

## **An Analysis Study of a Participatory Design Workshop from the Perspectives of Communication Strategies and Tools**

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**Abstract :** Participatory design transfers the role of design team becoming the facilitator who manages to work collaboratively with the 'partners of innovation': users. This facilitator role not just concerns the users' behaviors or insights under the common practice of user-centered design, it emphasizes the importance of communication experience conducted by various strategies and tools in a workshop session which could profoundly impact the quality of the co-creation process. To investigate the communication experience in the participatory design, this study proposed a qualitative research to analyze communication strategies and tools. A participatory design workshop and following in-depth interviews were carried out to explore how participants (facilitators, users) might apply different strategies and tools to enhance the communication process. The major study findings are as follows: (a) roles had influence on communication experience; facilitators' principles and methods influenced the usage of facilitation strategies in various situations, while users put more emphasis on communication activities and goals aimed to complete the design tasks, (b) communication tools should be both fixed and changeable: participants had fixed cognition on different forms of communication tools; with the fundamental cognition, they could choose and make use of tools according to their needs, (c) the management of workshop communication should be flexible: controlling the schedule, stimulating innovations, and creating the space for conversation are crucial to facilitate in a participatory workshop.

**Keywords :** communication experience, facilitation, participatory design, workshop

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