

2017 AHA Workplace Health Symposium

Design Studio Workshop Takeaways

WHY DESIGN STUDIO?

The Design Studio Workshop is meant to bring together cross-functional teams in a collaborative and creative environment. Initial individual ideation provides an equal platform for all voices, opinions and ideas avoiding groupthink. It encourages getting out of one's comfort zone and visually exploring ideas, which stimulates conversation among the team. Multiple rounds of sketching requires iteration on the ideas that the group deems most valuable creating shared ownership and more refined solution.

WORKSHOP PREPARATION

1. Gather research around the problem you're trying to solve
2. Document business goals and customer needs
3. Schedule workshop (two hour minimum)
4. Invite everyone! (design, marketing, engineering, customer service, leadership, etc.)
5. Acquire materials (paper, sharpies, sticker dots, poster-sized paper, masking tape)

WORKSHOP STEPS

1. Knowledge share
 - a. Present documented research
 - b. Review business goals and customer needs
 - c. Define the problem
2. Sketch, present, critique (two rounds)
 - a. Handout a piece of letter-sized paper to every individual
 - b. Fold paper into six sections
 - c. Diverge: each team member sketches ideas, one per section (8 minutes)
 - d. Split into teams of three
 - e. Have each team member present all sections/ideas to the team
 - f. Dot vote, 3 per person, on the most successful ideas
 - g. Repeat the solo sketching for another round, participants may use ideas from other members of the team in their own sketches
 - h. Present and dot vote
3. Group sketch, present, critique
 - a. Collectively, combine the best ideas into one group storyboard sketch (10 minutes)
 - b. Each team presents storyboards to the other teams
 - c. Dot vote on which holistic solution is the most successful

4. Review
 - a. Discuss and identify common themes that arose during the workshop
 - b. Identify opportunities for moving forward

TECHNIQUES AND TOOLS

1. **Diverging:** allows every idea and voice to be heard on an equal platform
2. **Converging:** creates shared ownership of an idea or solution
3. **Timeboxing:** sometimes perfection can limit the generation of new ideas—by applying a time constraint, ideas can flow freely
4. **Sketching:** a visual expression of ideas requires explanation of ideas limiting assumptions from others
5. **Rapid Ideation:** the best ideas are rarely your first.
6. **Dot Voting:** allows every individual to express their opinion on an equal platform
7. **Empathy:** having perspective and an understanding of the human problem that you are trying to solving