

Senior phase design workshop @ SNOOK™

1. Introducing the personas

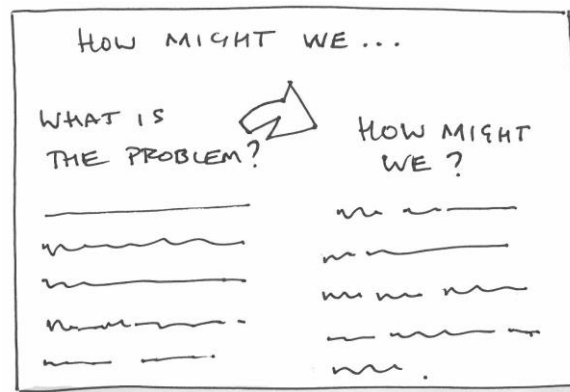
- Review initial personas as a starting point
- Amend and expand the personas
- Think, who is not in the room?
Create personas for those missing or not represented? (Working in small groups)



2. How might we...

(individually on postcards)

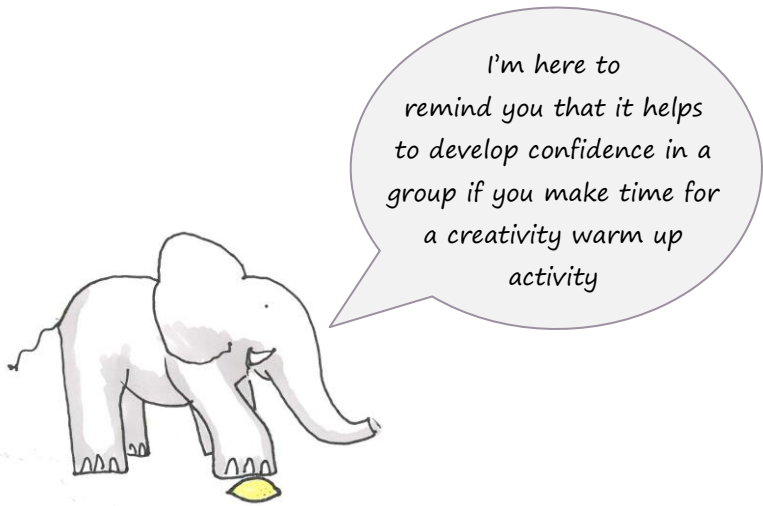
- Focus on a persona and identify a problem
- Devise actions to bring about improvements as "How might we..." statements



3. Emerging themes

(whole room, peer review)

- Transfer the "How might we..." statements to Post-Its and share (orange)
- Group the "How might we..." Post-Its into themes
- Form a "focus" group around each emerging theme
- As a group, discard duplicates and refine the "how might we..."



4. Developing a solution

(stay in your focus group)

- Choose **one** "How might we..." as a main focus
- Use Post-Its to identify problems and barriers (pink)
- Use Post-Its to show existing best practice and resources (yellow)
- Use Post-Its to suggest solutions (green)



5. Concept cards

Use the concept cards help to realise your most tangible solutions

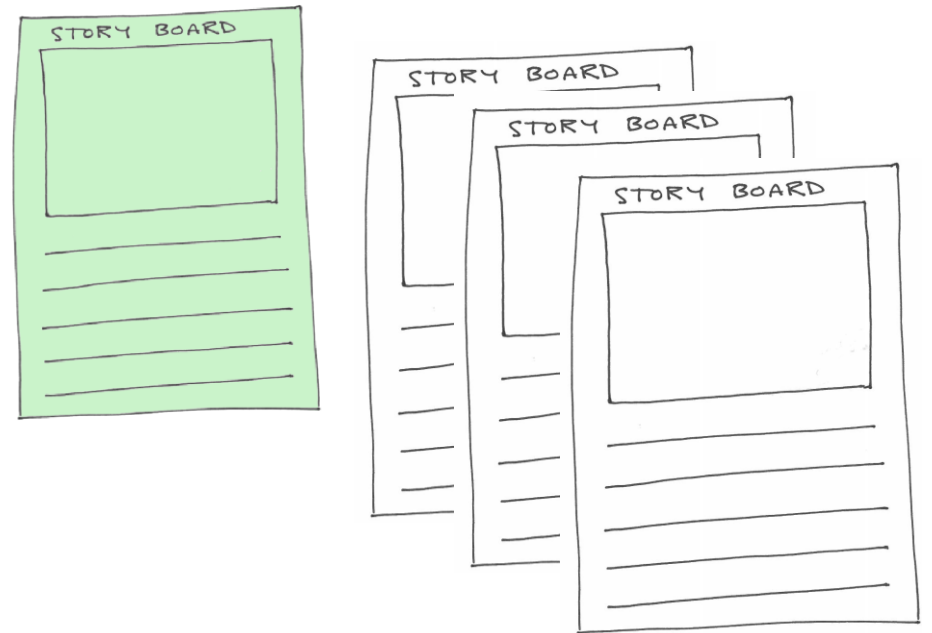
- Select your **top 3** solutions
- Complete a concept card for each one
- Include:
 - the problem it aims to solve,
 - who the action will benefit,
 - what the action will achieve, and
 - the persona this will most affect



6. Story boards

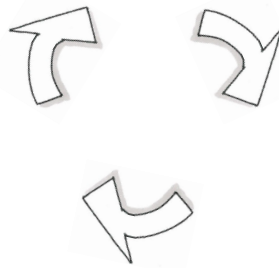
Use the story board cards to describe the story around your solution

- What's "the journey", focus on the persona, what happens currently? How does the concept need to develop to become real?
- What's "the future", focus on the same persona, show the experience in the future involving your concept
- Identify key touchpoints, consider what has to happen in the background



7. Presentation and Feedback

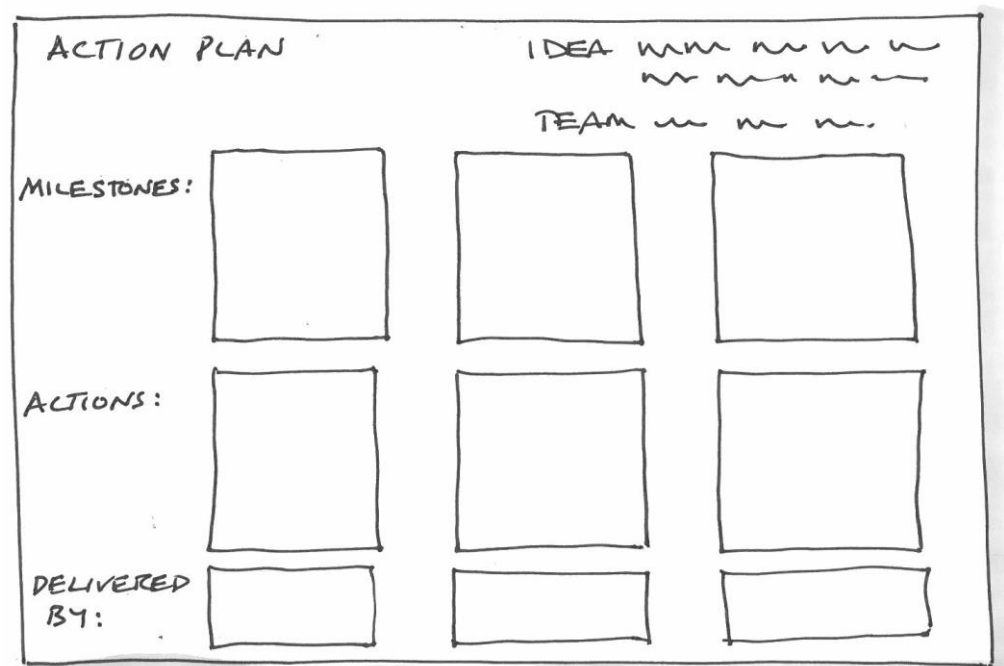
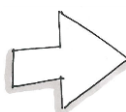
- Each group is given the opportunity to present their concept, to share the problem, the proposed solution, what has to happen first, how it will work, who and in what way the stakeholders will benefit (5 minutes)



- The audience is then invited to offer support and feedback... this can include suggestions to develop the concept further, sharing experiences, offering contacts, sharing knowledge around similar work, offers of support and assistance

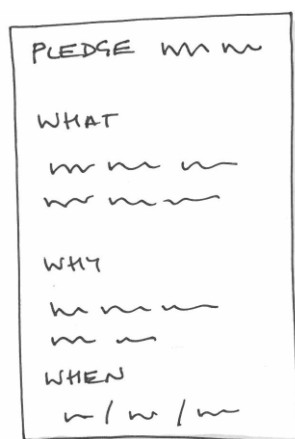
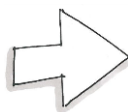
8. Action plan

- Reflect on the feedback
- Write down your final idea
- Identify the milestones to make the idea reality
- State the actions that need to happen
- State when the actions will be achieved and who will carry them out



9. Pledge

- How will you continue to support the project? Write down the first steps or small actions you will carry out in order to start making the idea a reality
- State what you will do, why you are doing it and when you will carry this out



10. It's about you...

Number 10 is about what you do next to make your idea a reality in your setting...