



Project

FACILITATORS GUIDE

International Collaboration

ProjectInc

Osiriscode
CMVB24PIN



Collaboration across borders

FACILITATORS GUIDE

Impressions of the face to face week



01. What is ProjectINc?

This course is designed for students who want to develop their skills in creating media solutions for professional clients using the design thinking cycle while working in multidisciplinary teams on international-oriented assignments.

Throughout the course, students will use design thinking principles and apply them to real-world projects with a global perspective. This hands-on experience will help students develop solutions that meet the needs of clients and target audiences from diverse cultures and backgrounds.

The course will cover the following topics:

- Defining client needs and project goals from an international perspective
- Conducting research and gathering insights on local and global trends
- Ideation and brainstorming in multidisciplinary teams
- Prototyping and testing media solutions with international audiences
- Designing and delivering culturally sensitive media solutions
- Presenting solutions to international professionals

The course will be delivered through a combination of lectures, workshops, and hands-on project work. Students will work in multidisciplinary teams to develop a media solution for a professional client, using the design thinking cycle as a framework.

Show your design skills in
an international context

02. Welcome Facilitators!

Digital Challenge Innovation Learning Lab (DCHILL) Hanze, UAS.

This guide, inspired by the Design Thinking Playbook, is designed to help you effectively guide a team through the BIP.

In this BIP you will collaborate with another facilitator from a different team to provide feedback on the evidence produced by a team, in each phase of the design cycle.

At the end of the cycle, you will evaluate the totality of the evidence based on a final presentation by your team at the end of the face to face week. An overview of the entire process and the deliverables can be found on the Miro board, your virtual workspace for this BIP.

Your team is expected to place all the evidence produced throughout the process. (Miro : virtual workspace).

Facilitating a multi-disciplinary design team in online and offline settings

As a facilitator you take care of:

- **Regular Check-ins:** Schedule and conduct weekly meetings with the team and the co-facilitator (if possible).

- **Documentation:** Ensure the team maintains a logbook of all meetings, progress, and decisions. Use the Miroboard.

- **Communication:** Maintain open and clear communication with the team and the co-facilitator. Two facilitators guide the team throughout the process, including providing the students with feedback after each design thinking phase.

As a facilitator you are expected to:

- Familiarize yourself, if not yet, with the design cycle as described by <https://en.dt-toolbook.com/>.

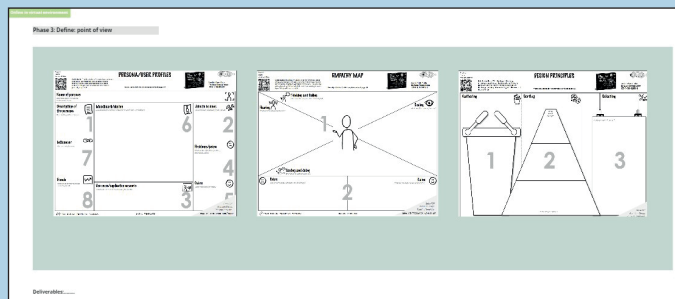
This site also describes the deliverables/tools of each phase and provides a short explanation. This site is also the source of the tools' templates used in the Miro board.

< Recommended reading:

The Design Thinking Toolbox and The Design Thinking Playbook by Lewrick, Link, and Leifer.”

Recommended Readings

Virtual workspace (MIRO)



03. Design Cycle in weeks online/offline

The facilitator will schedule the weekly meetings with the team.

WEEK 1

1. PREPARATION

Facilitator Role:

Familiarize with the Assignment:

- Understand the client's needs and the goals of the assignment.
- Team Introduction: Introduce yourself to the team and clarify your role as a facilitator.
- Planning Sessions: Schedule regular check-ins and feedback sessions with the team and the co-facilitator. Explain ground rules and attendance.

Deliverables: Planning, collaboration contract, interview questions client

WEEK 2 & 3

DESIGN CYCLE

Phase 1: Understand

Goal: *Ensure the team understands the needs and wants of the client.*

Facilitator Role:

- Guide the team in conducting interviews with client/partner and target group relevant and desk research.
- Help/elaborate/clarify mentioned deliverables on the Miro board.
- Feedback: Review and provide feedback on the deliverables.

Deliverable: Visual summary/conclusion of the outcomes from this phase (poster, infographic, concept map, etc.)

Assessment: Go / No Go

- In case of a No Go: Provide specific feedback and suggest improvements.

WEEK 4 & 5

Phase 2: Observe

Goal: *Ensure the team understands the needs and wants/challenges of the end-users/target group.*

Facilitator Role:

- Guide the team in conducting interviews and observations.
- Help create personas and other mentioned deliverables on the Miro board.
- Feedback: Review and provide feedback on the deliverables.

Deliverable: Visual summary/conclusion

Assessment: Go / No Go

- In case of a No Go: Provide specific feedback and suggest improvements.

WEEK 6 & 7

Phase 3: Define

Goal: *Assist the team in defining the point of view based on insights from the previous phase.*

Facilitator Role:

- Support the formulation of a point of view (POV) see MIRO for guidelines.
- Help define success criteria.
- Help define design criteria. (DOD)
- Help/elaborate/clarify mentioned deliverables on the Miro board.
- Feedback: Review the POV and success criteria and provide feedback.

Deliverable: Visual summary/conclusion

Assessment: Go / No Go

- In case of a No Go: Provide constructive feedback and guide improvements.

Week 7: Peer Presentation and Feedback: Each team presents the work done so far (Show don't Tell).

Facilitator Role: Facilitating the feedback session to ensure respectful and constructive communication. Provide support in organising the presentation.

WEEK 8

Phase 4: Ideate

Goal: *Encourage the team to generate a wide range of solutions for the defined problem.*

Facilitator Role:

- Lead brainstorming sessions and mind mapping activities.
- Encourage creativity and diverse thinking

Design Cycle in weeks online/offline

through sharing the guidelines for brainstorming, see MIRO

- Feedback: Review the ideas and sketches, providing a possibility to get feedback from the partner/client.

Deliverable: Visual summary/conclusion and 3 sketches of different concepts.

- **Facilitate presentation of 3 concepts to client/partner**

Assessment: Go / No Go

- In case of a No Go: Offer suggestions for enhancing the ideation process.



WEEK 9

Phase 5: Prototype (Face to face)

Goal: Guide the team in building tangible and functional prototypes of the best ideas.

Facilitator Role:

- Assist in gathering materials and building prototypes.
- Ensure the prototypes are representative of the ideas.
- Feedback: Review the prototypes and the description of the building process.

Phase 6: Test

Goal: Help the team test the prototypes with end-users and gather feedback.

Facilitator Role:

- Assist in setting up and conducting user tests.
- Guide the team in collecting and analysing feedback.
- Feedback: Review the test report/session with feedback and recommendations.
- Help the team generate a visual overview of feedback and recommendations. (Poster)

Final Solution Presentation:

Facilitator Role:

- Guide the team in presenting their solution showing relevant deliverables using the 'Show don't Tell' principle (MIRO).

The final presentation will take place at the end of the face-to-face phase.

Your team will present their solution to a professional audience.

Final Assessment:

Presentation for the client:

Evaluate the totality of the evidence during the team's final presentation.

Assessment Criteria:

Assess the evidence based on:

- Completeness and quality of each phase's output in a visual way.
- The coherence and effectiveness of the final solution, addressing the needs and wants of the stakeholders.
- The team's ability to incorporate feedback and iterate.
- A detailed rubric is provided for all of the above.

04. Tips & Tricks for online facilitation

5 Main Tips for Facilitating an Effective and Engaging Online Design Thinking Session:

1. Clear Guidance, Agenda, and Objectives:

Share the session's instructions, agenda, and objectives in advance. Ensure everyone knows what to expect and what is expected of them.

Importance: Sets clear expectations, helps participants prepare, and provides a roadmap for the session.

2. Use of Interactive Tools:

Utilize interactive tools such as polls, quizzes, and online whiteboards (e.g., Miro, Mural) to keep participants engaged and actively participating.

Importance: Keeps the session dynamic and engaging, encourages active participation, and facilitates real-time collaboration.

3. Short, Focused Segments and Thoughtful Decision-Making:

Break the session into short, focused segments with clear tasks or goals for each part.

Allow the team time to explore different ideas and make decisions.

Importance: Maintains attention, prevents fatigue, and ensures the session remains dynamic and productive.

4. Encourage Open Communication and Collaboration:

Foster an environment where participants feel comfortable sharing their ideas and ensure all voices are heard.

Use breakout rooms for small group discussions and collaborative work.

Stay neutral and adjust your facilitation style to the team's dynamics and needs.

Importance: Promotes a collaborative culture, ensures diverse perspectives are heard, and enhances the quality of ideas generated.

5. Feedback and Reflection:

Allocate time for groups to present their ideas and receive feedback.

Include short reflection periods to discuss what worked well and what could be improved.

Importance: Provides valuable insights, reinforces learning, and helps improve future sessions by understanding what participants found effective.

Additional Tips for Effective Facilitation

Promote Inclusivity:

Foster an environment where team members feel empowered to share and develop different ideas and solutions.

Promote a Positive Atmosphere:

Offer feedback in a positive and constructive manner to motivate and inspire the team.

Address Conflicts Constructively:

Tackle conflicts as they arise and facilitate effective resolution to maintain a collaborative atmosphere.

Empower Team Ownership:

Trust the team to manage their tasks and decisions, promoting a sense of responsibility and ownership.

Follow Each Phase Diligently:

Ensure the team completes each phase comprehensively before progressing to the next, maintaining a thorough approach.

Balance Workload Mindfully:

Be attentive to the team's workload and stress levels, ensuring they are manageable and conducive to productivity.

Celebrate Milestones!



05. Competences and learning outcomes

These competencies and learning outcomes are used by the teacher to assess the presentation/work.

A. ORIENT AND UNDERSTAND

You immerse yourself in the problem context and are able to describe and frame it: you map out the current and desired situation and approach the design problem from different perspectives taking into account cultural sensitivities;

B. VISUALIZE AND CONCEPTUALIZE

You are able to generate and visualize a creative concept for a digital media product based on the acquired knowledge, idea generation and the problem context;

C. DEVELOP AND PROTOTYPE

You develop digital prototypes from 'low-fidelity' to 'high-fidelity' and use appropriate methods for (quick) validation;

F. ORGANIZED DESIGN

You are able to work together in a multidisciplinary, multicultural and/or international environment and operate in a team and know how to connect different roles and disciplines.

Assessment:

Final Presentation (75%): The concept is presented as a presentation in which each team member explains their contribution and is assessed by the coach(es).

Process assessment (25%): During the course you will be assessed on your contribution to the team.

Both assessments combined will give a grade.



06. Previous work

