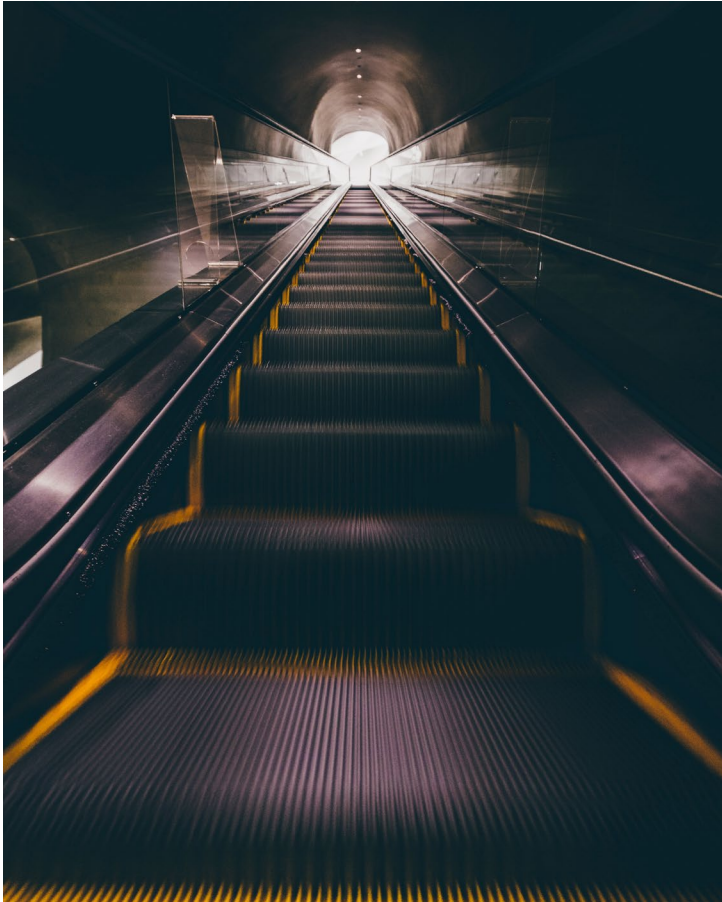




# FROM INSIGHT TO ACTION WITH APPRECIATIVE INQUIRY

UXLibsV  
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# HOW CAN YOU LEAD GROUPS TO ACTION?





# APPRECIATIVE INQUIRY



- An approach to organizational change that is generative, builds on core strengths, and is solutions-oriented.
- Complements design thinking and other UX methodology
- Includes various techniques that can become part of our UX toolkit

# TODAY'S LIGHTNING ROUND



Will include 6 steps, 4 of which you will experience in action:

**Step 1: Connect to purpose**

**Step 2: Frame it and flip it**

**Step 3: Dream of the ideal future**

Step 4: Ideate

**Step 5: Prototype internally**

Step 6: Prototype with users

# ABOUT TODAY'S CHALLENGE





# MARY IDEMA PEW LIBRARY



# PROBLEM STATEMENT

User research indicates that GVSU students who need or prefer low-sensory environments find it difficult to find a space that meets their needs in the Mary Idema Pew Library.

In particular, visual and auditory distractions make it challenging for some students to concentrate in many of our open study spaces.

# TODAY'S PROCESS



- You might not have enough context – it's okay to make things up!
- We're going to move through each step much faster than you would in reality.
- The participant guide includes information "About each step" as well as "Instructions for today."



# STEP 1: CONNECT TO PURPOSE

Refer to page 1 of your participant guide



**Think about the forest  
before putting all of your  
attention into a single tree.**

# STEP 2: FRAME IT AND FLIP IT

Refer to pages 1-2 of your participant guide



**Focus on the desired state  
rather than the problem**



# STEP 3: DREAM OF THE IDEAL FUTURE

Refer to page 2 of your participant guide



**Think about what an  
ideal solution will be like.**

# STEP 4: IDEATE

Refer to page 2 of your participant guide



**Generate an abundance of ideas, then narrow down to 1-3 ideas to prototype**



# STEP 5: PROTOTYPE INTERNALLY

Refer to page 3 of your participant guide

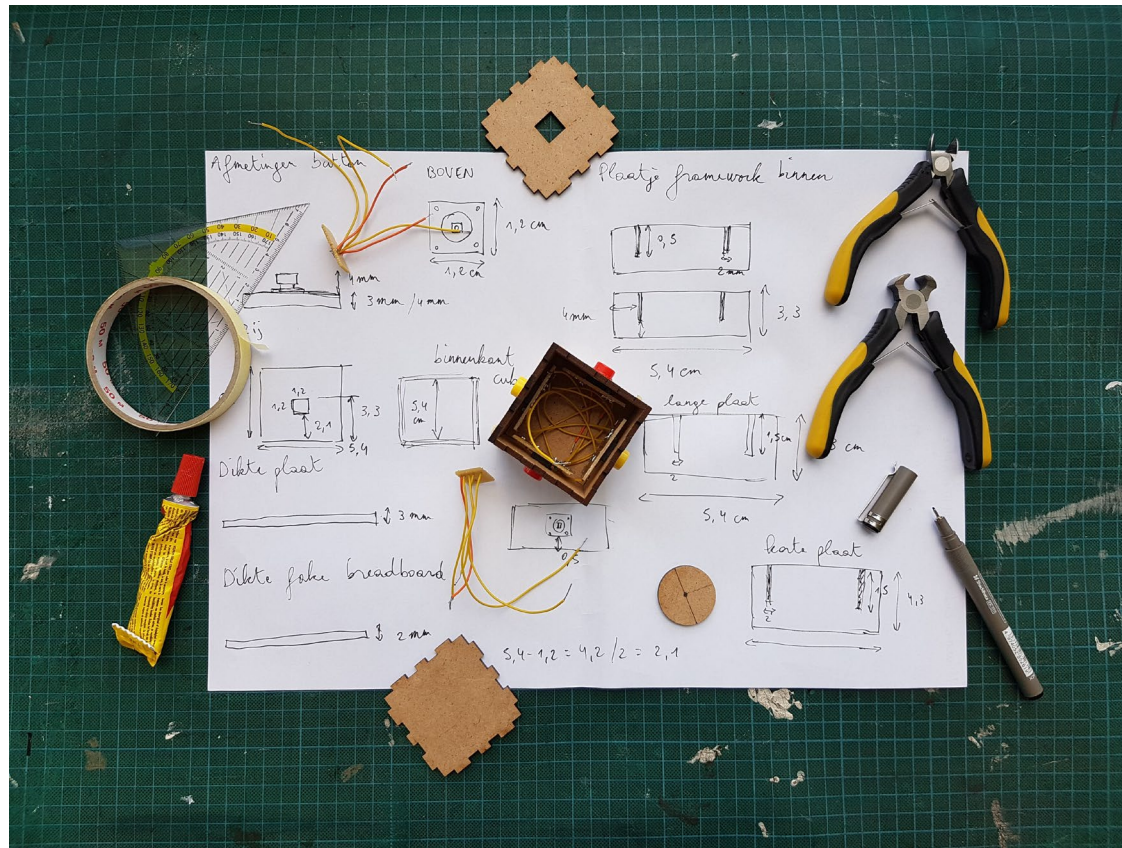


**What do you like about this idea?**

**How can we improve this idea?**

# STEP 6: PROTOTYPE WITH USERS

Refer to page 3 of your participant guide



**Create a visual representation  
of your idea to share with users**



# REFLECTION

What did you like about the process we used today?

How does this process complement other methods or techniques you have used?

What elements do you imagine incorporating into your future work?

What would you change about the process we used today if you were working with a group to move from insight to action?

# ACKNOWLEDGEMENTS

Some of today's activities were inspired by activities designed by Jackie Stavros and Maureen (Mo) McKenna who led Kristin's Appreciative Inquiry facilitation training.

The photos in slides 1-4 and 8-14 are from pexels.com, a free, non-attribution required source for stock photos.



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