WORK IN GROUPS

1 Brainstorm

List as many stakeholders as you think are involved in the issue your group is addressing (minimum of 4). Think outside the box and don't limit your ideas.

🕐 10 min

2 Round table

Each person in the group will act as a legal representative for a stakeholder and represent their interests. This conversation will serve as the first step to resolve the issue at hand. Let's start by understanding how each stakeholder views the issue.

a Individually, think about what your stakeholder would say in this situation and write down some ideas. 🕐 5 min

b Afterwards, discuss the problem as a group in a roundtable format, ensuring that each stakeholder's opinion is heard. 🕐 20 min

PLENARY

3 Discuss

Share what you learned during this experience with the rest of the groups.

🕐 10 min

IN-CLASS ASSIGNMENT

🕐 Total time: 45 min

WORK IN GROUPS

1 Create

Create a communication plan for your meeting with the stakeholder using the following questions as guidelines:

1. **Key information**. What is the key information you need to get from your partner?

2. **Means of communication**. How will you communicate your message?

3. **Roles**. What roles will each of you take to optimize communication and take advantage of your individual strengths?

4. **Cultural sensitivity and language barrier**. How will you make sure to be respectful and sensitive to your partner's organizational and/or personal culture? If there is one, how will you tackle the language barrier?

5. **Do's and don'ts**. Create a list of do's and don'ts for communicating effectively with your societal partner that make sense for you as a group. 🕐 25 min

PLENARY

2 Share

Share your do's and don'ts with the rest of the groups. 🕐 10 min

IN-CLASS ASSIGNMENT

🕐 Total time: 45 min

WORK IN GROUPS

1 Review

Go back to the e-module to review the five ethical considerations you need to consider when collaborating with stakeholders, namely: respect, transparency, consent, fairness, and accountability 🕐 5 min

2 Evaluate

Reflect as a group on how you will integrate these considerations into your relationship with your stakeholder. Use the self-assessment table below to evaluate the group's current state on each consideration. 🕐 25 min

3 Decide

Based on this assessment, determine the necessary steps to integrate these considerations in your project. You can use the template on the next page.

🕐 15 min

ETHICAL CONSIDERATIONS	SELF-ASSESSMENT			DECISIONS OR ACTION POINTS
	Not fully considered We haven't considered this fully. New actions should definitely be taken.	**Fair consideration** We are doing what's expected. We could take new actions for extra consideration.	**Great consideration** We are putting especial attention into this issue. No extra actions are needed.	
Respect				
Transparency				
Consent				
Fairness				
Accountability				

🕐 Total time: 45 min

WORK IN GROUPS

1 Create

Go back to the list of stakeholders you made for the module "Involving Multiple Stakeholders to Address Societal Challenges". Place each of them in the interest/power matrix as described in the e-module. 🕐 20 min

2 Discuss

Use the following questions to have a discussion as a group about your matrix:

1. Where does your societal partner fall on the matrix? How does their position influence the way you are addressing the issue?
2. If there are any, what changes will you implement in the way you are approaching your behavioral issue and your solution after using this matrix? 🕐 15 min

PLENARY

3 Share

Share the main insights you gained from using the matrix with rest of the groups. 🕐 10 min

The Importance of Informed Consent in Collaborating with Stakeholders

IN-CLASS ASSIGNMENT

🕐 Total time: 45 min

In the e-module, you learned about the importance of informed consent when collaborating with stakeholders and were introduced to sixteen elements that should be included in an informed consent form.

WORK IN GROUPS

1 Draft

Create an informed consent form tailored to your target group. Make sure that your form includes all sixteen elements discussed in the module and use the provided EUR template. 🕐 30 min

PLENARY

2 Discuss

Discuss the challenges you faced during the drafting process with the rest of the groups and brainstorm possible solutions. 🕐 15 min

IN-CLASS ASSIGNMENT

🕐 Total time: 45 min

In the e-module a, you were introduced to six elements that should be considered, namely: Timing, Protocol, Introduction letter, Location, Participants and Equipment.

WORK IN GROUPS

1 Develop

Utilizing the information from the module, particularly regarding the phases that you should include in a protocol, create a detailed protocol for your session with the end-users. Ensure that you also incorporate the other five elements into your protocol, using the template on the next page.

🕐 30 min

PLENARY

2 Discuss

Form groups based on the societal partners or target groups you identified in your behavioural case. Identify any challenges or potential issues you encountered during the protocol development process, and brainstorm possible solutions to address these challenges.

🕐 15 min

Timing

Introduction letter

Participants

Protocol

Location

Equipment

Using Design Thinking as a Tool for Creating Solutions with Stakeholders

IN-CLASS ASSIGNMENT

🕐 Total time: 45 min

Design thinking emphasizes "Learning by doing". To this end, prototyping your proposed solution is a critical step that can go beyond discussions and help identify blind spots and gain insight into how to improve it. Below you can find is a list of seven common methods for prototyping. See the explanation of these methods in the appendix.

1 **Sketching**
2 **Paper prototyping**
3 **Digital prototyping**
4 **Physical prototyping**
5 **Role playing**
6 **Storyboarding**
7 **User-driven prototyping**

WORK IN GROUPS

1 Decide

Choose one of the prototyping methods from the list above that you believe is the most appropriate for your proposed solution. 🕐 5 min

2 Develop

Prototype or take the first steps into prototyping your solution using the chosen method. 🕐 30 min
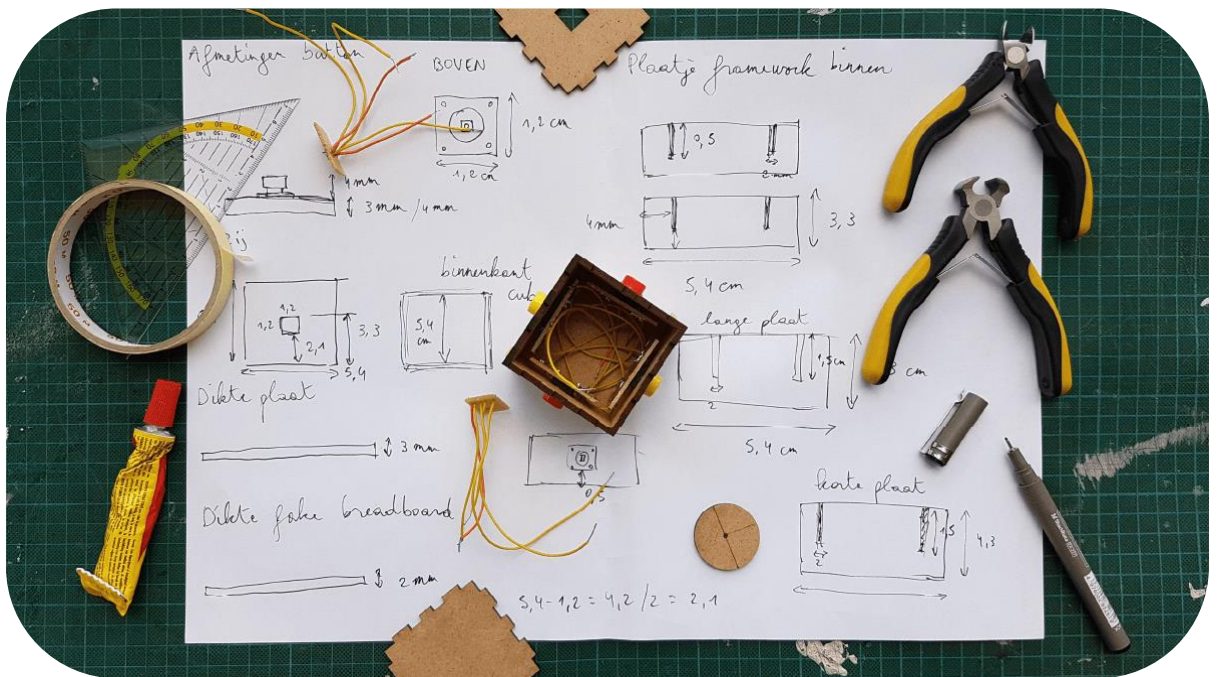
PLENARY

3 Share

Share with the rest of the groups a) which prototyping method you chose b) why did you choose it for your specific intervention and c) how did the experience prototyping went. 🕐 10 min

Methods for prototyping [1]

1 Sketching

Sketching involves creating rough, hand-drawn illustrations or diagrams to visualize the concept of your solution. Even the messiest sketches can be valuable as low-fidelity prototypes. Sketching diagrams, mind-maps, or the structure of your ideas can help others grasp a well-rounded understanding of your intended outcome. This method is accessible to anyone and is especially useful in the initial stages of design. Since these prototypes are disposable, you can iterate and refine your ideas without investing significant time or effort.

EXAMPLE

If you're designing a new user interface for a mobile app, you can use sketching to draft different screen layouts and interactions. This approach helps you gain a sense of how the app might look and function before committing to more detailed design work

[1] Original source: https://www.workshopper.com/post/design-thinking-phase-4-everything-you-need-to-know-about-prototyping#toc-sketches-and-diagrams

2 Paper prototyping

Paper prototyping involves creating physical, paper-based models or mock-ups of your solution. It's a useful method for testing user interfaces and interactions. With paper prototypes, you can sketch movable elements and interactive features on different sheets of paper to simulate the user experience. Users can physically interact with these models by replacing sheets, sketching over previous ideas, or moving elements around the prototype.

EXAMPLE

When designing a board game, you can create paper prototypes of the game board, cards, and game pieces. These paper prototypes allow you to test gameplay mechanics, rules, and player interactions in a cost-effective and iterative manner.
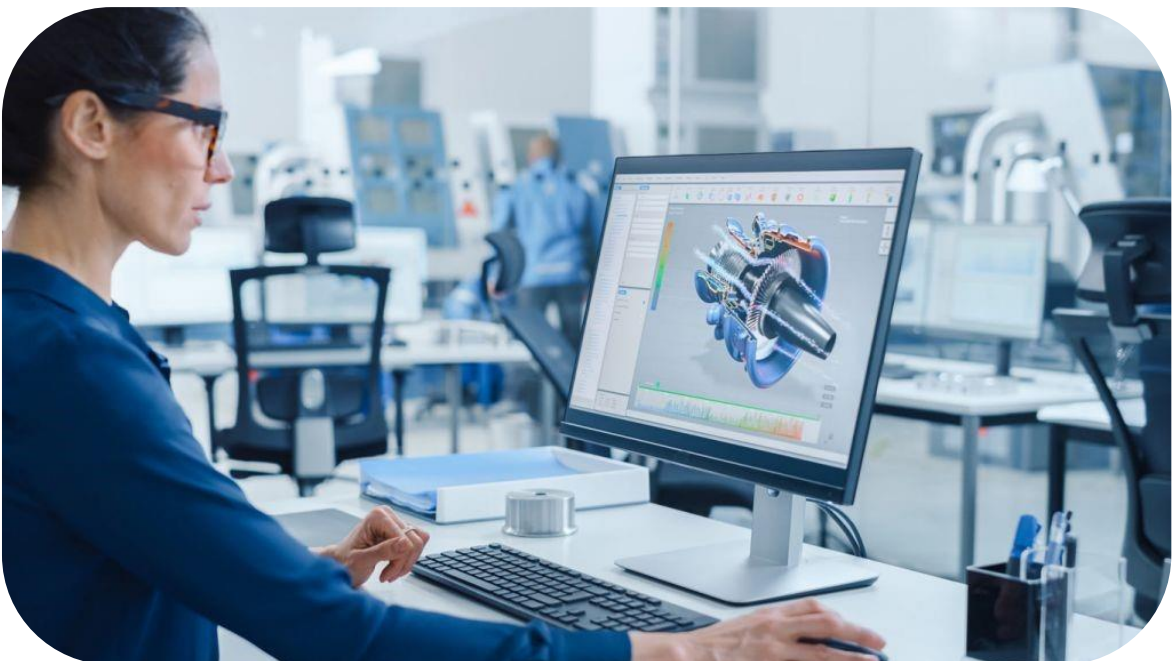
3 Digital prototyping

Digital prototyping involves using specialized software tools to create interactive, on-screen representations of your solution. This method is particularly effective for testing and refining digital products, such as websites, mobile apps, and software interfaces. It allows you to build interactive simulations that accurately mimic the final product's functionality, enabling realistic user testing.

EXAMPLE

If you're developing a website, you can create a digital prototype using software like Adobe XD, Figma, Sketch, or similar tools. These platforms enable you to design clickable prototypes that simulate user interactions. For instance, you can design and link web pages, navigation menus, and buttons, allowing users to navigate the website and experience its functionality. Similarly, digital prototyping is valuable when designing a mobile app, providing a realistic preview of how the app will look and function on a digital device.

4 Physical prototyping

Physical prototyping involves creating tangible, three-dimensional models of your solution using materials such as paper, cardboard, clay, or foam. These models can vary in size from small-scale to full-scale. The primary goal of physical prototyping is to transform two-dimensional concepts into three-dimensional representations, adding depth and realism. This approach is valuable for user testing, as it allows hands-on interaction and promotes discussions about the solution's physical characteristics.

EXAMPLE

When designing a new tablet computer, constructing a physical prototype using cardboard can provide a realistic, tactile model for users to hold and interact with. This enables them to provide feedback on the device's size, weight, and ergonomics, which might not be evident in digital designs alone.

5 Role-playing

Role-playing is a form of experiential prototyping that involves physically acting out scenarios and situations related to your design project. This technique allows your design team to immerse themselves in the system you're targeting, gaining a deeper understanding of its strengths and weaknesses. Role-playing is a powerful tool for identifying what works and what doesn't within a given context. Role-playing can take various forms, but it is most effective when you simulate the physical environment in which the user will interact with the product or system. This can include using props, incorporating audio simulations (such as music or sound effects), and utilizing objects from your workspace to create a more realistic scenario.

EXAMPLE

When designing a digital project to encourage positive behaviors, such as healthy eating or regular exercise, your team can role-play various user interactions with the digital platform. By assuming the roles of users and navigating the platform, you can uncover usability issues, content gaps, and areas where the project can be enhanced to better engage and motivate users toward healthier habits.

6 Storyboarding

Storyboarding is a visualization technique derived from the film industry, and it's a powerful tool for guiding stakeholders and users through the experience of a product or concept. It uses visual narratives to illustrate how users interact with a system, service, or process, making it an effective way to convey the overall user journey. While storyboarding excels at presenting the broader aspects of an experience, it may not be suitable for fine-tuning intricate product details.

EXAMPLE

When designing a new digital platform, you can create a storyboard that depicts a user's journey from initial interaction to achieving their goal. Each frame in the storyboard represents a critical step in the process, showcasing key interactions, decision points, and user reactions. By using storyboards, you can provide a clear, visual overview of the user's experience, making it easier to identify any major issues or opportunities for improvement in the overall flow and functionality.
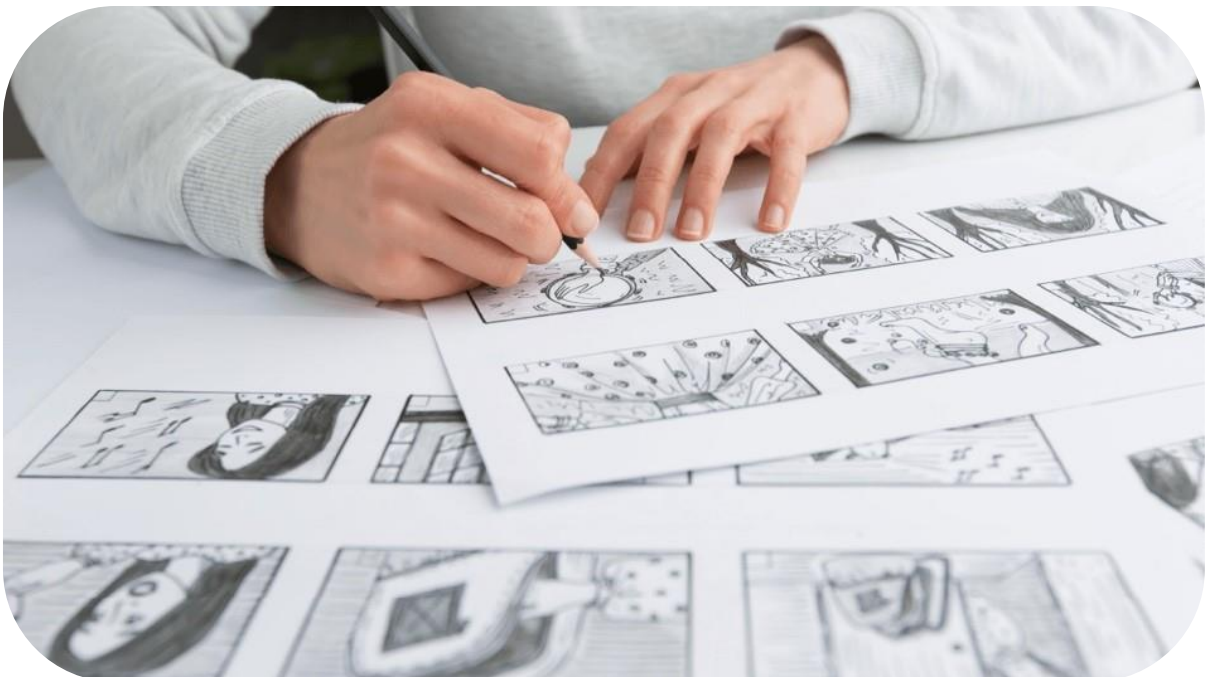
7 User-driven prototypes

User-driven prototypes represent a distinct approach compared to other prototyping methods. Instead of designers creating prototypes to test on users, designers invite users to actively participate in the prototyping process within specified constraints. This method offers valuable insights into user priorities and thought processes, shedding light on assumptions that designers might have made. During this process designers can see what their users prioritise and how their minds work, which gives them lots of insight into the assumptions the designers' themselves could've made. Designers can use user-driven prototypes to gain empathy with users or to fine-tune certain details of the product once they have an idea in place.

EXAMPLE

In the development of a new app interface, designers organize a co-creation session with target users. Users are given constraints and tools to design their ideal interface elements. This process helps designers understand user preferences and ensures the final design aligns closely with user expectations and needs.