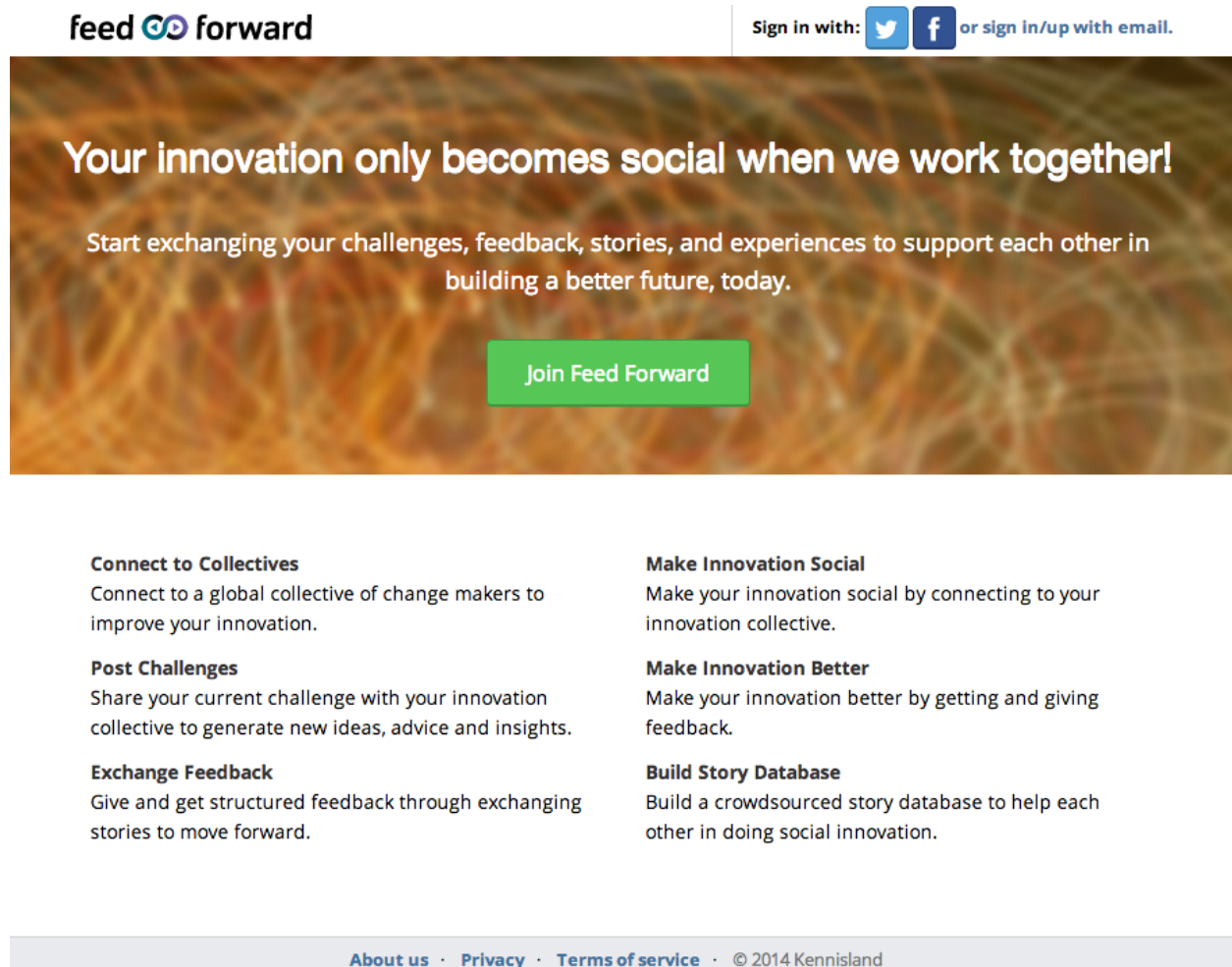




# Feed Forward Handbook

**Action 1: As a visitor I would like to see to the homepage of Feed Forward and read what it is about**

1. go to <http://feedforward.me/>
2. the homepage contains explanatory text, a green button to directly join Feed Forward and on the right-top a section to sign-up/sign-in on the platform
3. the sections 'about us', 'privacy' and 'terms of service' at the bottom of the page contain text about the use of Feed Forward
4. one can always return to the home page by clicking the logo on the left-top



The screenshot shows the homepage of Feed Forward. At the top, there is a navigation bar with the 'feed forward' logo on the left and social media links (Twitter, Facebook) and a 'Sign in with email' option on the right. The main content area has a background image of a network of orange and yellow lines. The headline reads 'Your innovation only becomes social when we work together!'. Below this is a sub-headline: 'Start exchanging your challenges, feedback, stories, and experiences to support each other in building a better future, today.' A large green button labeled 'Join Feed Forward' is centered below the text. At the bottom, there are four columns of text describing the platform's features: 'Connect to Collectives', 'Post Challenges', 'Exchange Feedback', 'Make Innovation Social', 'Make Innovation Better', and 'Build Story Database'. The footer contains links for 'About us', 'Privacy', and 'Terms of service', along with the copyright notice '© 2014 Kennisland'.

**feed forward** Sign in with:   or sign in/up with email.

## Your innovation only becomes social when we work together!

Start exchanging your challenges, feedback, stories, and experiences to support each other in building a better future, today.

[Join Feed Forward](#)

<b>Connect to Collectives</b> Connect to a global collective of change makers to improve your innovation.	<b>Make Innovation Social</b> Make your innovation social by connecting to your innovation collective.
<b>Post Challenges</b> Share your current challenge with your innovation collective to generate new ideas, advice and insights.	<b>Make Innovation Better</b> Make your innovation better by getting and giving feedback.
<b>Exchange Feedback</b> Give and get structured feedback through exchanging stories to move forward.	<b>Build Story Database</b> Build a crowdsourced story database to help each other in doing social innovation.

[About us](#) · [Privacy](#) · [Terms of service](#) · © 2014 Kennisland

**Action 2: As a visitor I would like to become a user, sign-up for a FeedForward account and log-in on Feed Forward**

1. go to right-top of the homepage and sign in/up or click on the green button 'Join Feed Forward'.

Sign in with:   or sign in/up with email.

Join Feed Forward

- 2.
3. one will see a new window where one can Sign in (left side) or create an account (right side).

- 4.
5. when one creates an account, one receives a confirmation email. One has to confirm the invitation in your email-account accordingly before proceeding

Hello mk

Welcome to Feed Forward! Please confirm your email by clicking below.



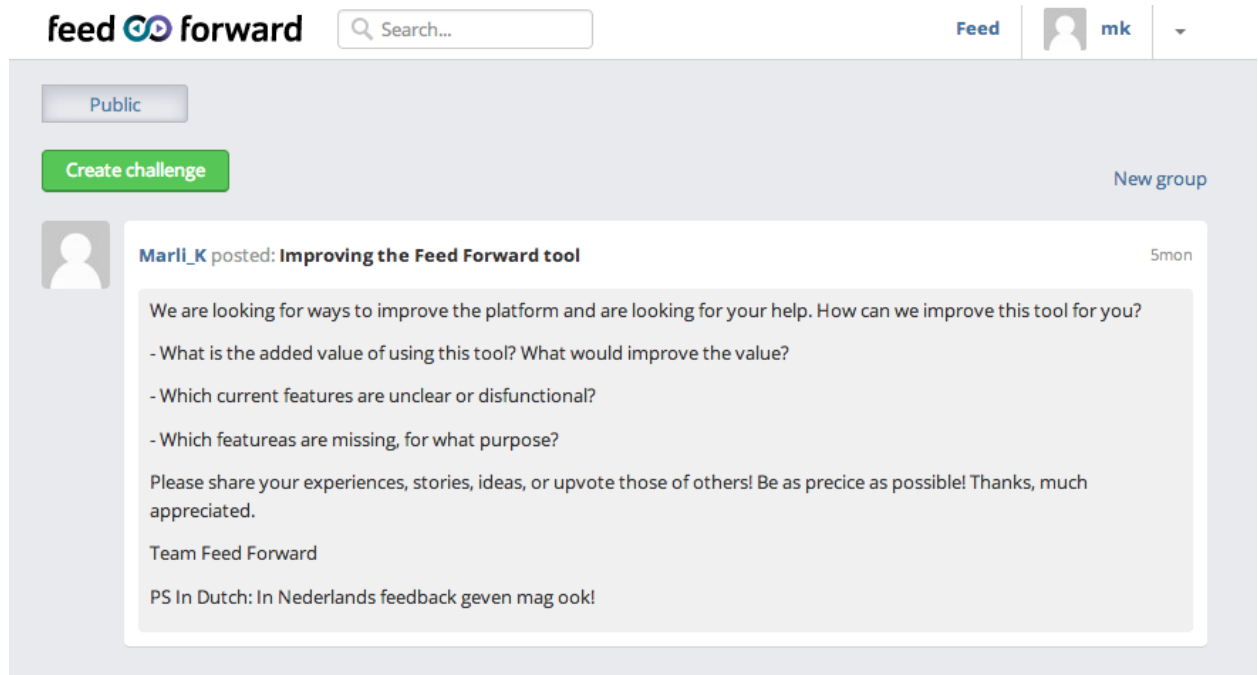
Confirm email address

We've only built part of our vision of what Feed Forward could be. Please send us your [feedback](#) so we can make it better!

— The Feed Forward team

feed  forward

- 6.
7. once a user one lands on the 'feed' of Feed Forward: the opening page where one can see the public story threads, create a challenge and create an innovation group
8. if one is a member of private innovation groups one will see the private innovation groups on the home feed
9. one can sign out by clicking on 'sign-out' in fold-out pane next to profile information on right top.



10.

**Action 3: As a user I want to see and edit my profile information and I want to see my latest activity on the platform**

1. click on right-top profile name and photo or on arrow next profile picture/name
2. here one can edit profile information, password or delete account

[About](#) · [Edit](#) · [Change password](#) · [Notification Settings](#)

Marli\_K

5

following

2

followers

Information

Bio:

Marlieke is working at Kennisland and is currently working on building and improving this platform

Location:

Utrecht

Email:

mk@kl.nl

Marli\_K commented on

13d

Deze groep is gemaakt voor iedereen die innoveert in het onderwijs: leerkrachten, schoolleiders enzovoorts.

Het onderwijs staat regelmatig in de belangstelling. We willen allemaal dat onze kinderen goed onderwijs krijgen en dat dat zo effectief en efficiënt mogelijk gebeurt. Het blijkt dat het niet eenvoudig is om iedereen tevreden te houden. De wereld staat niet stil, nieuwe media, nieuwe regels, nieuwe toetsingen, nieuwe methoden, leerlingen en hun ouders die betrokken moeten worden in het onderwijs leerproces, noem maar op. Er lijkt nauwelijks ruimte te bestaan om aan systematische en ondersteunde vernieuwing in het onderwijs te doen, maar dan wel van .... onderop. Toch kriebelt het hier en daar. Sinds Comenius plaatjes en woorden bijelkaar zette om mensen te onderwijzen via het Aap Noot Mies bordje, blijkt dat er nog veel meer combinaties van oude en nieuwe dingen mogelijk zijn. Is klassikaal werken te beperkend? Kunnen we meer op de taalverschillen tussen leerlingen inspelen? Is de wereld ruimer dan wat er in de leerboekjes staat? Kunnen we als lerarenteam niet beter van elkaars talenten gebruik maken? Zijn ouders lastposten of kunnen ze ook bijdragen? Over deze en andere reacties van de mensen in de onderwijspraktijk gaan de volgende anekdotes. Bijzonder, omdat veel mogelijk blijkt, gedreven door passie en frustratie, verassend, waarbij het uiteindelijke resultaat toch een beetje een wonder is.....

Heb je vragen? Heb je een uitdaging en zoek je feedback? Of heb je gewoon een mooi verhaal om te delen? Reageer!

Pionieren is met elkaar een reis maken. Het mooie van Pionieren is dat je weliswaar een idee hebt, dan breng je in en daar mag je mee aan de gang, maar dat je gaandeweg je reis soms (misschien wel heel regelmatig) wegen tegenkomt die beter begaanbaar zijn of bij een mooier einddoel uitkomen. Toen ik begon met Pionieren ( nu twee jaar geleden) hoopte ik op een ontmoeting tussen de verschillende deelgroepen in ons samenwerkingsverband.

Full name

Marli\_K

Location

Utrecht

Bio

Marlieke is working at Kennisland

Picture

This image is automatically grabbed from Gravatar. Edit your Gravatar account to edit the profile picture. We use mk@kl.nl

Email

mk@kl.nl

To change your email address, please [contact us](#).

Save settings

Facebook

Connect with Facebook

Twitter

Connect with Twitter

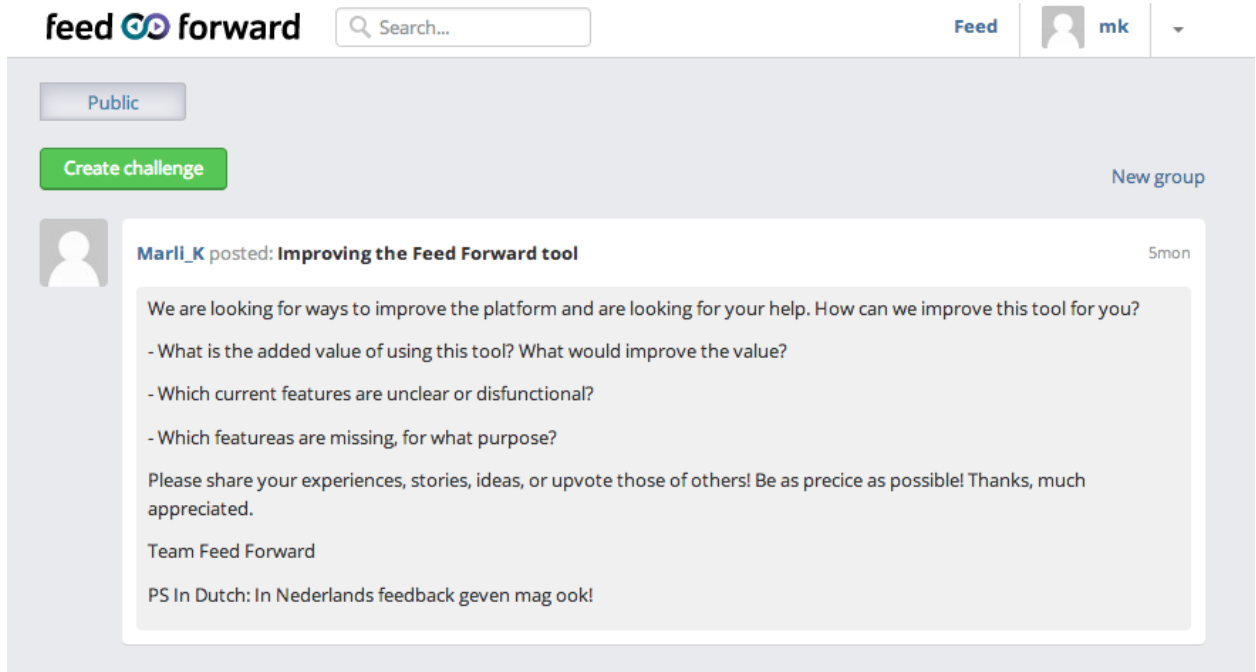
Delete account

## Action 4: As a user I want to access knowledge in public innovation feed

Kennisland | Keizersgracht 174 | 1016 DW | Amsterdam | +31205756720 | [www.kl.nl](http://www.kl.nl)

4

1. the feed button on the right-top functions as a way to always return to the home-page (feed) on home page
2. here one can see one public group: 'public' and one can view the challenges posted by users in the public feed by clicking on a challenge



3.

## Improving the Feed Forward tool

We are looking for ways to improve the platform and are looking for your help. How can we improve this tool for you?

- What is the added value of using this tool? What would improve the value?
- Which current features are unclear or dysfunctional?
- Which features are missing, for what purpose?

Please share your experiences, stories, ideas, or upvote those of others! Be as precise as possible! Thanks, much appreciated.

Team Feed Forward

PS In Dutch: In Nederlands feedback geven mag ook!

13  interesting



Story

Comment

Do you have an experience to share that might be of value to this challenge? Write your story!

### Challenge

Describe your own challenge, include context and stakeholders

### Exploration of options

Describe exploration of options with stakeholders

### Actions

Describe the actions you and others took

### Impact and evaluation

Evaluate the outcomes for the different stakeholders: how did your actions work out, for whom?

Post story



Marli\_K

5mon

3

It would be helpful to receive notifications in your email if there is activity on the platform so that I know when I need to be looking at something here.

(0) Reply



david osimo

4mon

3

4.

- once in a users challenge once can read the challenge, comment on the challenge in the form of a comment or a story, one can see other people's responses, one can upvote answers
- private innovation groups are not visible on the public home-feed.

**Action 5: As a user I want to create public challenge (or resolve, publish, edit, delete challenge)**

1. as user one can create a challenge in the group 'public' by clicking on the green button 'create challenge'
2. give challenge a title and description, click on 'i' to receive information on how to do this
3. chose the group where to publish the challenge : public or one of the private groups
4. save challenge
5. challenge will appear on the public feed or in a private group and is open to users to comment on
6. one can edit the challenge, resolve challenge (not open for comments anymore), publish challenge (make it public by changing group from private to public) or delete challenge

**feed forward** Search... Feed mk

Public test

Cancel New group

**Title** ⓘ

**Description** ⓘ

Group: (no group / public) ▾

Save challenge

**Leren lezen**

Hoe kunnen kinderen beter, slimmer, anders leren lezen? Er zijn vast veel ideeën en voorbeelden... Heb jij een idee, een verhaal, een voorbeeld? Laat het weten!


Edit challenge Resolve challenge Publish challenge Delete challenge

1 ★ interesting

👤

#### Action 6: As a user I want to join a (private) innovation group and create a challenge


1. the action to join a private innovation group is currently not automated. As a user one needs to send an email to administrator to ask permission to join a group
2. admin will join user to group
3. in the private group the procedure of creating a challenge (action 5) works the same). *Only users in your private group can see the challenges and respond to them*

feed  forward  Feed Marli\_K

Public Social Innovation Labs **Innovierend Onderwijs** Feed forward Feedback

Archive/Test Challenges Emergence by Design (MD)

[Create challenge](#) [New group](#) - [Edit group](#) - [Destroy group](#)

 **Marli\_K** posted: **Heb jij ook een uitdaging?** 13d

Deze groep is gemaakt voor iedereen die innoveert in het onderwijs: leerkrachten, schoolleiders enzovoorts.

Het onderwijs staat regelmatig in de belangstelling. We willen allemaal dat onze kinderen goed onderwijs krijgen en dat dat zo effectief en efficiënt mogelijk gebeurt. Het blijkt dat het niet eenvoudig is om iedereen tevreden te houden. De wereld staat niet stil, nieuwe media, nieuwe regels, nieuwe toetsingen, nieuwe methoden, leerlingen en hun ouders die betrokken moeten worden in het onderwijs leerproces, noem maar op. Er lijkt nauwelijks ruimte te bestaan om aan systematische en ondersteunde vernieuwing in het onderwijs te doen, maar dan wel van .... onderop. Toch kriebelt het hier en daar. Sinds Comenius plaatjes en woorden bijelkaar zette om mensen te onderwijzen via het Aap Noot Mies bordje, blijkt dat er nog veel meer combinaties van oude en nieuwe dingen mogelijk zijn. Is klassikaal werken te beperkend? Kunnen we meer op de taalverschillen tussen leerlingen inspelen? Is de wereld ruimer dan wat er in de leerboekjes staat? Kunnen we als lerarenteam niet beter van elkaars talenten gebruik maken? Zijn ouders lastposten of kunnen ze ook bijdragen? Over deze en andere reacties van de mensen in de onderwijspraktijk gaan de volgende anekdotes. Bijzonder, omdat veel mogelijk blijkt, gedreven door passie en frustratie, verassend, waarbij het uiteindelijke resultaat toch een beetje een wonder is.....

Heb je vragen? Heb je een uitdaging en zoek je feedback? Of heb je gewoon een mooi verhaal om te delen? Reageer!

### Action 7: As a user I want to create my own innovation group

1. click on 'new group' on right top

**Title** ⓘ

[Save Group](#) [Cancel](#)


[Create challenge](#) [New group](#)

- 2.
3. Name group
4. Save group
5. A user can not delete a group, the user has to send the group-admin an email
6. A user can not add new members to a private innovation group. New members have to sign-up and ask permission to group-admin to join the private innovation group


### Action 8: As a user I want to search for stories or keywords

1. enter search query on top
2. see results




feed  forward

Feed


Marli\_K


▼

Search results for "tool"




I am currently developing this tool. Now the unfortunate situation has occurred that I have just finished the first tool-sprint (to develop the tool you now see in front of you), and now the tool developers have gone out of business, while I am still very eager to develop this tool onwards, together with user-feedback of test-users! This would have been the best part of it all! Now what to do?

I am thinking of approaching a team of students at the local uni here. Or I could see if I can find new partners who would be interested in co-developing. But I don't know. Can you think of innovative ways forward?




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Ik bouw momenteel deze tool. Dat is best een uitdaging! Ik ben op zoek naar manieren om de tool met test-groepen te verbeteren. Ken jij ook een groepje innovators die deze tool kan testen? Of heb jij ervaring met het testen van tools? Laat het me weten.



We are looking for ways to improve the platform and are looking for your help. How can we improve this tool for you?

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- Which current features are unclear or disfunctional?
- Which featureas are missing, for what purpose?

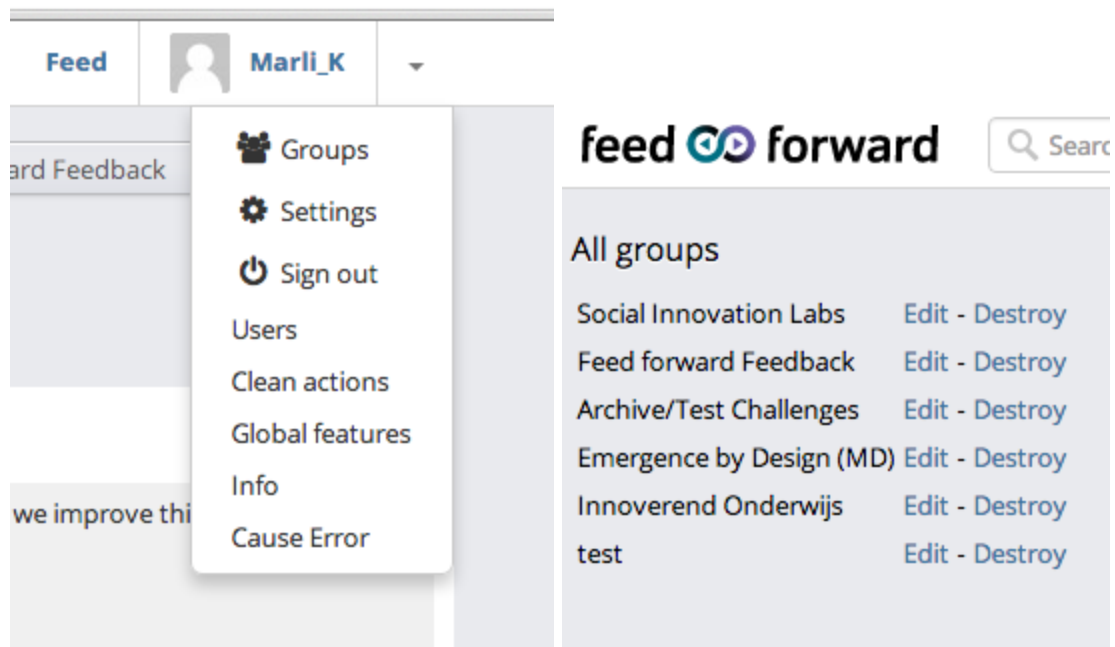
Please share your experiences, stories, ideas, or upvote those of others! Be as precice as possible! Thanks, much appreciated.

Team Feed Forward

PS In Dutch: In Nederlands feedback geven mag ook!

### Action 9: As a group-admin I want to manage groups

1. first request a group-admin status via Kennisland
2. go to right-top arrow and fold out pane and click on groups
3. as a group-admin one can see all private groups, edit names and destroy groups



**Action 10: As a group-admin I want to manage users**

1. go to right-top arrow and fold out pane and click on users
2. one can see total amount of users, usernames, email addresses, number of sign-ins, full names and last sign ins.
3. one can edit user-information by clicking on the right square with pencil



68 users

Username	Email	#sign ins	features	properties	Full name	Last sign in	
<a href="#">adam_h</a>	adam@booksprints.net	2	0		Adam H	2014-06-12 17:09:16 UTC	
<a href="#">alberto_lusoli</a>	alberto.lusoli@gmail.com	3	0		Alberto Lusoli	2014-06-17 12:45:28 UTC	
<a href="#">alessandro_filisetti</a>	alessandro.filisetti@gmail.com	2	0		Alessandro Filisetti	2014-06-13 09:37:27 UTC	
<a href="#">amanda_f</a>	amanda@amandafrench.net	2	0		Amanda F	2014-06-17 18:05:49 UTC	
<a href="#">anna_l</a>	alochard@la27eregion.fr	4	0		Anna Lochar	2014-06-25 13:08:23 UTC	
<a href="#">anneleen_m</a>	a.mulder@ontdekking.net	3	0		Anneleen M	2014-08-11 09:15:32 UTC	
<a href="#">anonymous_20e9f0fe82</a>	deleted+anonymous_20e9f0fe82@factlink.com	2	0	unconfirmed deleted hidden	Deleted User	2014-05-21 13:49:30 UTC	

- click on username to see user activity
- click on user name to (manually) add user to a new group

Adam H



0

following

0

followers

[Follow user](#)**Groups:**

- ☒ Social Innovation Labs
- ☒ Feed forward Feedback
- ☒ Archive/Test Challenges
- ☐ Emergence by Design (MD)
- ☐ Innoverend Onderwijs
- ☐ test

**Information**

Adam H hasn't added their profile information yet.



Adam H commented on

4mon



I am currently developing this tool. Now the unfortunate situation has occurred that I have just finished the first tool-sprint (to develop the tool you now see in front of you), and the tooldevelopers have gone out of business, while I am still very eager to develop this tool onwards, together with user-feedback of test-users! This would have been the best part of it all! Now what to do?

I am thinking of approaching a team of students at the local uni here. Or I could see if I can find new partners who would be interested in co-developing. But I don't know. Can you think of innovative ways forward?

**Challenge**

I had no resources for many years to develop book production tools.

**Exploration of options**

I provided not a tool to stakeholders but a visible, tangible, output (in this case, books made by the tool).

**Actions**

The stakeholders funded incremental feature development. I then also fed what little profit there was from this into building other features.

**Impact and evaluation**

It worked :)



### Copyright information

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Kieboom, M. (2014). Handbook Feed Forward, Amsterdam: Kennisland. Licensed under CC-BY.

### About Emergence by Design

This document adds to deliverable 3.4.1 (Feed Forward Platform)<sup>2</sup> which constitutes an online platform to generate narratives to facilitate social innovation practice in the project Emergence by Design ("MD", grant agree no: 284625, ICT-2011.9.1)<sup>3</sup>. The Feed Forward Platform is developed and tested by Factlink (MD participant number: 7) and Kennisland as part of the MD-storyboard tool (all MD-partners). D 3.4.1 is linked to deliverable 3.2: Case Study: Education Pioneers. The research leading to these results has received funding from the European Union Seventh Framework Programme (FP7/2007-2013).

### About Kennisland & Factlink

Kennisland (Amsterdam, Netherlands) is an independent action-oriented think tank, founded in 1998 with a public mission to make societies smarter. Kennisland designs and implements innovative interventions to strengthen our knowledge society to provide new approaches for societal challenges. Kennisland connects different levels and sectors to create new strategies, concepts, ideas and structures that work. Kennisland currently works in the fields of educational innovation, smart government, creative economies, cultural heritage and copyright.

The Feed Forward platform is built by Factlink. Factlink is a social, more-than-profit enterprise aiming to increase the quality of online information. Factlink is an application that enables internet users to collectively review information found on the world wide web through an inline commenting system.

### About the author

Marlieke Kieboom is a researcher at Kennisland. Marlieke's expertise is divided among conducting (action) research, designing innovation support structures, and practically managing operations. Marlieke obtained an MSc in Anthropology (Utrecht University, NL) and an MA in Conflict and Governance (Simon Fraser University, CA). She was part of several knowledge initiatives in the Netherlands, Canada, India and Central-South America. Please email her at [mk@kl.nl](mailto:mk@kl.nl) with questions, ideas, feedback, comments or new ideas for future endeavours.

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<sup>1</sup> <http://creativecommons.org/licenses/by/>

<sup>2</sup> <http://feedforward.me/>

<sup>3</sup> <http://emergencebydesign.org/>