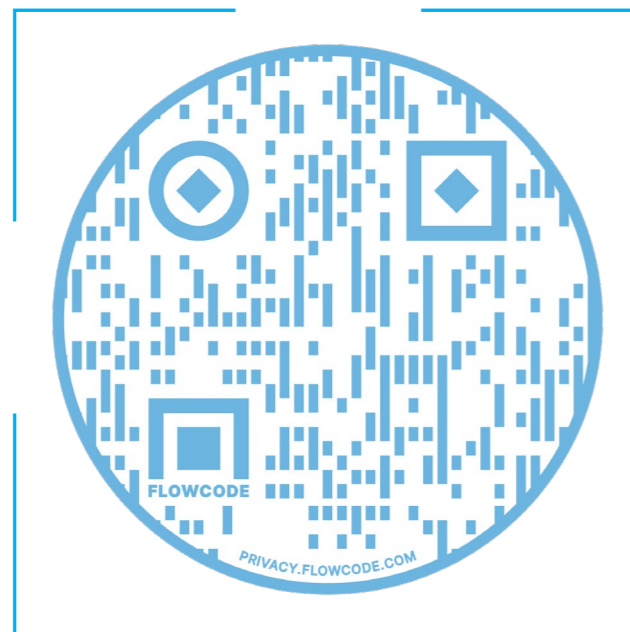# COLLABORATIVE PROCESS
## VELOCITY IDEATION AND TEAM INCLUSION

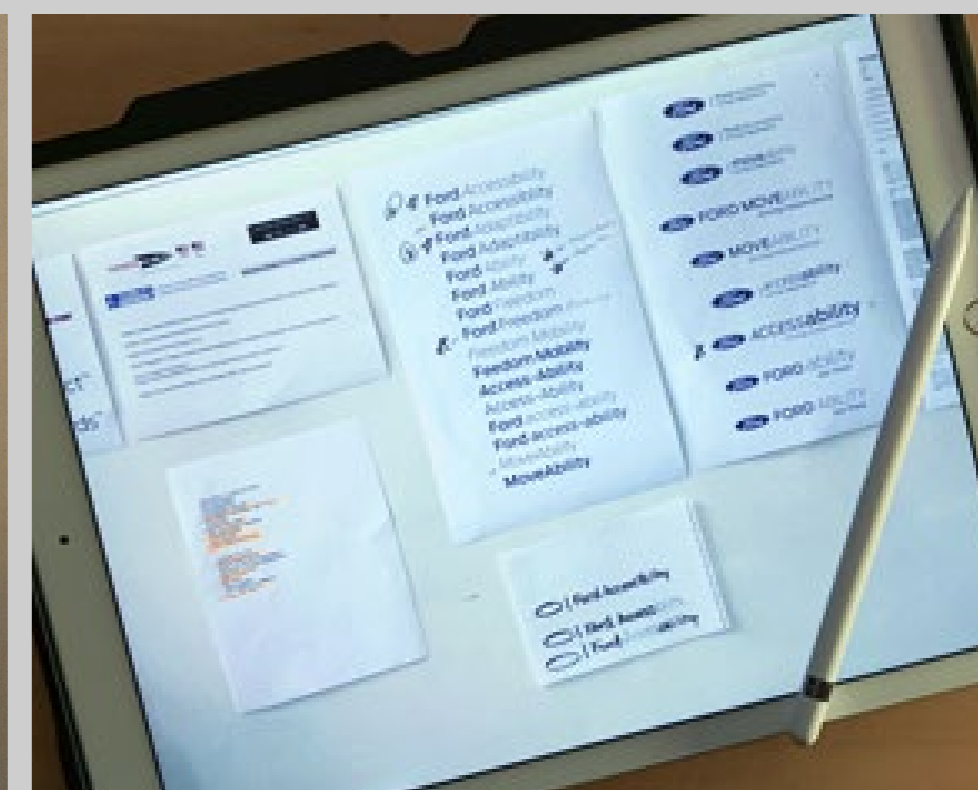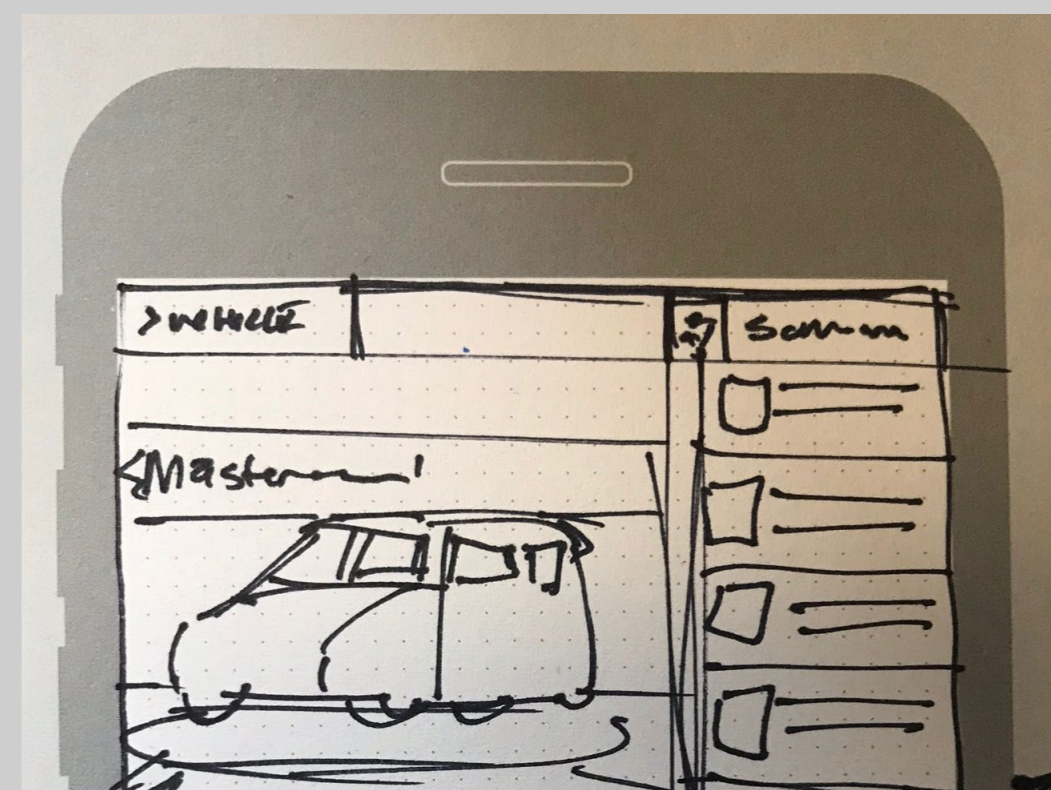UX CX CI

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# Hello. I'm Patrick Hatfield

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## COLLABORATIVE PROCESS

**Team Download Session:**

Duration: 15 Minutes

- Who are the users?
- What are the users goals and what are their needs - what do they need to get out of the experience.
- How can the users best explore, filter and navigate the content?
- What can the users do with the content?

## HOW MIGHT WE (Statements):

- How might we address paint points users have?
- How might we make it easier for users?
- How might we change how content is created?
- How might we change how content is aggregated, consumed, displayed, and/or shared?
- How might we address multiple user needs across the product experience(s) ie. Information hierarchy?

## COLLABORATIVE PROCESS
**Individual Mapping Sessions**
Duration: 10 Minutes

**Own the Experience:** Individual Exercise **-** Sketch Simple Maps of the

Overall User Flow:

**BRAINSTORMING:** Can Add: + 10 Minutes
- Spend some time brainstorming user KEY actions, if you've addressed this in the previous session ...or...

**KEY ACTIONS:**
- Focus on capturing what the user is doing during KEY actions you've selected.

**ACTIONS TIP:** Start with the beginning of the map and the end first, once settled, move to the middle of the user map. Remember that a point in the map could be an interaction, page, or transition and focus can be made on which type of action that could be.

## COLLABORATIVE PROCESS
### Team Mapping Sessions
Duration: 20 Minutes

**Own the Experience:** With the Entire Team, Craft the Experience Map

## FOCUS:

- This exercise should capture the teams thoughts on the overall user flow and each individuals ideas that were shared. Perfection is not the goal here, idea generation, discussion, more concise 'narrowing' is.

**ACTIONS TIP:** Start with the beginning of the map, and the end of the map first, once settled on that, move toward the middle and define the remainder of the map.

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## COLLABORATIVE PROCESS

**Individual Design Session**

Duration: 20 Minutes

**Own the Experience:** Sketch the Overall User Experience

**OUTPUT:**

☐ Name the Experience

☐ A Series of Sketches that Follows Your Teams Map and It's Touch-points, States, Pages and Interactions.

☐ Make it as close to a finished idea as possible.

**ACTIONS TIP:** Create your pieces of paper first, label them, then describe what is going on written on each piece, then sketch something supporting that thought. This can also be done using Miro boards, or other planning tools.

## COLLABORATIVE PROCESS
**Team Design Session**
Duration: 20 Minutes

**Own the Experience:** As a Team Select One Design to Do

### OUTPUT:
- What is the Idea?
- What is the Flow?
- What Feature(s) and Function(s) Speak to the User Problems and Needs:
    - Who are the Users?
    - What are their Needs, Wants? Emotions?
- What is Your Content Strategy?

**ACTIONS TIP:** Include BIG SKETCHES of...

- YOUR MAP          - INTERACTIONS          - STATES
- PAGES             - OVERALL EXPERIENCE

## COLLABORATIVE PROCESS

**Team Pitches**

Duration: 5 Minutes Each

**Present Your Findings:**

1. What is the Idea?

2. What is the Flow?

3. What Features and Functions Speak to the User(s) Problems and Needs?

4. What is Your Content Strategy?

5. How Will You Capture this Audience?

6. How Will You Keep them Engaged and Returning?

7. How Are You Telling A Story

## COLLABORATIVE PROCESS

**Team Voting and Debriefing**

Duration: Remaining Time

Voting Can be Customized or Can Use Methods Like Dot Voting or Other Methods Specific to Desirable Outcomes.

**Basic Example of Voting Format:**

1. Purple Votes: Must Valuable Feature

2. Yellow Votes: Most Valuable Product
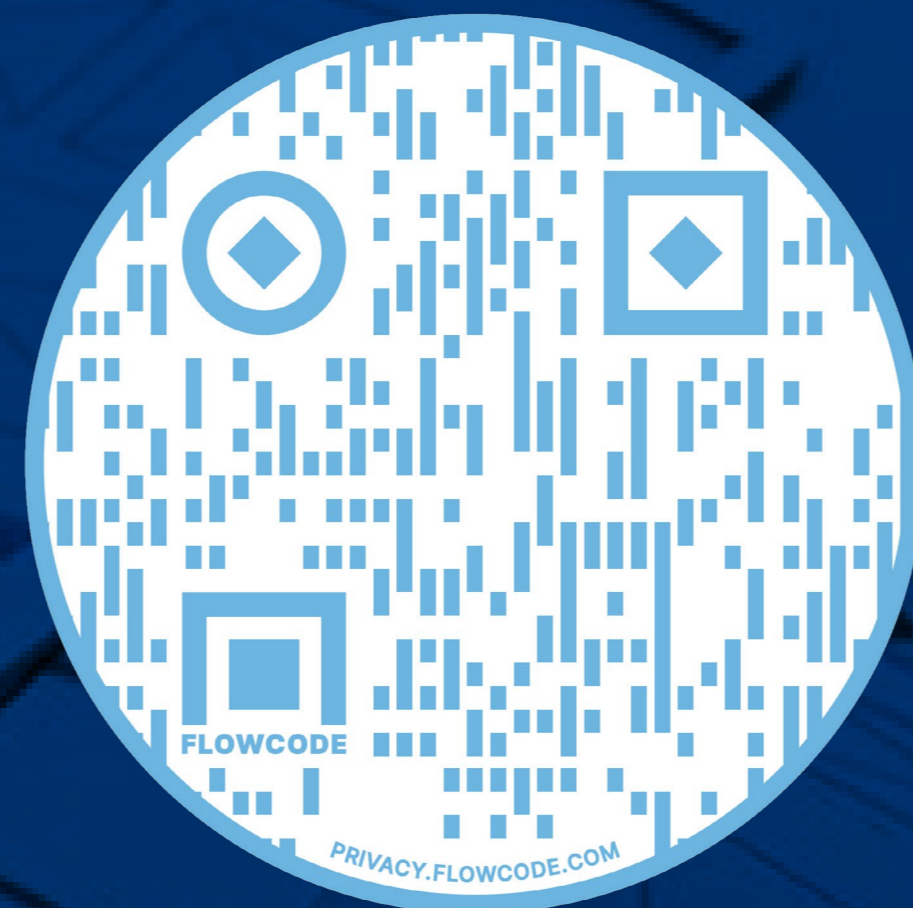
3. Pink Votes: Great User of Technology

**Each Participant Gets:**

1 Purple

2 Yellow

1 Pink Vote

THANK YOU.