[ProjectName] - Brand brainstorming workshop

Collaborative workshop

1. Prepare the workshop session

1.1 Purpose and goals

Explore ideas for the product brand, including ideas for brand name and logotype.

Provide design and comms team with assets for developing a brand for the product.

Engage key stakeholders in the creative process to:

- enhance their ownership of the product
- understand how we work together and what HCD means in practice
- identify program and product ambassadors and key decision makers (may depend on the program stage where you are conducting the workshop)
- identify potential blockers and bring them to the conversation (may depend on the program stage where you are conducting the workshop)

1.2 Questions

What should we call the brand/system/program/product?

What visual elements should we use in the logo? / What should the brand look like?

[TODO-TEMPLATE] Other

1.3 Methodology and tools

Recommended

- In-person group exercise (especially for those new to these tools and collaborative processes)

- Facilitated by a team member
- Silent brainstorming
- Cluster ideas
- Discussion and voting

[TODO-TEMPLATE] - define methodology and tools

1.4 Participants

[TODO-TEMPLATE] - how many facilitators - and who are they

Facilitators:

[TODO-TEMPLATE]

Participants:

X to X participants

    Working Group (if any)

        ??

    Chiefs of department (or other relevant to your product & program)

        ??

    Other participants - representatives of users, clients, beneficiaries, …

        ???

1.5 Time & schedule

[TODO-TEMPLATE] Duration - X hours

[TODO-TEMPLATE] Date and time - Day month year - starting hours to end hours

1.6 Location

[TODO-TEMPLATE] - add location (if in-person) or tool and link (if remote)

1.7 Exercises

[TODO-TEMPLATE] - review and adjust <u>recommended</u> exercises:

0 - Icebreaker (optional but recommended)

- We recommend a ['Pictionary'](#) type of exercise with the entire group (1 draws, others guess, who gets it right first it's picked to do the next draw)

1 - Product name

- Silent brainstorming for the product name
- Discussion
- Dot voting
- Other optional tools and activities:
    - ○

2 - Logotype

- Silent brainstorming for the product logotype
- Discussion
- Dot voting

3 - Brand personality

- Silent brainstorming for the product personality
- Discussion
- Dot voting
- Brand [personality mapping](#) (group exercise)
    - You can use [this Miro template](#)
- Brand [personality slider](#) (group exercise)
    - You can [use this Miro template](#)

[TODO-TEMPLATE] - review and adjust <u>optional</u> exercises:

Brand values and personality

- Keywords that describe the value or personality of the brand - similar to the brand exercise, for this one you will use a silent brainstorming followed by a discussion and a dot voting. When using this exercise, it is better to do it after the icebreaker and just before the name exercise.
- [Perception map](#) - compare how our brand sits compared to its competitors using a brand personality axis tool. Participants are asked to put a sticky dot in the axis where they believe the brand should be positioned
- [Slides scale for brand personality](#) - this exercises helps understand what is participant's perception on unique traits of the brand (to be defined by the

team for this exercise). Participants are asked to move a dot in a X axis and place it where they think the brand should sit for each trait.

1.8 Materials

[TODO-TEMPLATE] - review and adjust recommended materials

- Slides deck + Projector
- Butcher paper / white board
- Sticky notes + markers/pens (ideally color markers or pencils)
- Dot stickers (if available)
- Smartphone (for timer functionality and to take photos of assets)

1.9 Logistics

[TODO-TEMPLATE] - review and adjust recommended logistic tasks

- Book meeting room (or Setup a Meet/Zoom link)
- Send invitation letters (or emails/Whatsapps)
- Participation list
- [Prepare slides](#)
- Prepare materials for the workshop
    - Prepare materials for exercises
    - Prepare brand mapping matrix
        - Define the matrix and position some brands (relevant to the work you are doing, such as competitors or partners) in the map
    - Prepare brand personality slider
        - Define the personality attributes (example: Femine / Masculin, Simple / Complex, Formal / Informal, Classic / Modern, Industrial / Natural, Economic / Expensive, Subtle / Bright, …)

2. Agenda and script of the workshop

[TODO-TEMPLATE] - review and adjust

XXh - Welcome (10 min total)

- Ice breaker (5 min)

- What is the purpose of today's workshop?
- What is a brand? (slides)
- What tools are we going to use today

XXh - Exercise 1 - Name: Let's look for a name for our product (20 min total)

- Explain objectives and methodologies (2 min)
    - Q&A / Any questions from participants?
- Silent brainstorming (5 min)
    - Write as many names as you can think about for this brand
    - Use sticky notes (one name / idea per sticky note) and pens/markers
    - Stick your ideas in the board
- Discussion (10 min)
    - Present your ideas
    - Give room for questions / additional comments
    - (During this time, the facilitator will start organizing the ideas in the sticky nomes by theme and proximity - doubled ideas can be left in 1 single sticky note, remove the duplicated ideas)
- Dot voting (3 min)
    - Each participant has 3 votes (3 dot stickers or some other method)
    - Each participant is invited to vote on their top 3 favorite ideas

(XXh - Coffee break - This is a short workshop, feel free to skip the coffee break if it isn't needed)

Xh - **Exercise 2** - Logotype: Let's think about what the brand should look like (22 min total)

- Explain objectives and methodologies (2 min)
    - Q&A / Any questions from participants?
- Silent sketch exercise (7 min)
    - Draw as many ideas (sketch, nothing professional) you can think about for this logotype
    - Use sticky notes (one sketch / idea per sticky note) and pens/markers
    - Stick your ideas in the board
- Discussion (10 min)
    - Present your ideas
    - Give room for questions / additional comments
    - (During this time, the facilitator will start organizing the ideas in the sticky nomes by theme and proximity)
- Dot voting (3 min)
    - Each participant has 3 votes (3 dot stickers or some other method)
    - Each participant is invited to vote on their top 3 favorite ideas

Xh - **Exercise 3** - Personality: Let's think about what the brand personality should feel like (X min total)

- Explain objectives and methodologies (2 min)
    - Q&A / Any questions from participants?
- Silent brainstorming (5 min)
    - Write as many personality traits as you can think about for this brand
    - Use sticky notes (one trait / idea per sticky note) and pens/markers
    - Stick your ideas in the board
- Discussion (10 min)
    - Present your ideas
    - Give room for questions / additional comments
    - (During this time, the facilitator will start organizing the ideas in the sticky nomes by theme and proximity - doubled ideas can be left in 1 single sticky note, remove the duplicated ideas)
- Dot voting (3 min)
    - Each participant has 3 votes (3 dot stickers or some other method)
    - Each participant is invited to vote on their top 3 favorite ideas
- Brand mapping
    - As a group, discuss in a brand mapping (to be prepared prior to the workshop), where this brand should sit in the matrix
- Brand sliders
    - As a group, discuss the position of each slider for each group of personality and positioning attributes
- Final discussion - what is should be the brand key personality traits, voice and position? (5 min)

Xh - **Wrap up -** Final notes and information on follow up (2 min)

- Thank participants for their time and for their ideas
- Let them know about what will happen next:
    - We will share the collected assets and ideas with our design team
    - Our design team will prepare a couple of proposals based on the ideas generated during this workshop
    - We will share it with you (and some others?) for review and decision
    - We will use the brand developed with your creativity in the product

3. Workshop results

Summary of results

Did we achieve the proposed objectives?

[TODO-TEMPLATE] - Write a summary of the goals achieved during the session

[TODO-TEMPLATE] - write a summary of each exercise, how it went, what worked/didn't work, …

Feedback on suitability of exercises and methodologies

[TODO-TEMPLATE] - write a summary of each exercise, how it went, what worked/didn't work, …

Icebreaker

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Exercise 1

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Exercise 2

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Collected assets

[TODO-TEMPLATE] - Paste the collected assets here, or if there are a lot, paste here the link to the folder on the shared drive where assets can be found. One folder per exercise

Exercise 1

Exercise 2

Findings and notes

[TODO-TEMPLATE] - Write a summary of major findings, that may include, for example:

- Big YES and big NOs
- Participants reaction to the exercise and engagement
- Unexpected findings
- Further considerations that you think are relevant for your Product Lead, Graphic Designers, Comms specialist or anyone else on your team