


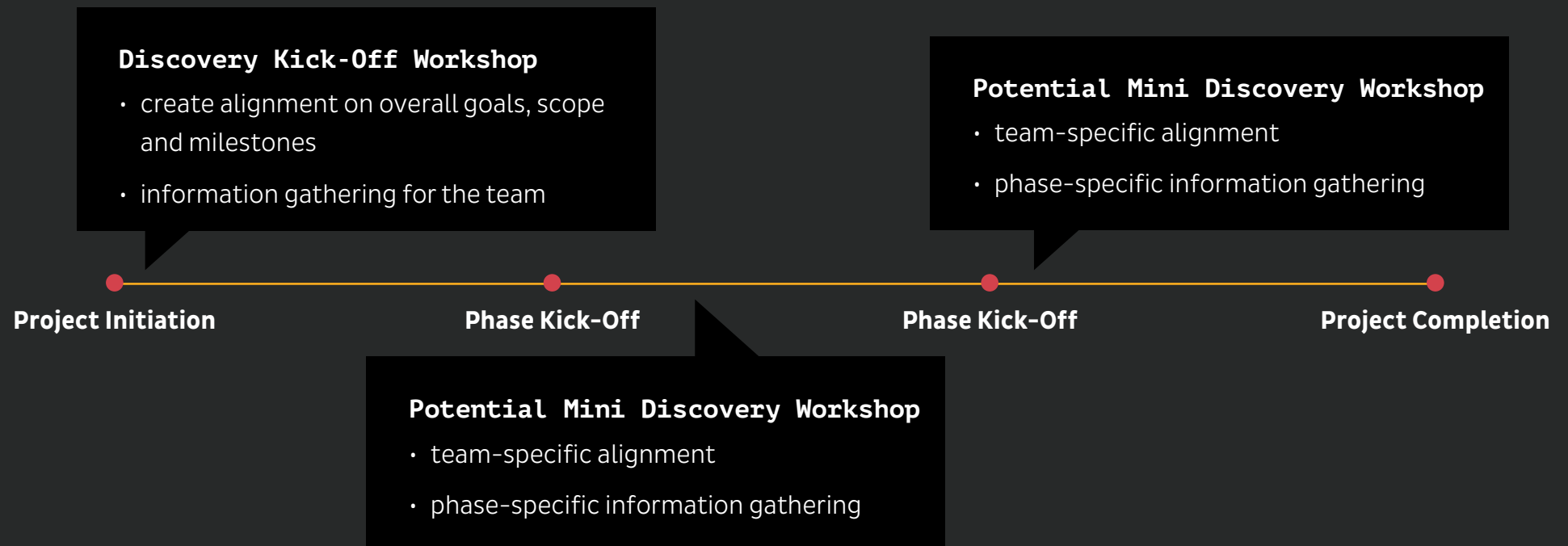
Discovery Kick-Off Workshop



A discovery workshop is the ideal way to get everyone that is involved in a project gathered around the same (virtual) table to understand the current state and define the problem and the expectations.

Project Phase

A discovery kick-off workshop typically takes place **at the beginning of a project** or a significant substage and defines the baseline to get started from. Because before we start developing solutions, it's important **to understand exactly what the problem is**. The better a problem is articulated, the easier and more effective it can be solved. A clear problem statement, vision and mission also provide a guideline throughout the whole project and enable us to review whether the project was successful in the end.



Goals

- Get to know the team
- Understand client and stakeholder expectations
- Gather and understand existing knowledge from client or stakeholder teams
- Get a glimpse into the broader context that may affect the project
- Understand business requirements
- Identify and frame the problem
- Create alignment and buy-in around the problem to be solved
- Build understanding of the project vision and mission for the entire team

Setting

Attendees: The core project team leads, plus any project sponsors or champions

Timeframe: 2-4 hours online, up to 6 hours in person

Location: At b13 office or online through a video call and a miro board to collaborate

Outline

Every discovery workshop is different, depending on the project and the client. But in general our workshops follow a rough structure and are facilitated by one of our UX Designers. **Workshops aren't just meetings, they aim to get everyone involved and heard.** They live through participation and different opinions so it's time to get the (virtual) sticky notes and whiteboards out.

Before the workshop we'll provide a more detailed agenda so you know what you're getting yourself into and can come prepared, if needed. The purpose of the workshop is to **collect as much information as possible.** You can leave the sorting and cleaning up of the information after the workshop to us. We will then provide you with carefully compiled deliverables.

1. Get to know each other

We want to show you how we work but most importantly, we want to get to know you and your brand and product.

2. Determine the target audience

We want to provide a user's perspective during the project phase, so we need to know who we are building for and what existing data we have to work with.

3. Define challenges and problems

Together we collect all the existing problems and challenges, cluster them and prioritise them.

4. Have a look at current websites or products

To get a better understanding of the scope we have a look at the current and future features and content.

Outcomes

After the workshop we sort through the collected information and provide you with

- Clearly defined **problem statements**
- Formatted information about your **target audience** with suggestions for further research
- A documentation of the current state together with **suggested next steps**

These documents help us to align the team on the current state and set a baseline for the project. We can then begin to develop the right solution for your problems.