Designing & Facilitating a workshop

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Process Management for Media and Design

Describe a workshop in which you have participated in 3 words

Submit your answers in **mentimeter.com**

Code: 37 15 07 4

1. Introduction
2. Workshop Design
3. Workshop Facilitation
4. SySTEM 2020 co-design workshop
5. References

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INTRODUCTION

1.1 About workshops

In design practice, workshops have become a popular format for bringing together diverse stakeholders to collaborative explore, ideate and design solutions to a problem.
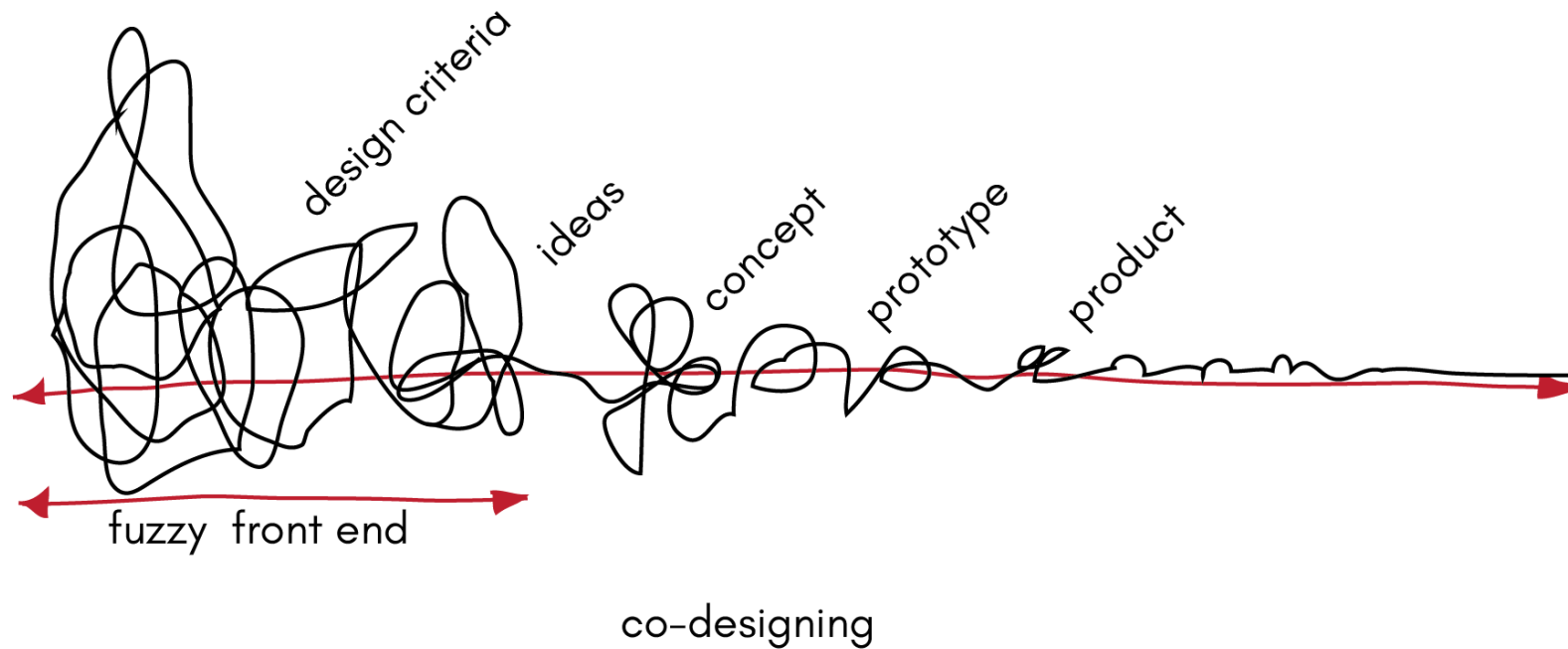
Strong influence from the Scandinavian Participatory Design (PD).

Based on the acknowledgement that people are:

• Experts of their own life.
• Creative.

1.2 About workshops in the design process

Workshops can happen at different stages of the design process.

design criteria

ideas

concept

prototype

product

fuzzy front end

co-designing

Sanders, (2008)

1.2 About workshops in the design process

In design processes, workshops tend to focus on:

- Develop empathic understanding of the design beneficiaries.

- Ideate, innovate and problem-solve.

- Prototype and test.

Images of workshops conducted by the Learning Environments research group.

1.2 About workshops in the design process

Workshop type	Description	Purpose
DISCOVERY WORKSHOP	Team members and stakeholders meet to understand the current state and build consensus	- Gather existing knowledge from stakeholders. - Understand requirements. - Build consensus.
EMPATHY WORKSHOP	Designers, researchers and other stakeholders create shared understanding of the design beneficiaries needs before designing a solution.	- Focus on the design beneficiaries. - Gain clarity on the needs, motivations and behaviors of the design beneficiaries. - Build empathy for the design beneficiaries.
DESIGN WORKSHOP	Crossdisciplinary team members gather to rapidly generate and discuss a wide set of ideas from various perspectives.	- Brainstorm ideas for a specific design challenge. - Broaden perspectives. - Foster shared ownership.

Classification of workshops by the nngroup (https://www.nngroup.com/articles/5-ux-workshops/)

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WORKSHOP DESIGN

Photo: Roya Ranjbar

Plans are nothing; planning is everything

Dwight D. Eisenhower

2.1 Building a workshop agenda

Three building blocks:

- The goal: what is the desired outcome of the workshop?

- The questions: what information you need to collect in order to reach your goal?

- The processes: what activities will participants do to answer your questions?

2.1 Building a workshop agenda

| Task	Phase
1. What needs to be done?	Workshop planning
2. What questions must be answered?	
3. How will we get the information to answer them?	
4. Execution: getting the information	Workshop
5. Analysis: processing the workshop outputs	Post-workshop
6. Taking action	

Steps for planning and executing a workshop by the the nngroup (https://www.nngroup.com/articles/ux-workshop-agendas/)

2.2 Defining the processes

Select activities that align to the themes that emerge within the questions.

Use of design thinking and PD methods and tools to:

- Inspire and trigger
- Support expression and communication
- Discussion and collaboration
- Agree and consolidate

* Importance of documenting participants' contributions.
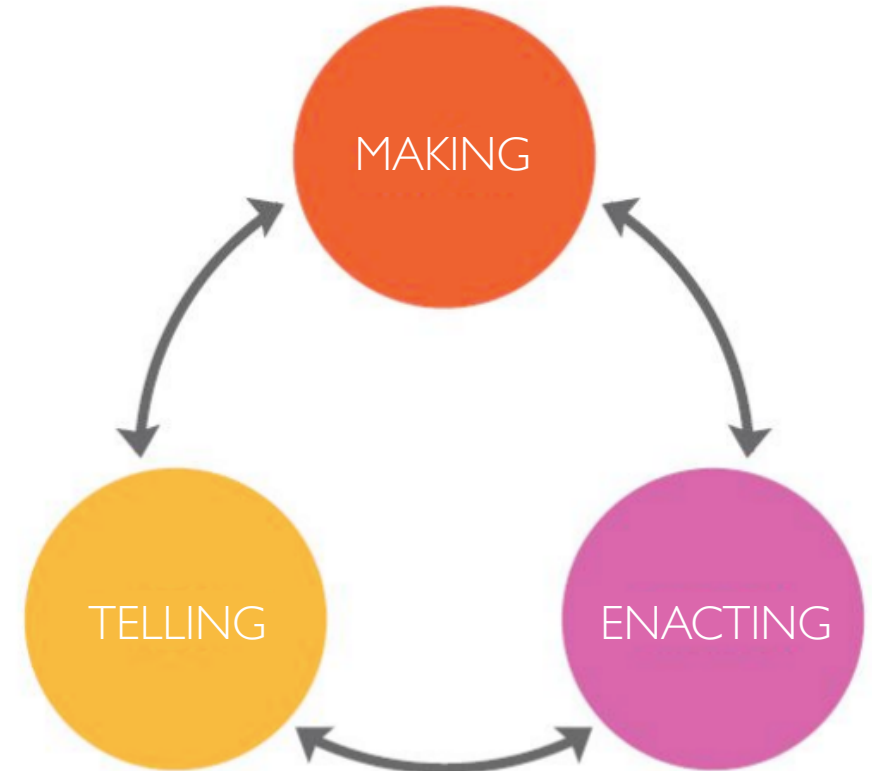
Sanders, Brandt and Binder (2010)

Framework for applying PD methods

Sanders, Brandt & Binder (2010)

TALKING, TELLING & EXPLAINING

- Stories and storyboarding
- Diaries
- Self observation
- Documentaries and movie-making
- Experience timelines or maps
- Paper spaces
- Cards
- Voting dots

MAKING TANGIBLE THINGS

- 2D collages
- 2D mappings
- 3D mock-ups
- Low-tech prototypes
- 3D space models

ACTING, ENACTING & PLAYING

- Game boards and game pieces and rules
- Props and black boxes
- 3D space models
- Scenario-making in the space of models or through sandplay
- Participatory enviosing and enacting by setting users in future situations
- Improvisation
- Acting out, skits and play acting
- Role playing
- Body storming and informative performance

2.3 Recruiting the participants

- Think carefully who is going to take part in the workshop – Aim for relevance and diversity of participants.

- Make the purpose of the workshop clear for the participants. How they can benefit from participating in the workshop?

- Plan the recruitment carefully. You may have an amazing workshop design, but without the right participants you have nothing!

Recruitment process
Advertise
Survey & screen
Inform Ask to sign consent form in case you plan to collect personal information
Reminder (before the session)

Mozzila Open Innovation toolkit (https://toolkit.mozilla.org/how-to-recruit/)

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WORKSHOP
FACILITATION

3.1 Definition of facilitate

"To make something possible or easier"

"To help people deal with a process or reach an agreement or solution without getting directly involved in the process, discussion, etc. Yourself"

Cambridge dictionary

3.2 Facilitation as a process

Preparing

- Knowing the context
- Participants
- Methods and process
- Arrangements & practicalities

Keeping the flow

- Introduction & ice-breaker
- Managing the rythm
- Involving & including
- Balancing participation

Closing & following-up

- Reserving time for sharing and reflecting
- Assessing
- Wrapping up and next steps

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SySTEM 2020
CO-DESIGN WORKSHOP

4.1 Context

- European research and innovation project on science learning outside the classroom.

- The co-design workshop happened in month 11 (3 year project).

- The workshop gathered researchers, designers, developers, educators, learners and other stakeholders involved in Science Learning Outside the Classroom (SLOC).

- In total, 51 participants from 19 countries, Europe and Middle East.

SySTEM 2020
Co-Design

Activities

March 2019

4.2 Workshop design

- The co-design workshop activities were based on design thinking methods.

- Custom-made materials were designed for supporting participants' work during the sessions.

METHOD	PURPOSE
Concept mapping	Understanding and Defining
Framing of challenges and opportunities	
Prioritization of the unified opportunities	
Averaging the prioritization scores	
Ideation of design solutions	Ideating

**SySTEM 2020
Co-Design**

**Inspiration
materials**

March 2019

How might we cards

Set of questions based on the challenges identified during the contextual inquiry.

Supporting material for the framing of challenges and opportunities activity.

Proto-personas

Fictional characters describing attitudes, interests, behaviors, actions and pain points frequently found in SLOC.

Supporting material for the framing of challenges and opportunities activity.

**SySTEM 2020
Co-Design**

**Outputs
documentation**

March 2019
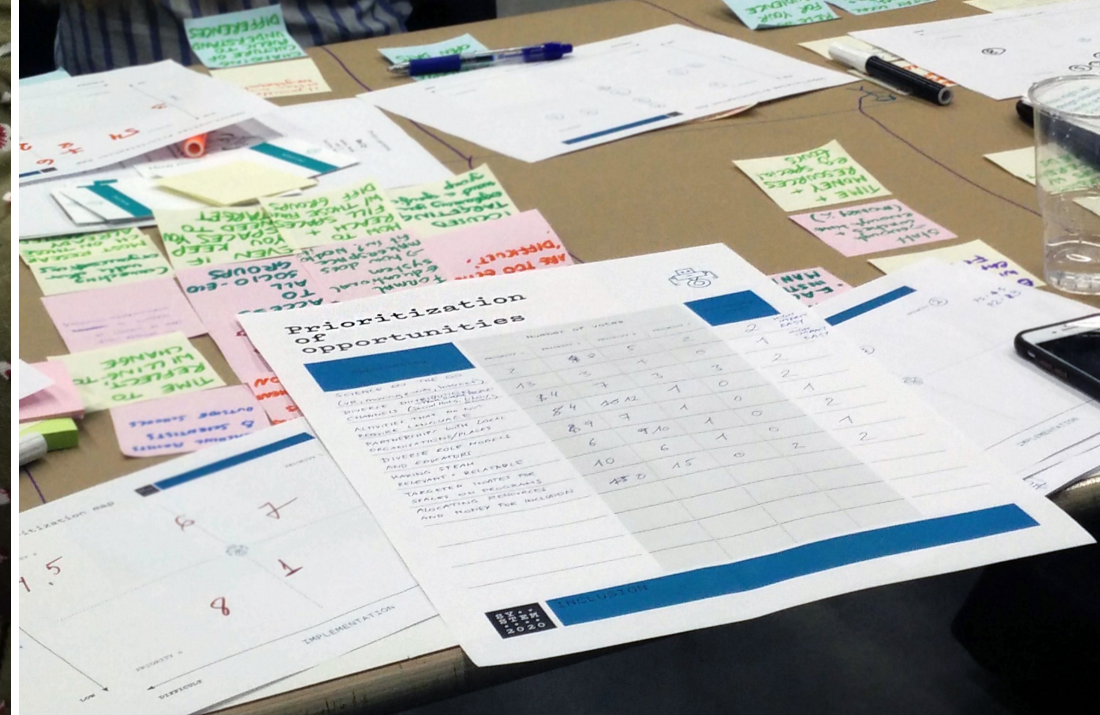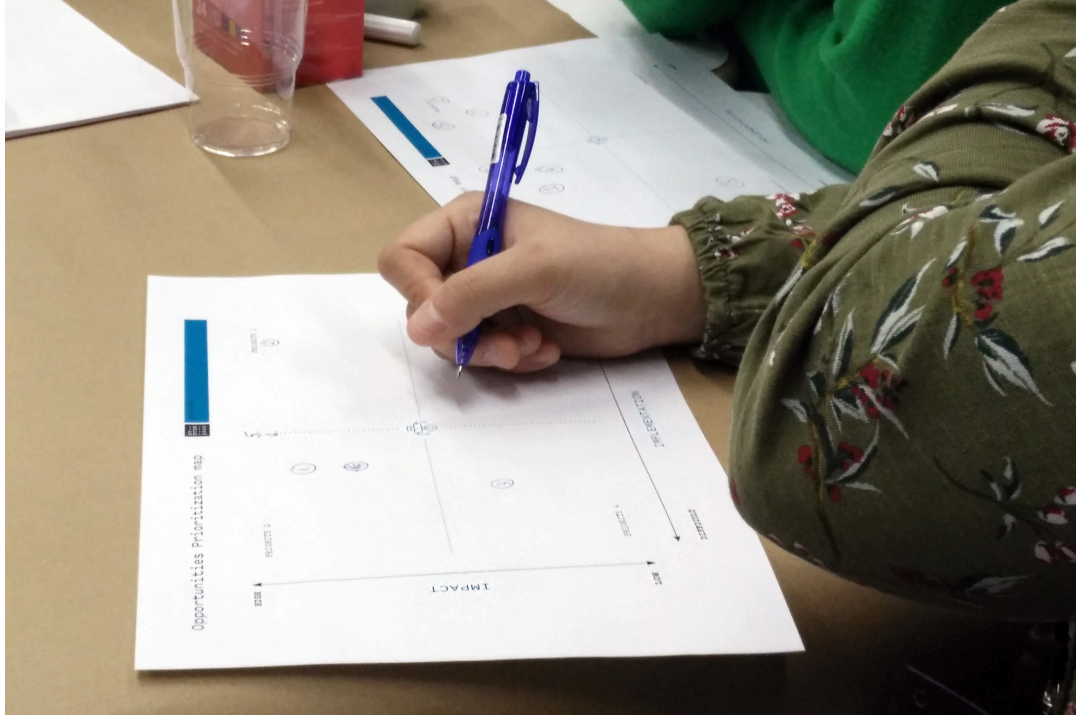
Photos: E.va Durall

4.3 Facilitation

Team of 6 facilitators with experience in facilitation and co-design.

Each facilitator was assigned to a specific theme group (inclusion, engagement and assessment in SLOC).

A facilitation guide book was created to prepare the co- design event and ensure the smooth coordination of the facilitation team.
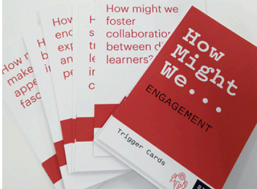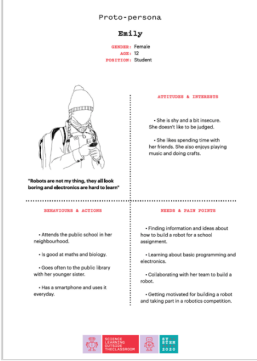

Capture of the facilitation guide used in SySTEM 2020 co-design workshops

4.4 Outputs

The outputs of the Helsinki co-design event consist of:

- The design solutions (n=12) created during the ideation session.

- The challenges and opportunities identified around each of the workshop themes.

Image of the presentation of the design solutions generated at the SySTEM 2020 co-design workshops

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