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: 1-6 people
Timing: 1-30 minutes
Tips:
- Add time constraints and quantity goals.
- Explicitly choose anonymity or accountability.

Tips:
- Plan your theme-naming approach (as a group or predetermined).
- Create an “ungrouped” group.
- By prioritization.

Goal: Identify the most important things to focus on; achieve objective, structured consensus while satisfying the varied needs of the user and business
People: 1-20 people
Timing: Up to 1.5 hours
Tips:
- Give time before ranking.
- Explicitly choose anonymity or accountability.
- Expect discomfort.
- Make it fun.

Goal: Discover patterns across a wide set of ideas and promote a shared language and understanding
People: 1-6 people
Timing: Up to 1.5 hours
Tips:
- Constrain time for each step.
- Identify the goal and structure ahead of time.

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: 15-20 minutes generation, 5-20 minutes review
Tips:
- Understand how items or categories relate to each other.
- Identify relationships, then create alignment and insight across the different ideas.

Goal: Deliberately challenge how participants naturally approach a problem to help them develop new thoughts and ideas
People: 1-30 people
Timing: 3-20 minutes generation, 5-20 minutes review
Tips:
- Deliberately challenge how participants naturally approach a problem to help them develop new thoughts and ideas.
- Assign roles and scripts.
- Act it out and identify new insights and ideas.

STORYBOARDING
Goal: Expand a specific idea and add context so that it’s better understood, communicated, and agreed upon; frame the experiences we create in a holistic way
People: 1-6 people
Timing: Up to 1.5 hours
Tips:
- Fold paper into desired format.
- Individuals draw the context for an idea.

Affinity Diagramming
Goal: Use a grouping process to make a set of ideas and promote a shared language and understanding
People: 1-6 people
Timing: Up to 1.5 hours
Tips:
- Converge insights across teams and stakeholders; ensure alignment and shared language across the different ideas.
- Start small.

Goal: Select out and identify new insights and ideas
People: 1-6 people
Timing: 3-20 minutes generation, 5-10 minute vote, 5-20 minutes review
Tips:
- Critical mass.
- Key honesty.

Goal: Identify the number of votes per person
People: 1-30 people
Timing: 5-10 minute vote, 5-20 minutes review
Tips:
- Individual ranking.

FORCED RANKING
Goal: Assign numbers to items or categories
People: 1-6 people
Timing: 5-10 minute vote, 5-20 minutes review
Tips:
- Understand how items or categories relate to each other.
- Identify relationships, then create alignment and insight across the different ideas.

Goal: Select out and identify new insights and ideas
People: 1-6 people
Timing: 3-20 minutes generation, 5-10 minute vote, 5-20 minutes review
Tips:
- Critical mass.
- Key honesty.

Goal: Select a preferred format
People: 1-30 people
Timing: 1-30 minutes
Tips:
- Select out and identify new insights and ideas.

Goal: Generate items
People: 1-6 people
Timing: 3-20 minutes generation, 5-10 minute vote, 5-20 minutes review
Tips:
- Critical mass.
- Key honesty.

Goal: Converge insights across teams and stakeholders; ensure alignment and shared language across the different ideas.
People: 1-6 people
Timing: 3-20 minutes generation, 5-10 minute vote, 5-20 minutes review
Tips:
- Critical mass.
- Key honesty.

Goal: Workshop-wide playback
People: 1-6 people
Timing: 15-20 minute generation, 5-10 minute vote, 5-20 minutes review
Tips:
- Converge insights across teams and stakeholders; ensure alignment and shared language across the different ideas.
- Start small.

Role Playing
Goal: Win or lose a challenge through role-playing individual and team perspectives in a problem-focused, time-efficient, team-oriented process
People: 1-6 people
Timing: 1-30 minutes generation, 5-10 minute vote, 5-20 minutes review
Tips:
- Critical mass.
- Key honesty.

PLAYBACK
Goal: Select a preferred format
People: 1-30 people
Timing: 1-30 minutes
Tips:
- Select out and identify new insights and ideas.