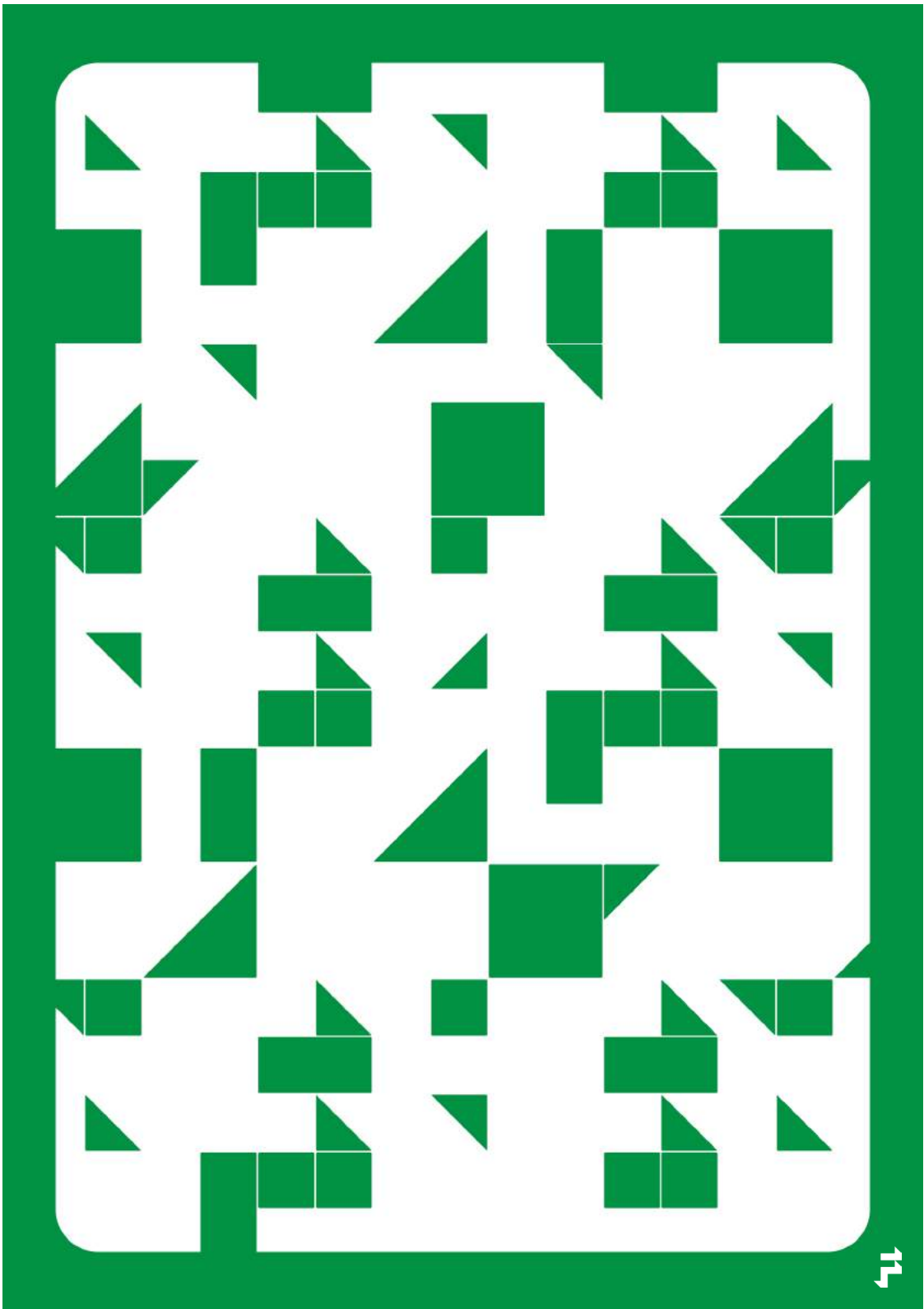


APIs

Twitter



Allows developers access to any of Twitter's raw material such as incoming tweet data, user follower numbers, timelines, mentions etc. Twitter's API allows developers to create programs that incorporate Twitter's services.

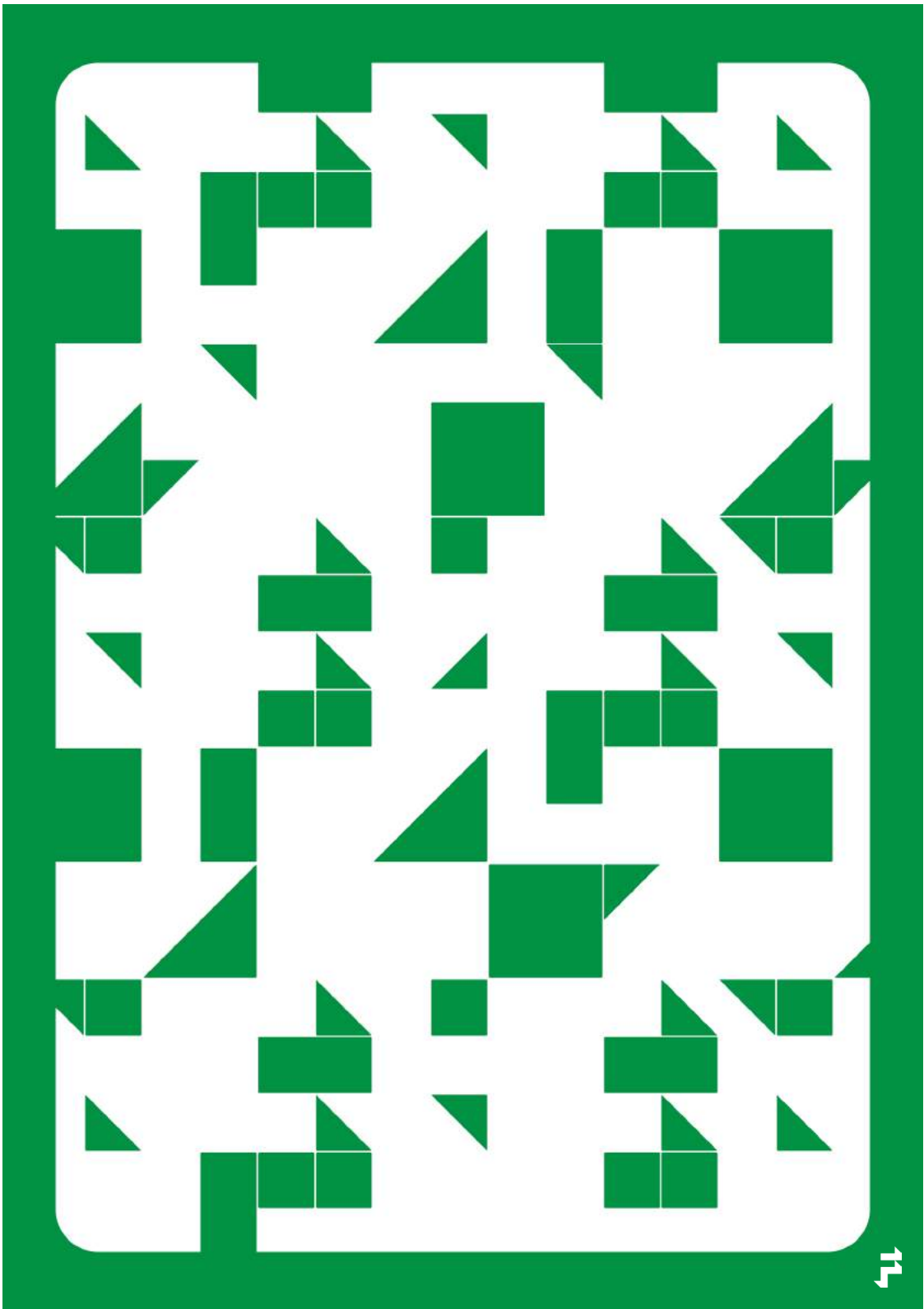


APIs

Google maps

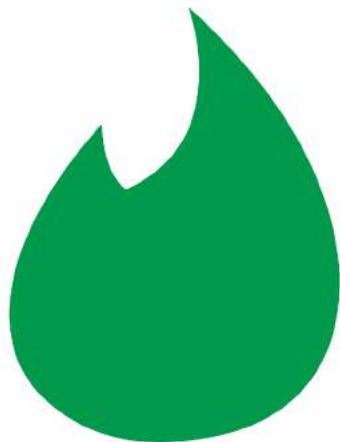


A very large mapping resource and data set. Google Maps is built from 1,300 data feeds, allowing you access to global transit stops, distance above sea level, roads etc.

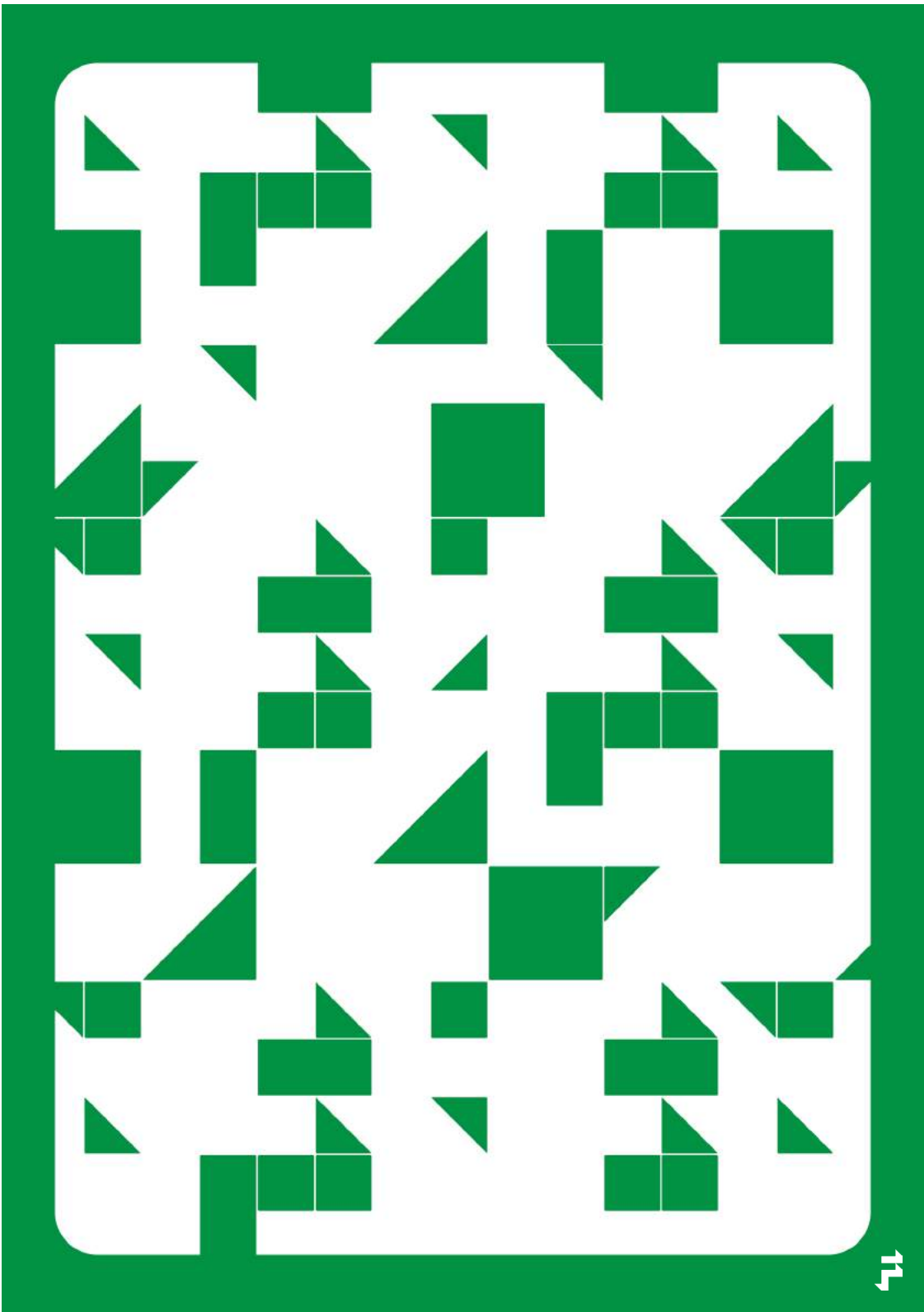


APIs

Tinder



A data set which allows you access to the number of active users, number of matches and volume of swiping in any global location.

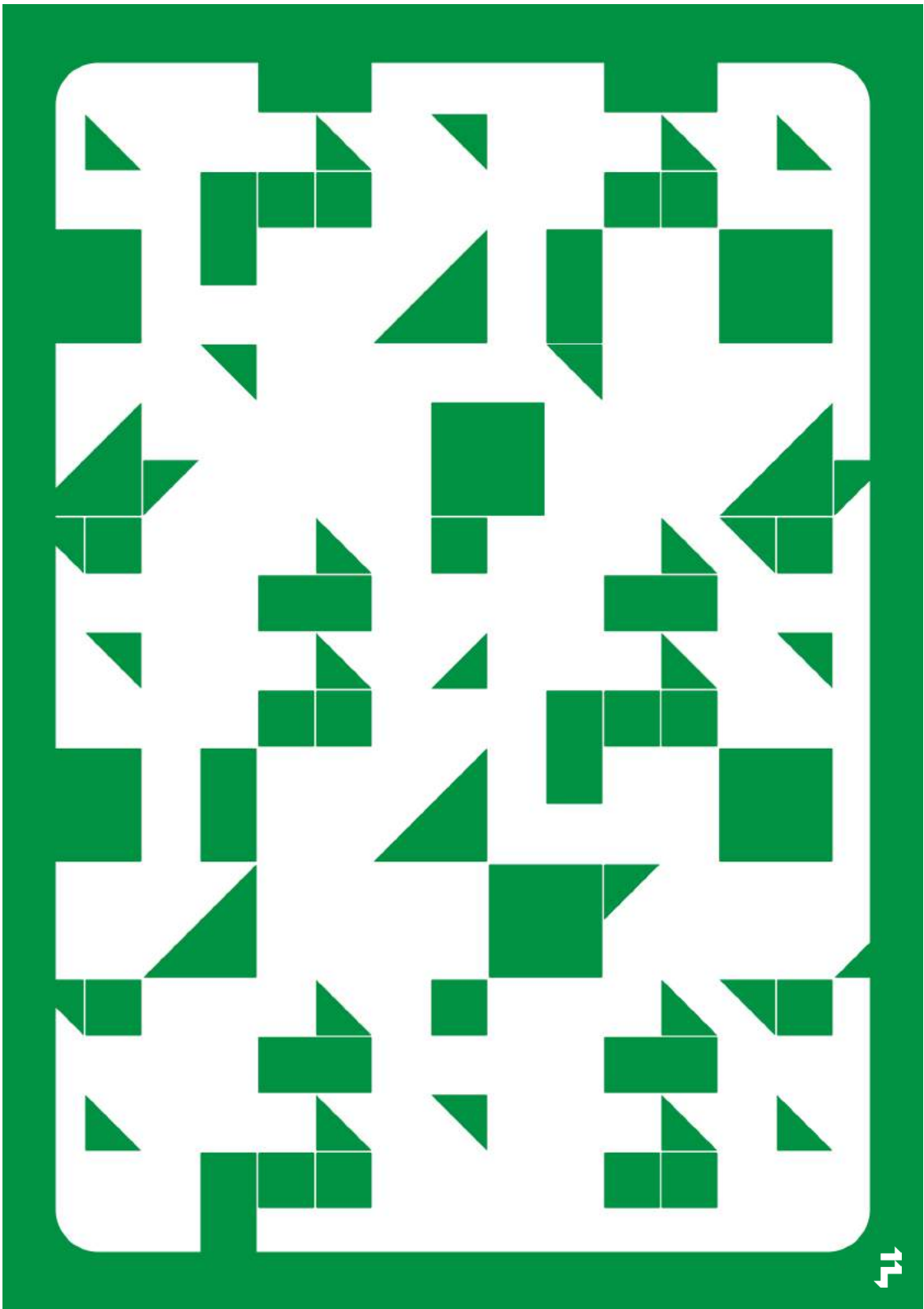


APIs

Facebook



The Facebook API allows access to analytics for apps, the messenger tool, social plug-ins, as well as app invites and app monetization.

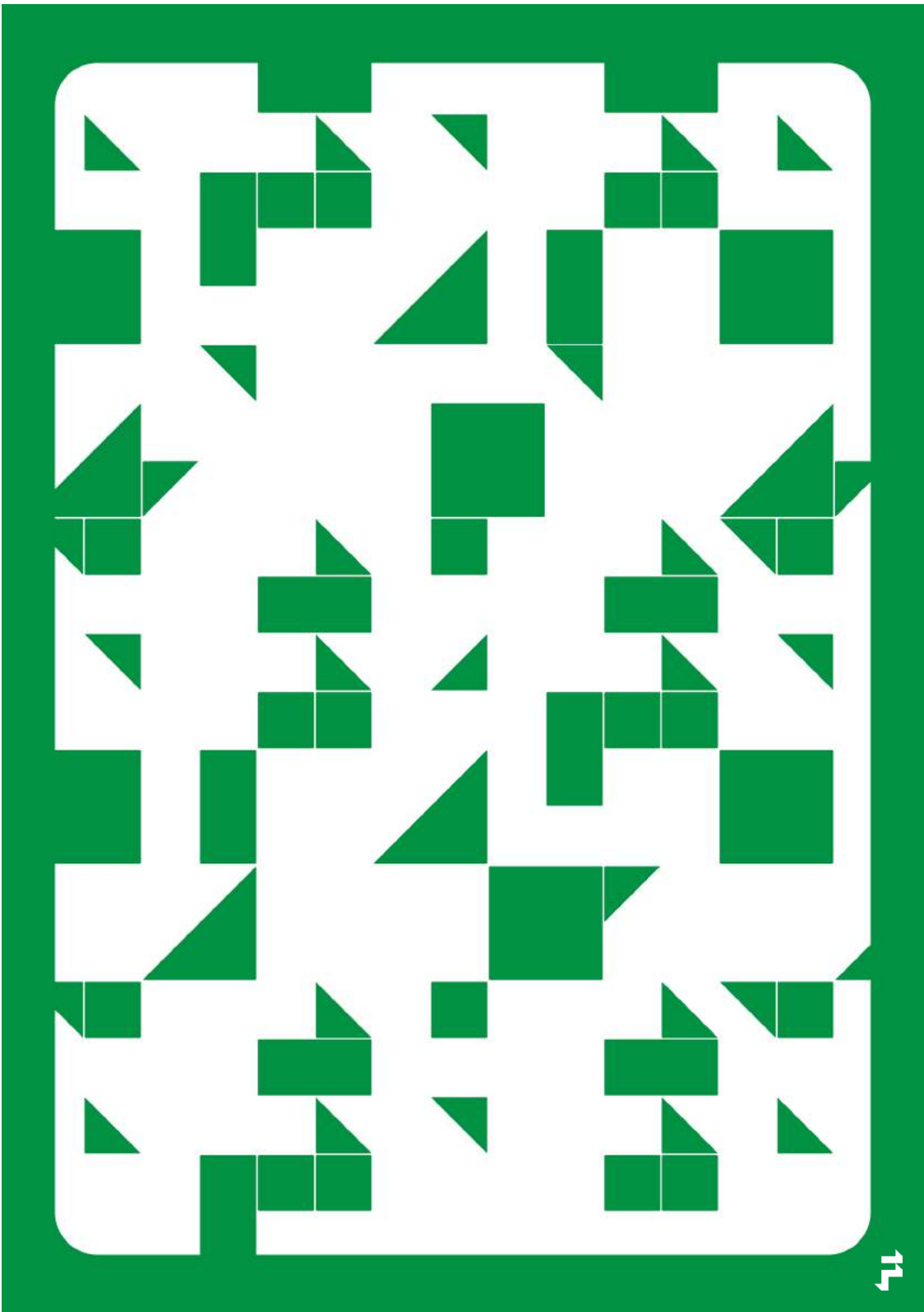


APIs

Spotify



This web API allows applications to fetch data from the Spotify music catalogue. It provides access to user-related data such as playlists and music saved in a “your music” library.





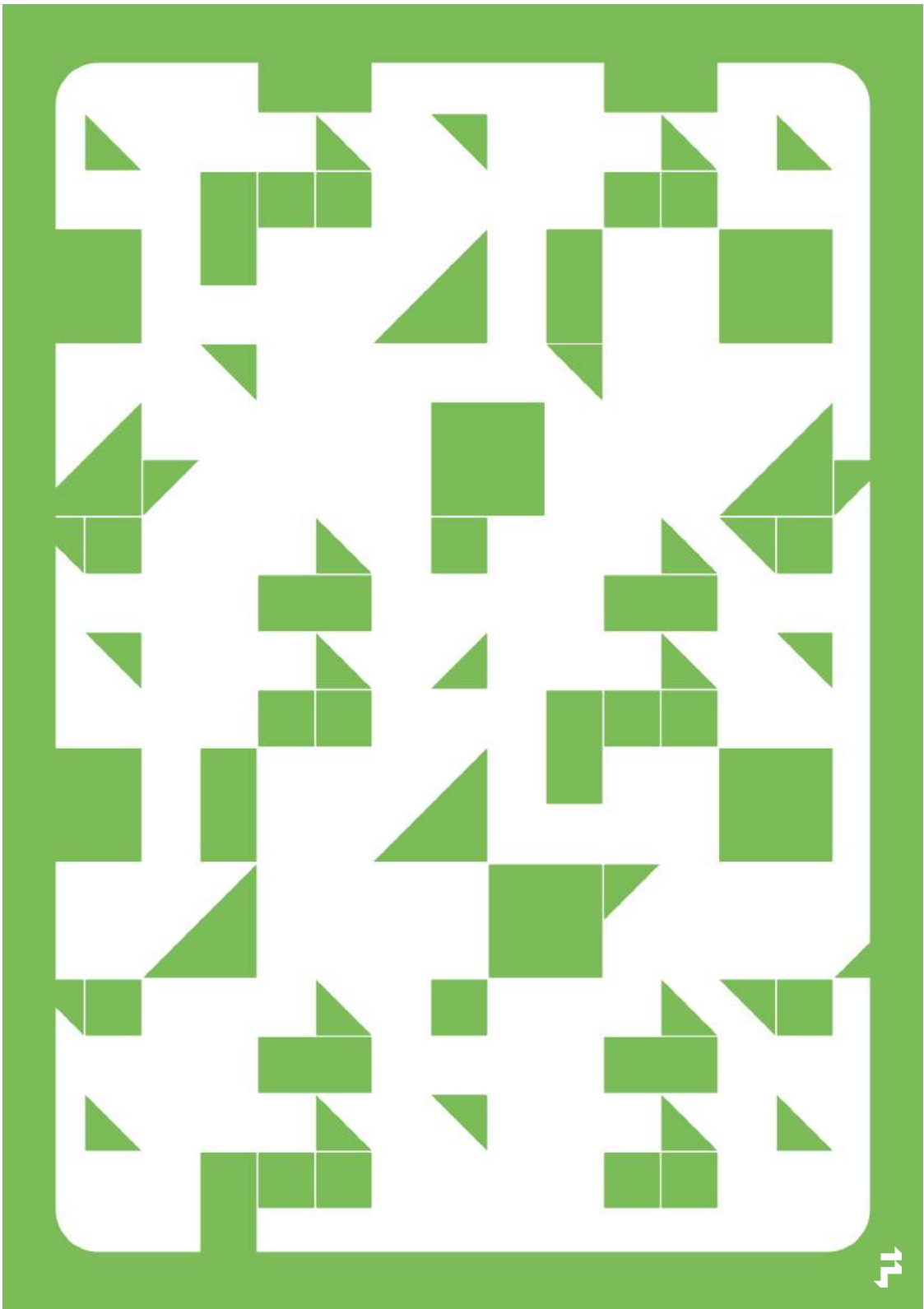
Creative Technology

Robotics



The field of computer science and engineering concerned with creating robots and devices that can move and react to sensory input. Robotics is one branch of artificial intelligence.



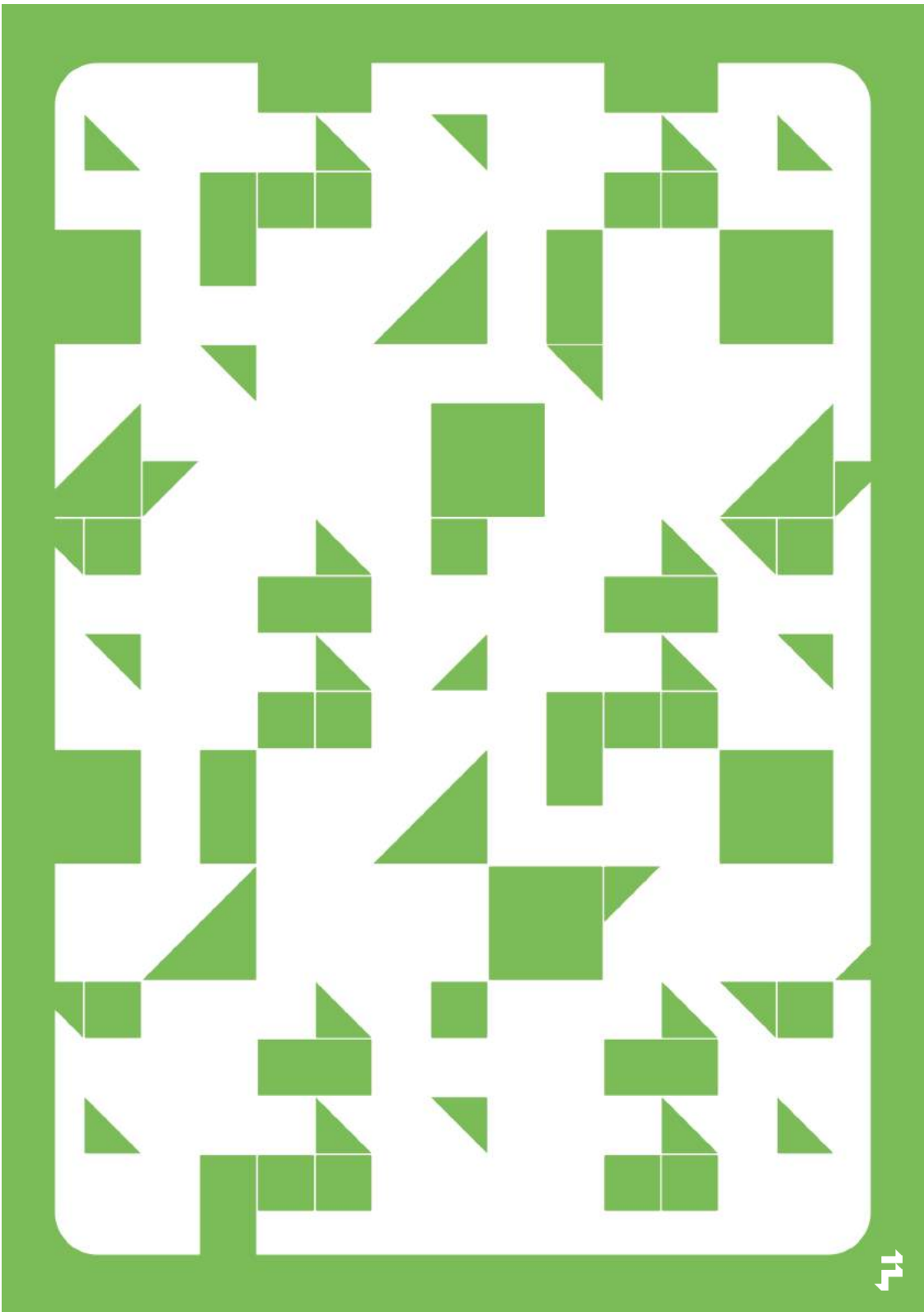


Creative Technology

Drones



Essentially a flying robot. Can be remotely controlled or can fly autonomously in conjunction with GPS. Drones are often associated with the military but they are also used for search and rescue, surveillance, among other things.

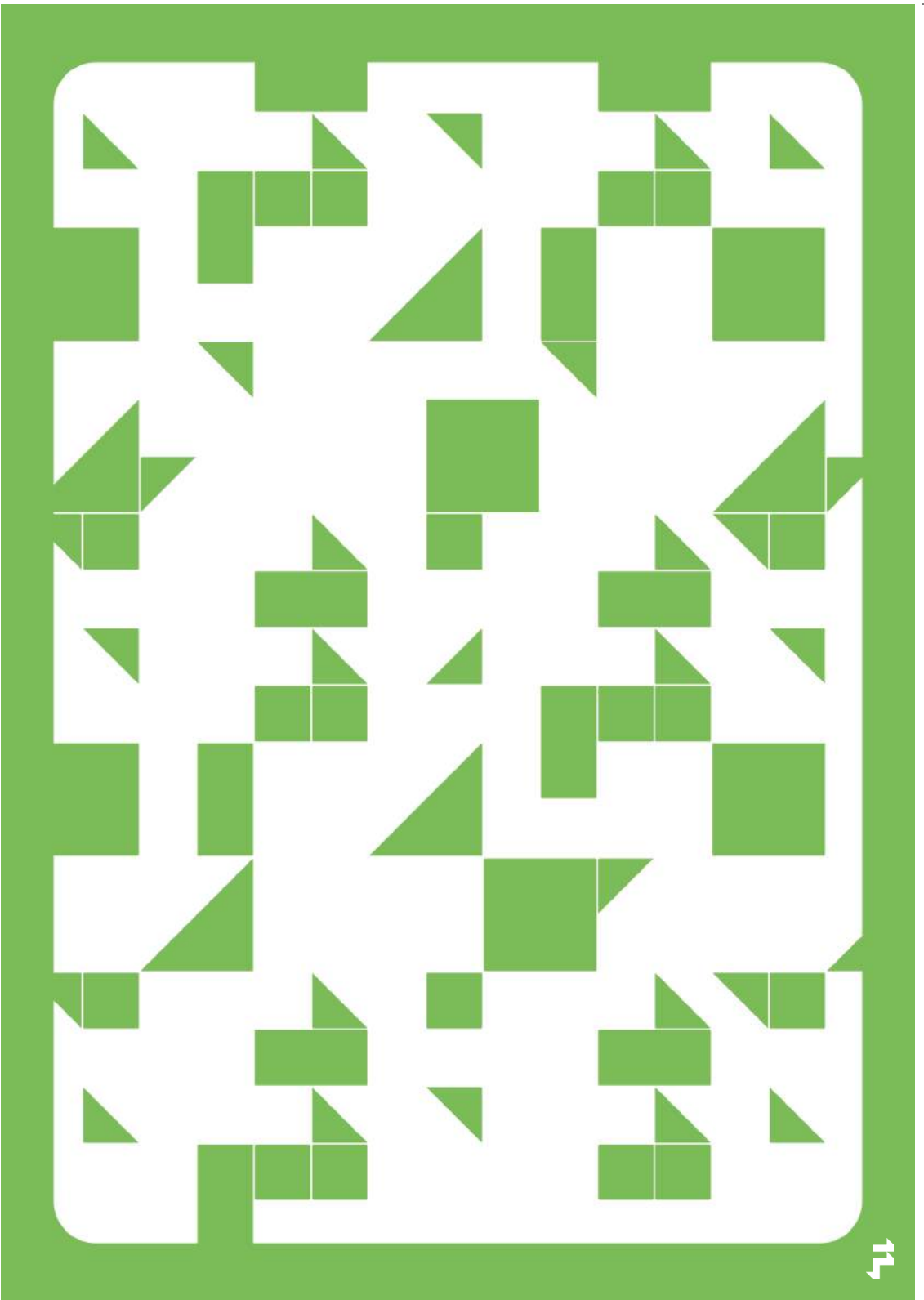


Creative Technology

Cryptocurrency



Digital currencies not controlled by the state. Their value is agreed upon by merchants and vendors. The most widely used is Bitcoin. They have an open ledger system which allows anyone to trade and verify transactions.

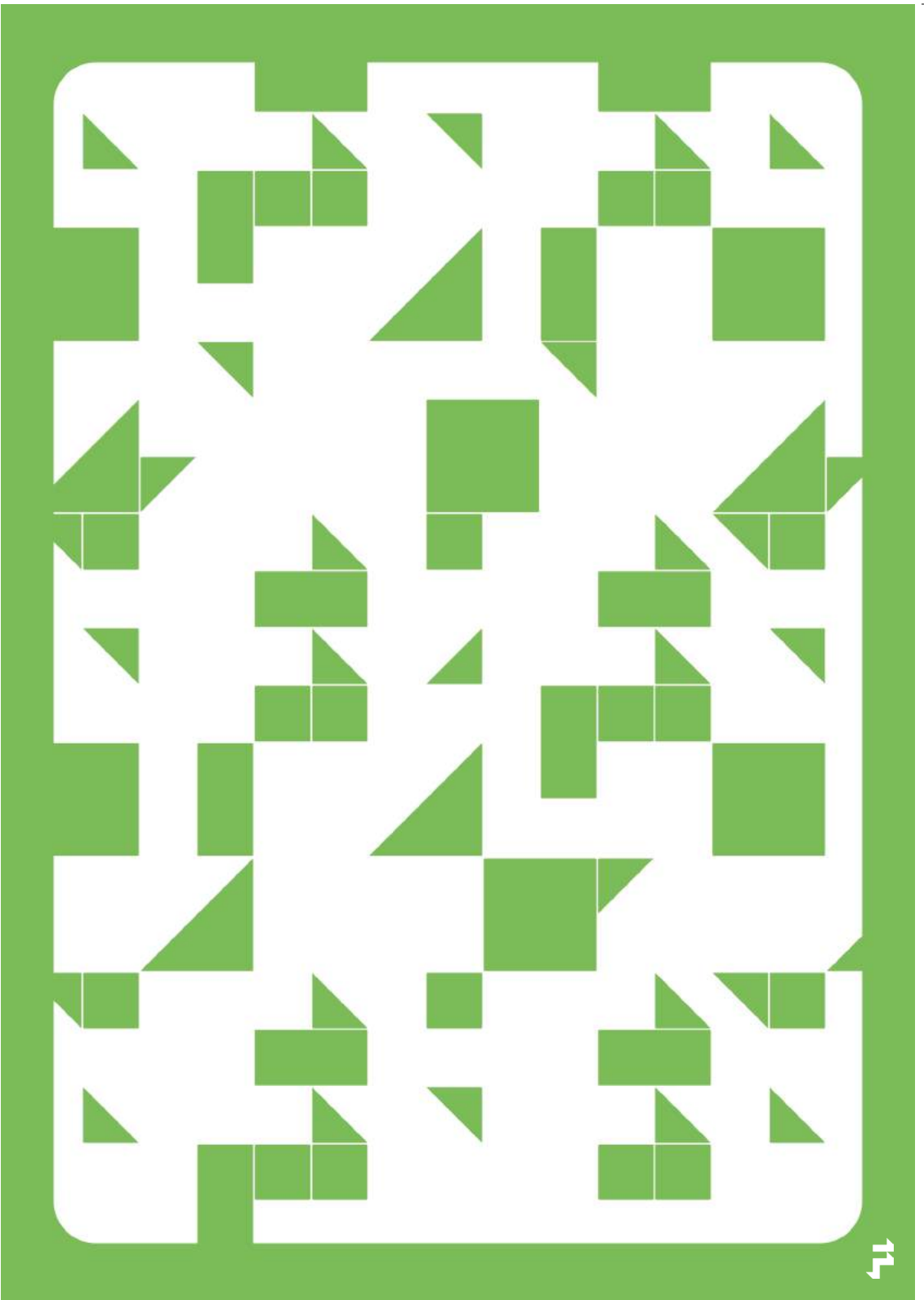


Creative Technology

Augmented Reality



A type of virtual reality which is superimposed on the physical world in order to augment the scene or location with additional information. AR is used in entertainment, military training, engineering design, robotics and manufacturing.





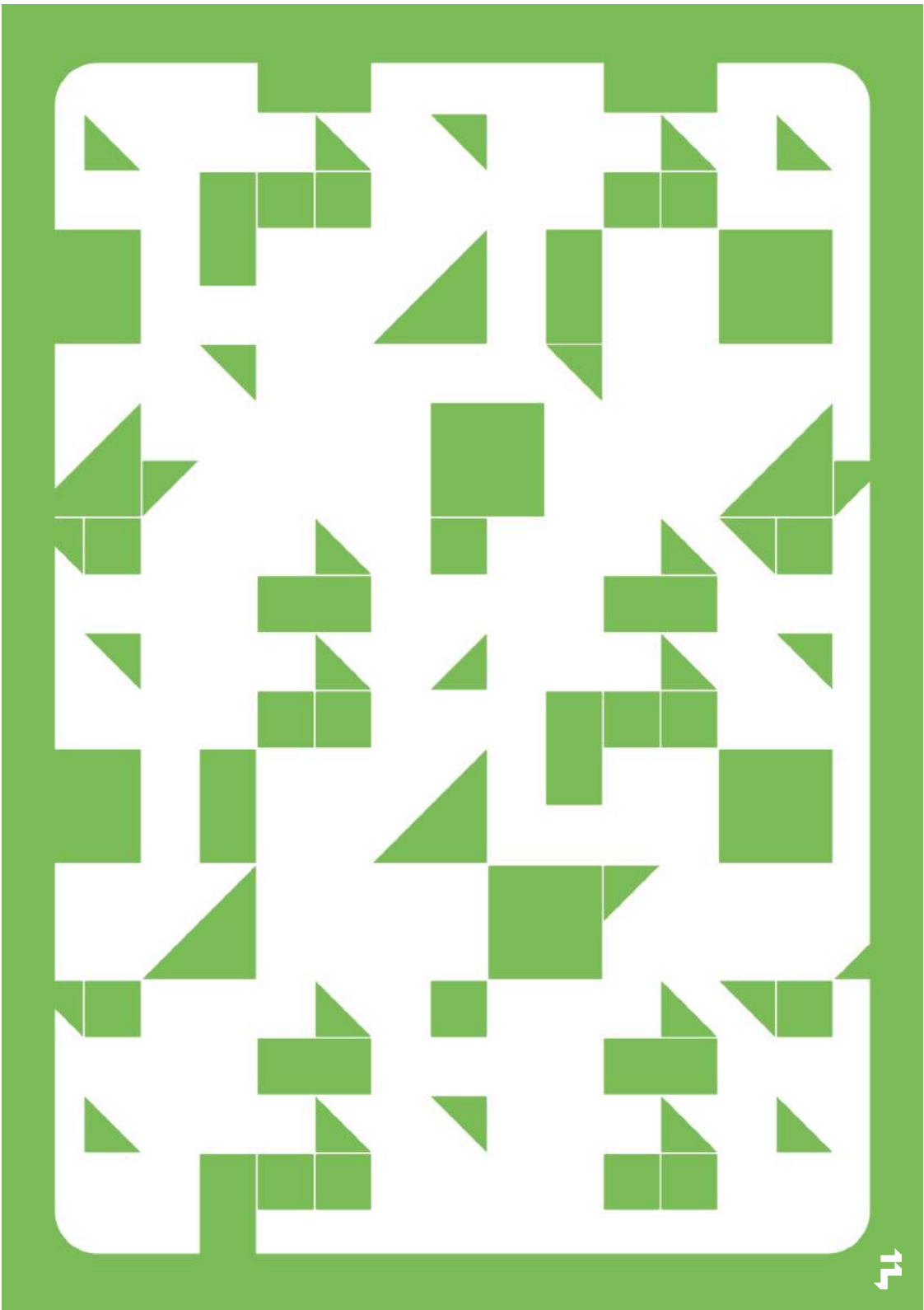
Creative Technology

Holographic display



A type of display technology which creates three dimensional images out of light fields rather than via a lens. The technique records the light scattered from an object, and then presents it in a way that appears three-dimensional.



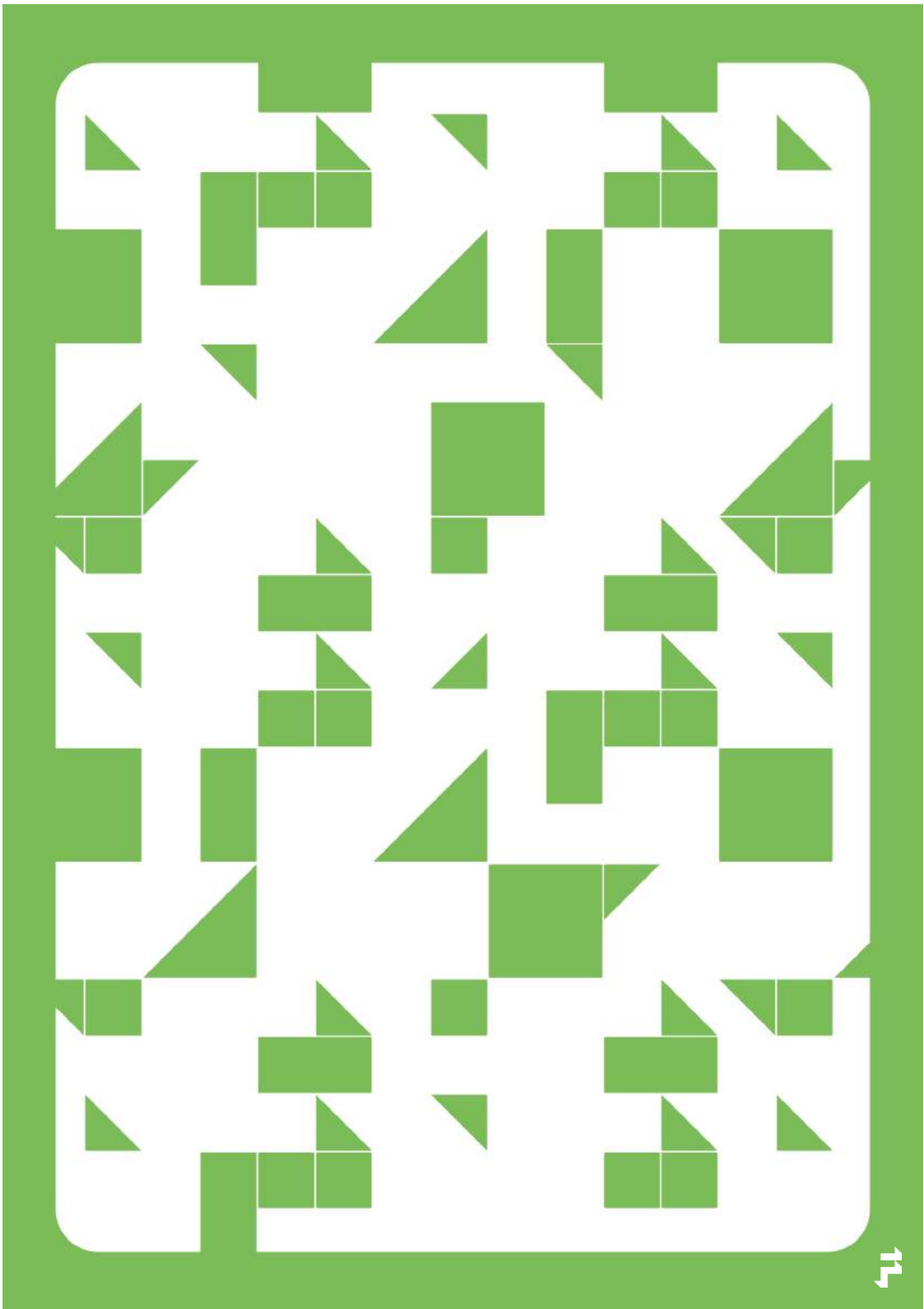


Creative Technology

Gesture interface



Interface with computers using gestures of the human body, typically hand movements. In gesture recognition technology, a camera reads the movements of the human body and communicates the data to a computer.





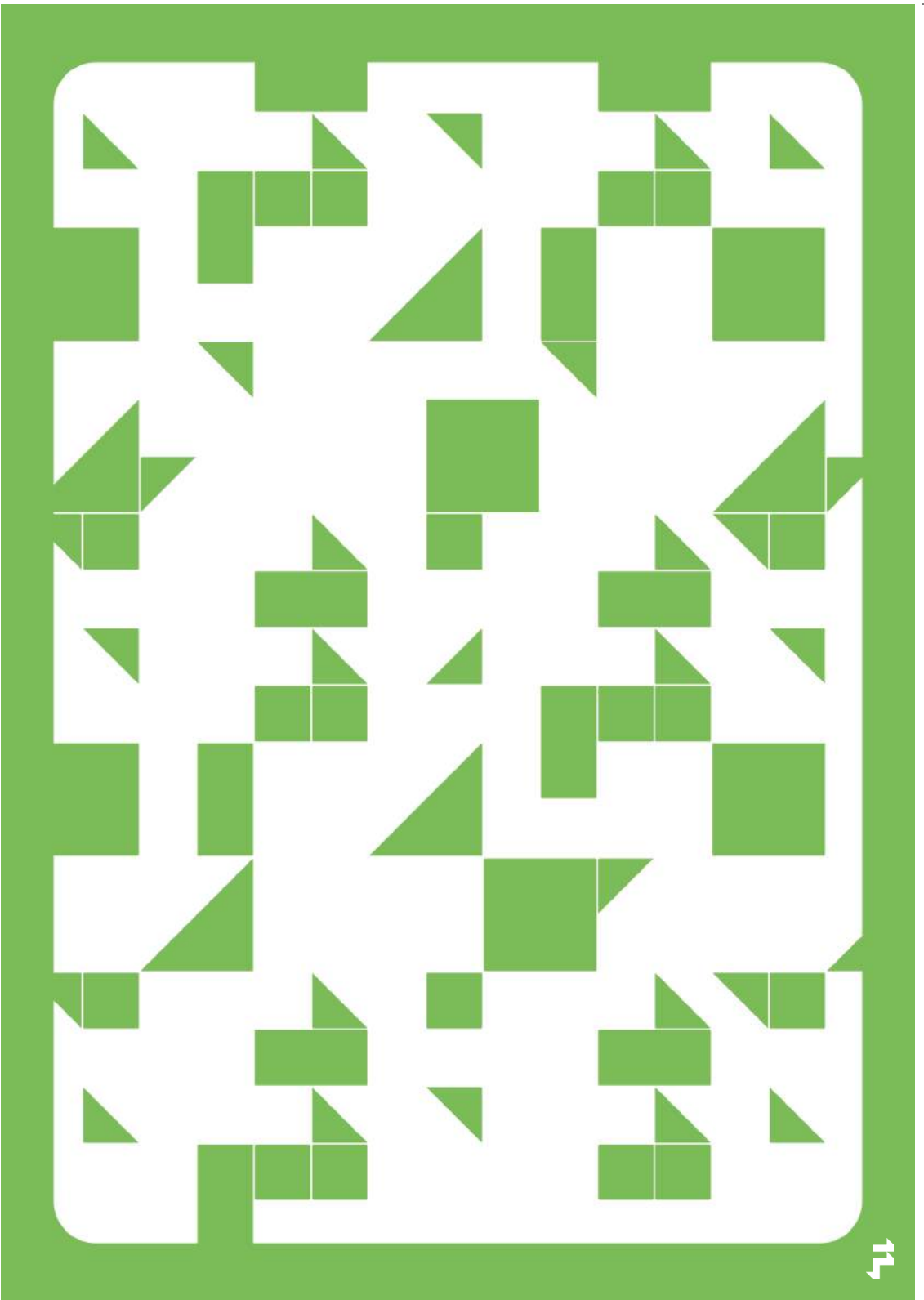
Creative Technology

Conductive ink



An ink that results in a printed object which conducts electricity. An economical way of laying down conductive traces instead of copper. Can be used to create circuits on material such as glass which can be triggered by touch.







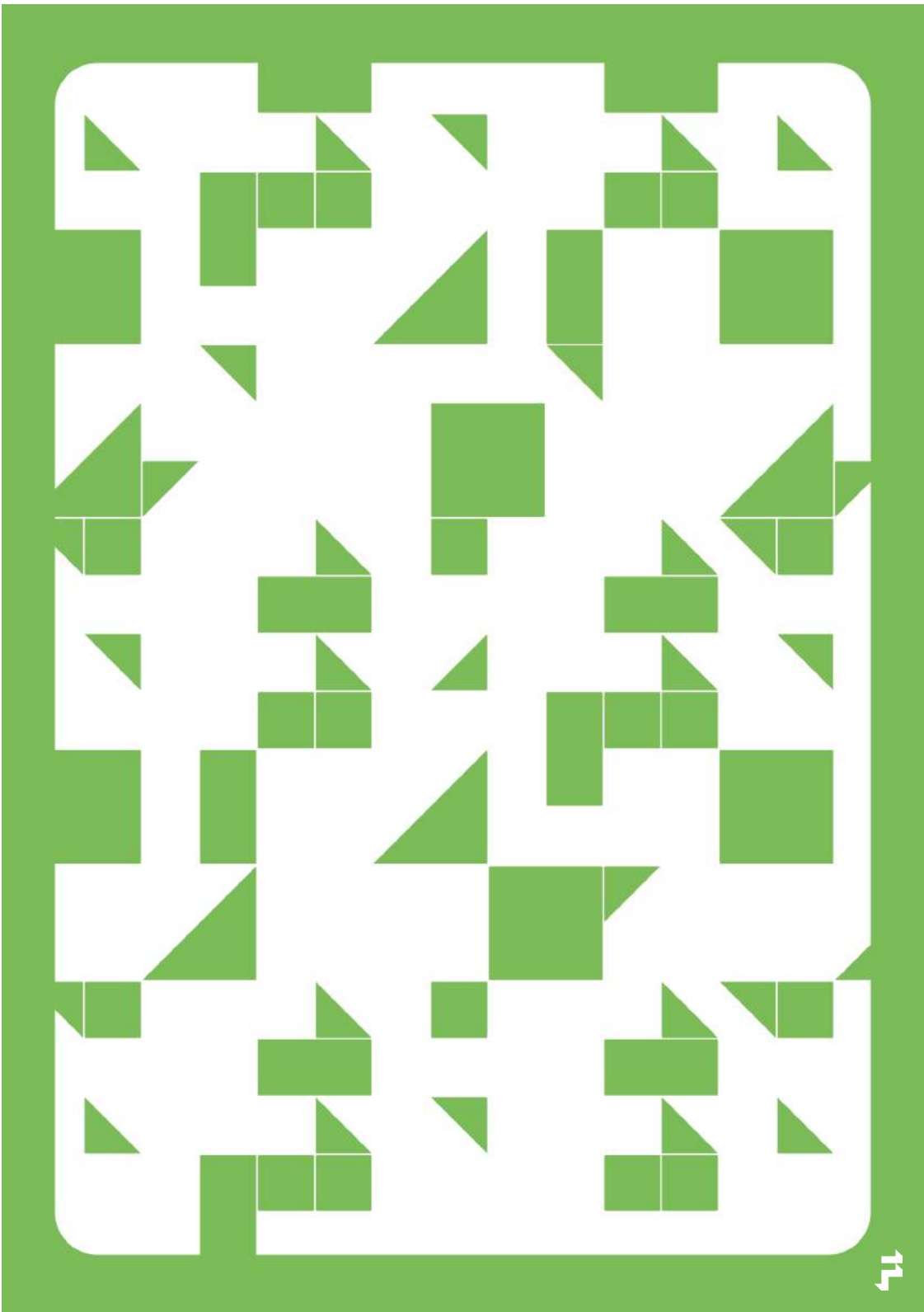
Creative Technology

Fingerprint recognition



Used in computer science as a form
of identification and access control.



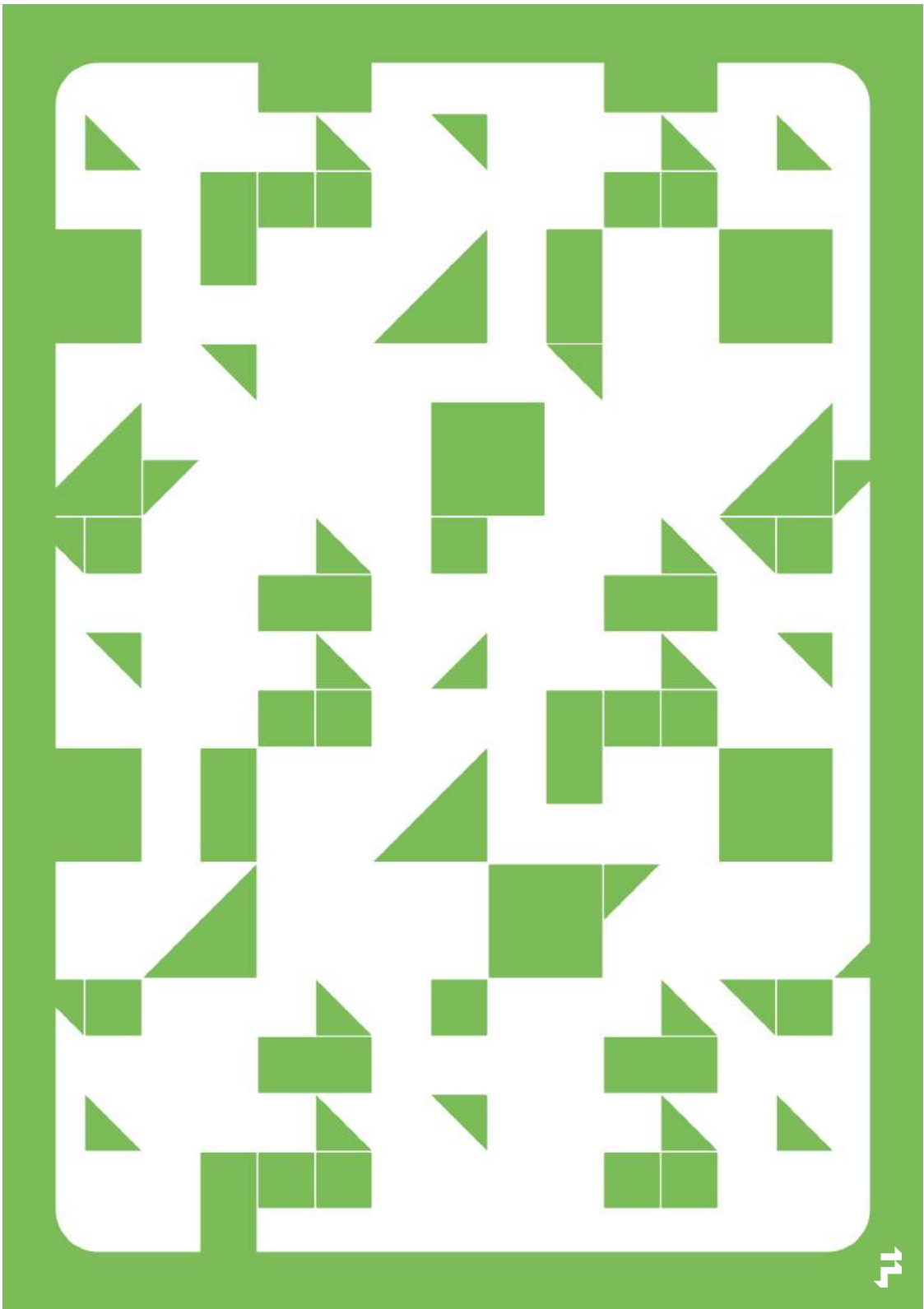


Creative Technology

NFC, RFID & Bluetooth



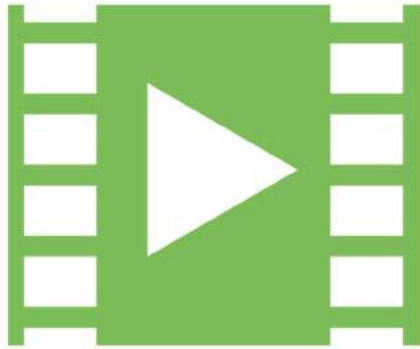
Short-range wireless connectivity technology that enables convenient short-range communication between electronic devices. Used for mobile payments, ticketing, linking and sharing data between two enabled devices.





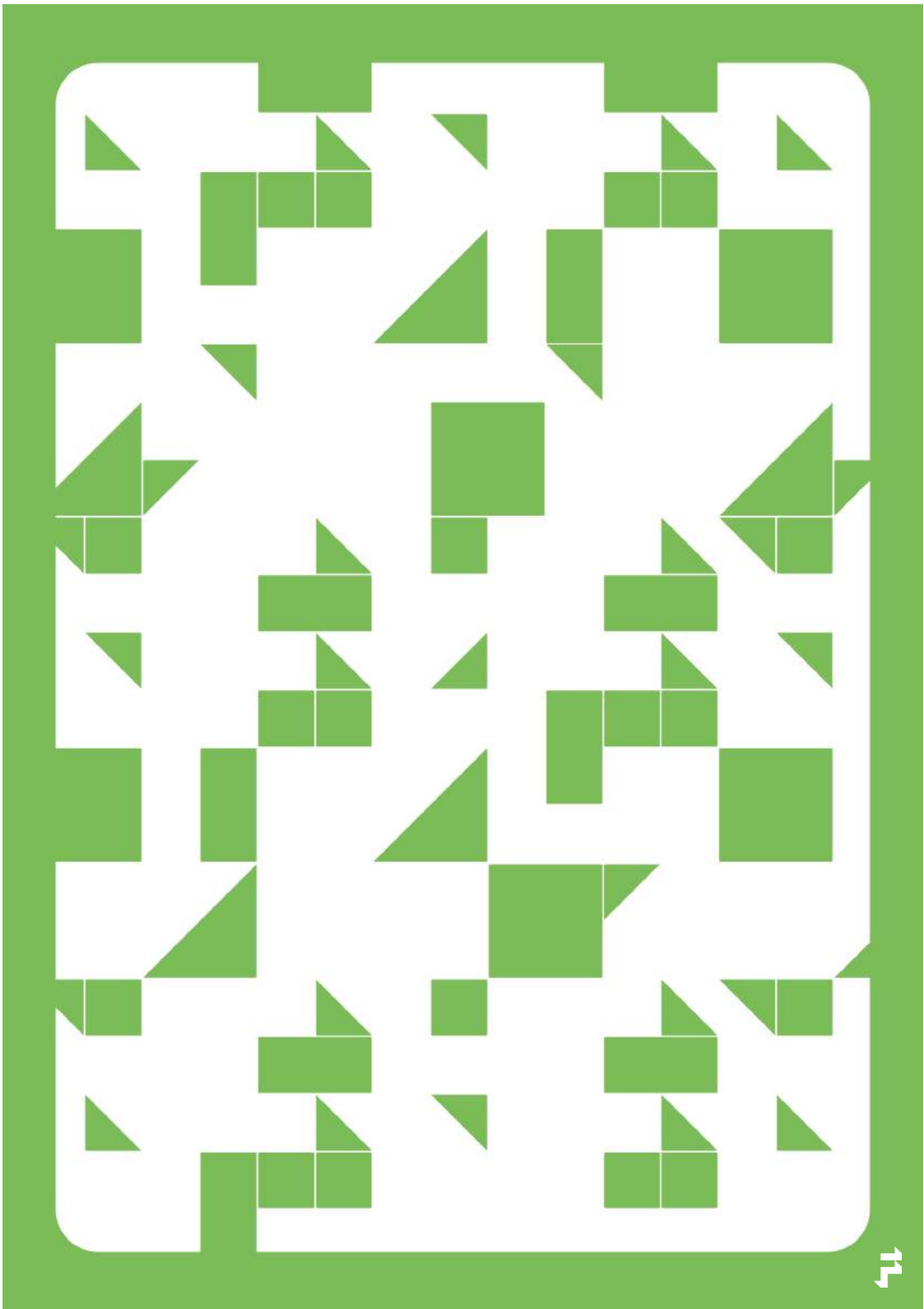
Creative Technology

360° video



A video recording which allows the viewer to see all 360° of the location that has been filmed.



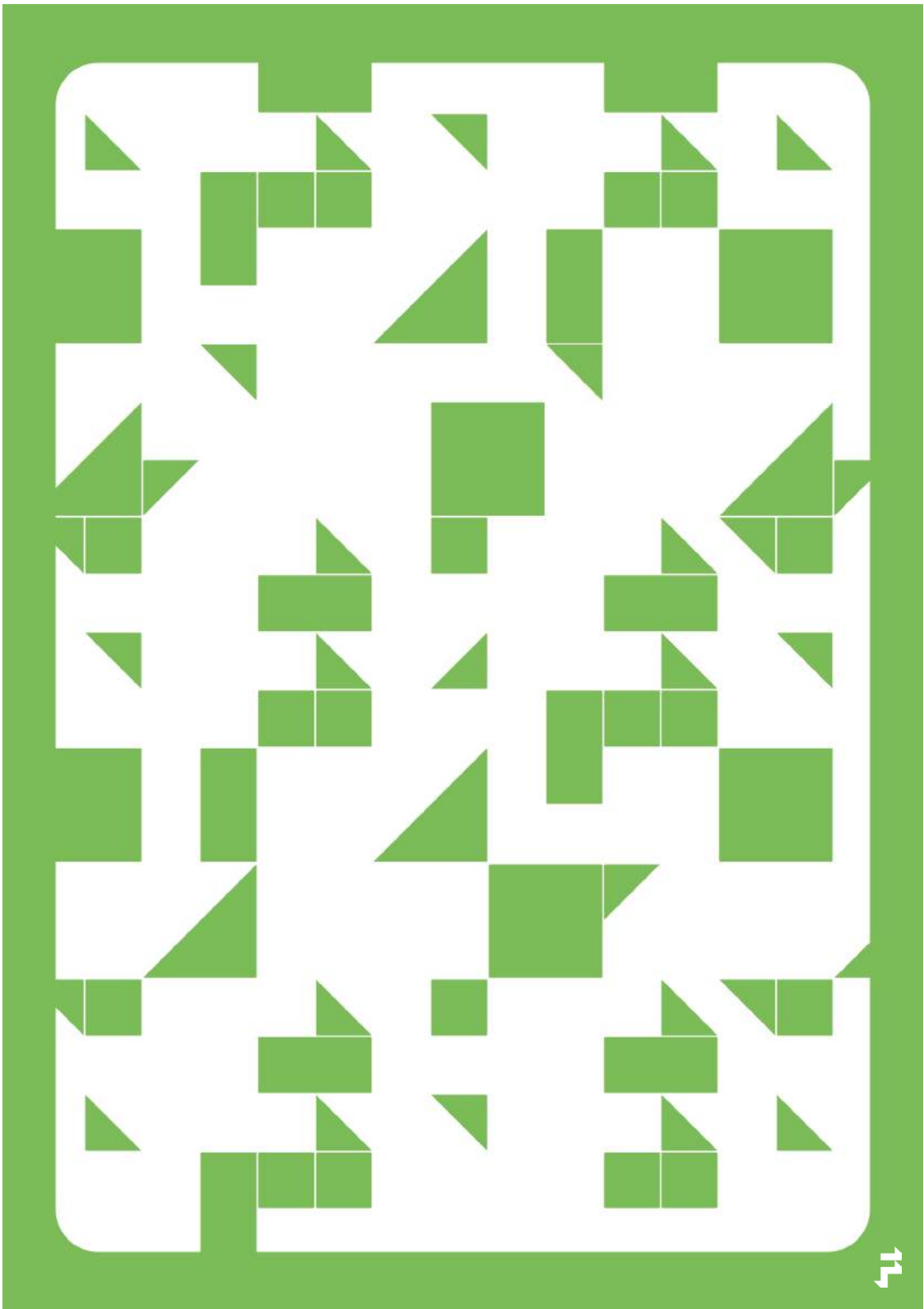


Creative Technology

Voice recognition



A computer software programme or hardware device's ability to decode the human voice into digitized speech so it can be used by the computer. Commonly used to operate a device, perform commands, or write without having to use a keyboard or mouse.

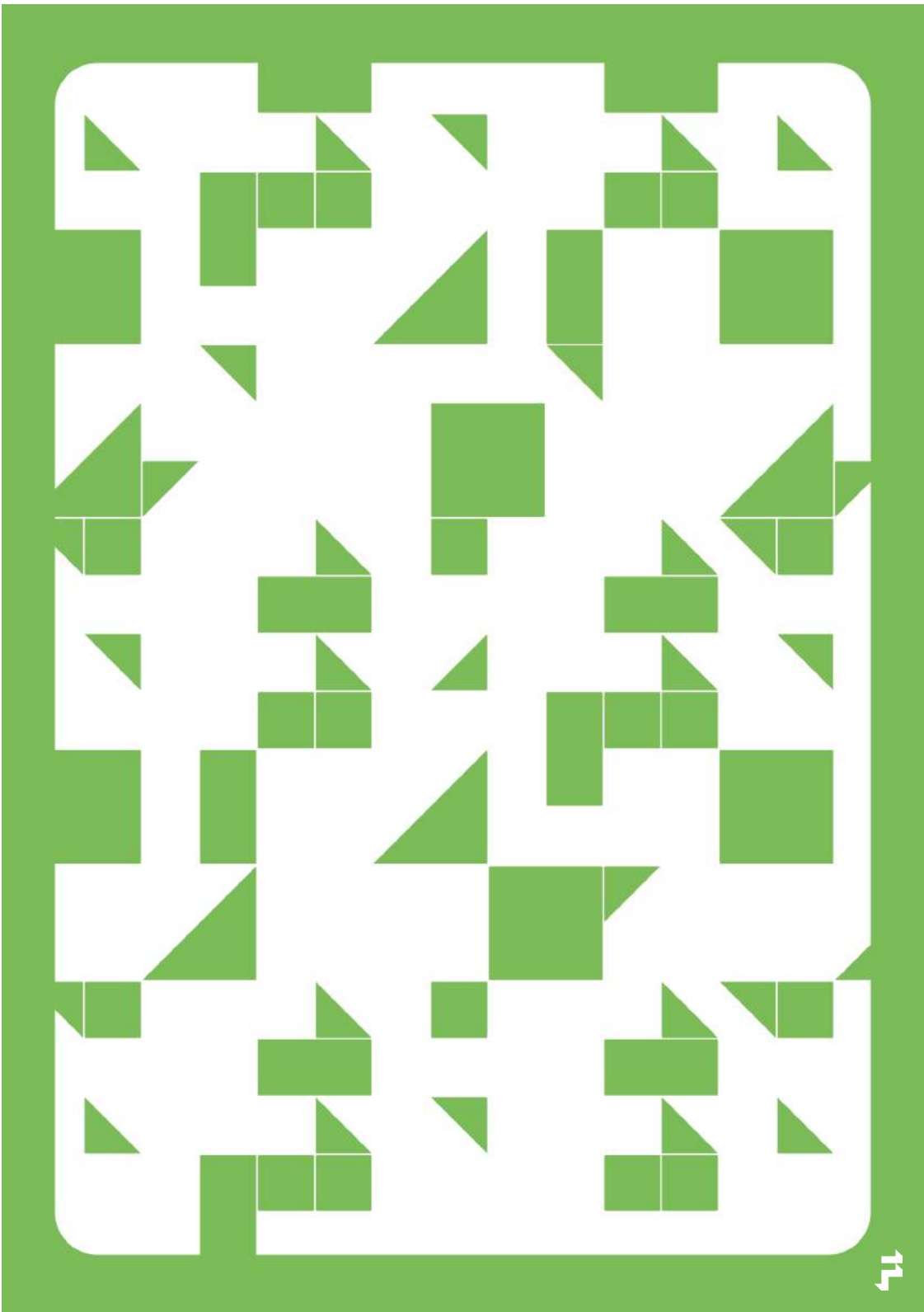


Creative Technology

Face recognition



A computer application for automatically identifying or verifying a person from a digital image. It compares selected facial features from the image and a facial database. Typically used in security systems.

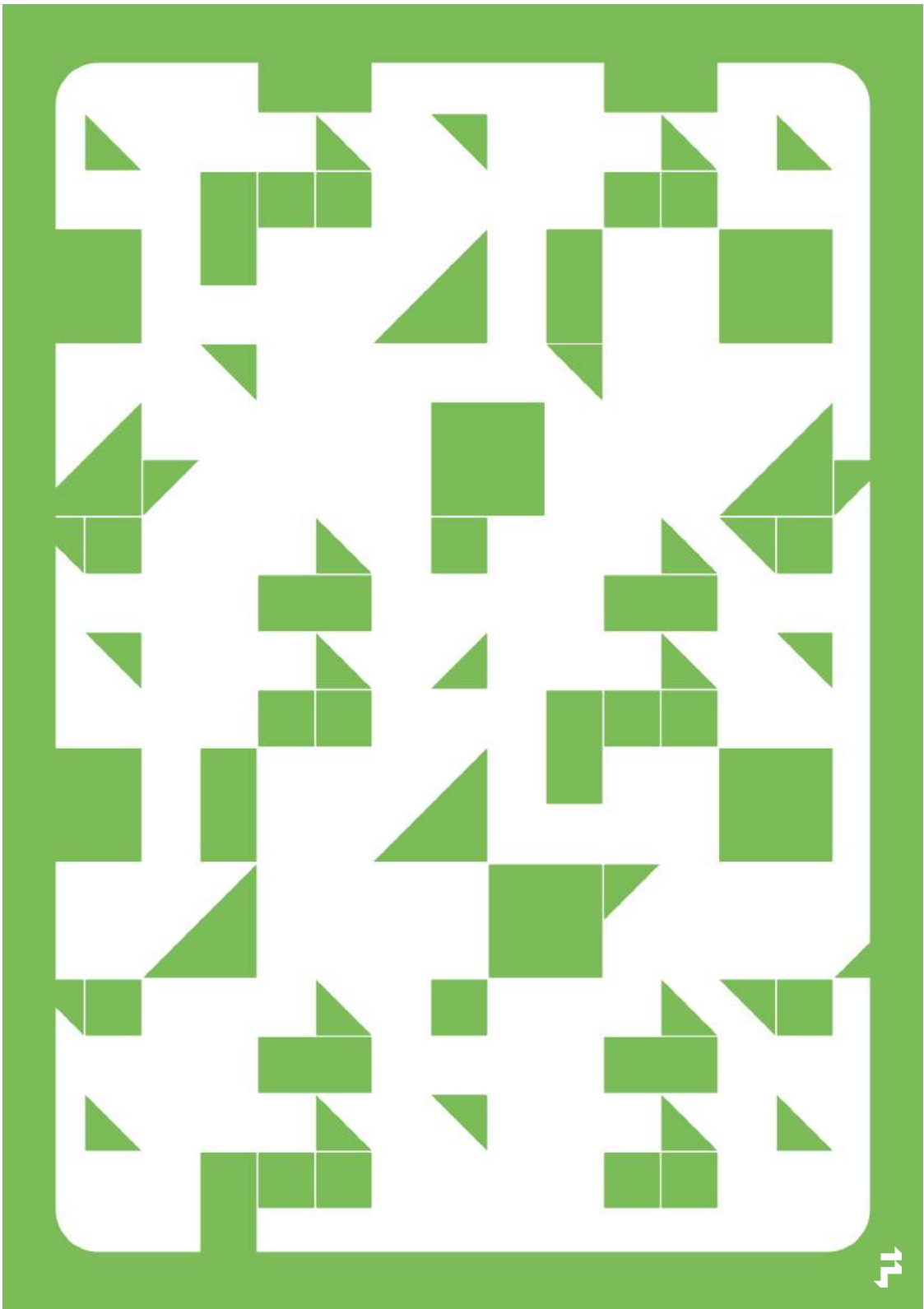


Creative Technology

Apple Watch



A smartwatch that operates as a small wearable computing device. The watch is designed to pair, or connect with, another Apple iOS device like the iPhone to push Apple Watch-specific content to the device.

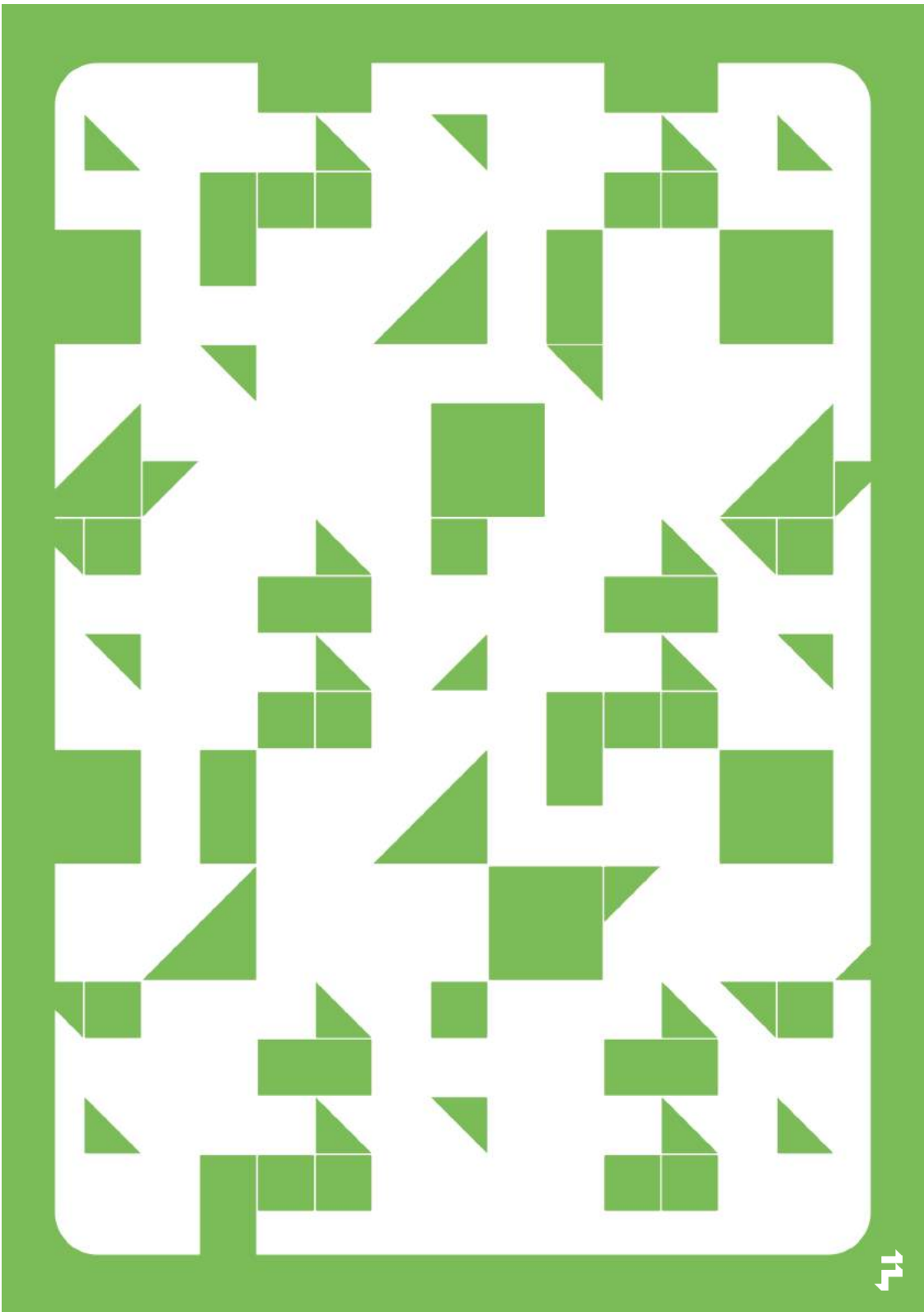


Creative Technology

3-D Printing



A computer controlled printing process where successive layers of material are laid down to create a three dimensional object. Objects can take any shape and are produced using a digital 3D model.

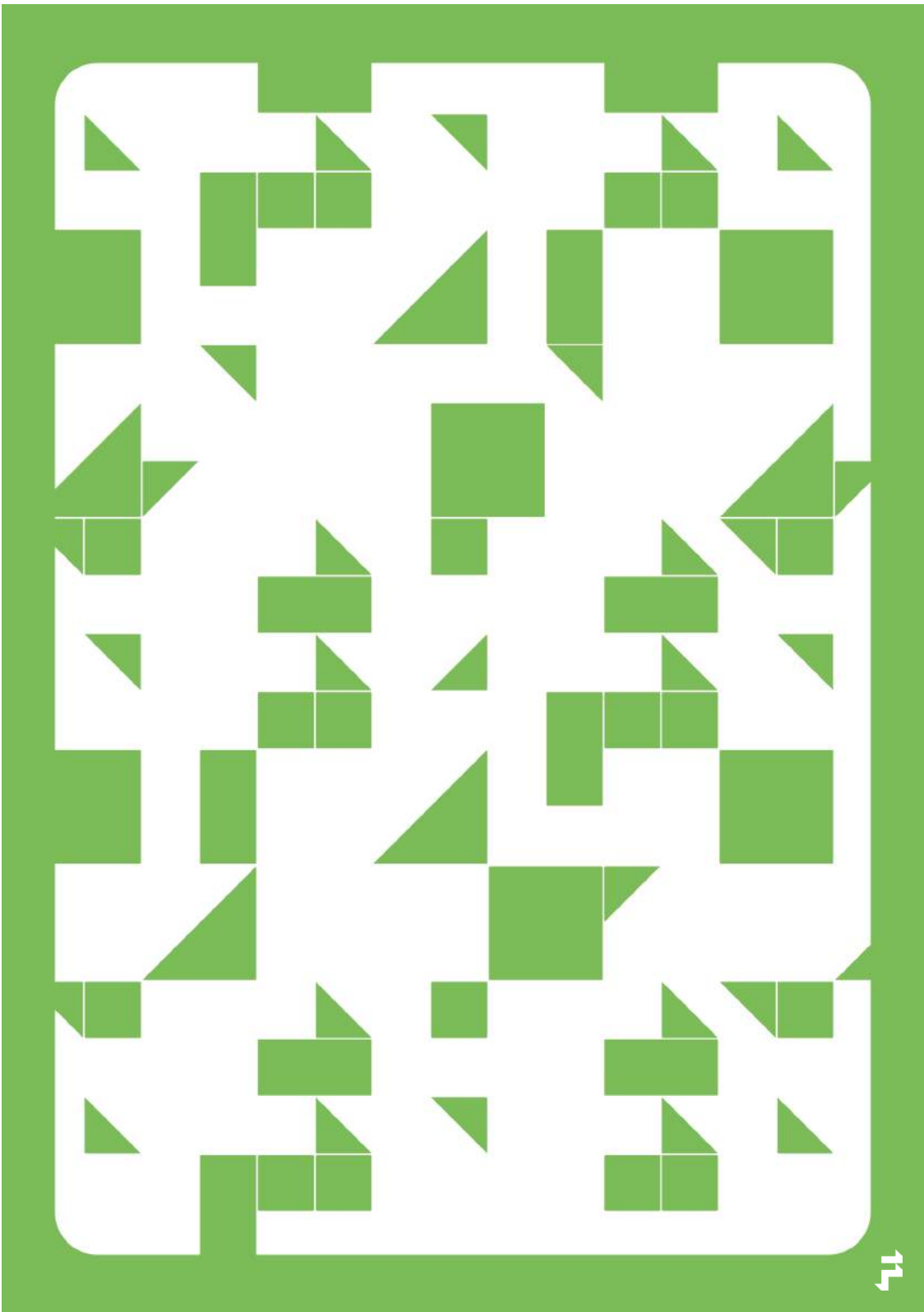


Creative Technology

Breathalyser

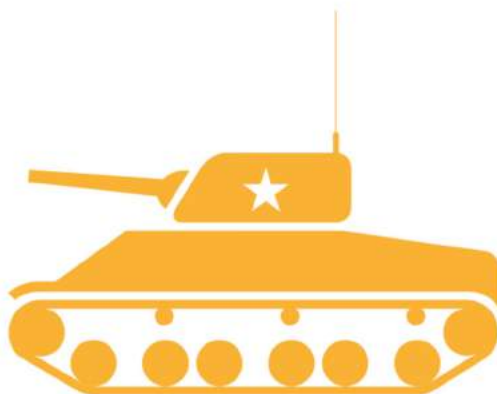


A device for estimating blood alcohol content from a breath sample. Commonly used in law enforcement for identifying drink drivers. Also used in bars, clubs and restaurants to refuse entry to those beyond a set blood-alcohol limit.

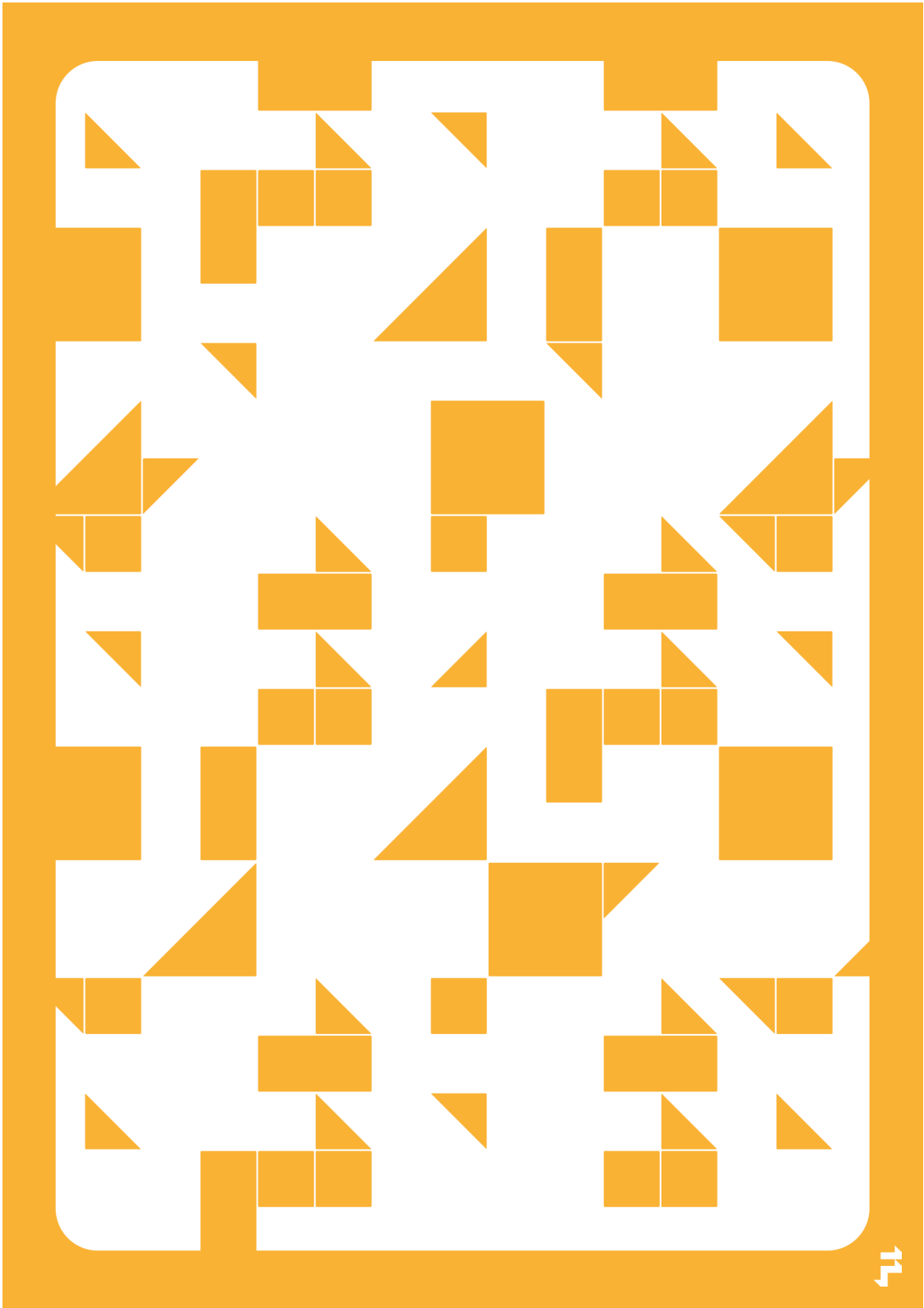


Sector

Military & defence



Comprises government and commercial industry involved in research, development, production and service of military facilities and equipment. It includes defence contractors, the arms industry and secret government services.

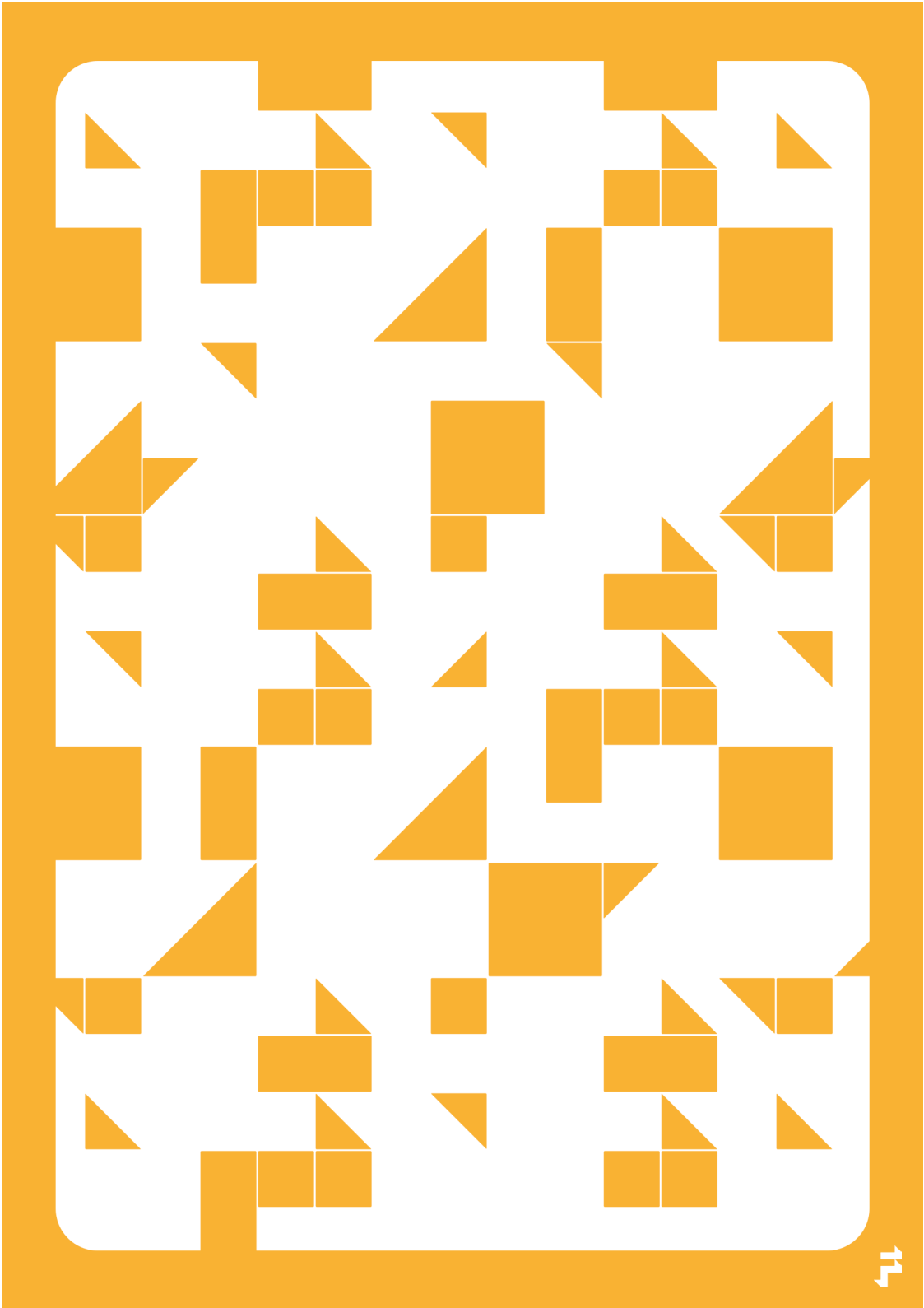


Sector

Automotive



The wide range of companies involved in the design, development, manufacturing, marketing and selling of motor vehicles.

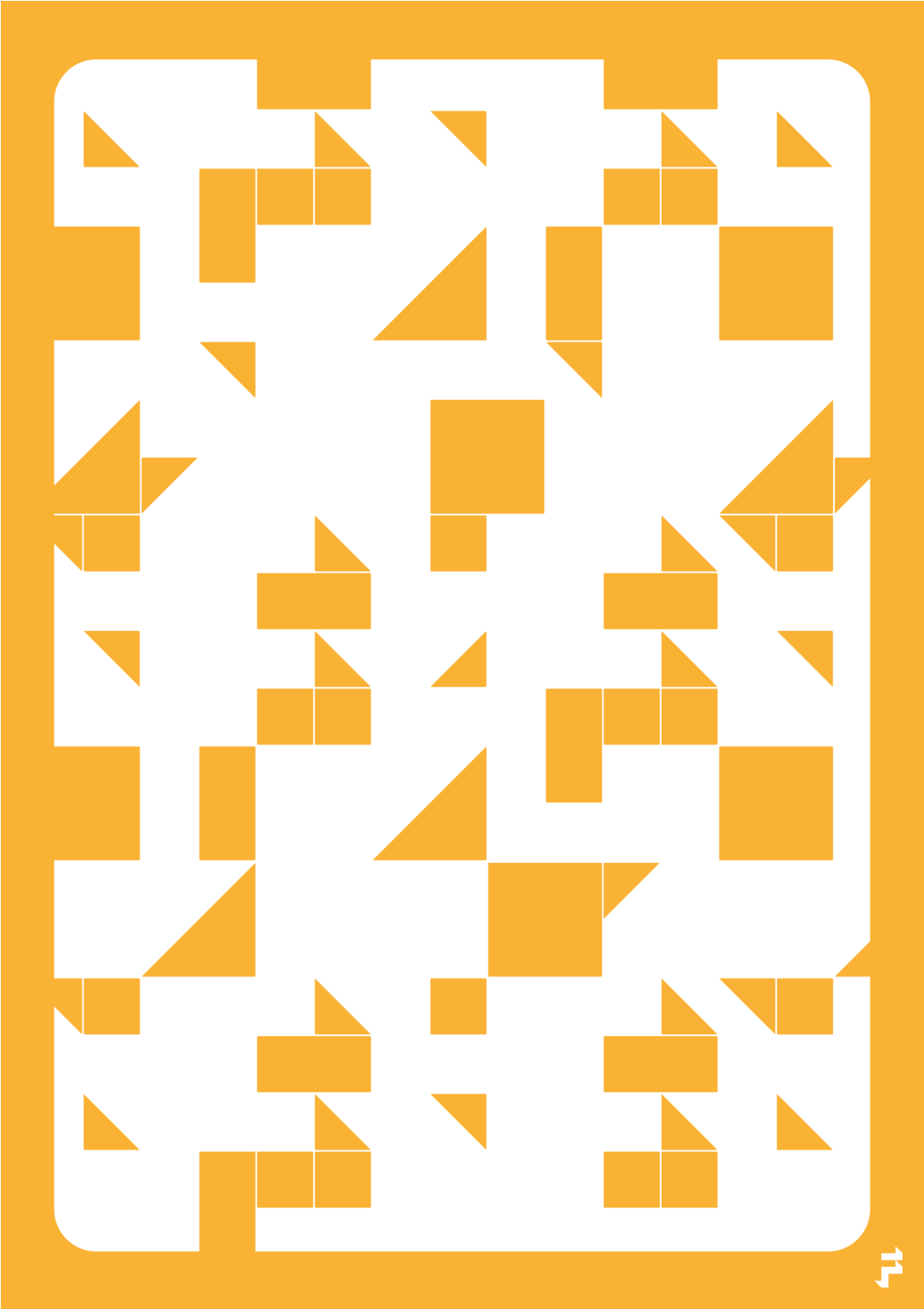


Sector

Fashion



The global enterprise devoted to the business and selling of clothing. The industry encompasses the design, manufacturing, distribution, marketing, retailing, advertising of all types of apparel.

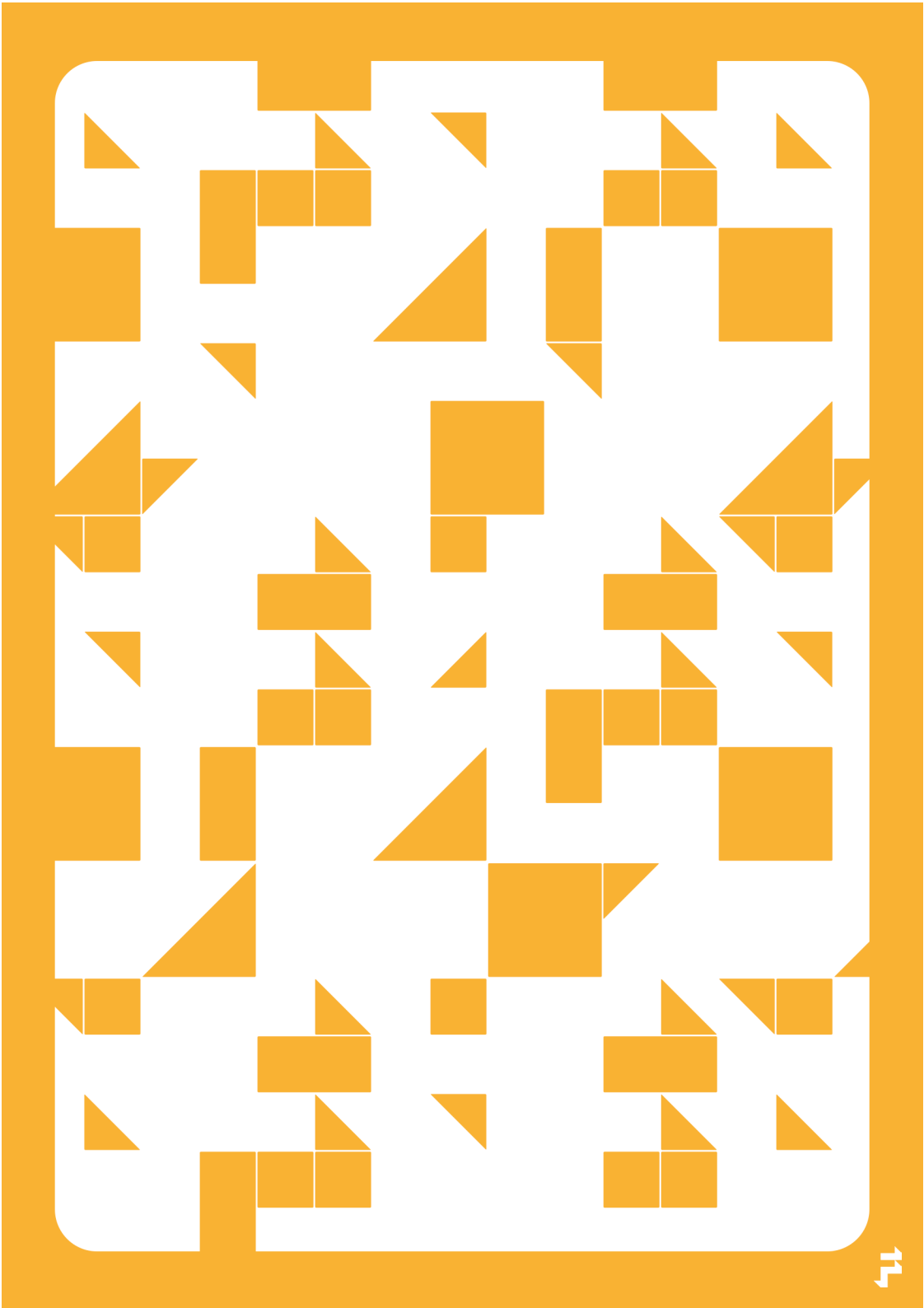


Sector

Arts & cultural industries



A range of economic activities concerned with the generation of knowledge and information. Comprises of advertising, art, design, fashion, film, music, performing arts, publishing, TV, radio and gaming.

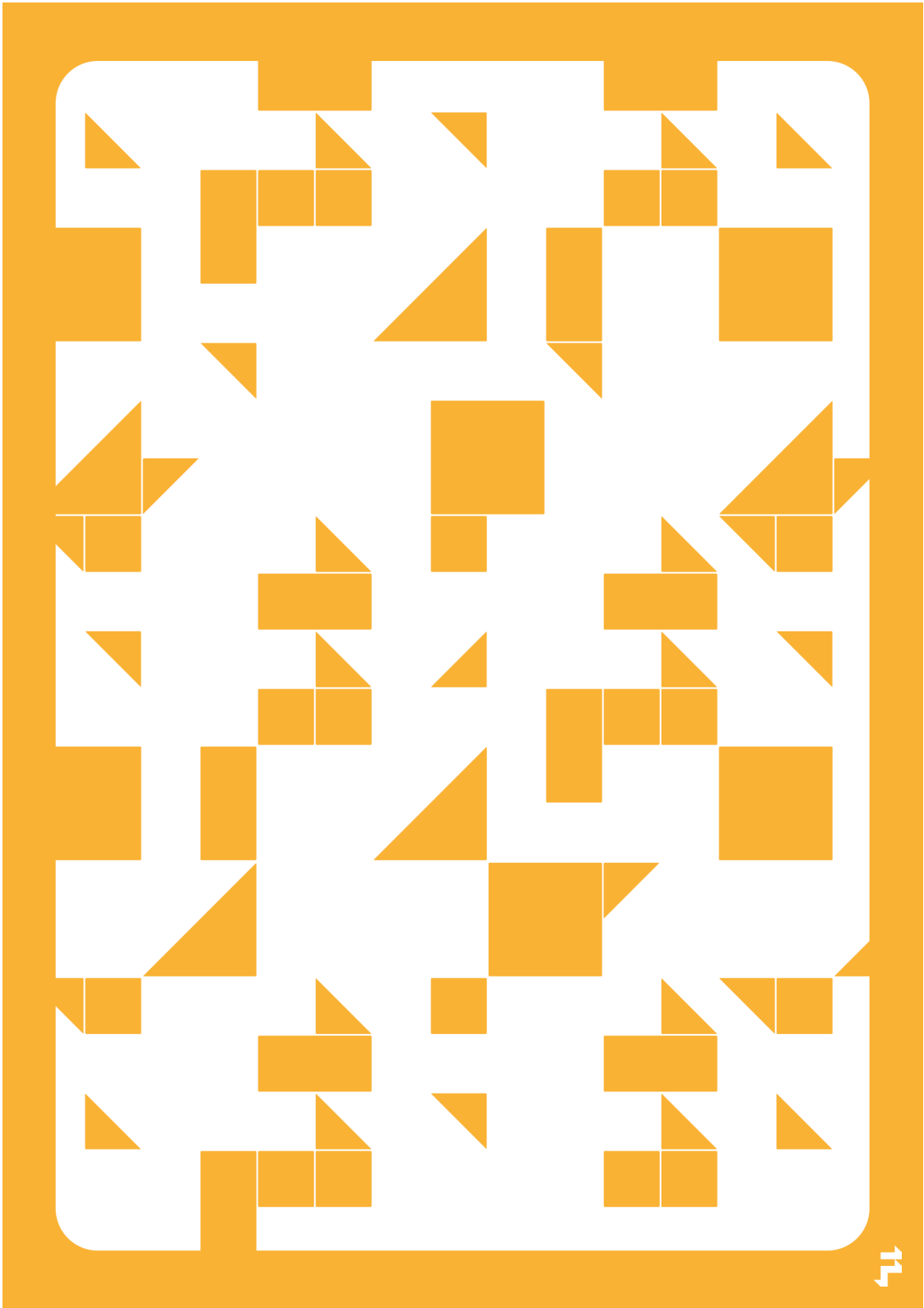


Sector

Retail



Businesses which sell consumer goods through multiple channels; from markets to large retail chains and shopping malls. Products include: food, hard goods, consumables, cosmetics and arts.

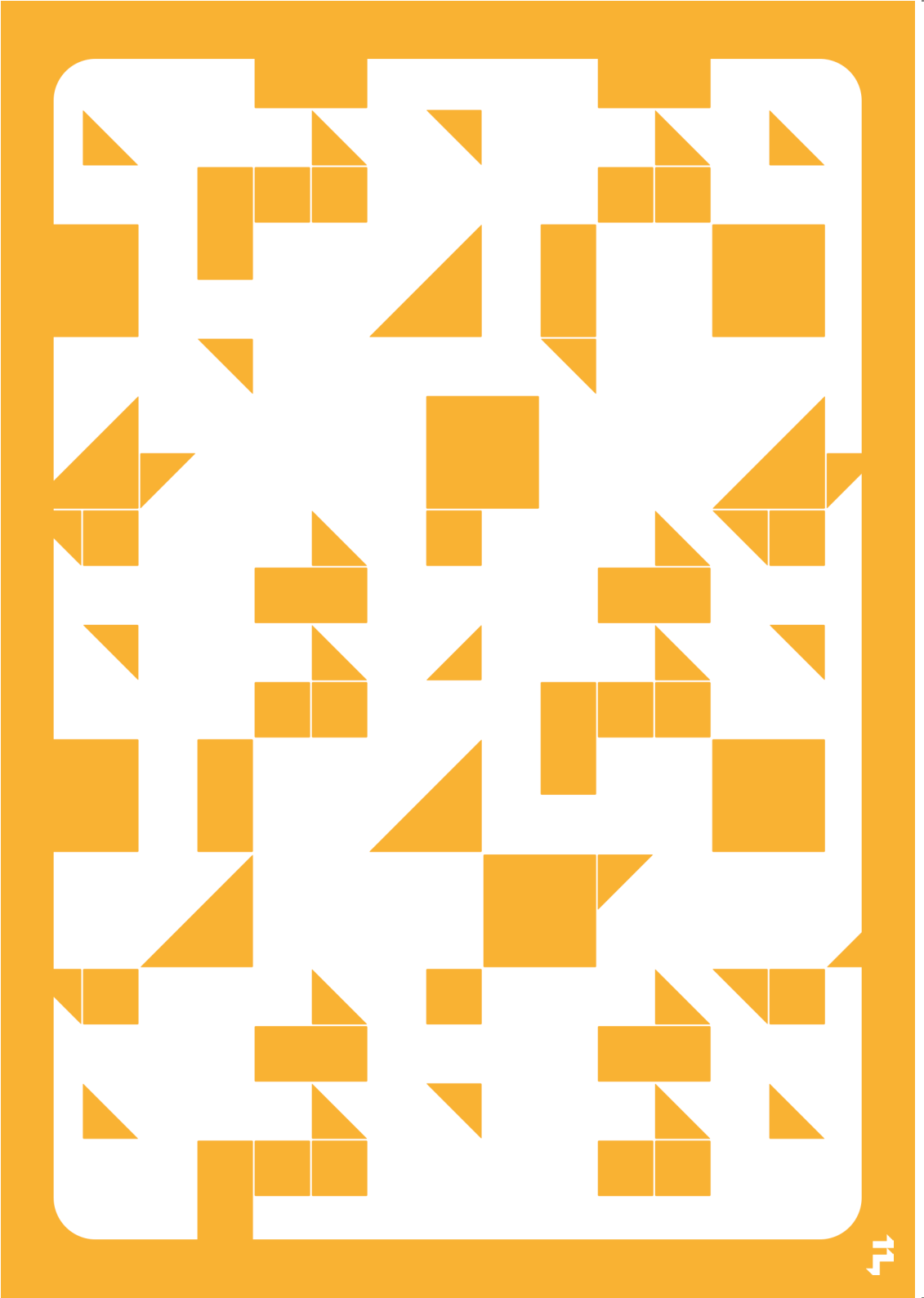


Sector

Sport, fitness & well-being



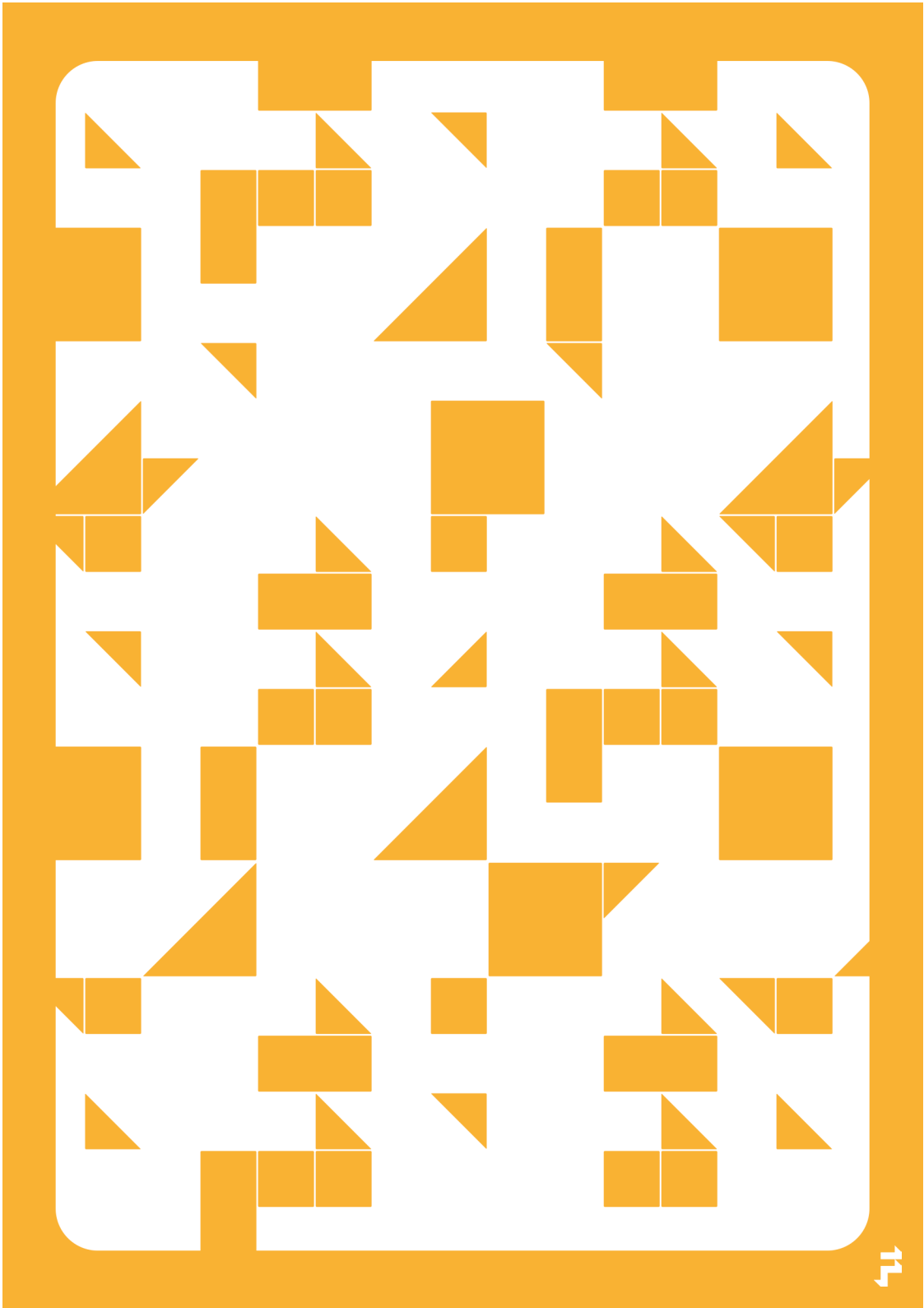
Companies in this industry provide wellness activities. They include sports and fitness brands, suppliers and retailers and focus on active lifestyle products and services.



Sector Finance



Organisations that manage money, including credit unions, banks, credit card companies, insurance companies, accountancy companies, consumer finance companies, stock brokerages and investment funds.

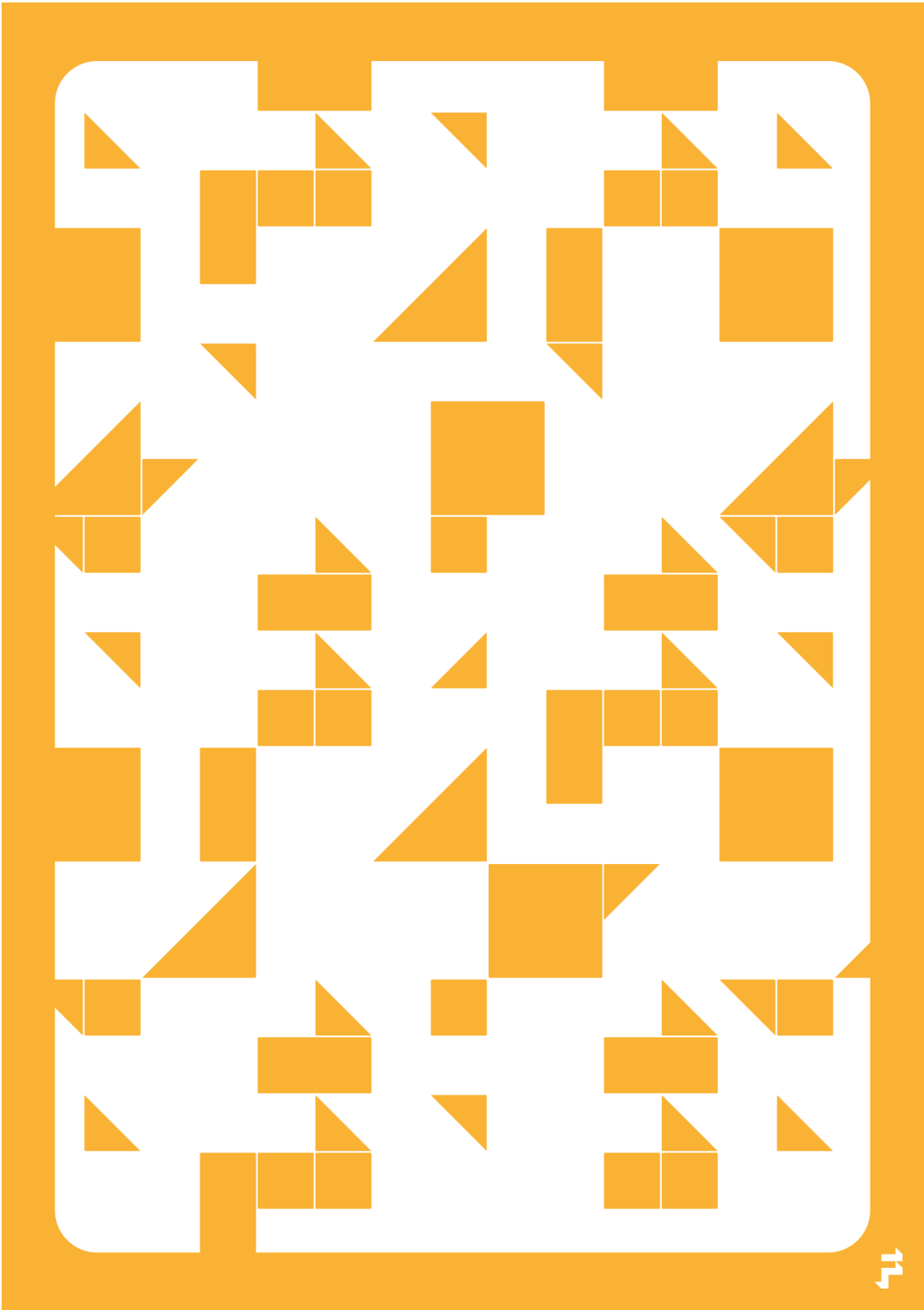


Sector

Leisure & entertainment



Focuses on recreation, sports, and tourism related products and services. The industry provides goods or services that people use for relaxation and enjoyment.



Sector

Travel



For recreation, leisure, religious, family or business purposes, usually for a limited duration. This can be domestic or international. Includes package holiday operators, airlines, trains, coaches and car hire.

