



lyssna method

# Process improvement workshop

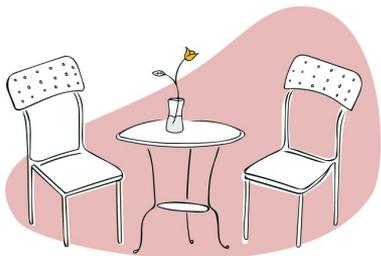
November 14th, 2022

[thelyssnamethod.com](http://thelyssnamethod.com)



# The method that guides us.

Lyssna Method is a leading UX consultancy focused on delivering personalized strategies that increase customer loyalty and revenue growth by measured, actionable insights.



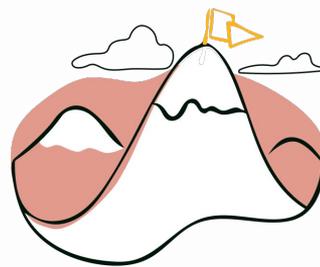
## User-centered

We connect with your customer's needs to create delightful experiences and expand reach.



## Strategy-minded

We build go-to-market strategies, mobilize teams, and deliver on revenue goals.



## Integrity first

We build partnerships that are long-term, sustainable, and trust-focused.

# Meet the team.

Problem solvers, creatives, strategists, leaders, and hands-on doers ready to tackle your biggest challenges with dedication.



**Elise Georgeson**

*Co-founder, UX designer,  
and Creative strategist*



**Kristine Howell**

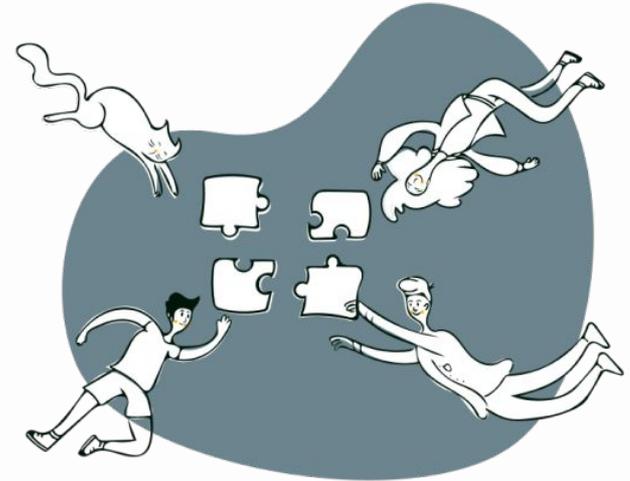
*Co-founder, UX strategist,  
and Product leader*

**30+ combined years experience in**  
UX, creative strategy and product leadership.

# You'll walk away with...

- Big picture view of product process compared to peers in adjacent organizations
- Identify areas to improve process challenges such as: department silos and inefficiencies
- Actionable strategies to adopt in your own organizations

The workshop is designed to engage product peers by actively exploring challenges and opportunities through mapping process, identifying concrete ideas, and prioritization.



# Agenda

Introduction	10 min
Mapping Current Process	20 min
SWOT	15 min
Ideation	15 min
Wrap and Share	15 min

\*\* Keep in mind this is a slimmed down version of the process to teach you.

# Map current process

**Scenario:** Executive leadership just got back from a retreat to set quarterly priorities for the product organization. Map the experience of project intake in your organization through release.

**01 Draw the map.** Start by drawing the map to your right on your paper.

**02 Identify roles.** Grab a post-it and write each table members role down the left side column of paper. **NOTE:** If more than one person has the same role, represent it one time on the map.

**03 Map the steps (phases)** your role takes to complete a task. What are you doing at each phase?

<i>Phases</i>	<i>Before</i> <i>How do requests come in?</i> <i>How are they prioritized?</i>	<i>During</i> <i>How does handoff work?</i> <i>What is the design/dev process?</i>	<i>After</i> <i>How does it launch to market?</i> <i>How do you measure/report performance?</i>
<i>Roles</i>			
Product manager	Step 1   Step 2	Step 3   Step 4	Step 5   Step 6
User Experience	Step 1   Step 2	Step 3   Step 4	Step 5   Step 6
Engineer	Step 1   Step 2	Step 3   Step 4	Step 5   Step 6

# SWOT analysis

**Setup:** Now we're going to assess strengths, weaknesses, opportunities and threats against our process maps. Work together for this exercise.

**01 Draw the SWOT diagram.** Start by drawing the diagram to your right on a new sheet of paper. (don't include the questions)

**02 Add ideas.** Review your map, divide and conquer. Select 2 of the 4 SWOT categories to fill out.

**NOTE:** Make sure each quadrant is accounted for at your table. If you finish early, move onto the remaining categories.

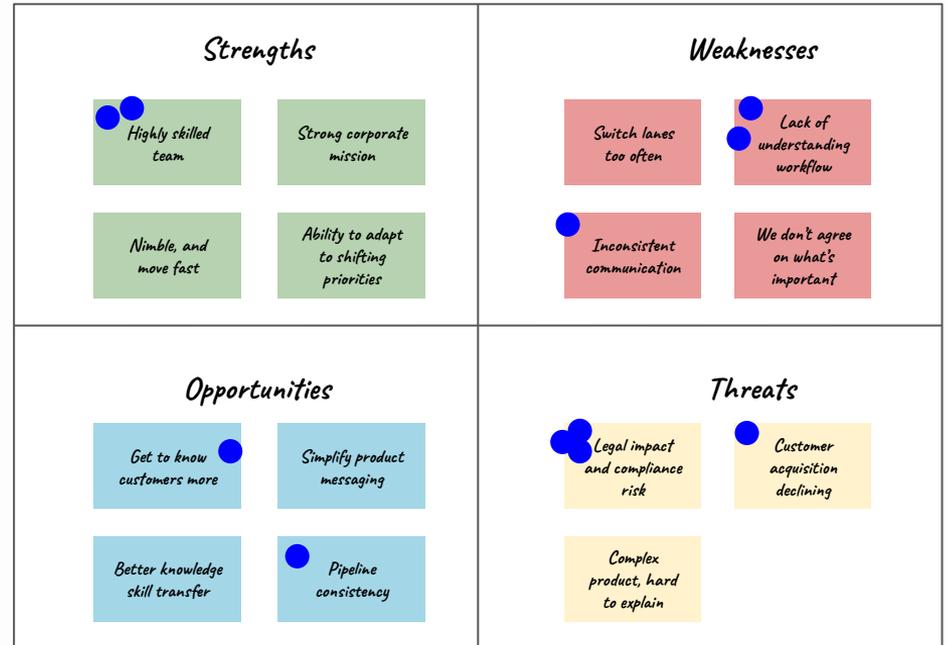
<p><i>Strengths</i></p> <p><i>What do we do best?</i></p> <p><i>What advantage do we have?</i></p>	<p><i>Weaknesses</i></p> <p><i>What could we improve in our process?</i></p> <p><i>What disadvantages do we have?</i></p> <p><i>In what areas do we need more focus?</i></p>
<p><i>Opportunities</i></p> <p><i>How can we turn strengths or weaknesses into opportunities?</i></p> <p><i>What are the opportunities in our process?</i></p>	<p><i>Threats</i></p> <p><i>What obstacles do we face?</i></p> <p><i>Which weaknesses prevent us from meeting our goals?</i></p> <p><i>What might cause problems in the future?</i></p>

# Voting

**Setup:** Each person gets the same number of votes (3 each).

Vote for the top (1) most important idea in each quadrant that you feel is a priority for your organization.

4 Votes each (1 per quadrant)



# Ideation

**Setup:** Using the process map and SWOT analysis, generate strategies to improve your company's internal processes. Focus on solving weaknesses and threats using strengths and opportunities discovered in the previous activity.

**01 Use ideation activity worksheets.** Grab an ideation activity worksheet from the table. Mix and match SWOT to create process strategies for your organization. Fill out at one worksheet.

**02 Review your worksheets.** Review your ideation activity worksheets with your table.

**NOTE:** Extra worksheets are on the table for you to take home along with action plan worksheets.

Opportunity/Weakness	
YOUR STRATEGY/ IDEA	
Why you think it will work?	How you think it will work?

# Workshop wrap up

## Bonus! Action Plan Template

Thank you for the time today and opportunity to conduct this process workshop with you all.

### Takeaways:

- Grab extra 'Ideation Activity Worksheets' from the table
- Build an action plan from your "Ideation Activity worksheets' with the 'Action plan template'. Take extras from the table.

Now you can conduct this process in your own organization to bridge silos between departments, address areas of friction and elevate process to deliver higher impact.

If you're looking for support on facilitating a similar workshop or custom workshop for your current business needs, we're here to help!

1.	What is the <b>primary problem</b> we want to address?	
2.	What is/are the <b>desired goal(s) &amp; outcome(s)</b> ?	
3.	What are the <b>potential obstacles</b> that we might face and <b>ways around</b> it?	
4.	Who will be <b>responsible for completing</b> each task?	
5.	When will the objectives and tasks be <b>completed</b> ?	
6.	What <b>resources, financial and otherwise</b> , are necessary for achieving each goal?	

# Share

- What's one thing you learned tonight going through this process?
- What was most challenging about the workshop tonight?
- Does your organization focus on internal process improvement today?
  - If yes, how has that impacted your work?
  - If no, why do you think it isn't a priority today?

**Any questions for Lyssna Method?**

# Fractional UX Leadership

**Benchmark** and create measurable goals.

**Reduce costs**, improve speed to market

**Reduce risk** of building the wrong thing.

**Prioritize features.** Focus on most important tasks

## WORKSHOPS

Design thinking to bridge cross functional teams, ideate and test ideas rapidly within brand, product and service design.

## STRATEGY

Discovery phase to identify gaps, uncover user insights identifying opportunities and differentiators through competitive analysis, workshops, and to prioritize roadmaps.

## USABILITY TESTING

Testing prototypes , features navigation and complex interaction but running usability testing with such as top tasks and specific tasks and acquiring feedback.

## USER INTERVIEWS

Executing start to finish interviews including acquiring participants, script writing, and conducting 1:1 interviews and roundtables.

## BRANDING AND VISUAL DESIGN

Creating from scratch customized branding like logos, visual identity, templates and design systems.

## RESEARCH DISCOVERY

Qualitative and quantitative research, journey mapping, data and analytic investigation, survey creation, heuristic evaluation.

## USER PERSONA CREATION AND TARGET DEMOGRAPHIC

Persona creation after user identification is key to being able to segment behaviors and understand various demographic /psychographic data.

## TANGIBLE DELIVERABLES

Deliverables like wireframes, visual designs, information architecture, design systems, user workflows etc.



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Thank you.

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