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# PERCeIVE CODESIGN TOOL

**CoDesignTool** is a **co-design tool** for the creation of visitor experiences in the domain of **Cultural Heritage**.

This printable version consists of a set of game boards and playable cards which will guide you in the **design and ideation of a unique experience** for the visitors of your institution or venue!

A digital collaborative version of this toolkit will soon be released.

So... Do not wait any longer! Let's start preparing your material!

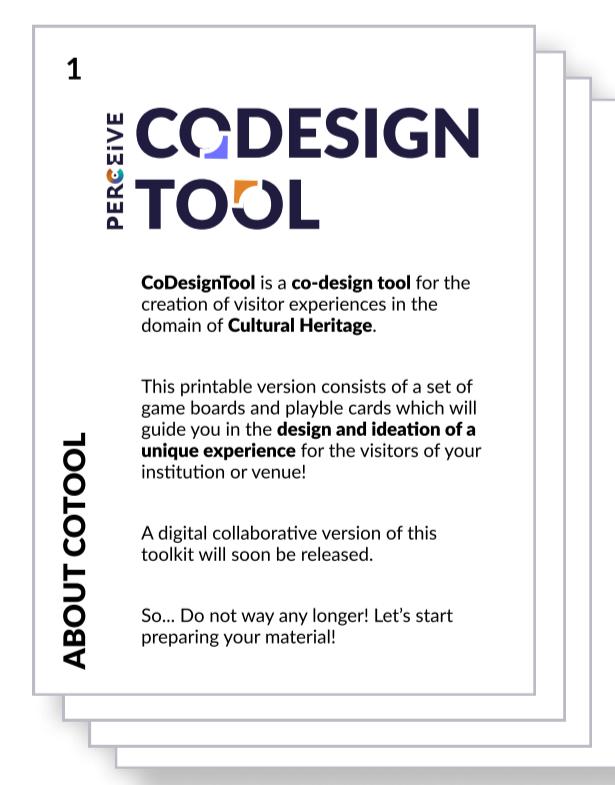
## ABOUT THE TOOL

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- 271 Cards



- 24 Pages of Instructions



We also recommend that you take some **post-it notes** as you will need them during the *Ideation Stage*.

Feel free to use **any other materials** you think might be helpful, such as pens, pencils, sheets of paper or any other tools for brainstorming or note-taking.

Let's take a moment to check that you are all prepared before we dive in!

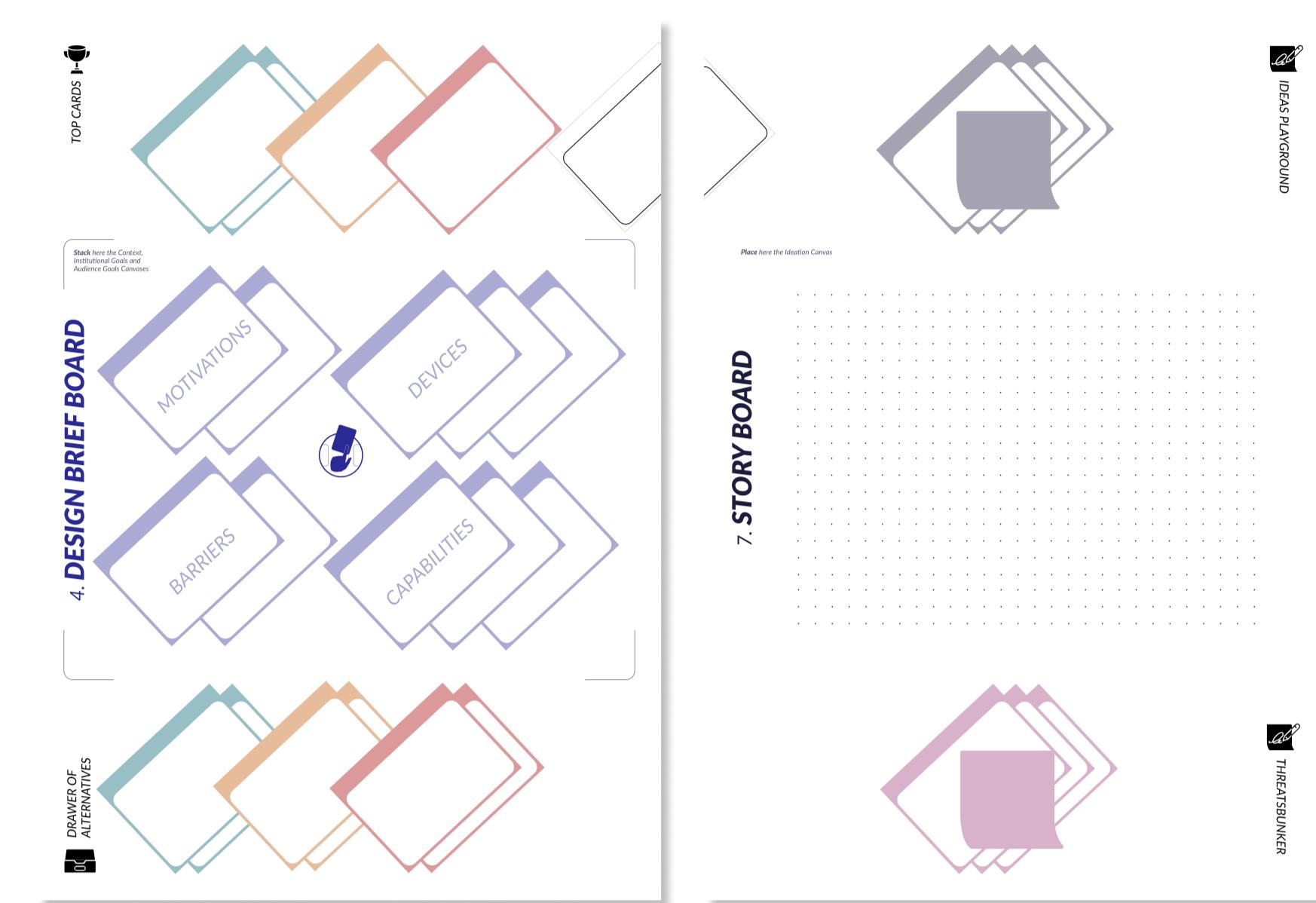
## SETTING UP THE GAME

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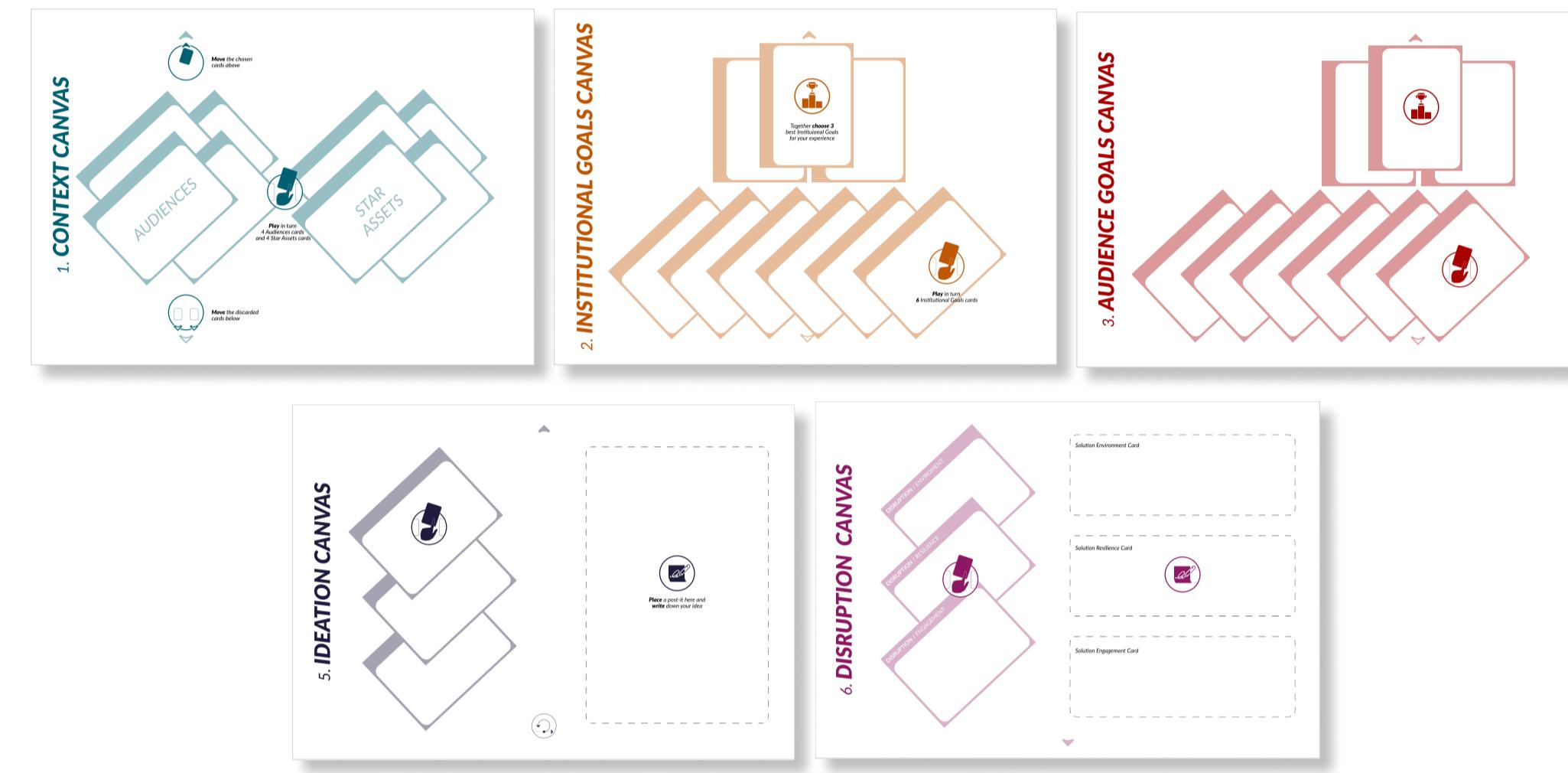
## MATERIALS

Before we begin, please ensure that you **have printed all the materials** attached. Each working group should have:

- 2 Boards



- 5 Canvases



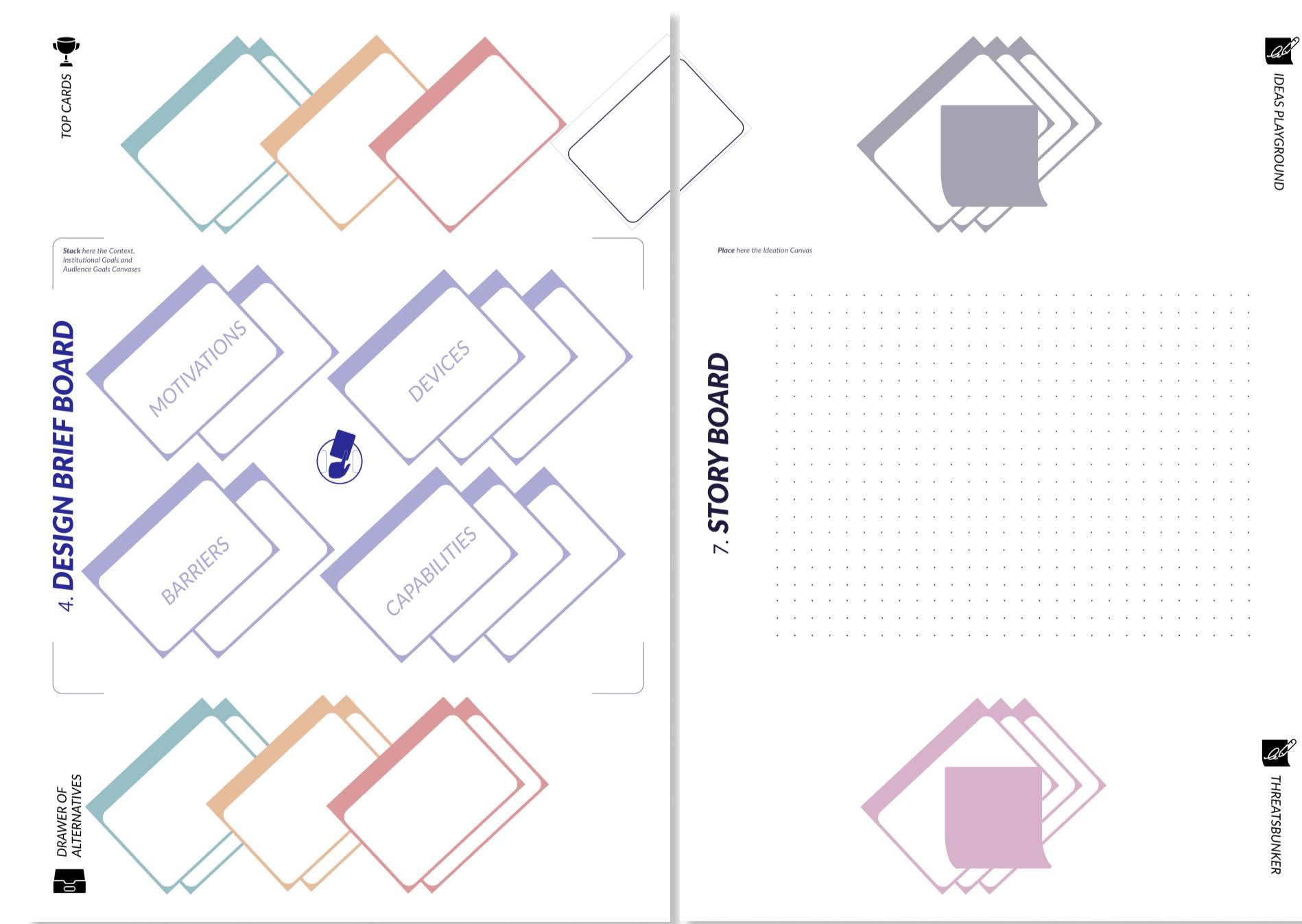
SETTING UP THE GAME

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## SET UP

Great! Now let's set up the materials.

First, **position the 2 Boards side by side**.



They will represent the 2 Main Phases of your CoDesign process.

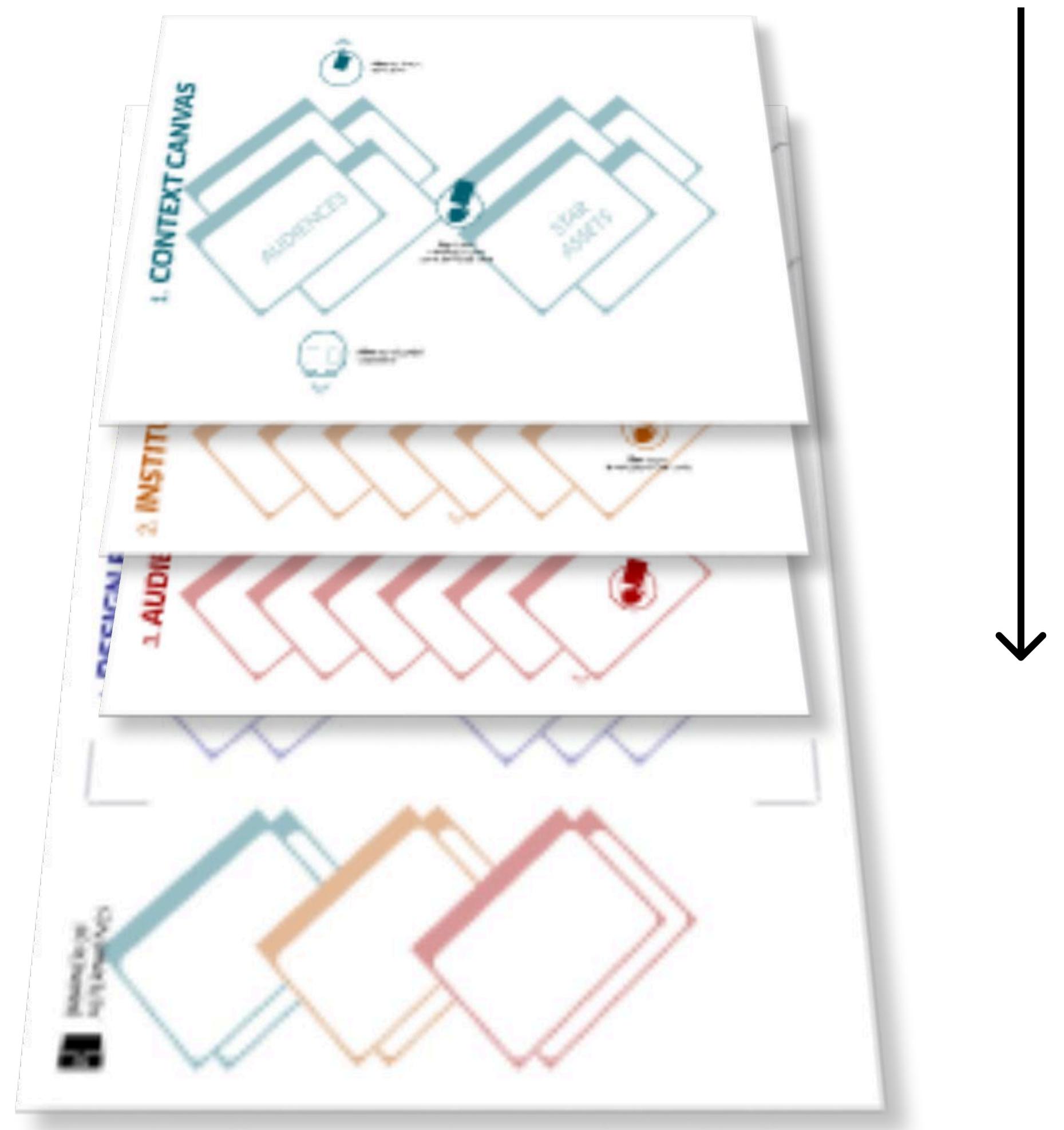
After the **First Phase - Design Brief** (Stage 1-4) you will have your complete Design Brief. In the **Second Phase - Story Board** (Stage 5-7), you are going to brainstorm ideas, bulletproof and storyboard them.

SETTING UP THE GAME

## SETTING UP THE GAME

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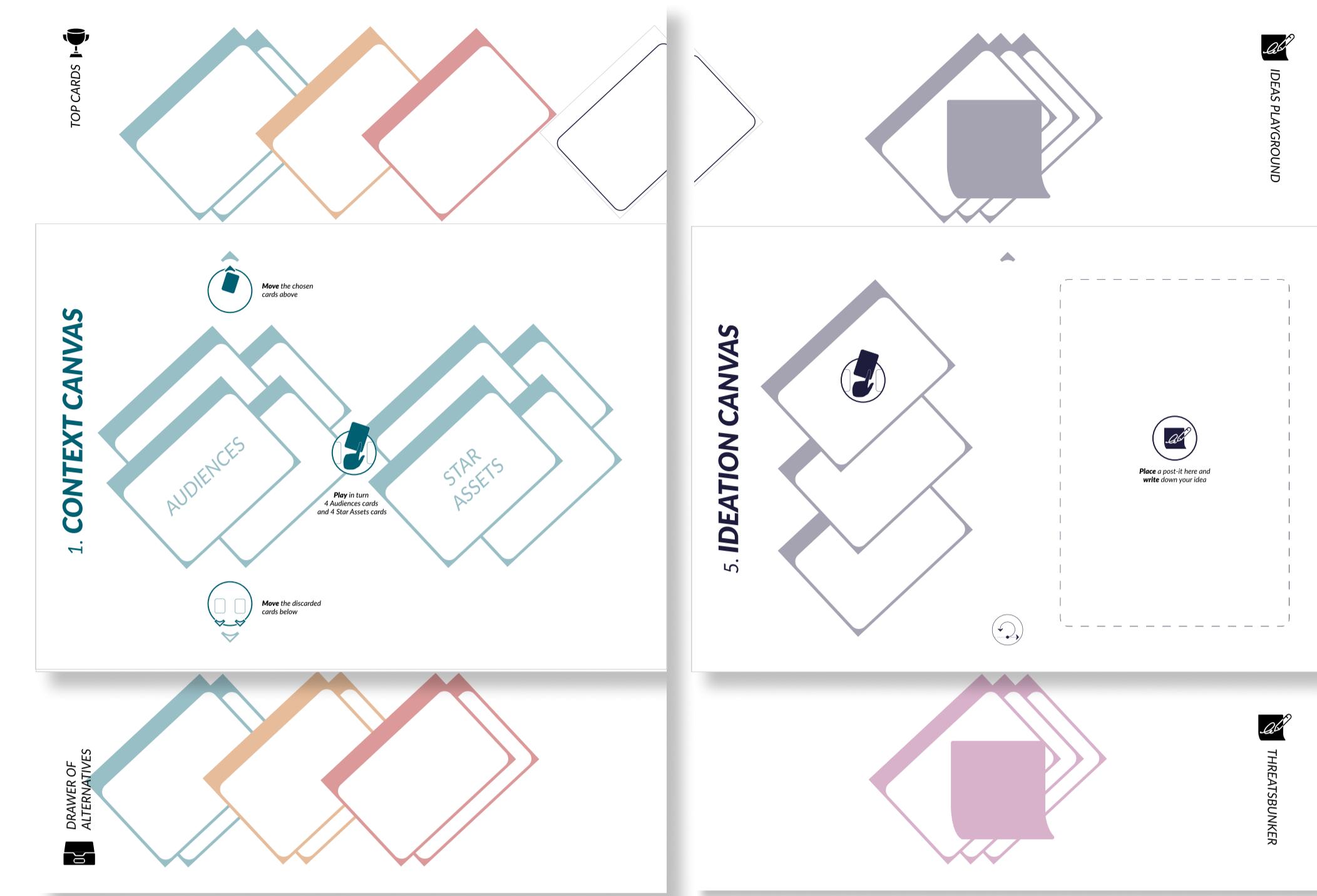
Next, **stack the first 3 Canvases** (1. Context, 2. Institutional Goals, 3. Audience Goals) one on top of the other, then on the Design Brief Board, following the 'stack here' signs.



Next, **stack the Ideation Canvas and the Disruption Canvas** on the Story Board in the same manner.

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At this point you should be all set and your work space should look like this:



Before moving forward, separate the **271 Cards** into **7 Decks** according to the color-coded divisions.

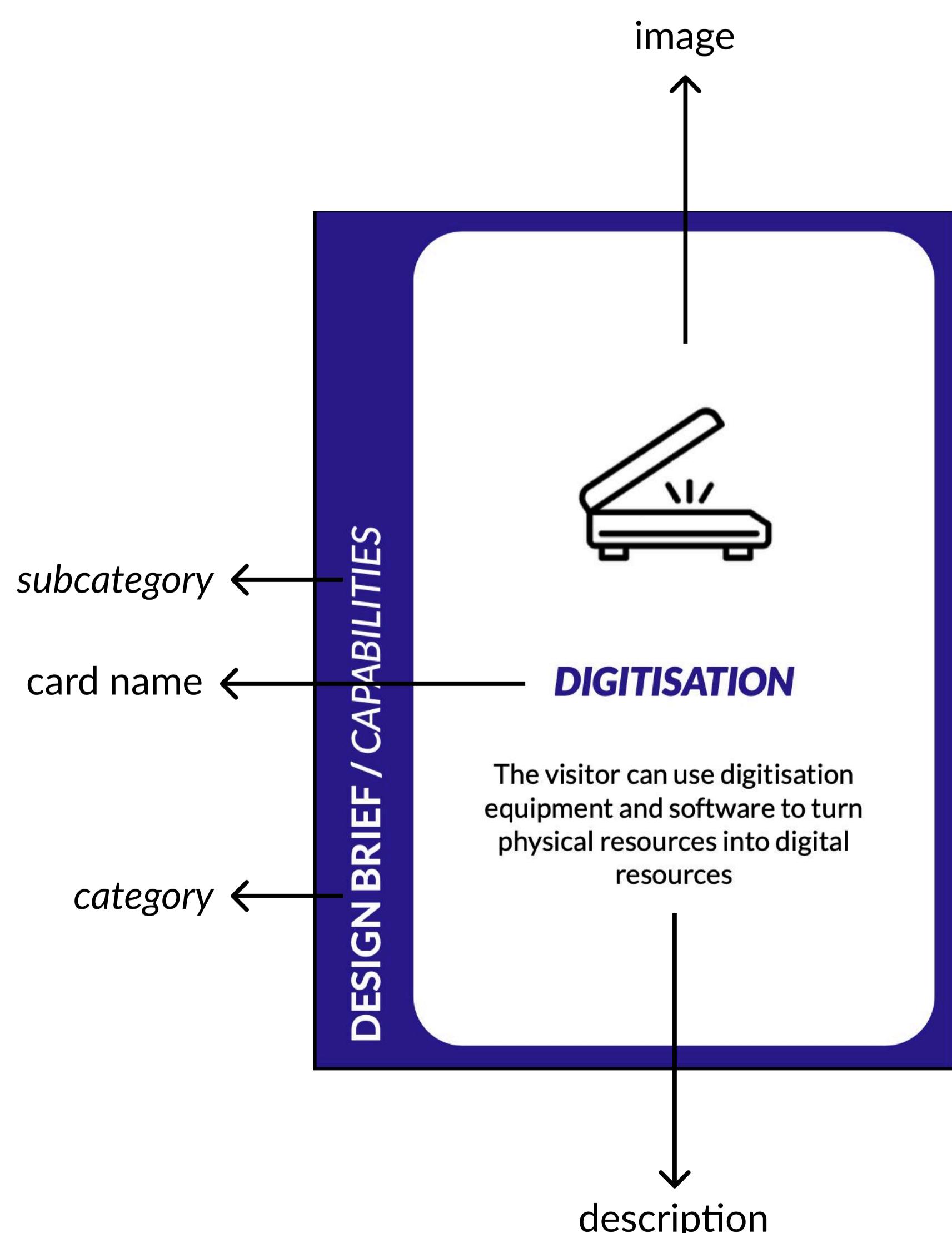


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## CARDS

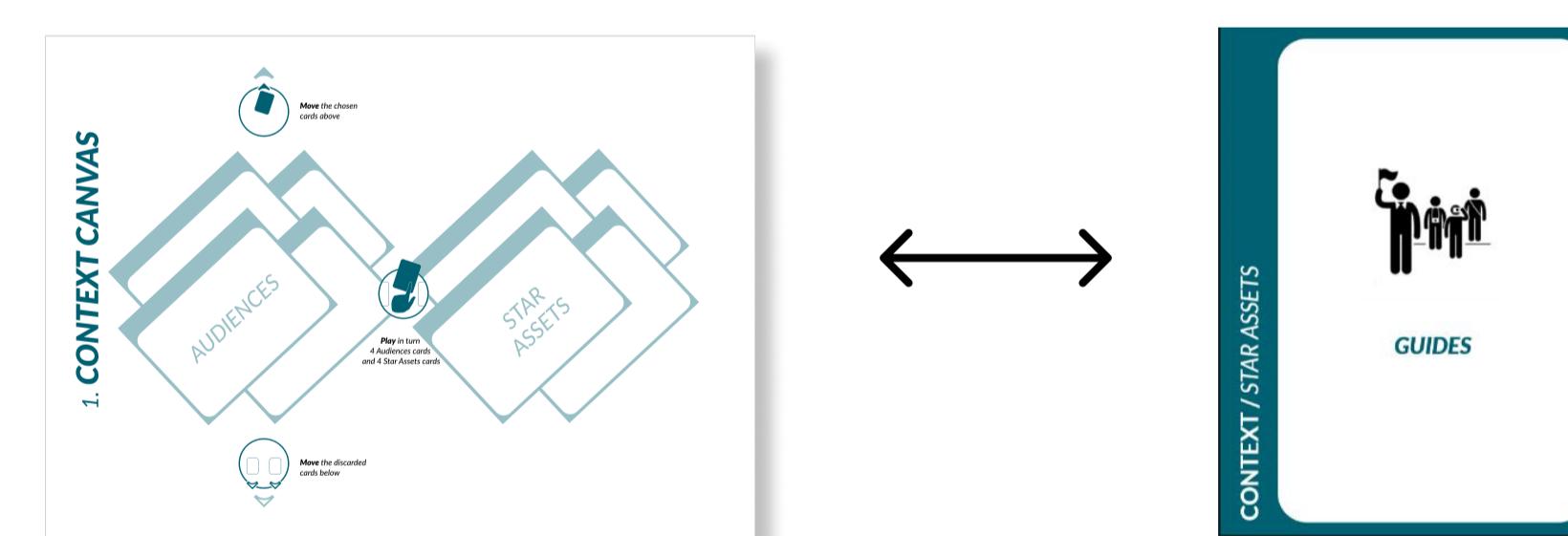
Let's familiarise with the cards - these are going to be the **building blocks** of your design session.

They are divided into **7 Main Categories**, each of which may present one or more subcategories.



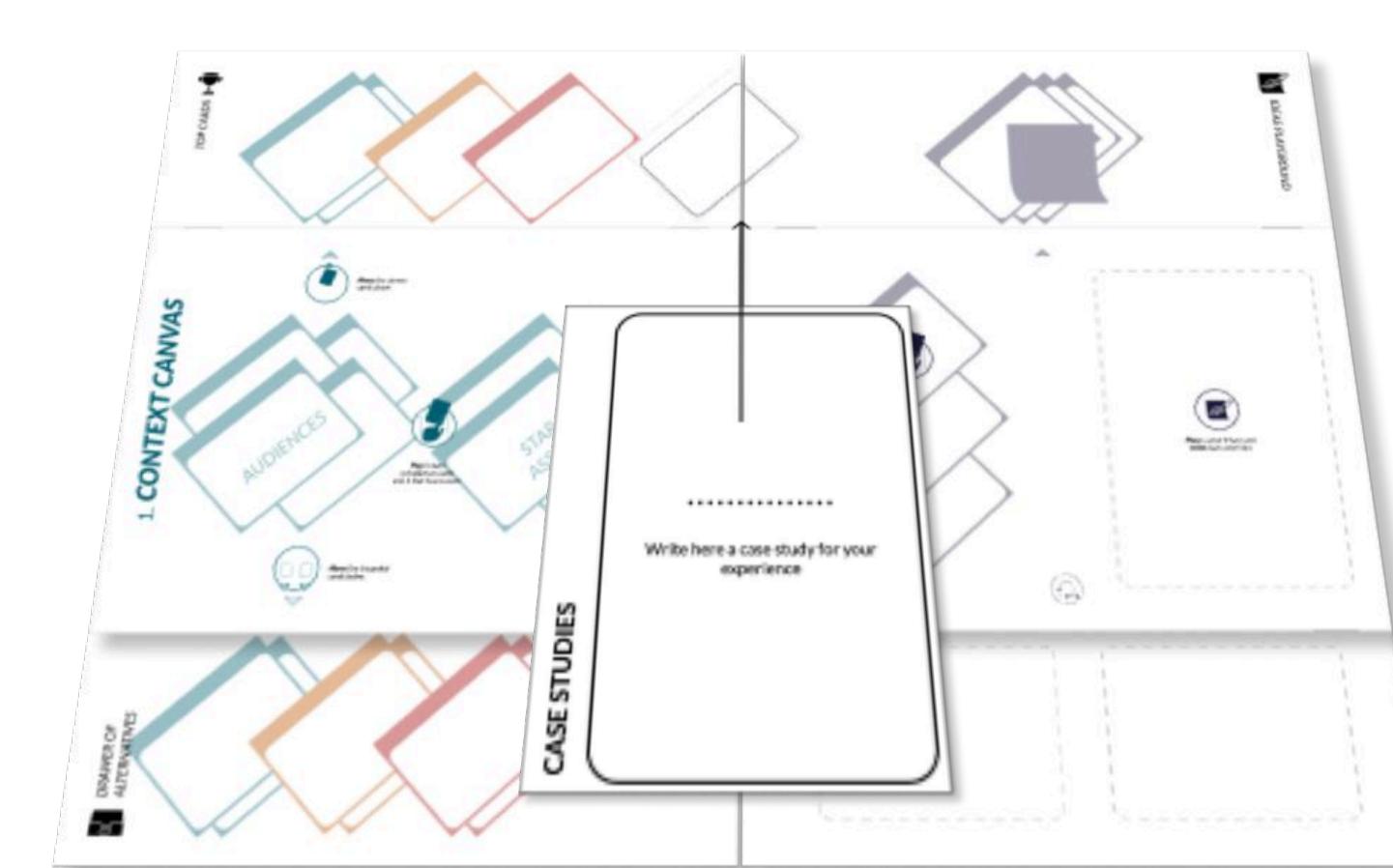
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As you may have already noticed from the colour and text on the cards, **each Deck/Category corresponds to a specific Canvas and Stage** of the game:



The only exceptions are the white ones, the **Case Studies Cards**.

Does your team already know the case studies of your experience? If so, now let's take those cards and personalize them, then place them in the spot right between the two Boards with the same shape and color.



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Another deck to pay attention to is the red one, the **Audience Goals Cards**.

This category is subdivided into two:

1. **Authenticity Cards**,
2. **Sense of Care Cards**.



Before proceeding, take a moment to explore them and **select the sub-deck** out of the 2 **that aligns best with your objectives**. (Please note that you will only be allowed to use one sub-deck at a time!)

Now that you've made your selections, **you should be all set and ready to finally start** your design process with the first stage: the *Context*!

## SETTING UP THE GAME

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Define the **context** of your experience:

### ▷ AUDIENCES

Which type of visitor is the target of your experience?

### ▷ STAR ASSETS

Which are the most important selling points of your institution or venue?



**Deal all the Context - Audiences cards** to the players and personalise them



**Deal all the Context - Star Assets cards** and personalise any blank card



**Each player plays a card** until the Context Canvas has **8 cards**:  
4 Context - Audiences  
4 Context - Star Assets

## STAGE 1 / CONTEXT

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**Together choose the best audience** for your experience

**Together choose the star asset** which best fits the chosen audience



**Move the chosen Audiences and Star Assets** above in the "**Top Cards**" and **all the other cards** laying on the canvas in the "**Drawer of Alternatives**" below



**Remove the cards** in the hands of the players and **the Context Canvas**

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Define the **institutional goal** of your experience:

### ▷ INSTITUTIONAL GOALS

Which are the main goals the institution or venue wants to achieve?



**Deal all the Institutional Goals cards** to the players



**Each player plays a card** until the Institutional Goals Canvas has **6 cards**



**Choose together 3 cards and move them on the podium**, ranking them **in order of importance**

## STAGE 2 / INSTITUTIONAL GOALS

## STAGE 1 / CONTEXT

## STAGE 3 / AUDIENCE GOALS

## STAGE 2 / INSTITUTIONAL GOALS

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**Move the best Institutional Goals** card in the “**Top Cards**” and the other two choices laying on the podium in the “**Drawer of Alternatives**” below



**Remove all the remaining cards** (both in the hands of the players and the other 3 still on the current canvas) and **the Institutional Goals Canvas**

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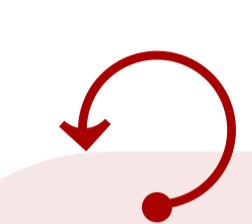
Define the **audience goal** of your experience:

### ▷ AUDIENCE GOALS

Which are the emotional / cognitive goals or behavioural changes you want to bring about in your target audience?



**Deal all the Audience Goals cards** to the players



*Restart future iterations from here*

If you have chosen **Authenticity**, for the next steps focus on **one subcategory (Self, Others, World) at the time!**

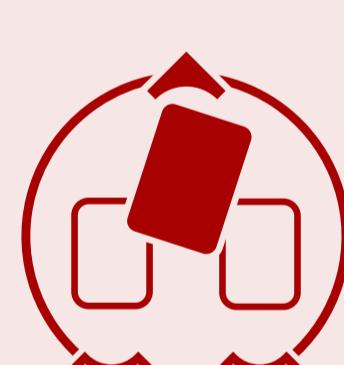


**Each player plays a card** until the Audience Goals Canvas has **6 cards**.

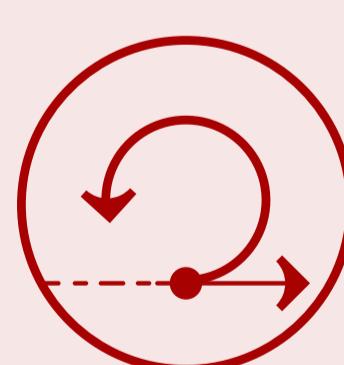
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**Choose together 3 cards and move them on the podium**, ranking them **in order of importance**



**Move the best Audience Goals** card in the “**Top Cards**” and the other two choices laying on the podium in the “**Drawer of Alternatives**” below



**x3 if you have chosen Authenticity**  
**Repeat** the procedures inside this coloured box for all the 3 subcategories of Authenticity cards: **Self, Others, and World**



**Remove all the remaining cards** (both in the hands of the players and the other 3 still on the current canvas) and **the Audience Goals Canvas**

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Finalise the design of your experience identifying its main **design requirements**:

### ▷ MOTIVATIONS

What would push your visitors to join this new experience?

### ▷ BARRIERS

Is there any potential limitation to the participation of your audience?

### ▷ CAPABILITIES

Which skills are necessary to take the most out of this experience?

### ▷ DEVICES

Which devices your target audience is able to use?

## STAGE 4 / DESIGN BRIEF

These four classes of requirements correspond to the four subcategories of the **Design Brief** cards.

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## STAGE 4 / DESIGN BRIEF



**Deal all the Design Brief cards to the players**

From now on, **focus on one subcategory (Capabilities, Devices, Barriers, Motivations) at the time**



**Each player plays a card until the Design Brief Board has 10 cards:**

2 x Motivations,  
2 x Barriers,  
3 x Capabilities  
3 x Devices



**Discard** the other cards in the hands of the player and **focus on the Story Board**

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## STAGE 5 / IDEATION

**Transform your design into ideas!**

Keep in mind your **Case Studies** (if any), your **Top Cards**, and your **Requirements**. If necessary, you can look to alternative solutions in the **Drawer of Alternatives**.

You will now receive some suggestions from the **Ideation** cards about the following subcategories:

### ▷ TECHNOLOGIES

Which kind of technologies will you use in this experience?

### ▷ ENGAGEMENT

How will your audience engage, interact and feel immersed in your experience?

### ▷ AUDIENCE GOALS

Through which strategies will you seize your audience goal? In this version, they are personalised for **Authenticity** and **Sense of Care**.

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## STAGE 5 / IDEATION



**Deal 8 Ideation cards to each player:**  
3 x Technologies cards,  
3 x Engagement cards,  
2 x Audience Goals cards

**If you are not satisfied** with your cards, you can draw new ones or personalise a blank Ideation card



Restart future iterations from here



**Each player plays a card** until the Ideation Canvas has **3 cards**: one per each subcategory



**Write on a post-it an idea** starting from these cards



**Stack the 3 cards and the post-it** in the **Ideas Playground**

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## STAGE 5 / IDEATION

**x3 (suggested number of iterations)**  
**Repeat** all the procedures inside the coloured box continuing the players' turn. If necessary, you can draw new cards to have new ideas



**Discard** all the cards in the hands of the players and **remove the Ideation Canvas**

## STAGE 6 / DISRUPTION

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Not so fast!

**Bulletproof your idea** before moving forward: face potential threats, refine your design, and ensure it's ready to withstand any challenge as a team.

Each Disruption card presents a **scenario** (a potential threat) and a **prompt** to guide your discussion.

This deck is divided into 3 **subcategories**:

### ▷ ENVIRONMENT

How might the contextual aspects of the venue impact your experience design?

### ▷ RESILIENCE

How can your design stay effective and sustainable under varying conditions?

### ▷ ENGAGEMENT

What strategies will make visitors feel compelled to interact and return?

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## STAGE 6 / DISRUPTION

**Deal 3 Disruption cards on the canvas:**

- 1 x Environment cards,
- 1 x Resilience cards,
- 1 x Engagement cards

**If the challenge doesn't align with your design**, you can pick again until you find a relevant one

*Restart from here per each card*



**Play a card and brainstorm together** and find a viable way to tackle the challenge at hand



**Write your solution on a post-it**



**Stack the 3 cards and the post-it in the Threats Bunker**



**Remove the Disruption Canvas** and move on to the final phase

## STAGE 7 / STORYBOARD

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**If a threat reveals flaws in your design**, take some time to revisit earlier stages and adjust cards or ideas as needed

You can now dive into your ideas and outline the structure of your experience on the **Story Board**.

**Choose the idea you want to focus on:** it can be either one of the ideas you defined in the Ideation step or a mix of them!

**Split your storyline in a minimum of 3 moments**, from when the user gets to know about your experience to its end

**Sketch and comment each sequence in the boxes**

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## ENHANCE YOUR DESIGN

### NEXT STEPS

**Congratulations!** You have just completed the design of your experience! Well done!

In this version, you were able to define the design requirements, the idea, bulletproof it, and a storyboard for your experience.

However, your journey with the CoDesignTool doesn't end here. Thanks to its modular you can enhance it and further refine your design. Feel free to expand this toolkit with additional design stages and deck of cards!

# PERCEIVE

CoDesignTool is a co-design tool developed in the framework of the **Horizon EU Project PERCEIVE** (Perceptive enhanced realities of colored collections through AI and virtual experiences, Grant agreement Nr. 101061157)

The printable version of CoTool is a product by CNR - Institute of Heritage Science, DHILab, Florence (Italy). It is released under CC-BY 4.0 License. It is based on the co-design tool VisitorBox by Ben Bedwell and colleagues. Icons have instead been chosen from NounProject. To refer to this product, please cite the following Zenodo publication: 10.5281/zenodo.10986215