

Value Discovery To Prototyping

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Facilitation Script

Value Discovery To Prototyping

Category: Luma | Duration: 1 day | Participants: 6-12

Workshop Overview

This hands-on workshop guides teams through a value-focused design process, from understanding what users truly value to creating tangible prototypes. Using game-based prioritization, systematic diagramming, and rapid prototyping techniques, participants will learn to translate user value into testable solutions quickly and effectively.

Workshop Objectives

- Discover what features users value most through interactive exercises - Create clear schematic diagrams of proposed solutions - Build rough prototypes quickly for early testing - Learn rapid iteration techniques - Develop skills in translating abstract value into concrete designs

Learning Outcomes

- Testable prototypes ready for user feedback - Validated assumptions through rapid iteration - Clear next steps for development - Discover what features users value most through interactive exercises - Create clear schematic diagrams of proposed solutions - Build rough prototypes quickly for early testing - Learn rapid iteration techniques - Develop skills in translating abstract value into concrete designs

Materials Required

- **Buy a Feature Materials**: Play money, feature cards, pricing sheets - **Diagramming Tools**: Graph paper, rulers, diagram templates, markers - **Prototyping Supplies**: Cardboard, foam core, tape, scissors, misc craft supplies - **Digital Options**: Tablets with prototyping apps, basic materials - **Testing Setup**: Tables, chairs, recording equipment

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
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9:00 AM	15 min	Activity	Encourage networking. Have refreshments ready.
9:15 AM	75 min	Activity	Set up feature marketplace with pricing. Participants "buy" features with limited budget....
10:30 AM	15 min	Activity	Encourage networking. Have refreshments ready.
10:45 AM	75 min	Activity	Translate high-value features into system diagrams. Create user flow schematics....
12:00 PM	60 min	Activity	Encourage networking. Have refreshments ready.
1:00 PM	150 min	Activity	Build physical or digital prototypes of key features. Focus on core functionality, not polish....
3:30 PM	15 min	Activity	Encourage networking. Have refreshments ready.
3:45 PM	75 min	Activity	Quick testing sessions between teams. Gather feedback and make rapid improvements....

Facilitation Script

Opening (5-10 minutes)

SAY:

"Welcome everyone to the **Value Discovery To Prototyping**. I'm excited to have you here today. Over the next 1 day, 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