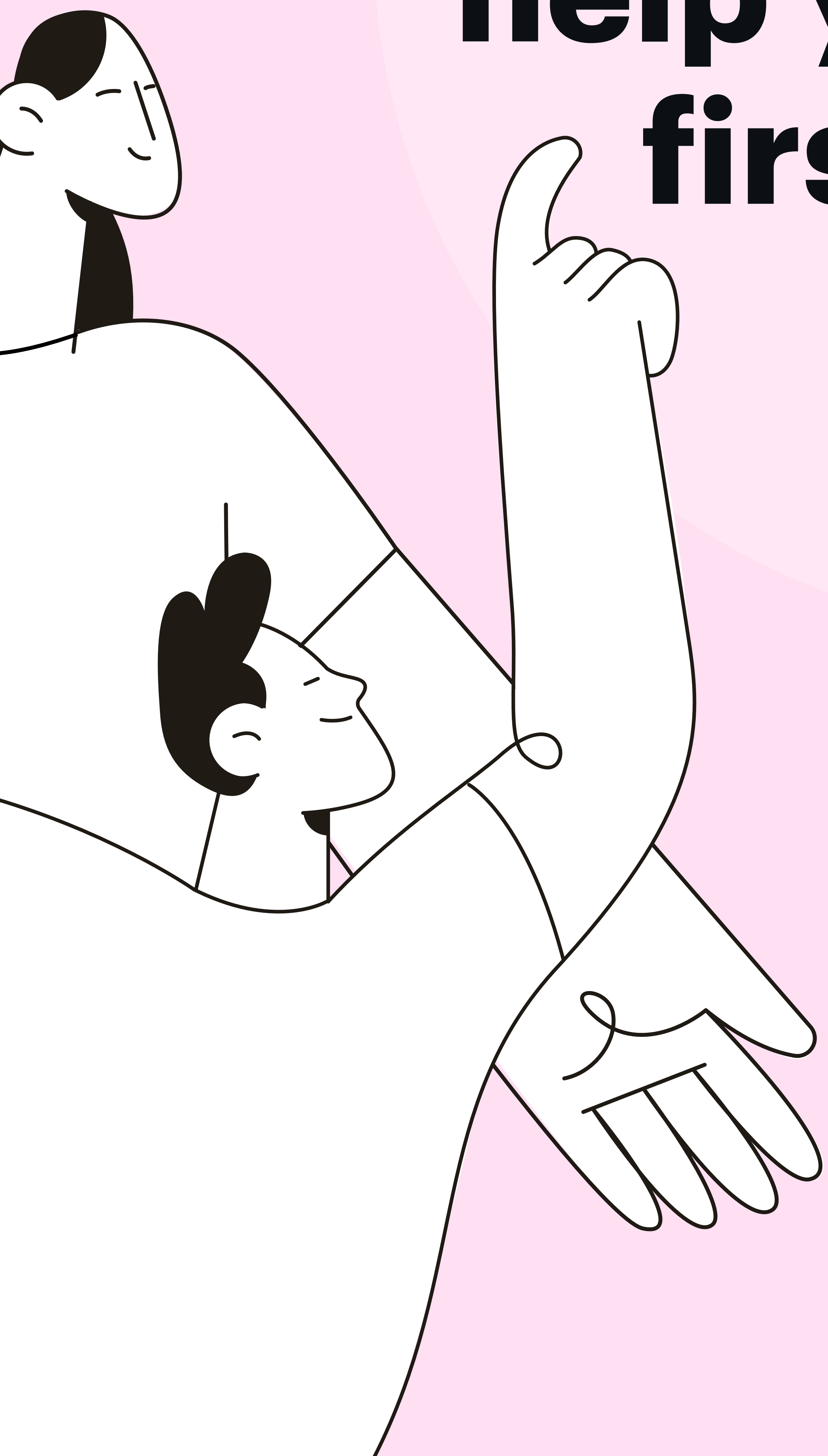


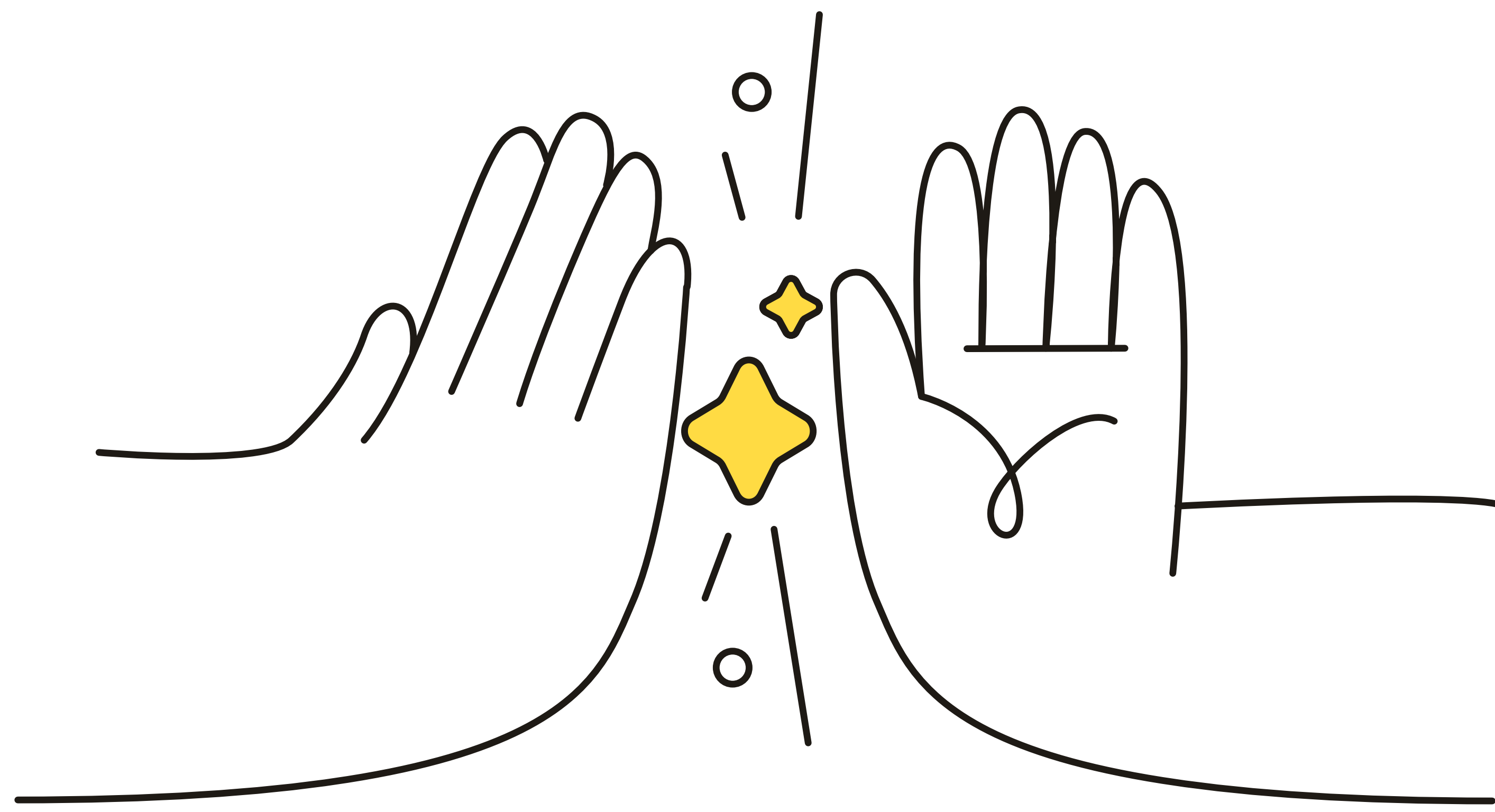


## *Facilator Guide*

# **A simple guide to help you run your first session**



# Welcome



Design solves problems. Putting users and experiences first is the key to unlocking the potential of any idea.

But you don't need to be a designer to apply the principles of design to the way you work with your team.

Thousands of companies and educational institutions around the world use Marvel in workshops every year. We've taken some of the most impactful learnings from those sessions

to help you create your very own Design Thinking workshop.

This hands-on workshop will give your team a simple, fun and reusable process using the basic principles of Design Thinking. It will take you from nurturing empathy, rapid idea generation, right the way through to sketching and creating interactive prototypes in an hour.

By the end, everyone in your session will walk away with a deeper understanding of design and how to put the needs of the user first.



# What is Design Thinking?

Design Thinking is a design methodology that helps solve problems using a human-centred approach.

It's a series of stages in a process that are simple enough for everyone to use and apply to their own work which is why it works incredible well for the majority of projects.

You'll notice that a large part of this Design Thinking Workshop Kit focuses on empathy, with the goal of creating better and more useful solutions for the user that improves their lives in some way.

It breaks down into 5 stages:

- **Empathise** - Know the people you're designing for, so you understand their needs better.
- **Define** - The big, meaty problem you want to solve for your business, customer or end-user
- **Ideate** - Come up with different solutions that might be useful to people.
- **Prototype** - Turn ideas into realistic mockups that you can test.
- **Test** - Share your prototype and gain invaluable feedback from the people that matter.

As you can see, this isn't just about talking to the user, you'll also be producing a functional prototype that you can test with internal or external users - all within an hour.

The goal is moving at speed to generate ideas and bring cross-functional teams into the conversation, leading to faster innovation and more meaningful outcomes.

Plus, it's a ton of fun!





# The role of the Facilitator

The Facilitator is responsible for preparing everything before the event, keeping things flowing during and wrapping up after it's done.

Throughout the workshop, it's your job to keep each team on track and be available for questions.

Remember to:

- Read through all of the materials in the kit
- Print out everything you need
- Bring the energy! The session will feed off you

Your first workshop might have a few bumps in the road, but don't a fun learning process! Gather feedback, tweak and improve!

# Choose a theme



This workshop works best when you have a particular business problem in mind - such as releasing a new feature, product or tackling a new customer in your market.

Here's a few examples:

- Help our customers access their account on their phones
- Improve the wellbeing of our employees
- Remind our patients to take their medication

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# Before you get started...

Here's a few tips to help you get ready for your first session.

## Make sure you have everything on the workshop checklist:

- A meeting room (preferably with a TV)
- Pens, pencils, erasers
- Plenty of paper for sketching
- Print plenty of the provided sketch templates
- Laptops, iOS or Android devices per team

## Individuals or teams?

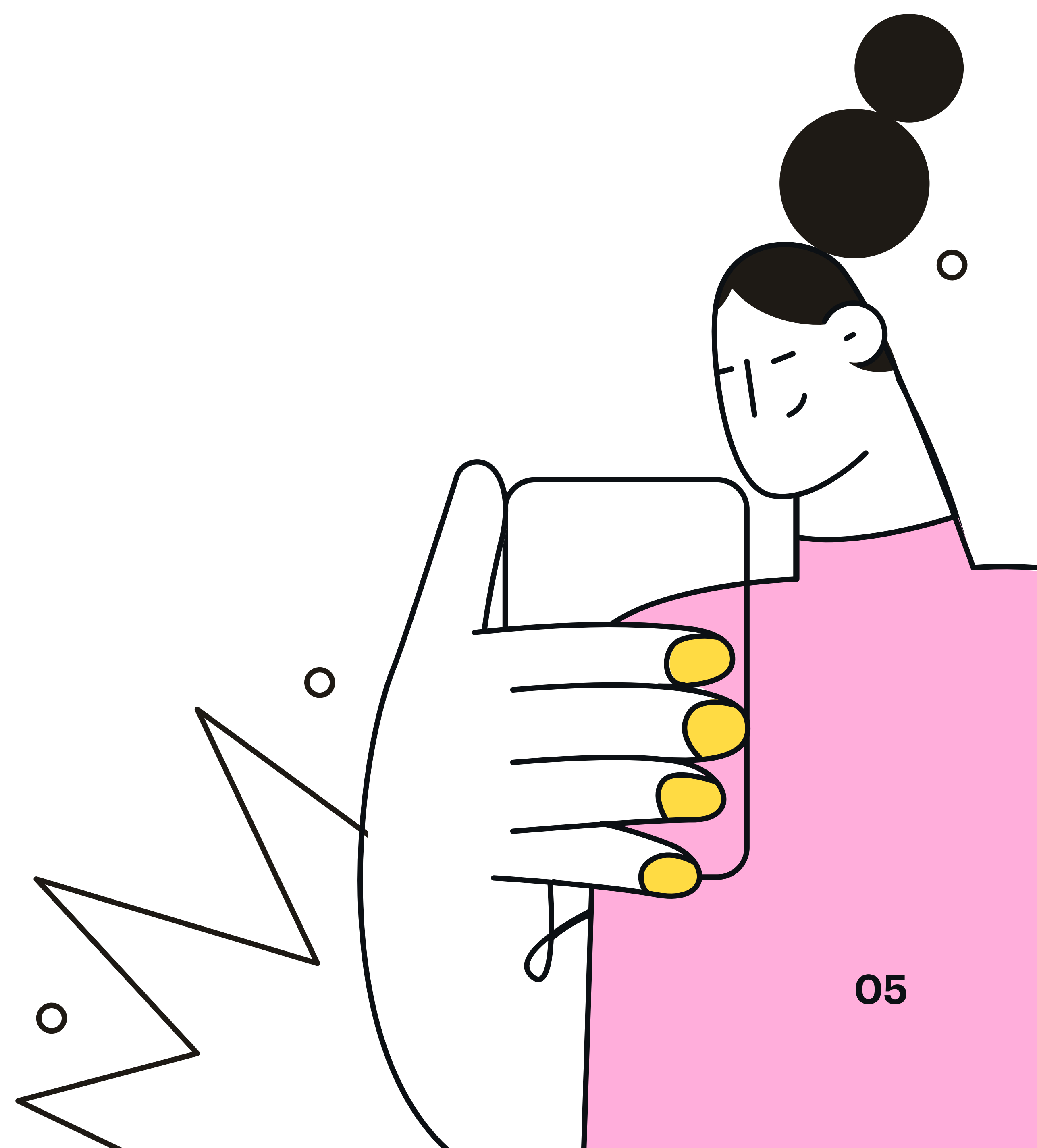
The workshop works best in teams, but if you have a smaller crowd, breaking out of teams and working as individuals works great too.

## Email everyone the agenda and links beforehand

Let everyone know the agenda of the session via email beforehand. Be sure to include links to pre-install Marvel for iOS/Android and register for a free account, so no time is wasted during the session.

## Remember

These workshops can fit into an hour lunchbreak up to half a day. If your session is longer than an hour, remember to provide refreshments!



# Email template to send

To get everyone ready, we've put together an email template to send out to attendees

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## Hi everyone!

Looking forward to our first ever Design Thinking workshop!

Below is our agenda for the session, as well as some useful links to get you ready to bring your ideas to life!

### Agenda

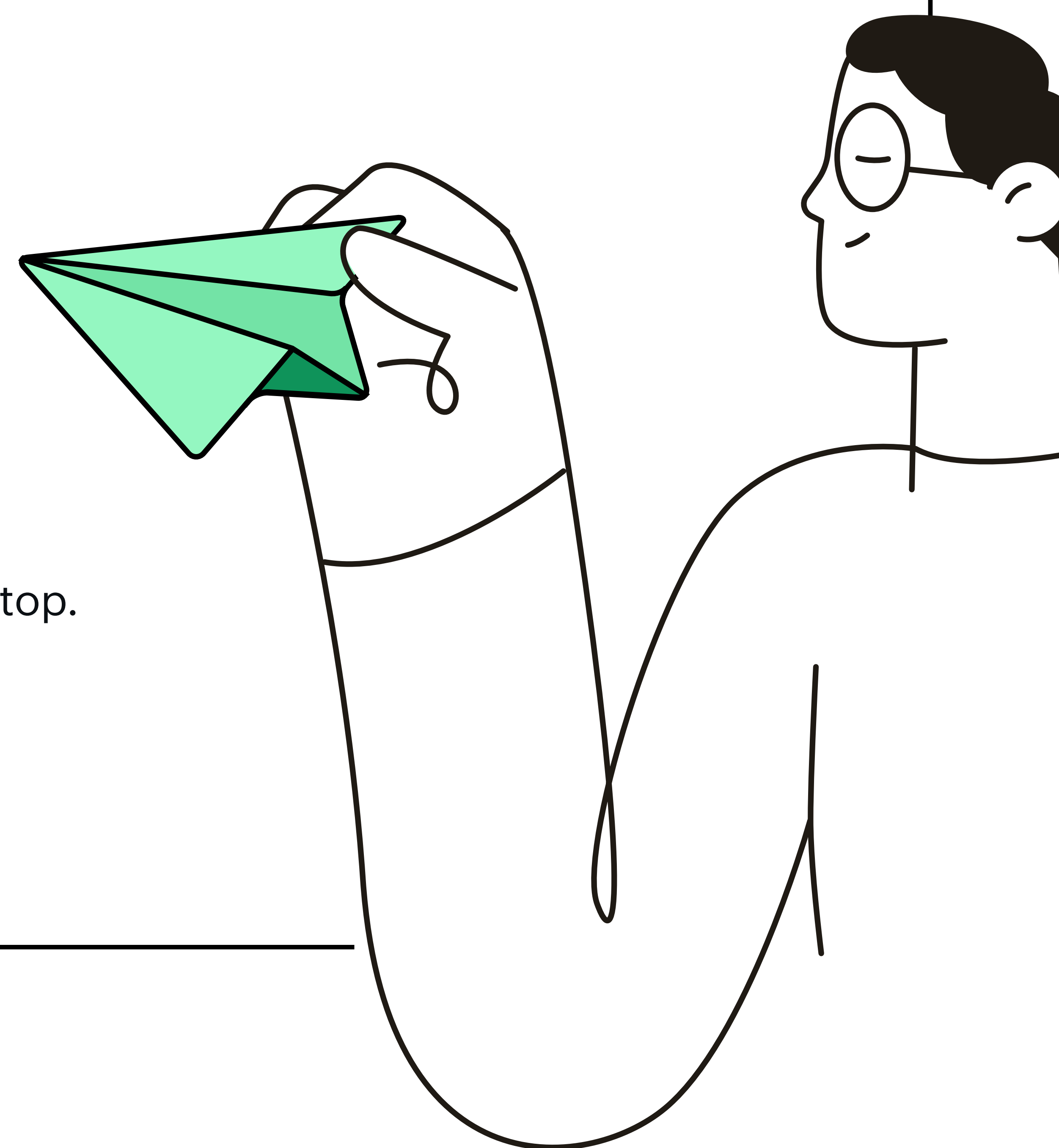
**Date:** [day and time of session]

- **1:00pm** - Start the session with introduction to Design Thinking
- **1:05pm** - Empathise
- **1:10pm** - Define
- **1:15pm** - Ideate
- **1:20pm** - Prototype
- **1:40pm** - Test
- **1:50pm** - Present

Things to do before the session:

- Download Marvel for iOS or Android
- Sign up for a free account on your app of choice or [www.marvelapp.com](http://www.marvelapp.com). This way you'll be able to save your work from the session
- Open the presentation template deck and save a copy to your desktop.

Thanks everyone, looking forward to it!





# During the workshop

Once things have kicked off, here's a few tips to make sure it all goes smoothly.

## Be strict on the time spent on each stage

Time to get vocal! Constantly give everyone updates on how much time is remaining in each stage and usher them to complete the tasks and move on. It also helps build up the energy and suspense for presentations!

## Use the facilitator deck to keep a steady pace

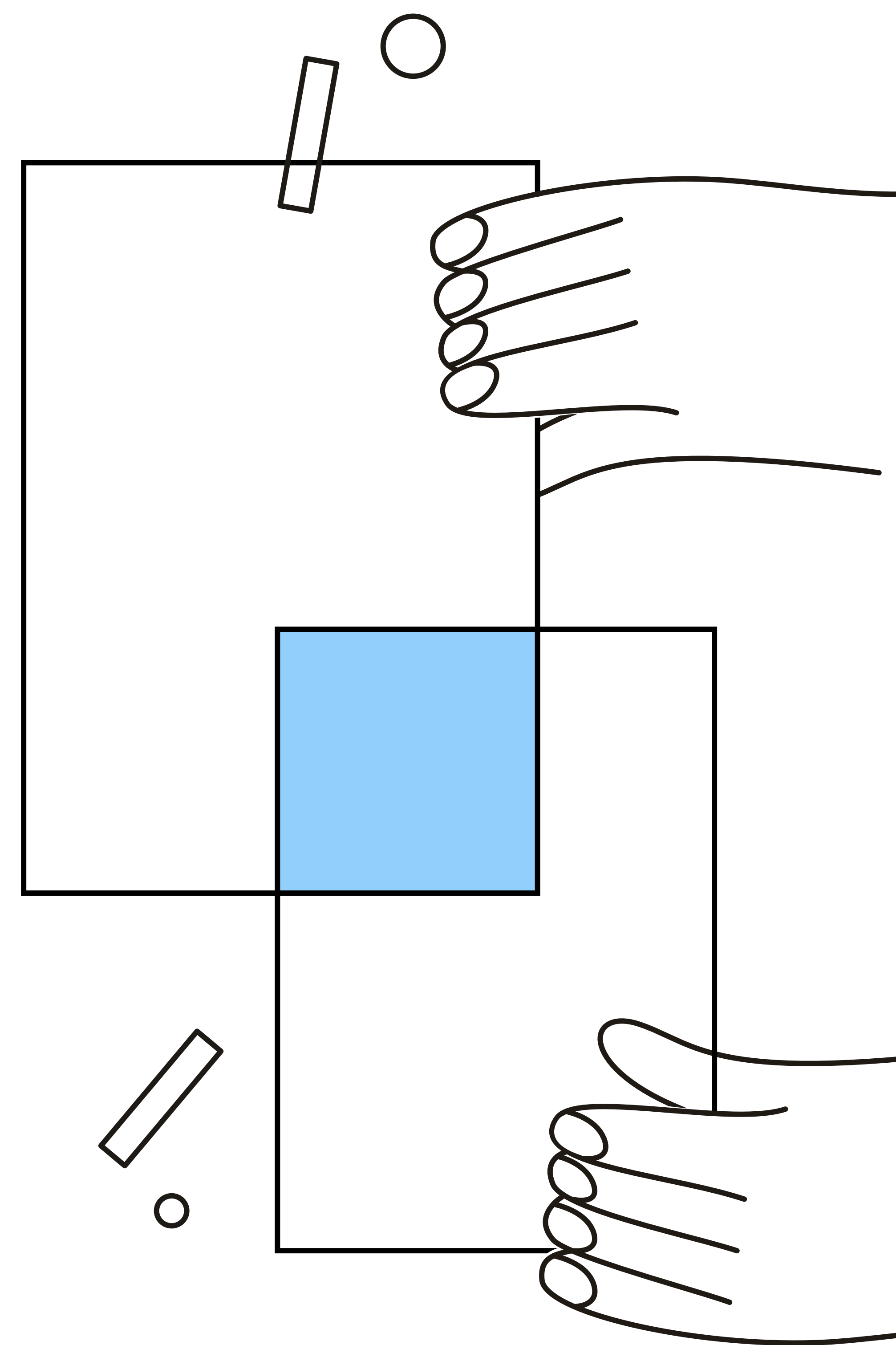
Keep the facilitator slides visible on a TV screen or laptop so that attendees can keep referring back to it. Move through the slides to push everyone into each new stage.

## Encourage multi-tasking

It's natural for some teams to fall behind the stages, but don't worry! It's a great opportunity for other members of the team to tackle a different stage or begin crafting the presentation.

## Take photos!

It's nice to have a few photos of people in action to send around after the session is complete. Share them with us on Twitter using [#MarvelWorkshops](#) [@marvelapp!](#)







# Using Marvel to Prototype

Before you run your first workshop, it's worth getting familiarised with Marvel!

Marvel is a design and prototyping platform that enables you to create realistic, interactive mockups of apps, websites and digital products in minutes.

Once your session reaches the 'Prototype' stage of Design Thinking, that's where Marvel comes in. It's free to sign up and use, all your attendees need to have is an iPhone, Android or laptop device.

Here's a couple of videos on how Marvel works:  
<https://help.marvelapp.com>

## If you are creating mobile apps or features

Our iPhone and Android apps are perfect for creating prototypes of mobile apps or features.

They allow anyone to turn sketches on paper into interactive prototypes in a few minutes. I

t's a popular tool for workshops as no additional software is required and the ability to simply take photos of sketches then import them into Marvel means everyone can get involved.

Download the free apps here:

<https://marvelapp.com/apps>

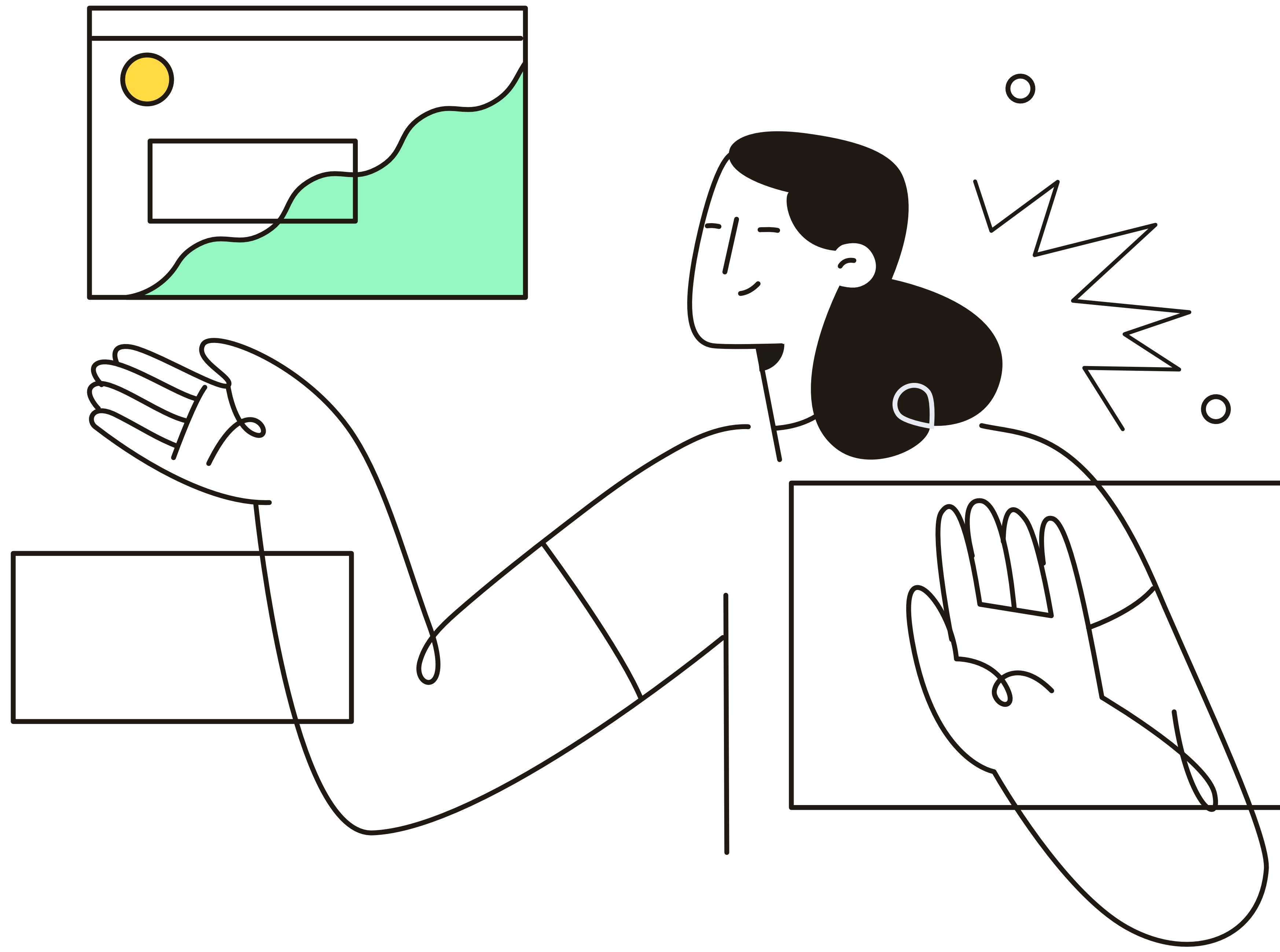
## If you are creating web apps or features

Marvel is also available on the web, where you can create prototypes for desktop screen sizes if your product or feature isn't mobile-based.

The Marvel web platform allows you to wireframe, design and prototype directly in the browser without any additional software. All you need is a laptop or computer.

Sign up for free here: <https://marvelapp.com>

# Presentation



**Time's up! Round the teams up to present their ideas and prototype to the group.**

Each team should take 2-5 minutes to discuss their prototype, explain how it solves the problem and walk the rest of the teams through their creative process. Be sure to allow time for some questions afterwards from the other attendees.

This is a great way to showcase ideas and generate discussion, plus it creates a sense of achievement

at the end of the session.

We've put together a simple presentation deck template for your attendees to fill out in a few minutes so they can present their design thinking stages and prototype. Access, here:

**<http://bit.ly/designthinkingpresentation>**

Not laptops? Simply click or tap 'Share' in any Marvel prototype to get the link of the prototype to display on the screen



[marvelapp.com/workshops](https://marvelapp.com/workshops)