

Methods experienced in co-creation workshops in the Good Design Playbook, a project lead by APF France Handicap and group SEB.

A one-day co-creation workshop

The day before, call all the participants on the phone to remind them of the times, the location and the items to bring.

Although take photo of each result of activity for archiving ideas.

Day : 9:30 am - 1 8:30 am

Number of participants : 9

Number of leaders : 6

1. Welcoming participants

Timetable :

9:30 a.m. to 10 a.m.

Expected time :

30 min

Roles provided :

The facilitators welcome the participants.

Activity :

- Welcoming participants
- Plan a coffee break to compensate for delays
- Remind participants of the project schedule

2. Represent oneself

Timetable :

10 a.m. to 10:30 a.m.

Expected time :

1 to 2 min per person = 30 min



Exercise :

An object that (re) presents me

Ask participants beforehand to come to the session with an object that belongs to them. The participant can choose this object because :

- He just likes her a lot (emotional choice)
- He has an anecdote on this object
- He uses it every day, the object is essential for him (practical choice)
- He finds that this object represents him well (symbolic choice)

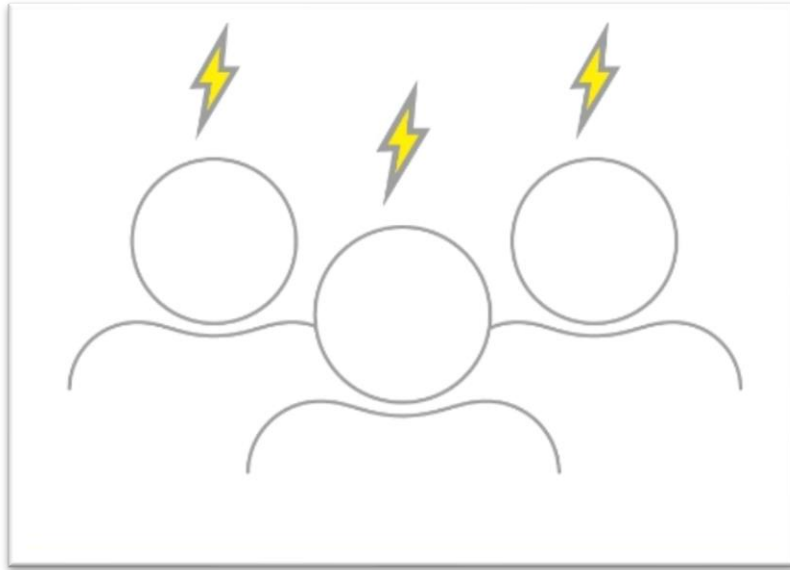
Each participant of the meeting will present and explain to others why the object brought the represents or represents a high point of his life in a few sentences .

3. A little trick to stimulate co-creation

Timetable :

10:30 a.m. to 10:35 a.m.

Time : 5 to 30 seconds / participants



Exercise :

Tell a story together

Each participant tells , one after the other, a piece of a story invented to form a coherent story at the end of a turn.

Example :

Léa " Once upon a time ... ", Sammy " A dragon, like no other ... ", Noah " Who wanted to cover themselves in glitter. ", Marlène" That's why this dragon decided ... ", Mia" To rub shoulders with silver shells ... ", Eric" To be spangled from head to toe ! "

4. A little warm-up : making pasta

⇒ Use the “ make pasta ” user path available in the tools of the Good Design Playbook.

Timetable :

From 10:40 a.m. to 11:10 a.m.

Expected time :

Consider 3 min in stages for 7 stages.

- Although e xplain it's a warm-up lap .
- Imagine a daily action : making pasta.
- Unroll the user path followed to make pasta

(Tool available in the Good Design Playbook).

" To make pasta I will follow several steps:
I want a particular recipe, I organize my work plan , I open the package of pasta ... "



- Collectively draw a " situation card " at random
Example of card drawn: " I am an astronaut " .



- To do all the art steps in this situation :
" I am an astronaut and I make pasta "
- At each step, give the problems encountered :
" When I open the package of pasta with my astronaut gloves for example, what problems will I encounter ? "

- Example of responses from participants :
" I'm going to have a problem opening the plastic bags or cardboard boxes", " for the jars to unscrew, it will slip with the astronaut's gloves"
...
- Try the exercise in a few steps, until everyone participates and feels comfortable.
- Begin the activity on a more complex action (for example, a recipe for pasta and its cream with zucchini and goat cheese), noting the answers and limiting the time with a stopwatch.

Roles :

- The facilitator explains the activity
- A participant draws a situation card at random
- Everyone participates in the warm-up lap collectively

5. Main activity : Make a cake with zucchini and goat cheese

a. Imagine the problems encountered in this situation

Timetable :

From 11:15 a.m. to 12:30 p.m.

Expected time :

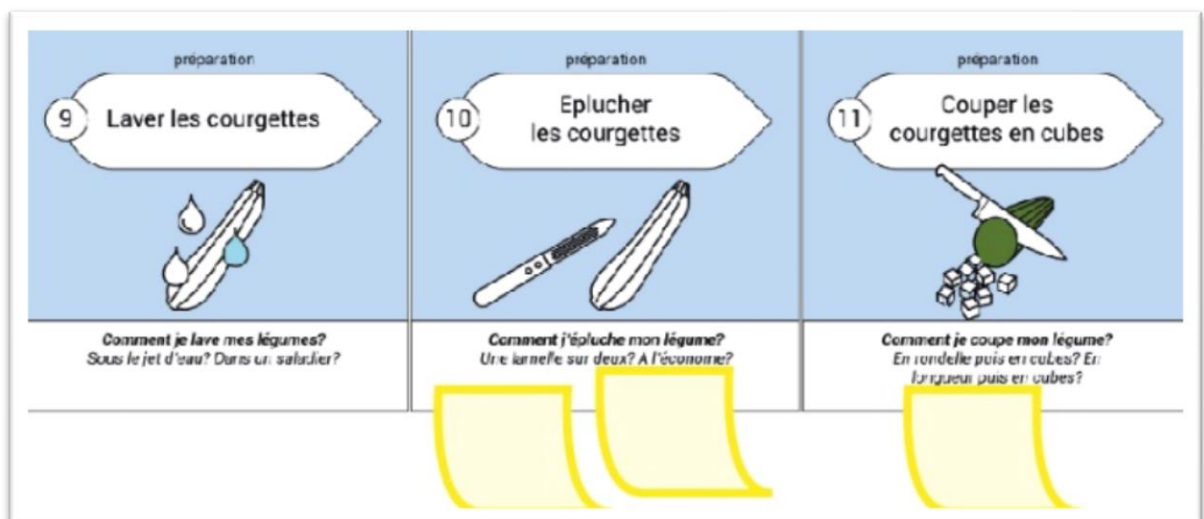
Time 4 min in stages. Add more time if necessary.

- Read the " situation card " to the participants and explain the associated situation.

Example : The card drawn is " I am an astronaut. My headphones isolate my hearing, my sense of smell, my tactile sensitivity, my sight, my communication. The uniform weighs down my movements, my reach is reduced. "



- Brainstorming of encountered problems :
The participants express the problems encountered at each stage of the user journey with the situation card.
Example : What are the problems encountered when I am an astronaut and I peel a zucchini ?
Facilitators write down responses given by participants



b. Form issues

Roles :
Some facilitators train the issues.

Other animators accompany the participants to go to lunch.

Timetable :

From 12:30 p.m. to 12:45 p.m.

Expected time :

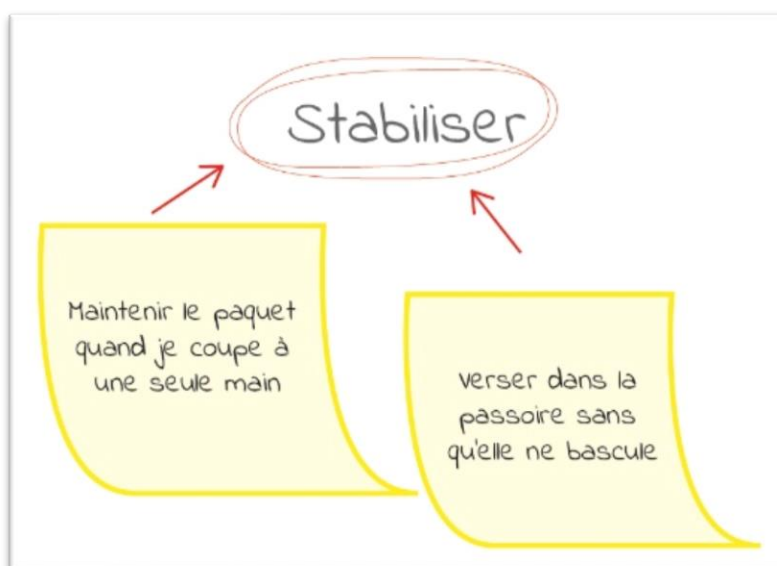
15 minutes.

- Some facilitators take all the post-it notes posted in the morning and group them into a family of issues.

Example :

Problems stated :

- Hold the flour package to open it with one hand .
- Extract the pieces of zucchini from the pot without burning yourself.
- Pour into the colander without it tipping.
- Stick a piece of zucchini for an afternoon snack.
- Put the pieces of zucchini in boiling water without splashing.
- ...
- The facilitators form a first problem called " Stabilize " by grouping two problems : " Maintain the package of flour to open it with one hand " and " Pour into the colander without it tipping ". They form a second issue called " Securing " by grouping together two other problems : " Extract the pieces of zucchini from the pot without burning yourself " and " Put the pieces of zucchini in boiling water without splashing it ".



Lunch together

Timetable :

From 12:45 p.m. to 1:45 p.m.

Expected time :

1 hour

c. Vote for an issue

Timetable :

2 p.m. to 2.15 p.m.

Expected time :

15 minutes

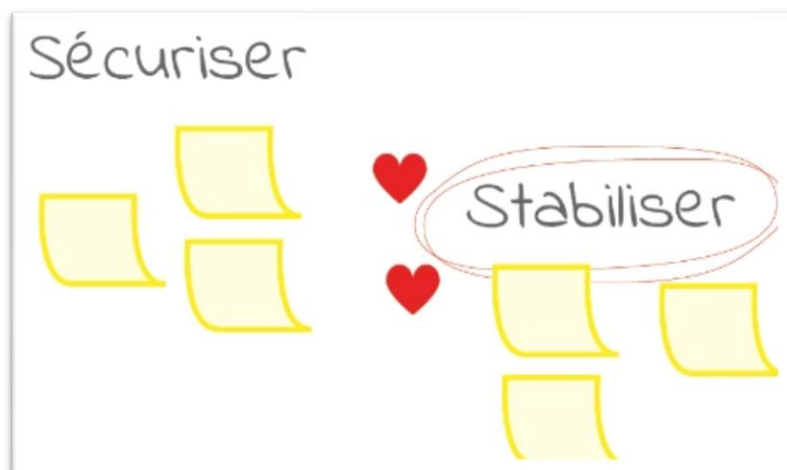
- Recall the “ situation card ” drawn at random, the user journey followed and the problems noted in the morning.
- Present the families of trained issues.

Example :

Problems formed :

- Stabilize
- Secure
- Anticipate
- ...

- Get the participants to vote on the problem they want to solve as a priority.



Each problem can be solved one by one over several different sessions of co-creation workshops.

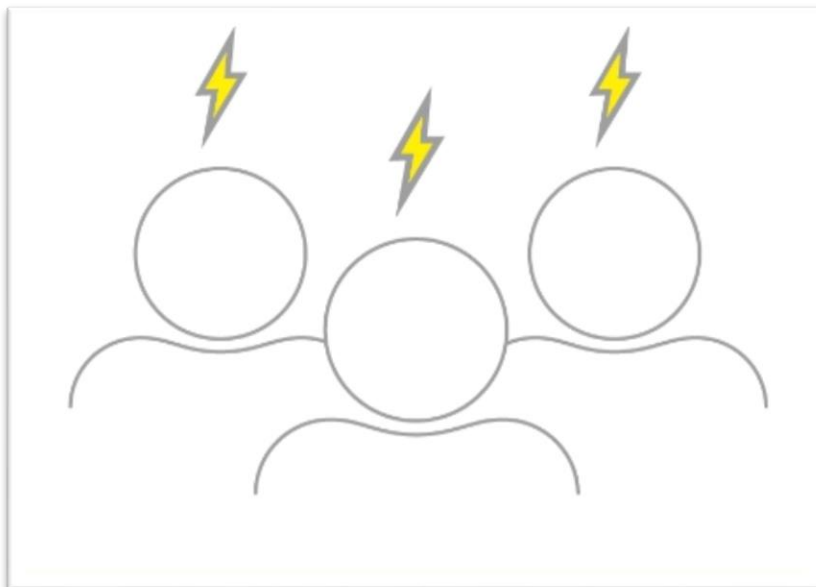
d. A little trick to stimulate divergent thinking

Timetable :

From 2:20 p.m. to 2:25 p.m.

Expected time :

5 minutes



Exercise :

Word association

Each participant shares, one after the other, the first word he thinks of, according to the last shared word.

Example :

Mia “ Bleu ”, Noah “ Ciel ”, Sammy “ Oiseaux ”, Léa “ Eggs ”...

Objective :

This exercise allows participants to experiment with the mental process of divergent thinking. This exercise then serves as a small mental gymnastics before launching a creative activity which is based on the same principle.

What was concluded in the workshop :

“ What we have just done is based on what is called ' divergent thinking '. From a first idea, we advance one step further on a multitude of other ideas. This is what we are going to do to spend unleashing our creativity on the next activity. To imagine solutions ! ”

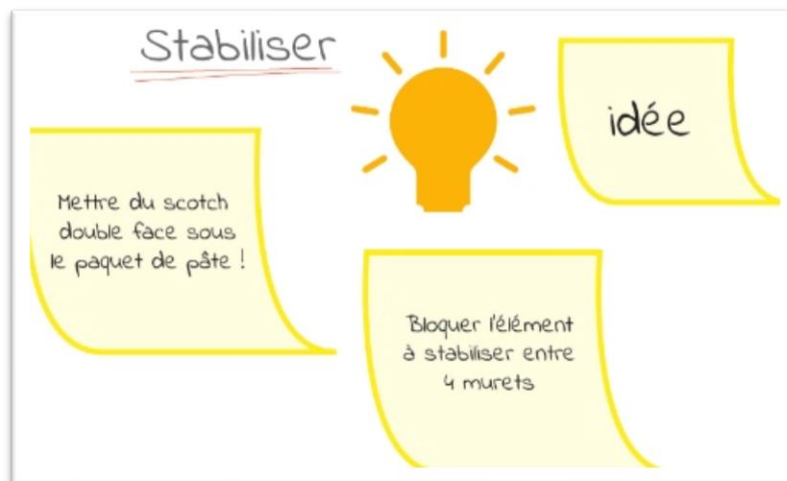
e. Imagine solutions

Timetable :

2:30 p.m. to 4 p.m.

Expected time :

1 hour and 30 minutes



- Form a group of 3 participants and 1 facilitator up to a maximum of 5 participants and 2 facilitators. Divide the groups according to the issue voted on.
- Each group works to solve its problem and each of the associated problem post-its.

Example :

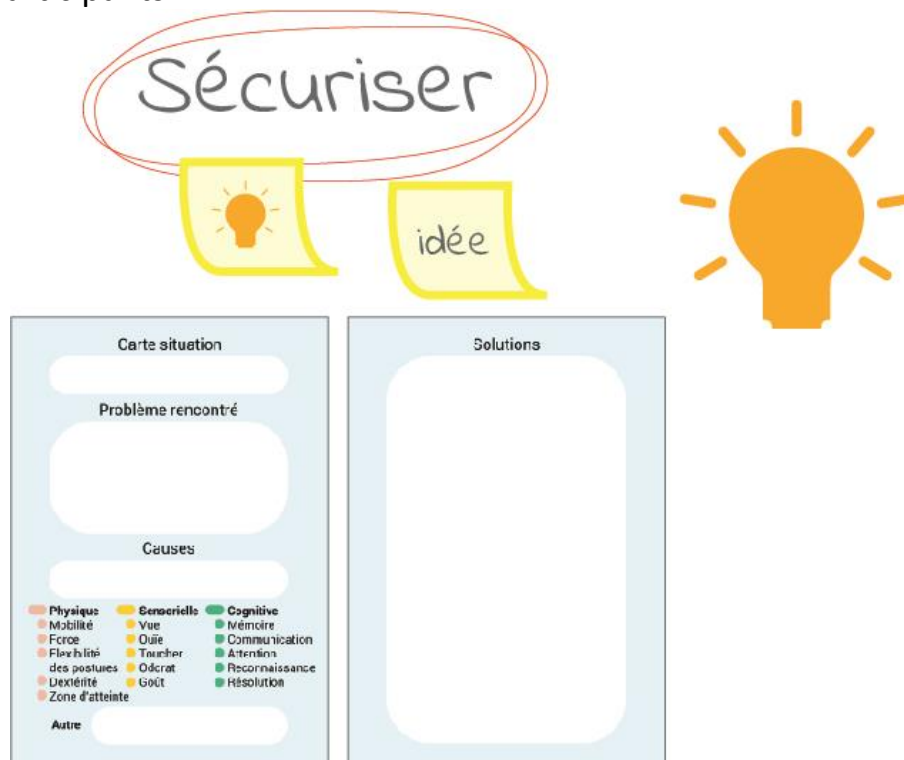
Problems to be solved from group 1: Stabilize

Post-it notes of associated problems to resolve:

- 1) "Hold the package of flour to open it with one hand "
- 2) "Pour into the colander without it tipping"

Tips:

- Change the problem sticky note to solve and choose another one when the participants have run out of ideas.
 - Use the " situation cards " if necessary, but the exercise can be done without.
- The facilitator of each group draws and synthesizes the ideas of the participants.



f. What if it was a service ?

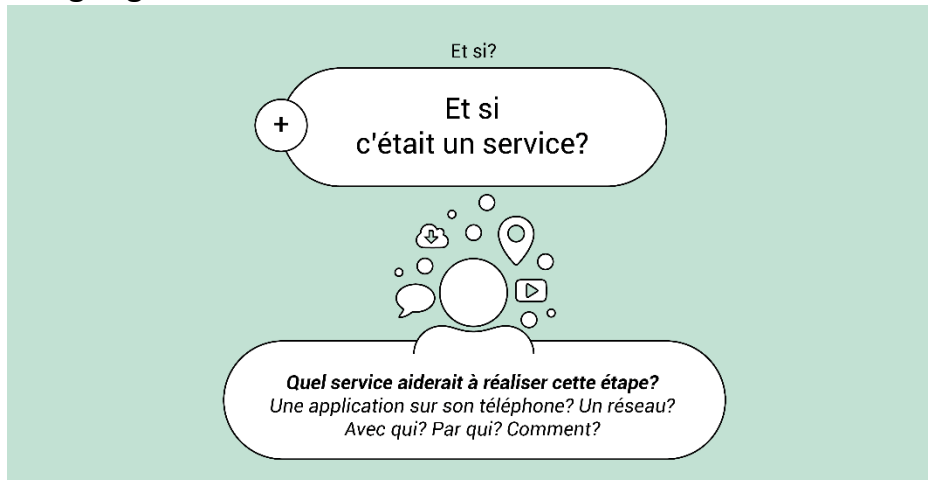
Timetable :

4 p.m. to 4:20 p.m.

Expected time :

20 minutes

- Take all the ideas imagined so far and imagine a global service that could bring together several of these solutions.



Example :

Problem to choose : Cut and peel

Solutions imagined so far :

- " A glove that grates to help peel more easily "
- " A cutting grid that is placed on the courgette and which cuts the entire courgette into slices at once "

Imagined service :

- " A service for cutting and peeling fresh produce straight out of the supermarket "

- The facilitator of each group draws and synthesizes the service ideas of the participants.

g. Selection of ideas

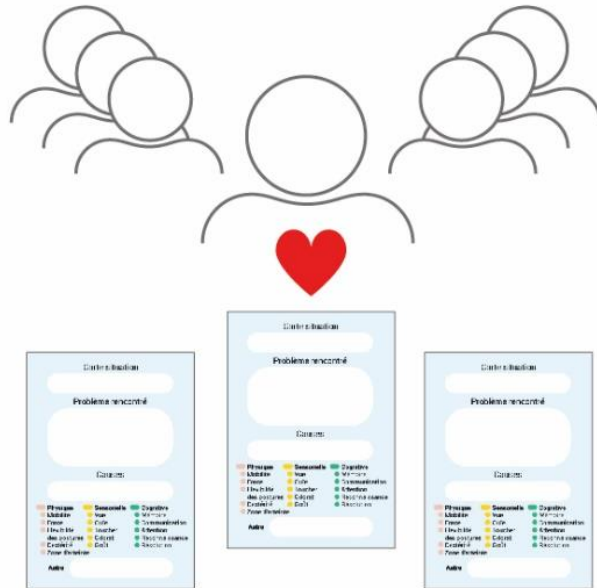
Timetable :

From 4:20 p.m. to 4:40 p.m.

Expected time :

20 minutes

- The facilitator asks their group to choose their three favorite solutions to present to the rest of the workshop. These solutions can be objects or services.



h. Pause

Timetable :

From 5:20 p.m. to 5:35 p.m.

Expected time :

15 minutes

i. Presentation of ideas

Timetable :

From 17.35 18h

Expected time :

10 minutes max per group

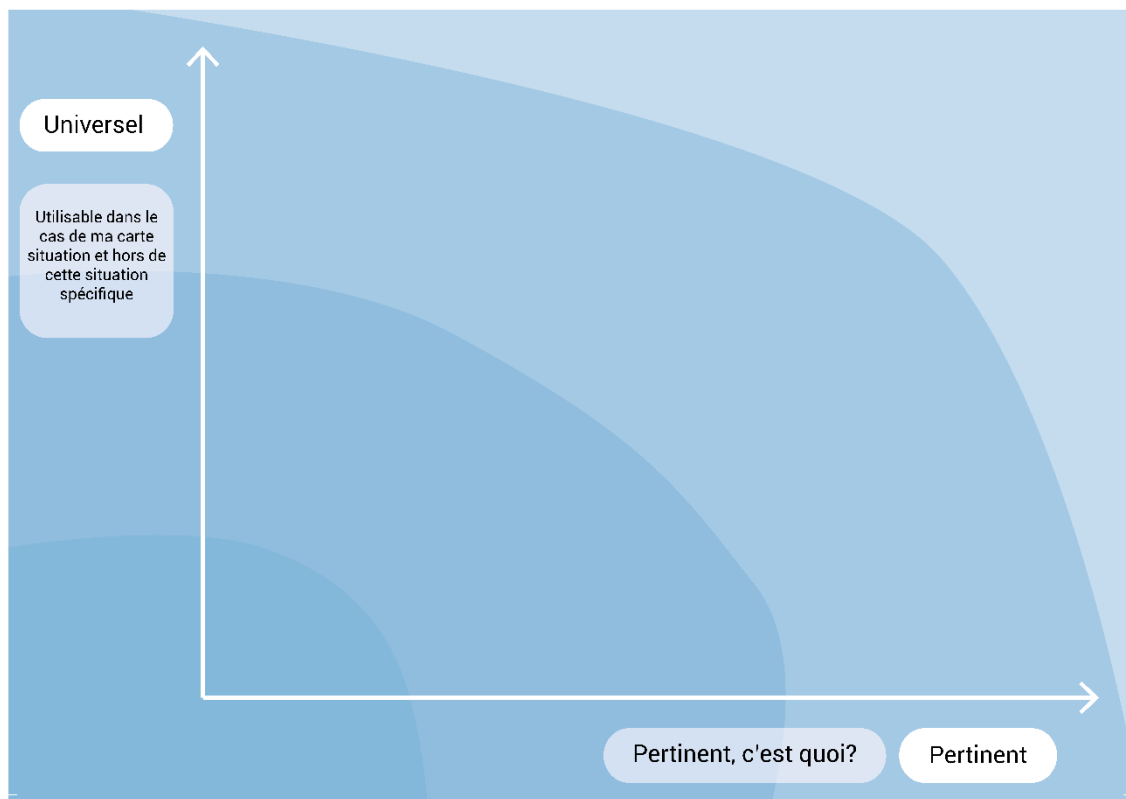
- Each group presents their three favorite ideas to the rest of the workshop.
Each participant presents an idea, if it suits them.
- The other participants can intervene if the idea reminds them of something they already know, to feed the idea of references.

j. Mapping of ideas for a final selection

Timetable :
From 18h to 18h30

Expected time :
30 minutes

- Explain the displayed cartography:
The ideas will be positioned along two axes :
 - One axis, at least at the most universal
" Is the idea very specific to a handicap or to a particular need for example or does the idea meet all of them ?" "
Situation cards can be used to question certain ideas, if the participants are not sure :
" Does this idea answer both the ' I am an astronaut ' card and the ' I have melting ice cream in my hand ' card ?"
 - An axis, at least to the most " relevant "



- Define together what a " relevant " idea would be :

“ Is this a practical idea ? A feasible idea ? An affordable idea ? A totally new idea ? ”

Write the definitions of each on post-it notes.

Example of definitions displayed :

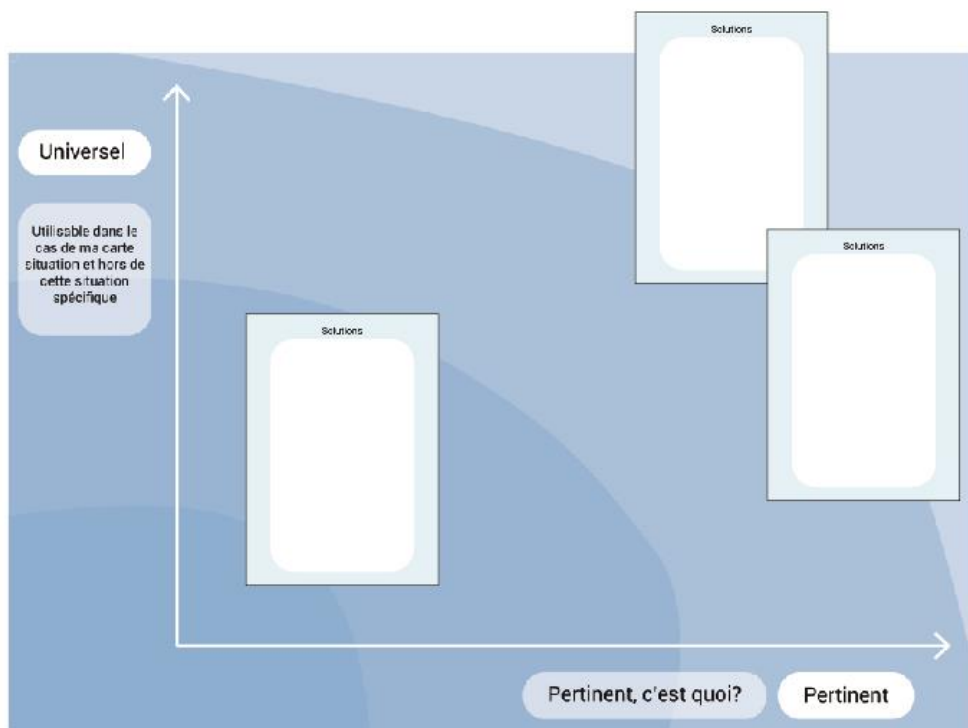
- " Emotional "
- " Pleasure of doing "
- " Accessible in price "
- " Ecological "
- ...

Allow 10 minutes of definition and extend if necessary to leave room for debate.

- Position the participants' ideas on the mapping along the two axes “ universal ” and “ relevant ”, keeping the definitions of “ relevant ” displayed .

“ Is this a practical idea ? A feasible idea ? An affordable idea ? A totally new idea ? ”

Write the definitions of each on post-it notes.



6. Departure of participants

Timetable :

At 6.30 p.m.

- Summarize the selected ideas on mapping (the most universal and relevant)
- Ask the participants how they felt about the day, what could be changed if necessary for the next few times.
- Accompany the participants.

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