

GUIDE TO PHASE 2: Imagining going open source



WHAT DO YOU NEED?

- Your REMODEL tools (pens + tape + scissors)
- The following printed canvases:
2.1 Openness Discussion (A3)
2.2 User Story Generator - B2B (A4)
2.2 User Story Generator - B2C (A4)
2.2 User Story Ranking (A3)
2.2 User Story Selection (A4)
- 4 hours of designated time
- All of the work team attending for the full duration of the exercise.

TIPS AND TRICKS

When you fill the templates, make sure to write clearly and in big letters, so it is easy to read for your colleagues.

WHAT IS THE PURPOSE OF THIS EXERCISE?

You will dive into imagining what it would look like if you open source the product from your portfolio that you selected in phase 1 (or parts/elements of it). More specifically, you will get help in selecting who your most important users are and, more importantly, start envisioning what might motivate them to engage with your potentially open product in order to become co-creators.

SETUP

1. Clear a large table.
2. Choose one person in your group to be the “time-boss”. This person makes sure to keep pace and the designed time frame.

PREPARE

3. Take the materials from Phase 1 and keep them ready.
4. **[10 mins]** Watch the video:
 “REMODEL Toolkit Phase 2 Instructions”
 - <https://vimeo.com/280505879>

START THE WORK

You are now ready to dive into the core work of this phase.

5. **[90 mins]** Please take the *2.1 Openness Discussion* canvas as well as the *1.3 Choose Product* canvas from Phase 1 that you filled out last week.
 - a. Exercise: Using the product you choose last time (on *1.3 Choose Product* canvas) start to fill the fields of the *2.1 Openness Discussion* canvas, starting in the upper left corner and following the arrows all the way to the end.
NB: Please note that the canvas has three columns, which emphasizes how you will focus on your own company, your stakeholders and exchange streams between the two.
 - b. In “1. Open up” brainstorm what specific elements you could imagine opening up (sharing openly with the public). You can also refer to the Open-o-meter of the *1.2 Value Dimension* exercises from last time. Be specific: Which design

files would you open? Would you also open up data? etc.

- c. Follow the arrows: Suggest what actions external stakeholders can do when you open up your elements (2), and then imagine how you benefit (3) and so on.
- d. When finished, discuss: Are these the right things to open? Should you open up more to motivate the stakeholders? Make revisions as needed.

6. **[15 mins]** Take a break, get coffee!

7. **[60 mins]** Next exercise will help you zoom in on your current users of the product by making user stories. Take the two *2.2 User Story Generator* canvases. If you need more guidance on how to make user stories than what was in the video, go here: https://en.wikipedia.org/wiki/User_story

- a. Now you will make as many user stories as you can possible imagine: The more the merrier. Put consumer users on the B2C canvas and business users on the B2B one.
- b. When finished, cut them out into singles (see video).

8. **[45 mins]** Take the *2.2 User Story Ranking* canvas and start ranking all the user stories (both B2B and B2C, mixed) by importance (you can decide on which criteria to rank by, for instance “potential as co-creators” or “business potential”).

9. **[15 mins]** Take the top 3 B2B and the top 3 B2C stories and tape them onto the *2.2 User Story Selection* canvas. These are your most important users, which you will use next time.

10. Make sure to **keep all materials and tools** for the next phases.

GUIDE TO PHASE 1: Discovering open source



WHAT DO YOU NEED?

- Your REMODEL kit (markers + tape + smartphone mount)
- A smartphone for recording the exercise
- Print-out of this instruction and the canvases:
I.1 Reflection
I.2 Value Dimension Exercise
I.3 Choose Product
- 4 hours of designated time
- All of the work team attending for the full duration of the exercise.

TIPS AND TRICKS

Remember to fill out the canvases in English, so that you can get feedback from the international REMODEL expert panel. When you fill the templates, make sure to write clearly and in big letters, so it is easy to read for others.

QUESTIONS?

If you have any questions, please do not hesitate to contact the REMODEL Hotline on (+45) 2087 7153 or email to cvi@ddc.dk.

WHAT IS THE PURPOSE OF THIS EXERCISE?

You will learn the basics of open source principles by getting insight into some successful manufacturing companies, who apply these principles already. You will pick one of your products to work on for full duration of the REMODEL program.

WHAT WILL YOU HAVE ACHIEVED BY THE END OF THIS EXERCISE?

You will have a basic understanding of open source, how it can make up the foundation of a financially sustainable business strategy and you will have chosen one of your products to work on.

SETUP

1. Clear a large table.
2. Set up a smartphone using the mount, and choose one product to work on. Make a 20-second recording in "timelapse" mode. Record a couple of 2-second clips of traditional video.
3. Choose one person in your group to be the timekeeper.

PREPARE

4. **[15 mins]** Watch the video: Introducing REMODEL <https://vimeo.com/207621361> (pw: remodel2017).
5. **[10 mins]** Take the time to reflect: What are your expectations? Fill the canvas and feel free to discuss, but only if the idea is very mature (developed).
6. **[5 mins]** Now watch the tutorial video to get an overview of this phase: <https://vimeo.com/207621361> (pw: remodel2017). This guide contains the same instruction as the video tutorial, but in written form.

START THE WORK

You are now ready to dive into the core work of this phase. Please solve the following tasks to the best of your ability:

7. **[60 mins]** For the first exercise, we will learn the basics about three prolific companies, who are applying open principles in their business strategy: Please take the three *I.2 Value Dimension*

Exercise canvases. First, take the OpenDesk canvas and do the following:

- a. Watch this video, which outlines their business model: <https://vimeo.com/207621361> (pw: remodel2017)
- b. Look at the canvas: On the left side of the canvas you can find a recap of main points from the video, for reference.
- c. Exercise: Analyse the value dimensions they create for themselves using right side of the canvas. Cross out the ones you think are not part of your knowledge.
- d. Discuss: Why have they chosen these? And why have they not chosen others?

[10 mins] Take a break and feel!

[60 mins] Next, take the Tesla canvas, do the same as above. Tesla: <https://vimeo.com/207621361> (pw: remodel2017). Lastly, take the Ultimaker canvas, do the same: Ultimaker: <https://vimeo.com/207621361> (pw: remodel2017).

- [60 mins]** Now, take the *Choose Product* canvas. You must now choose one product from your company, which you will be working on for the rest of the phase.
- a. Fill the canvas fields.

11. **[15 mins]** It is now time to document and evaluate this session and submit your work. Please take a photo of all your work materials and go to <https://url.url> (follow the instructions.)