

User Insights And Persona Development

-o idh 80 oor 67280

Facilitation Script

User Insights And Persona Development

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

Workshop Overview

An intensive collaborative session that applies design sprint methodology to solve complex challenges quickly and effectively. Participants will learn rapid prototyping, user testing, and validation techniques to de-risk innovation initiatives.

Workshop Objectives

Provide participants with practical skills and frameworks to enhance their professional capabilities and drive meaningful outcomes in their design practice through collaborative learning and hands-on application.

Learning Outcomes

- Deep understanding of user needs, behaviors, and pain points - Actionable research insights documented and prioritized - Research-backed recommendations for product decisions - Master structured design processes for efficient problem-solving - Practice collaborative ideation and concept development techniques - Learn to validate assumptions through rapid user testing and feedback - Develop cross-functional collaboration and communication skills - Create testable prototypes that communicate design concepts effectively

Materials Required

Basic Materials - Large format paper (A1 or flip chart paper) - Sticky notes (multiple colors) - Sharpie markers (black, blue, red) - Fine-tip markers for detailed work - Pens and pencils for note-taking - Dot stickers for voting exercises - Masking tape for wall mounting - Timer or stopwatch for activities ### Category-Specific Materials - Workshop-specific templates and worksheets - Relevant industry examples and case studies ### Technology Requirements - Laptops/tablets for digital work - WiFi access for online collaboration tools - Digital camera for documentation - Presentation projector/screen - Power strips and extension cords - Backup printed materials ### Venue Requirements - Large wall space for posting materials - Moveable tables for group work - Comfortable seating for all participants - Natural lighting or adequate artificial lighting - Quiet environment free from interruptions - Temperature control for participant comfort

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	10 min	Activity	Encourage networking. Have refreshments ready.
9:10 AM	5 min	Activity	Encourage networking. Have refreshments ready.
9:15 AM	25 min	Activity	Organize insights, ideas, or observations into meaningful patterns and themes. Transform chaotic inf...
9:40 AM	30 min	Activity	Create representative user archetypes based on research patterns. Synthesize user research into memo...
10:10 AM	20 min	Activity	An empathy map is a collaborative visualization tool used to gain deeper insight into customers. It ...
10:30 AM	25 min	Activity	Part of LUMA collection. --- Soliciting feedback on your ideas and prototypes is a core element of...
10:55 AM	5 min	Activity	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **User Insights And Persona Development**. 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?"

Core Activities

Dynamic Personas

150 minutes

Personas that evolve over time

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed

3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

Persona Profile

120 minutes

Extended persona development

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

18F - Archetypes

120 minutes

Visual archetype documents

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

Atlassian-Empathy Mapping

60 minutes

Atlassian's empathy mapping approach

FACILITATION APPROACH:

1. Introduce the activity and explain the purpose
2. Demonstrate or give an example if needed
3. Set the timer and let participants work
4. Give time warnings (halfway, 2 minutes left)
5. Facilitate sharing and discussion

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

Generated by Workshopr.io | For facilitator use only

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