



Team Building





Team Building: BLIND DISCO

Directions:

1. Everyone closes their eyes.
2. Facilitator plays a funky jam.
3. Everyone dances like no one is watching, because no one is!

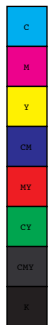
Debrief Questions:

- A. How did that feel?
- B. Why do you think we did that?
- C. How is this like (or not like) working together?
- D. How is this like (or not like) working on your team?
- E. How is this like working on a team?





Team Building





Team Building: GROUP COUNT

Directions:

1. Circle up.
2. Explain that the group will count from 1-20, in order, using all whole numbers.
3. Share the following rules:

- a) Each person can say a number at any time but may not say two numbers in a row.
- b) There may not be an established pattern (going around in a circle or skipping every-other person) or secret communication.
- c) Whenever two people say a number at the same time, the group begins again with 1.

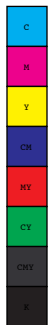
Debrief Questions:

- A. How did that feel?
- B. When did you choose to say a number?
- C. When did you choose to stay silent?
- D. How did people contribute to success?
- E. How did it feel to go back to 1?





Team Building





Team Building: I AM HERE

Directions:

1. Circle up.
2. One by one, each participant steps into the center of the circle, makes eye contact with each member of the group and says, "I am (name) and I am here."

Debrief Questions:

- A. How did this feel?
- B. What surprised you?
- C. What was the most difficult part?
- D. What was the easiest part?
- E. How is this like giving a presentation?





Know Your User





Know Your User: FLY ON THE WALL

Directions:

1. Option A: Invite participants to take photos of users interacting with a product, service or experience and send them to you prior to the workshop day. Blow them up and hang on the walls.

Option B: Invite participants to go out and observe users interacting with a product, service or experience during the workshop. Have them photograph, film, draw or take notes on what they see in addition to or instead of an interview.

2. Have participants complete an empathy map based on their observation artifact, followed by HMW statements.





Know Your User





Know Your User: JOURNEY MAPPING

Directions:

A journey map is a diagram of a user's journey.

Map a user's day, routine, experience, or how a product or concept moves through space and time (idea generation to implementation or manufacturing to user's hands) to gain deep insights into the needs and pain points of a user.

Option A: Participants ask users to create a journey map and explain it to them during the workshop.

Option B: The facilitator or members from the requesting team asks users to create a journey map in advance of the workshop for the workshop participants to analyze and interpret at the workshop.

Tip: Go deeper into sticky points of interest around what is on the map and what is not.





Know Your User





Know Your User [warm-up]: PRESS CONFERENCE

Directions:

1. Ask for two volunteers.
2. Once you have your volunteers, explain that one volunteer will be an international leader from a faraway land, the other will be the translator. The international leader can only speak in his/her native language, gibberish. The translator will have to translate to the best of his/her ability.
3. Explain that you are hosting a very important international press conference on ? Ask the audience to help you with the topic of this conference. (Combine two ideas to make it random and silly).
4. You (the facilitator) asks the international leader some questions about the chosen topic, waits for a response (in gibberish) and the translator translates.
5. You can field questions for the international leader from the crowd if there is time.

Debrief Questions:

- A. How is this exercise like real interviewing?
- B. How did it feel to communicate without words?
- C. What else could you hear, when you weren't listening for words?
- D. Observers, did the translation match the interpretations you made in your heads?





Know Your User





Know Your User: PERSONAL PROFILE

Directions:

1. Identify 3 users (the more "extreme" the better).
2. Facilitator or requesting team interviews each user and creates a Personal Profile card for each user prior to workshop.
- 3 At the workshop, provide each group with all three profile cards. Have groups create an empathy map for each card, using post-its.
4. Have participants cluster post-its with similar themes and create HMW's for each cluster. Select 1-3 HMW statements to brainstorm, 1-3 ideas to prototype and test.

Personal Profile cards should include:

Picture or drawing of user

Name of user

Relevant Descriptors

10-12 Interesting, surprising, or "meaty" quotes





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Be Prototype Driven





Be Prototype Driven [warm-up]: THE 300-YEAR GAP CONVERSATION

Explaining new ideas to others can be challenging but it's an important aspect of getting support around these ideas in order to move them forward. Warm up with this fun exercise.

Directions:

1. Participants get into pairs and assign a Person A and Person B.
2. Person B plays the role of someone who lived 300 years ago.
3. Person A tries to explain a modern-day object (e.g., cell phone, television, airplane, internet, google) to Person B who asks questions and surfaces confusions based knowledge 300 years ago.
4. Partners switch roles and repeat.

Debrief Questions:

- A. How did you approach this task at first?
- B. What was it like to take on the mindset of someone from 300 years ago?
- C. What judgements did you make or not make about the inability of the person from 300 years ago to understand the object?
- D. What is this like in real life? What gaps do you need to navigate?





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Be Prototype Driven





Be Prototype Driven: CONCEPT POSTER

Have participants create a concept poster to illustrate and communicate the main points of a new idea.

Directions:

Participants select a solution to share and include the following items in the concept poster:

- a. name and tagline for idea
- b. short summary of the big idea
- c. description of the key user(s)
- d. a few features and benefits
- e. illustrate the concept with a picture or diagram
- f. timeline for development





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Be Prototype Driven





Be Prototype Driven: STORY SPINE

Humans remember things best when told through a narrative structure, so sharing new ideas as a story is a great way to make a new idea memorable. This classic story spine structure can be used to help participants communicate their idea to a user for feedback or as a precursor to a more tangible prototype.

Directions:

1. Create a story spine with the group about something unrelated using the story spine below.
2. Have participants work in groups to complete a story spine about their new idea. (Could also be used as a great debrief for a workshop. Participants create a story spine about their workshop experience).

Once upon a time...

Every day...

But, one day...

Because of that....

Because of that...

Because of that...

Until finally...

Ever since then...

And the moral of the story is...(optional)





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Be Prototype Driven





Be Prototype Driven: STORYBOARDING

Stories give action to ideas and place them in context. Have participants construct a storyboard of one or several of their favorite ideas prior to building prototypes (or instead of).

Directions:

1. Participants identify 1-3 solutions they are excited about.
2. Participants draw 10-12 blank rectangles on a large poster.
3. Participants fill in the storyboard to communicate what would happen first, second, third and so on, making sure to include the key elements of their solution.
4. Participants walk testers through the storyboard, collect feedback and iterate.





Think 10x





Think 10x: 10x MATRIX

Constraints equal creativity. When problems are too broad, an imposed structure can really help. The 10x Matrix allows participants to think at the intersection of disparate categories.

Directions:

1. Make a poster showing a large grid (max 5x5 cells).
2. Designate columns related to people (composite users, market segments, problem statements).
3. Designate rows related to levers or enabling solutions (technologies, environments, policies).
4. Participants brainstorm ideas on sticky notes and fill in the cells on the grid.





Think 10x





Think 10x [warm-up]: GIFT GIVING

Directions:

In pairs, participants exchange imaginary gifts.

1. Person A hands Person B an imaginary gift.
2. Person B accepts the gift and identifies the gift by saying, "Oh, thank you for the ____!" "I love it." "Thank you."
3. Then Person B hands Person A a gift and so on.

Debrief Questions:

- A. How did it feel to give/receive the gift?
- B. What happened when your gift was identified as something other than what you intended?
- C. How does this activity relate to real life?
- D. How does this activity prepare us to think 10X?





Think 10x





Think 10x: METAPHORS

Metaphors = Inspiration. Using metaphors during brainstorming allows participants to compare two unlike things that have something in common and gain inspiration for new or improved products, services or experiences. This exercise can take place before or during a traditional brainstorming session.

Directions:

1. Identify a set of metaphors the participants can consider and represent them around a room (e.g. how can this experience be more like a 5-star resort, a hospital emergency room, a meditation retreat, a VIP club experience, etc.). You can use pictures, videos, movie clips, or simply a question.
2. Send participants around the room in teams to brainstorm at each metaphor station.
3. As teams make their way around, they can review ideas from other teams or not, up to you.
4. Have participants select ideas to prototype or use this exercise as a warm-up to traditional brainstorming.





Think 10x





Think 10x: SKETCH IT!

The saying, "A picture is worth a 1,000 words" is true! Encourage participants to create thumbnail sketches of ideas independently before working together as a group.

Directions:

1. Assemble drawing materials (pens, pencils, paper, etc.) .
2. Invite participants to draw pictures of various possibilities of an idea, solution or problem for a certain amount of time. (Play music while they work independently).
3. Invite participants to share and discuss their drawings.





Debrief





Debrief: CLASSIC DEBRIEF

An experience is only as good as the debrief that follows. This classic debrief structure can be paired with any other card as a way to help participants reflect on their learning and identify key concepts they want to remember.

Directions:

Throw these questions out to the group:

How did you feel?

What happened?

What did you learn?

How does this relate to the real world?

What If (finish statement)?

What Next?





Debrief





Debrief: I LIKE, I WISH

Directions:

Have participants sit in a circle and ask them to finish 1, 2 or all 3 of the following statements (choose only 3 and add others not listed here). This debrief framework can be paired with any other card.

I like...

I wish...

I learned....

I will remember...

I wonder...





Debrief





Debrief: METAPHOR DEBRIEF

Directions:

A really great closing activity is like a wonderful dessert. Use this debrief activity to help participants summarize an entire session and satisfy their sweet tooth.

Share an image or short video of just about anything (tall building, surfer on wave, mountaineers at top of mountain, etc.) and ask participants to compare today's experience to the photo or video.

You might say: "Watch this video (or check out this photo) and think about how it is like the experience you had today."

Give participants a few minutes to think or write down their thoughts and then have them share out with the whole group.

