Design Studio Agenda

Applied to 2015 Crossing Inspection Web Report

# Introduction to Design Studio: (30 Minutes)

9:00 AM Start

Design Studio is an iterative workshop-style exercise used by software designers and developers to quickly and collaboratively communicate and discuss new product design ideas through rounds of sketching. It depends on participation of individuals that represent the entire spectrum of stakeholders.

## Define Terms

### Personas – Who are you designing for?

1. Executive Staff: Explanation TBD
2. Crossing Engineer: Explanation TBD
3. Crossing Inspector/GIS Technician: Explanation TBD

### User Story (Scenario) – What is the situation or context you are designing for?

1. Executive Staff
   1. Scenario 1: TBD
   2. Scenario 2: TBD
   3. Scenario 3: TBD
   4. Scenario 4: TBD
2. Crossing Engineer
   1. Scenario 1: TBD
   2. Scenario 2: TBD
   3. Scenario 3: TBD
   4. Scenario 4: TBD
3. Crossing Inspector/GIS Technician
   1. Scenario 1: TBD
   2. Scenario 2: TBD
   3. Scenario 3: TBD
   4. Scenario 4: TBD

### Design Principles - What guidelines should you consider while designing?

1. Design for the user and their user story.
2. Focus on general layout and functionality, not the fine details.
3. Sketch with Sharpies.
4. Avoid analysis paralysis. Use early rounds to sketch your ideas out very quickly. Multiple rounds will vet ideas and analyze design ideas as a group.
5. Mobile First – Simple and scalable. Dan will likely want to be able to access this information from a smartphone or tablet during a meeting or in the field.

## Detailed Process Explanation

Explanation…

## Assign Groups

…

# Break & Reconvene in Your Group’s Room: (10 minutes)

9:30 AM Start

# Round 1: Individual (40 minutes)

9:40 AM Start. (40 minutes = 38 minutes allotted for exercises + 2 minute buffer)

## Explain: (Moderator – 5 minutes)

Explain the persona assigned to the group. Everyone within the group will be working from the perspective of this one persona. Each individual within the group picks a user story from the hat. This user story is the problem that the individual will focus on solving with their designs/sketches.

It is possible to solve for multiple user stories in one sketch, or a series of sketches. As long as the assigned scenario is addressed, feel free to include solutions to other user stories. This could include user stories that you come up with (we probably have not listed all possible scenarios) as long as they fit the assigned persona. Initially, you will only be critiqued on your designs success, or lack thereof, in addressing the assigned scenario so keep that in mind.

This ensures that everyone doesn’t attempt to solve for the same scenario. It also focuses the subject matter of the pitch and critique sections so that we can stay on task and not make an already long activity, even longer.

## Sketch (5 minutes)

Each individual designs solutions for their assigned user story. These solutions take the form simple sketches. Try to shoot for 6 to 8 sketches in the allotted time.

## Pitch (12 minutes total)

Pitch your individual sketches/designs to the rest of the group in 3 minutes.

* What user story/scenario were you assigned?
* How do your designs address that user story?
* If time permits, how do your designs address other user stories?

## Critique (16 minutes total)

Critique each persons’ designs in your group in 4 minutes. This is about whether or not the design accomplished the user story/scenario, not about whether or not you liked the design. Try to find 2-3 aspects of someone’s designs that accomplished the goal and 1-2 aspects of their designs that fell short.

* 4 minutes per person (little over one minute for each persons’ designs)

# Round 2: Individual (40 minutes)

10:20 AM Start. (40 minutes = 38 minutes allotted for exercises + 2 minute buffer)

## Explain: (Moderator - 5 minutes)

This round is almost identical to Round 1. However, in this round you are encouraged to borrow ideas that other group members pitched in Round 1. The idea is to individually refine design ideas by combining ideas you liked that came out of round 1 and completely new ideas.

## Sketch (5 minutes)

Each individual still designs solutions for their assigned user story but can draw upon ideas presented by other group members. These solutions still take the form simple sketches. Try to shoot for 6 to 8 sketches in the allotted time.

## Pitch (12 minutes total)

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# Round 3: Group (50 minutes)

11:00 AM Start. (50 minutes = 46 minutes allotted for exercises + 4 minute buffer)

## Explain: (Moderator - 5 min)

This round is meant to encourage collaboration. The group works together to come up with designs. You will need to choose a representative that will pitch your groups designs and speaks for the group during the critique.

## Sketch (10 minutes)

The group sketches one concept together. Use multiple sketches to design one overall story that accomplishes the all 4 user stories represented in the group. Try to shoot for 6 to 8 sketches in the allotted time.

## Pitch (15 minutes total)

Pitch your groups’ sketches/designs to the other groups in 5 minutes.

* What user stories/scenarios were assigned to the group?
* How do your designs address those user stories?
* If time permits, how do your designs address other user stories?

## Critique (16 minutes total)

* 4 minutes to discuss, within your group, how each other groups designs accomplished their stated tasks and how they fell short.
* 4 minutes to present your critique (~2 minutes spent critique each group)

Each representative from each group is given 4 minutes to Critique each groups’ designs in the allotted 4 minutes. This is about whether or not the design accomplished the user stories/scenarios, not about whether or not you liked the design. Try to find 2-3 aspects of someone’s designs that accomplished the goal and 1-2 aspects of their designs that fell short.

# Break for Lunch/Other Work: (70 minutes)

Long lunch break as people will probably have to check in with email/other work. If you have any questions about the process or suggestions for improvements please let Stephen and Jon know at this point.

Reconvene at 1:00 PM

# Second Introduction to Design Studio: (30 Minutes)

1:00 PM Start

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5. Mobile First – Simple and scalable. Dan will likely want to be able to access this information from a smartphone or tablet during a meeting or in the field.

## Detailed Process Explanation

Explanation…

## Assign Groups

Assign Groups…Make sure individuals that participated in the morning session and returned for the afternoon session are assigned to a group with a different persona than they had in the morning.

# Break & Reconvene in Your Group’s Room: (10 minutes)

1:30 PM Start

# Round 1: Individual (40 minutes)

1:40 PM Start. (40 minutes = 38 minutes allotted for exercises + 2 minute buffer)

## Explain: (Moderator – 5 minutes)

Explain the persona assigned to the group. Everyone within the group will be working from the perspective of this one persona. Each individual within the group picks a user story from the hat. This user story is the problem that the individual will focus on solving with their designs/sketches.

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# Round 2: Individual (40 minutes)

2:20 PM Start. (40 minutes = 38 minutes allotted for exercises + 2 minute buffer)

## Explain: (Moderator - 5 minutes)

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3:00 PM Start. (50 minutes = 46 minutes allotted for exercises + 4 minute buffer)

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# Feedback: (10 Minutes)

3:50 PM Start.

What did people think about the activity? Individuals may leave if they do not have feedback.

# End of Meeting

4:00 PM