# Design Studio Workshop: Sample Slidedeck

MM DD,YYYY

WORKSHOP

# Design Studio

A one-day collaborative workshop used by cross-functional teams to rapidly explore many solutions to a specific design problem.

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Our goal is to rapidly **generate** many ideas, **evaluate** top ideas, and **iterate** to refine ideas and solutions that matter most to customers.

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Create > Pitch > Critique

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# Benefits of Design Studio

✓ Insight driven design through empathy

✓ Validate ideas early with sketches & dialogue

✓ Iterate on solutions that matter more

✓ Build shared ownership

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# 3 Guidelines for Today

1. Tight schedule. Designated breaks.

2. Maintain focus. Time-boxed activities.

3. Faster with paper. No devices or distractions.

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# Team Up

Break into cross-functional teams and do a few ice breaker exercises to get comfortable with fast sketching, sharing with team members, and commenting on others' work.

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# Form cross-functional teams.

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Name | Name | Name | Name | Name |
| Name | Name | Name | Name | Name |
| Name | Name | Name | Name | Name |

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☺ Ice Breakers…

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# Research & Insights

Present the problem, challenge and research to teams. Let them ask questions and make sure everyone is clear on what you're here to do.

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# What do we know now?

- Competitive analysis

- Customer feedback surveys

- Customer interviews

- Testing reports

- (Etc.)

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# What are the problems we see?

[State the customer or business problem(s) here…]

Be clear and accessible. Answer questions!

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# What is today's challenge?

[State the challenge here…]

The challenge is to explore solutions to the problem(s).

Be bold and forward looking.

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<u>Empathize</u> with customers and understand their experiences.
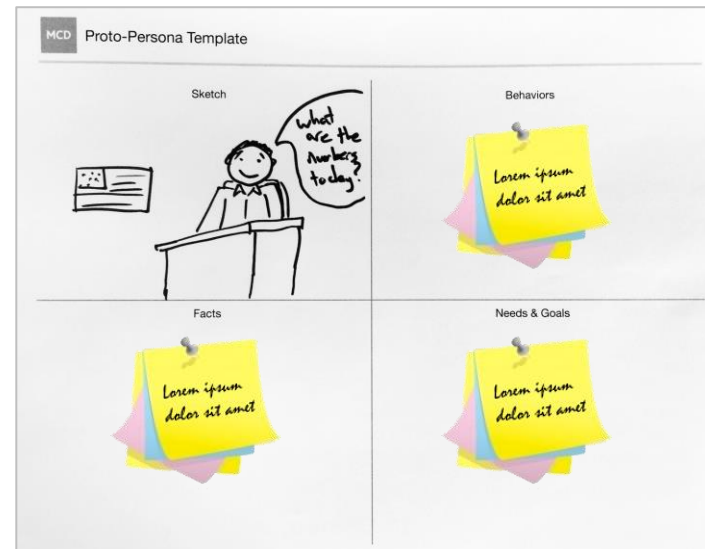
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# Proto-Personas

Proto-Personas help teams define typical user groups of a product/service and empathize with their needs, goals and specific use contexts.

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# Proto-Personas

Using paper and post-its, teams capture facts, behaviors, needs and goals for all users of a product/service and iterate in 3 steps:

1. Develop

2. Critique

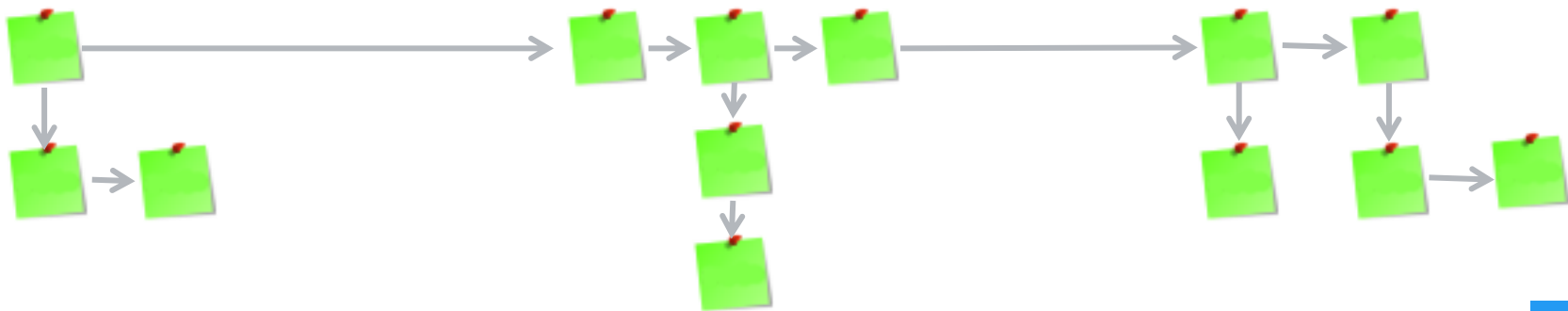3. Refine

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# Experience Mapping

Experience Maps visualize a proto-persona's engagement with a product/service and helps identify key flows, features, touch points and support channels of the experience.

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# Experience Map

**What they think and feel**

**What they see and do**

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# Sketch Iteration 1: Generate Ideas

Create as many ideas that solve your proto-persona's problems/needs/goals.

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# Create  >  Pitch  >  Critique

5 minute individual sketching on 8-up

3 minute pitch of sketches to team

2 minute critique from team

📝

**Outcome:**
*Generate many ideas. Refine your strongest idea(s) in next iteration.*

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**Create**
5 minute individual sketching
on 8-up sketch template

**Iteration 1: Generate**

**Goal**
Create as many ideas that solve
your proto-persona's
problems/needs/goals.

**Outcome**
Generate many ideas. Refine
your strongest idea(s) in next
iteration.

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**Create**
5 minute individual sketching
on 8-up sketch template
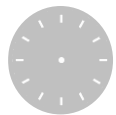
**Pitch**
3 minute pitch of ideas to team

**Iteration 1: Generate**

**Goal**
Create as many ideas that solve
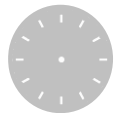your proto-persona's
problems/needs/goals.

**Outcome**
Generate many ideas. Refine
your strongest idea(s) in next
iteration.

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**Create**
5 minute individual sketching
on 8-up sketch template

**Pitch**
3 minute pitch of ideas to team

**Critique**
2 minute critique from team

*Tip: Use dots to give 2 positives and 2 improvements*

**Iteration 1: Generate**

**Goal**
Create as many ideas that solve
your proto-persona's
problems/needs/goals.

**Outcome**
Generate many ideas. Refine
your strongest idea(s) in next
iteration.

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# Sketch Iteration 2: Refine Ideas

Consider your team's feedback and evolve ideas with the most merit.

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# Create   >   Pitch   >   Critique

**5 minute** individual
sketching on 6-up

**3 minute** pitch of
sketches to team

**2 minute** critique
from team

**Outcome:**
*Refined idea(s) with screens, flows and/or supporting components.*

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# **Create**
5 minute individual sketching on 6-up sketch template

## **Iteration 2: Refine**

### **Goal**
Consider your team's feedback and evolve ideas with the most merit.

### **Outcome**
Refined idea(s) with screens, flows and/or supporting components.

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**Create**
5 minute individual sketching
on 6-up sketch template
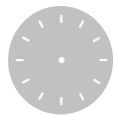
**Pitch**
3 minute pitch of ideas to team

**Iteration 2: Refine**

**Goal**
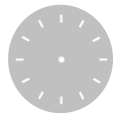Consider your team's feedback and evolve ideas with the most merit.

**Outcome**
Refined idea(s) with screens, flows and/or supporting components.

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# Create
5 minute individual sketching on 6-up sketch template

# Pitch
3 minute pitch of ideas to team

# Critique
2 minute critique from team

*Tip: Use dots to indicate 2 favorite ideas per person*

**Iteration 2: Refine**

**Goal**
Consider your team's feedback and evolve ideas with the most merit.

**Outcome**
Refined idea(s) with screens, flows and/or supporting components.

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# Sketch Iteration 3: Converge Ideas

Teams develop their single, most viable idea, then pitch to another team for feedback.

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# Create > Pitch > Critique

20 minute team
discussion and sketch
idea on larger paper

2 minute prep +
3 minute pitch to
another team

2 minute critique
from other team

**Outcome:**
*Teams converge their best ideas.*

## Create

20 minutes for team discussion and group sketch of idea on large paper.

*Tip: Use the big paper to sketch 1 screen or many. User whatever helps best convey your team's idea.*

**Iteration 3: Converge**

**Goal**

Develop one idea the team feels has the biggest chance for success. Pitch to another team for feedback.

**Outcome**

Teams converge their best ideas.

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# Ritual Dissent
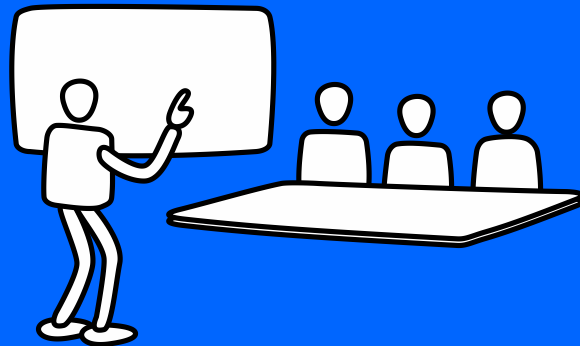
This pitch and critique activity is a forced listening technique designed to test and enhance ideas from de-personalized, constructive feedback.

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Ritual Dissent

# Pitch Your Idea

2 minutes to prepare pitch, then 3 minutes for team spokesperson to pitch idea to another team, while they listen in silence (no questions allowed).

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**Create**
5 minute individual sketching
on 6-up sketch template

**Pitch**
5 minutes to prepare pitch and
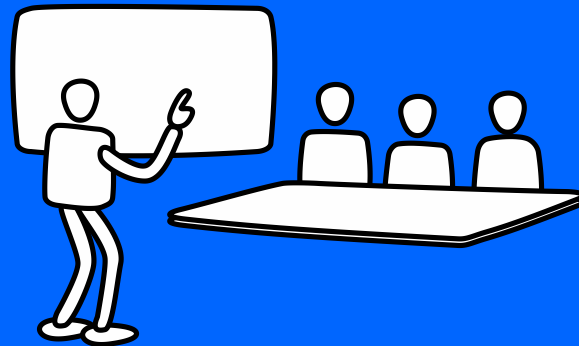present idea to another team

**Iteration 3: Converge**

**Goal**

Develop one idea the team feels
has the biggest chance for
success. Pitch to another team
for feedback.

**Outcome**

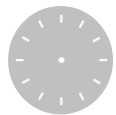Teams converge their best
ideas.

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Ritual Dissent

# Team Critique



2 minutes for listening team to challenge the ideas presented while spokesperson silently captures comments (with their back facing the team).

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# Capture comments using worksheet.

| Comments | Do Now | Do Later | Do Nothing |
|----------|--------|----------|------------|
|          |        |          |            |
|          |        |          |            |
|          |        |          |            |

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**Create**
5 minute individual sketching
on 6-up sketch template

**Pitch**
5 minutes to prepare pitch and
present idea to another team

# Critique
2 minute critique from team

*Tip: Use the active decision making worksheet to capture each
comment in separate lines.*

**Iteration 3: Converge**

**Goal**
Develop one idea the team feels
has the biggest chance for
success. Pitch to another team
for feedback.

**Outcome**
Teams converge their best
ideas.

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# Sketch Iteration 4: Teams Pitch Final Ideas

Prioritize feedback and discuss critical changes or additions that improve your team's idea.

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# Create > Pitch > Critique

**20 minute** team prioritization and sketch final idea

**5 minute** prep +
**5 minute** pitch to all teams

**60 minute** open critique from all teams

**Outcome:**
*Strongest team ideas with issues list for next iteration.*

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# Prioritize action using worksheet.

| Comments | Do Now | Do Later | Do Nothing |
|---|---|---|---|
| | | | |
| | | | |
| | | | |

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# How to prioritize action.

1.  **Do Now**

    Innovate, leverage best practice or remove feature.

2.  **Do Later**

    Too complex to solve now or requires more research.

3.  **Do Nothing**

    Ignore or is solved elsewhere.

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# **Create**
# 20 minutes feedback prioritization and group sketch.

*Tip: Use the big paper to sketch 1 screen or many. User whatever helps best convey your idea.*

**Iteration 4: Team Pitch**

**Goal**

Prioritize the feedback and agree to make critical changes or additions that improve your team's idea.

**Outcome**

The strongest ideas from each team are presented.

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**Create**
20 minutes feedback prioritization and group sketch.
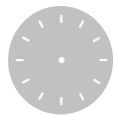
**Pitch**
5 minutes to prepare team pitch.

**Iteration 4: Team Pitch**

**Goal**

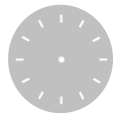Prioritize the feedback and agree to make critical changes or additions that improve your team's idea.

**Outcome**

The strongest ideas from each team are presented.

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**Create**
20 minutes feedback prioritization and group sketch.

**Pitch**
5 minutes to prepare team pitch.

**Critique**
2 minute critique from all teams

**Goal**
Prioritize the feedback and agree to make critical changes or additions that improve your team's idea.

**Outcome**
The strongest ideas from each team are presented.

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# Dot Voting

Dot-Voting helps teams make more concrete design decisions in shorter amounts of time.

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# Wrap-up

Review and capture all ideas and decisions moving into the next phase or iteration of work.

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# Thank you!

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