RITUAL DESIGN TOOLKIT

WELCOME

The Ritual Design Toolkit helps you understand rituals, how they can be harnessed, and how to design them.

This toolkit is written with designers and design thinkers in mind, but is for anyone who wants to create meaningful interactions. The toolkit helps you approach ritual design in a structured way. By considering all the different parts of a ritual, you can focus on the most relevant design opportunities in your specific context.

By designing a ritual, you can change the way someone feels in a specific context. You can apply ritual design to an existing design process to improve a user experience, enhance a sense of wellbeing, bring people together or promote healthier behaviours.
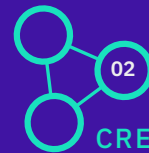
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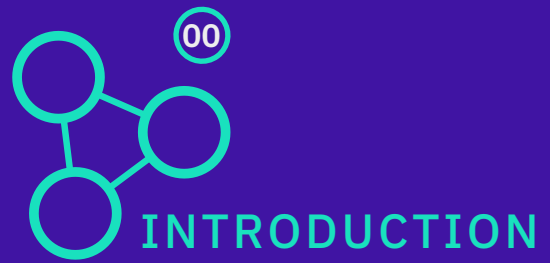
WHAT IS A RITUAL?

A ritual is an intentional behaviour or sequence of behaviours, with a distinct emotional outcome.

Intention:
Rituals are marked with mindful engagement

Behaviour:
Rituals are comprised of particular, often idiosyncratic, actions

Emotional result:
The ritual results in a subjective emotional outcome, beyond the purely instrumental

Examples of rituals include:
Eating your special biscuits with tea in the afternoon to help you unwind after a meeting
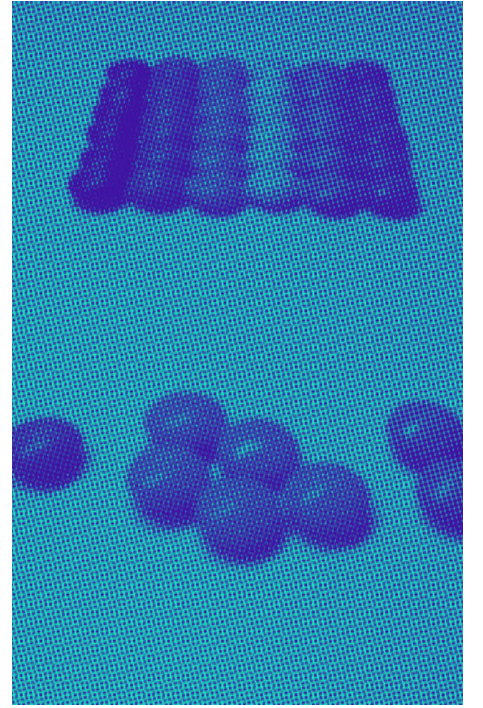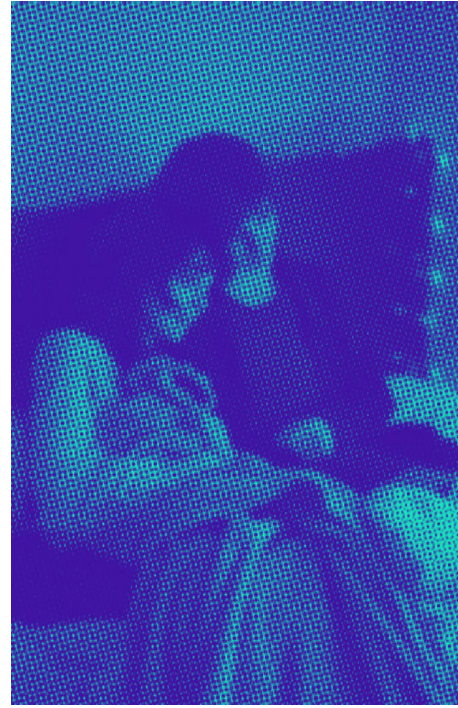
Saying a mantra before you go grocery shopping to feel more in control of your cravings and help you avoid junk food

Welcoming a new member into a team by going out to eat lunch together

Over to you:
What rituals can you identify from your own life? They may appear in personal, social, cultural or professional contexts.
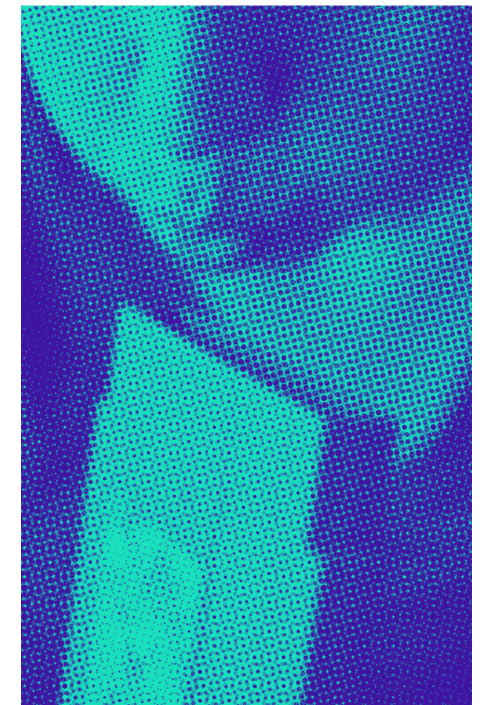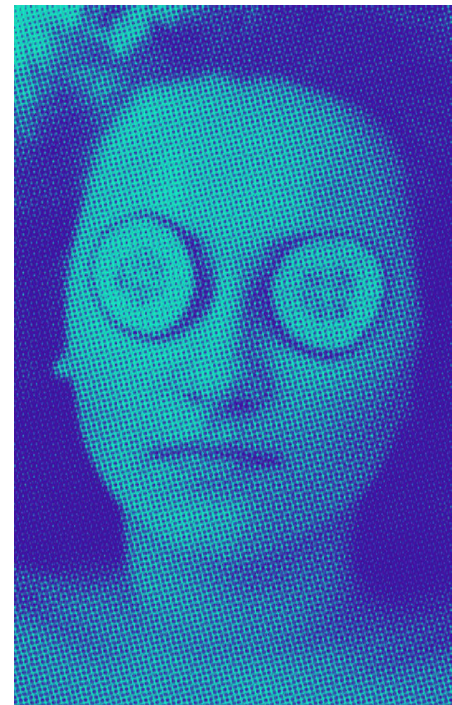
01

SCOPE

This phase helps you write a ritual design brief tailored to your needs and suggests research tools to help you prepare for the next phase.

Key questions:

User: Who is performing the ritual (the ritual performer)?

Goals: What is your objective as the designer of the ritual, and what is the objective of the ritual performer? What are your key metrics for defining success?

Context: Where does the ritual take place? What contextual details support the ritual?

DEFINING THE SCOPE

What is your opportunity?
Is there a problem you are trying to solve?
What problem are you not solving?
What is the change you are aiming for?

Depending on the challenge at hand, or the problem you might be trying to solve, you need to define a clear scope and a focus area for your design brief.

Over to you:
Consider the four scales of design on the right. Which level are you working with — touchpoints or an entire system?

TOUCHPOINTS

Individual interactions can be designed as rituals

The moment of unboxing a new phone

PRODUCTS/DEVICES

Physical products or devices can be designed to evoke ritualistic interactions and behaviours

A coffee machine that needs to be used or cleaned in a particular way

SERVICES

A service offering or an extended user journey can be designed to include ritual moments

An airport with rituals at key moments to promote the feelings of security, comfort, safety, satisfaction, or control

SYSTEMS

An entire system can be designed as a ritual or a series of rituals

A political system, involving the shared rituals of elections, public debates, inaugurations, civic celebrations, local engagements, tax collection

WRITING THE BRIEF

The brief defines your objectives and guides your research. Note that, if you are designing rituals within a larger project, the ritual design brief may differ from the overall project brief.

Checklist for a good brief:

○ State the purpose of the design

○ Define your opportunity, challenge and context clearly, including pre-existing parameters, such as those set by a client

○ Define key parameters relating to the user, location, desired emotional outcome, desired behaviour(s) or any existing rituals that may be replaced.

○ Leave room for creative interpretation.

○ (Optional, but helpful) Define your key questions as 'How might we...' to test it's potential as a creative springboard

○ Set clear metrics for success — how will you measure the ritual designs' effectiveness and know you are meeting your objectives?

The ritual design brief outlines the task at hand:

create rituals
"How might we create a new ritual to encourage people to eat more vegetarian and vegan food for Sunday lunch?"

enhance & analyse rituals
"How might we enhance the ritual of making a cup of herbal tea in the evening?"

replace rituals
"How might we replace the ritual of smoking during a work break with a healthier alternative to support people to give up smoking?"

GATHERING KEY INFORMATION

Further research into the challenge, user, their behaviours and the context defined in your brief helps you build a more detailed understanding of the design task at hand. This creates an important jumping off point for designing in the next phase.

We have listed some widely-used research methods that we recommend for ritual design. More in-depth explanations of these methods are widely available for free online.

PRIMARY RESEARCH

Observe
– Photo diaries and 'day in the life' studies
– Design probes, exercises and activity packs
– Task analysis to identify the sequence of behaviours
– Video ethnography

Ask
– Questionnaires and feedback forms from users
– Interview users about observed behaviours to help map emotional journeys

Analyse
– Observe existing rituals and break them down into constituent components

SECONDARY, OR DESK-BASED RESEARCH

Review the literature, including relevant articles and news stories. Survey existing interactions, products and technologies

– List what already exists; consider key features and user flows relating to existing touchpoint / product / service / system
– Map existing interventions on a 2x2 matrix to identify clusters and crowded areas, key competitors, as well as gaps
– Use tree diagrams and mind maps to track the relationships between existing interactions, products and ideas

Gather ideation stimulus
– Collect photos, videos, examples, case studies etc. to bring the challenge, the user and the context to life as vividly as possible
– Use moodboards and journey / system maps to show connections between users, behaviours, emotions and moments

BIRTHDAY EXAMPLE:
OUR BRIEF & OUR USER

Throughout the Ritual Design Toolkit you will see the same fictional example of a familiar birthday ritual broken down to illustrate the various stages of the ritual design process.

Ritual performer
Georgie is 24 and lives with 3 friends in Headingley, Leeds. She works as a marketing manager for an upscale chain of gyms. In her spare time, she does crossfit and yoga, goes out for brunch, or to local pubs, bars and live gigs with her friends. She's also happy staying in, catching up with her housemates after work over a cup of tea or a glass of wine, or watching a film together. Health is important to her and exercise is a natural way of life because of where she works, but she doesn't take it to extremes. Life is all about enjoying time with friends and having new experiences, especially now that she's finally earning some money.

Client brief (restaurant brand):
Create a shared ritual moment to mark being a year older

Scope:
Target 18-30 year-old students / young professionals. Create a consumption moment for a sweet treat.

Georgie	thinks	feels	does
arrives home	*That was a long day. Is anyone home?*	*Tired and hungry, but happy to be at home.*	*Takes bag into bedroom & changes into comfy clothes.*
makes dinner	*Maybe my day wasn't so bad after all.*	*Comforted & good having a rest*	*Cooks dinner with house-mates, catches up, jokes, swaps stories.*
watches TV	*It turned out to be a fun day.*	*Chill & happy. A bit sleepy. Laugh letting go of the day.*	*Sits in the lounge with housemates watching TV, with chocs, maybe about the day.*
gets ready for bed	*I have a 7am yoga class tomorrow - it's time for night in the end. Bed!*	*Tired & ready for bed.*	*Says night, brushes teeth, does night time beauty ritual, goes to bed drinking wine / tea.*

02

CREATE
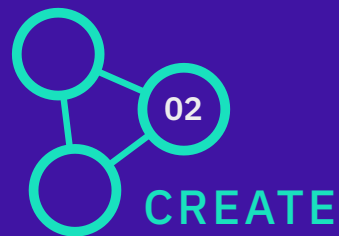
This phase helps you generate ideas for what the ritual could be, and develop one or more into a full ritual design.

Key questions:

Context: From your research, what are the key insights and observations that underpin the jumping off points for ideas? What might the user interact with in the environment? How does the ritual fit in the broader context?

Ritual: What could the ritual be? What might trigger it? What actions or behaviours does the user perform, and what is their outcome?
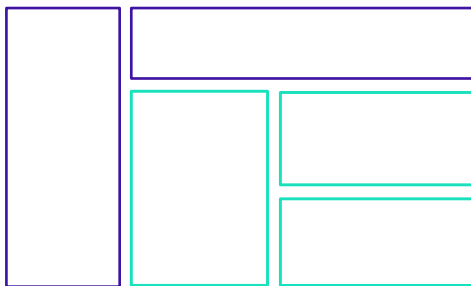
Further details: What happens before, during and after the ritual? Are any artefacts required for the ritual? What specifically needs to be designed?

TOOLS FOR
DESIGNING RITUALS

The Ritual Design Toolkit provides three tools to support you navigating the generation and development of rituals:

II. The Ritual Ideation Cards
20 illustrated cards to be used as ritual-specific prompts for idea generation. We suggest that you print and cut out the images before using them.
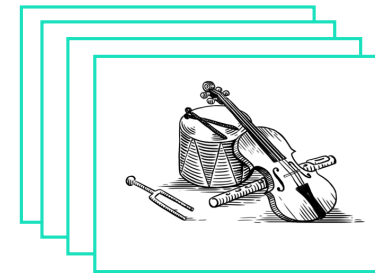

I a-b. The Ritual Design Canvas
The Canvas sits at the heart of the toolkit and consists of two parts: Ia. the **Context Cluster**, see p.14, and Ib. the **Ritual Cluster,** p.16. Between them, they help you create a ritual design concept.

III. The Ritual Storyboard Sheet
A template to articulate the ritual as a sequence of actions. Doing so helps to articulate the key behaviours of how the ritual is performed, and what, if any, new artefacts might be required. This tool is explained on p.19.
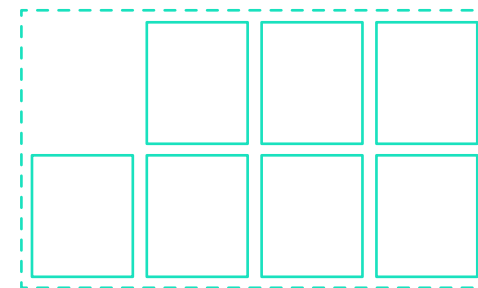
Ia. THE CONTEXT CLUSTER

The Context Cluster is used to record key details about the context of the ritual. The details you need to fill in the Context Cluster should come from the information you've gathered in phase 1.
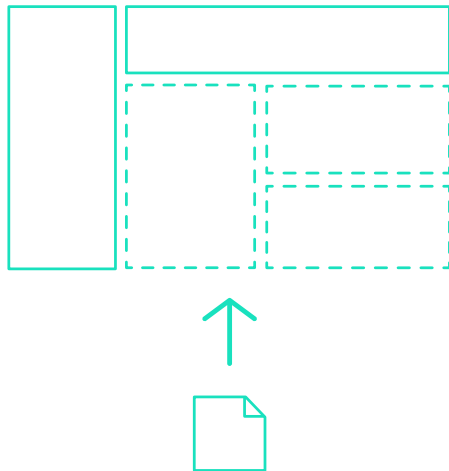
There are two boxes to complete for the Context Cluster:

CONTEXT

- Who is the user, and what do they want? Relevant factors here might include lifestyle, values, age, income, gender, level of education, and any other user insights.
- Who else is present or participating / observing the ritual?
- Where and when could the ritual take place? What else might be happening?

AIMS AND GOALS

- What is your overall objective in doing this project?
- What are your key outputs?
- Are there any constraints or fixed parameters?

Over to you: Finalising the context in a workshop
If you decide to run a workshop for ideation, we recommend leaving the Context Cluster open for participants to discuss and fill in at the start of the session, using the research you have provided. As they make choices about what key details to include, participants will immerse themselves in the context and feel engaged in the proces.

The research should give participants a rich understanding of the user and context, and include creative stimuli to spark new ideas.
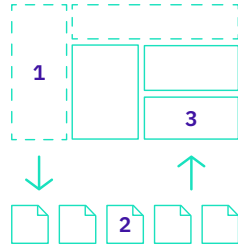
BIRTHDAY EXAMPLE: Ia. CONTEXT CLUSTER

RITUAL DESIGN CANVAS: CONTEXT CLUSTER (A3)

Date

Project name *Birthday ritual*

Who the work is for

How to use the canvas
1. Fill in this sheet first - the Context Cluster - based your brief and research
2. Generate many ideas on sticky-notes, responding to this context
3. Select a few ideas to develop into rituals, and complete one Ritual Cluster sheet per idea

AIMS AND GOALS

What is the ritual design brief?
What are the required outputs?
What do you want to achieve as a result of the ritual design process?

Ritual design brief: A shared birthday ritual for people in their 20's

Key output: Concepts for products and in-home experiences to support / enable the ritual.

Design parameters: Additional products or equiptment required for the ritual should be kept to a minimum.

CONTEXT

Who?
Who is present? What are their relationships?
Who could be the recipient / initiator / etc?
Are there any bystanders?
Where?
At a train station, living room at home, on a flight?
What is there? Describe the environment.
When/while... (eg. season, ongoing actions)?
While watching TV, during the spring, during the day

Who?
- *Georgie, 24 and her housemates (a mixed group of close friends and possibly brothers and sisters)*
 Where?
- *At home*
- *Gathered around a table*
- *They might drink wine / tea, sometimes treat themselves to a dessert with dinner.*
 When?
- *On the day of Georgie's birthday, after work (midweek)*

Place Ritual Cluster sheet here

Ib. THE RITUAL CLUSTER

The Ritual Cluster is used to describe a specific ritual which is performed in the previously defined context cluster.

The three boxes on the Ritual Cluster can be completed in any order. By doing so, we describe the main elements that distinguish the specific ritual:

What **key moment** triggers the ritual.
What the ritual **behaviour** is, and how it is encouraged or enabled by the design. - see right.
What the **outcome** is.

The Ritual Cluster helps you expand an initial idea on a sticky-note into a fully-fledged ritual concept.
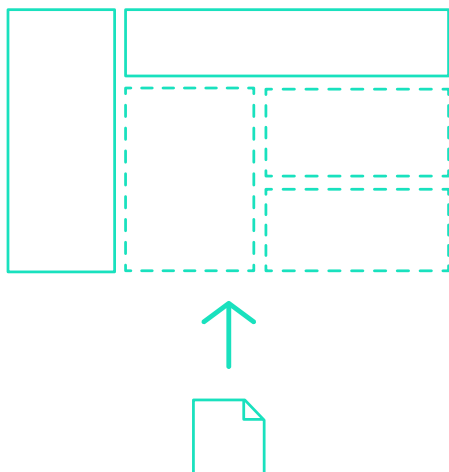
Enabling ritual behaviours through design
A ritual is a specific sequence of intentional actions and / or behaviours that lead to an emotional outcome. A ritual is not just a good user experience. Elements of a design, such as form factors or functional features, can actively encourage the following ritualistic behaviours:

Pausing
How might the design encourage the ritual performer to pause - perhaps by deliberately slowing down their actions, suggesting a pause through a change over time, or by adding new steps or actions to the process to draw it out over time?

Sequencing
How might aspects of the design encourage or allow the user to choose the order of actions?

Personalising
How might the user personalise their experience or their actions? You could prompt this directly or simply allow it to happen.

Having a sensory experience
How might the design create a sensory experience (at a specific moment)?

Scripting
How might the design present an ordered set of ritual behaviours for the user to follow?

Taking specific action(s)
How might the design specify what the user should do in a particular moment?

BIRTHDAY EXAMPLE: Ib. RITUAL CLUSTER

KEY MOMENT

The event or situation which triggers or sets of the ritual (eg. Once the food is ready / the mailman comes / I notice that I'm thirsty)
— What are the specific cues? (eg. verbal, sounds, smells, feelings)

During the dinner, after the main course. One of the people attending (not Georgie) leaves the room to prepare the cake. Once it is prepared and the candles are lit, the lights in the dining area are dimmed and the cake is brought out and placed in front of Georgie.

— Who performs this ritual? (focus person or people)

Georgie is the focus of the ritual. One or two others help to prepare the cake (ideally in secret).

— Are others involved? (participants, observers)

Georgie's friends and family attending the birthday dinner.

EMOTIONAL OUTCOME

What do people feel as a result of the ritual?
What is the meaning the ritual creates, enhances or transfers?
Transformation (of what/who? old/new states?)
— Safety (from... ?)
— Control (over...?)
— Enrichment (of... ?)
— Togetherness (with... ?)

An increased sense of togetherness with friends / housemates / family

Georgie gets a feeling of completeness and possibly new beginnings, from having marked the passing of a year

TANGIBLE OUTCOME

What do people do differently as a result of the ritual? (eg. correct medicine taken on time; reduced environmental impact; more likely to eat healthily...)

Dessert is brought to the table.

RITUAL CLUSTER (A4)

Concept name: *Birthday cake ritual*

BEHAVIOURS

The set of intentional behaviours, actions and / or experiences at the heart of the ritual. How does the design allow or encourage behaviours like...?:
— Pausing (user takes a moment before continuing)
— Having a sensory experience (user sees, smells, hears, tastes or touches)
— Sequencing (user chooses the order of actions)
— Personalising (user customises the action to make it their own)
— Scripting (user is presented with steps to follow)
— Taking specific actions (user is directed to do something in a certain way)

• A cake is prepared with lit candles on it.
• When the cake is brought out to Georgie, the others sing the song 'Happy Birthday'.
• When the song is finished, Georgie blows out the candles on the cake. The others cheer.
• The cake is then cut up and served for dessert.
The design encourages a specific action...
...having lit candles on the cake enables the person to blow them out at the moment the song is concluded...
... and a shared sensory experience.
The candles being lit in a darkened room heightens the sense of occasion and the focus on Georgie.

II. RITUAL IDEATION

CARDS

The Ritual Ideation Cards can be used to prompt unexpected ideas and make creative connections. They are designed to challenge you and provoke you with images related to rituals. One way to use them is to shuffle the individual cards and pick one at random. Come up with an idea that responds to the image. What does the image represent? How might it relate to the context or the brief? You can also pick two cards at random and come up with an idea that connects the two images. How might the images relate to each other? What connections could you foster between them?
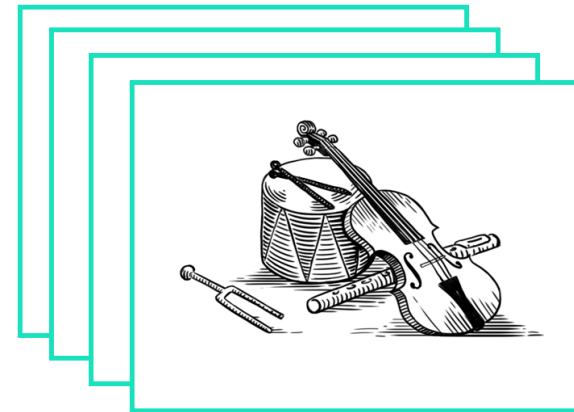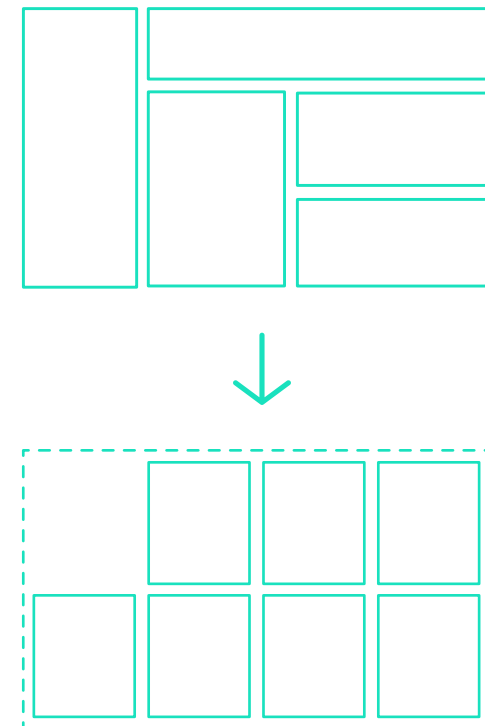
III. THE RITUAL STORYBOARD

Storyboarding helps further clarify and communicate your ritual design by breaking it down in more detail to build on the ideas and information you've captured in the Context Cluster and the Ritual Cluster. The storyboard allows you to identify the specific sequence of actions, and the role that any new design changes will play in the performance of the ritual. The Ritual Storyboard acts as a useful starting point for phase 3 and prototyping.

The boxes illustrate the chronological sequence of actions and behaviours before, during and after the ritual.

CHECKLIST: HAVE YOU DESIGNED A RITUAL?

○ A specific user performs a set of intentional behaviours or actions

○ The behaviours or actions are:
– Triggered by a 'key moment'
– Encouraged or enabled through the design, and would not happen without it
– Linked to an emotional outcome for the user

BIRTHDAY EXAMPLE: III. RITUAL STORYBOARD

RITUAL STORYBOARD SHEET (A4)

**Date** _____   **Concept** _____

How to use this sheet
The storyboard helps identify and illustrate how the ritual will work in practice. This determines what you will need to prototype. Use the boxes to outline key design details and user actions before, during and after the ritual. Which panel shows the key behaviour at the heart of the ritual?
Mark this panel in the top corner.

You have a ritual if
A specific user performs a set of intentional behaviours or actions.
The behaviours or actions are: triggered by a key moment, encouraged through the design or linked to an emotional outcome for the user.

Consider next steps
Take a moment to consider how you would create this ritual as a prototype and validate the design? What physical or digital design need to be created?
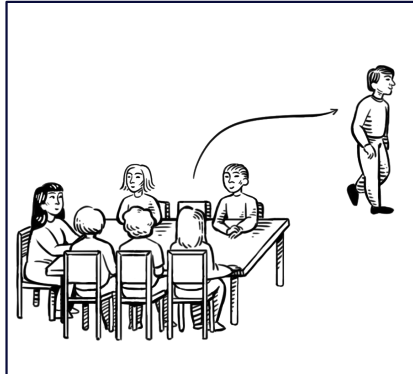
1. After the main course, one person leaves the table to prepare the cake.
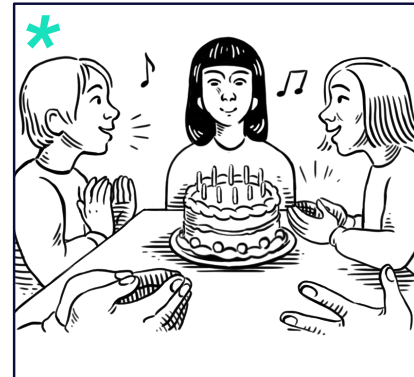
2. The cake is prepared with candles on the top.

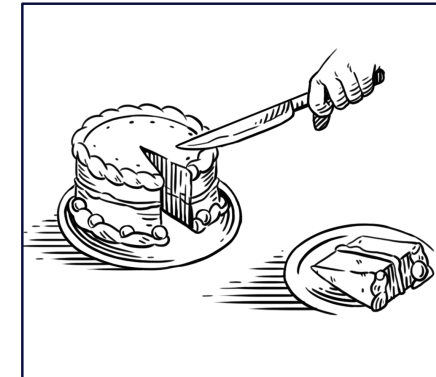*3. The candles are lit and the lights are dimmed. There is a sense of expectation.*

4. The lit cake is carried to Georgie and everybody sings 'happy birthday'

5. At the end of the song, Georgie blows out the candles.

6. Everybody claps and cheers. There is a feeling of togetherness and celebration.

7. The cake is cut up and shared amongst the guests for dessert.

TROUBLESHOOTING

RITUAL CONCEPTS

Sometimes you can end up designing a positive user experience, instead of an actual ritual. if your Ritual Design outcomes from phase 2 don't fulfil the criteria to be rituals (more about this on p. 17), here are some suggestions to help you get back on track.

You are struggling to come up with ritual design ideas

– Do you understand your user's behaviours, motivations and experiences in enough detail? Have you created a detailed user journey to use as a spring board for ideas? If you don't know enough about the nuances about the user's existing behaviours and routines, it is difficult to design relevant and pointed ritual ideas.

– Do you understand the context in enough detail? Have you filled in your Context Cluster with all the information you have to provide you with you with a vivid picture of the context with adequate depth and richness to spark ideas.

Your design does not fulfil the criteria for a ritual

– Make sure the touchpoint and behaviour are designed "to evoke a sense of [X]", where X is an emotional outcome for the user that is relevant to the context and the brief.
(For example, "a tea-making ceremony where the action of removing the strainer from the tea is designed to create a sense of calm and control")

Your design does not meet the brief

– Is the language of your brief too open and vague?

– Have you misunderstood or misinterpreted the brief when completing the Context Cluster?

– Did you select the most relevant and promising concepts to develop into the performed ritual?

Your design is broad and does not have a specific touchpoint to be designed

– It is possible that the ritual design does not respond to a specific user insight. Is the user at the centre of your design? Is the design responding to the user journey you developed, and the specific context you identified?

– Try focusing in on a specific moment for designing the ritual. Consider adding more detail in the user journey. Build out the Context Cluster with a more vivid description.

03 **TEST**
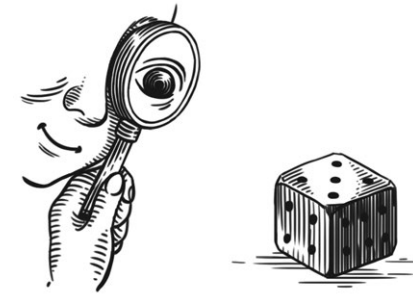
This phase helps you prototype and test the designed ritual.

Key questions:

Prototype: What could you do to test and validate the ritual design? According to the storyboard from phase 2, what artefacts are required for the ritual, and how could they be mocked up?

Test: How do you know if the ritual is being performed and if it's achieving the desired outcome(s)? How might you test against the metrics set out in your brief?

Evaluation: How might you monitor the effectiveness of the ritual to see whether it works in the long term?

PROTOTYPING YOUR

RITUAL DESIGN

Given that ritual design is about designing behaviours that take place in a particular time and place by specific people, we suggest mocking up interactions using a variety of prototyping techniques, and documenting the interactions by videoing or as a sequence of images that capture key steps.

By making simple lo-fi prototypes with easy and affordable materials or using basic role-play to bring the ritual to life, you can play with the interactions and identify the key design features you need, before moving to more refined (and expensive) prototypes.

PROTOTYPING METHODS MIGHT INCLUDE:

– Lo-Fi prototyping using cardboard and masking tape
– Mock-up videos
– Role-playing
– Embodying ritual actions - role play / scripts / theatre
– Material explorations for sensory experiences
– Wireframes and paper UX prototypes
– Arduino and open-source electronics prototyping
– "Wizard of Oz" prototypes (the user's experience is simulated by a hidden human)
– 3D making in clay, foam, wood, metal, plastic, and so on

TESTING YOUR RITUAL DESIGN

When testing your ritual design, you are looking for the user to **perform the intended ritual behaviour**, and **experience the desired outcomes.**

Use the Ritual Design Canvas and Storyboard as a guide.

To ensure your ritual design meets your brief and your objectives, you will need to test the prototype with the intended user(s). There are many well-documented ways of testing behaviours, some of which we have listed here. You may need to adapt standard testing methods for your specific ritual behaviours.

You may also wish to build on the results from your initial tests to plan for longer-term evaluation metrics and studies.

TESTING METHODS MIGHT INCLUDE:

– Qualitative testing (interviews or observation, role play and subsequent evaluation)
– Quantitative testing (questionnaire or observed measurement, double-blind, A/B testing)

CHECKLIST: FINAL TESTING:

○ Is the design still a ritual? (see the checklist on page 17)

○ Does the design meet the original brief and objectives?

○ Is the design grounded in sound research?

○ Does the design result in the ritual being performed?

○ Are the outcomes of the ritual design measurable?

BIRTHDAY EXAMPLE:

FINAL DEVELOPMENT

FINAL CONSIDERATIONS

How might the design of the cake, candles and/or candle holders enhance the ritual?

Could there be other ways to heighten the moment of togetherness when the singing takes place, or of the moment of transformation when the candles are blown out?

EXAMPLES OF PROTOTYPING

Basic prototype: Making a decorated cake (or simple cardboard prototype) with standard candles and role-playing the interaction. More developed prototype: Baking an edible cake, and creating small wax candles – possibly with holders to secure them in the cake icing. The ritual might be tested with someone who is actually celebrating their birthday.

EXAMPLES OF TESTING

A/B testing: Each group is filmed, observed and interviewed. Assessment evaluates whether the ritual takes place, whether it adds enjoyment and creates togetherness. Group A - A group of five friends celebrate a birthday for one of the attendees without performing the ritual, consuming cake or singing. Group B - All the friends except the person celebrating their birthday are instructed how to perform the ritual beforehand. At the appointed moment, the ritual is preformed as specified.

Qualitative testing: A group of friends are instructed to perform the ritual and given the appropriate equipment. They are asked to film the interaction. Assessment can be carried out through interviews, or questionnaires to evaluate whether the ritual adds enjoyment, and/or creates a heightened sense of togetherness and marking time.

THANK YOU

We would love to hear how you have used the Ritual Design Toolkit.

Please email us at ritualdesigntoolkit@interactionfoundry.com and share your ritual designs #ritualdesigntoolkit

INTERACTION FOUNDRY

Imperial College London

Nestlé

Dyson School of Design Engineering
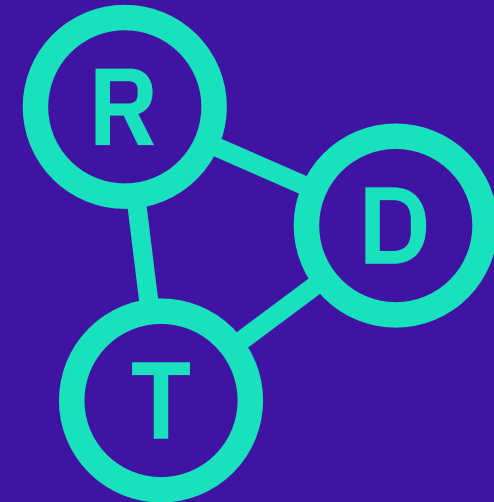
04

APPENDICES

APPENDIX 1

RITUAL DESIGN

TOOLKIT MATERIALS

Ritual Design Canvas: Context Cluster (A3)
Ritual Design Canvas: Ritual Cluster (A4)
Ritual Storyboard Sheet (A3)
Ritual Ideation Cards (A3 sheet, cut into 20 cards)

RITUAL DESIGN CANVAS: CONTEXT CLUSTER (A3)

Date

Project name

Who the work is for

How to use the canvas

1. Fill in this sheet first - the Context Cluster - based your brief and research
2. Generate many ideas on sticky-notes, responding to this context
3. Select a few ideas to develop into rituals, and complete one Ritual Cluster sheet per idea

1

3

2
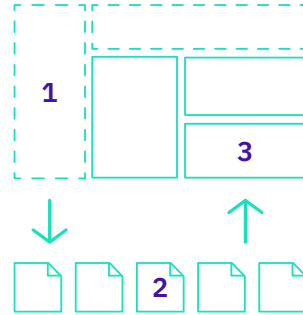
AIMS AND GOALS

What is the ritual design brief?
What are the required outputs?
What do you want to achieve as a result of the ritual design process?

CONTEXT

Who?
Who is present? what are their relationships?
Who could be the recipient / initiator / etc?
Are there any bystanders?
Where?
At a train station, living room at home, on a flight?
What is there? Describe the environment.
When/while... (eg. season, ongoing actions)?
While watching TV, during the spring, during the day

Place Ritual Cluster sheet here

KEY MOMENT

The event or situation which triggers or sets off the ritual (eg. Once the food is ready / the mailman comes / I notice that I'm thirsty)

– What are the specific cues? (eg. verbal, sounds, smells, feelings)

– Who performs this ritual? (focus person or people)

– Are others involved? (participants, observers)

EMOTIONAL OUTCOME

What do people feel as a result of the ritual?
What is the meaning the ritual creates, enhances or transfers?
Transformation (of what/who? old/new states?)
– Safety (from... ?)
– Control (over...?)
– Enrichment (of... ?)
– Togetherness (with... ?)

TANGIBLE OUTCOME

What do people do differently as a result of the ritual? (eg. correct medicine taken on time; reduced environmental impact; more likely to eat healthily...)

RITUAL CLUSTER (A4)   Concept name:

BEHAVIOURS

The set of intentional behaviours, actions and / or experiences at the heart of the ritual. How does the design allow or encourage behaviours like...?:
– Pausing (user takes a moment before continuing)
– Having a sensory experience (user sees, smells, hears, tastes or touches)
– Sequencing (user chooses the order of actions)
– Personalising (user customises the action to make it their own)
– Scripting (user is presented with steps to follow)
– Taking specific actions (user is directed to do something in a certain way)

RITUAL STORYBOARD SHEET (A4)

Date _____   **Concept** _____

How to use this sheet
The storyboard helps identify and illustrate how the ritual will work in practice. This determines what you will need to prototype. Use the panels to outline key design details and user actions before, during and after the ritual. Which panel shows the key behaviour at the heart of the ritual?
Mark this panel in the top corner.

You have a ritual if
A specific user performs a set of intentional behaviours or actions.
The behaviours or actions are: triggered by a key moment, encouraged through the design or linked to an emotional outcome for the user.

Consider next steps
Take a moment to consider how you would create this ritual as a prototype and validate the design? What physical or digital design need to be created?

RITUAL IDEATION CARDS (A3)
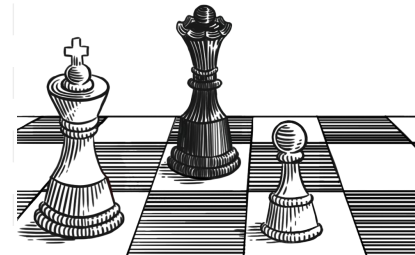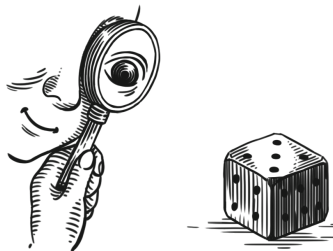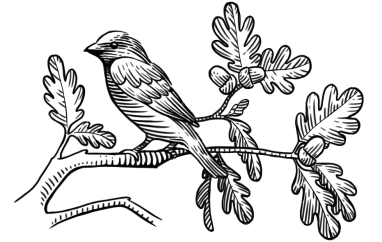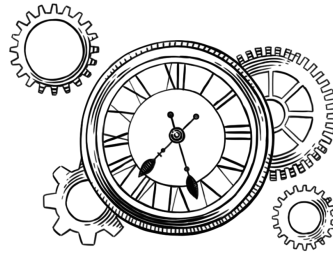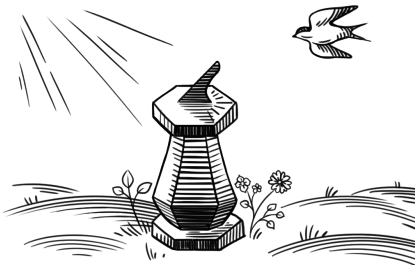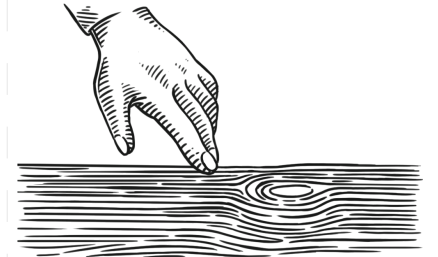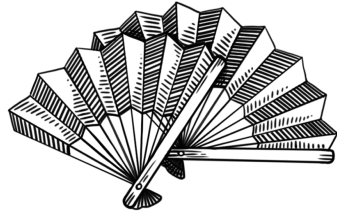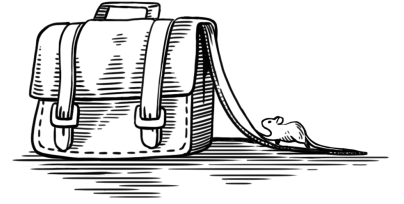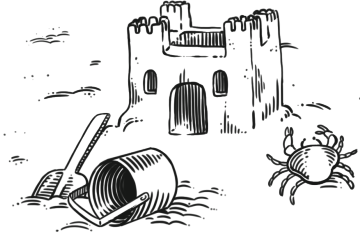
APPENDIX 2

SUGGESTED RITUAL

DESIGN WORKSHOP

AGENDA

FOR A HALF DAY WORKSHOP, STARTING AT 1PM:

1.00: Introductions

1.15: Discussion of participant homework

1.30: Introduction to the brief, opening discussion of the context (group should agree on a single 'context cluster', eg. by defining three possible contexts and voting on one).

1.50: Ideation phase (see suggested guidelines above; you may wish to break down the timing further, and also time the solo ideation sessions). This phase will result in a number of completed A4 'Ritual cluster' templates.

2.30: Group discussion of 'Ritual cluster' A4 concepts (1-2 min each =12-15 minutes)

3.00: BREAK (10 min)

3.10: Review concepts and select 2-3 for further development (eg. by voting)

3.20: Teams refine / expand on the selected concepts, develop storyboards for the ritual and explain the details that would/ could be designed

4.00: Final sharing and review. Discussion of directions for further development (documented)

4.30: Close

Note: A workshop with more participants may need more time.

INTERACTION
FOUNDRY