Engagement - Workshop

Stories, dice and other good-to-knows from the UX briefcase

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Introduction & Logistics

Знакомство и Правила

CENTRE POINT
58 BLOOMSBURY ST.
Amberlight
Rav
Me

- **Seek greater engagement during research**
  - From participants, peers, designers and clients

- **Encourage** the following:
  - Story telling
  - Role-playing
  - Collaboration
  - Co-creation

- Not everything will be new to you!

- Get into groups of 4 or 5 people max.
- Try not to sit with your friends/colleagues
- Try to sit with people who have different skill sets
  - E.g. Designers, Researchers, Clients, Developers etc.
- Write your name badge
- Decide on a group name

Logistics

Agenda

Распорядок

Today’s Agenda

- 2.15pm – 3.00pm Media Discovery and Timeline Task
- 3.00pm – 3.30pm Top 3 Problems/Insights

- 3.30pm – 3.45pm Break

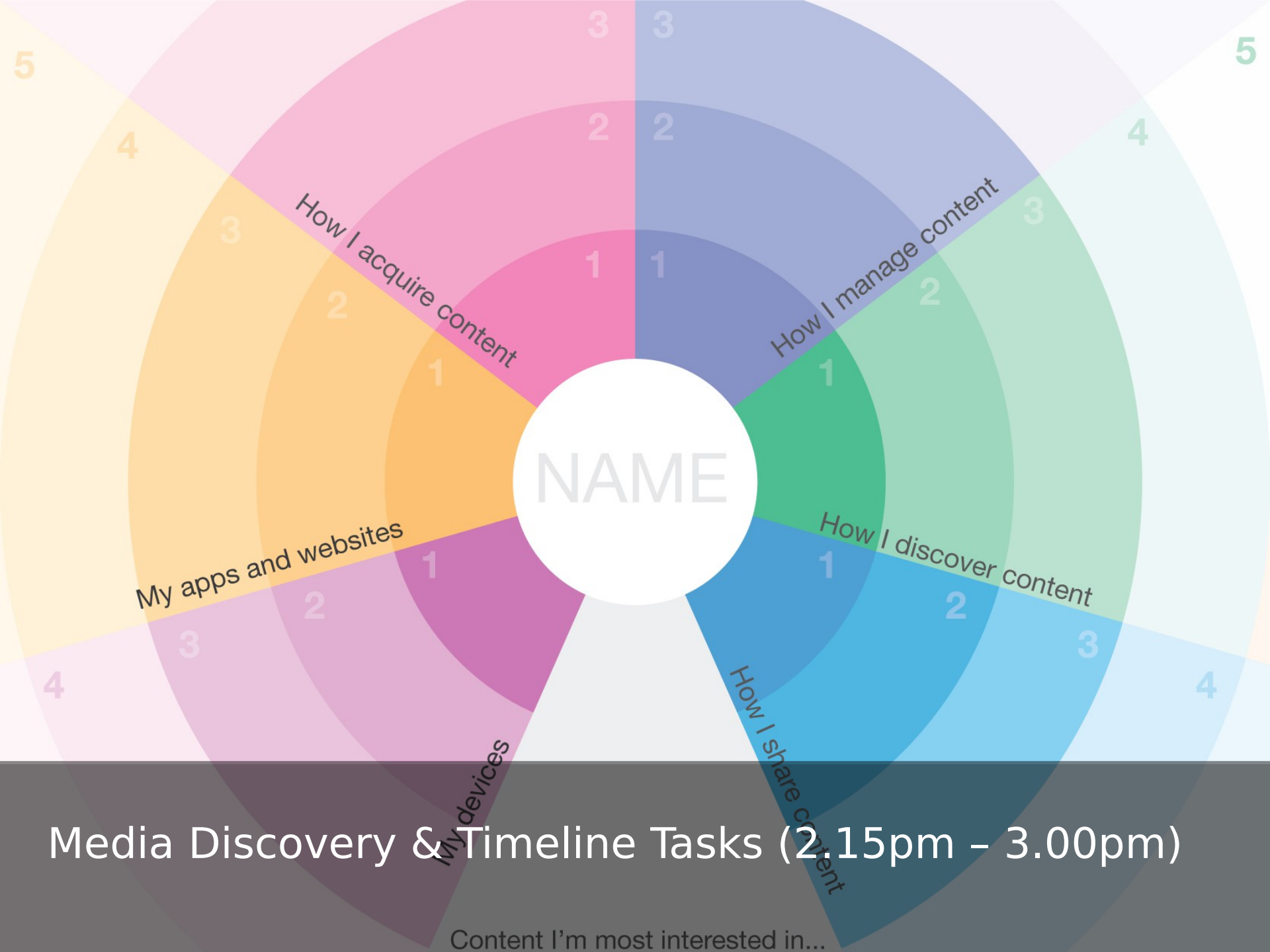
- 3.45pm – 4.15pm Express Ideation
- 4.15pm – 5.00pm Bringing the ideas to life

- 5.00pm – 5.15pm Magazine Cover
- 5.15pm – 5.30pm Elevator Pitch
- 5.30pm – onwards Show and tell

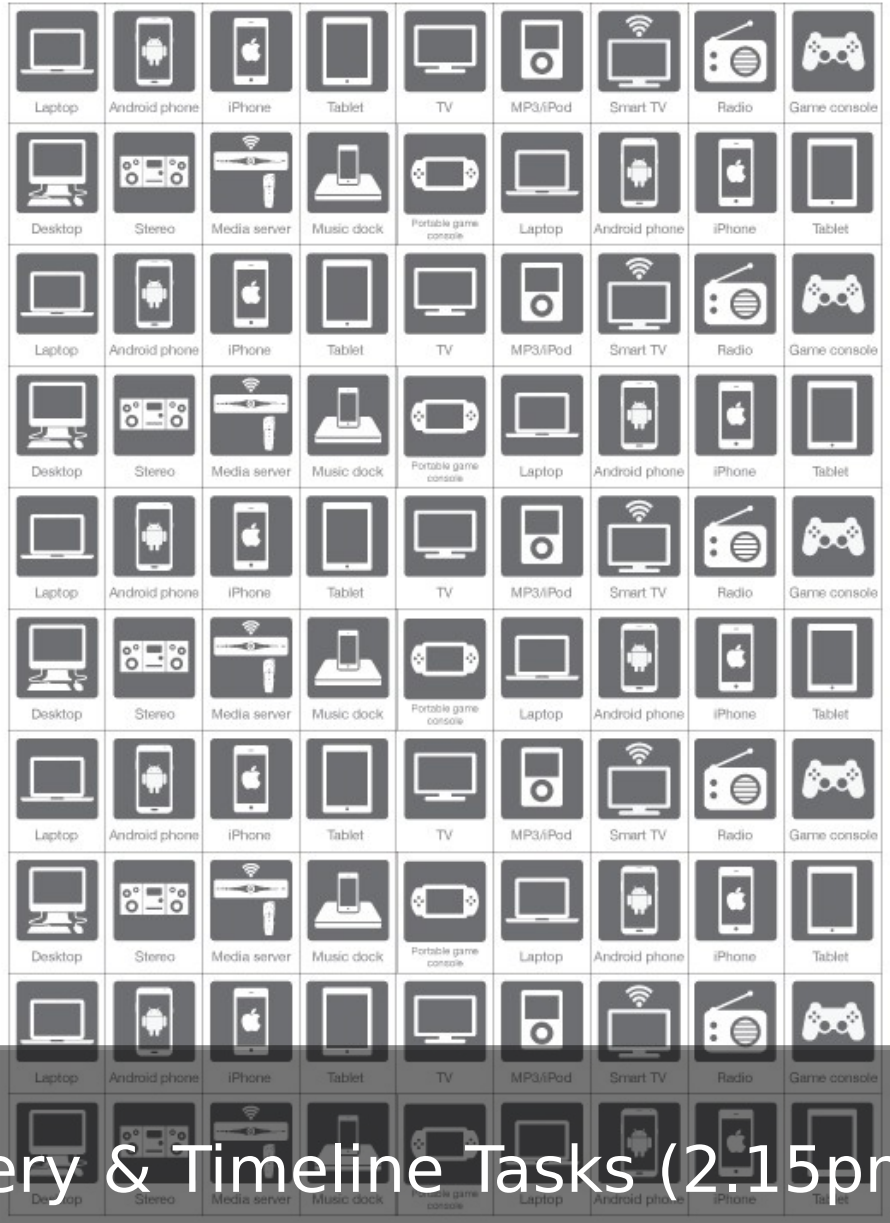
1. Media Discovery & Timeline Tasks

Работа с медиа и Хронология задач

- Both exercises were used:
  - As part of a participant briefing before a diary study
  - To gather background information
  - To determine initial problems or wishes
- **At least 1 person in the group must act as the researcher**



Media Discovery & Timeline Tasks (2.15pm – 3.00pm)



Media Discovery & Timeline Tasks (2.15pm – 3.00pm)

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Media Consumption

Name:

Media Discovery & Timeline Tasks (2.15pm – 3.00pm)

Media Consumption

6:30AM

- MUSIC - RADIO 1 → WHAT
- 7:00 AM - WHILE GETTING READY → WHEN
- AT HOME → WHERE
- TO GET ENERGY → WHY
- RADIO → HOW

Name:

- APP - BBC NEWS
- 8:00AM - WHILE COMMUTING
- [illegible]
- TO KNOW WHAT'S HAPPENING & KILL TIME
- ON THE IPHONE

Media Discovery & Timeline Tasks (2.15pm – 3.00pm)

2. Top 3 Problems

3 главных проблемы

- Normally, we would do detailed analysis
- For this workshop, we need a quick summary of findings
- Researcher to complete this task
  - Researcher to validate with their team mates
- First 15 mins, work within groups
- Second 15 mins, will hear from the groups. Collate most common problems

Top 3 Problems (3.00pm – 3.15pm)

Top 3 Problems

1

2

3

Top 3 Problems (3.00pm – 3.15pm)

BREAK (Return @ 3.45pm)

Перерыв

3. Express Ideation (3-12-3)

Быстрая генерация идей

- You will get some personas to help give inspiration
- Complete this in your group of 4-5

- You will have **3** mins for:
  Writing problems and topic characteristics

- You will have **12** mins for:
  Developing concepts in pairs

- You will have **3** mins for:
  Present concepts to your group, choose the best

Express Ideation (3.45pm – 4.15pm)

SocialTastemaker

- 18 - 35 years of age.
- Enjoys sharing content with friends, family and followers.

I'm Josh and I want to find something good or new to share with my followers. I take pride in what I share.

Discovery motivations

- Time critical
- Openness
- Digital ability
- Likelihood of sharing
- Credibility of sources

Tools for discovery

Top 3

Twitter, Instagram, Soundcloud

Other Tools

Facebook, You Tube, Snapchat, Shazam, WhatsApp

Typical scenarios

Scenario 1

Staying ahead of the curve

Scenario 2

Showing prudence while sharing

Key Insights

- He follows trending topics to see what people are talking about. This helps him keep a tab on the current 'buzz'.
- He might be influenced by trending topics more than he is willing to acknowledge. E.g. Finding new music by having a look at the collaborations of a currently trending DJ.
- He is comfortable getting recommendations from 'random people'.
- He is willing to experiment with sources and content but is selective about what he shares.
- He is very conscious about what he shares. The content he shares is tied to the image he builds and maintains as a tastemaker.
- He is also particular about *where* he shares. I.e. He is more impulsive on a private platform like Snapchat as opposed to tweeting a link (and thereby endorsing it) on Twitter.
- He likes to share based on the knowledge of the recipient's taste.
- How likes to follow up on his recommendations and see how people have responded.

Express Ideation (3.45pm – 4.15pm)

- **Writing problems and topic characteristics (3 mins)**
- Take a white card
- On the back write a problem you have found OR a characteristic of Media Discovery
- Collect the cards and shuffle
- Turn the cards over

- **Developing concepts in pairs (12 mins)**
- Divide into sub-groups of 2-3
- Draw 3 index cards
- Think ideas to solve or involve these problems/characteristics
- Think about how you would describe the concepts

Express Ideation (3.45pm – 4.15pm)

- **Present concepts to your group (3 mins)**
- Each sub-group presents in turn
- Decide on your best concepts
- Possibly rank them

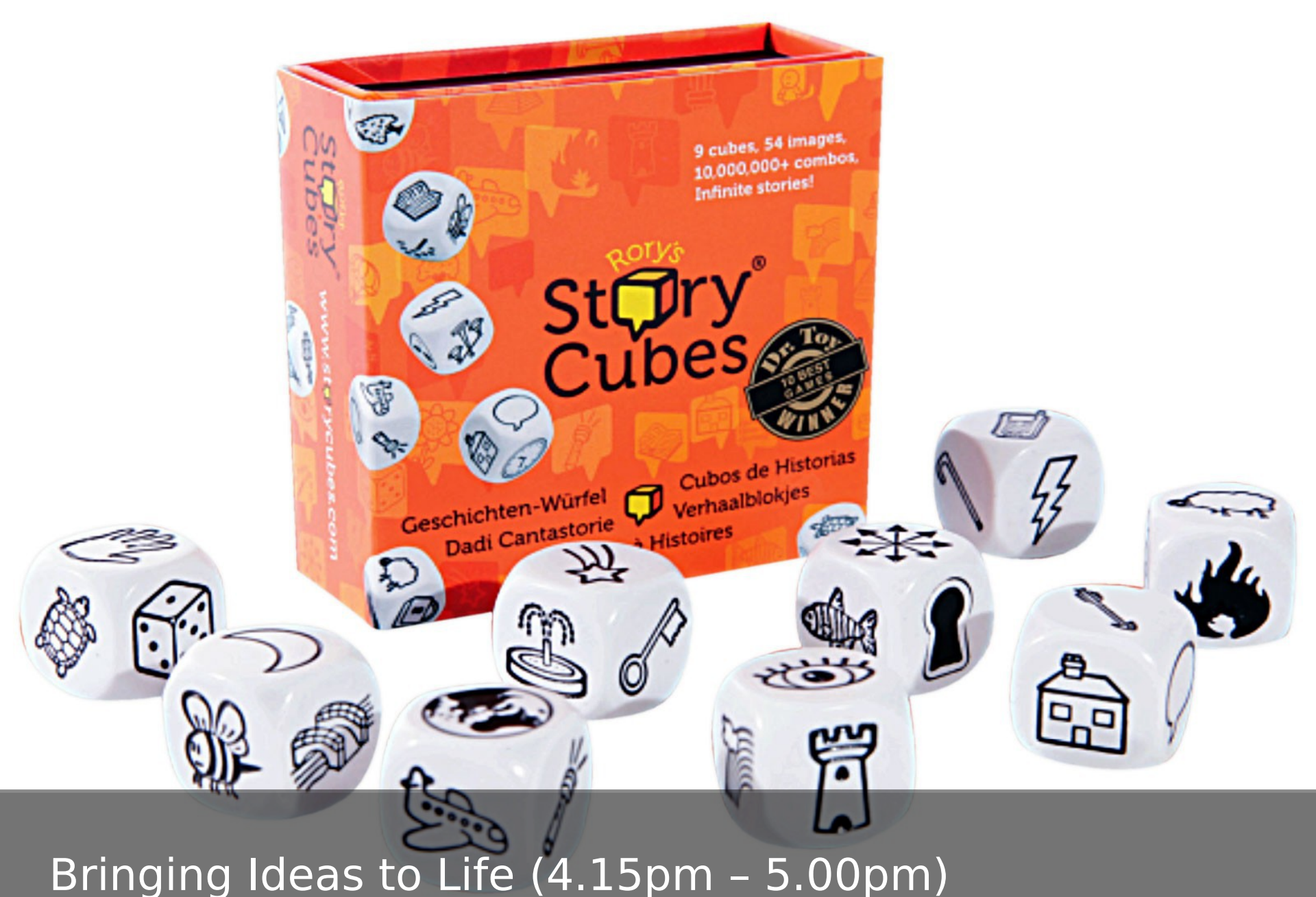
4. Bringing the Ideas to Life

Превращение идей в реальность

- Some exercises for creativity
  - Story Cubes (story telling)
  - Forced analogy (attributes)

- Some options for illustrating concepts

- Normally we would also consider video and LEGO



Bringing Ideas to Life (4.15pm – 5.00pm)

Forced Analogy

- Usually use tangible objects
- Here we are using photos of objects
- What qualities from the objects can be applied to your idea
- What applications?

Scenario Title:

User Needs

App/Website/Service Features

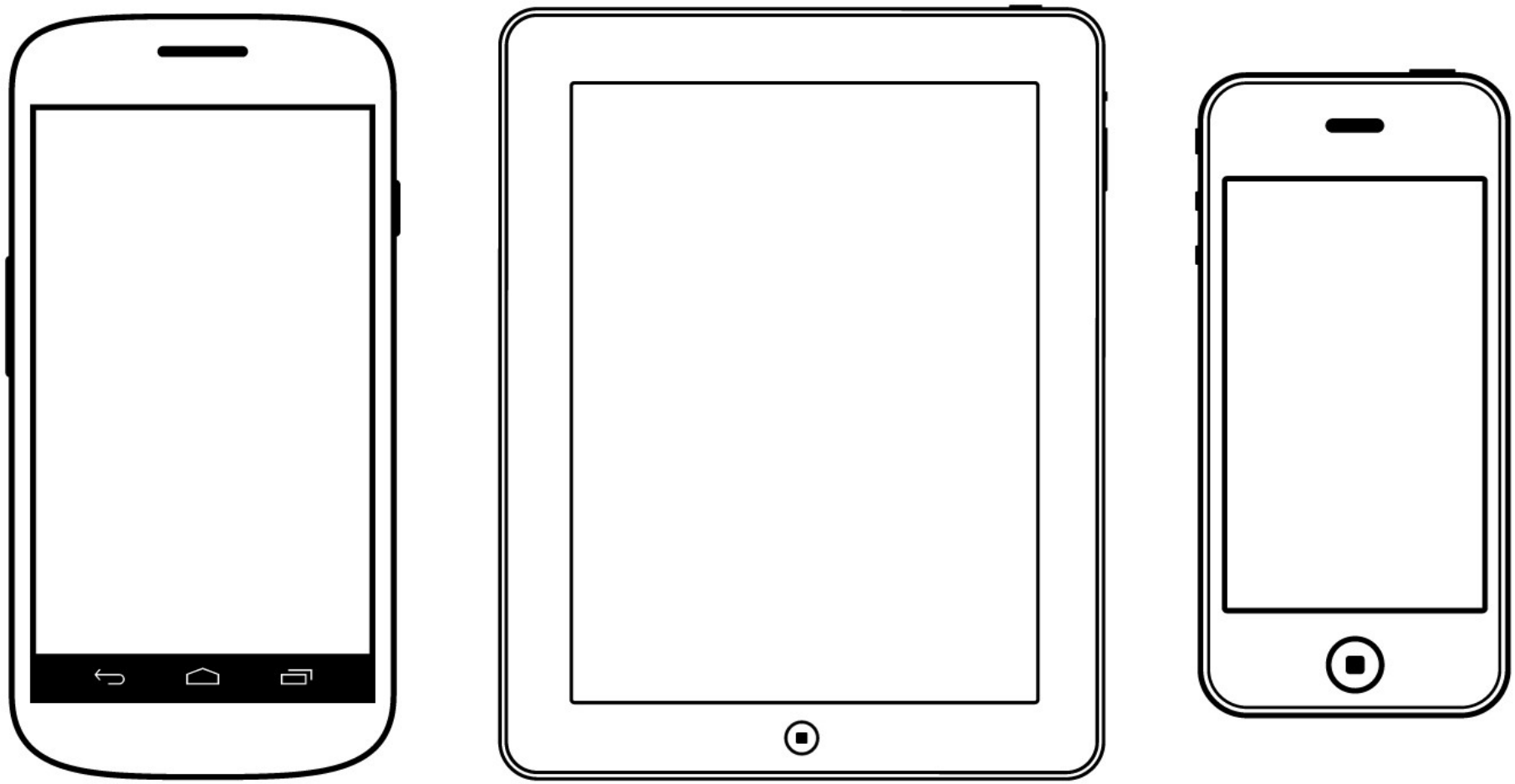
Bringing Ideas to Life (4.15pm – 5.00pm)

Amberlight

A·C·T·I·N·G

If Hollywood doesn't work out, there's always Football...

Bringing Ideas to Life (4.15pm – 5.00pm)

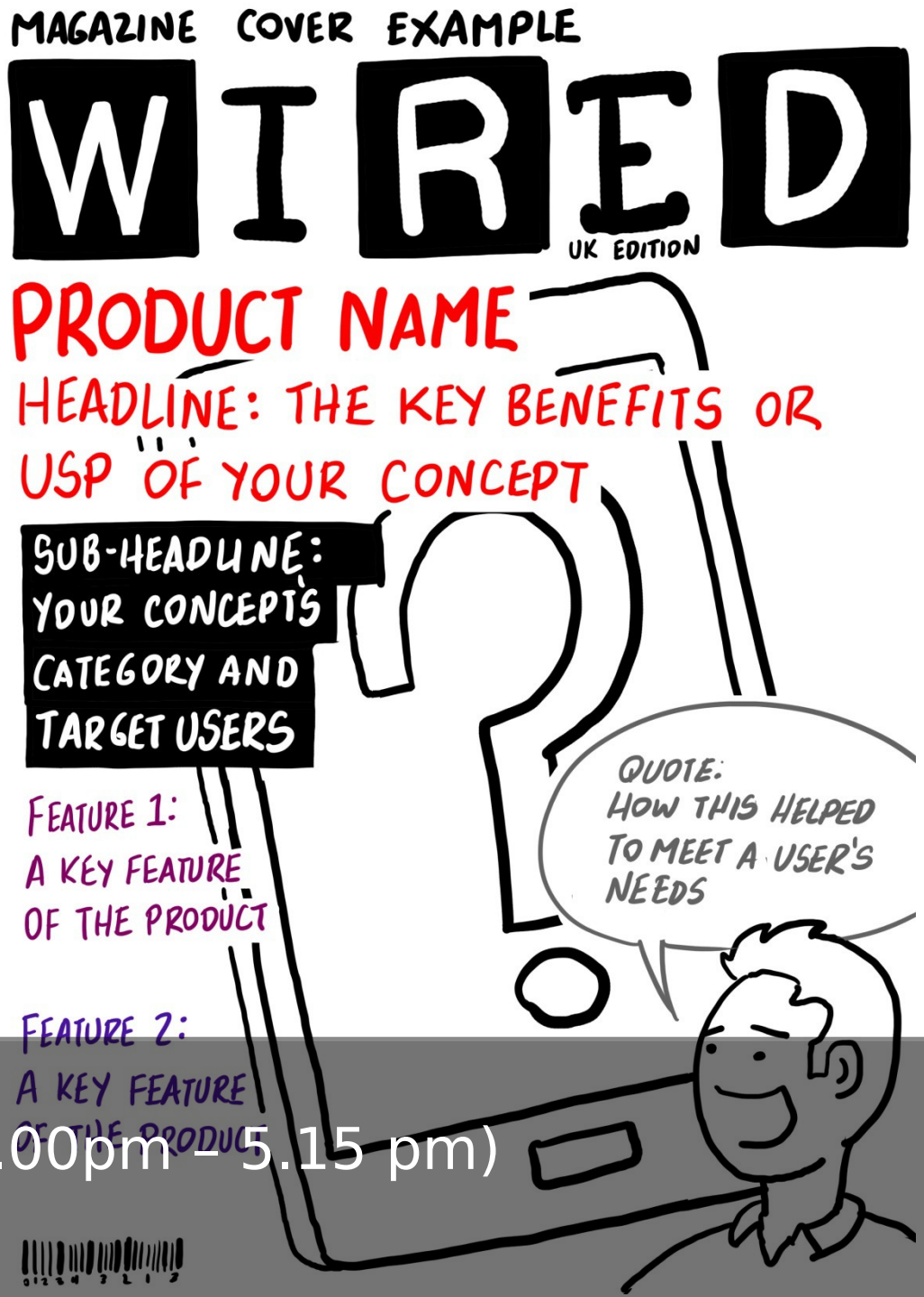


Bringing Ideas to Life (4.15pm – 5.00pm)

Bringing Ideas to Life (4.15pm – 5.00pm)

5. Magazine Cover

Обложка журнала



Magazine Cover (5.00pm – 5.15 pm)

6. Elevator Pitch

Питч

ElevatorPitch

For _____
Target customer

who has _____ ,
Customer need

_____
concept / product / service name

is a _____
product type, eg website, app

that _____ .
one key benefit

Unlike _____
competition

the concept _____
unique differentiator

Elevator Pitch (5.15pm – 5.30pm)

7. Presentations

Презентации

- Present your best idea
  - Elevator pitch, magazine cover and bring your idea to life
- Vote for your favourite
- Most votes wins

Presentations (5.30pm – 6.00pm)

It has been an honour and a privilege, thank you