



Generate Ideas

| **Bodystorming Tool**

In this physical variant on brainstorming, participants use their body and other objects to role-play and mimic interaction with a system, product, or experience.

WHEN

Use Bodystorming at any phase in a project. It is particularly useful when the team has a new set of users to consider, a new interface to test, or is working on a physical design.

WHY

This approach helps develop empathy with end-users by sharing their experiences and thoroughly walking through all the physical, mental, and personal interactions or touchpoints end-users may have with a system, product, or organization.

HOW

- STEP 1: Select a desired topic to investigate, such as navigating an office kitchen, a new software product, or an experience like airplane travel.
- STEP 2: Identify a few willing participants and, if desired, audience members to help with the process.
- STEP 3: Locate a room or space and some materials to serve as props (e.g., office chairs as airplane seats or books as monitors).
- STEP 4: Assign each individual a role – not every role has to be a human (e.g., one person could be a technical component of a system). Make sure everyone knows their role and has some idea of the interactions.
- STEP 5: Step through the scenario using props and mimicking each of the touchpoints that users have with a system, product, or experience.
- STEP 6: Participants and audience members should discuss what went well, challenges, issues, and opportunities.

