7 FUNDAMENTAL ACTIVITIES FOR UX WORKSHOPS

POST-UP

Goal
Generate a wide set of ideas that represent diverse perspectives in a time-efficient, democratic manner
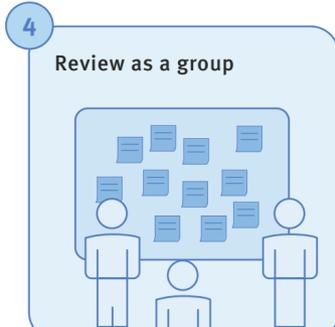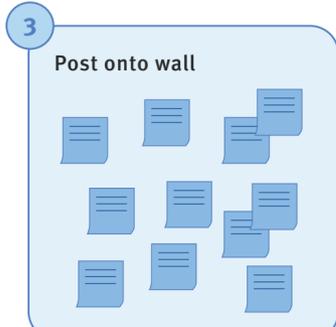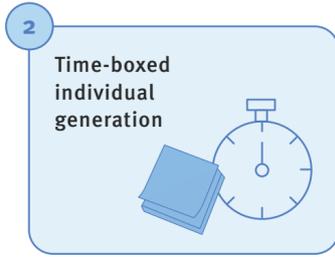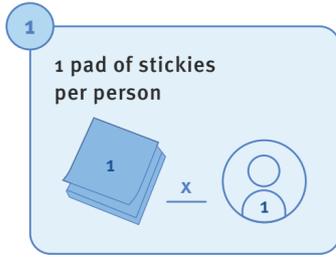
People
1-30 people

Timing
3-20 minute generation
5-20 minute review

Tips
- Add time constraints
- Give participants quantity goals
- Explicitly choose anonymity or accountability

1 1 pad of stickies per person

2 Time-boxed individual generation

3 Post onto wall

4 Review as a group

AFFINITY DIAGRAMMING

Goal
Discover patterns across a wide set of ideas and promote a shared language and understanding
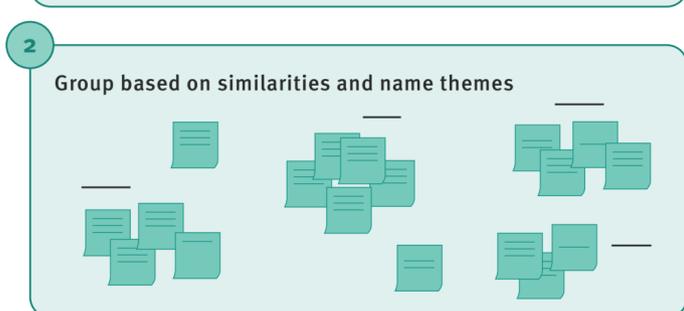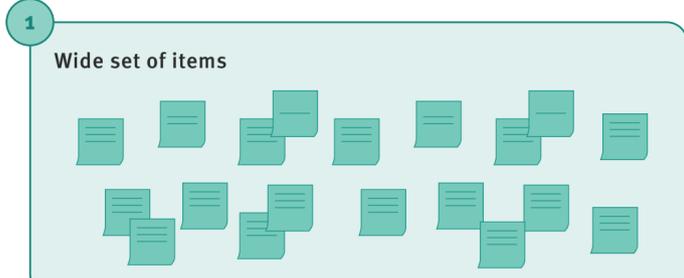
People
1-20 people

Timing
Up to 1.5 hours

Tips
- Plan your theme-naming approach (as a group or predetermined)
- Create an "ungrouped" group
- Try subclustering

1 Wide set of items

2 Group based on similarities and name themes

LANDSCAPE MAPPING

Goal
Understand how items or categories relate to each other; identify relationships, then create alignment and insight across the different ideas
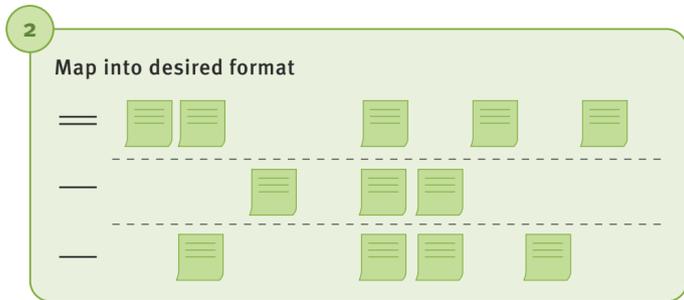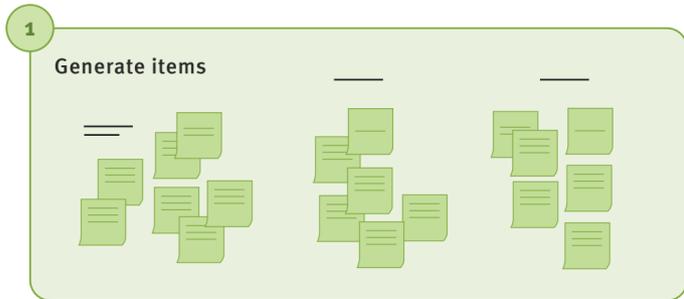
People
1-6 people

Timing
Up to 1.5 hours

Tips
- Constrain time for each step
- Identify the goal and structure ahead of time

1 Generate items

2 Map into desired format

STORYBOARDING

Goal
Expand a specific idea and add context to it so that it's better understood, communicated, and agreed upon; frame the experiences we create in a holistic way
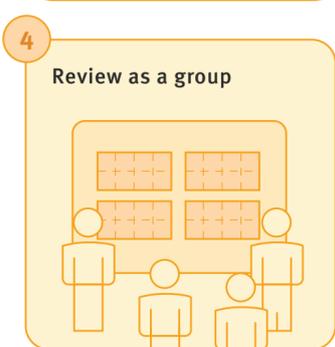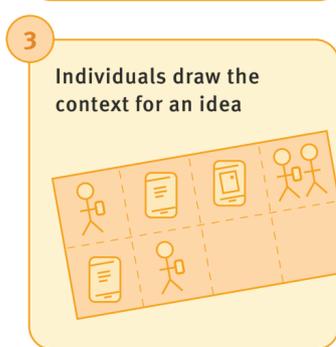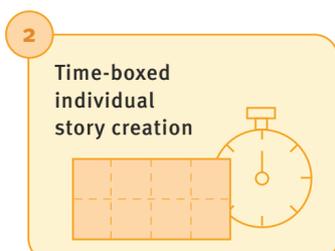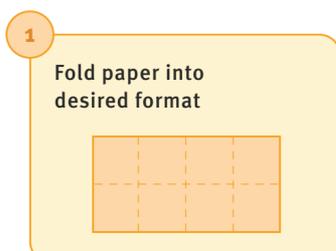
People
1-6 people

Timing
15-20 minute generation
5-20 minute review

Tips
- Introduce constraints
- Remember, medium matters

1 Fold paper into desired format

2 Time-boxed individual story creation

3 Individuals draw the context for an idea

4 Review as a group

FORCED RANKING

Goal
Identify the most important things to focus on; achieve objective, structured consensus while satisfying the varied needs of the user and business
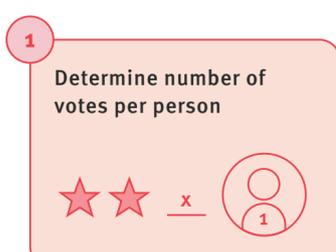
People
1-30 people

Timing
5-10 minute vote
5-20 minute review

Tips
- Give time before ranking
- Explicitly choose anonymity or accountability

1 Determine number of votes per person

2 Individual ranking

3 Review as a group

ROLE PLAYING

Goal
Deliberately challenge how participants naturally approach a problem to help them develop new thoughts and ideas

People
1-30 people

Timing
3-20 minute generation
5-20 minute review

Tips
- Expect discomfort
- Make it fun

1 Assign roles and scripts

2 Act it out and identify new insights and ideas

PLAYBACK

Goal
Converge insights across teams and stakeholders; ensure alignment and shared language across the whole workshop, not just within workshop teams

People
3-20 people

Timing
A 2-5 minute shares
B 5-15 minute shares
C 30-60 minute shares

Tips
- Start small
- Vary formality

A Small group playback

C Large, formal Playback

B Workshop-wide playback