

Workshop Plan



Method & type	Purpose	Input	Output	Steps	Materials	Time
<p>Assumption dumption warm-ups, create-ideas</p> <p><u>Template</u></p>	<p>The purpose of assumption dumption is to get all the assumptions one might have about a problem or theme out in the open to create a shared understanding amongst team members. This is done to gain a new perspective on the problem/theme and explore beliefs and biases and thereby encourage discussion. This gives access to understanding each others point of view, which can be used to align expectations and identify new possible design areas</p>	<p>An assumption, problem or theme</p>	<p>Dumped assumptions, better understanding of the problem and opportunities.</p>	<p>'Print and hang the template where all can see them. The problem/theme should be inserted into the template.</p> <p>Divide the participants in groups of 3-4 people.</p> <p>Ask the participants to individually brainstorm over assumptions they have to the problem/theme. The assumptions should be written on post-its, one assumption pr. post-it (2-3 min).</p> <p>The participants should one by one hang the post-its on the template and cluster the assumptions simultaneously into predefined categories. Examples of useful categorizations could be e.g. 'relevant', 'irrelevant' and 'need to explore further' or whether the assumptions are 'actual constraints' or 'perceived constraints'(5-10 min, depends on the amount of participants and how many assumptions they have found).</p> <p>Complete another round of both step 3 and 4.</p> <p>At the end of the exercise you should be able to park the assumptions that are not relevant to your project. Make sure everyone gets a say in the discussion.</p>	<p>Template or large piece of paper Post-its Pens</p>	<p>15-30 min</p>
<p>Desk research</p>	<p>You can with desktop research start defining what it is that you need to research. Create search terms, who do you need to talk to, what papers do you need to read, which methods could you use both to gain an overview but also to accumulate data and how to collect the right kind of data etc.</p>	<p>Research</p>	<p>Data collection</p>	<p>'Define the objectives of your research. In order to search well, you need to know what it is that you are looking for.</p> <p>Create a research plan.</p> <p>Define your stakeholders or create an actor network.</p> <p>Conduct the research.</p> <p>Conclude and verify the data/information you have gained throughout your research.</p>	<p>Computer, interview guides, methods & templates to collect data, paper, pens, post-its.</p>	<p>Ongoing</p>

<p>User interviews choose-concept</p>	<p>The purpose of a user interview is to gain knowledge and empiric data about a topic or situation seen from a users point of view, through a structured conversation.</p> <p>It is good for both initial contact to get to know the user and their experience, but can also be used for tasks like validation of a concept</p>	<p>Project topic</p>	<p>Empiric data</p>	<p>'Locate the right users for your situation and project and get into contact</p> <p>Prepare the questions/talking points you want to ask in advance</p> <p>Meet with the user at a spot you are both comfortable with and perform the interview</p> <p>To fully engage the user ask them back for validation of concepts</p>	<p>Interview guide</p>	<p>1-3 hours</p>
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<p>Show me how choose-concept</p>	<p>The purpose of 'Show me how' is to do a walkthrough of your product/service with a user. You would want the user to use your product/service without you explaining how to use it. Observing how users are using it exposes unexpected/alternative uses of your final design.</p>	<p>Product/service to test</p>	<p>Feedback/potential changes</p>	<p>'Ask a potential future user to share and show you how they would interact with your product/service.</p> <p>Observe and note down their interactions, while looking for gaps between what they tell you versus how they do it.</p>	<p>Notepad or template, pens, prototype of either product or service.</p>	<p>30+ min</p>
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<p>Personas create-ideas, choose-concept</p> <p><u>Template</u></p>	<p>The purpose of this exercise is to get a more in depth understanding of the targeted user group.</p> <p>A persona can give insights in regards to both opportunities and limitations and can be used as a boundary object for both discussing the user, getting feedback on your understanding of the user, finding problems and solutions and many more. This example will be highlighting how to use them for finding opportunities and limitations.</p>	<p>Knowledge or assumptions about a persona</p>	<p>Personas and a deeper understanding of the user groups.</p>	<p>'Divide your participants in groups of two.</p> <p>Show and hand out the persona template.</p> <p>Ask the participants to fill out the template based on their knowledge about the user group (5-10 min)</p> <p>Ask the participants to present the persona as if they were the persona themselves (5 min).</p> <p>Ask the rest of the group to form questions to ask after the presentation (5 min).</p> <p>Ask the participants to look through their persona again and modify it if needed based on questions from the other participants(5-10 min).</p>	<p>Templates Pens</p>	<p>15-70min</p>
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Journey map

create-ideas

Template

The purpose is to map out a persona's journey by narrowing it down to single steps. By creating a journey map one can analyze the experience of different personas along every step of the journey. Once the steps of the journey have been completed, the steps are categorized to gain an overview of a given situation and emotional stages are added.

Persona, interview or some sort of communication with the user should have been made prior to this method.

Visual representation that provides a deeper understanding of the persona and detailed insight of each step performed by the persona in a given situation.

'Hand out templates for your participants as well as pens, post-its and personas (1 min).

Divide the participants in groups of 2 and explain the method by showing an example that differentiates from the scope of the workshop to ensure that the participants are not primed.

Make sure that the participants have understood the method.

Provide a persona for each group (could be the same or different personas). Ask the participants to discuss the persona (5 min).

Give each group a situation that the persona has to go through (could be the same situation or different situations).

Ask the groups to fill out the template by writing the personas' steps in the given situation on the template. The steps are noted on post-its, one step pr. post-it (10-15 min).

Ask the groups to generate categories for the steps (5 min).

Ask the groups to link emotions on post-its to the different steps. Include who the persona interacts with and their potential emotions/frustrations (5-10 min).

Ask the groups to present their personas journey (2 min pr. group).

Template
Post-its
Pens
Space

35 minutes -
Depends on
the amount of
personas given
to each group.