

IDEO: Human-Centered Design Workshop

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Facilitation Script

IDEO: Human-Centered Design Workshop

Category: Design | Duration: 2 days | Participants: 6-12

Workshop Overview

This intensive two-day Human-Centered Design workshop immerses participants in IDEO's foundational approach to understanding users and creating solutions that truly meet human needs. The workshop emphasizes deep empathy-building, systematic user research, and translating insights into actionable design opportunities. ### Workshop Philosophy Human-Centered Design starts with people. Before jumping to solutions, we invest time in understanding who we're designing for, what they need, and how they experience the world. This workshop teaches participants to shift from assumption-based design to evidence-based, empathy-driven innovation.

Workshop Objectives

By the end of this workshop, participants will: • Master foundational human-centered design research techniques • Develop deep empathy for users through direct interaction and observation • Learn to synthesize research insights into actionable design opportunities • Practice translating user needs into compelling problem statements • Build confidence in facilitating user research and synthesis activities • Understand how to integrate human-centered design into existing workflows • Create practical tools (personas, journey maps, POV statements) for ongoing work • Develop skills in storytelling and presenting user insights to stakeholders

Learning Outcomes

Immediate Deliverables - **Research Documentation**: Interview notes, photos, and key quotes from real users - **Empathy Maps**: Visual representations of user thoughts, feelings, and behaviors - **Journey Maps**: End-to-end experience maps highlighting opportunities - **User Personas**: Detailed, research-based user archetypes - **Point of View Statements**: Clear, compelling problem definitions - **Initial Concepts**: Early solution ideas grounded in user insights ### Long-term Impact - Participants will have practical experience conducting user research they can immediately apply - Teams will develop shared understanding of their users based on real evidence - Organizations will have research-based tools to guide product and service decisions - Individuals will gain confidence in advocating for user needs in business discussions - Teams will establish user research practices and empathy-building routines - Organizations will see improved user satisfaction and product-market fit ## When This Workshop Is Valuable This workshop is essential when teams need to: - **Start with Users First**: Shift from assumption-based to evidence-based design - **Build Empathy**: Develop genuine understanding of customer needs and motivations - **Validate Assumptions**: Test beliefs about users against real-world evidence - **Identify New Opportunities**: Discover unmet needs and improvement areas - **Align Teams**: Create shared understanding of who you're designing for - **Improve Existing Products**: Understand why current solutions aren't working - **Enter New Markets**: Research and understand unfamiliar user groups ### Ideal Timing - **Beginning of Product Development**: Before defining requirements or features - **Strategy Development**: When setting product or service direction - **Problem Redefinition**: When existing solutions aren't meeting user needs - **Market Expansion**: Before entering new user segments or markets - **Team Alignment**: When stakeholders have different assumptions about users ### Immediate Deliverables - **Research Documentation**: Interview notes, photos, and key quotes from real users - **Empathy Maps**: Visual representations of user thoughts, feelings, and behaviors - **Journey Maps**: End-to-end experience maps highlighting opportunities - **User Personas**: Detailed, research-based user archetypes - **Point of View Statements**: Clear, compelling problem definitions - **Initial Concepts**: Early solution ideas grounded in user insights ### Long-term Impact - Participants will have practical experience conducting user research they can immediately apply - Teams will develop shared understanding of their users based on real evidence - Organizations will have research-based tools to guide product and service decisions - Individuals will gain

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Materials Required

Research & Documentation - Interview guide templates - Audio recording devices or smartphones - Notebooks and pens for field notes - Consent forms for research participants - Digital camera for environmental documentation ### Workshop Materials - Large wall space or multiple whiteboards - Sticky notes (multiple colors) - Markers (black, blue, red, green) - Flip chart paper - Empathy map templates - Journey map templates - Persona templates - Dot stickers for voting - Timer for time-boxed activities ### Digital Tools (Optional) - Laptops for digital documentation - Video conferencing setup for remote interviews - Digital whitboarding tools (Miro, Mural) - Survey tools for pre-workshop research

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	30 min	Activity	Encourage networking. Have refreshments ready.
9:30 AM	15 min	Activity	Encourage networking. Have refreshments ready.
9:45 AM	15 min	Activity	Start and end sessions mindfully with brief personal sharing. Check-ins help people arrive mentally ...
10:00 AM	60 min	Activity	Part of LUMA collection. --- Properly framing your design challenge is critical to your success. H...
11:00 AM	15 min	Activity	Encourage networking. Have refreshments ready.
11:15 AM	75 min	Activity	Part of LUMA collection. --- An Interview is a guided conversation where you learn about the hopes...
12:30 PM	60 min	Activity	Encourage networking. Have refreshments ready.
1:30 PM	40 min	Activity	Deep understanding of user needs through one-on-one conversations. Focus on stories not opinions, as...
2:10 PM	60 min	Activity	Part of LUMA collection. --- A Journey Map allows you to identify and strategize for key moments i...

3:10 PM	15 min	Activity	Encourage networking. Have refreshments ready.
3:25 PM	65 min	Activity	Part of LUMA collection. --- Every problem is an opportunity for design. By framing your challenge...
4:30 PM	45 min	Activity	Part of LUMA collection. --- At IDEO.org, we use Brainstorms to tap into a broad body of knowledge...
5:15 PM	15 min	Activity	Encourage networking. Have refreshments ready.
Day 2			
9:00 AM	30 min	Activity	Encourage networking. Have refreshments ready.
9:30 AM	10 min	Activity	Encourage networking. Have refreshments ready.
9:40 AM	90 min	Activity	Part of LUMA collection. --- Bundling Ideas takes you from strong individual concepts to solutions...
11:10 AM	15 min	Activity	Encourage networking. Have refreshments ready.
11:25 AM	65 min	Activity	Part of LUMA collection. --- Prototyping is an incredibly effective way to make ideas tangible, to...
12:30 PM	60 min	Activity	Encourage networking. Have refreshments ready.
1:30 PM	90 min	Activity	Part of LUMA collection. --- Soliciting feedback on your ideas and prototypes is a core element of...
3:00 PM	15 min	Activity	Encourage networking. Have refreshments ready.
3:15 PM	60 min	Activity	Part of LUMA collection. --- Integrating the feedback you hear from the people you're designing fo...
4:15 PM	45 min	Activity	Part of LUMA collection. --- Now that your idea is pretty well set, you'll want to communicate it ...
5:00 PM	30 min	Activity	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **IDEO: Human-Centered Design Workshop**. I'm excited to have you here today. Over the next 2 days, 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