VISION WORKSHOP

Objective of the workshop

The goal of the workshop is looking to generate ideas rather than looking for a final answer.

These are the rules for the workshop:

- there are no wrong answers, all is allowed
- quantity is more important than quality
- keep the discussion user-focused

Individually/using an A4, Post-it notes and a pen for each person:

1. Think of any open public space of your city: street, square, park, lake, waterway, etc.
   - 2 min: Create a list of activities or things you would do, or practice in that place. Write them in an A4.
   - 3 min: What issues/qualities of that experience matter most to you? Write them down separately in Post-it notes.
   - 2 min: What are the feelings you experience in those areas or spaces? Write them down separately in Post-it notes.

Working all together

2. 3 min/categorize those sticky notes together on affinity:
   - Look for ideas that are similar in some way, and group them together on the table or wall.
   - Sort the ideas into three or four groups based on their relationship to each other.
   - Also create another group—a "parking lot"—for items that don't find a group.
   - Place repeated ideas on top of each other to capture popularity.
Working in groups

3. 3 min/within each group rank the ideas in ‘dreaminess’:
   - Place the explicit type activities low and the dreamy visionary types high inside each cloud.

4. The “five whys” exercise:
   - Start to ask “Why, why, why...” on the lower level sticky notes in the groups to get to the dream (or believe) behind the item.

5. Once we have per affinity group the beliefs in place, we can write a couple of new sticky notes, with those beliefs on them.
   - Put them on the wall, and write under them, in a nice form, the belief: “In <name of the city>, we believe that <belief>”

6. Wrap up: Now review the “story map” and try to sum up all the statements in one sentence, your vision. This process may take longer, and before attempting it, it is advisable to rest your mind for at least one day (better one week) after the workshop.