

UX Maturity Assessment Workshop

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Facilitation Script

UX Maturity Assessment Workshop

Category: Strategy | Duration: 4 hours | 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

Establish strategic design thinking capabilities that align design initiatives with business objectives while maintaining user-centered focus and measurable impact on organizational goals.

Learning Outcomes

- Integrated UX practices into agile workflows - Improved cross-functional collaboration - Sustainable design process improvements - Apply rapid design and validation methodologies to complex challenges - Generate and test multiple solution concepts in compressed timeframes - Learn user-centered design thinking and problem-solving approaches - Develop skills in rapid prototyping and user validation techniques - Create actionable roadmaps for solution development and implementation

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 - Strategy canvas templates - Stakeholder mapping worksheets - Roadmap planning templates - Vision statement worksheets - Success metrics templates - Alignment framework templates
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	15 min	Activity	Encourage networking. Have refreshments ready.
9:15 AM	15 min	Activity	Encourage networking. Have refreshments ready.
9:30 AM	45 min	Activity	Assess how UX-mature your organization is before planning improvements that assume capabilities you ...
10:15 AM	45 min	Activity	Identify what your team can't do before projects reveal gaps painfully. Skills gap analysis maps req...
11:00 AM	15 min	Activity	Encourage networking. Have refreshments ready.
11:15 AM	30 min	Activity	Compare competing or similar solutions to understand the landscape, identify patterns, and find oppo...
11:45 AM	30 min	Activity	Guide participants through activity. Monitor group dynamics.
12:15 PM	30 min	Activity	Strategic planning method to create a visual timeline and plan for implementing your solution over t...
12:45 PM	15 min	Activity	Encourage networking. Have refreshments ready.

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **UX Maturity Assessment Workshop**. I'm excited to have you here today. Over the next 4 hours, 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

Atlassian - Health Monitor

90 minutes

Team health assessment

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

SWOT Analysis

60 minutes

Strengths, weaknesses, opportunities, threats

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 - OKRs & Key Results

120 minutes

Set maturity improvement goals

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

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