

# ***The MoDAL Game***

Exploring Service Design  
within an Agile approach

Based on an original version created by  
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# ***Introduction***

The objective of the game is to explore the application of Service Design within an Agile approach. Through a focus on iterations and retrospectives it combines doing and discussion, stimulating participants to consider the roles of stakeholders and the relative importance of different activities.

The game should be played in three iterations, providing progressively more guidance and information in each iteration and using the time in between for reflection and planning. The brief for the first iteration is deliberately open, with minimal guidance, while the second and third provide further information and constraints. The game also incorporates various opportunities for data gathering on progress and performance to foster validated learning and help with planning.

The game is deliberately light-touch on suggested Service Design tools, and tries to focus more on the activities and roles. It deliberately restricts front-end research and design, and instead moves quickly onto prototyping: to build, measure and learn by doing. In situations where players are not familiar with service prototyping methods the game should be introduced with an overview of those methods.





## **Game Structure**

Teams would ideally be made up of 5 - 7 people. The game is designed to take 110 minutes plus a minimum of 10 minutes for full Group Reflection.

## **Game Materials**

Each team is given the following materials:

- four cups (clearly numbered 1-4);
- 18 coloured tokens (or sweets) for each iteration (3 x 6 of each colour);
- some A4 paper;
- pens;
- pink, green and yellow post-it notes;
- available prototyping materials; and
- The Timesheet (see Assets).

# ***Gameplay***

Three Iterations, three Retrospectives and a Group Retrospective.

# **ITERATION 1**

## **1.1 Team Forming (5 Minutes)**

Participants are asked to self-organise into teams (with 5-7 people per team) and choose team names. The person who came up with the team name is selected for the Client role. Each Client should choose one person in their team to be the User.

## **1.2 Prototyping (20 minutes)**

Each team is asked to prototype four touchpoints of a service (see Service Suggestions). Teams are given freedom to ask questions of the Clients and Users to inform their thinking. Teams are also asked to ensure that the outputs of this iteration can be demonstrated to Users in the next step (i.e. that they are functional prototypes).

## **1.3 Testing (5 Minutes)**

Teams are asked to run through their services with the Users; observe and record what took place.

## **1.4. Scoring (5 Minutes)**

Each User has a total of six, same-coloured tokens to score the service touchpoints by placing zero, one, two or three tokens in each of the numbered cups representing the four touchpoints. This process is repeated by the Client in each team with a different colour.

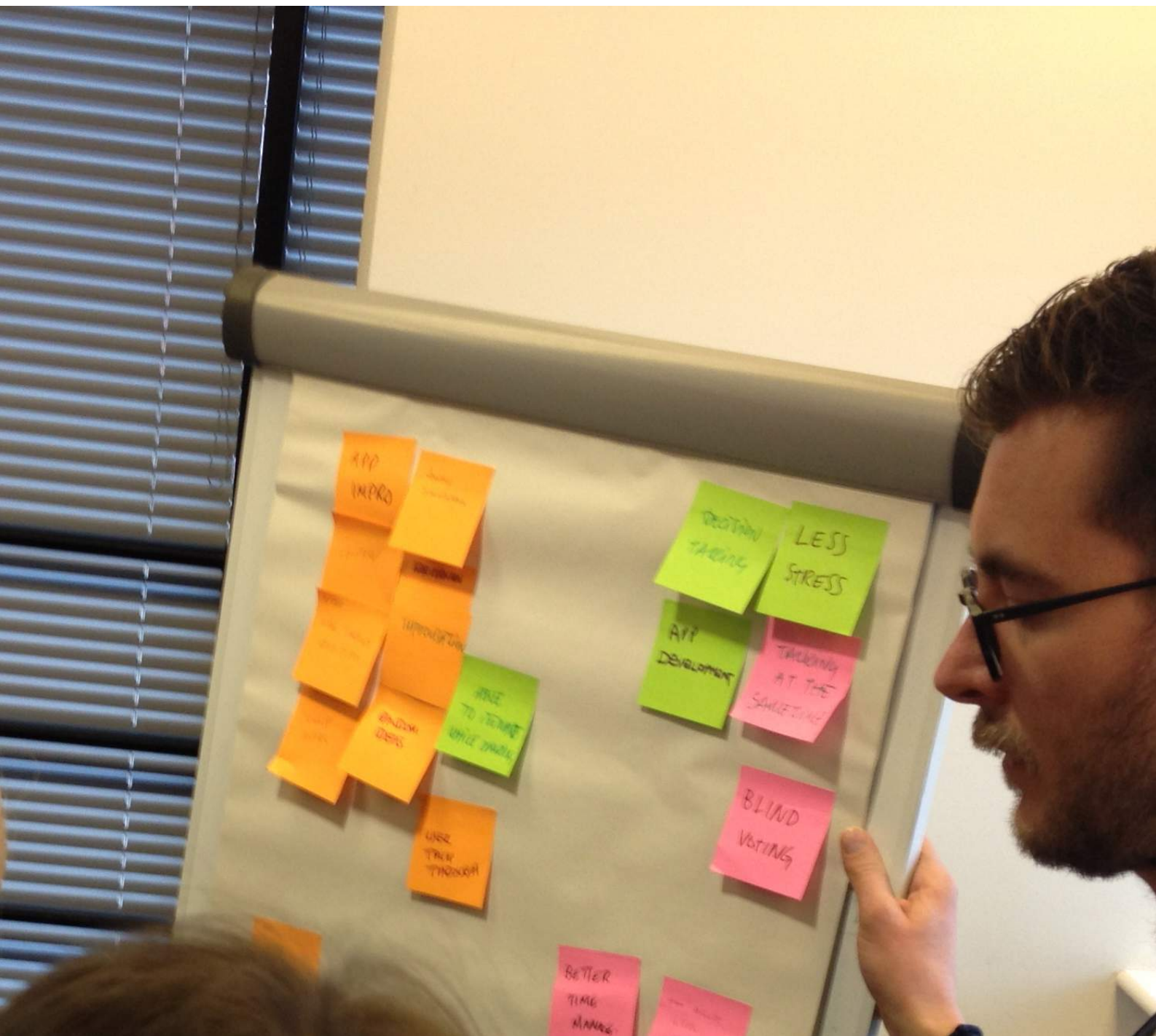
The remainder of the team scores the touchpoints as a group according to their own criteria, so that three sets of scores are collected in the cups. The three different-coloured sets of scores highlight different perspectives on each of the four service touchpoints.

## 1.5. Retrospectives in Teams (5 Minutes)

Everyone is given one minute to individually write up to three comments on separate post-it notes, indicating how well he or she felt the team worked together on the process, as follows:

- Stop (pink post-its) - what to remove next time
- Start (green post-its) - what to add in next time
- Keep (yellow post-its) - what to keep next time

Each team is then given four minutes to group the post-it notes around commonalities and quickly discuss any key recommendations.



## **ITERATION 2**

### **2.1 Planning and Prototyping (20 Minutes)**

In the second iteration teams are allocated 10 minutes' planning time and 10 minutes' implementation time. Each team is also given a copy of The Timesheet template - to be completed based on learning from the progress of the First Iteration.

Time estimates for the Second Iteration should be filled in on The Timesheet, remembering that they should add up to 10 minutes in total.

The Client is given a timekeeping role and asked to observe and mark The Timesheet with a tick or a cross on each of the four service touchpoints, indicating whether teams hit their time-keeping estimates as they went along.

### **2.2 Testing (5 Minutes)**

The Second Iteration of the service is run through with the User and observed.

### **2.3 Scoring (5 Minutes)**

Testing is scored as in the previous iteration, with the User, Client and remainder of team each allocating zero, one, two or three tokens to each service touchpoint.

### **2.4 Retrospectives in Teams (5 Minutes)**

As before, everyone is given one minute to individually write up to three comments on separate post-it notes, indicating how well he or she felt the team worked together on the process, as follows:

- Stop (pink post-its) - what to remove next time
- Start (green post-its) - what to add in next time
- Keep (yellow post-its) - what to keep next time

Each team is then given four minutes to group the post-it notes around commonalities and quickly discuss any key recommendations.

## **ITERATION 3**

### **3.1 Planning and Prototyping (20 Minutes)**

In the Third Iteration teams get to choose how much of their 20 minutes they allocate to planning and how much to prototyping.

Again, time estimates should be filled in on The Timesheet and the Client marks timekeeping.

### **3.2 Testing (5 Minutes)**

The Third Iteration of the service is run through with the User and observed.

### **3.3 Scoring (5 Minutes)**

Testing is scored for the final time, with the User, Client and Team each allocating zero, one, two or three tokens to each service touchpoint.

### **3.4 Retrospectives in Teams (5 Minutes)**

Final individual team retrospectives (one minute to write down):

- Stop (pink post-its) - what to remove next time
- Start (green post-its) - what to add in next time
- Keep (yellow post-its) - what to keep next time

Then, as before, four minutes to group the post-it notes and discuss.



# Group Retrospective

After all three iterations everyone in the room should get together and discuss what happened during the game. The questions below can be used to prompt discussions.

*Which team “won” and what made them winners?*

*What factors did the Client use to score the prototypes?*

*What criteria did the Teams use to score their own prototypes?*

*How did the Teams factor in Client feedback and scores?*

*How did the Teams factor in User feedback and scores?*

*How were teams organised to build the prototypes?*

*How well were the touchpoints sequenced?*

*How were the initial Client and User interviews conducted?*

*How were subsequent interviews conducted?*

*How realistic is the relationship between Clients, Users and Teams?*

*What was prioritised: people or process?*

*How focused on User needs did the team remain throughout?*

*Could Teams have been more effective by working differently?*

*How did you reallocate planning and prototyping time in the Third Iteration and why?*

*How could the progress tracking and scoring have better served the Teams' needs?*

# ***Assets***

Service Suggestions and Timesheet.

## ***Service Suggestions***

These should be produced as cards, selected blind for all the teams to work on the same service. Alternatively teams could each work on a different service.

***Train  
Journey***

***Cinema  
Visit***

***Coffee  
Shop***

***Bank  
Account***

# ***The Timesheet***

## ***Iteration 2***

Touchpoint	1	2	3	4
Minutes Allocated				
Timekeeping (completed by Client)				

## ***Iteration 3***

Touchpoint	1	2	3	4
Minutes Allocated				
Timekeeping (completed by Client)				

## ***Notes***