

UX Design Sprint

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Facilitation Script

UX Design Sprint

Category: Design Thinking | Duration: 5 days | Participants: 6-12

Workshop Overview

A comprehensive 5-day workshop focused on rapid prototyping and user testing.

Workshop Objectives

Learn to rapidly prototype and validate ideas through user testing.

Learning Outcomes

Validated prototype, user feedback report, implementation roadmap Master design sprint methodology, create testable prototypes, conduct user interviews

Materials Required

Whiteboard, sticky notes, markers, paper prototyping materials

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 | 90 min | Activity | Gather insights from stakeholders and domain experts through structured interviews.... |
| 11:00 AM | 15 min | Activity | Encourage networking. Have refreshments ready. |
| 11:15 AM | 75 min | Activity | Capture challenges as opportunity questions. Cluster and prioritize HMW notes.... |

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| 12:30 PM | 60 min | Activity | Encourage networking. Have refreshments ready. |
| 1:30 PM | 120 min | Activity | Create a simple map of the user journey. Identify key moments and target for the sprint.... |
| 3:30 PM | 15 min | Activity | Encourage networking. Have refreshments ready. |
| 3:45 PM | 75 min | Activity | Vote on the most important moment to focus the sprint. Define the sprint challenge.... |
| Day 2 | | | |
| 9:00 AM | 15 min | Activity | Encourage networking. Have refreshments ready. |
| 9:15 AM | 75 min | Activity | Review existing solutions and inspiration from other products. Capture big ideas.... |
| 10:30 AM | 15 min | Activity | Encourage networking. Have refreshments ready. |
| 10:45 AM | 45 min | Activity | Rapid sketching exercise: 8 ideas in 8 minutes. Push past obvious solutions.... |
| 11:30 AM | 60 min | Activity | Encourage networking. Have refreshments ready. |
| 12:30 PM | 150 min | Activity | Create detailed 3-panel storyboard of your best solution. Work individually.... |
| 3:00 PM | 15 min | Activity | Encourage networking. Have refreshments ready. |
| 3:15 PM | 105 min | Activity | Refine and add detail to solution sketches. Prepare for gallery.... |
| Day 3 | | | |
| 9:00 AM | 15 min | Activity | Encourage networking. Have refreshments ready. |
| 9:15 AM | 60 min | Activity | Display all sketches. Silent review and heat map voting on interesting ideas.... |
| 10:15 AM | 15 min | Activity | Encourage networking. Have refreshments ready. |
| 10:30 AM | 60 min | Activity | Quick discussion of each solution. Capture standout ideas and concerns.... |
| 11:30 AM | 60 min | Activity | Encourage networking. Have refreshments ready. |
| 12:30 PM | 60 min | Activity | Everyone votes on their top ideas. Decider makes final selection.... |
| 1:30 PM | 210 min | Activity | Create detailed storyboard of the prototype. Plan the user test flow.... |
| Day 4 | | | |
| 9:00 AM | 15 min | Activity | Encourage networking. Have refreshments ready. |
| 9:15 AM | 195 min | Activity | Build a realistic prototype. Assign roles: makers, stitcher, writer, asset collector.... |
| 12:30 PM | 60 min | Activity | Encourage networking. Have refreshments ready. |
| 1:30 PM | 150 min | Activity | Complete and stitch together prototype. Prepare interview guide.... |
| 4:00 PM | 60 min | Activity | Dry run of prototype and interview. Fix any issues before real users.... |
| Day 5 | | | |
| 9:00 AM | 15 min | Activity | Encourage networking. Have refreshments ready. |

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|-----------------|---------|-----------------|---|
| 9:15 AM | 195 min | Activity | Conduct 5 user interviews. One-on-one sessions, team watches in separate room.... |
| 12:30 PM | 60 min | Activity | Encourage networking. Have refreshments ready. |
| 1:30 PM | 90 min | Activity | Complete remaining user interviews. Capture all feedback.... |
| 3:00 PM | 120 min | Activity | Review all interview notes. Identify patterns and decide next steps.... |

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **UX Design Sprint**. I'm excited to have you here today. Over the next 5 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