YOUR GUIDE TO DESIGN THINKING WORKSHOPS

INTRODUCTION

How do we go about getting everyone on the same page with a new idea or concept in our organizations? An email with some back and forth, followed by a request for a meeting, is the typical way, mainly because that's how organizations have learnt to go about doing business. Meetings are typically driven through conversations or PowerPoint pitches with one discussion at a time. Quite often, people with titles, people with power, and people who are extroverted get more airtime and opportunity to shape these exchanges.

This begs the question - can we do better? Can we get more value out of everyone's time while ensuring they are all contributing towards a purpose?

The latest research around innovation and creativity suggests that there is definitely a better way! Through design workshops, we combine the power of individual thinking with the cross-pollination of ideas and critical thinking to accelerate innovation.

mobileLIVE helps accelerate innovation through Design Thinking workshops, which transform the way organizations collaborate to design and redesign products and services for their customers.

We facilitate and draw the focus of those present, bringing to light information, ideas, and actionable next steps within a few hours that may often take weeks to materialize in traditional ways of working.

This framework helps bring the best ideas to light and acts as a catalyst for innovation.

Our workshops don't just encourage participants to talk about what needs to happen; they steer participants on how to do it.

Simply put, our workshops help you get stuff done - quickly and more effectively than you ever have before.

The only question is which workshop is right for you? The next few pages will help guide you through this selection process.

WORKSHOP COMPARISON

Which type of workshop do I need?

"My team is dispersed in multiple cities and in different timezones."

Remote Workshop | pg. 4

"I have an idea but I'm not sure it's worth our resources."
"I have an idea for a product but I am not sure that it is the right idea."

Discovery Workshop
2–4 hours | pg. 5

"I know our challenges but need some innovative ideas."

Ideation Workshop
2–4 hours | pg. 6

"I have a vision for the future of our organization but where should I start?"

Future Workshop
2–4 hours | pg. 8

"I need to get to the solution as soon as possible and get approval and buy-in."

Design Sprint
1–3 weeks | pg. 9

"It's a big decision. I need to ensure success in all aspects of my product.
I need a fleshed-out solution that's validated by users"

Shape It Up
1–2 months | pg. 10

REMOTE WORKSHOP

Wondering if you can have a workshop with different team members in remote locations/time zones? Don't worry, we've got you covered! Our team has developed a framework where our experts can facilitate remote design workshops using digital tools that provide all the value but aren't bound by physical or geographic locations.

DISCOVERY WORKSHOP

A customized workshop designed to frame the problem from the end user's perspective. We take a look at the business goals, target users personas and their needs, journey maps of these users and opportunities for improvements in these journeys. This is best suited for the early stages of the project.

Who should attend

- Business & Sales Team Leads
- Product/Marketing Team Lead
- Solution Architects
- All other stakeholders critical to defining the problem

Why should we do it

Discovery

- Uncover users' problems, pain-points, and needs through curated activities; develop user personas and map current journey to uncover pain points

Context

- A deeper dive into the problem space, gaining context and understanding of the back-end processes within the organization
- Define the business success metrics

Solving the RIGHT Problems

- Build a shared vision and identify the root causes of the problem

- Help reframe the problems into opportunities to serve customers better

- Prioritize the opportunities that are best aligned to the business and users' goals

- Define ways to help validate ideas and concepts before committing time and budget to them

- Quite often, these workshops help reframe the problem by shifting the focus from the solution to the problem. It is important to spend more time understanding the problem and evaluate if that is the right problem to be solved. If we solve it, will it result in achieving the business goals?

How is it done

- Through customized workshops and a set of activities that fit your needs and schedule

What do we get out of it

- A common definition of project goals, success criteria, target users, and their journey of interaction with your products or services

- A short document detailing the workshop findings and possible next steps for engagement

- Often these workshops result in a defined scope for the project and can be followed up with a proposal for engagement

Designed for

- Small-medium size organizations
- Small groups of key decision-makers
- Developing new products and services
- Kickstarting and setting the scope for a large engagement

- Aligning stakeholders
- Creating alignment around the problem trying to be solved

Typical duration

- A few hours to a full day (depending on the complexity of the problem)

IDEATION WORKSHOP

If you have already understood the problem and defined the success criteria of the project, it never hurts to have a second opinion on the approach to solve it. We love ideation jams with our customers to creatively solve the problems. This workshop is a collaborative and rapid idea generation session intended to create as many ideas as possible to address the challenges at hand, empowering participants to think creatively.

Who should attend

- Stakeholders
- Business System Analysts
- Product Managers
- Designers
- Solution/Tech Architects

Why should we do it

Co-creation

- Bringing a diverse range of insights and minds to generate as many ideas as possible

and invite those from your organization for TED-style keynotes which bring everyone up to speed and provokes thought

Fresh Ideas

- Take inspiration from solutions in the same problem space and adjacent areas to spark creativity
- We bring in our subject matter experts

To explore ideas and make informed decisions

- Ideas are not only proposed by participants, but they are also evaluated by them in order to narrow down on the most impactful solutions

How is it done

- Through a disciplined framework using the best practices of ideation and innovation by providing time for individual brainstorming, and building on top of ideas and connecting dots - then intelligently voting to shortlist ideas to move forward with.

What do we get out of it

- Understanding and exploration of the problem space
- Explore multiple solutions to address the challenge
- Established set of ideas that can be explored and refined to find solutions
- Set of experiments that can be conducted as next steps

Designed for

- Those looking for an outside-in view or second opinion on solving technology product, people, or process challenges
- Solving problems that demand creative and critical thinking
- Problems that are easy to lose focus on
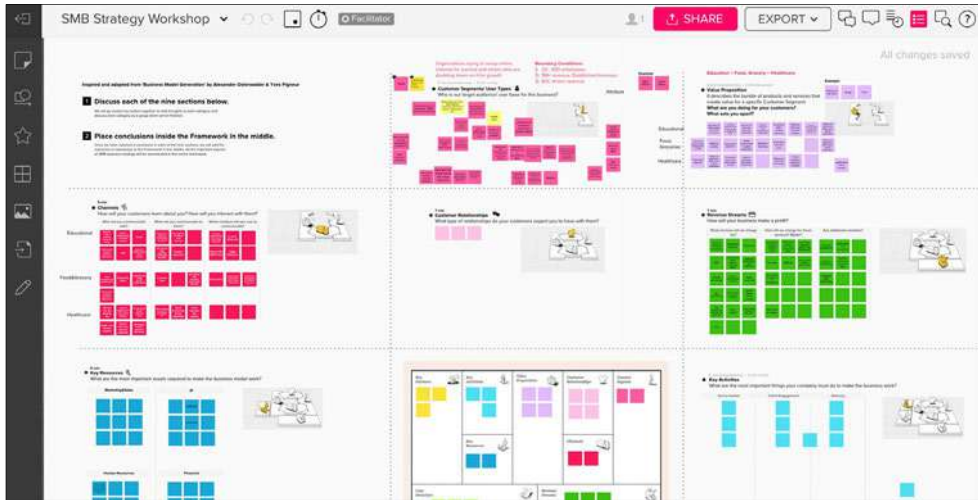- Establishing common ground amongst stakeholders
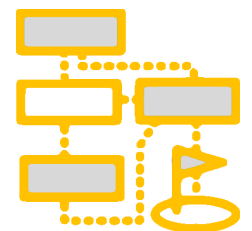
Typical duration

- A few hours to a full day (depending on the complexity of the problem)

WORKSHOPS IN SESSION

FUTURE WORKSHOPS

Designed to explore the "art of the possible," these workshops help align the key stakeholders around the future vision of the company by taking a wide view of what's already established in the market and what are the trends. We work our way back to translate this vision into a high-level roadmap, for now, what's next, and the future.

Who should attend

- C-Level or Decision Makers
- Key Management
- Business and Sales leads (VPs)

Why should we do it

Uncover & Discover

- To assess the current issues of customers and business, uncover problems, pain points and needs from both sides and create a shared vision of the future for your organization

Ideate, Evaluate & Envision

- Generate solution ideas according to the timeline, evaluating them based on feasibility, and user and business values for establishing a product roadmap

Alignment & Buy-In

- Align all stakeholders' understanding of the vision and garner buy-in

How is it done

- Collaboration is the vehicle that brings ideation and discussion to the table through activities and diverse team effort
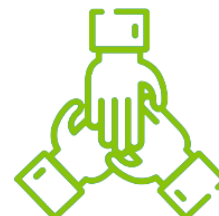
What do we get out of it

- A shared vision of the future and what's possible
- A detailed description of the short, mid, and long-term goals to get to the future vision
- A document detailing all the workshop findings and the next possible steps for exploration

Designed for

- Organizations/functional units interested in a long term roadmap and strategy for transforming business
- Exploring what major trends are in the market, what has worked so far in the industry and what hasn't
- Determining what the ideal future looks like and what is the first steps to get there
- Planning to add new features or functionalities on an existing product(s)

Typical duration

- 2 - 4 hours

DESIGN SPRINT

This engagement will take you through the complete design cycle from problem defining and framing, solution brainstorming, solution defining and visualizing, solution viewing and visualizing of concept solution in a rapid sprint spread over a week or two.

Who should attend

- Designers
- Developers
- Product Owner
- VP of Product
- Actual users (if possible)

Why should we do it

To Understand (Day 1)

- We map out the problem space and create a shared vision

To Ideate/sketch (Day 2)

- Together, we generate a broad range of ideas and narrow down on possible solutions

To Decide (Day 3)

- We'll determine what to prototype to answer sprint questions

To Prototype (Day 4)

- Together, we'll build 1-2 prototypes required to validate the idea

To Validate (Day 5) or deliver the finalized solution (e.g. artifacts) and relevant documents

- We test with five target users or review with the client to get valuable feedback
- We deliver the finalized solutions, including a concept brief, prototype, and a process document

To understand the context, validate ideas and release an MVP quickly in the market

To allow everyone on the team to understand the value of other team members and the struggles they face

How is it done

- We take you through joint daily sessions (outlined above) to move from the problem to the solution stage; providing direction, review, feedback, and ideation along the way

What do we get out of it

- Abstract to Concrete: Turning abstract concepts and ideas into tangible prototypes (digital or physical experience) with user feedback
- Business goals and objectives
- Personas & Journeys: User personas and journeys documenting pain points, challenges, and opportunities for improvement
- Wireframes and mockups for digital experience
- Development/Implementation estimates with a +/- 50% confidence

Designed for

- Startups
- Small business or a smaller team
- Client or business who a relatively simple problem
- Client or business who has a clear direction for the solution
- Client or business that needs to test and validate ideas for MVP quickly

Typical duration

- 1 to 3-week engagement

SHAPE IT UP

Our most popular engagement, "Shape It Up," is a complete end-to-end engagement where we take you through the entire design cycle, from discovery to user experience design, technical solution design and hand-over to development. This engagement allows us to work with product owners and business heads throughout the entire cycle leading you along the way and ensuring any outcome is aligned with your business goals and meets user needs.

Who should attend

- Everyone who is related to the project, affected by issues or outcomes, and diverse teams are encouraged to participate (Designers, Developers, Business Analysts, C-level executives, management, product management, sales, customer services, even real users)

Why should we do it

- This engagement is the most comprehensive and is highly effective in producing the best solutions based on defining the right problem, understanding the customer and business needs, as well as other realistic factors that need to be considered before making a huge investment

- We understand that stakeholders at your organization manage multiple projects

at any given time, and bringing everyone together for a dedicated design sprint may not be feasible in a short time frame. That's why this engagement adopts a mixed model approach with a few workshops and deep-dive sessions with relevant stakeholders. We then translate the vision into a solution that is reasonably "shaped up," and development teams can be engaged for implementation and rapid rollout

How is it done

- Through workshops and regular joint working sessions, we assess, gather, and frame the right problem and solution collaboratively as well as deliver the concept, MVP and a product roadmap along with a technology solution documentation
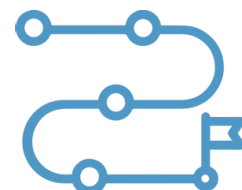
What do we get out of it

- Project documentation which contains the process, findings, research, concept designs, and technical development

- Personas, experience and journey maps, mockups and interactive prototypes

- Solution system architecture, a product roadmap, other technical documents that are required for product development and management

Designed for

- Business at any scale
- A complex solution which require customer interfaces, middleware or backend systems integrations
- B2B, B2C, B2B2C solutions or products

Typical duration

- 1-2 months (depending on the complexity of the problem)

CONCLUSION

Don't be mistaken - while workshops can be incredibly impactful engagements, they are not a silver bullet. Their value lies in their implementation and facilitation; otherwise, you have simply had another "meeting" by a different name that leads to wasted time, energy, and resources.

To successfully experiencing a workshop, you must have a willingness to participate, the effort to prepare, and the dedication to follow through with the outcomes. Our workshops are designed to take you from the abstract to the concrete, and when all is said and done, that "concrete" will serve as a stepping stone from the problem to the solution space.
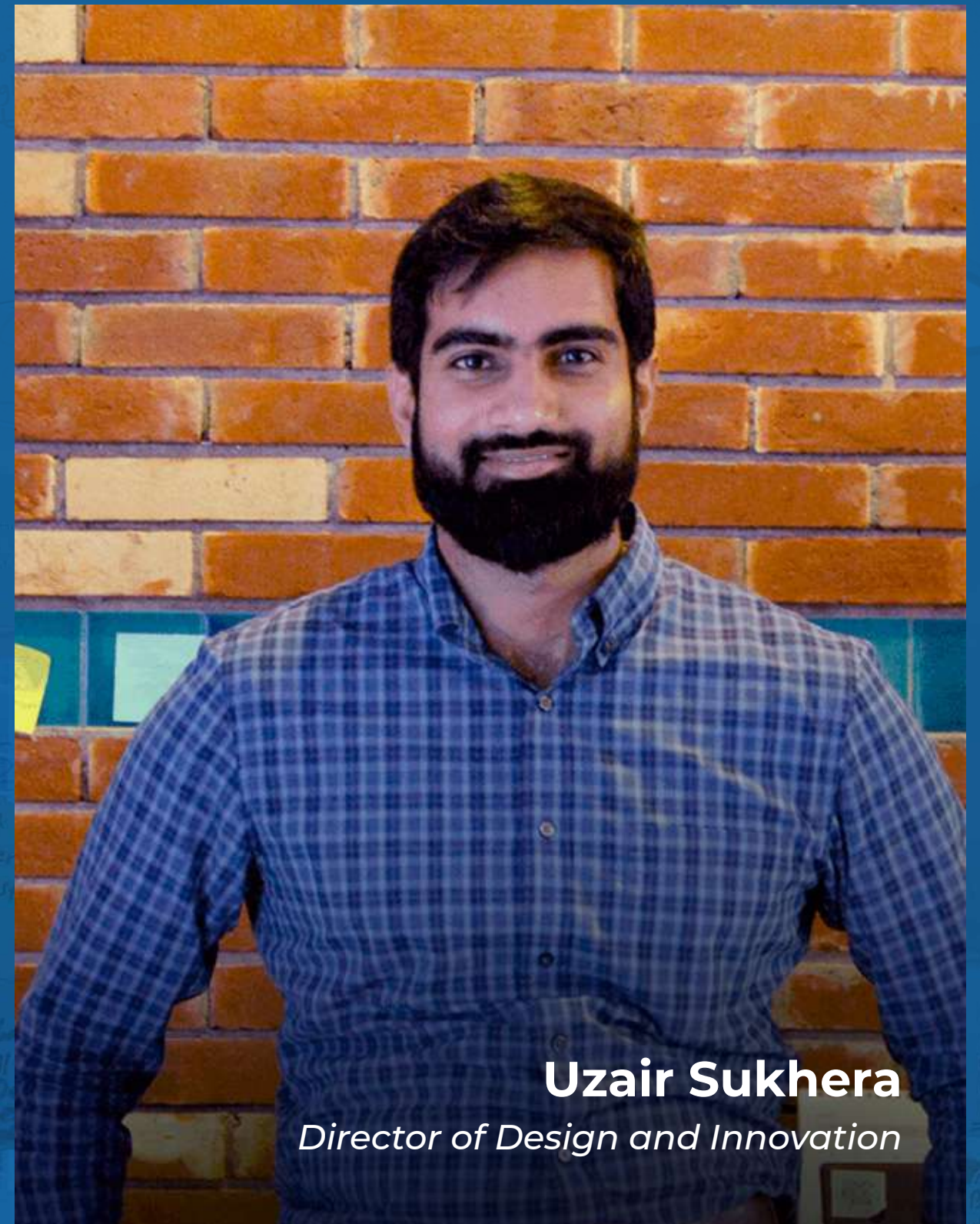
Uzair Sukhera
Director of Design and Innovation

ABOUT MOBILELIVE

mobileLIVE is a Canadian tech-service provider unifying people, technology, and business to accelerate digital transformation.

We don't see this transformation as a choice anymore; rather an imperative. One that focuses on perfecting experiences, not just products and processes. One that empowers us to do more, by doing it more intelligently. And one that believes in the creation of tomorrow - today.

Our reputation - reliable; our industry recognition - notable; and our record of never having lost a customer - nonnegotiable.

At mobileLIVE, success isn't a decision. It is a choice. A choice to be better than yesterday!