Hello & welcome!

In the chat, please share your…

- **name**
- **function** (UXR, UXW, product designer, service designer, etc.) and a
- **question** that is top of mind for you today

Agenda for today

15 min	**welcome & intro**
5 min	**curated outreach:** figuring out who might join and at what level of engagement
5 min	**guided activities:** what participants can do to engage
5 min	**creative forums:** how to invite and encourage participation
5 min	**collaborative deliverables:** artifacts that result from the work
5 min	**rule setting:** doing it right
20 min	**wrap-up & discussion:** answering questions

participatory research

research as convener, bringing people together across different perspectives
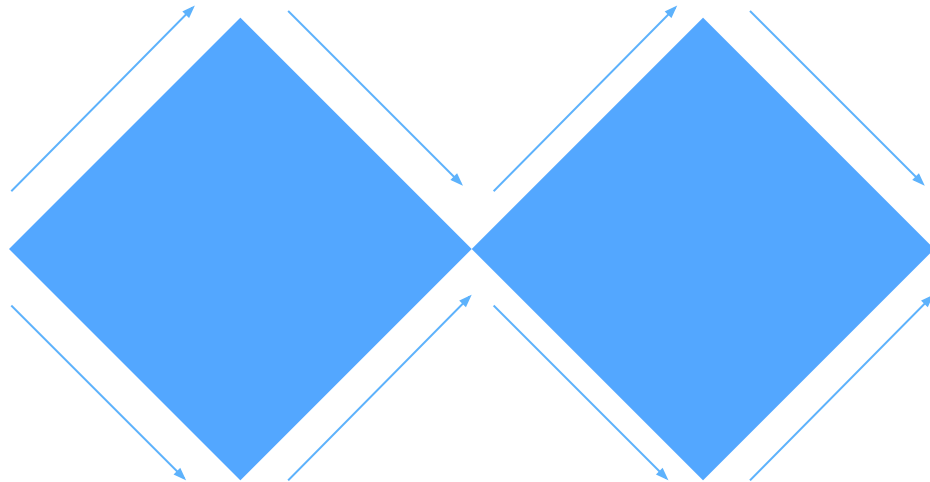
Participatory research

An **iterative, collaborative effort** that doesn't have a clean beginning and end. Think of research as less of the *fuzzy front end* or the *tip of the spear* and more as the **facilitator or connector**, in a **continuum of learning**.

Double Diamond reference from: *Design Council*

Doing the right things   **Doing things right**

Problem

Definition

Execution

Solution

Discover

Insight into the problem

Define

The area to focus on

Develop

Potential Solutions

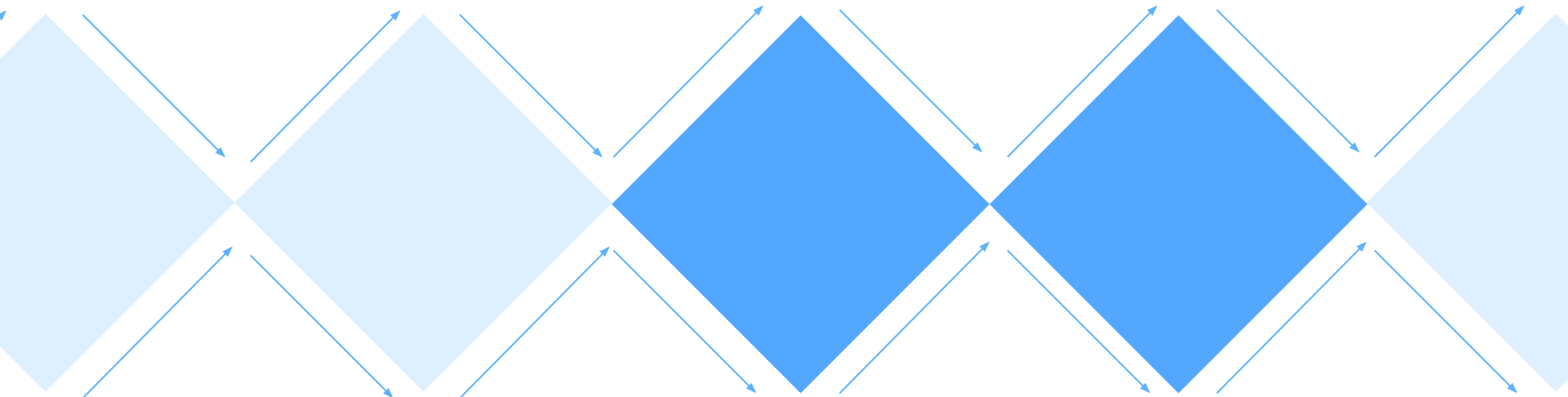**Deliver**

Solutions that work

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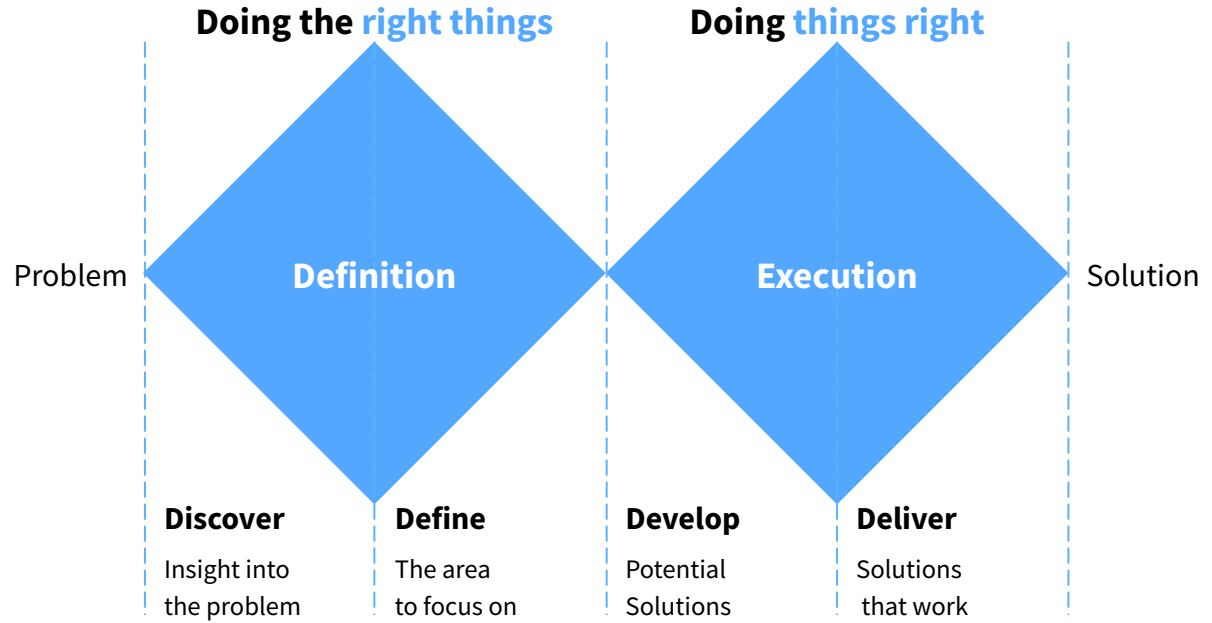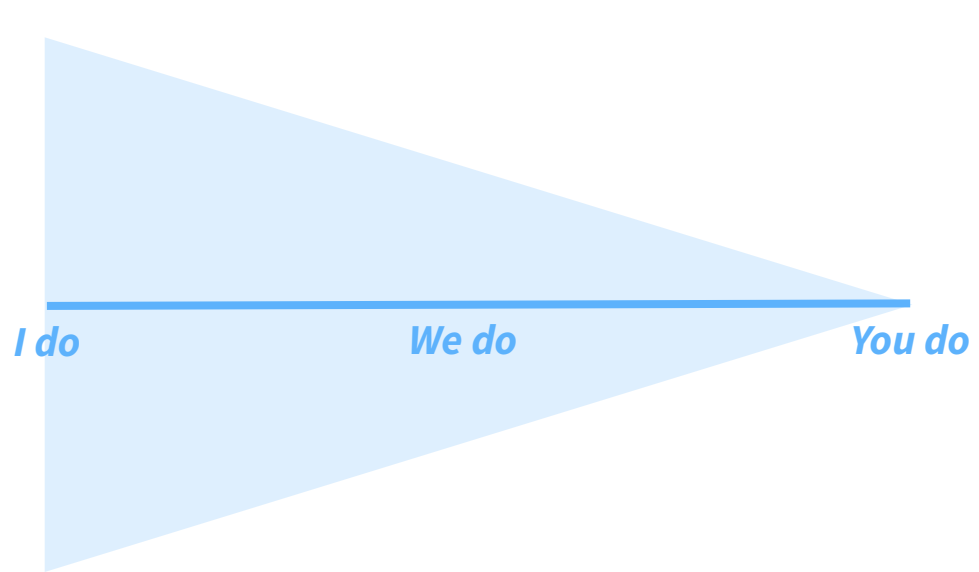

Double Diamond reference from: Design Council
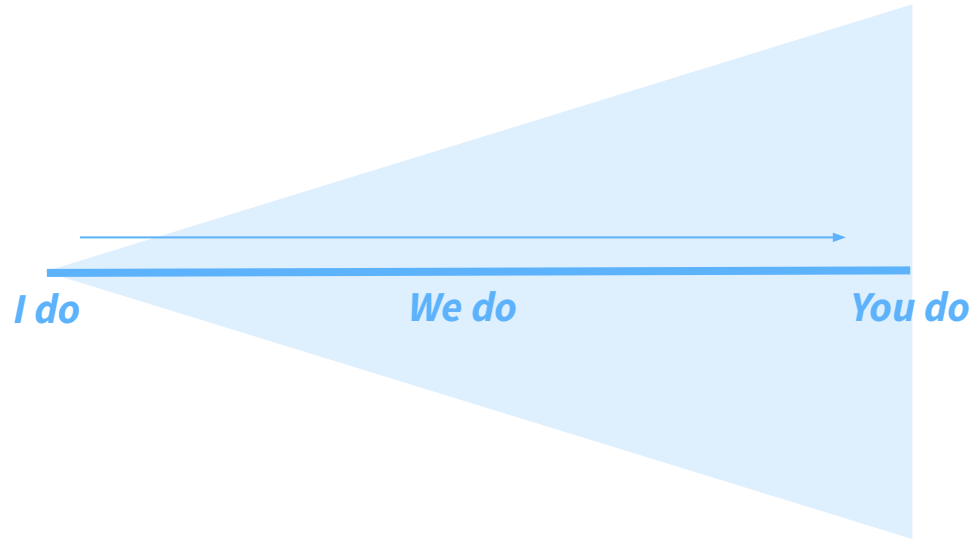
Participatory research

Participatory research

Not just involving your participants as part of the process but also **allowing them the power to influence and drive it**. So if you think in terms of teaching, *I do, we do, you do,* participatory research sits further in the **we do, you do**.

I do   *We do*   *You do*

Power Asymmetry reference from: _That Quiet Little Voice, by George Aya, Greater Good Studio_

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Participatory research

What does it offer?

- A more inclusive process
- A way to de-risk and test assumptions live
- A way to build consensus and momentum

I do *We do* *You do*
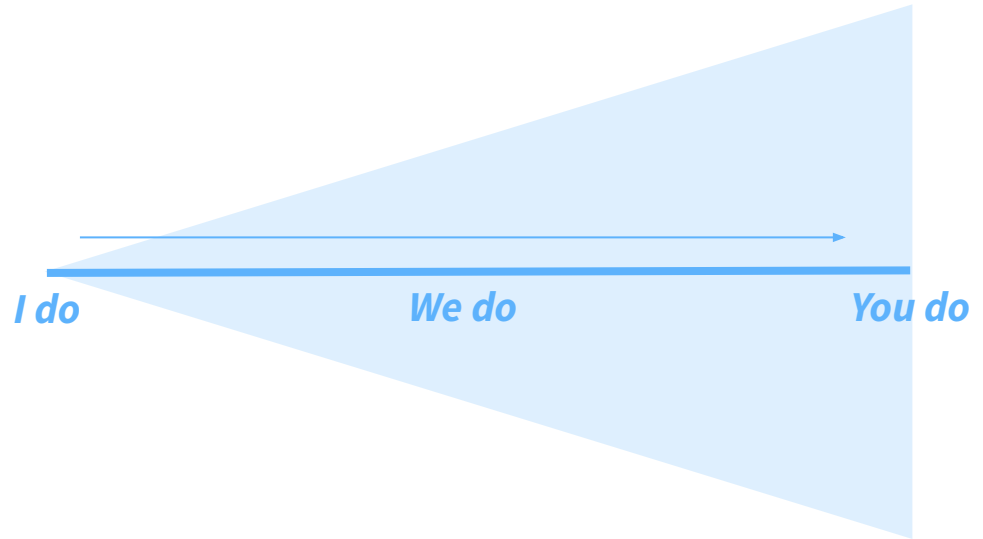
Power Asymmetry reference from: <u>*That Quiet Little Voice, by George Aya, Greater Good Studio*</u>
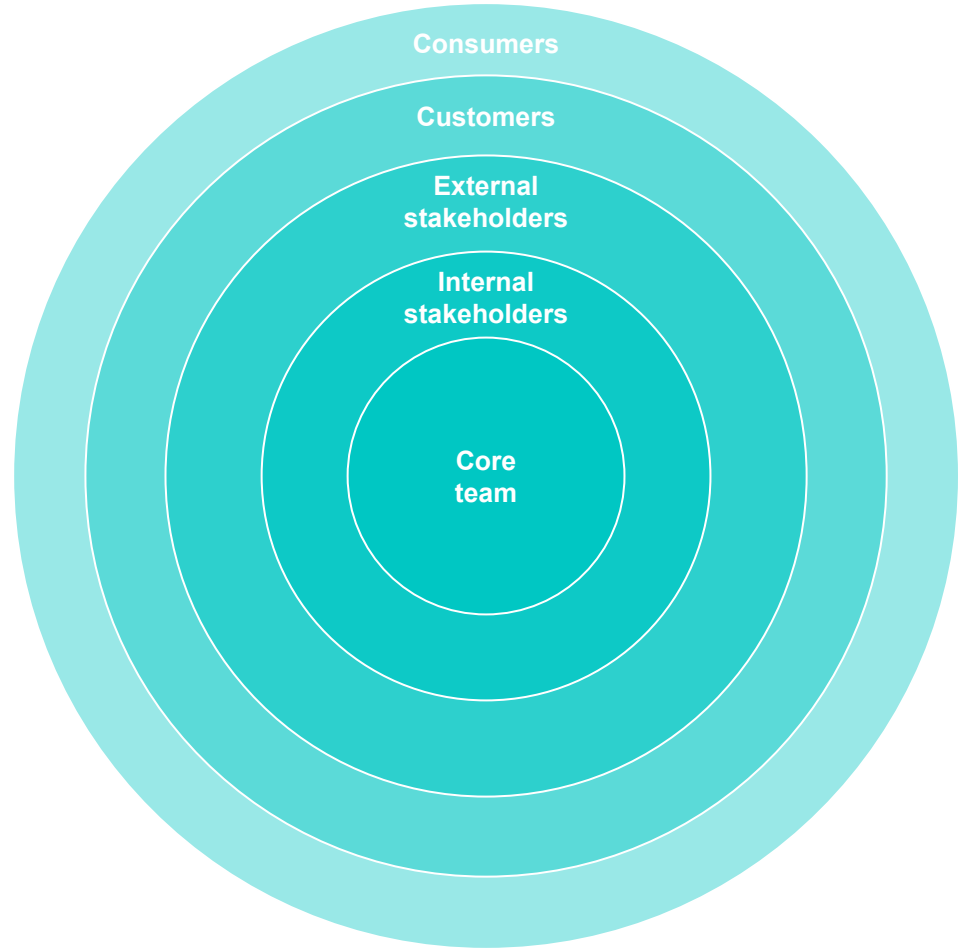
curated outreach

figuring out who might join and at what level of engagement

Curated outreach

High frequency engagement at the **center**, **lower frequency** but tailored engagement with **outer** rings.

Keep the same contributors throughout if you can.

Consumers

Customers

External stakeholders

Internal stakeholders

Core team

Curated outreach

Don't just look for 'end users'. Sales and operations teams have rich perspective and if you are serving a specific community or need, look for **experts or local organizations** that serve that community or need, not only do these groups have a foundational understanding that you can learn from but can also connect you to potential participants.

Consumers

Customers

External stakeholders

Internal stakeholders
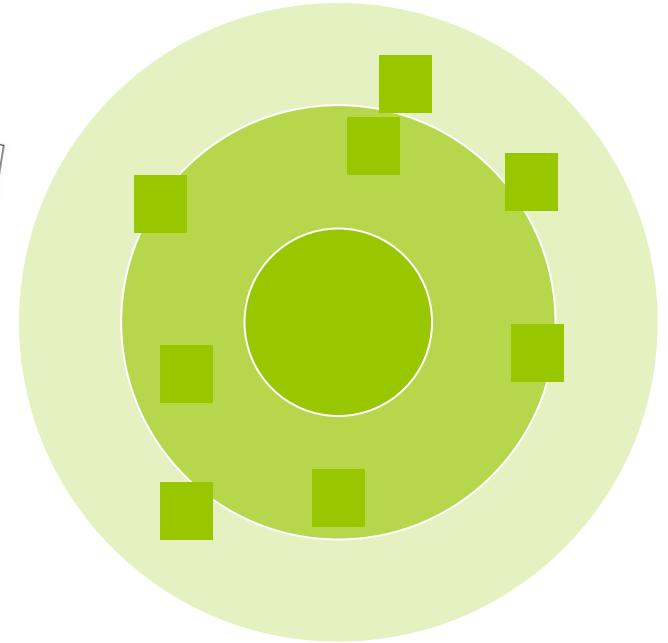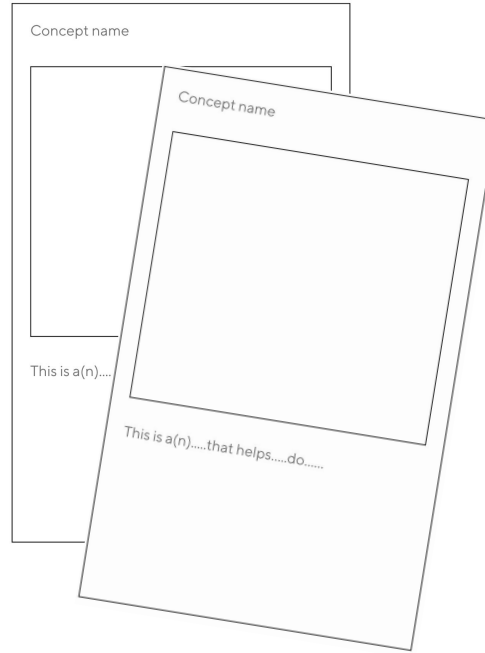
Core team
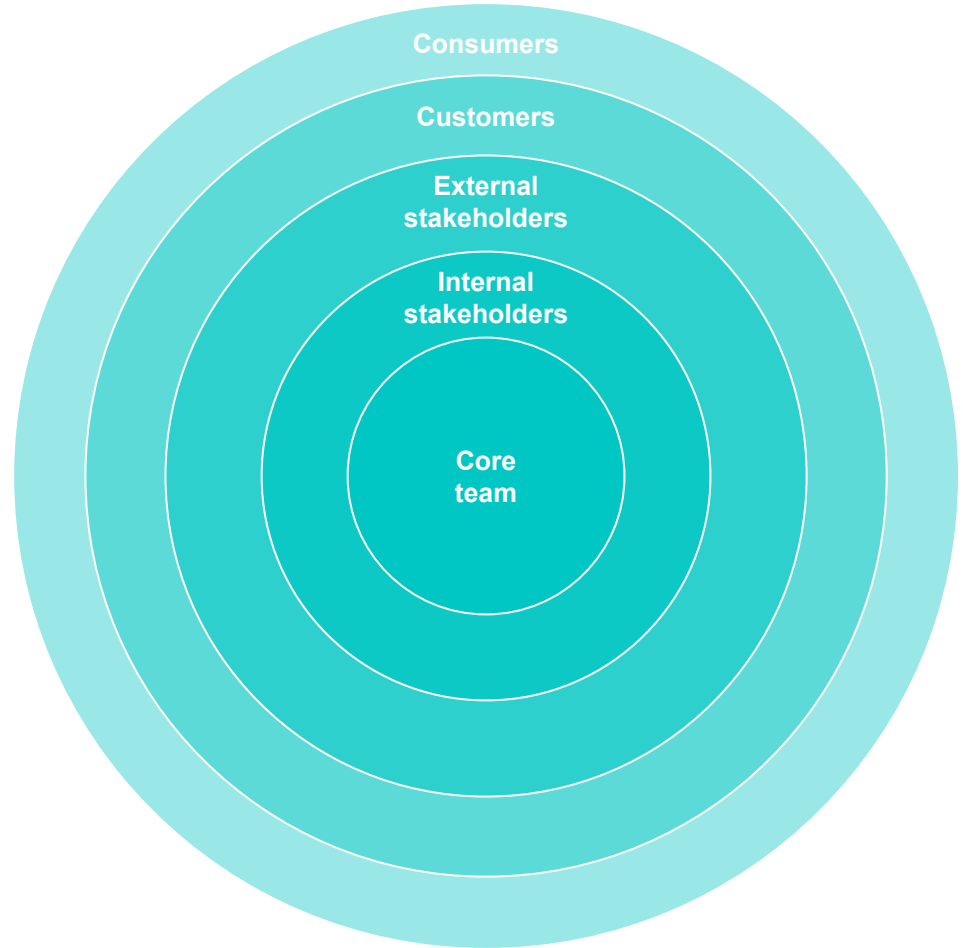
guided activities
what participants can do to engage,
synthesis by doing

Guided activities

Synthesis by doing, researchers facilitate divergent and convergent activities that open and close conversations.

Diverging activities like rapid ideation, round robins, and concept generation, open up our scope and create possibilities to explore.

Guided activities

Convergent activities like importance/difficulty matrix, affinity diagramming, voting, and road mapping, close our scope and prioritize.

difficulty / effort

High

Low

Low   Importance / impact   High
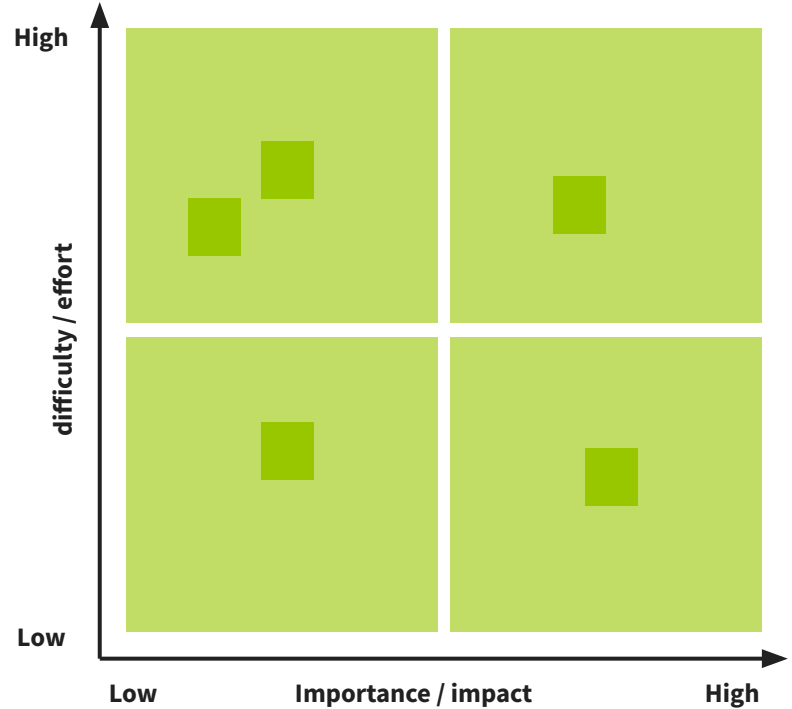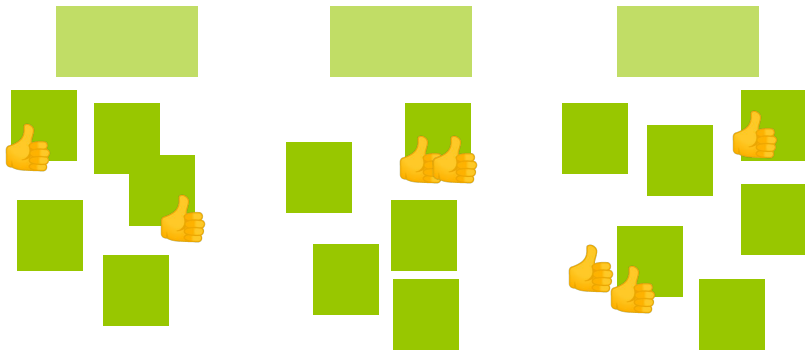
creative forums

how to invite and encourage participation, meet people where they are

Creative forums

Clear expectations of engagement that is **mindful of their time and effort**, customers and consumers are also **fairly compensated**. Lower every barrier possible to engage.

- Agendas to the minute
- Purposeful meetings with clear objectives / outcomes
- Detailed instructions for activities
- Dedicated time and effort to tech support

Workshop Goal
What are you trying to accomplish today?

Project Goal
What are you trying to accomplish by the end of this project?

Agenda

15 min	**Warm-up:** *Get people comfortable*
30 min	**Presentation:** *Give them something to respond to*
30 min	**Part 1:** *Have 1-2 **divergent** activities*
30 min	**Part 2:** *Have 1-2 **convergent** activities*
10 min	**Discussion & Next Steps** *Tell them what happens next*

💡 *Don't forget to include a Share-out in one of these parts! It will take **longer** that you think (estimate 1-2 minutes per person attending)*

Creative forums

Create **different forums and channels for participation**.

Try gathering information in 1:1s, 1:many, over short, long time.

Try gathering feedback synchronously through formal and informal forums, and asynchronously through a variety of channels.

Information gathering	Synchronous feedback	Asynchronous feedback
observations	stand-up	group messaging
interviews	debriefs	email / text
surveys	pre-mortems	documentation
diary studies	post-mortems	website
workshops (w/ break-out rooms)	office hours	survey
service safaris	open houses	
pilot groups		

17

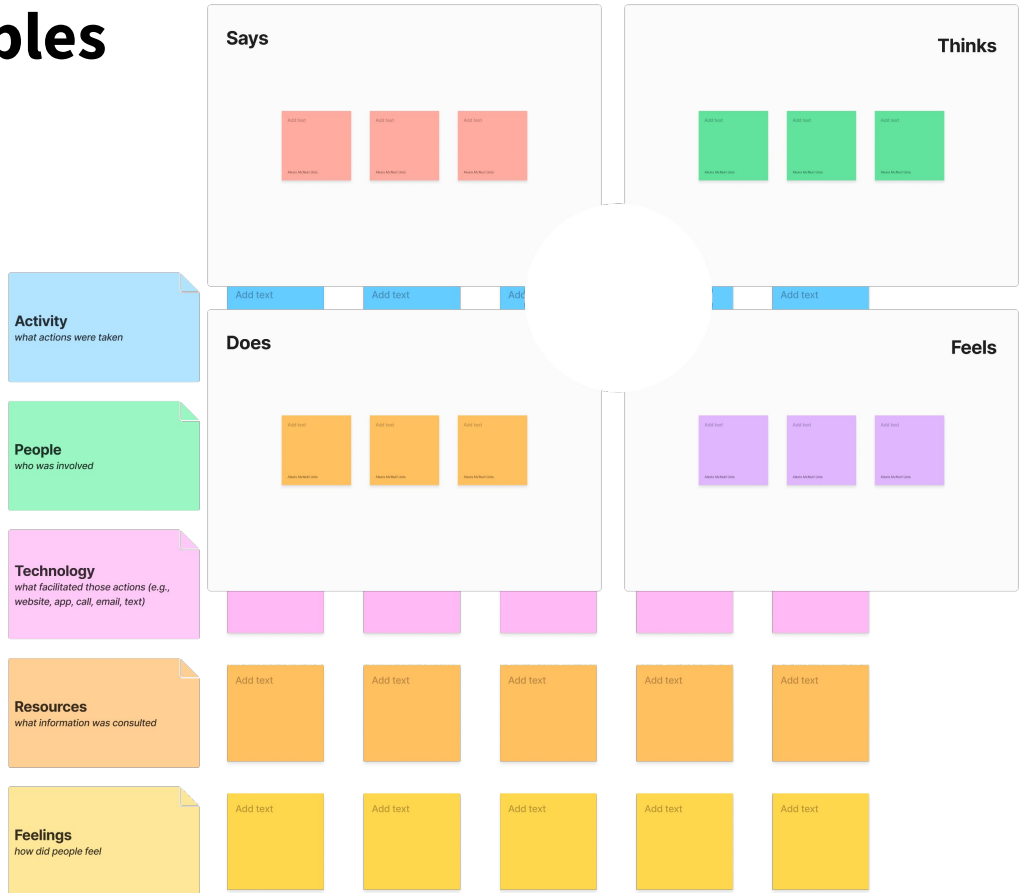**collaborative deliverables**
artifacts that result from the work

Collaborative deliverables

Artifacts can be **built upon and evolve over time,** they can also be **visually impactful**.

Research can **guide but not predetermine** the artifact.

Artifacts might be journey maps, service blueprints, personas/profiles, storyboards, sometimes it takes time to reveal itself.
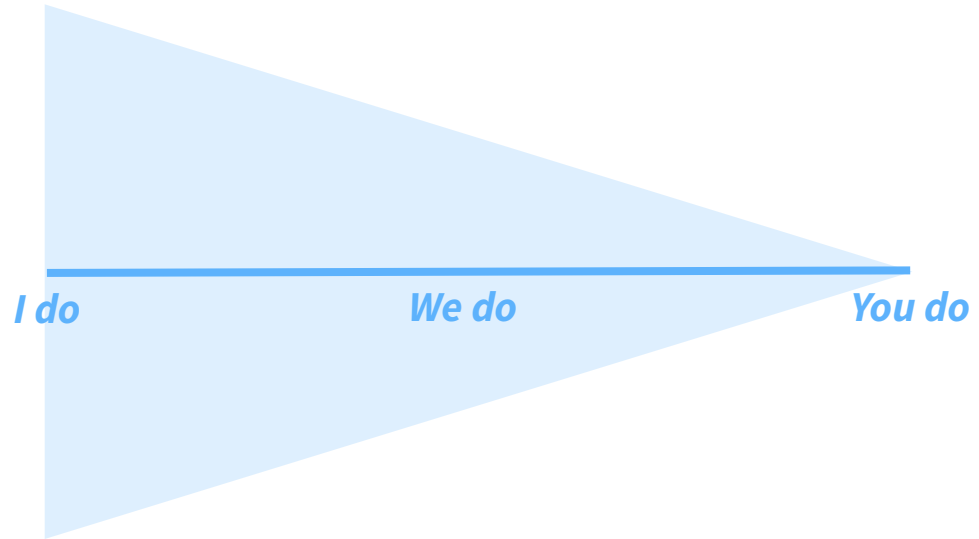
rule setting
doing it right

Rule setting

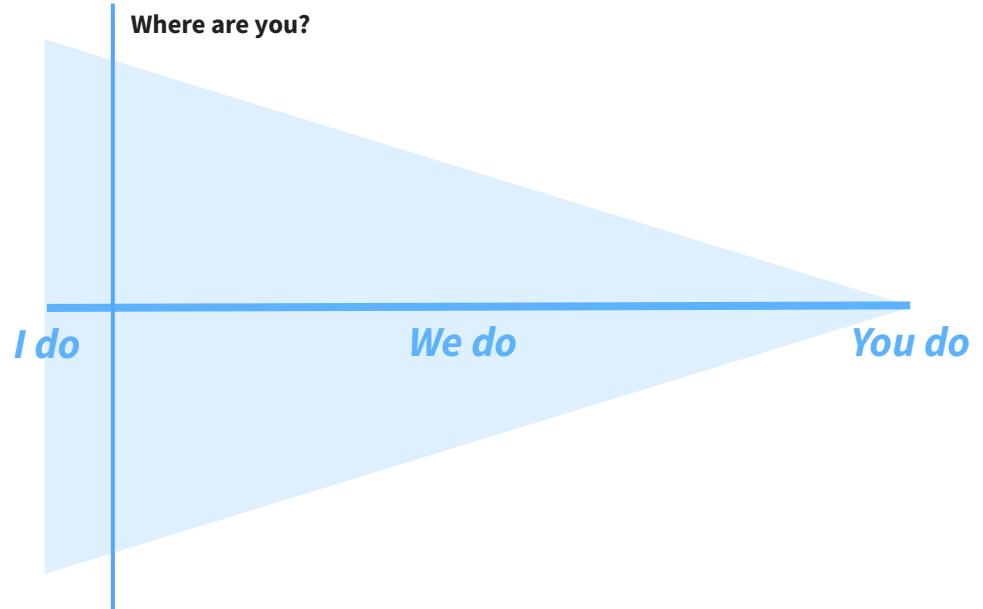**Majority rules is *not* the objective**, the researcher's role is challenging in that we have to

- set expectations
- set rules of engagement
- **interpret and collect contributions in an equitable way**

I do   We do   You do

Power Asymmetry reference from: That Quiet Little Voice, by George Aya, Greater Good Studio

Rule setting

If you seek participation from people who might be **hesitant to share**, or **difficult to recruit**.

- build longer timelines
- reduce barriers (like 1:1 rather than group, curated groups, accommodating time and locations depending on needs, ensuring access and comfort, leveraging third party facilitators).
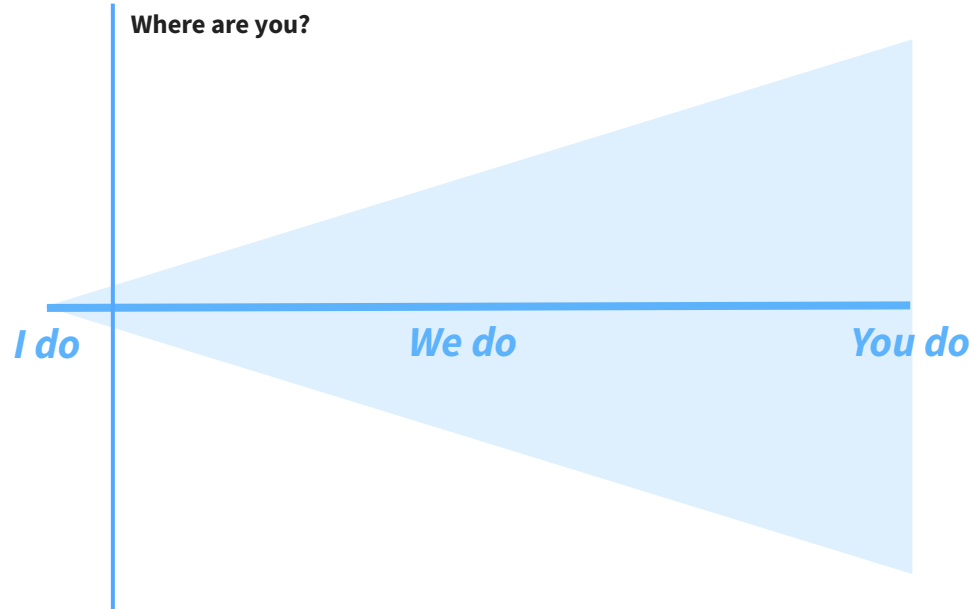
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Where are you?

I do   *We do*   *You do*

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Where are you?

I do

We do

You do

Places to start...

LUMA Design System: https://www.luma-institute.com/about-luma/luma-system-explore-methods

Service Design Tools: https://servicedesigntools.org/tools

IDEO.org Design Kit: https://www.designkit.org/

NNg: https://www.nngroup.com/articles/#popular

SyPartners: https://tools.sypartners.com/

Beyond Sticky Notes: https://www.beyondstickynotes.com/resources

Design Justice: https://designjustice.mitpress.mit.edu/

Double Diamond: https://www.designcouncil.org.uk/our-work/skills-learning/the-double-diamond/