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CO DESIGN TOOL

CoTool 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!

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

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

ABOUT COTOOL

SETTING UP THE GAME!

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Print and cut all the cards, then subdivide them in the following 9 decks:

- Case Studies

- Context: Audiences and Star Assets

- Institutional Goal

- Cognitive Goal

- Design Brief

- Ideation: Technologies, Interaction Dynamics and Cognitive Goal

SETTING UP THE GAME!

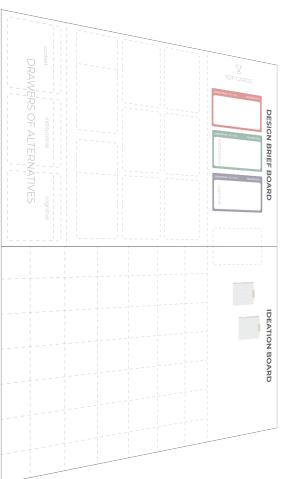
4

BOARDS

Each co-design session is articulated into at least two main phases: definition of the **design brief** and creation of a **Storyboard**.

Every phase is managed by a **board**.

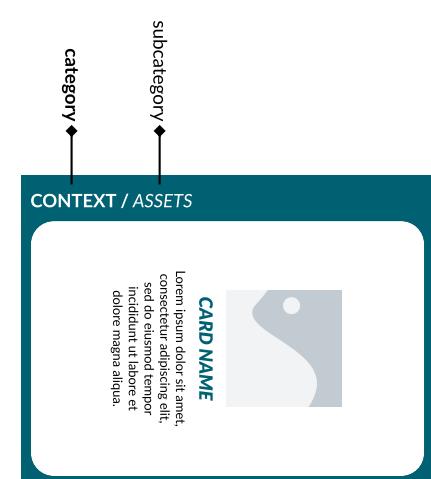
Assemble the two boards as follows:



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CARDS

Cards are the building blocks of the design session. They can be organised in categories and subcategories



SETTING UP THE GAME!

JUST ONE MORE MINUTE...

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RECURRENT ACTIONS

These recurrent actions are at the core of different steps of CoTool. Have a look at them carefully!

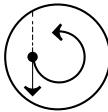


Deal all the cards of the deck to the players

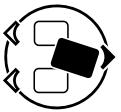
Each player plays a card in turn.
At every stage, you will be told the number of cards to play in total.

JUST ONE MORE MINUTE...

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Iterate the current action according to the given instructions



Move your best choice(s) above in the "Top Cards". Place the alternatives below in the "Drawers of Alternatives"



Discard all the other cards (neither in "Top Cards", nor "Drawers of Alternative") and remove the current canvas (if any)

SETTING UP THE GAME!

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CANVASES

Every phase consists of one or more steps. For each of them, you will use a specific canvas.

Assemble canvases and boards as follows:

Design Brief Board:



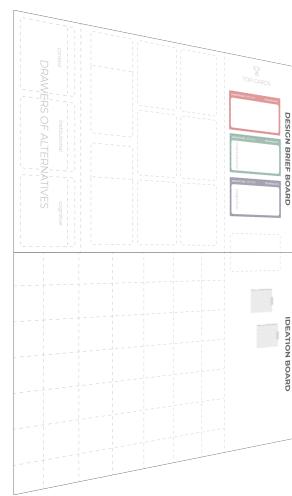
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Story Board:

SETTING UP THE GAME!

ADDITIONAL MATERIAL

You will also need some **post-its** and a **pencil** (or a pen): they are not included in this toolkit



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Does your team already knows the case studies of your experience?

If so, take the Case Studies Cards and choose the artworks. If not present in the deck, you can personalise a blank card.

Lastly, place the chosen cards at the centre of the boards:

#0 CASE STUDIES

#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 Audience and Asset above in the "Top Cards" and all the other cards laying on the canvas in the "Drawers of Alternatives" below



Discard the cards in the hand of the players and remove the Context Canvas

#2 INSTITUTIONAL GOAL

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

▷ INSTITUTIONAL GOAL

Which is the main goal your institution want to pursue with this experience?



Deal all the Institutional Goal cards to the players



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

- Together choose three best institutional goals for your experience

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Define the **context** of your experience:

▷ AUDIENCE

Which type of visitor can benefit the most of your experience?

▷ START ASSET

Which are the most important selling points of your institution?



Deal all the Context - Star Assets cards



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



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

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- Together choose the best institutional goal for your experience



Discard all the cards (both in the hand of the players and on the other 3 still on canvas) and remove the Institutional Goal Canvas

#2 INSTITUTIONAL GOAL

Move this last Institutional Goal Cards above in the "Top Cards" and the other two choices laying on the canvas in the "Drawers of Alternatives" below



#3 COGNITIVE GOAL

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- Together choose the best three cognitive goals for your experience
- Together choose the best cognitive goal for your experience



Move this last Cognitive Goal Cards above in the "Top Cards" and the other two choices laying on the canvas in the "Drawers of Alternatives" below

x3 for the Authenticity Prototype
Repeat these procedures for all the three subcategories of the Authenticity Cards: **Self, Others, and World**



Discard all the cards (both in the hand of the players and on the other 3 still on the canvas) and remove the Cognitive Goal Canvas

#4 DESIGN BRIEF

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

▷ MOTIVATIONS

What pushes your visitors to join this new experience?

▷ CAPABILITIES

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

▷ DEVICES

On which technologies do you rely for this experience?

▷ BARRIERS

Is there any potential threat which could limit the participation of your audience?

These four classes of requirements correspond to the four subcategories of the Design Brief Cards

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

▷ COGNITIVE GOAL

Which is the emotional, cognitive or behavioural change you want to bring about in your audience?



Deal all the Cognitive Goal cards to the players



----- Restart future iterations from here -----

#3 COGNITIVE GOAL



Each player plays a card until the Cognitive Goal Canvas has 6 cards.

*In the Authenticity Prototype, for the next steps focus on **one subcategory** (**Self, Others, World**) at the time!*

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Deal all the Design Brief cards of the deck to the players

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

#5 IDEATION

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Deal 8 cards to each player: 3 x Technologies, 3 x Interaction Dynamics, 2 x Cognitive Goal Cards



---- 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 upper part of the Board

#4 DESIGN BRIEF



Each player plays a card until the Design Brief Board has 10 cards: 2 x Barriers, 2 x Devices, 3 x Motivations, and 3 x Capabilities



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

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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 **Drawers 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?

❖ **INTERACTION DYNAMICS**

How will your audience interact with the exhibits and devices of your experience?

❖ **COGNITIVE GOAL**

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

#5 IDEATION

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



Discard all the cards in the hand of the players and remove the Ideation Canvas

17



Deal all the Design Brief cards of the deck to the players

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

#5 IDEATION

19



Deal 8 cards to each player: 3 x Technologies, 3 x Interaction Dynamics, 2 x Cognitive Goal Cards



---- 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 upper part of the Board

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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 defined in the previous step or mix of them!

? In how many sequences is your story divided? For each of them, draw a box in the blank space at the centre of the board (3 boxes are already provided)

#6 STORYBOARD

- Sketch and comment each sequence in the boxes

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Congratulations! You have just completed the design of your experience!

In this version, you were able to define the design requirements, the idea and a storyboard for your visit. Well done!

NEXT STEPS!

The modular structure of CoTool allows you to enhance and furtherly refine your design!

You are free to expand this toolkit with additional design stages (e.g. disruption or redesign)

ENHANCE YOUR DESIGN!

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CoTool 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)



Perceptive Enhanced Realities of Colored collections

through AI and Virtual Experiences

CREDITS

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, a specific publication will be soon released.