

# Prep and Facilitation Guide: Draw Your Experience

The first step in practicing a successful [Draw Your Experience](#) exercise is to do a little planning. You'll need to identify several participants and prepare for the activity.

## EXPLORE WHAT YOU WANT TO LEARN MORE ABOUT

- Consider your project's topic – who is involved in activities related to it and what are those activities? List them out.
- Whose experience and associated activities would you like to learn more about?
- From whose perspectives do you want to learn?
- What specific interactions – among people or between people and specific tools/objects – are you curious about?

## PREPARATION AND LOGISTICS

**Based on what you want to learn more about, identify:**

- Dates, times, and locations you'll hold the activity with people.
- Who will recruit the participants and facilitate the exercise. Every team member should facilitate a few sessions to get a hang for the activity.

**Identify potential participants for the Draw Your Experience activity.**

Who to invite: Colleagues, clients, or other stakeholders who are involved in the experience you're trying to make better.

- Colleagues: Start with someone you have a relationship with who is involved with some facet of the experience. If you are working on a client-facing challenge, a coworker who holds the client relationship is a great person to start with.
- Clients: Someone who already has a direct relationship with the client (e.g. a case manager) should invite the client and facilitate the exercise.

**Invite potential participants to the activity.**

Once you identify who you want to learn from, develop a comfortable script prior to inviting potential participants. When you reach out, share:

- Who you are.
- What you're trying to learn about (be transparent!). Do not frame your learning goal judgmentally; e.g., *We want to learn why people aren't following protocol*. Emphasize that you want to learn how things really are from their perspective versus what you'd expect, or how things should be.
- How much time it'll take. For example, you may take photos or notes during the activity. Secure their permission. You may also ask them to spend 10 minutes on the drawings ahead of time.
- Confirm the date, time, and location when you will meet.

## FACILITATING THE EXERCISE

See next page!

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## FACILITATING THE EXERCISE

While the participant's experience or workflow will guide the Draw Your Experience activity, create an outline that helps you manage your time together.

1. Thank the participant.
2. Reiterate your learning goal and how you'll use your time together.
  - *We'll talk about your experiences with \_\_\_\_\_.*
  - *We'll talk about your experiences working with a client on \_\_\_\_\_.*
  - *We'll talk about your experiences accessing \_\_\_\_\_ services.*
3. Begin by asking them about their background and how they came to be in this role.
4. Now, begin the exercise. If you gave them the drawing sheets ahead of time, start walking through the first drawing.
  - *Take me through the experience you drew.*
  - *What was happening? How did you feel? What did you say?*
  - *Let the conversation lead to other probing.*
5. Repeat walk through with the second drawing.
6. Reflect on the two drawings together.
  - *What is different/similar in these two experiences?*
  - *Does our discussion bring up anything you didn't already mention?*
7. Thank the participant again as you close. If you are looking for more people to do the activity, ask:
  - *Do you know another person who might want to share their experience with us?*

## DEBRIEF NOTES

After you close out the exercise, [record debrief notes](#) to share back with your team. Debrief notes help you capture what you heard and experienced immediately after being with your participant. It should feel like an energetic brainstorm, writing down what you saw, what it made you think about and question and even ideas that come to mind. Write everything down in a stream of consciousness and if you have time, go back and retype and organize the notes into elements that are alike.

## SYNTHESIS: MAKE SENSE OF WHAT YOU HEARD

Now that you've spent time with the people you're designing with, it's time to "synthesize" what you learned by identifying patterns across participants. Come together with your team around an activity like [empathy mapping](#) to tease apart what feelings, actions, thoughts, and communication come into play in the current experience. You can even invite your Draw Your Experience participants to take part in the exercise to ensure they're being heard.