



# Appendix

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Master Thesis  
Tobias Froehlich

# Study I Contextmapping script

Context-mapping Plan – Tobias Froehlich  
Well-being at MAPIQ – 21Sep2017

Start time	Duration	Task	Script
10:00	5 mins	Everyone filters into the room - intros	<p><i>Hi everyone, thanks for joining my session. Feel free to grab a snack if you like. The goal here is to get insight into your experiences at work and how they influence your well-being. Since no one knows that better than you, that means “you are the expert.” There are no right or wrong answers. I’m here to listen and to help you express yourselves. I’m very curious to hear what you have to share.</i></p> <p><i>What we’ll do today is to start with an icebreaker. We will then each make a collage reflecting some good and bad work experiences, and then we will go into a group discussion.</i></p>
10:03	2 mins	Release forms	<p><i>Before we get started, I’d like to review some points about how the information generated during this session will be used. I will be taking photos, video, and will audio record this session.</i></p> <p><i>Any information that identifies you will be removed. That means I will not use your names, and identifying information in photos, such as your face, will be blurred or drawn over.</i></p> <p><i>The information will be stored on a secure database, and will be used exclusively for my research.</i></p> <p><i>Do you have any questions?</i></p> <p><i>Now to move on, I have some release forms to sign.</i></p> <p><i>If at any point later on, you change your mind about being included the study, you can contact me here *Make /handout Business Cards*, but since my project is about enhancing well-being at work, it will be in your best interest to include your results</i></p>
10:05	5 mins	Icebreaker – draw an animal	<p><i>To get us warmed up, I’d like to engage in a small exercise. What we’re going to do is to think of our situation at work and imagine what animal best represents us, then we will draw ourselves at work as this animal.</i></p>

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10:10	5 mins	<p>Review Sensitizing material - *place face down on table*</p> <p> <i>Hannevanruijven</i> 1:13 PM - Making a set up of the thesis presentation - Still at the same flex desk at MAPIQ HQ - Feeling fine. Some what sleepy from the lu</p> <p> <i>Hannevanruijven</i> 1:16 PM uploaded this image: Pasted image at 2017-1:16 PM</p> 	<p><i>On Tuesday I had you perform a preparation exercise. I've printed some screen shots from it. First I'd like to ask, are you comfortable sharing them with your peers?.....</i></p> <p><i>Ok, great, so how about you get up and have a quick look at what your colleagues have posted?</i></p>
10:15	10 mins	<p>Create collage: Good and bad memories from work experiences -Emotion toolkit</p>  	<p><i>Now let's move onto the next activity, Take ten minutes to create a collage describing some good and bad memories from your work experience. The memories do not have to come from MAPIQ. They can be from your other experiences as well.</i></p> <p><i>Use the images and words to make associations. If you like, you can use the structure provided by placing good memories inside the circle, and bad memories outside. You can of course make your own structure as well.</i></p> <p><i>As you're making the collage, start to think about what elements make an experience bad? What elements make working enjoyable?</i></p> <p><i>While we will be sharing these collages with each other when we're finished, Feel free to speak out loud if you have some thoughts that come to mind. This is not meant to be a silent activity.</i></p>
10:25	15 mins	Share collages – 5 mins per person.	Great. Now can you please share your collage? Take about 2 minutes. We'll have three minutes for questions.

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10:40	15 mins	Focus group	<p><i>And now I'd like to open this up into a discussion.</i></p> <p><i>-Could you please describe the elements that make you feel well at work?</i></p> <p><i>This could mean you're feeling emotionally positive, or not stressed, or physically healthy,</i></p> <p><i>How important is your well-being to you?</i> <i>Why?</i></p> <p><i>When is it important to you? When is it not?</i></p> <p><i>Does it conflict with other things?</i></p> <p><i>-What gets in the way of your well-being?</i></p> <p><i>Internally?</i></p> <p><i>Externally?</i></p> <p><i>-What interest do you have in improving these situations?</i></p> <p><i>*time permitting* -What could be some ways to overcome these challenges?</i></p>
11:00		Thank you	<p><i>Thank you for participating in this workshop. We've learned a lot today. Based on the experience of today, I'll make some adjustments before I use it with clients.</i></p> <p><i>While this is the end of the workshop, if you have a burning thought that pops into your mind later on, you can contact me by email here *hand out bus. card*. You can also find me in the office.</i></p> <p><i>If you're interested you can also follow my project blog here : *share URL*</i></p>

Max. 5 participants, min. 3



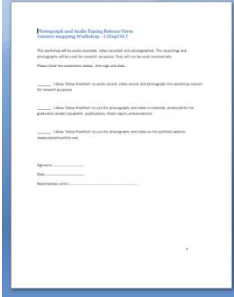
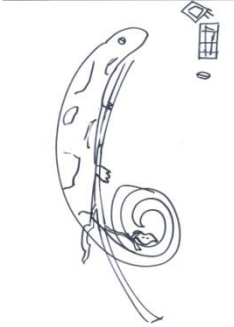
# Study II Contextmapping script

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Context-mapping Plan – Tobias Froehlich  
Well-being at MAPIQ – 18Oct2017

Start time	Duration	Task	Script
18:30	15 mins	Intro drinks & snacks	<p><i>Before you mingle with the group, I have a short activity for you, take this card and capture in writing and/or with drawings who you interacted with at work today, and how that interaction came about. Make sure to write your name on the card.</i></p> <p><i>When you're finished, take a piece of masking tape, write your name down on it, and you can mingle with the others. You can share your name, talk about where you grew up, what you like to do for fun, but for now don't say anything about your work, because we'll be playing a guessing game later on.</i></p>
18:45	5 mins	Round everyone up and give intro	<p><i>Thanks for joining. We're here today to share insight into our experiences at work and how they influence our physical, emotional, and psychological state. Since no one knows that better than you, that means "you are the expert." There are no right or wrong answers. I'm here to listen and to help you express yourselves. I'm very curious to hear what you have to share.</i></p> <p><i>We'll start with reviewing privacy practices, then go into a warmup exercise. We will then each make a collage, have a discussion, and finish with some idea generation.</i></p> <p><i>We'll get the most out of this workshop when we invest our full attention, so please put your phones and other devices away and on silent mode.</i></p>

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Well-being at MAPIQ – 18Oct2017

<p>18:50</p>	<p>5 mins</p>	<p>Release forms</p> 	<p><i>Before we get started, I'd like to review some points about how the information generated during this session will be used. I will be taking photos, video, and will audio record this session.</i></p> <p><i>Any information that identifies you will be removed. That means I will not use your names. Also, identifying information in photos, such as your face, will be blurred or drawn over. Look at these examples for reference.</i></p> <p style="text-align: center;"><b>**show examples of drawn over faces**</b></p> <p><i>The information will be stored on a secure database, and will be used exclusively for my research.</i></p> <p><i>Do you have any questions?</i></p> <p><i>Now before we move on, I have some release forms to sign.</i></p> <p><i>If at any point later on, you change your mind about being included the study, you can contact me here</i> *Make /handout Business Cards*, but since my project is about enhancing well-being at work, it will be in your best interest to include your results</p>
<p>18:55</p>	<p>10 mins</p> <p>-2 mins to draw -2 mins to share per person</p>	<p>Icebreaker Pictionary – draw an animal</p> 	<p><i>To get us warmed up, I'd like to engage in a small exercise.</i></p> <p><i>Think of the type of work that you do, your personality, and generally how you go about your day. What animal best describes you? Please draw yourself as this animal.</i></p> <p><i>OK now we're going to play a form of Pictionary. Start to describe your animal and as you go along, the others will start to guess what kind of work you do, and at what kind of company. ☺</i></p> <p><i>So, how accurate was that?</i></p> <p><i>What does your workplace look like?</i></p>



19:05	15 mins	<p>Create collage:          -Relationships at work</p> 	<p><i>Now let's move onto the next activity, Take 15 minutes to create a collage that describes your social relationships at your workplace.</i></p> <p><i>You can use these stickers to place the people on your collage. Write down their name and give them a hairstyle. You can use the structure provided, for example by placing people you interact with often close to you. Feel free to make your own structure as well.</i></p> <p><i>Think about what connects you with these people? Maybe it is a shared activity? Something you do on a regular basis. Draw this connection or write it in. How do you keep in touch with these people? Is it by email, phone, do you visit their working spot? Draw or write that in too. Where do you see them?</i></p> <p><i>We will be presenting our collages to each other at the end. Also, feel free to share thoughts or ideas as you're making the collage. This is not meant to be a silent activity.</i></p> <p><i>Any questions?</i></p> <p><i>You may also be thinking that there are different categories of relationships, maybe even different groups you are a part of. For example some that are closely related to your work tasks, and some groups or relationships that are built on something else. See if you can build those kinds of grouping into your collage.</i></p> <p><b>**make sure to spread out the materials**</b></p> <p><i>Any questions?</i></p> <p><b>*wait for a while*</b></p> <p><i>Again, feel free to share any ideas or thoughts that pop into your head.</i></p>
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Well-being at MAPIQ – 18Oct2017

19:20	25 mins – 6 mins per person.	Share collages – 6 mins per person.	<p><i>Great. Now can you please share your collage? Take about 3 minutes. We'll have 3 minutes for questions.</i></p> <p><i>Before we go on, you might already be thinking of some ways to improve the situation at your work place. As you do, write them down on a post-it and place them on this sheet of paper. We'll review them when we go into idea generation.</i></p> <p style="text-align: center;"><i>*Questions as they are presenting*</i></p> <p><i>What kind of routines or traditions do you have with these colleagues?</i></p> <p><i>How do you feel about your relationships at work?</i></p> <ul style="list-style-type: none"> <li><i>-In what way?</i></li> <li><i>-How connected do you feel to the organization?</i> <ul style="list-style-type: none"> <li><i>-What parts do you feel connected to?</i></li> <li><i>-How do you feel about that?</i></li> </ul> </li> </ul> <p><i>Are there relationships that have more impact than others?</i></p> <p><i>Is there someone who qualifies as your best friend/best buddy at work?</i></p> <ul style="list-style-type: none"> <li><i>-How did this relationship come about?</i></li> <li><i>-What were some key moments or characteristics that made this a close relationship?</i></li> </ul> <p><i>How important is this relationship feel to you?</i></p> <p style="text-align: center;"><i>**Ask to explain areas of the collage in detail. Get the others to do that too 😊**</i></p>
19:45	5 mins	☺☺Break??	<i>Take a break, use the bathroom, grab some more food,</i>

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19:50	20 mins	Focus group	<p><i>And now I'd like to open this up into a discussion.</i></p> <p><i>What relationships do you feel are most resilient to change at your workplace? (that could be change in responsibilities, in projects, etc.) What makes them that way?</i></p> <p><i>What kind of routines or practices exist at work that influence social relationships?</i></p> <p><i>Do your relationships conflict with any other goals you have at work?</i></p> <p><i>How do your physical surroundings influence your relationships? What kind of environmental triggers exist to jumpstart relationships? How does the space in your office influence relationships at work?</i></p> <p><i>So I've found these categories. Why don't we find some criteria for ranking them, and then we'll pick one to focus on.</i></p> <p style="text-align: center;"><i>*summarize, summarize, summarize*</i></p>
20:10	5 mins	¿¿Break??	<i>Do your thing</i>
20:15	10 mins	Ideation	<p><i>Ok, now I'm sure you've already come up with ideas for how to make your situation at work even better.</i></p> <p><i>Let's go into a brainstorm. Stand-up and go. Grab a stack of post-its. Write down your ideas and post them up here. If</i></p> <p style="text-align: center;"><b>*cluster*</b></p>
		Perfect day	<p><i>To finish off, I'd like you to draw out your perfect day at work with a focus on interactions with people.</i></p> <p><i>Make it as you wish, you can use basic shapes, and make some kind of process diagram. It's up to you. If you want, you can use some pictures from these magazines to come up with some ideas.</i></p>
20:25		Thank you	<p><i>Thank you for participating in this workshop. We've learned a lot today. I hope you've come across some ideas that you can take back with you to your work to improve your well-being.</i></p> <p><i>While this is the end of the workshop, if you have a burning thought that pops into your mind later on, you can contact me by email here *hand out bus. card*. You can also find me in the office.</i></p>