

Body Storming

Problem

How to improve thinking about a product or process?

Difficulty

Some training required

- **Body storming**, a form of brainstorming, creates user empathy and leads to re-design.
- A **body storming** exercise combines role-play and simulation. It uses prototypes and observations of how users interact with products to understand the user experience.
- There is no standard body storming process, the process is tailored to each specific circumstance.

Early thinking
about a product
or process

Body Storming Process

Improved thinking
based on user
experiences

1. Define the issue/product/process to be examined.
2. View the issue location and observe:
 - A. How people behave at this location.
 - B. The artifacts people interact with.
3. Define a scenario to be explored.
4. Assemble an appropriate team.
5. Run the body storming exercise:
 - A. Follow the defined scenario
 - B. Capture relevant info (e.g., people's behavior)
 - C. Optional: Replay scenario using info gained.
6. Gather the participants' subjective experiences
7. Analyze the results and take appropriate actions.



Abstract
brainstorming



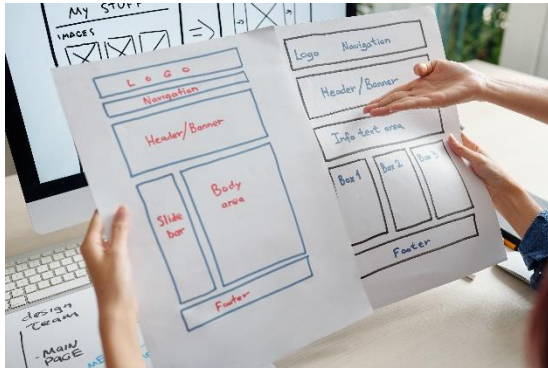
Hands on
Brainstorming

<https://commons.wikimedia.org/wiki/File:Business-colleagues-having-meeting-in-conference-KS674JC.jpg>
https://commons.wikimedia.org/wiki/File:Working_together_%289598967879%29.jpg

Body Storming – Example – User Interfaces

Paper prototyping is a form of body storming. For user interfaces, paper prototyping is a way to develop ideas and design user flows using hand-created images. Paper prototypes evaluate the user experience more than the design itself.

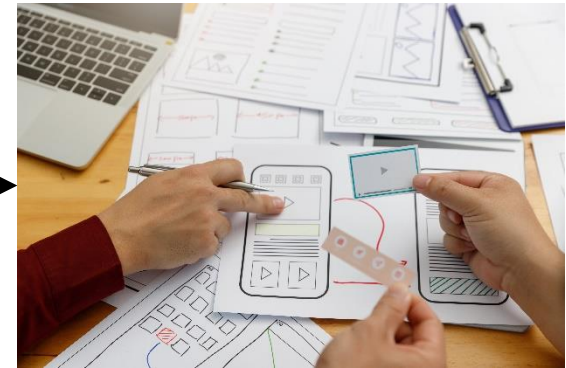
Initial interface design



Paper instantiation



Body storming exercise



Revise interface design

Users “push” icons and the facilitator appropriately changes the paper model.

User interface evaluation process

- Observe 3-5 different people attempting to use the interface.
- The facilitator changes the paper model in response to user activities.
- Update the design, as needed, to align the design with user expectations

Body Storming – Notes

Slide 1

1. Body storming is an *ideation method*.
 - Body storming is *not prototyping*.
 - Body storming is *not user testing*.
2. Body storming can test new solutions, leading to needed re-design.
3. Body storming is different from role play since the researcher sees the same conditions as the user.
4. Body storming is used in the early stage of a design which needs to incorporate a customer's viewpoint.
5. Body storming
 - A. **Pros:** empathy with users, first hand user experience, obtain users' help with design
 - B. **Cons:** discomfort for some users, requires people skills and sensitivity, time consuming

Slide 2

1. A body storming exercise can be used for nearly any design.
2. User interfaces:
 - A. A common need is to design a user interface – which is abstractly presented in this example.
 - B. It is critical that users attempt to use the prototyped interface without any coaching.

Recommended web sites for more information

- <https://www.benchmarksixsigma.com/forum/topic/39272-bodystorming/>