

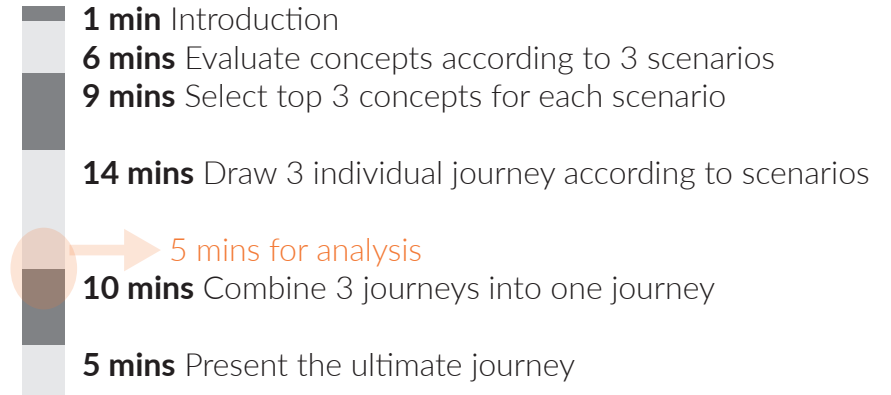
WORKSHOP OVERVIEW

INTRODUCTION

I am using the measures of time and energy to measure the transaction cost from drawing individual journeys to combining them into one ultimate journey through the lens of **instructions, reference points, flow, tools and transition.**

The goal of the workshop is to come up a service system to help residents to explore unfamiliar neighborhoods in Chicago. So after participants draw 3 individual journeys according to the concepts and scenarios we provide them, we want them to combine those 3 journeys into one to support all 3 scenarios.

ACTIVITIES



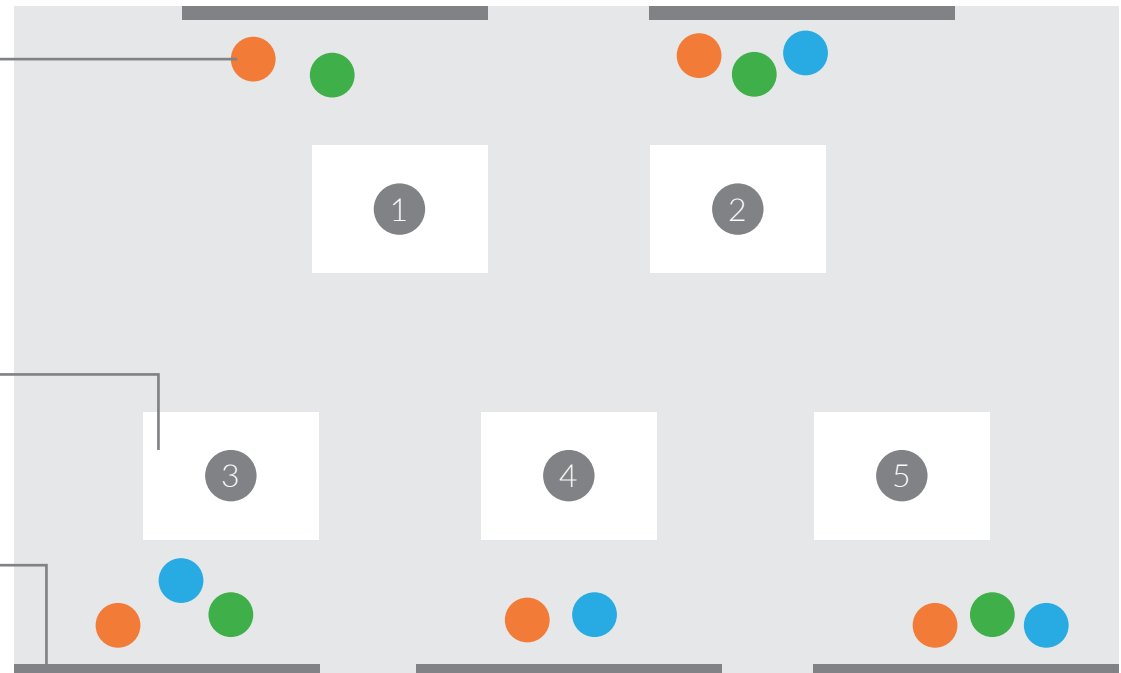
SPACE

Participants

- Worked on topic activities
- Worked on topic information
- Worked on topic transportation

Table with materials on it (markers, sharpies, post-it, and empty cards)

Butcher paper on the wall



ELEMENTS ANALYSIS

REFERENCE POINTS

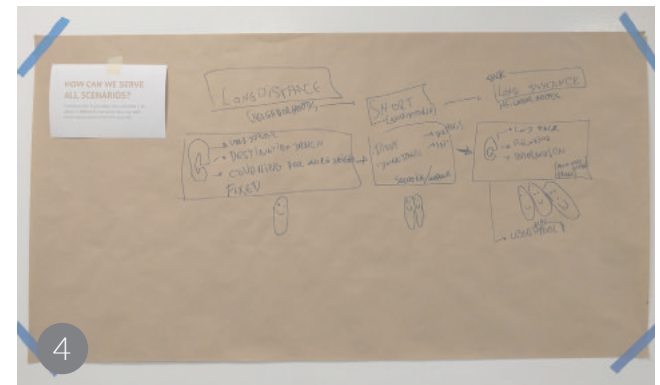
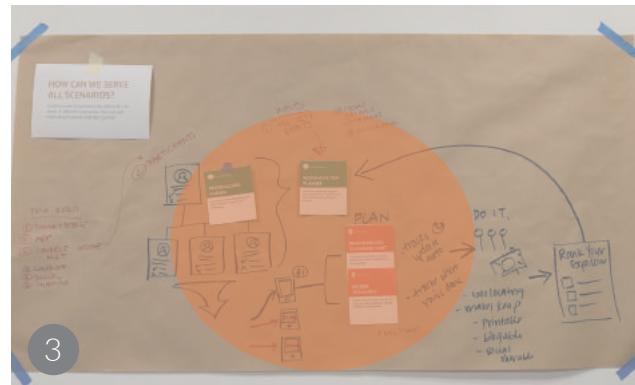
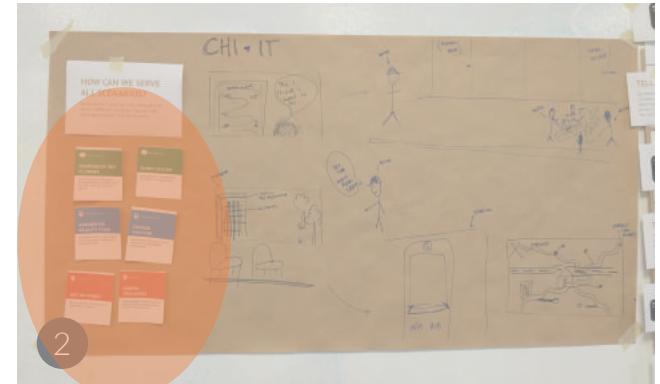
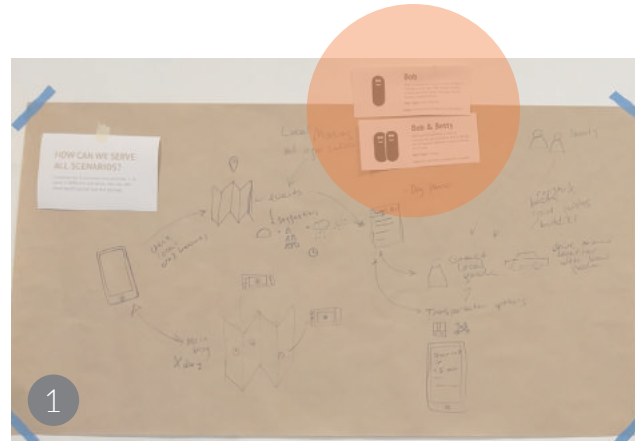
After transition, we don't provide participants very clear reference points which they can carry from previous steps. So they take materials from previous activities as reference points spontaneously.

INSTRUCTIONS

Instructions don't provide clear guidelines about how to conduct the activity and why should they do this. Participants don't have precious expectations about what to deliver and how to do it. So they combine journeys in their own way.

FLOW

The flow is interrupted because participants are trying to figure out what should they do the next. Some of them are more comfortable with moving on without clear instructions, but some of them debate about what to do and how to do it, which causes waste of time and energy.



5 final system concepts from combining 3 journeys into one journey. Each team uses their own workaround to make sense about how to conduct the activity most efficiently. Some of them bring some materials from previous activities, and some use this sketch and sketches from previous activities to tell a full story.

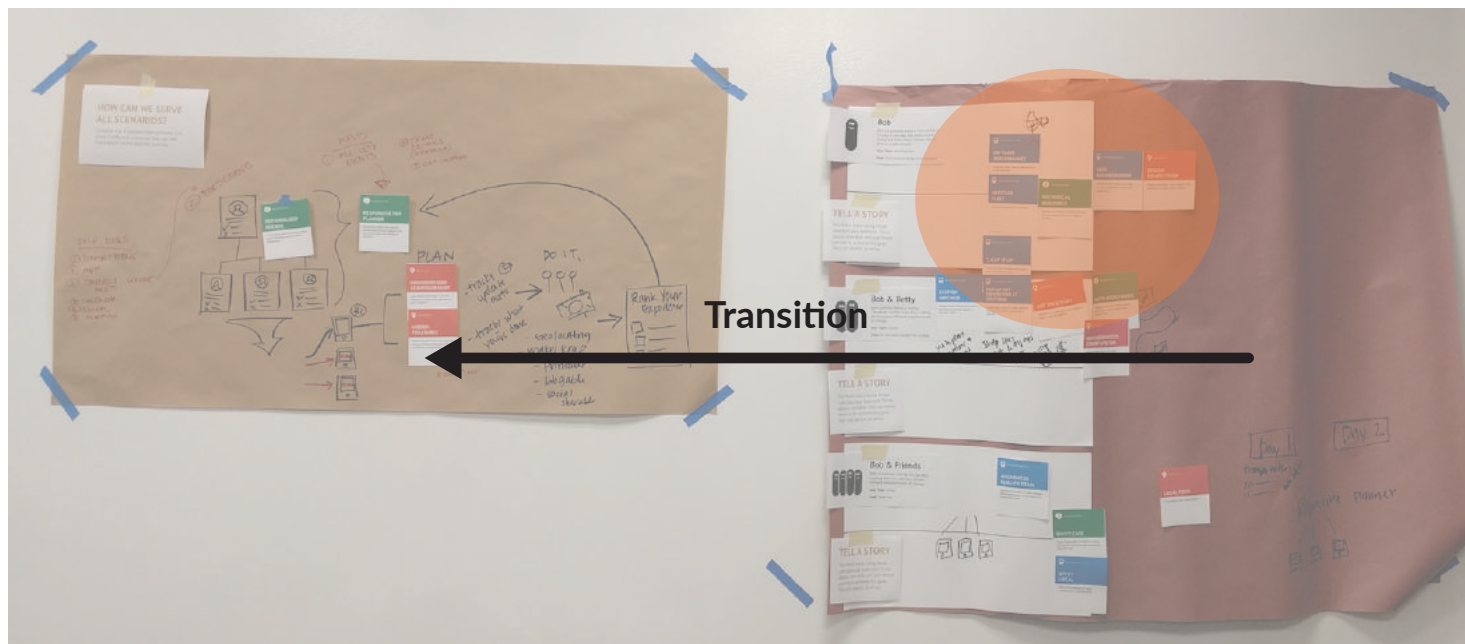
ELEMENTS ANALYSIS

TOOLS

The tools used here are not totally appropriate for achieving the goal of the workshop. The tools used in journeys drawing activities doesn't prepare participants for the journeys combining activity to come up with a system because touchpoints and user activities are messed up in the journeys drawing activity. Then participants can't separate touchpoints and support system in the combining process. So they can't design a system at the end.

TRANSITIONS

Because of using the wrong tools and no clear instructions, participants can't connecting individual journeys to generate high quality and well articulated system. They can't add complexity to the over all system because they are dealing with too much information and variables without a clear structure and triggers. So instead of thinking about how to come up with a complex system to accommodate all user needs, they simplify the system.



Final sketch and sketch from previous activity of one team. There are lots of concepts selected in previous activities aren't carried into the journeys combining activity which is not the goal of the transition. We want them to consider all the possible touchpoints instead of making minimal viable system. But the tools we provided don't support the goal.

PROCESS DIAGRAM & PRINCIPLES

MACRO ANALYSIS

The workshop is planned with 8 activities. Because of the unexpected dynamic we removed 3 activities and add 1 activity (presentation) at the end. The workshop is planned as a linear process except the first activity, but participants don't act like we expected. Their behaviors are not predictable without clear instructions, and they actually jump over steps. We find the final sketches are not self-explainable, so we ask them to present.

MICRO ANALYSIS

The transition between drawing journeys and combining them has high transaction cost. There are no clear instructions and tools are also not self-explainable. So facilitators spend time with talking about the next step verbally, and most participants get confused or surprised with what should they do the next. Although most of them get back to work soon, the flow is interrupted and the final result doesn't meet our expectation.

PRINCIPLES

WHEN the tool we provide don't have clear instruction with how to build upon the previous activity,

THEN the transition becomes hard for participants,

BECAUSE the flow is disrupted and team needs to figure out how to transit from previous activity to the next without clear reference points

