



# FUNNEL OF EXPERIENCE SHARING

## Preparation & Instructions



### Description

The template for experience sharing helps reflecting on experimentation for analytically identifying issues that should be addressed and strengths of the project.

The method has the purpose of providing a structure for learning from project experiences, by providing discussion categories and a template to collect input (knowledge sharing and documenting).

### How to conduct

**Duration:** 30 - 40min

**Resources:**

- This template should be used after a project or testing/ prototyping experience to evaluate and reflect on the results, outcomes and learnings

**Material:** Pens, post-its

**Participants per team:** 3-12

**Instructions:**

1. The visual template can be utilized to facilitate meetings with the goal of extracting learning from experiences. The template helps participants structure experiences according to 2 dimensions:
  - a. phases of the project (plan, execution and end), and (2)
  - b. activities (actions, outcomes and learnings).
2. A facilitator should write down each of the participants' contributions on the template. If the meeting takes place in person, the template can be printed poster-size. If the meeting is held online, the template can be used in a collaborative software (such as Miro) and each participant can write down his/her experiences and reflections.
3. The resulting structure is a template with 9 cells, in which the underlying metaphor of the funnel suggests the idea that learnings (that metaphorically come out of the funnel) are distilled from all the input collected in the top part of the funnel (corresponding to actions and outcomes).



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Template

Based on Alexander et al. (2015) and  
Lengler, R., & Eppler, M. J. (2007)

