

Co-creation & Concept Development - Teacher Guide

1 hour in total (45 min session plus 15 minute Q&A)

Aims

- The workshop will help teams better understand their user and their users' experience when using their idea (product or solution).
- The workshop will teach attendees how you can work with users to create a user journey map and demonstrate ideation techniques.
- The teams will leave the session with a better understanding of how to communicate their ideas to turn them into actions.

Resources

- User typologies worksheet (PDF supplied) - print one per team (ideally on A3 or large format but A4 is fine).
- User journey worksheet (PDF supplied) - print one per team (ideally on A3 or large format but A4 is fine).
- Pens/Pencils

Session Structure

We will supply a copy of the slides used in the session.

- Introductions, intro to design thinking and user experience design - 10 mins
- Understanding user groups or 'typologies' - Group Exercise using the user typologies worksheet - 10 mins
- User research - what you need to know, techniques - 10 mins
- User journey mapping - Group Exercise using the user journey worksheet - 10 mins
- Summary, top-tips, next steps - 5 mins
- Q&A - 15 mins

Suggested follow-up activities:

Create typologies for any additional user group(s) using the worksheet provided. Use these to help you think about how you can ensure your product meets their needs and how you can reach your potential users.

Create additional user journeys for your product's main user typologies using the worksheet provided. Try creating one for their current experience (without your product), which you can use to identify ways in which your product can help them solve their problems or achieve their goals. You can then create a user journey that shows their experience with your product and how it has impacted their lives.

Research careers related to product and service design using www.sortyourfuture.com - see examples in the resources section below.

Additional online resources

Background information:

<https://www.youtube.com/watch?v=ldYzbV0NDp8> - an introduction to design thinking.

<https://youtu.be/yY96hTb8Wgl> - video on human centred design and 'Norman's Doors' - NB there are some bleeped out swear words at the end of the video.

<https://www.youtube.com/watch?v=IPdsFaM7HCs> - Video on the 7 Key Factors of UX

<https://www.youtube.com/watch?v=IXvby4h7oGg> - Lucy's TEDx talk on how designers can transform education.

<https://hcitang.org/uploads/Teaching/ideo-method-cards-2by1.pdf> - IDEO research method cards.

Tools:

www.miro.com - great for collaborative design and planning activities.

www.surveymonkey.com - simple survey tool.

www.google.com/intl/en-GB/forms/about/ - simple survey tool.

Career information for design & UX/UI roles:

<https://www.sortyourfuture.com/job-type/chief-design-officer>

<https://www.sortyourfuture.com/job-type/design-researcher>

<https://www.sortyourfuture.com/job-type/product-designer>

<https://www.sortyourfuture.com/job-type/user-experience-designer>

<https://www.sortyourfuture.com/job-type/user-researcher>