1-Day Design Workshop				
Discover	**Define**	**Design**	**Prototype**	**Test & Iterate**
• Explore and understand our stakeholders' Goals and Success Measures. • Develop a deep and empathetic understanding of our users' Goals, Needs and Pain Points.	• Translate raw, unstructured research into clear and actionable design direction.	• Ideate, sketch and formalize the Solution design.	• Develop a Testable Prototype.	• Validate the Solution.
✓ **Present the Workshop Objective.** ✓ **Present any Project Constraints.** • Lightning Talks. Analytics Review. (Engagement, Retention, Transaction, Conversion Funnel Analysis.) Competitive Analysis. (1:1 Feature Audit, Competitive UR-UT Results.) Feedback. (C-SAT, Open-Ended Surveys, Customer Support Audit.) • HEART Metrics and KPIs Review. • Goals, Signals and Measures Canvas. (Create a *shared understanding* of what success will look like for *our* Solution.) • Persona Review. (Review our key Personas — their goals, situations and their use of the product with respect to the Workshop Objective.) (Challenge and discuss the accuracy of our Personas. Are they realistic? Where did the insights come from? What are we missing? Update these as necessary) • Journey Map. (Current state map of our Product or Service with specific focus on Pain Points & Opportunities to do better.)	Note: Many teams include Empathy Map, Persona, Journey Map in the 'Define' Phase. Whatever works well for you is always best! While admittedly 'convergent' in nature, I treat these as 'Discover' tools that allow us to empathetically uncover *still more* raw insights about our user. • HMW Sharing & Affinity Mapping. *(Reframe opportunities and pain points that we uncover as we go into "How Might We" questions.)* (Share HMWs and Group into Themes here.) • Dot Vote + Decider. (Pick a Target HMW.) • Lightning Demos. (Seek Inspiration to our challenge elsewhere	• Design Studio. - Diverge: Each participant sketches as many Solution ideas as they can. *(Individual)* - Present and Critique. Sketches are presented and evaluated. *(Group)* - Dot Vote Prioritize. Sketches are prioritized. *(Group)* - Converge: Pairs create a final, detailed Solution Sketch based on the winning sketch (or a composite containing elements from the most promising initial sketches.) *(Pairs)* - Dot Vote + Decider. (Pick a final Solution Sketch.)	**[Lo-Fi Proto]** • Detailed Storyboard. (Design a more detailed low fidelity prototype to enable early visualization of the Solution and to help provoke innovation and improvement.)	**[Internal]** **[4 Colleagues or Stakeholders]** • Storyboard. (Linear) (Set Storyboard) In order to get feedback from end users, a higher fidelity representation of the Solution must be created. A second round of higher fidelity Prototyping and Testing follows - *if the initial feedback on the Solution is positive.* [**Learn and Iterate.**] • The 'Big 4' Questions of UT. • Task Learnings Grid.