When, Why, Who - Workshops in Human-Centered Design

WHEN

Define Phase
Intent and validation workshops

Ideation
Co-creation, co-design, ideation workshops

Prototyping
Prioritization workshops

Testing
Prototype redesign workshops

Implementation
Dissemination workshops

WHY

- To frame the intent and project scope.
- To define research questions.
- To validate research insights or findings with stakeholders.

- To generate many unique problem-solving ideas together.
- To ask the right questions and innovate with a strong user focus.
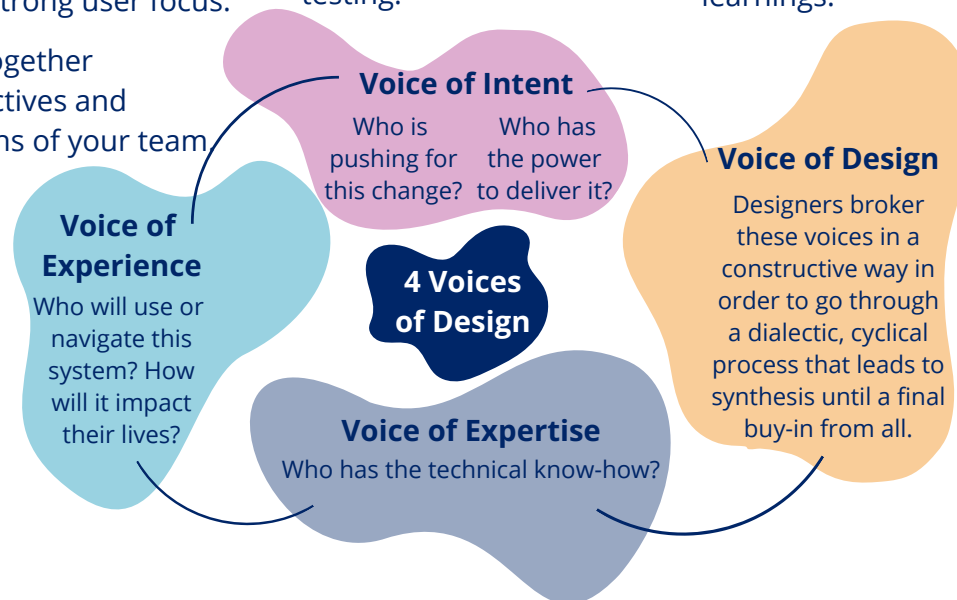- Bring together perspectives and strengths of your team.

- To refine prototypes or share research findings.
- To make decisions on which prototypes to refine further for testing.

- To make decisions on what to keep, merge and discard.
- To evaluate the testing results and learnings.

- To share best practices with a wide group of partners.
- To reflect on implementation, learnings and success.
- To share learnings from the prototyping process and final interventions that proceed to scale.
- To reflect on results expected from the scale-up of projects.

WHO

ThinkPlace uses the following model of four voices to determine who should be involved in a workshop:

4 Voices of Design

Voice of Intent
Who is pushing for this change? Who has the power to deliver it?

Voice of Design
Designers broker these voices in a constructive way in order to go through a dialectic, cyclical process that leads to synthesis until a final buy-in from all.

Voice of Experience
Who will use or navigate this system? How will it impact their lives?

Voice of Expertise
Who has the technical know-how?

1/2

HCD EXCHANGE

How to run an IDEATION workshop.

During this skills-building workshop, the ThinkPlace team used Ideation Workshops to illustrate principles and tips for running great workshops.

CORE PRINCIPLES

Clear Intent:
Every participant must understand the goal and the value of their contribution.

Collaborative approach:
Due to bringing together very diverse groups of people, collaboration must be nurtured.

Safe spaces:
Understand power dynamics to enable participants to be open and honest. Consider if separate workshops are needed.

Foster Innovation: Accommodate divergent thinking and wild exploration before converging on a few ideas.

Optimize: As you narrow down to the top ideas, optimize desirability, feasibility, and viability
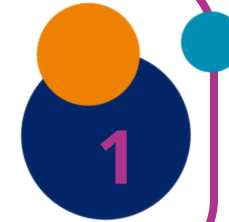
Be agile:
It is important to adapt when these assumptions about how everything will run are challenged.

## THE JOURNEY OF AN IDEATION WORKSHOP

PREPARATION

This includes the development of the workshop agenda, identifying the right participants, developing materials and identifying a facilitator.

1

EXECUTION

This step entails working with the users to develop ideas and solutions. This step requires a lot of creativity and inspiration so creating the right atmosphere for creativity is key. Manage group dynamics so that all participants feel empowered to share their ideas freely.

2
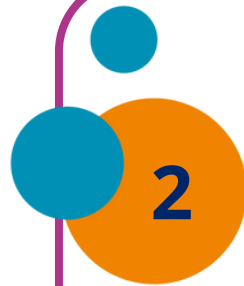
SYNTHESIZE

Post-workshop, the core team involved in organizing the workshop should come together to refine ideas from the workshop and develop testing plans for the concepts.

3

TIPS for running great workshops

- Communicate objectives clearly
- Prioritize quantity over quality in ideation
- Make your ideas clear and simple
- Keep instructions straightforward
- Create a 'pledge' with participants

Useful Links

Check out the slidedeck for more tips

Ask your questions to our experts in our Learning Forum

Webinar recording

Think Place website