

World's worst

GOALS

- Stimulate ideas
- Approach a problem from a different perspective

PLAYERS

- 3-7 players per team

DURATION

- 20 – 30 mins

WHEN TO PLAY

- Defining the desired experience e.g. UX principles
- Coming up with ideas

HOW TO PLAY

- The object is to come up with the world's worst user experience...
- Teams should spend 10-15 minutes capturing world's worst ideas. The crazier the better! Ideas can be sketched, described, or even role played.
- World's worst ideas are captured and shared, with an explanation provided as to why the experience is so bad.
- Having captured ideas for the world's worst experience, teams should flip these around to identify UX design principles that are key for providing a great experience. This will identify experiential factors to focus on to provide a great user experience.
- For example:

Worst	Best
No indication that anything is happening	Lots of feedback
Dull and boring experience	Engaging experience
Cumbersome and complex process	Simple and seamless process

- Teams should share their world's worst experience and talk through the implications of this for providing a great experience. A fun way to do this is to ask teams to role play their world's worst experience.

WHY IT WORKS

- It's fun
- Helps to consider what makes a good or bad user experience
- Helps to look at a problem from a different perspective