

Skills Building Session: What kind of workshops are used in Human-Centered Design (HCD)

November 3, 2022



Purpose

A deep dive into using workshops in HCD, especially in the ideation phase.

Why are workshops a useful HCD tool?

- To frame the intent and clarify the intended scope of the project
- Validating insights or findings from HCD research
- Ideating to generate ideas on possible solutions for a problem
- Refining prototypes (potential solutions) to user problems
- Disseminating findings from a research or a prototype testing process
- Facilitating project closure through reflections



Presenters

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Intent and Validation workshops @ the inspiration phase

- Intent workshops define the project goals and research questions.
- The validation workshop comes after gathering insights from users.

Ideation workshops @ the ideation phase

- Ideation workshops allow the co-design team and users to bring together perspectives and strengths of team members

Prioritization workshops for the prototyping phase

- Prioritization workshops help to make decisions on which prototypes to refine further for testing.

Dissemination workshops @ the Implementation phase

- You can share learnings from the prototyping process and final interventions that proceed to scale.
- You can also share best practices and reflect on results expected from the scale-up of projects.

Redesign workshops for the testing phase

- Prototype redesign workshops evaluate the testing results and learnings.
- During this step, teams make crucial decisions on what to keep, what to merge, and what to discard.

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Focus: Ideation Workshops

Who to include

- **Voice of intent** - Who is pushing for this change? Who has the power to deliver it?
- **Voice of expertise** - Who has the technical know-how?
- **Voice of experience** - Who is the person who will use or navigate this system?
- **Voice of design** - a designer's job is to broker the voices noted above in a constructive way in order to go through a dialectic process that leads to a synthesis. And then to do it all over again until a final product is ready.

The journey of ideation workshops

- Step 1: Preparation focuses on all activities leading up to the actual delivery of the workshop i.e development of agenda, identification of participants, development of the materials and identifying a facilitator.
- Step 2: Execution. This is the most critical step as it entails walking with the users to develop ideas and solutions. This step requires a lot of creativity and inspiration. Therefore it is important to create an atmosphere for creativity using activities.
- Step 3: Post-workshop. Here the core team should come together to synthesize the outcomes of the workshop in order to refine ideas and develop testing plans for the concepts.

Tips for executing great workshops

- Communicate objectives clearly
- Create a 'pledge' with participants
- Give straightforward instructions
- Quantity is more important than quality when coming up with ideas
- Make your ideas clear and simple



Resources

- [Check out the forum for in-depth discussions on this topic](#)
- [Check out the slide deck for more tips on executing great workshops](#)
- [Watch the webinar recording](#)
- [Think Place](#)