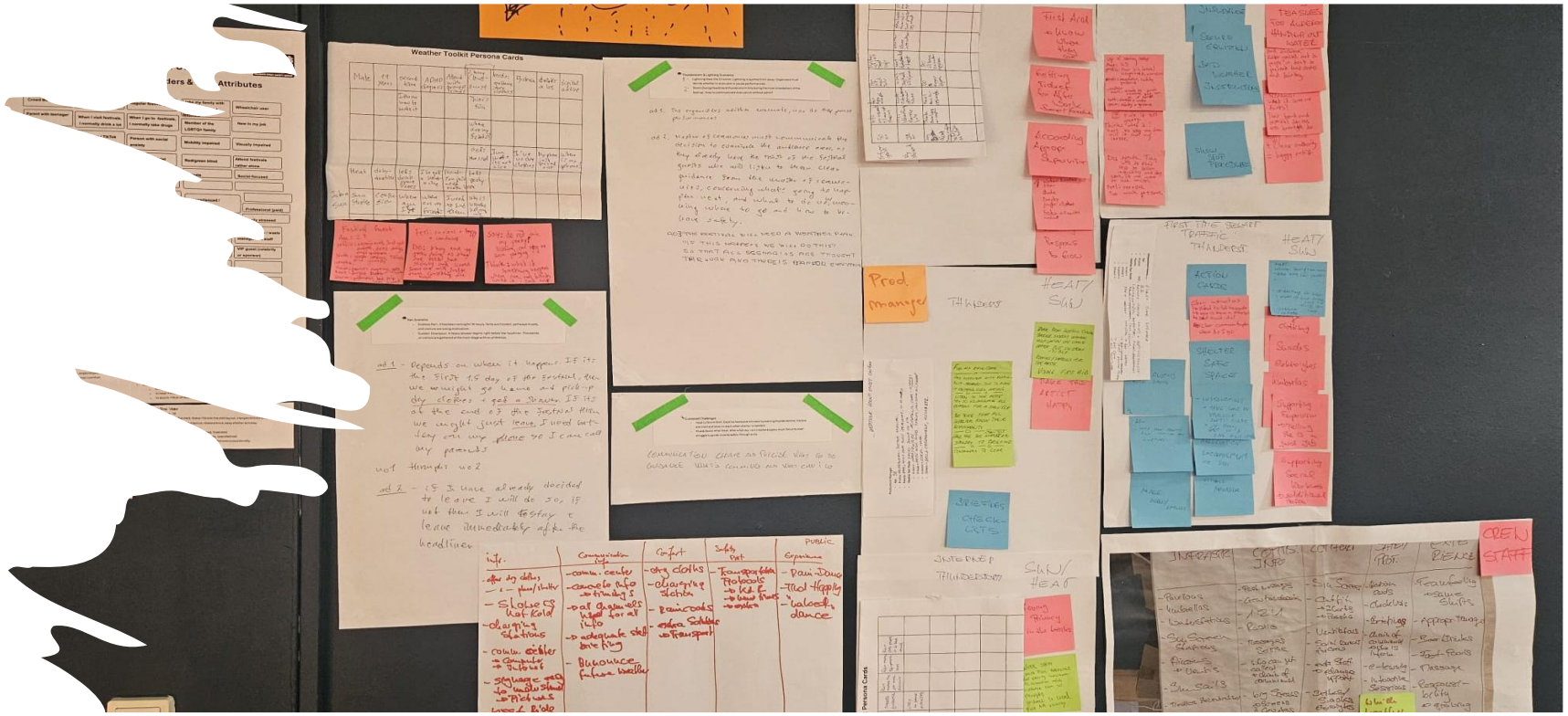
39. YES Group Workshop (Roskilde)

The use of Design Thinking to learn more about your festival, your audience, your weather....



YOUROPE EVENT SAFETY GROUP

39th YES GROUP seminar

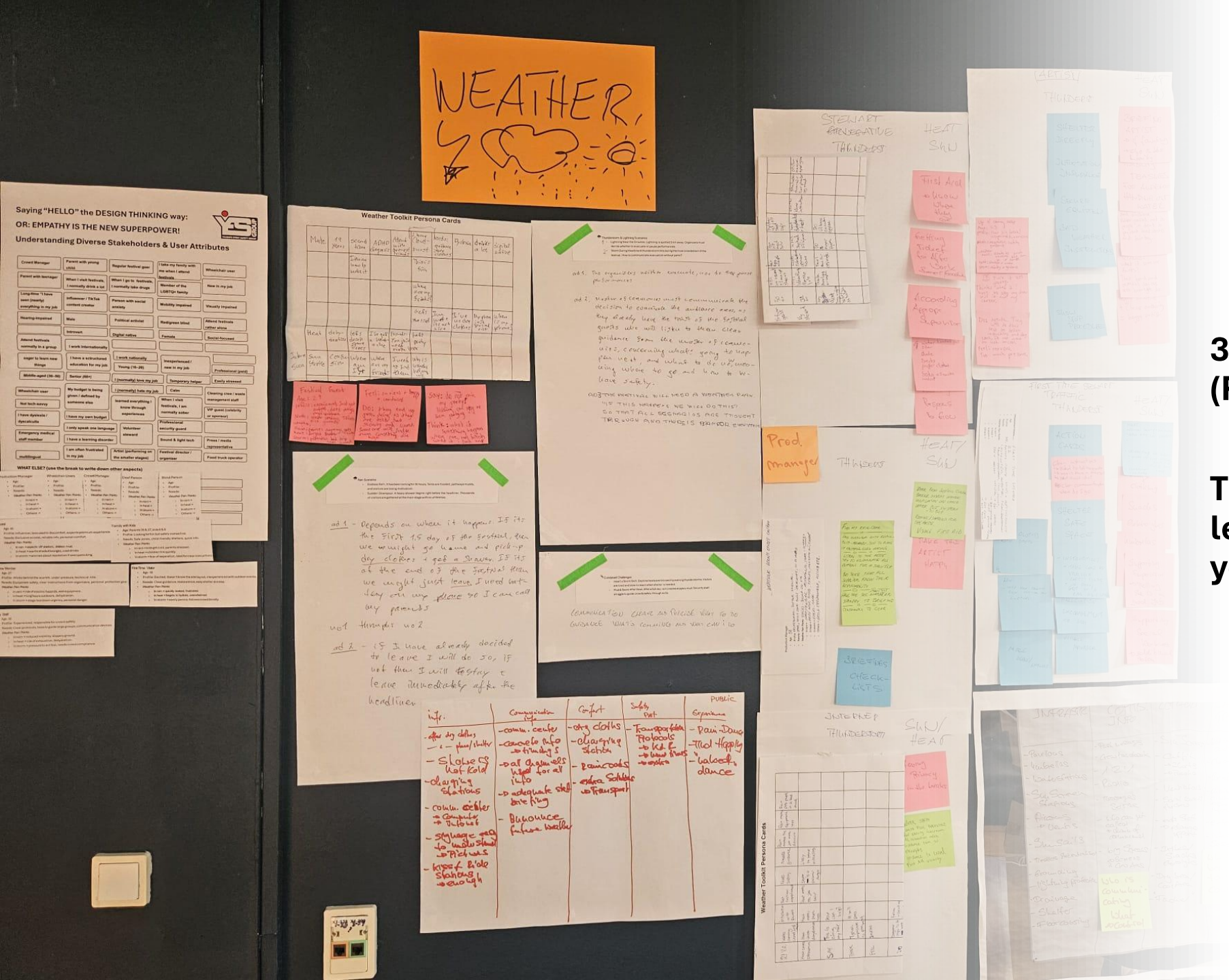
Roskilde, 10 & 11 September 2025

RFG ROSKILDE FESTIVAL GRUPPEN

YOUROPE THE EUROPEAN FESTIVAL ASSOCIATION

FUTURE–FIT FESTIVALS

Co-funded by the European Union



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Design Thinking

Principles, Goals, Methods

The Design Thinking Process (not straight!)

Design Thinking unfolds as a dynamic and iterative cycle, guiding innovators through a series of human-centered phases to arrive at meaningful solutions. Each step builds upon the last, fostering continuous learning and refinement.

Empathize

Deeply understand the users, their needs, and their challenges through observation and engagement.

Define

Synthesize insights from the empathy phase to articulate a clear, user-centered PROBLEM STATEMENT.

Ideate

Brainstorm a wide range of creative solutions without judgment, focusing on quantity and diversity.

Test

Gather feedback from users on the prototypes, iterating and refining solutions based on their input.

Prototype

Build low-fidelity representations of solutions to test ideas quickly and cost-effectively.

This cyclical approach ensures that solutions are not just innovative, but also highly relevant and effective for the people they are designed to serve.

IMPORTANT

Everyone is a beginner: step back to basics!

Key Principles of Design Thinking

Design Thinking is guided by core principles that ensure a human-centered and effective approach to problem-solving. These foundational ideas steer innovators towards creating solutions that truly resonate and deliver impact.

Human-Centered

Prioritize the needs and experiences of the end-users throughout the entire process.

Collaborative

Foster diverse teamwork and cross-disciplinary insights to generate richer solutions.

Iterative

Embrace continuous learning, refinement, and adaptation through cycles of feedback.

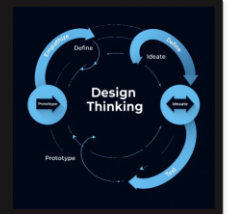
Creative & Experimental

Encourage rapid prototyping and testing to validate ideas and gather practical insights.

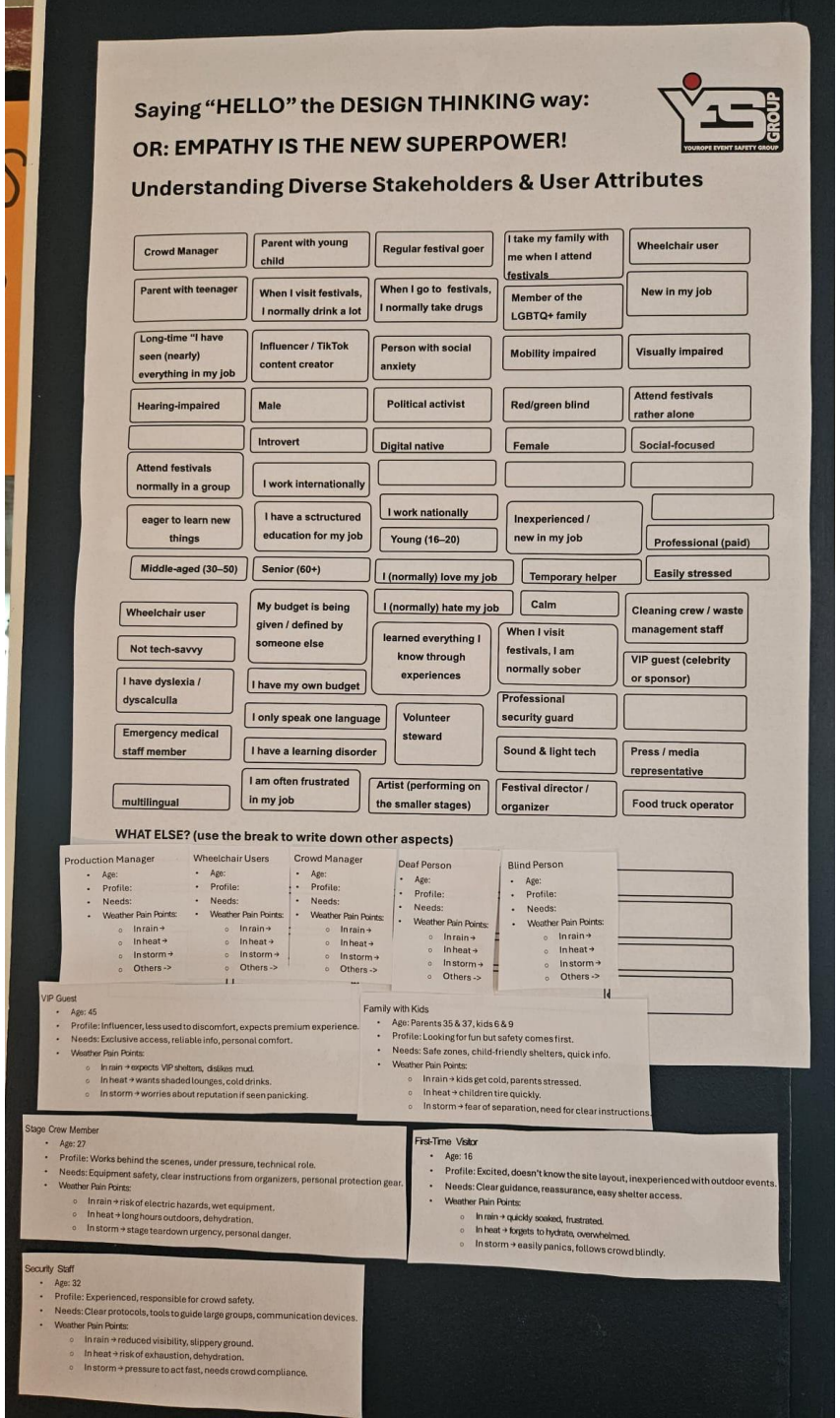
Design Thinking?

Design Thinking is a
- human-centered, iterative process
- used for creative problem-solving.

It encourages organizations to focus on the people they are creating for, leading to better products, services, and internal processes.



It involves understanding challenges, brainstorming solutions, and building prototypes to test and refine ideas. This systematic approach fosters innovation and adaptability, crucial for addressing complex issues like event/crowd safety.



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Why Design Thinking and creating „Personas" are powerful tools for education and training

Design Thinking offers a structured yet flexible approach to developing education and training programs that are learner-centered, practice-oriented, and outcome-driven. Rather than starting with content or curricula alone, Design Thinking begins with a deep understanding of the people who are supposed to learn: how they think, what they need, and what constraints they face. This shift in perspective is particularly valuable in professional education, where learners differ widely in experience, motivation, operational context, and responsibility.

Personas: Making Learners Concrete and Actionable

At the core of Design Thinking in education is the creation of personas. Personas are realistic representations of typical learners within a target group. In training design, personas serve several critical functions:

- Focus and clarity: Personas prevent "average learner" assumptions. Instead of designing for everyone educators design for clearly defined learner types.
- Empathy and relevance: By articulating what matters to a specific persona, training content becomes more relevant, situational, and credible.
- Better didactics: Personas guide decisions on language level, depth of explanation, examples, formats (e-learning, classroom, exercises), and assessment methods.
- Alignment with real-world practice: Personas help ensure that learning objectives reflect actual tasks, constraints, and decision-making responsibilities, not abstract theory.

Improving Learning Outcomes and Transfer

One of the persistent challenges in education and training is transfer: the ability of learners to apply what they have learned in real situations. Persona-based design directly addresses this issue. When scenarios, exercises, and case studies are explicitly mapped to persona needs and contexts, learners more easily recognize themselves in the material. This increases engagement, retention, and ultimately behavioral change.

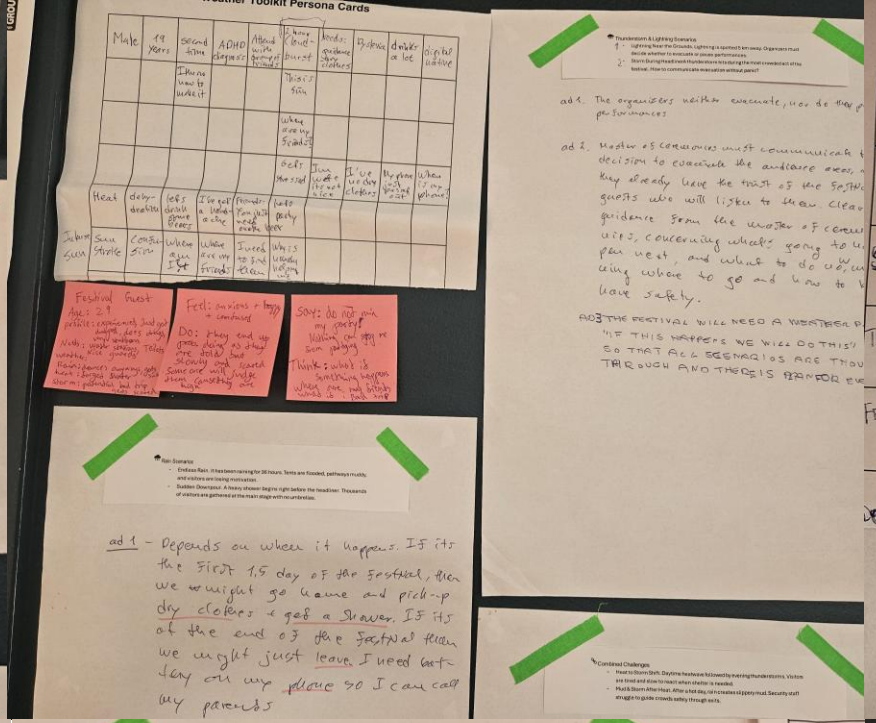
A Common Language for Teams

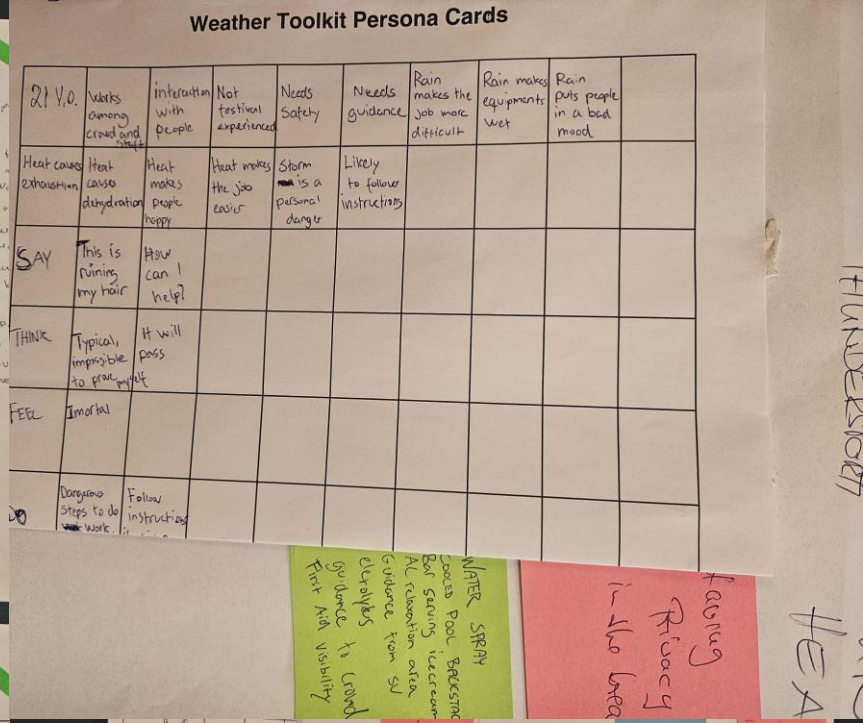
Finally, personas create a shared reference point for multidisciplinary teams involved in education and training development. Trainers, subject-matter experts, instructional designers, and stakeholders can align discussions around a concrete learner profile rather than abstract preferences. This reduces misunderstandings and supports coherent, consistent learning designs.

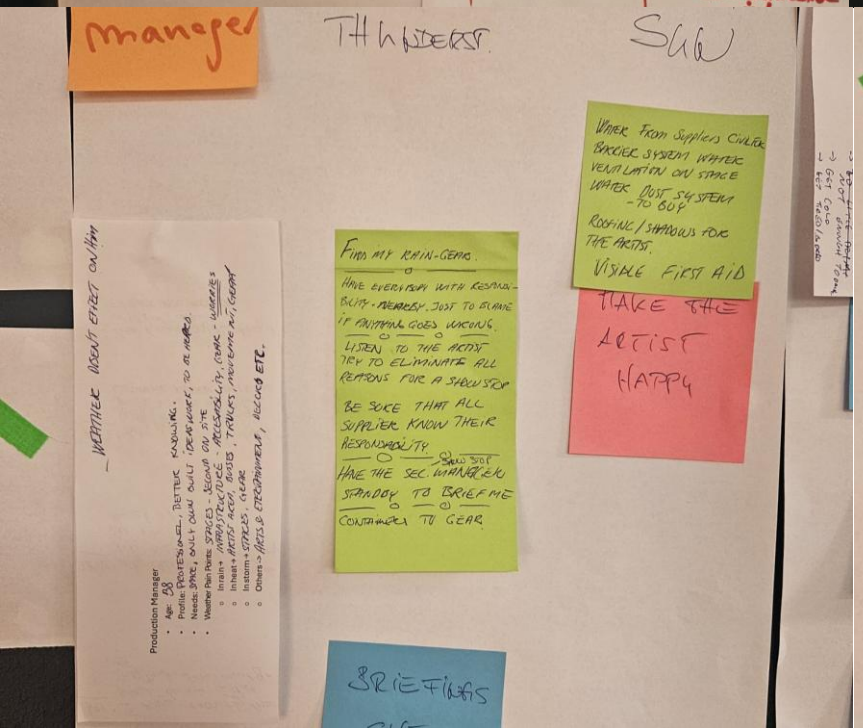
ad 1 - Depends on wheen it happens. If its the first 1,5 day of the festival, then we might go home and pick-up dry clothes + get a shower. If its of the end of the festival then we might just leave. I need battery on my phone so I can call my parents

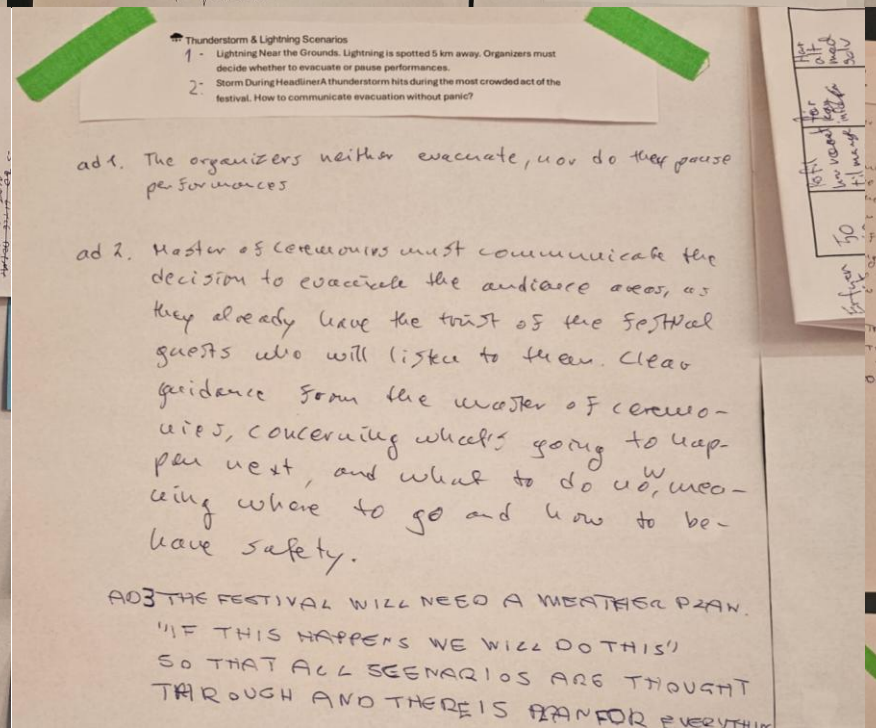
no1 thumpit no2

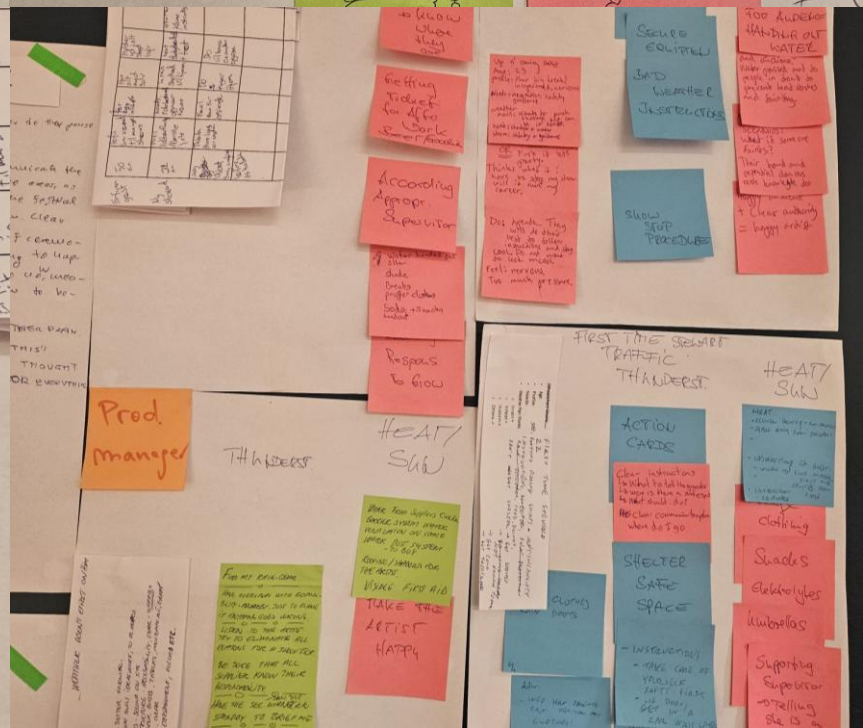
ad 2 - if I have already decided to leave I will do so, if not then I will festay + leave immediately after the headliner

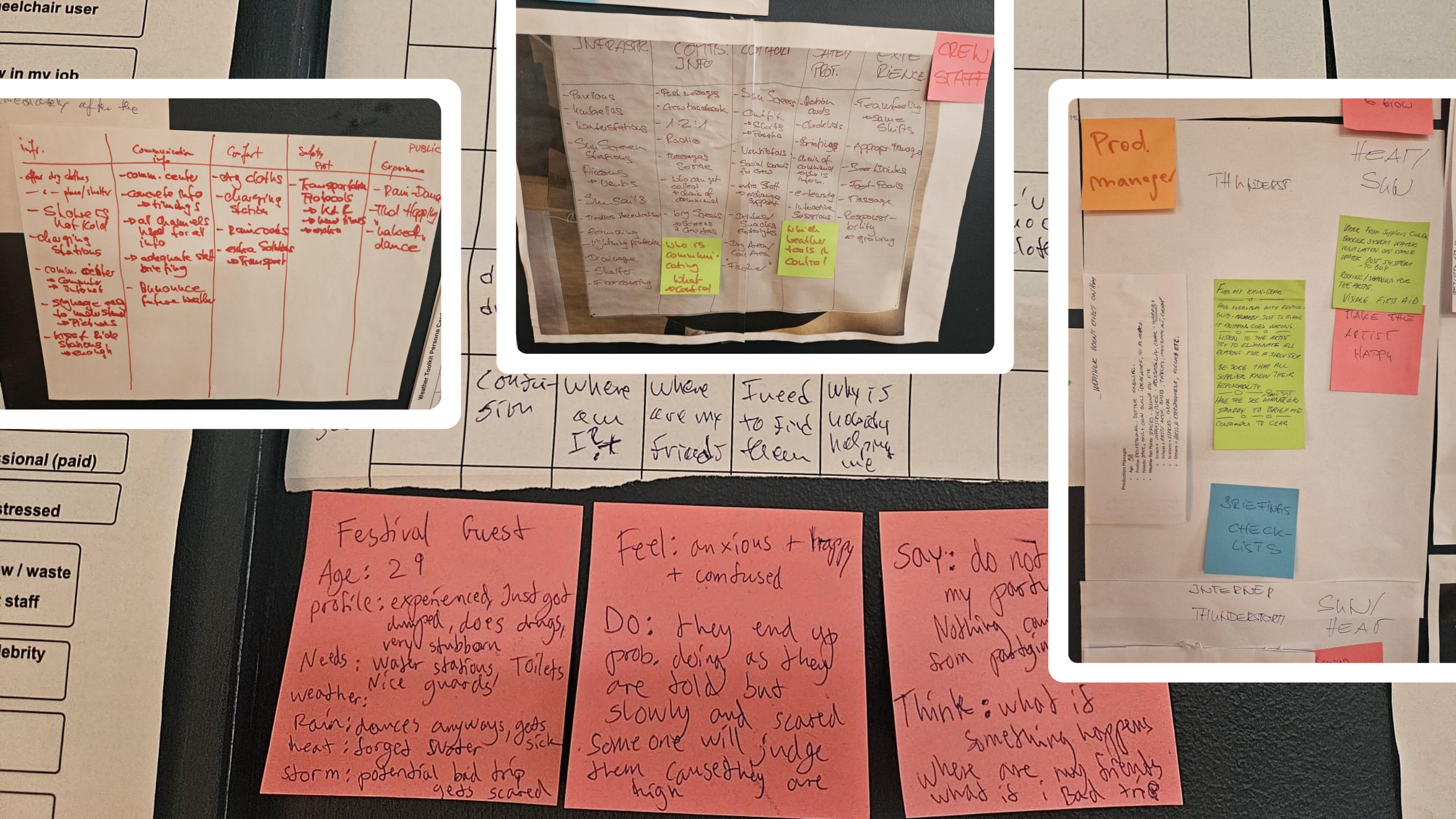












eelchair user
y in my job
ssional (paid)
stressed
w / waste
staff
lebrity
infr.
Communication info
Comfort
Safety Prot
PUBLIC Experience
- offer dry clothes
- shower not kold
- charging stations
- comm. center
- comm. center
- Comfort
- dry cloths
- charging station
- Raincoats
- extra Solutions
- Transport
- Rain-Dance
- Mud Hopping
- "naked" dance
Weather Toolkit Persona Card
INFRASTR
COMMS. INFO
COMFORT
SAFETY PROT.
EXPERIENCE
CREW STAFF
- Pavillons
- Umbrellas
- Waterstations
- Sun Screen Stations
- Aircons
- Sun Sails
- Drainage
- Shelter
- Floorcoring
- Push messages
- Crew handbook
- 1:2:1
- Radio
- Messages Service
- Who can get called
- big Screens
- Sun Screens
- Outfit
- Sports
- Ventilators
- Social Workers for Crew
- extra Staff
- Drinks/ Snacks Electrolytes
- Dry Area/ Cool Area
- Action cards
- Checklists
- Briefings
- e-learning
- interactive Sessions
- Teamfeeling
- Same Shifts
- Appropr. Manager
- Beer/Drinks
- Foot-Pools
- Massage
- Responsibility
- growing
Who is communicating what control
Which weather tools in control
Confusion
Where am I?
Where are my friends
I need to find them
Why is nobody helping me
Prod. manager
THUNDERST.
HEAT/ SUN
WATER FROM SUPPLIERS CIVILER BARRIER SYSTEM WATER VENTILATION ON SPACE WATER DUST SYSTEM - TO BUY
ROOFING / SHADOWS FOR THE ARTIST.
VISIBLE FIRST AID
MAKE THE ARTIST HAPPY
FIND MY RAIN-GEAR.
HAVE EVERYBODY WITH RESPONSIBILITY - NEARBY. JUST TO BLAME IF ANYTHING GOES WRONG.
LISTEN TO THE ARTIST TRY TO ELIMINATE ALL REASONS FOR A SHOWSTOP
BE SURE THAT ALL SUPPLIER KNOW THEIR RESPONSIBILITY
HAVE THE SEC. MANAGER STANDBY TO BRIEF ME
CONTAINER TO GEAR
BRIEFINGS CHECK-LISTS
INTERNET THUNDERSTORM
SUN/ HEAT
Festival Guest
Age: 29
profile: experienced, Just got dumped, does drugs, very stubborn
Needs: Water stations, Toilets Nice guards
weather:
Rain: dances anyways, gets sick
heat: forget water
storm: potential bad trip gets scared
Feel: anxious + happy + confused
Do: they end up prob. doing as they are told but slowly and scared
Some one will judge them cause they are high
Say: do not
my part
Nothing
from
Think: what if something happens
where are my friends
what if i Bad trip