

# Empathy To Problem Framing

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## Facilitation Script

# Empathy To Problem Framing

Category: Design Thinking | Duration: 4 hours | Participants: 6-12

### Workshop Overview

This workshop guides participants through a deep empathy-building process that culminates in well-framed problem statements. Starting with persona development, moving through immersive empathy exercises, and concluding with problem reframing techniques, participants will learn to truly understand their users before defining what to solve. This human-centered approach ensures that solutions address real needs rather than assumed problems.

### Workshop Objectives

- Create research-based personas that guide design decisions - Experience user perspectives through immersive exercises - Develop empathy that goes beyond surface-level understanding - Master techniques for reframing problems from user perspectives - Generate problem statements that inspire innovative solutions

### Learning Outcomes

- Hands-on experience with proven design methodologies - Actionable outputs ready for immediate application - Enhanced team collaboration and communication skills - Shared understanding and alignment across participants - Practical tools and techniques for future use - Create research-based personas that guide design decisions - Experience user perspectives through immersive exercises - Develop empathy that goes beyond surface-level understanding - Master techniques for reframing problems from user perspectives - Generate problem statements that inspire innovative solutions

### Materials Required

**Persona Materials**: Templates, research data, photo stock, markers - **Immersion Props**: Simulation materials, accessibility tools, scenario cards - **Problem Framing**: Statement starter cards, reframing templates - **General Supplies**: Sticky notes, whiteboards, flip charts - **Digital Tools**: Presentation screen, timer, cameras for documentation

### Pre-Workshop Checklist

- Room setup complete with tables arranged for group work
- All materials prepared and distributed
- Technology tested (projector, slides, timer)
- Participant list and name tags ready
- Refreshments arranged (if applicable)
- Backup activities prepared in case of time adjustments
- Emergency contacts and room information noted

### Workshop Agenda

| Time     | Duration | Activity        | Facilitator Notes   |
|----------|----------|-----------------|---|
| 9:00 AM  | 10 min   | <b>Activity</b> | Encourage networking. Have refreshments ready.  |
| 9:10 AM  | 10 min   | <b>Activity</b> | Start and end sessions mindfully with brief personal sharing. Check-ins help people arrive mentally ... |
| 9:20 AM  | 40 min   | <b>Activity</b> | Part of LUMA collection. ---People make design decisions based on assumptions. That's a problem. Pe...  |
| 10:00 AM | 15 min   | <b>Activity</b> | Encourage networking. Have refreshments ready.  |
| 10:15 AM | 40 min   | <b>Activity</b> | Deep understanding of user needs through one-on-one conversations. Focus on stories not opinions, as... |
| 10:55 AM | 35 min   | <b>Activity</b> | An empathy map is a collaborative visualization tool used to gain deeper insight into customers. It ... |
| 11:30 AM | 25 min   | <b>Activity</b> | Define problem from user perspective using structured format. Create actionable problem statement ba... |
| 11:55 AM | 35 min   | <b>Activity</b> | Most teams jump to solutions before they understand the problem. Problem framing slows you down on p... |
| 12:30 PM | 10 min   | <b>Activity</b> | Encourage networking. Have refreshments ready.  |

## Facilitation Script

### Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Empathy To Problem Framing**. I'm excited to have you here today. Over the next 4 hours, we'll be working together to [main objective]."

"Before we begin, let's go around and do quick introductions - your name, role, and one thing you're hoping to take away from today."

**Facilitator Tip:** Arrive 15-30 minutes early to set up the space and greet early arrivers. This builds rapport and helps participants feel comfortable.

### Setting Expectations

SAY:

"Let me share a few ground rules for our time together:

- Every idea is valid - there are no bad ideas in brainstorming
- Build on each other's ideas - use 'Yes, and...' thinking
- Stay present - phones away unless for an emergency
- Timebox discussions - I'll keep us on track
- Have fun - the best ideas come when we're relaxed and engaged

Any questions before we dive in?"

### Closing & Next Steps (10-15 minutes)

SAY:

"As we wrap up, let's take a moment to reflect on what we've accomplished today."

"I'd like each person to share one key insight or takeaway from our session."

**Facilitator Tip:** Capture action items on a flip chart or shared document. Assign owners and due dates for each action item before ending.

## Post-Workshop Actions

- Send thank you email with workshop summary within 24 hours
- Share photos of artifacts (sticky notes, sketches, etc.)
- Distribute any promised resources or templates
- Schedule follow-up if needed
- Collect feedback via survey
- Document learnings for future workshops

## Troubleshooting Guide

### If Participants Are Quiet

- Use round-robin techniques to ensure everyone speaks
- Try silent writing exercises before group discussion
- Break into smaller groups of 2-3 people
- Ask specific individuals for their perspective

### If Discussion Goes Off-Track

- Acknowledge the point and park it in a "Parking Lot"
- Redirect: "That's interesting - let's capture that and return to our focus area"
- Reference the agenda and time remaining

### If Running Behind Schedule

- Shorten break times (but don't eliminate them)
- Combine related activities
- Move detailed discussions to follow-up sessions
- Be transparent with participants about time constraints

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This script is a guide - adapt it to your audience and context