

The 2nd Annual DESIGN SPRINT: SEXUAL HEALTH ————— facilitators' guide —————

Thank you so much for offering to serve as a facilitator for the 2nd Annual Design Sprint: Sexual Health. This event is close to my heart (or more precisely: uterus) and I am so grateful that you've decided to lend your talents to make this experience amazing. My #1 goal is to get people talking about the intimate (and super-important) topics that we don't talk about enough. And you, as a facilitator, will be guiding these conversations.

The most important things to keep in mind:

- Make sure all voices are heard in a respectful and inclusive way.
- Guide the group through several ways of thinking about the topics and questions at hand.
- Be ready to share something with the larger group at 4pm.

That's the core of it!

That said, my day jobs in the tech world have given me a growing toolkit of specific activities and prompts to guide groups through ambiguous and forward-looking questions such as the ones that may come up at Design Sprint: Sexual Health. Here are a few of them. Feel free to read your group and mix things up as you see fit. There are no set times for these activities (and there's no need to get through all of them!) just be ready to share something at 4.

EMPATHIZE: gain a deeper understanding of the problem(s) and how they affect people



Listening Session

This is especially powerful if one or more of the people in your group have experienced the challenge at hand. Ask open-ended questions.

- How did you first...?
- When?
- How did it feel?
- Who else was part of it?
- What were the turning points?
- Was there a point when you could tell it was over?
- How did this change your perspective?

Journey Map

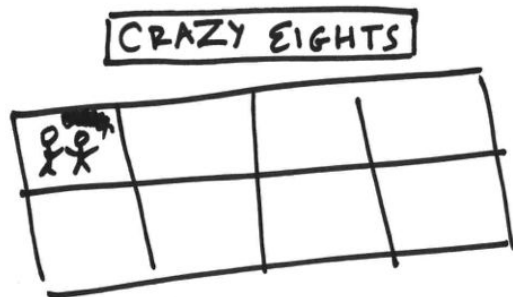
Use sticky notes to map out the emotional range of this situation from beginning to end. Each person writes out their own stickies of all the key actions / feelings / etc. (ideally each participant uses a different color) then merge them all together to form a collective journey.



IDENTIFY: distill your empathetic view into simple, personal mad libs

Problem Statement Mad Libs: Each person should fill out their own Problem Statement Mad Lib to articulate their personal view of the challenge from the perspective of the person you're solving for. Read these aloud to the group.

IDEATE: generate new ideas!



Crazy Eights: Each person gets a blank piece of paper. Fold it into 8 pieces. Set a timer for 8 minutes. Sketch out at least 8 potential solutions to the problem you've outlined on your Problem Statement Mad Libs. Draw quickly, write captions as needed. Then give everyone the chance to look silently at all the pictures. If it makes sense for your group, participants can each draw dots on up to 3 ideas to narrow it all down to a smaller number of concepts.

Bodystorming: Act out the process from beginning to end, giving voice to all the key players and any essential inanimate objects. (machine? table? website?)

Storyboarding: Draw it out comic book style. What happens first? Who is there? Then what happens? Where does this action take place? And so on.

The Boat: If you want to think more tactically about your solution, draw a boat. Anchors represent things that will bring the project down. Gusts will push it forward. Draw and gather the anchors first, then add the gusts. What relationships do you see between the anchors and gusts? Which forces seem most influential?



PRESENT: we can't wait to see what you come up with!