

**Welcome!**

**Intro**

**Project . . .**

# Design Studio: Agenda + Goals

Project..... Date.....

## Agenda

- 9:00 AM - 9:15 AM:** Welcome and Introductions  
Brief introduction of participants
- 9:15 AM - 9:45 AM:** Project Overview  
Discussion of project and the goals of the session
- 9:45 AM - 10:15 AM:** Research Synthesis  
Overview of the process  
Research discussion
- 10:15 AM - 10:30 AM:** Break
- 10:30 AM - 11:15 AM:** Ideation and Concept Discussion  
Brainstorming session for design concepts  
Quick group discussions and dot voting
- 11:15 AM - 11:30 AM:** Break
- 11:30 AM - 12:00 PM:** Ideation Round 2  
Further design concept development  
Dot voting
- 12:00 PM - 12:30 PM:** Features  
Feature Ideation  
Feature Prioritisation
- 12:30 PM - 13:00 PM:** Wrap Up

## Goals

- Project Understanding:** Ensure we all have a basic understanding of the project, its goals, and the target audience.
- User-Centric Focus:** Emphasise with the user and their pain points.
- Synthesis Prioritisation:** Agree on a direction that will initially and then continuously push us on the correct path forward to solve the problem.
- Ideation:** Generate initial creative ideas and concepts to take the design forwards.
- Feature Prioritisation:** Weigh up what features are likely to solve the user problem vs the resource required to create them.
- Actionable Next Steps:** Define clear action items and initial steps for further development of the design.

### Group Goals

- Inspire Creativity
- Foster Collaboration
- Enhance Communication
- Promote Feedback
- Comprehensive Documentation

# Design Studio: Participants

Project..... Date.....

## The Facilitator

- Considered the most important role in the context.
- Typically assumed by the reader (you).
- Acts as the Design Studio coach.

### Responsibilities include:

- Bringing stakeholders together.
- Setting content, direction, and speed of the process.
- **Key Role:** Motivating the group to excel in their work.

## Researcher

- Vital participant in the Design Studio.
- Responsible for conducting user, competitor, and market research.
- Synthesizes research findings before the session.
- Best positioned to provide clarity and answer questions during the session.

## Client

- Often optional but important if the project involves an external relationship.
- Main stakeholder in the external relationship.
- Required to ensure project direction aligns with their overarching vision.
- Plays a role in assessing the feasibility of the proposed direction.

## Designer

- Expertise in crafting a vision from research.
- Significantly valuable in the session.
- Not guaranteed to have the best idea.
- Primarily positioned to enhance and develop stronger ideas.

## Developer

- Highly valued participant due to their role in creating the final product.
- Can effectively manage expectations, communicate constraints, and estimate development time.
- Valuable for evaluating feasibility of envisioned solutions.
- Essential for aligning the development team with the overall vision.

## Subject Matter Expert

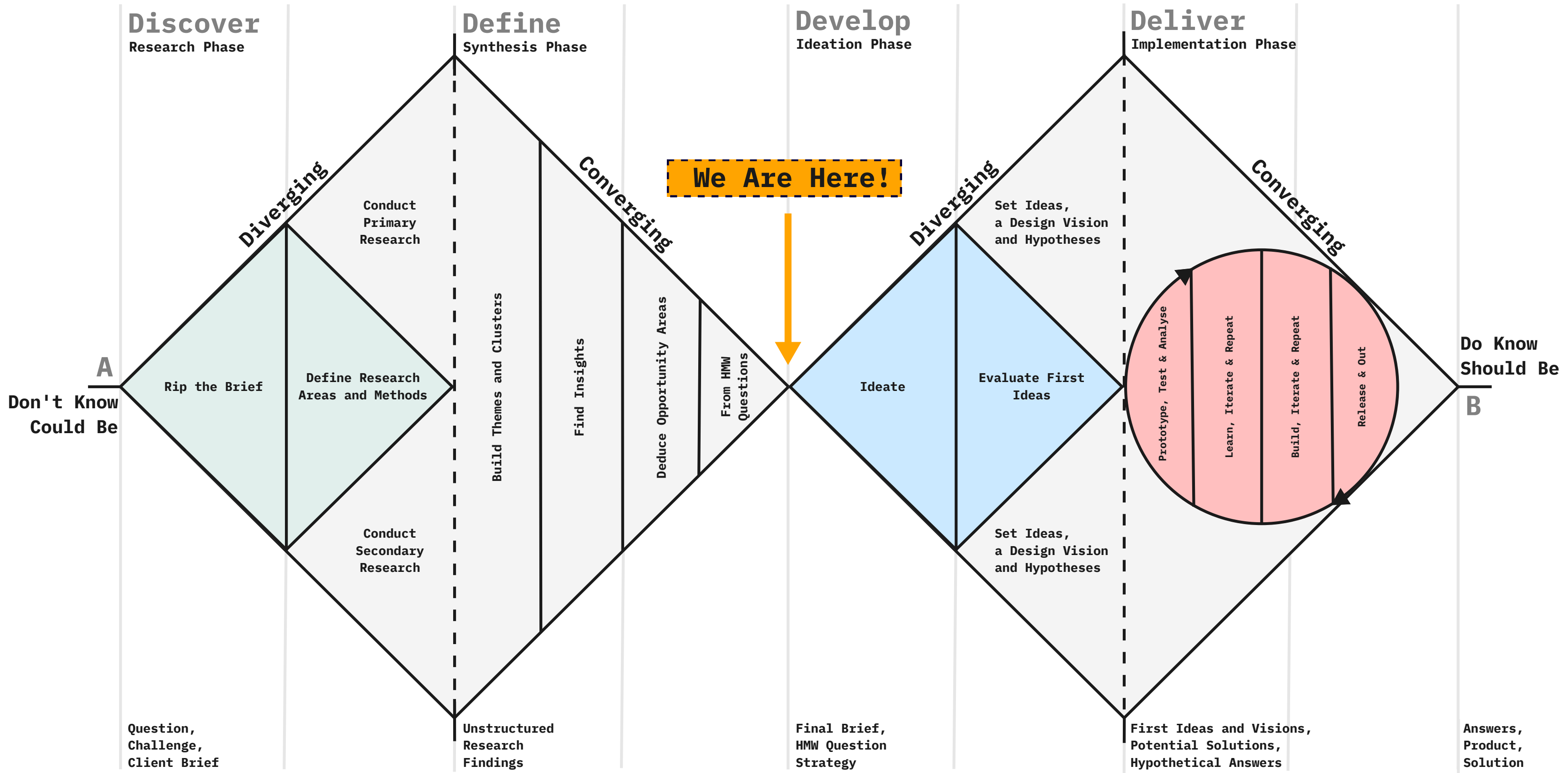
- Particularly crucial when dealing with specialized problems or solutions.
- Essential if the topic surpasses the participants' understanding and knowledge.
- Can also be a passionate stakeholder with deep insight into the problem.
- Contributes expertise and guidance to ensure accurate problem-solving.

# Design Studio: Diverge + Converge

Project..... Date.....

--- Doing the Right Things ---

--- Doing the Things Right ---

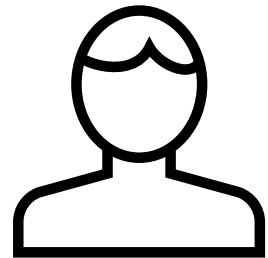


# Design Studio: Synthesis

Project..... Date.....

## Problem Statement

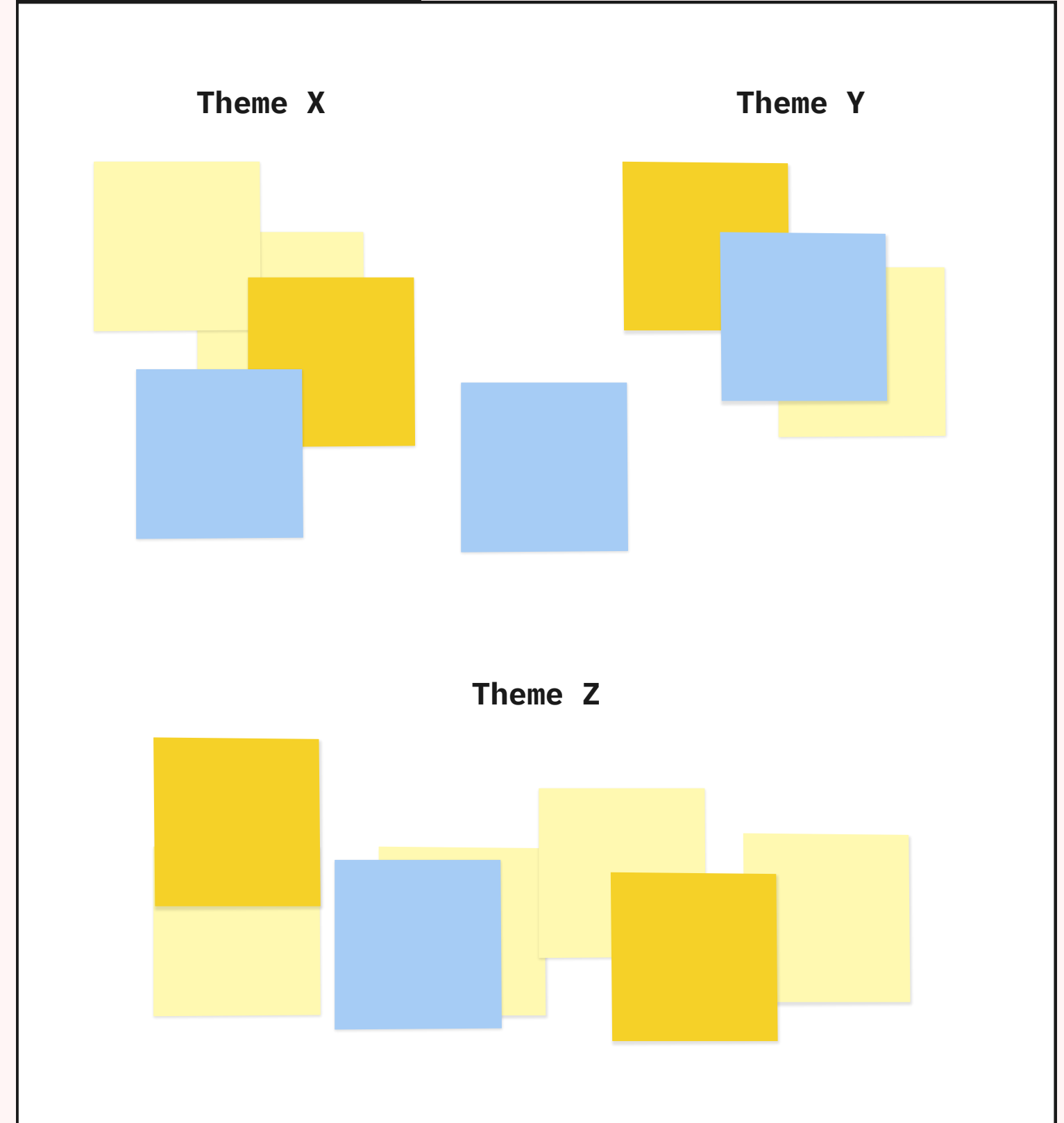
## Persona



## Scenario

## Job/User Story(s)

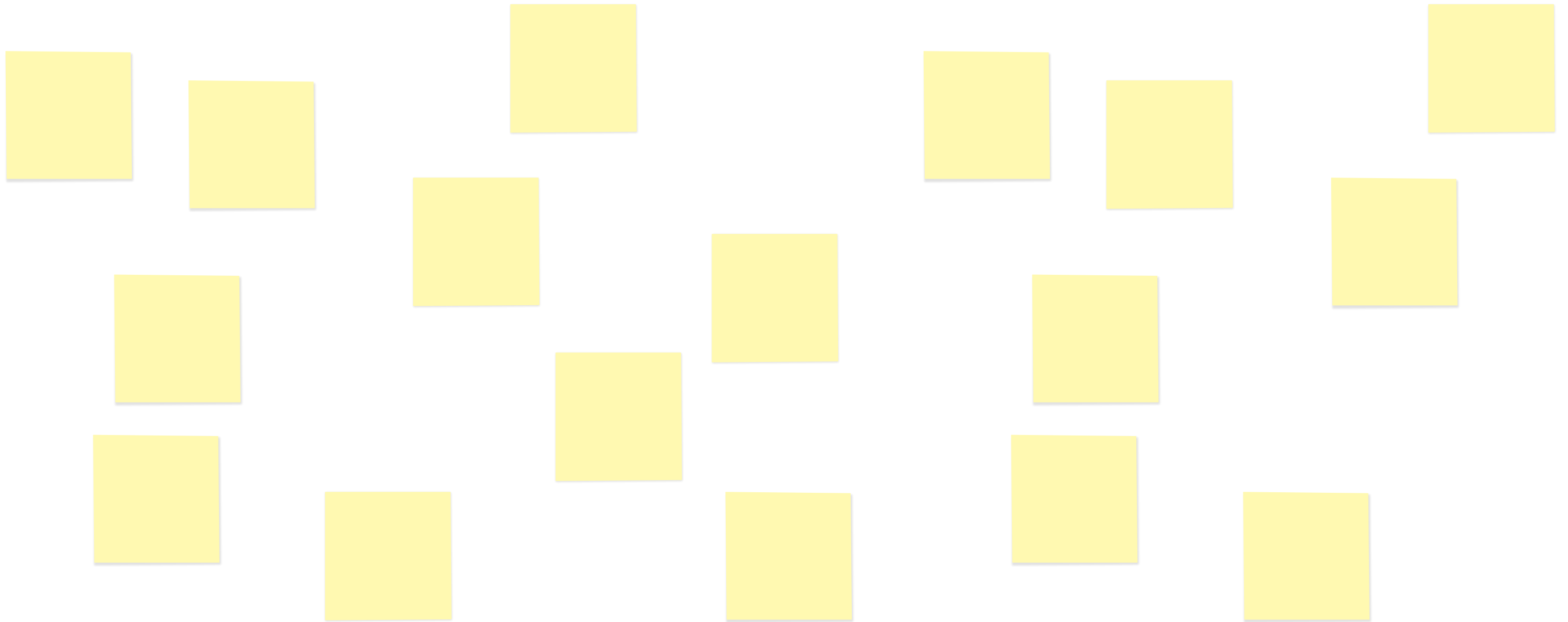
## How Might We



# Design Studio: Parking Lot

Project..... Date.....

Parking Lot



# Design Studio: Ideation // Warm Up

Project..... Date.....

## Ideation Warm Up Exercise

Let's get creative! Using the below grid, sketch as many different versions of an Apple OR Uses of a Cardboard box OR ... Use a timebox of 5 minutes to see how creative you can really be - there are no bad ideas!

Something that floats	Something with wheels	Something that comes from an egg	Something that makes a noise
Something that flies	Something that you see every morning	Something that you eat	Something that makes you happy
Something you share	Something that you ride	Something that you wear	Something that you use daily

# Design Studio: Ideation

Project..... Date.....

## How Might We

1.

2.

## Crazy 8 Designs

1.

2.

3.

4.

5.

6.

7.

8.



# Design Studio: Ideation // Dot Voting

Project..... Date.....

## Design Artifacts

A large dashed-line rectangular area intended for drawing or writing design artifacts.

## Participants

-  Participant 1
-  Participant 2
-  Participant 3
-  Participant 4

**Create Things!**

# Design Studio: Ideation // Wrap Up

Project..... Date.....

## Design Session

What was the Design Session and Date?

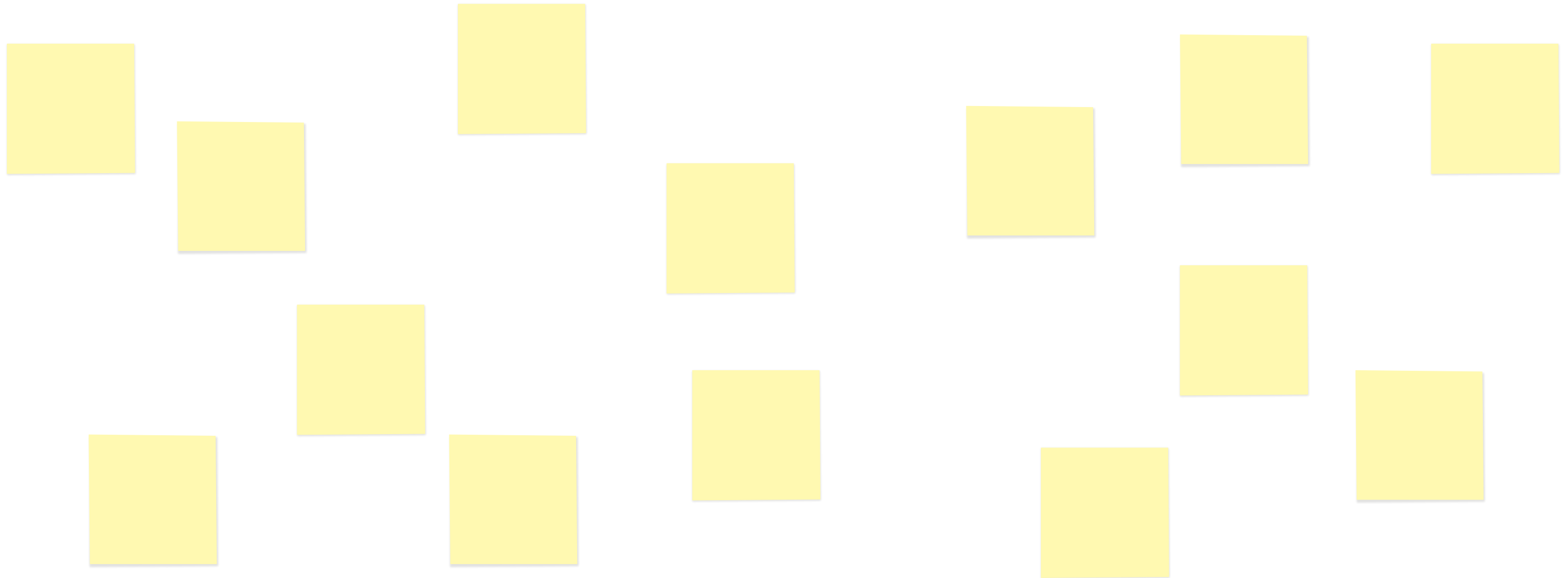
## How Might We

Just a reminder of the HMW that the Sketches were in relation to.

## Job/User Story

A Job or User story is also helpful to include for the overarching theme.

## Pictures of Solutions with Notes



# Design Studio: Feature Grouping

Project..... Date.....

## How Might We

Just a reminder of the HMW(s) that we have been ideating around.

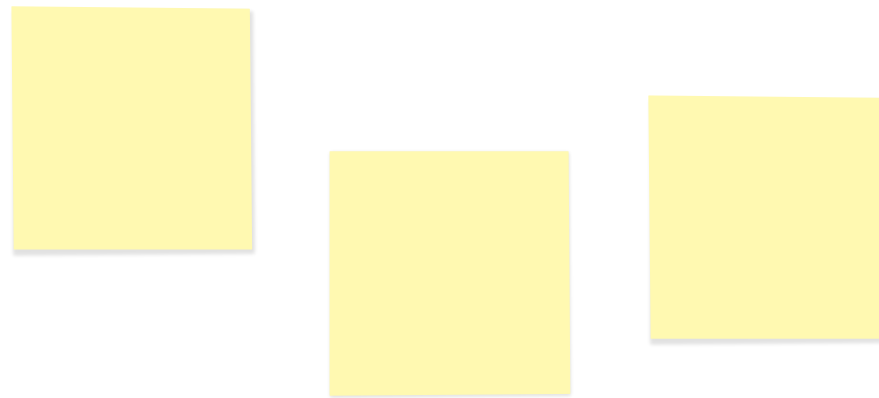
## Job/User Story

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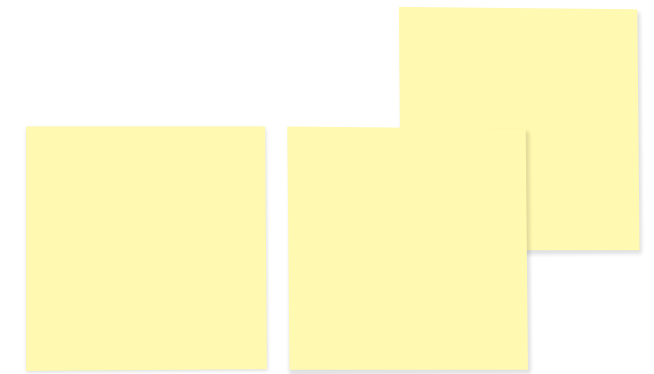
Theme X



Theme Y



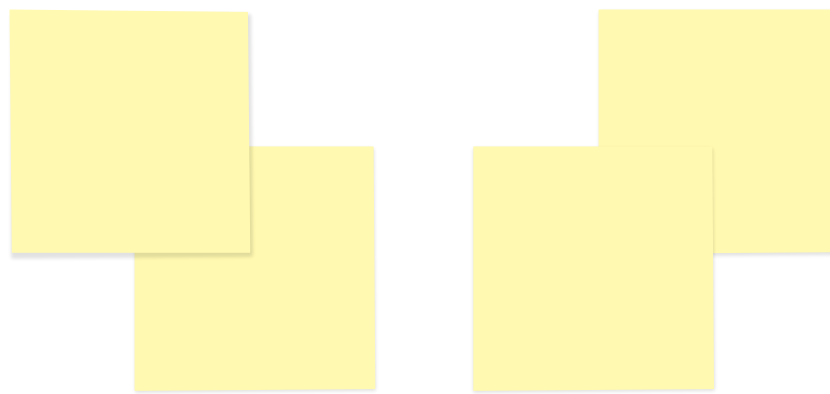
Theme Z



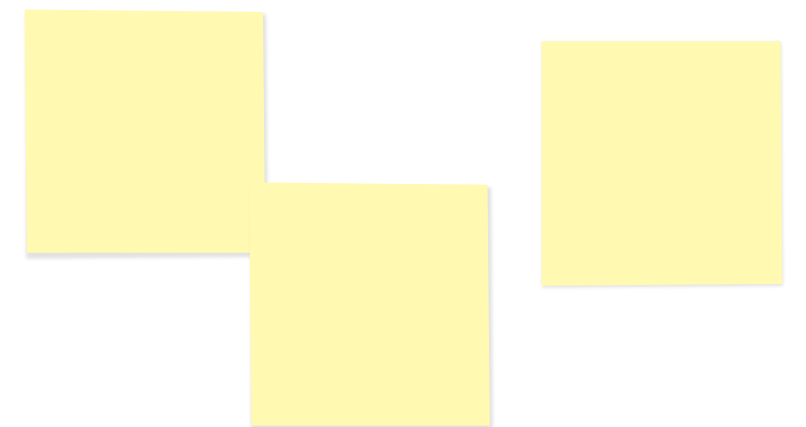
Theme 1



Theme 2



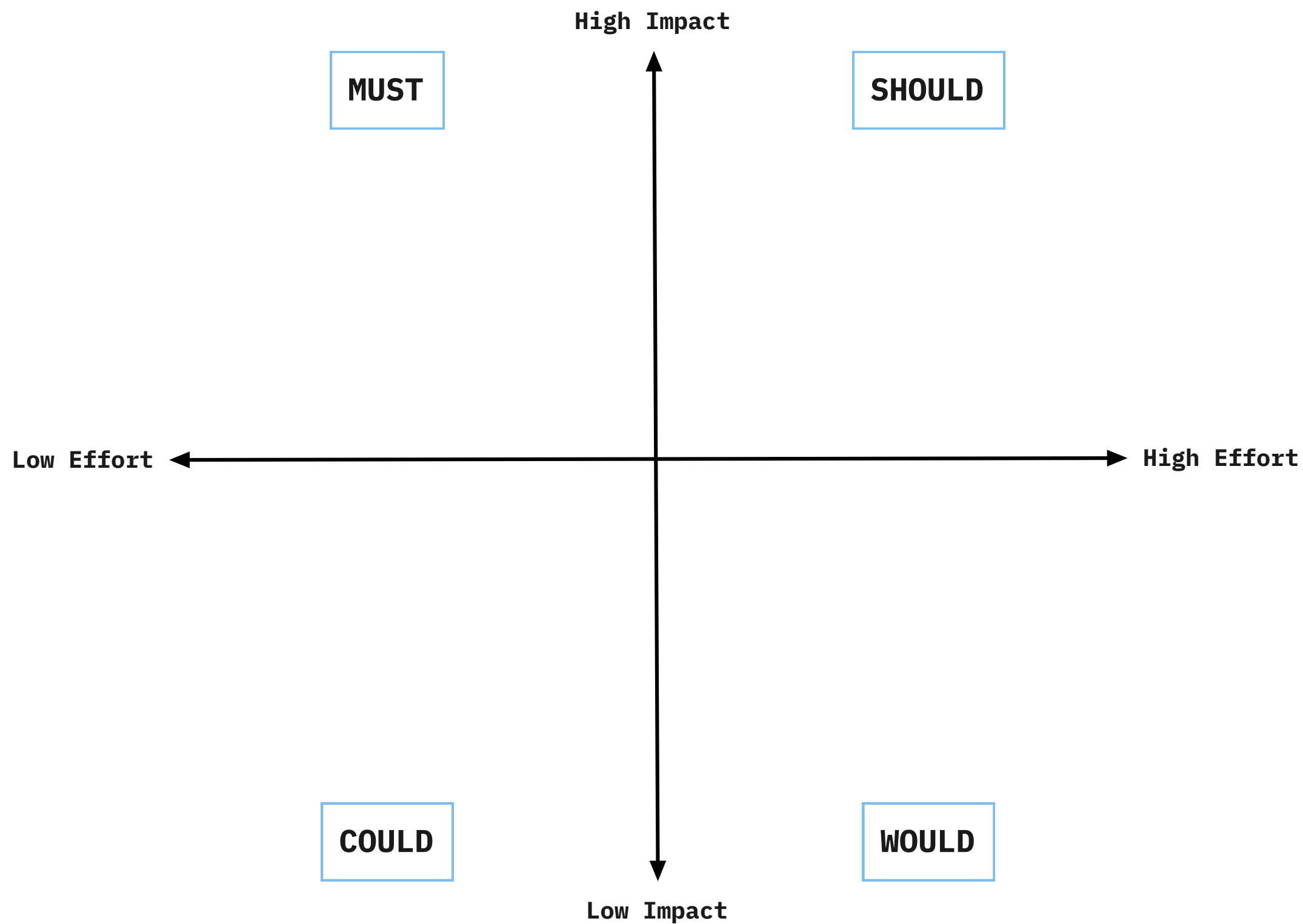
Theme 3



# Design Studio: Feature Impact vs Effort

Project..... Date.....

X/Y Matrix



# Design Studio: Feature Prioritisation

Project..... Date.....

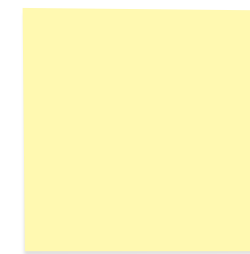
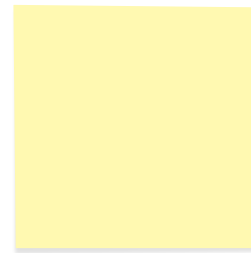
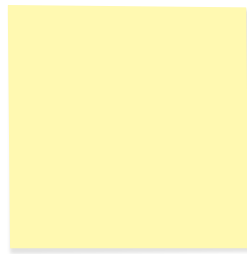
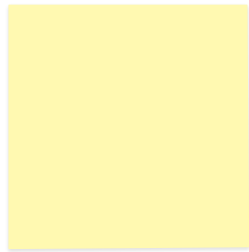
MoSCoW

Must Have

Should Have

Could Have

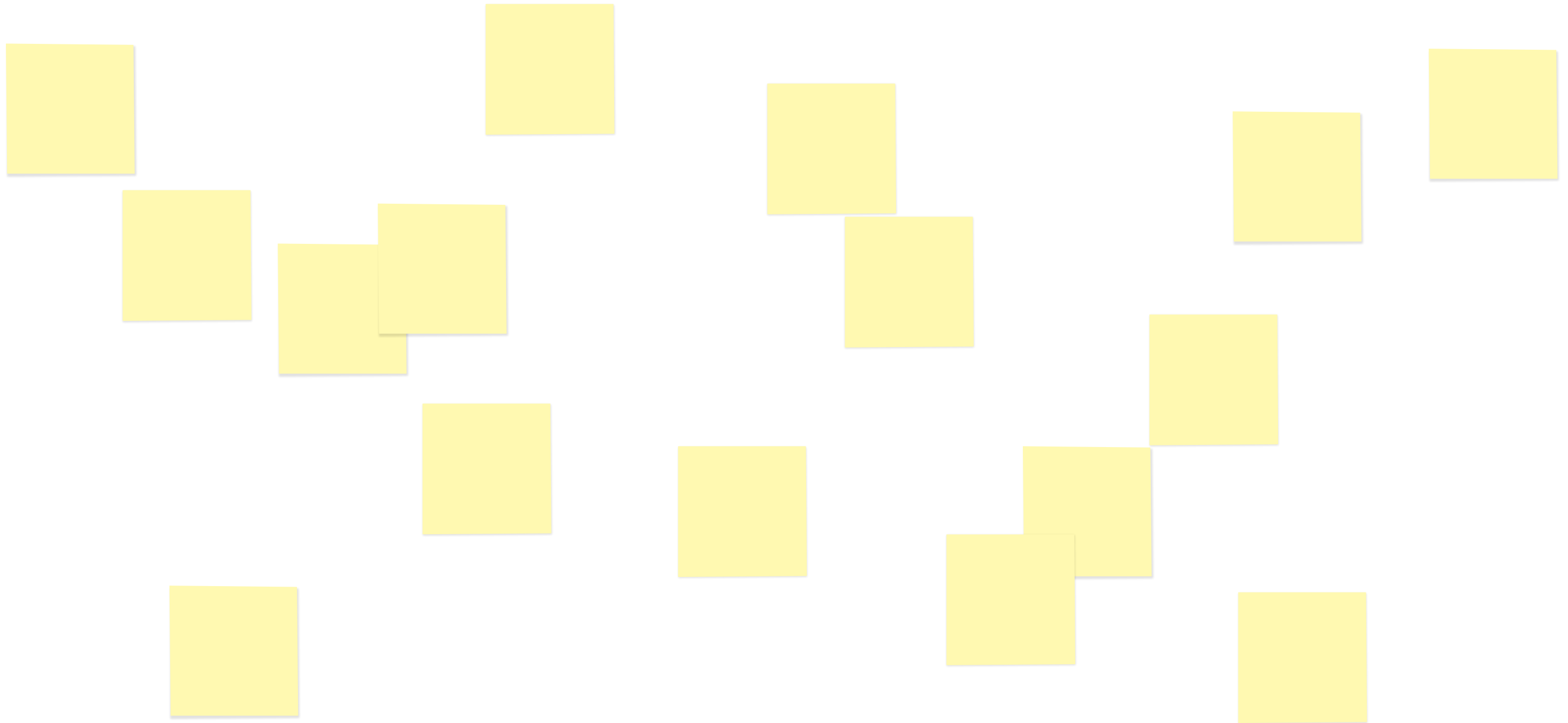
Would Have



# Design Studio: Artifacts // Pictures

Project..... Date.....

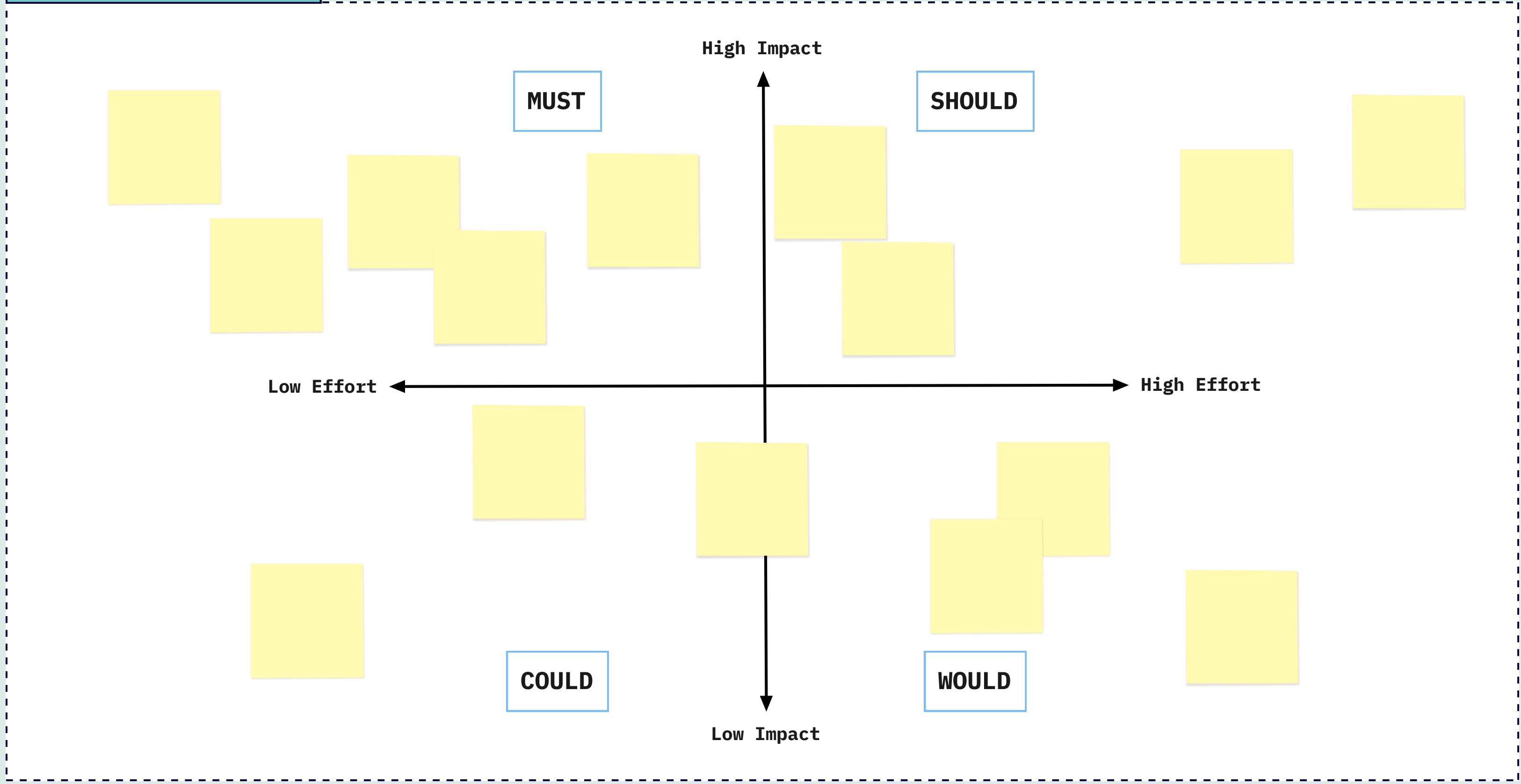
Pictures



# Design Studio: Artifacts // HMWs

Project..... Date.....

How Might We?



# Design Studio: Artifacts // Sketches

Project..... Date.....

Pictures/Scans of Sketches

