# Design Principles &
User Centricity Workshops

We at Key Lime Interactive believe that UX practitioners should serve as the conduit between customers and product teams. To that end, storytelling has—and always will be a—medium that generates compassion and empathy towards others. Since the inception of our training and workshop programs, KLI has had the opportunity to work with some of today's top brands and their executive teams to generate a culture of user centricity. These one, two, or three day workshops can be customized to meet the needs of your team's current or future design / UX decisions.
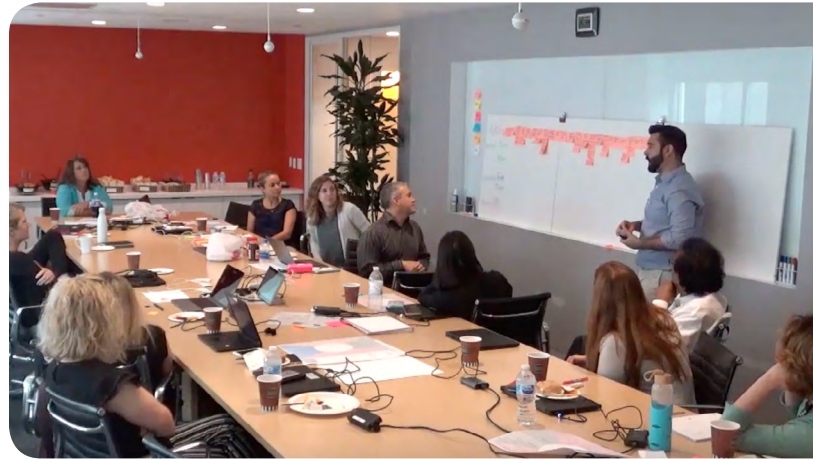
KLI Sr. UX Strategists & Researchers leading a Lean Persona & CJM Workshop

"Stories have defined our world.
They have been with us since the dawn of communication, from cave walls to the tall tales recounted around fires. They have continued to evolve, with their purpose remaining the same: to entertain, to share common experiences, to teach and to pass on traditions."

–Francisco Inchauste

Sample 2 Day Workshop Overview

Day 1 is focused exclusively on the development of a User Centric mindset to support your team when making product & design decisions. By guiding attendees through the development of assets such as: empathy maps, design canvases, and lean personas Key Lime Interactive's Senior UX Strategists & Researchers will challenge your team members to empathize and humanize your users experiences.

Upon completion, your team will walk away with an understanding of how to develop *and lead* their own workshops which focus on: creating *lean / presumptive* personas, creating customer journey maps, ideating on user's critical use cases, and solutioning / prototyping for *moments of truth*.

Day 2 will build upon the learnings and opportunities discovered in Day 1 by focusing on Best Practices for Designing and Prototyping. Led by KLI Senior Strategists and Designers, the "learn by doing" workshop can targeted for experienced designers or non-experienced cross-functional team members who wish to develop a more user centric approach to product development.

Focusing on everything from paper sketching and storyboarding to rapid prototyping & wireframing, workshops can be customized to provide your team members with the practical essentials or advanced concepts.

What a 2-Day Schedule Could Look Like

## Day 1 User Centricity Sample Schedule (Proposed Activities)

9:00am - 5:00pm

9:00-9:30	Introductions
9:30-10:00	Get your mind right "Empathizing with User's Activity"
10:00-11:00	Empathy Map Building
11:00-12:30	Lean Persona Development
12:30-1:30	Lunch / Break
1:30-3:00	Customer Journey Map Creation
3:00-3:30	Identifying Moments of Truth
3:30-4:00	Design Canvases
4:00-4:30	Hypothesis Cards
4:30-5:00	Recap & Takeaways

Day 2 User Centricity Sample Schedule (Proposed Activities)

9:00am - 5:00pm

9-10:00	**Why user centered design matters** • Basic design process • Classic process mistakes • Designing for users • Framing solutions to be user centric
10:00-11:00	**Use a good design process** • Use case analysis • Value propositions • Visualizing the scenarios / storyboards • Utilizing personas & CJMs • Leveraging existing data / analytics
11:00-12:30	**Designing in a lean-er environment** • Leveraging lean-er UX goals • Personality, tone, and respect • Effective sketching / rapid prototyping, mockups and, wireframes
12:30-1:30	**Lunch / Break**
1:30-4:30	**Simplicity, not perfection** • Effective sketching / rapid prototyping, mockups and, wireframes (continued)
4:30-5:00	**Evangelizing your work** • Making good decisions, quickly and confidently, and getting teams on board • Usability testing

Design Canvas - Data from the personas and CJMs will be utilized to ideate and develop actionable recommendations targeted at "moments of truth".
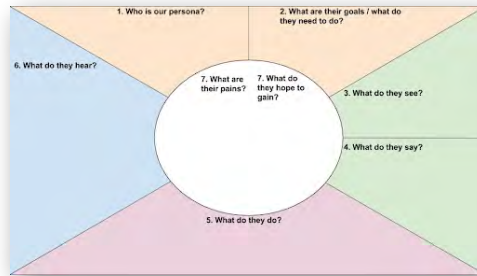
Empathy Maps - Used to contextualize and provide richness into "The Persona". These presumptive statements are intended to bring to life the internal assumptions that guide your team's understanding of a persona. Examples: "What sort of things might you hear this persona say", "What are the goals that guide your persona".

Hypothesis Cards - With several moments of truth identified and canvas cards created, team members will create "Hypothesis Cards" that encapsulate recommended changes to improve user's experience. These cards will serve as the basis for future design sprints, storyboarding ideas, or the development of KPIs and OKRs.

Want more information?
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