5 TYPES OF UX WORKSHOPS

DISCOVERY WORKSHOP

WHAT:

Team members and stakeholders converge to understand the current state and build consensus for plans for an upcoming project

USE TO:

- Gather existing knowledge from clients or stakeholders
- Understand business requirements
- Build agreement across supporters

EMPATHY WORKSHOP

WHAT:

Designers, researchers and other stakeholders create a shared understanding of user needs before designing a solution

USE TO:

- Shift perspectives from features-first to users-first
- Gain clarity on user needs
- Build empathy for users

DESIGN WORKSHOP

WHAT:

Crossdisciplinary team members gather to rapidly generate and discuss a wide set of ideas from various perspectives

USE TO:

- Brainstorm ideas for a specific design challenge
- Broaden perspective
- Foster shared ownership of a product or UX vision

PRIORITIZATION WORKSHOP

WHAT:

Team members and key decision makers come together to decide which items are most important and prioritize them

USE TO:

- Prioritize features in order to shape a product roadmap
- Understand which internal initiatives are most important
- Balance feature overload or fight against scope creep

CRITIQUE WORKSHOP

WHAT:

Roles integral to the design process collaborate to analyze and improve a design so that it meets its objectives

USE TO:

- Understand how well designs support existing principles
- Evaluate designs or content with user needs as a lens
- Hear feedback from team members outside of design