

# Co-design checklist

## Early

- Identify personas/segments/profiles
- Recruit participants (let them know homework will be coming)
- Prepare & send homework
- Book venue with enough wall space/whiteboards/flip-charts, and room to separate tables
- Book catering (consider alcohol options too if during the evening)
- Send reminder with (super-clear) directions to venue with a map & telephone number of your wingman
- ...
- ...

## Beforehand

Prepare materials:

- Split into teams & add reference slide (similar users together, stakeholder functions separate)
- Create notes/slides and brief stakeholders
- Create notes/slides and brief facilitators
- Create presentation with time-bound exercises (include an optional one)
- Pilot the warm-up exercise
- Print signposts to location (outside and inside the building)
- Create/update & print templates (persona, empathy map, storyboard, 6-ups, screen stencils etc.)
- ...
- ...

Gather materials:

- Post-its (multiple sizes)
- Sharpies & whiteboard markers
- Paper: A4, A3, flip-chart paper
- Dots for voting (multiple colours)
- Name labels**
- Magazines?
- Monopoly money?
- Camera/Recorder (charged, with empty memory)
- ...
- ...

## During

- Get consent and give incentives (ideally at reception area)
- Bring customers in the room at the same time
- Facilitators initiate small talk if waiting is required
- Share completed homework assignments
- Keep to time (but be flexible if needed)
- Check in with facilitators during breaks
- Reveal client brand when appropriate
- ...
- ...

## At the end

- Get user feedback
- Capture stakeholder impressions
- ...
- ...

## Next day

- Get facilitator feedback
- Get facilitator input in analysis (meta-facilitator most likely won't make sense of notes!)
- ...
- ...