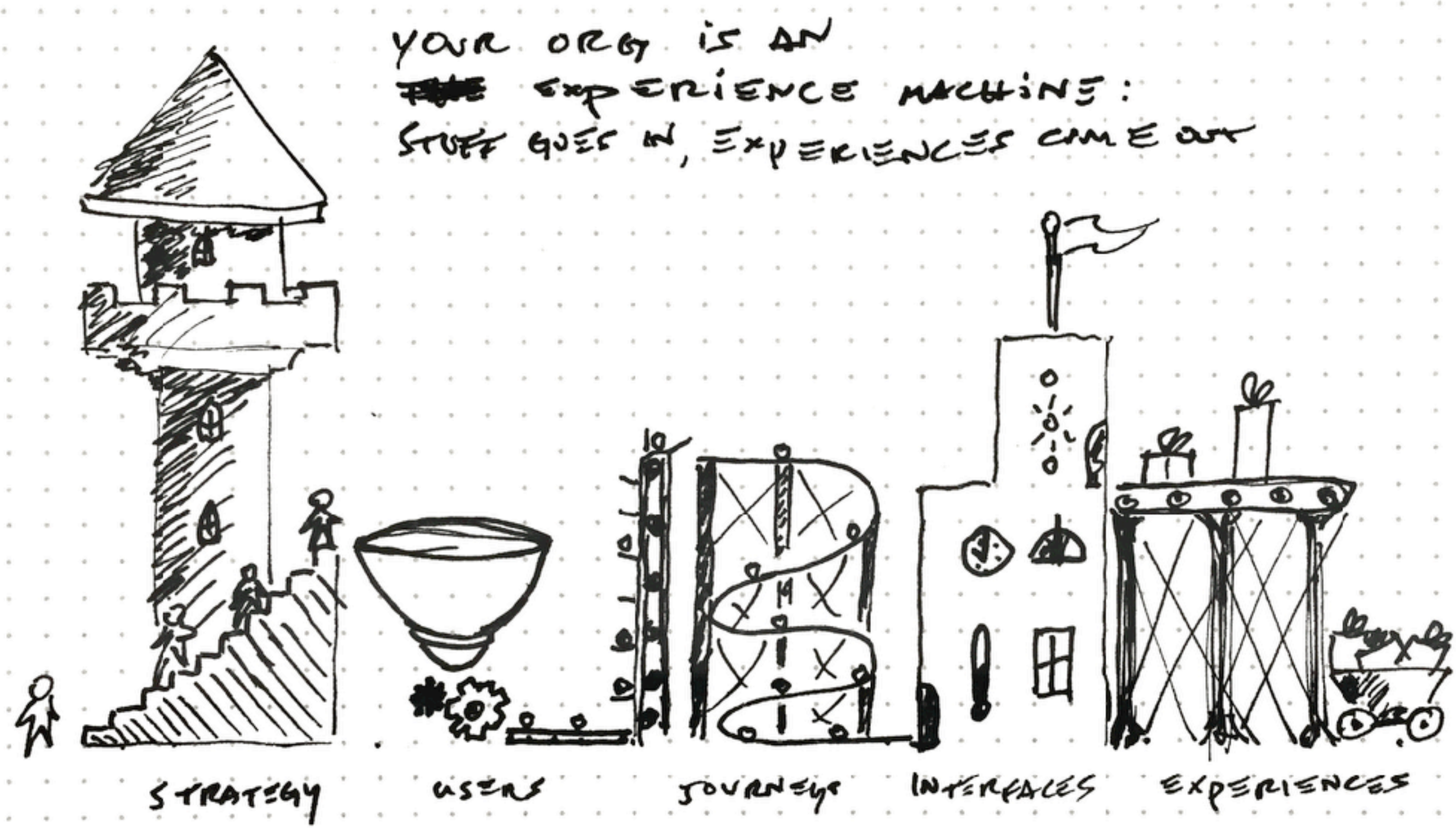

WINNING UX WORKSHOPS

Agenda

Collaboration Structure

Facilitation Stages

The Back-Channel

Austin Govella is an Experience Director with Avanade Digital where he helps enterprises reinvent how they connect with employees and customers. Austin Govella has designed successful user experiences for the web and mobile since 1998.

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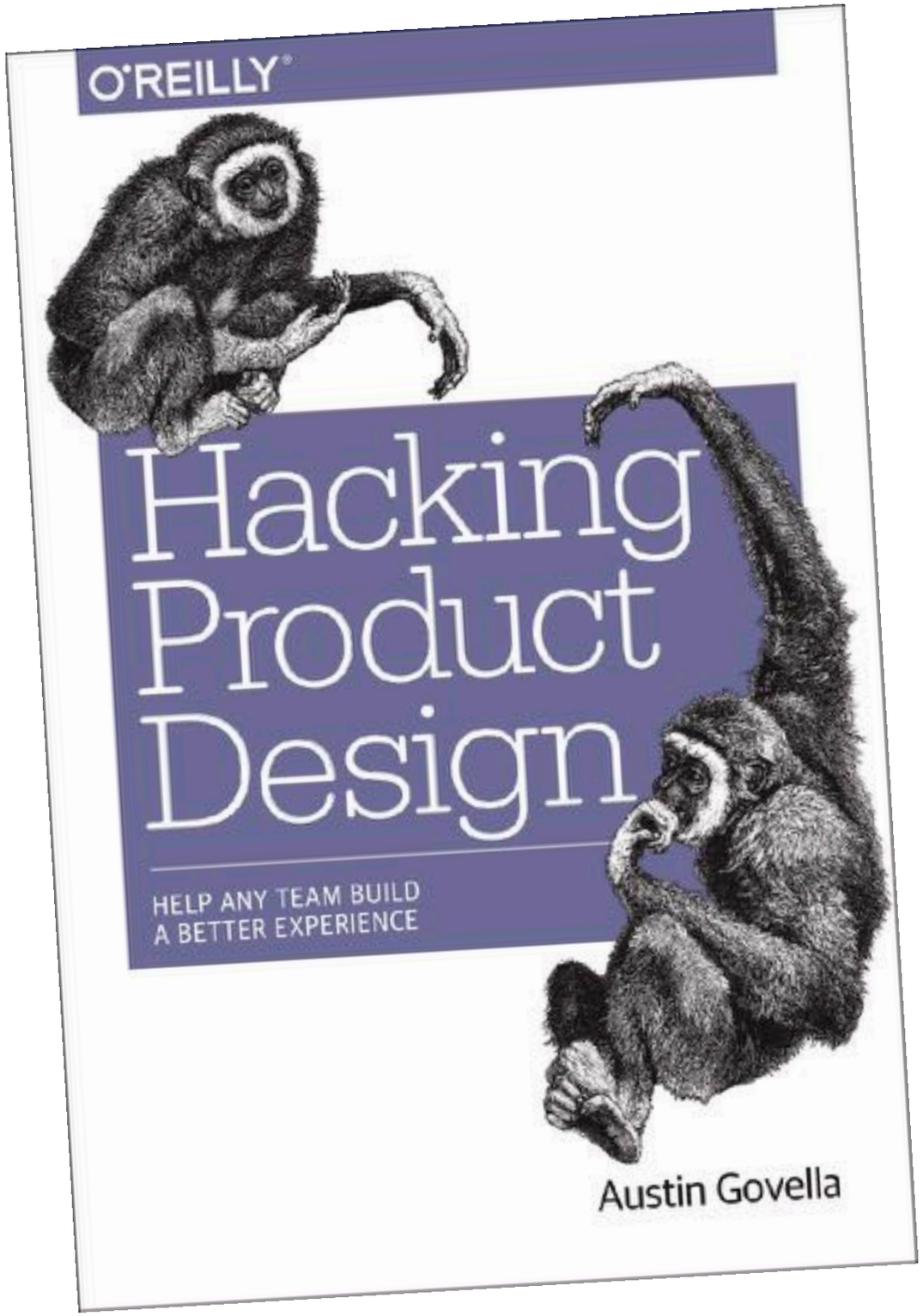
Download the slides from Slideshare: https://www.slideshare.net/austingovella/winning-ux-workshops



Hacking Product Design

Practical tools and activities to improve collaboration on product design teams

Product designers today can piece together several frameworks and have a new website or app up and running in a matter of days—as long as everyone on the project has the same vision. Implementing a product is no longer a problem, but shared vision often is.

Collaborate with any kind of team in any kind of organization

Author Austin Govella, an Experience Director with Avanade, introduces structured activities that help teams improve their collaboration habits. Along with soft skills, your team will learn how to hack your process to facilitate better collaboration.

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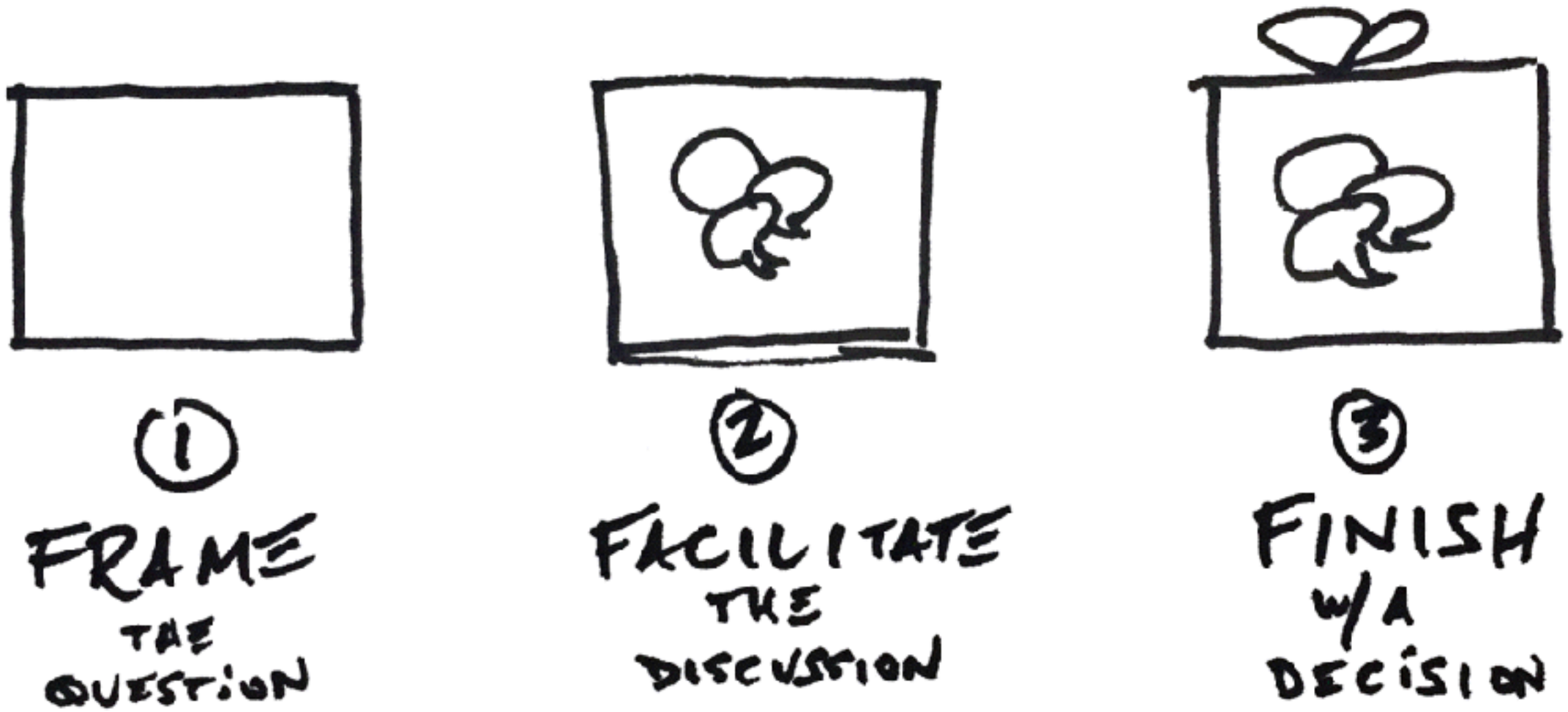
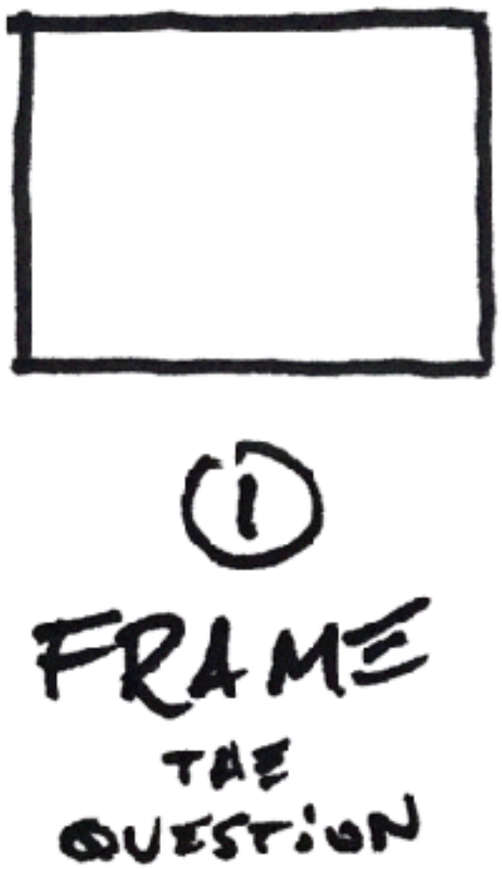
Collaboration Has A Structure



Frame The Question

Say four things frame collaboration:

1. What you're doing
2. What you'll end up with when you're done
3. Why it's important
4. How you will do it



If you're sketching interfaces, set the foundation by saying:

1. We will sketch the screen together
2. When we're done, we'll have a wireframe we've all agreed on
3. Sketching together will make sure we agree on what we're building and why
4. We'll sketch individually and then share

Framing Creates The Collaborative Mindset

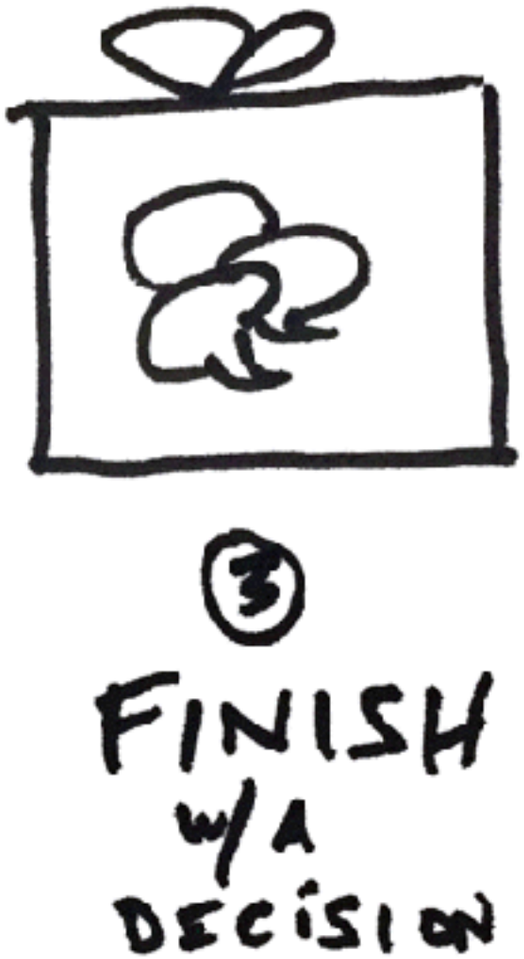
Well-framed discussions activate the principles of collaboration. Telling your team what you're doing, why, and how creates a shared vision for the conversation.

1. Plants the seed that they will participate and shifts thinking from observer to collaborator.
2. When you tell them *what they'll end up with* and *why it's important*, they understand why they should care and encourages them to invest in the discussion and pay attention.
3. When you explain *how you will do it*, they know what to expect, so team knows they can trust you while you work toward the end goal.

Finish With An Outcome

Every discussion produces one of two outcomes:

1. A single thing
2. A list of things

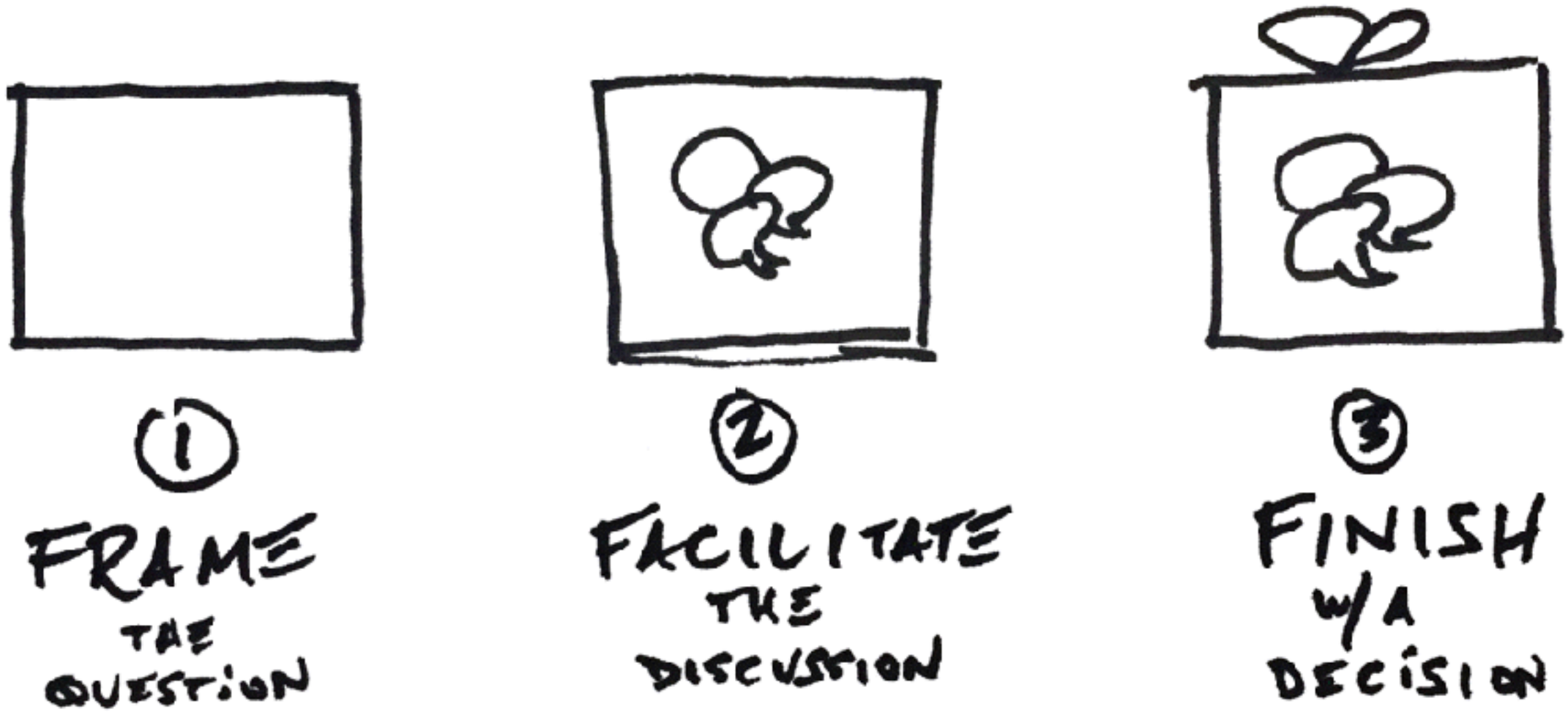


If you sketch with your team, collaboration may end with a single sketch. If you identify users, you may end with a list of users.

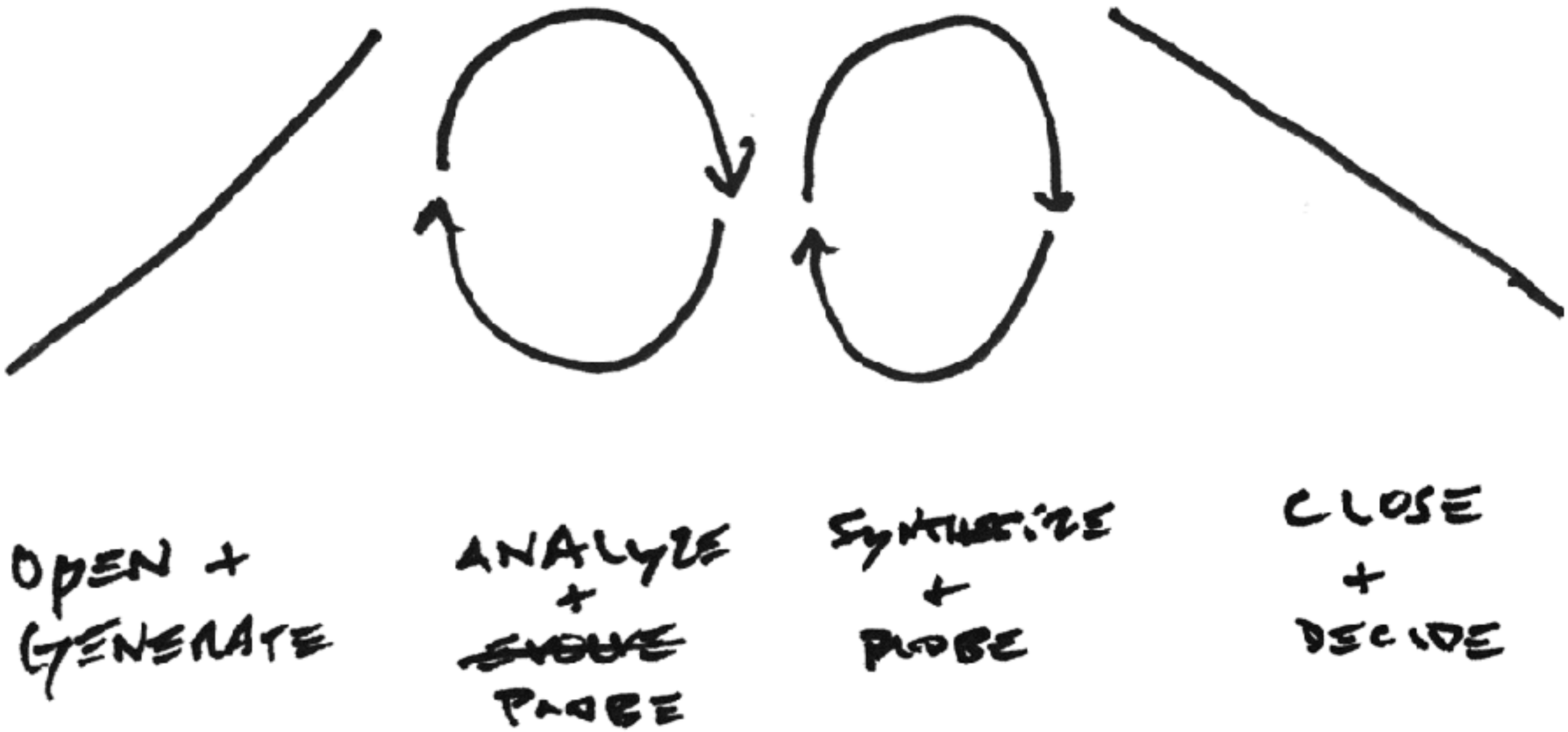
You capture outcomes in several formats:

1. Words
2. Diagrams
3. Sketches
4. Worksheets or canvases

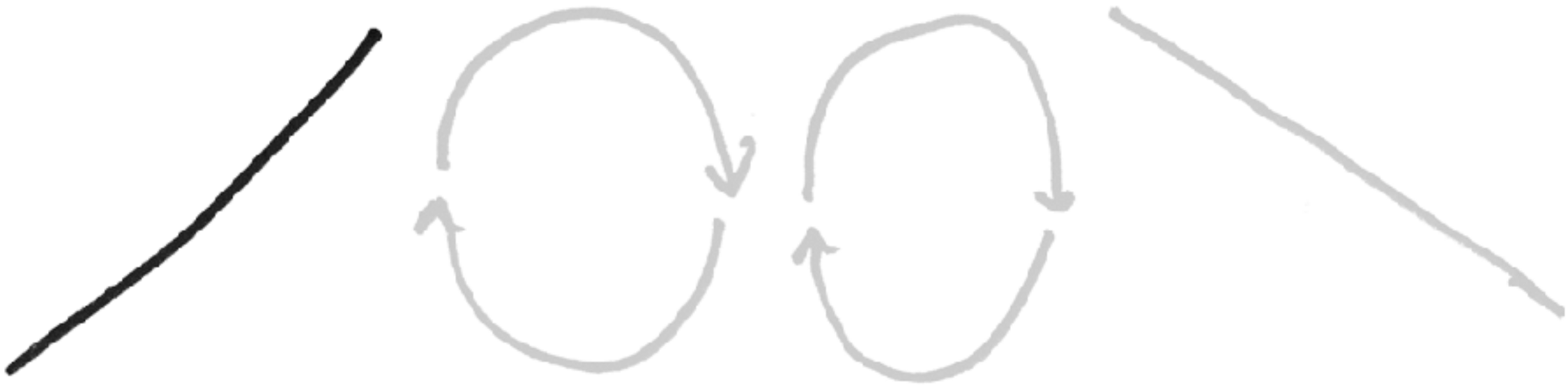
Facilitation Needs A Frame And A Finish



Facilitation Has Four Stages



Open + Generate



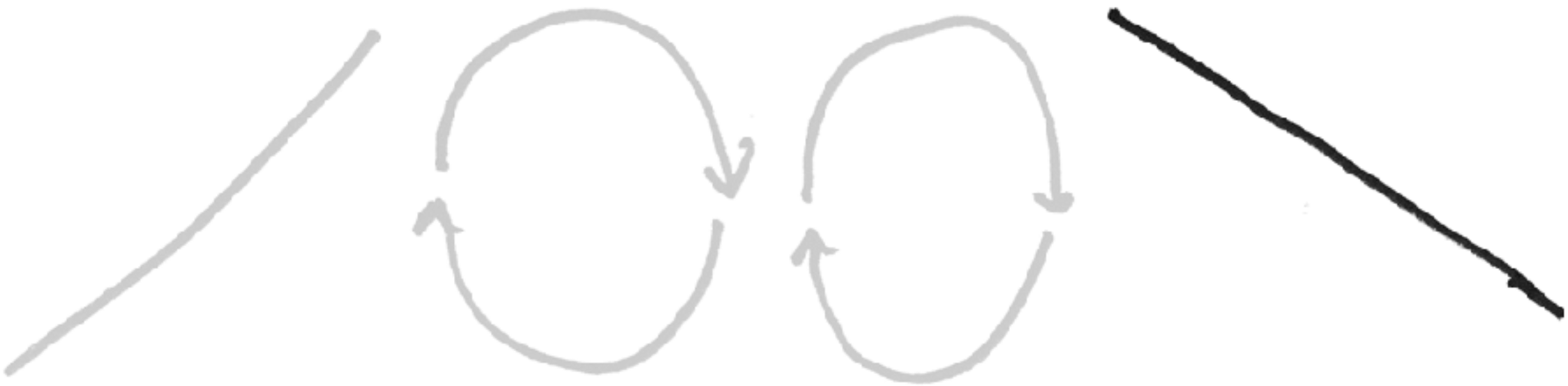
In the open, the team generates options. Open stages start with open-ended questions:

1. What different kinds of users might use this app?
2. What kinds of content can we include in this interface?

During the open stage, anything goes. You want to create lots of inputs to fuel the later stages. The more options the team generates, the better the outcomes.

During the open, you facilitate activities like brainstorming.

Close + Decide



Close is the opposite of open. where the team decides on the outcome to document during the *Finish*.

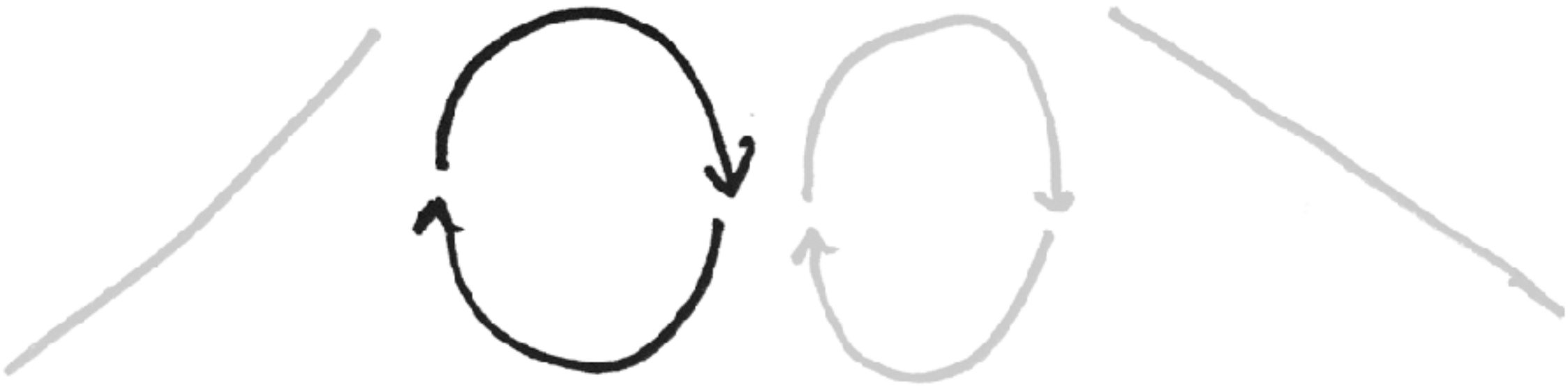
During the close, you ask deciding questions:

1. What ideas are more important?
2. What ideas are more feasible?
3. What ideas do we like the most?

During close, facilitate activities like prioritization and voting.

The close creates the team's shared vision about what is important, what was decided, and what to carry forward.

Analyze + Probe



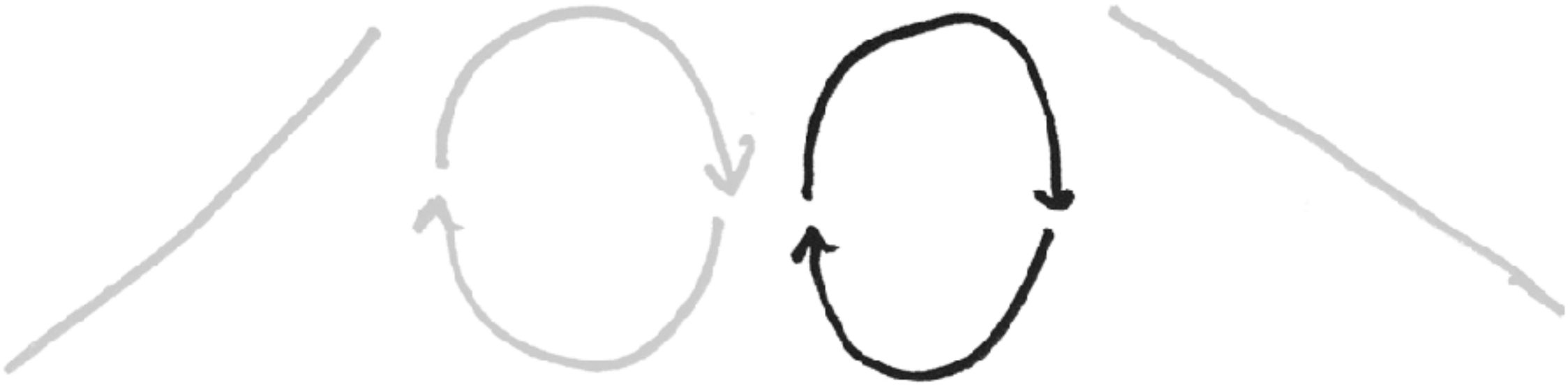
Once the team generates inputs, sift through to make sense of and learn more about the various options.

Analyze is like looking through a lens to better understand the inputs generated in the open stage. Take every input in turn, and learn more about each of them.

Ask questions that explore each option in more detail:

1. What is this made of?
2. How does this work?
3. Where does this come from?
4. Can you provide an example?

Synthesize + Probe



In the synthesize stage, you learn how various options relate to one another.

During synthesize, ask comparison questions:

1. How are these options similar?
2. How are they different?
3. How are they related?

Synthesize is the second lens to understand the inputs and explore how the inputs are connected to one another.

During synthesize, you create affinity maps and and diagrams. Are the inputs related by time? Does one evolve to become another?

Probes

When you probe, you push the team to think differently.

Like the open, probe is a period of divergent thinking to improve the team's understanding of the problem space.

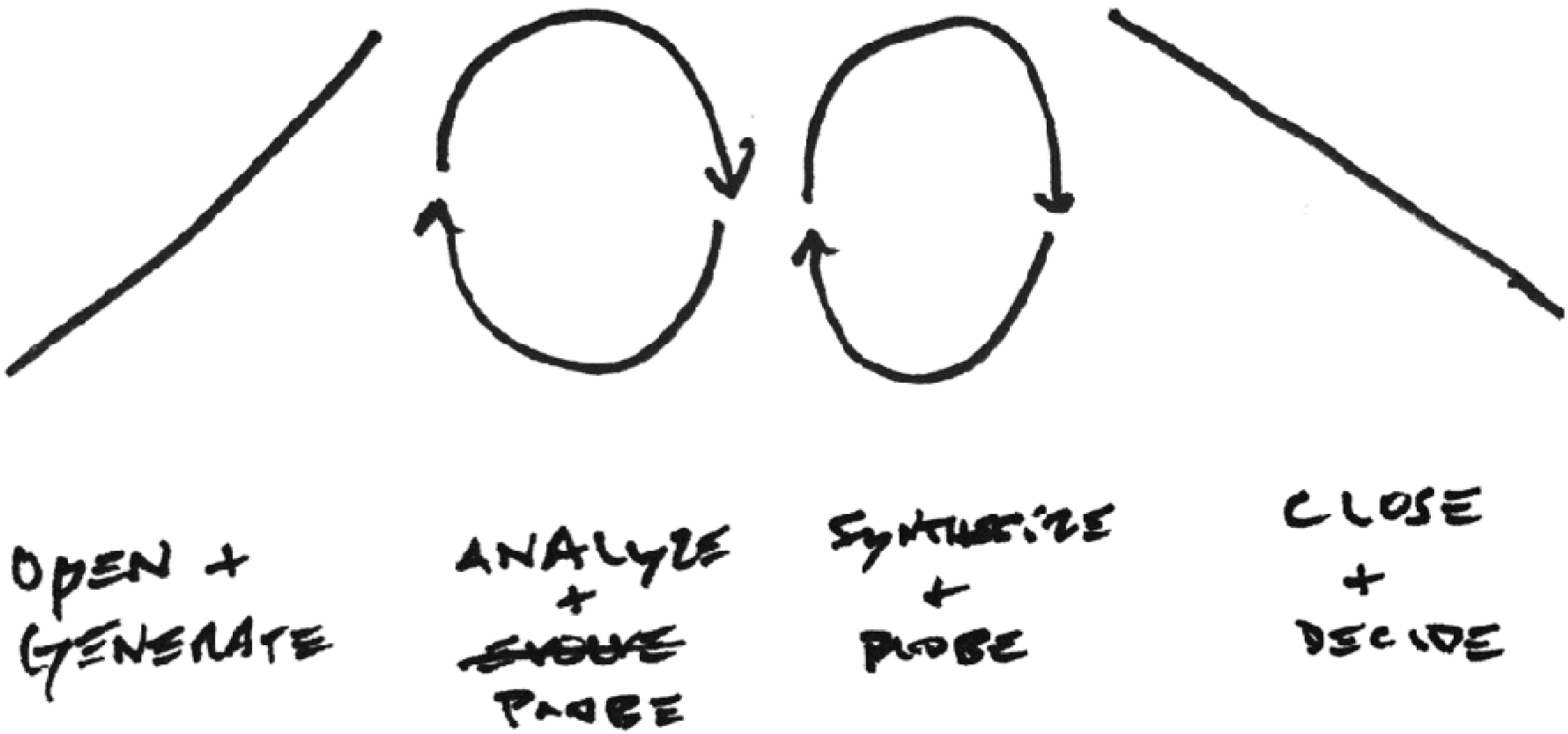
In probe ask questions to think of new possibilities.

1. What have we missed?
2. Are there other ways to think about this?
3. Can we apply similar things from a different context?

From "Winning UX Workshop

Hacking Product Design (O'Reilly)

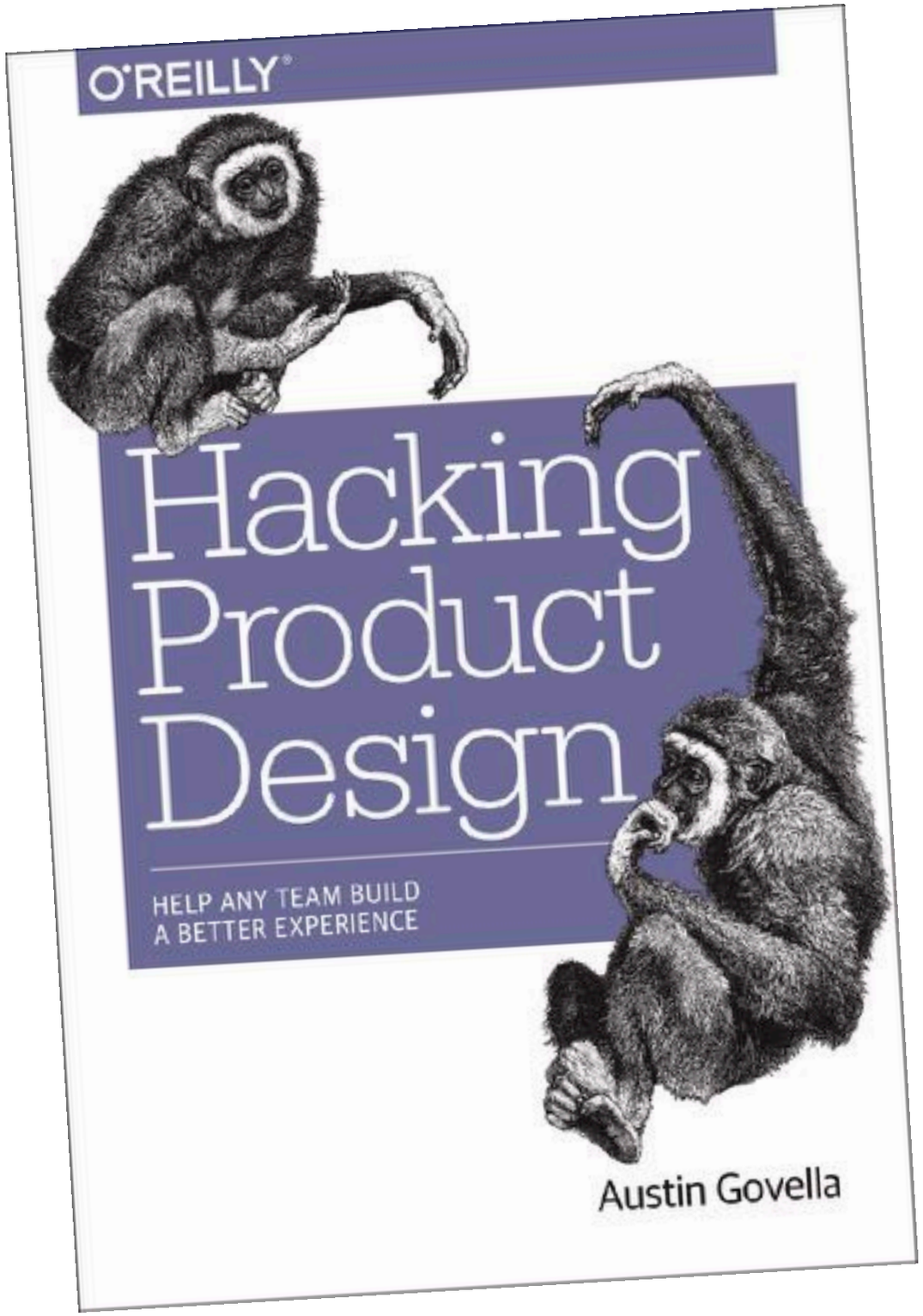
Open, Analyze, Synthesize, Close



Collaboration Glasses

From “Me” To “We”

Defensive learners fous on “me”	Offensive learners focus on “we”
Keep control	Share control with the team
Maximize “winning”	Focus on learning
Reduce negative feelings	Trust your team



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