

# Kick-off project workshop: an opportunity to introduce the UX process



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# Summary

- About me
- What is a kick-off workshop?
- Why is important?
- Whom to include in a kick-off workshop?
- How to plan and execute a kick-off workshop
- Do and don'ts
- Let's workshop together

# About me

## Iuliana Ioan, PhD

Senior User Experience Expert | NN/g UX certified

- Practising for 15+ years
- PhD in digital communication
- Corporate clients
- Public institutions (European Commission)
- Focus on: social media user experience, UX research, information architecture, defining UX processes,



# Let's know each other

Join at: <https://www.sli.do/>

Event code: #Z081

# What is a kick-off workshop?

- Is a facilitated workshop/meeting used to understand client/stakeholder design issues
- Take place in the project planning phase
- A way for building consensus on goals, scope, timing, trade-offs, and ownership.



# Why a kick-off workshop is important?

- The client has the best knowledge of what is going good and bad with his product/service
- Allow UX team to find out the expectations of the clients/stakeholders involved in the process
- Allow UX team to explain the UX process and the challenges
- Quicker understanding of the product/service, market and competitors
- Build trust and credibility

# Whom to include in a kick-off workshop?

Be sure you have the right people in the room:

- Product owner
- Management representatives
- UX Researcher
- Design experts
- Content creators
- Subject matter experts
- Members of the development team
- Any other role that might contribute to the identification of issues

# How to plan and execute a kick-off workshop

➤ Prepare and plan in advance



➤ Running the workshop



➤ Follow-up





# How to plan and execute a kick-off workshop

## - Prepare and plan -

### ➤ **Understand the project issues**

- *Do your own research -*
- *Find good examples of similar digital projects/websites, apps etc.*

### ➤ **Set clear goals (eg.)**

- Understand the needs and requirements of a new digital projects
- Align an app goals with the users needs
- Make an inventory of all the different perspectives and aspects of the research questions within the UX-team

### ➤ **Plan the workshop**

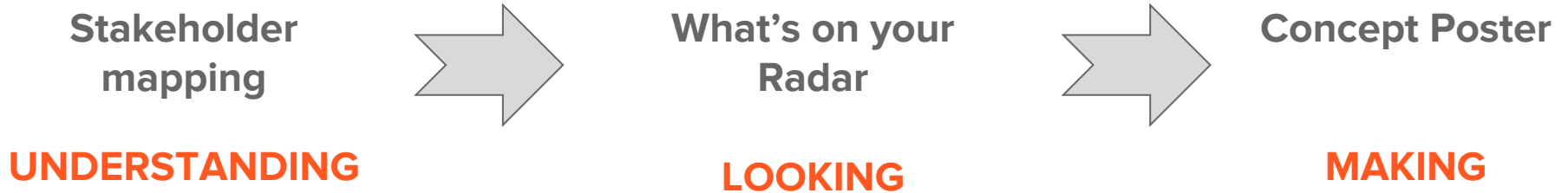
- *Select the method or the combination of methods*
- *Develop an outline of how you'll achieve the workshop's goal*
- *Create an agenda of the workshop*

# What method to use and when

- **Looking - observe the Human Experience**
  - What's on your Radar
  - Buy a feature
  - Hope and fears
- **Understanding - analyse challenges and opportunities**
  - Stakeholder mapping
  - Visualize the vote
  - Problem tree analysis
- **Making - envision future possibilities**
  - Concept poster
  - Creative matrix
  - Round Robin

# How to plan and execute a kick-off workshop

- Examples of methods you can choose from -



# How to plan and execute a kick-off workshop

## - Running the workshop -

### ➤ Briefing part

- what is the goal of the workshop
- outcomes expected

### ➤ Method and the duration

- Present briefly the method or the combination of the methods used
- Outcomes expected

### ➤ Execution phase

- Give the participants the tasks

# How to plan and execute a kick-off workshop

## - Follow-up -

### ➤ ***At the end of the workshop:***

- *Refine & finalize*
- *Define the next steps*
- *Set the collaboration methods*

### ➤ ***After the workshop:***

- *Digitize the outcomes*
- *Analyse the outcomes*
- *Disseminate the conclusion + analysis*



## Do's

- Make the room comfortable
- Define in advance the list with the materials you will need
- Facilitate group discussion
- Take breaks
- Keep people moving
- Catch-up all the insights
- Take pictures of the wall or/and on whiteboard as you go



## Don'ts

- Dominate the discussion
- One-way communication
- Leading questions/answers
- Talking too fast/too slow
- Take it too seriously

# Let's workshop together!

***Business issue:*** revamp the ProfsoUX conference website (En)

## ***Workshop goals :***

- *Identify the audiences*
- *User needs*
- *Evaluate the features of the conference website*

## ***Outcomes expected:***

- *Main audiences & List of user needs*
- *List of important and less important features*

# Let's workshop together!

## *Workshop phases:*

- ***1st phase: Empathy map - 15 minutes***
  - helps stakeholders align on a deep understanding of end users
- ***2nd phase: 20 seconds “gut” test - 20 minutes***
  - help clarify the importance for stakeholders of different screen features.
- ***3rd phase: Visualize the vote - 25 minutes***
  - A quick poll of collaborators to reveal preferences and opinions



**Let's workshop together!**

*Open the English version page of the ProfsoUX2019 website*

- <https://2019.profsoux.ru/en> -

# Let's workshop together!

## ➤ ***1st phase: Empathy map***

- Collaborative visualisation
- help you and stakeholders align on a deep understanding of end users - what an end user might be thinking, feeling, and doing at a particular point in a workflow

## **Empathy map**

**Subscribe to the conference on the EN website version**

# Let's workshop together!

## ➤ *2nd phase: 20 seconds “gut” test*

- List 6 features you can see on the conference website that will support the user needs
- List 3 features you don't see

( according with the findings from previous exercise)

# Let's workshop together!

- **3rd phase: Visualize the vote**
  - *Prioritize the user needs*
  - *Prioritize the the features*
    - *3 most important ones*
    - *3 least important*
  - *Prioritize the suggested features*

**THANK YOU!**

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