

Video Innovation Workshop

What is the Video Innovation Workshop?

Welcome to the Video Innovation Workshop, where creativity meets technology to revolutionise how we enhance customer journeys. In an era where digital interactions shape our experiences, the ability to innovate and adapt is more crucial than ever

Together, let's embark on a journey of discovery and innovation, and redefine the future of customer interaction through the lens of video.

About the format

The workshop is designed to be facilitated in person and lasts 3.5 hours. We suggest working in a diverse group of max. 20 participants who are split up into groups of 3-4 people.

The workshop format is highly engaging and interactive. It incorporates a balanced mix of knowledge infusion, short how-to sessions, and fast-paced team exercises. Participants will engage in fun and effective brainstorming methods derived from Design Thinking and Design Sprints, fostering creativity and collaboration. One of the key highlights of the workshop is the video shooting session, where teams will create prototypes to bring their ideas to life. This dynamic structure ensures that attendees not only learn theoretical concepts but also apply them practically, resulting in a comprehensive and hands-on learning experience.

All necessary material is Open Source and accessible for free download on our website.

Agenda

- Introduction & HowTo
- Warm-Up Fun Exercise (20 min)
- Customer Journey Bingo (25 min)
- Break
- Solutions Jam (30 min)
- Ideation & Storyboarding (30 min)
- Break
- Video Prototypes Recording (30 min)

Prerequisites

The participants of our Video Innovation Workshop all work at our fictional company **Rangu**. In the workshop material (which you can download on our website), you find a description of the company including its mission, products and services, business model, values and partners.

We suggest you send the company description out to all participants before the workshop so that they can get familiar with their new employer.

Once you have made yourself familiar with the workshop concept and have run it with your team using our fictional company Rangu, you are ready to adapt it to your specific business to discover how to use video to build more meaningful human connections in our digital world.

You can use the Rangu company info we provide in our toolkit as a starting point to add your own company info such as mission, vision, value proposition etc. Ask your user research team for data about your customers and their journey with your product or service. And don't forget to have fun!

Getting to know your team

When your participants arrive, they receive a card with their team name on it (you can find the Team Cards in the download package on our website). This is just relevant for the first exercise.

To create creative confidence and psychological safety within our teams, we start with a fun warm-up exercise where our participants get used to our fast-paced exercises and lose their possible fear of speaking in front of a camera. The goal is to create a relaxed and open atmosphere.

Exercise: Character Carousel - Shoot your first team video

Material needed: Character Cards -> Each team gets a set of character cards for their specific team, A4 paper, sticky notes, sharpies

How the exercise works:

- **Brainstorming & Planning (7 minutes):**
Everyone in the teams chooses one character & gets familiar with their personality. Then the teams decide on a concept together and plan their video. The main purpose is to introduce their respective teams, playing with the characters each one of them acts as.
- **Rehearsing (5 minutes):**
Practicing their script, ensuring everyone knows their role.
- **Shooting (8 minutes):** Actual filming of the team video 🎥.

Facilitation Tips:

Encourage everyone to remember our workshop rules:

- Quantity over quality
- No perfection, just prototypes
- Use more time to record videos than to talk about the outcomes
- Don't think too much
- Have fun! 🤸

Customer Journey Bingo

Before we dive into the solution space, we need to understand our customers: where do we find them, where can we connect with them, what are their unmet needs and current pain points?

To make the Customer Journey Mapping exercise less corporate and more enjoyable, we have prepared Bingo Cards for each participant. The idea is to use as much of the given information about customer needs, pain points and user activities and put them on the Customer Journey Board - the more fields everyone can cross off, the higher the chance to win the Customer Journey Bingo, our starting point for the Solution Jam.

Exercise: Customer Journey Bingo

Material needed: Customer Journey Stages on A3/A2 paper, one Bingo Card (A4) per participant, one Bingo Card printed on A3 and cut into activity, needs and pain points cards including 5 jokers per team, A4 paper, sharpies, masking tape

How the exercise works (15 min):

- Everyone has a bingo card with various customer pain points, customer needs and user actions listed in each square
- Try to place as many of those on the Customer Journey Board
- Use the corresponding single activity, needs and pain points cards to place them on the board
- Mark off the items on your bingo cards after you have added the corresponding card to your CJ board

Extra Task

- Add extra pain points and needs on the Joker Cards and cross off an empty field on your bingo card ✕
- The first participant to complete the empty line wins an extra big applause 🙌 and a surprise (*prepare a small prize for the winner like some chocolates or a nice bottle of wine*)

Facilitation Tips:

Prepare a few examples - Add some of the activity, needs and pain points cards to the Customer Journey stages for each team so that no one has to start from scratch. Use these examples to introduce the exercise.

Remind the teams of the following:

- You are an employee of Rangu
- You want to sell Rangu to a new client
- Think about your persona's Customer Journey with Rangu: Where could they hear about you? Get in touch with you?
- We have prepared a few props for you to make this exercise easier (*bring whatever you like that adds some extra fun and creativity to the exercise like desk lamps, glasses, books, a dog ...*)

Solution Jam

To help your teams get started finding the right Video Solutions to reach your (potential) customers during their Customer Journey solve their biggest needs and soothe their pains, we have prepared a set of Solution Cards. Here they can find some inspiration for the different video types and what to use them for. But we are also curious to get your feedback on which other ideas your teams have come up with.

Exercise: Solution Jam

Material needed: Solution Cards (one set for each team), A4 paper, sharpies, sticky notes, masking tape


How the exercise works (20 min):

- Take the Solution Cards
- In the teams, participants discuss which Video Solution could help in which part of the Customer Journey to solve pain points and needs and get in touch with your (potential) customers
- All participants are asked to place as many Solution Cards as possible on the Customer Journey Wall

Exercise: Ideation - Crazy 8s

Material needed: A4 paper (at least one piece per participant), sharpies

How the exercise works (10 min):

- Everyone in the teams picks one video solution from the Customer Journey now - 5 seconds! (individual decision)
- Ask participants to fold a piece of A4 paper 3 times - they should end up with 8 "fields" on their A4 paper
- Time 8 time 1 minute and ask participants to:
 - Take  1 minute to fill each "field" with an idea for the Video Solution they picked - We "play" 8 rounds
 - Everyone writes down or scribbles ideas:
What is the content of the video?
Who will be in it?
Where will you shoot it?
What's the main message?
 - When one minute is up, everyone moves to the next of the 8 fields on their paper and scribbles or describes a new idea or another version of the first idea

Facilitation Tips:

Encourage people to stop scribbling or writing, even when they think they have no idea what to do. When we continue jotting something on our papers, science has shown that our creative brain works better and comes up with new ideas.

- Do not think - just keep drawing
- You can also write if that makes you feel more comfortable
- Draw what comes to your mind - Scenes for your video, props, people
- Write notes describing the more detailed content of your video solution'

Exercise: Concept Finalisation

Material needed: A4 paper (at least one piece per participant), sharpies, stickies, masking tape

How the exercise works (15 min):

- The participants get 15 minutes as a team to decide which video solutions they want to record (prototype)
- Ask them to prepare what they need to prepare but don't overthink it
- We are just shooting prototypes
- Remember: Quantity over quality!
- Encourage them to get creative by giving each team member a role and/or using some extra props. They can also use Keynote or PowerPoint or Free Photo Platforms such as [Unsplash](#) to find some nice material to add to their videos.

Video Prototyping

We call it “proto” types for a reason - We encourage you to go for quantity here and try out as many different ideas and formats as you can come up with. Keep the fast pace going, don't overthink things. Your goal should be to get a better feeling for different kinds of video solutions and see what resonates most. You can then - in another workshop - meet with your team and create a fully-fledged prototype and test it with your real customers.