

Usability Baseline To Enhancement

-o idh 80 oor 67280

Facilitation Script

Usability Baseline To Enhancement

Category: Research | Duration: 2 days | Participants: 6-12

Workshop Overview

This comprehensive workshop establishes usability baselines and creates systematic enhancement plans. Through hands-on testing, standardized measurement, collaborative analysis, and technical diagramming, teams will learn to move from identifying usability issues to designing concrete improvements backed by data.

Workshop Objectives

- Conduct effective think-aloud usability testing - Establish quantitative baselines using SUS - Analyze findings through affinity clustering - Create technical diagrams for improvements - Develop data-driven enhancement strategies

Learning Outcomes

- Validated designs through user testing - Documented usability findings and recommendations - Prioritized improvements based on evidence - Conduct effective think-aloud usability testing - Establish quantitative baselines using SUS - Analyze findings through affinity clustering - Create technical diagrams for improvements - Develop data-driven enhancement strategies

Materials Required

- **Testing Lab**: 4 testing stations with recording equipment - **SUS Materials**: Questionnaires, scoring sheets, benchmark data - **Analysis Supplies**: Sticky notes, clustering boards, markers - **Diagramming Tools**: Technical templates, architecture diagrams - **Tracking Systems**: Baseline recording sheets, improvement trackers

Pre-Workshop Checklist

- Room setup complete with tables arranged for group work
- All materials prepared and distributed
- Technology tested (projector, slides, timer)
- Participant list and name tags ready
- Refreshments arranged (if applicable)
- Backup activities prepared in case of time adjustments
- Emergency contacts and room information noted

Workshop Agenda

Time	Duration	Activity	Facilitator Notes
9:00 AM	15 min	Activity	Encourage networking. Have refreshments ready.

9:15 AM	45 min	Activity	Review think-aloud methodology. Prepare test scenarios, set up stations, and brief facilitators....
10:00 AM	120 min	Activity	Conduct 4 parallel testing sessions. Rotate participants and document observations....
12:00 PM	60 min	Activity	Encourage networking. Have refreshments ready.
1:00 PM	60 min	Activity	Introduce SUS methodology. Administer to participants, calculate scores, and compare to benchmarks....
2:00 PM	120 min	Activity	Compile all usability issues. Combine think-aloud and SUS insights. Create affinity clusters....
4:00 PM	60 min	Activity	Brainstorm improvements for each cluster. Consider quick fixes vs. major changes....
Day 2			
9:00 AM	15 min	Activity	Encourage networking. Have refreshments ready.
9:15 AM	105 min	Activity	Create current state system diagrams. Map issues to components. Design improved schematics....
11:00 AM	15 min	Activity	Encourage networking. Have refreshments ready.
11:15 AM	75 min	Activity	Prioritize improvements by impact/effort. Create phased enhancement plan with measurable targets....
12:30 PM	30 min	Activity	Document current baselines. Set up tracking systems and plan follow-up testing schedule....

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Usability Baseline To Enhancement**. I'm excited to have you here today. Over the next 2 days, we'll be working together to [main objective]."

"Before we begin, let's go around and do quick introductions - your name, role, and one thing you're hoping to take away from today."

Facilitator Tip: Arrive 15-30 minutes early to set up the space and greet early arrivers. This builds rapport and helps participants feel comfortable.

Setting Expectations

SAY:

"Let me share a few ground rules for our time together:

- Every idea is valid - there are no bad ideas in brainstorming
- Build on each other's ideas - use 'Yes, and...' thinking
- Stay present - phones away unless for an emergency
- Timebox discussions - I'll keep us on track
- Have fun - the best ideas come when we're relaxed and engaged

Any questions before we dive in?"

Closing & Next Steps (10-15 minutes)

SAY:

"As we wrap up, let's take a moment to reflect on what we've accomplished today."

"I'd like each person to share one key insight or takeaway from our session."

Facilitator Tip: Capture action items on a flip chart or shared document. Assign owners and due dates for each action item before ending.

Post-Workshop Actions

- Send thank you email with workshop summary within 24 hours
- Share photos of artifacts (sticky notes, sketches, etc.)
- Distribute any promised resources or templates
- Schedule follow-up if needed
- Collect feedback via survey
- Document learnings for future workshops

Troubleshooting Guide

If Participants Are Quiet

- Use round-robin techniques to ensure everyone speaks
- Try silent writing exercises before group discussion
- Break into smaller groups of 2-3 people
- Ask specific individuals for their perspective

If Discussion Goes Off-Track

- Acknowledge the point and park it in a "Parking Lot"
- Redirect: "That's interesting - let's capture that and return to our focus area"
- Reference the agenda and time remaining

If Running Behind Schedule

- Shorten break times (but don't eliminate them)
- Combine related activities
- Move detailed discussions to follow-up sessions
- Be transparent with participants about time constraints

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This script is a guide - adapt it to your audience and context