



# How to Carry Out a Bodystorming Session

Bodystorming is a technique where you physically experience a situation to fully immerse yourself in the users' environment. This will help you derive new ideas and generate unexpected ideas as you gain greater empathy for your users once you have experienced their context of use.

You can use the steps below to carry out your own bodystorming session, no matter if you're at the Empathize, Ideate or Prototype stage of the design thinking process:

- 01: Choose 3–8 people** to participate in your bodystorming session (no more than 10, though). These can be colleagues, friends or potential users—just people who are ready to think on their feet.
- 02: Select a location.** Ideally you would take your bodystorming group to the user's original environment. However, if that's not possible, model the user's environment as closely as you can—in your place of work, for example.
- 03: Assign everyone a persona, interface or touchpoint** based on the findings in your customer journey map. If users are present, ask them to pretend to accomplish their goals as usual. Otherwise, assign a persona to each member of the group who doesn't serve as a touchpoint.
- 04: Create props**, including large cards that identify the roles allocated above. Your props can portray feelings and thoughts and should be used to role-play how users accomplish their goals. For example, one of the touchpoints might say “Submit all of your required forms,” and the user might respond “Argh! I don't know what forms are required!”.



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- 05:** Carry out multiple role play scenarios to ensure each member of the group becomes fully immersed in the user's environment.
- 06:** Review the exercise based on your role plays. What ideas do you have now you've experienced the user's environment? What opportunities, and challenges, did your role plays highlight? You may choose to write these ideas down as scenarios, and depict the user, problem and solution in a story-like format with drawings and written text.



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