

Longitudinal Insights To Ideas

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Facilitation Script

Longitudinal Insights To Ideas

Category: Luma | Duration: 1 day | Participants: 6-12

Workshop Overview

This workshop transforms ongoing observational data and longitudinal research into innovative design solutions through a structured progression of analysis and ideation. Participants will learn to extract meaningful patterns from journal data, apply evaluative frameworks to ongoing observations, reframe insights into actionable challenges, and generate creative solutions using systematic ideation techniques. This workshop is ideal for teams with existing longitudinal research data seeking fresh perspectives and innovative solutions grounded in real user behavior patterns over time.

Workshop Objectives

- Extract meaningful patterns and insights from longitudinal data and journal observations - Apply evaluative frameworks to identify persistent issues and emerging opportunities - Reframe longitudinal insights into actionable design challenge statements - Generate innovative solutions through structured creative ideation techniques - Connect long-term observational data to immediate design opportunities - Develop skills in transforming research data into creative direction

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 - Extract meaningful patterns and insights from longitudinal data and journal observations - Apply evaluative frameworks to identify persistent issues and emerging opportunities - Reframe longitudinal insights into actionable design challenge statements - Generate innovative solutions through structured creative ideation techniques - Connect long-term observational data to immediate design opportunities - Develop skills in transforming research data into creative direction

Materials Required

****Journaling Data Station:**** - Printed journal excerpts and observation logs - User quote compilations and behavioral summaries - Timeline templates for organizing data chronologically - Highlighters and colored pens for pattern identification - Summary cards for insight capture ****Rose, Thorn, Bud Analysis Station:**** - Large Rose, Thorn, Bud templates (poster-sized) - Colored sticky notes (pink for roses, red for thorns, green for buds) - Markers for writing and categorizing - Voting dots for prioritization - Pattern identification worksheets ****Statement Starters Station:**** - Pre-printed statement starter cards ("How might we...", "What if...", "In what ways might...") - Challenge reframing templates - Problem statement worksheets - Flip chart paper for documenting challenges - Collaborative writing materials ****Creative Matrix Station:**** - Large grid templates (5x5 maximum size) - Category cards for matrix rows and columns - Small sticky notes for idea generation - Colored markers and pens - Timer for time-boxed ideation sessions ****General Workshop Materials:**** - Wall space for large displays and timelines - Tables for small group work - Documentation cameras - Presentation materials and easels

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	15 min	Activity	Encourage networking. Have refreshments ready.
9:15 AM	75 min	Activity	Review journal data and observation logs. Create timeline visualizations and identify key patterns, ...
10:30 AM	15 min	Activity	Encourage networking. Have refreshments ready.
10:45 AM	75 min	Activity	Apply Rose, Thorn, Bud framework to longitudinal insights. Identify ongoing positives, persistent pr...
12:00 PM	60 min	Activity	Encourage networking. Have refreshments ready.
1:00 PM	90 min	Activity	Convert longitudinal insights into design challenges. Transform thorns into "How might we..." questi...
2:30 PM	15 min	Activity	Encourage networking. Have refreshments ready.
2:45 PM	105 min	Activity	Systematic idea generation using Creative Matrix methodology. Generate ideas at intersections of use...
4:30 PM	30 min	Activity	Consolidate ideas by theme, vote on most promising concepts, and create action plans for concept dev...

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Longitudinal Insights To Ideas**. I'm excited to have you here today. Over the next 1 day, 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