

Activities for co-creation workshops with Europeana related content

[version 1.1]

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This document details the methodology and set of activities designed and facilitated during the co-creation workshops of the pilots under development at the [Europeana Creative Project](#). These activities compose a sequence of interactions for collaborative design of digital projects and software applications, from idea generation to initial wireframings and development planning following [agile principles](#).

The methodologies try to guide participants, conducted by a facilitator, from scenario planning to collective decision-making, definition of personas and their relation to cultural objects, and finally to group design and visual definition of ideas. In this first version of the methodology, each activity is described individually, with the recommended duration, materials needed, goals and instructions. We recommend that each workshop starts with a programme of short presentations (5 to 10 minutes) that outline the technical possibilities, areas of interest and available content. This helps everyone to understand the context of the task. Finally, the workshop should reflect on the results and outputs of the activities and create a "backlogs" list that will outline the next steps and tasks.

As a project under development, the activities described in the document can be considered as a work-in-progress, since they are still being adapted and tested. Partners' experiences in the first two co-creation workshops designed around the natural history education and history education themes, for example, are influencing the shape and format of the next co-creation workshops on the tourism and social networks themes. However, the current version could already be adapted for other incubation processes and spaces such as digital labs.

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Initial considerations

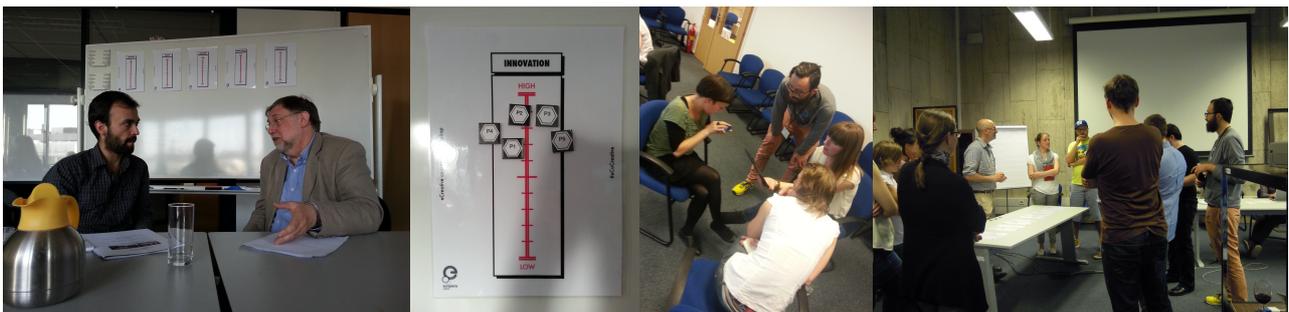
- Apart from facilitating pictures of outputs, discussion and open dissemination of the process, is recommended to take an ethnographic approach, taking pictures of each visual output, recording parts of activities and taking notes of significant issues during each activity.
- At the end of the workshop there should be an initial backlog of things to develop for the pilot, not just scenarios or collaborative designs produced by participants.
- Its important to adapt contents to the most representative and interesting samples of what can be found via Europeana depending on the area or theme of interest.

Rules of the space (adapted from Open Space Technology)

- “We’re all passionate and constructive about the topic (specific area of knowledge and culture and/or open digital content in general) and take responsibility for creating things out of that passion with what we have handy, helping to guide the definition of the pilots”. So let’s consider:
 1. Whoever comes is the right people
 2. Whatever happens is the only thing that could have
- In case of doubts or any knowledge needed, just raise your hand!

Description of activities

1) Show me you app! (“Appetizer”)



Images from the workshops in Prague and The Hague, May 2012

Time: 30-60 minutes

Uses

- “Ice-breaker” previous to other activities, for example the evening before the workshop
- Inspiration for development
- Initial agreement on indicators for evaluation

Needs

- Quiet bar/space with good wi-fi, drinks and tables or chairs for small groups (but no loud music!)
- Smart phones, laptops or tablets from participants
- Voting board, with indicator of levels such as:
 - Usability (+/-)
 - Innovation (+/-)
 - Feasibility (+/-)
 - Engagement (+/-)
 - “Potential” in that specific theme or area (+/-)
 - Adaptability (+/-)
 - “Europeanability” (+/-)

Instructions

1. In groups of 2 or 3 people, show each other your best app or website for interaction. Explain each other why. It does not have to be an app focused on an specific theme but something you like to play with or use, ideally in that context, or you think is original. You have 10 minutes each to show your favourite app to the rest of the group and use/play it a little bit.
2. Now decide which one is better as an inspiration for apps using Europeana content. Questions to ask: “How will you use it in a concrete environment (education, tourism, design, etc)?” “Which open data content could be applied to it?” “How could it connect/mashup with Europeana?”
3. Present the selected app to the rest of the group, with your insights. Place the screen device on the table so all participants see the app, and a number next to it.
4. Equalize! What’s the best app we could be inspired by, as a whole or according to some of its main features? Move the tokens according to the indicators on the board.
5. Voting! After checking all the levels of each project, lets decide which app wins, discussing why based on its main features.
6. The app with highest scores wins (ideally, invitation for a drink :)

1bis) Content walkshop (alternative “ice-breaker”)

Time: 30-60 minutes

Uses

- Ice-breaker previous to other activities
- Inspiration for development
- Inspiration for content/metadata requirements

Needs

- Exhibition space or public space with enough heritage content
- Smart phones or tablets from participants
- post-its of different colours
- Large rectangular table
- Main tablet/screen for showing pictures from participants
- (Ideally) portable printer (if there's not enough screen devices)

Instructions

1. Form small teams of 2/3 people. You're a "collection scout" (look for offline contents that have something in common).
2. Each group gets at least 4 pictures from what they see around (objects, walls, displays, people, interactions). It can be any idea of a set you consider important in what you see for the area/theme selected.
3. Select in groups the best findings you have, choosing the most interesting 3 items you decide.
4. Send the selected files to a /dropbox/activityID/groupID folder and/or share it in the same device as a sideshow.
5. Each team shows and explains the collection they have arranged to the rest of participants.
6. Put the device (tablet, mobile, laptop) containing the sideshow of your collection on the table.
7. Tag any collection, using one word per post-it (depending on the color), in order to classify it according to:
 - a. Metadata for retrieving the content (nouns, yellow post-its)
 - b. Type of interaction you can have with that content (verbs, blue post-its)
 - c. Type of users which can find it interesting (personas, orange post-its)
8. Identify the tags which repeat in each collection, then discuss: are they represented in Europeana or similar platforms that connect open data cultural/heritage content? Which of these tags could be useful or interesting for creative industries?
9. Identify unique tags (if they are) in any of the collections, or the most significant/unexpected/useful ones for you, then discuss: can it be applied to other types of content related to Europeana? Or similar platforms that connect to open data touristic/heritage content?

2) What's your nature? (Accreditation)



Images from the workshops in Prague and The Hague, May 2012

Time: 15 minutes

Uses

- Assigning roles for the rest of the session
- Helping to define groups
- Using basic Europeana search

Needs

- White sheets of adhesive paper
- Scissors
- Printer, wi-fi and as many laptops or tablets possible
- Slides with descriptions of metaphors, ideally related to the area/theme selected: (in the case of Natural History they were Kangaroo: content holder || Monkey: programmer/developer || Owl: teacher/education specialist (and end-user) || Elephant: designer/painter)

Instructions

1. Watch the definition of 4 samples and their assigned roles. Think in which one do you fit better (if none, think of another one) and get your badge, writing down your name on it and presenting briefly yourself to the group.
2. (In case you want a different badge/role) Identify a picture for your badge at <http://www.europeana.eu/>
3. Send the link of the image you to the session PAD [URL] or print it right away, cut it, write down your name and organisation on it and where the sticker as your accreditation for the workshop.

3) Scenario forecast



Images from the workshops in Prague and The Hague, May 2012

Time: 60 minutes

Uses

- Elicit expectations
- Exploring possibilities
- Detecting opportunities

Needs

- Big board/wall with an axis cross
- Post-its:
 - Yellow: users
 - Blue: actions
 - Green: content
 - Orange: objectives
- Small red and green circular stickers
- Examples of one or two previous elaborated scenarios in order to inspire

Instructions

1. Imagine what would be the opportunities in the selected sector/theme/area in the near future related to an application that uses (open) cultural content. Try to focus on the tool (or feature of a tool) that will allow that, rather than abstract situations.
2. Work in groups of 3/4 people and think of possible scenarios. Write it down in one sentence using 4 post-its of different colours, starting with the words

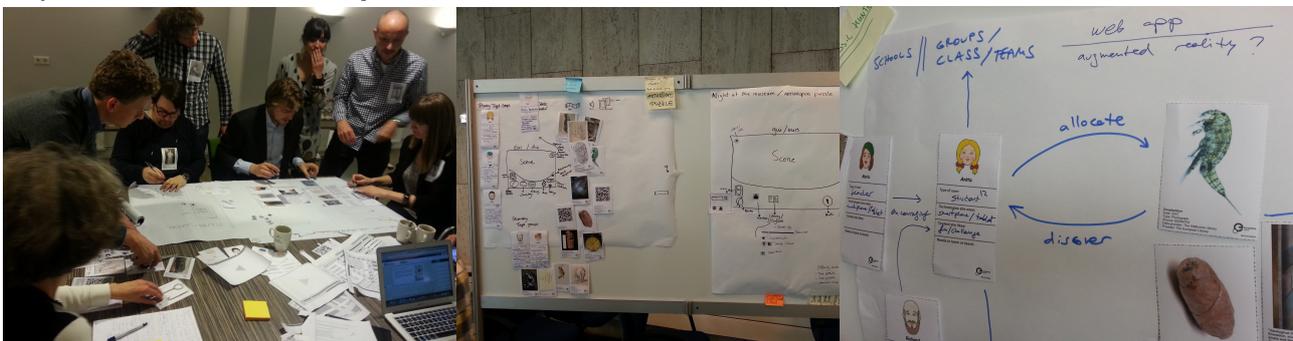
“[What if as a <role>], [I could <desired action>] [<with this content>] [so <benefit>]”

Use at least one verb, describing an action, and a type of content.

3. Follow this structure and the examples:
 - Yellow: users
 - Blue: actions
 - Green: content
 - Orange: objectives

4. Put the sentence on the wall and present it to the group. The rest of participants (depending on their role) are invited to add possibilities and alternatives, or to narrow down the scenario according to the colour of post-its they have (actions, content, goals).
5. After sharing and working on scenarios from all participants, give a title to your scenario (considering the initial sentence, as well as the other possibilities around it).
6. Place the title of your scenario on the whiteboard, considering its level of technological complexity, as well as its potential in the area/theme/sector of the session.
7. Other participants can ask you to move it around the axis according to their opinion, only if they explain briefly why.
8. Once all the scenarios are on the axis, use markers (circular stickers) to indicate the most interesting options/features from your point of view. (Red light: not interesting // Green light: I will go for it) Discuss if needed.
9. Select from there which scenarios fit better for co-designing a pilot or adding features to it, in order to narrow things down and keep on working around it in groups.

4a) Match content with personas



Images from the workshops in Prague and The Hague, May 2012

Time: 60 minutes

Uses:

- Connecting users, actions and content
- Potential ideas and processes for pilots
- Rapid evaluation session
- Narrowing and evaluation of options

Needs:

- Cards with profiles of personas (image and brief description). Suggested ones (examples in the area/theme/sector of Tourism):

- Knowledge hobbyist
- Cultural tourist
- Secondary student
- *Geek*
- Professional in the field (guide, curator, etc)
- Kid
- University/specialised student
- Researcher
- Other cards
- Cards/devices with sources of content
 - Picture (objects, landscape, scenes, documents, etc)
 - Illustration
 - Map
 - Timeline
 - Sound
 - Video
 - Postcard
 - Inventory
 - Other representations
- Cards with actions:
 - copy / send / compare / print / move / share / comment / geolocate / download / search
- Printer (for extra content identified by participants during the activity)
- Several whiteboards, pens, post-its and blu-tack

Instructions

1. Work in 2 or 3 small groups selecting cards with personas. Finish the description of “specialization”, “technologies”; “likes” and “wants to know”, in order to have a more detailed description of the potential end-user or end-users.
2. Select cards with samples of content and place them on the whiteboard as well as the selected personas and actions, in any order reflecting its uses. If you need other type of samples search them from <http://www.europeana.eu/> and print a draft version with the printer. If you need other types of actions, write them down on a post-it.
3. Draw connections between content and personas trying to reflect the most relevant relationships or interactions related to tourism/heritage within the pilot concept (web or app). Try to agree if there’s different possible paths or forks, repeating cards if needed.
4. Use blue post-its if you need to reflect a specific technology or tool.
5. Present the map to the rest of the group, highlighting the most remarkable interactions in the application.

4b) Rapid prototyping

Time: 120 minutes

Uses

- Second layer of details to the process
- Online features and contents
- Define a first version of the minimum viable product

Needs

- Printed icons and diagrams for wireframing offline
- Online shared wireframing software: <https://gomockingbird.com/> (example here: <https://gomockingbird.com/mockingbird/#phrwq73>)
- Whiteboards and colour pens
- Scissors and glue

Instructions

1. As a continuation of the previous activity, in the same teams as before, do your best to define in 2D, offline first, some details of screens the pilot should have. Now is when designers/visual minds are more needed! :) Use as many icons and diagrams you need, starting from the featured ones, just cut and paste from the template sheets.
2. Think in chronological order, from the user's perspective, where does the interaction start, how does the interface look like, which are the Europeana contents involved and how. Try to get as deep as possible in layers of the application/website.
3. Optional: creating a user at <https://gomockingbird.com/> (allowing any user to modify it, if there's more than one computer in the team) replicate the wireframes online and save the results
4. Leave a final round of reflexion and discussion for presenting the work done to others.

4c) Presentations



Images from the workshops in Prague and The Hague, May 2012

Time: 60 minutes

Uses

- Sharing progress and designs
- Get feedback from more people
- Validate a minimum viable product

Needs

- Projector and laptop, wi-fi
- Wireframes / Whiteboards with the work done
- Voting board, with indicator of levels such as:
 - Usability (+/-)
 - Innovation (+/-)
 - Feasibility (+/-)
 - Engagement (+/-)
 - “Potential” in that specific theme or area (+/-)
 - Adaptability (+/-)
 - “Europeanability” (+/-)

Instructions

1. Present briefly (10/15 minutes) the work done, using the wireframing and other outputs to guide the presentation.
2. Evaluate with rest of participants using the voting boards. Allow time at each indicator for Q&A from participants. What’s optimum? From there what can others add or do?

5) Implementation planning



Images from the workshop in Prague, May 2012

Time: 60 minutes

Uses

- First definition and prioritisation of initial [Backlog](#)
- Linkages in each project and dependencies
- Deployment and evaluation issues

- Planning next steps and implementation as needed

Needs

- Whiteboard with columns
- Regular post-its
- Camera

Instructions

1. Following the presentation activity of the wireframe and design concepts of an application, start to define the backlog of things needed for the development. The type of inputs can be diverse (expressed in the less technical language possible):
 - Features
 - Bugs
 - Enhancements
 - Issues
 - Risks
 - Technical work
 - Knowledge acquisition
2. Establish priorities of what to develop simply by the order of items in the list.
3. Choose a set of initial things to do in a sprint development of 4 weeks.
4. Share online copying the results using [Trello \(example\)](#).