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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!

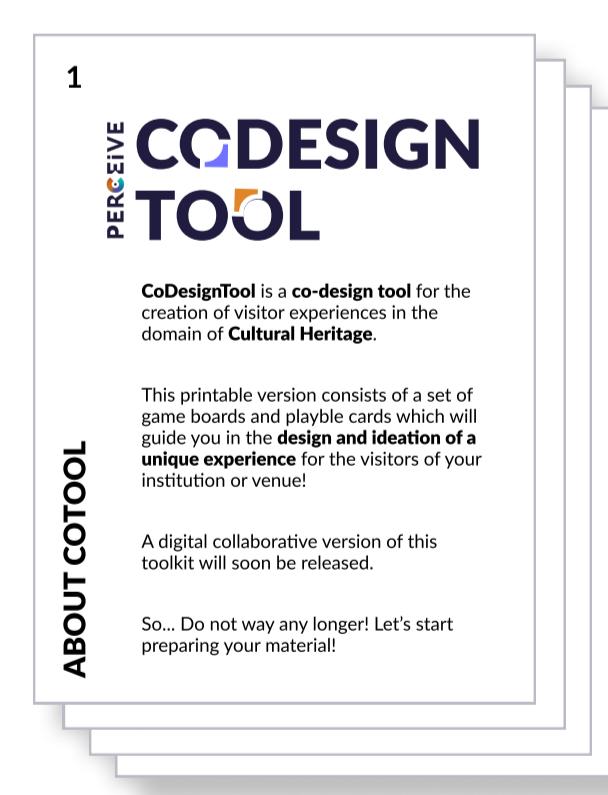
ABOUT THE TOOL

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- 242 Cards



- 23 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!

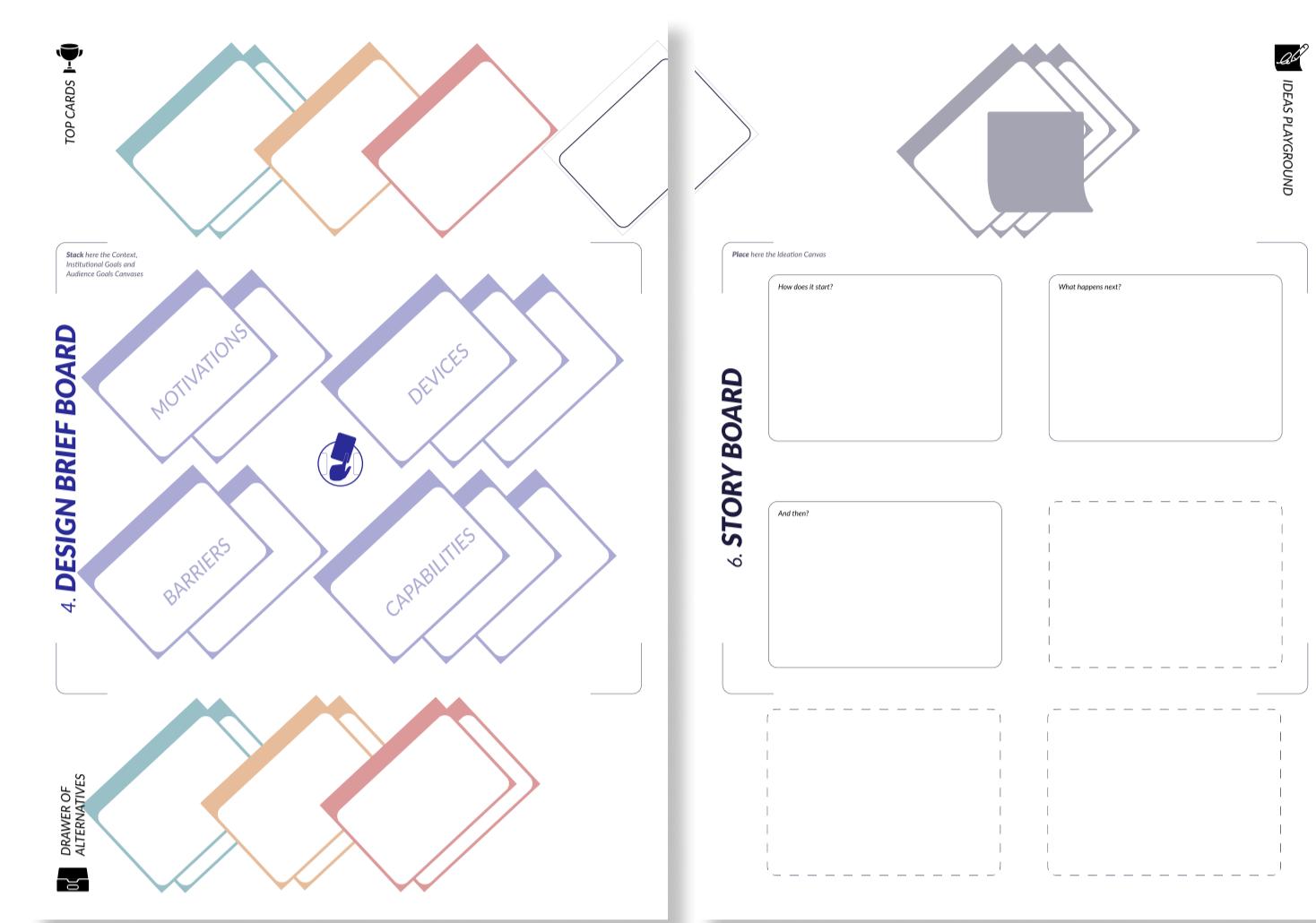
SETTING UP THE GAME

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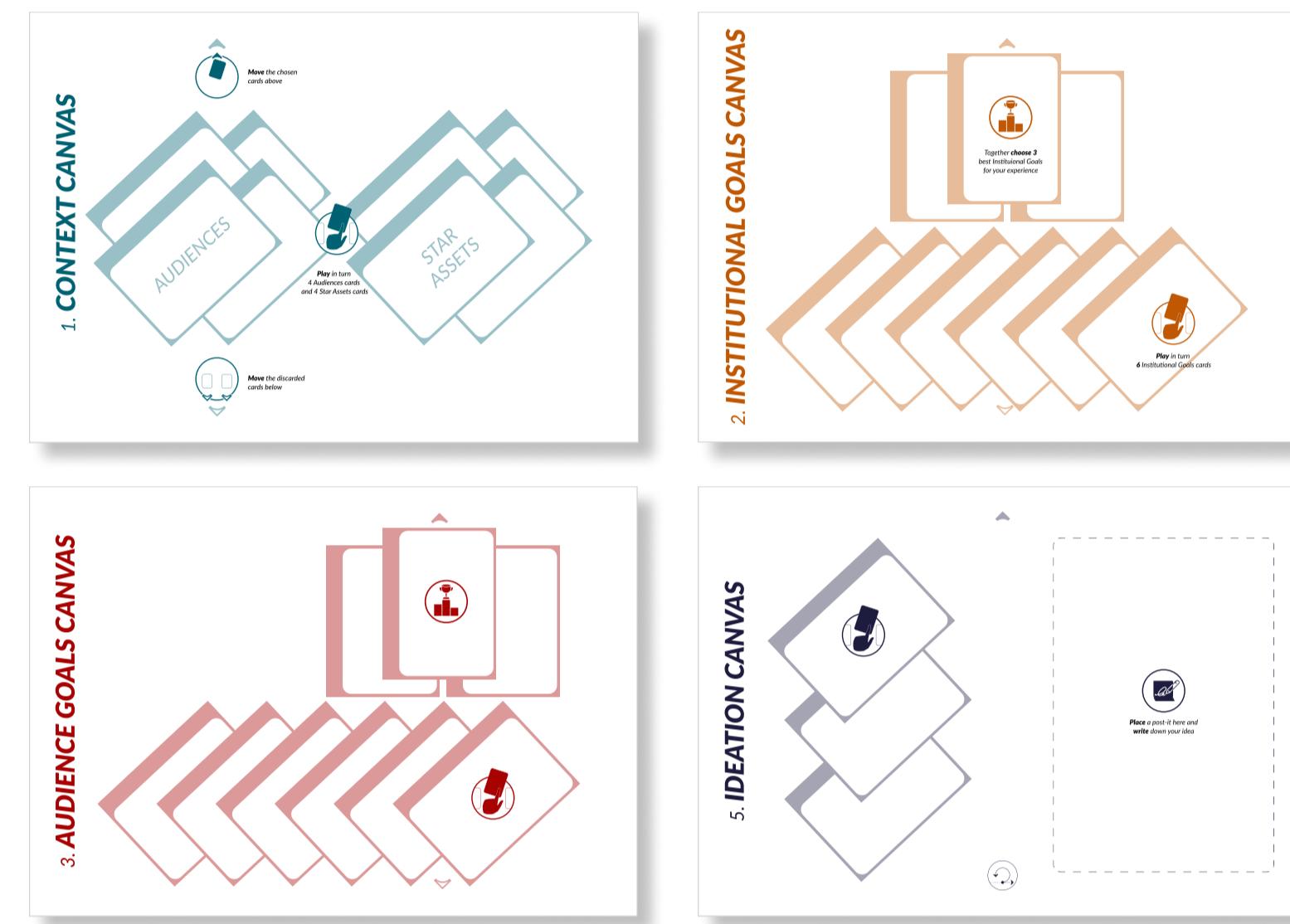
MATERIALS

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

- 2 Boards



- 4 Canvases



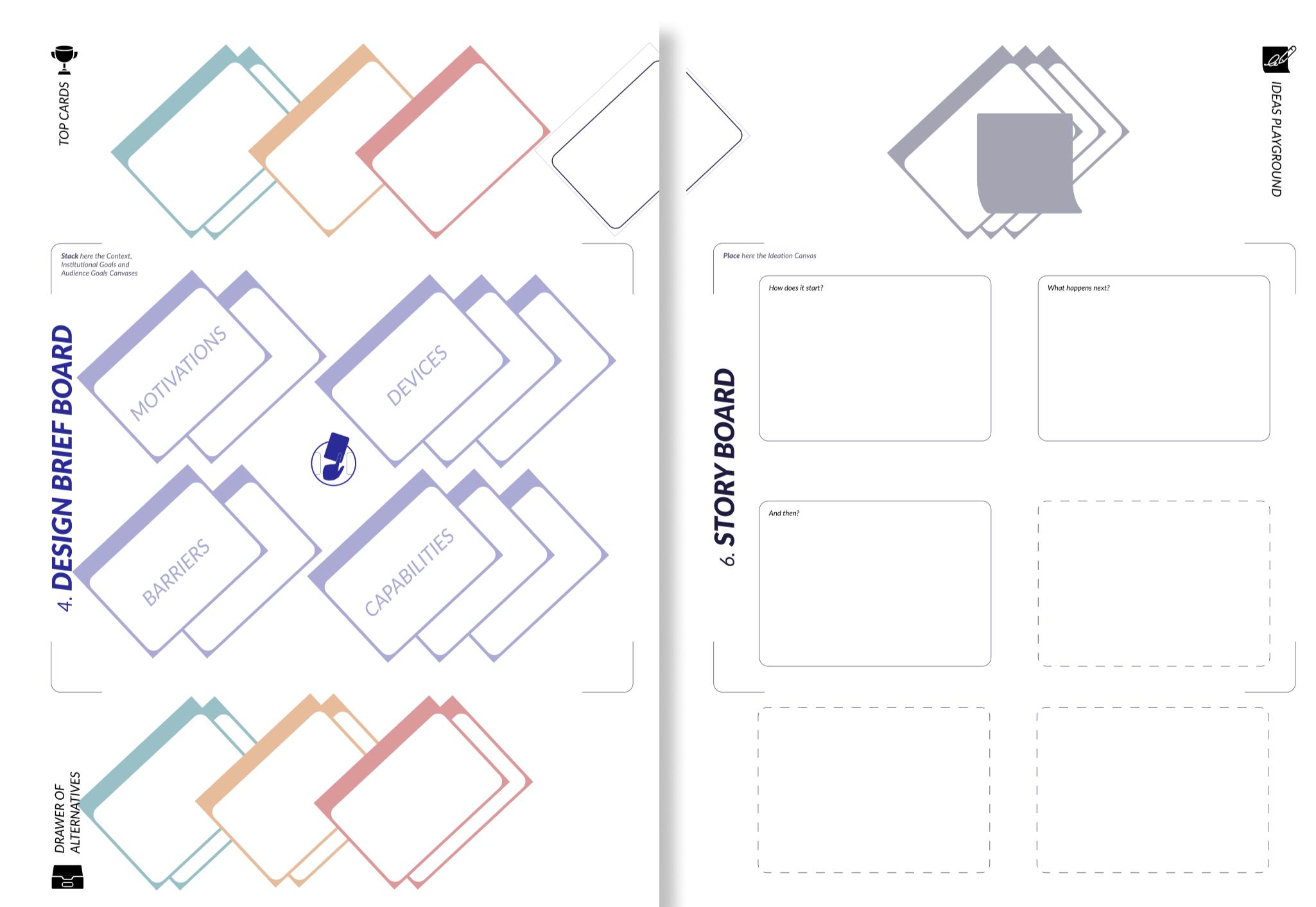
SETTING UP THE GAME

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SET UP

Great! Now let's set up the materials.

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



SETTING UP THE GAME

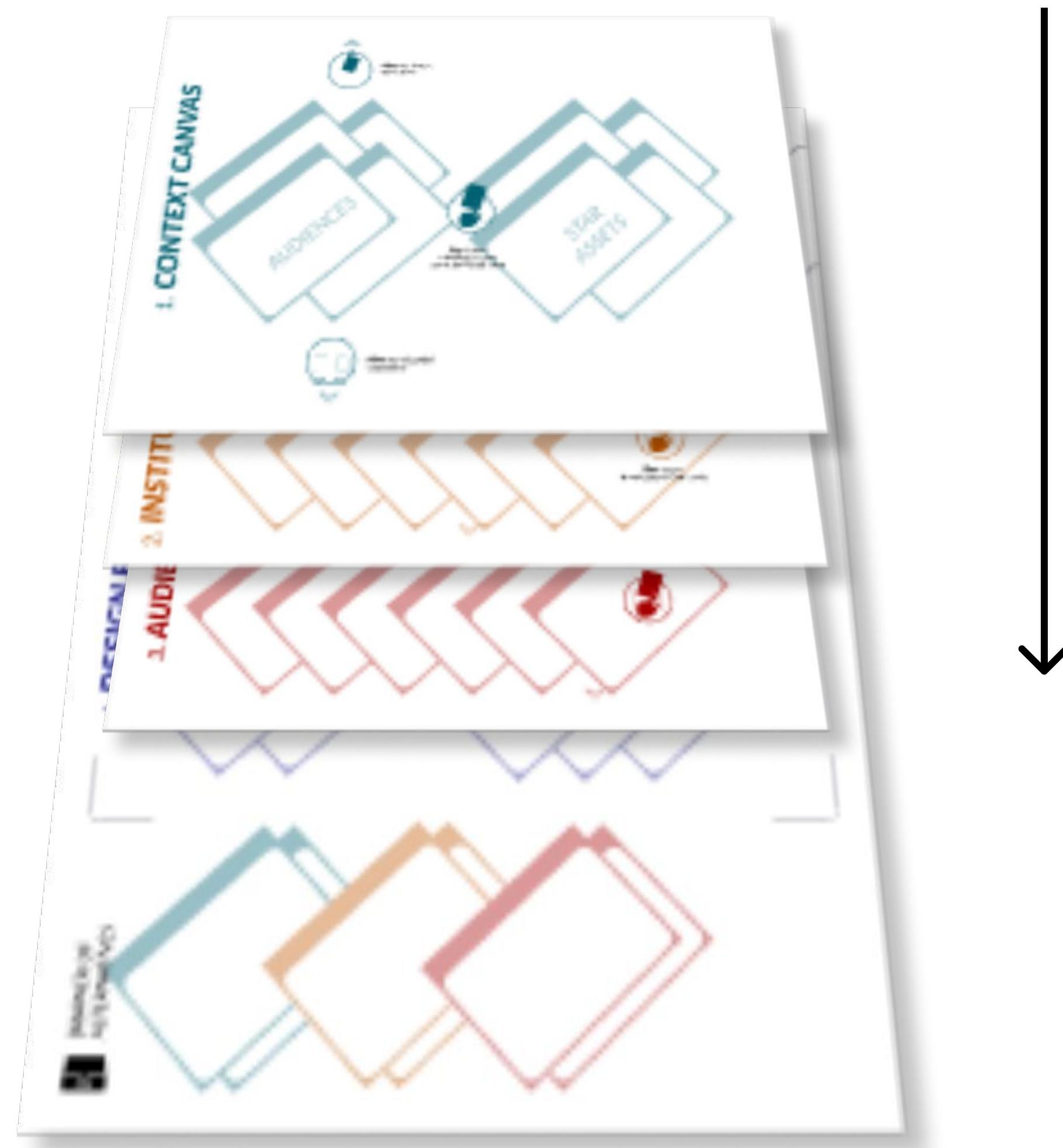
They will represent the 2 Main Phases of your CoDesign process.

After the **First Phase - Design Brief** (Stage 1-4) you will have your complete Design Brief. In the **Second Phase - Story Board** (Stage 5-6), you are going to brainstorm ideas and storyboard them.

SETTING UP THE GAME

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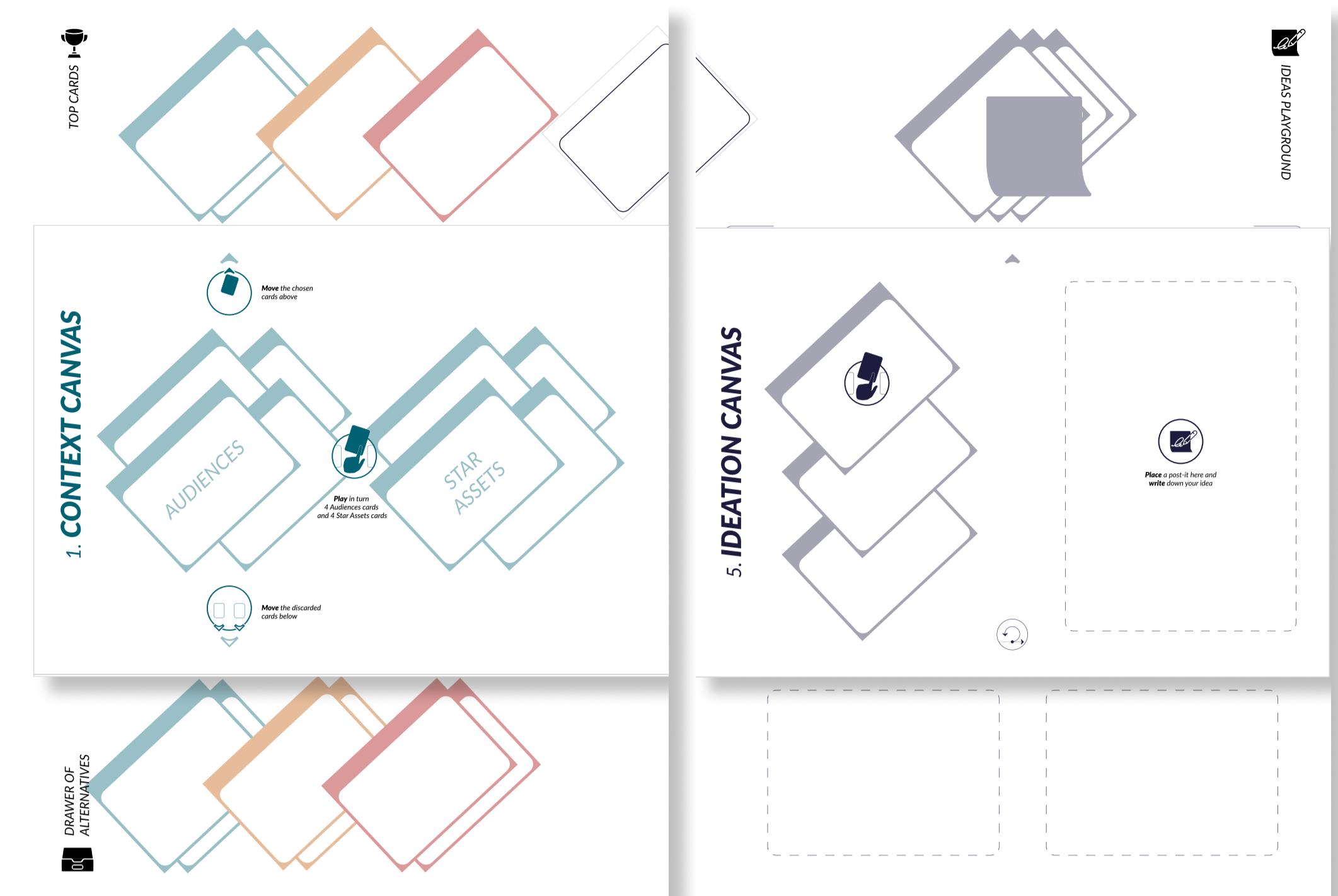
Next, **stack the first 3 Canvases** (1. Context, 2. Institutional Goals, 3. Audience Goals) one on top of the other, then on the Design Brief Board, following the 'stack here' signs.



Next, **place the Ideation 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:



SETTING UP THE GAME

Before moving forward, separate the **242 Cards** into **6 Decks** according to the color-coded divisions.



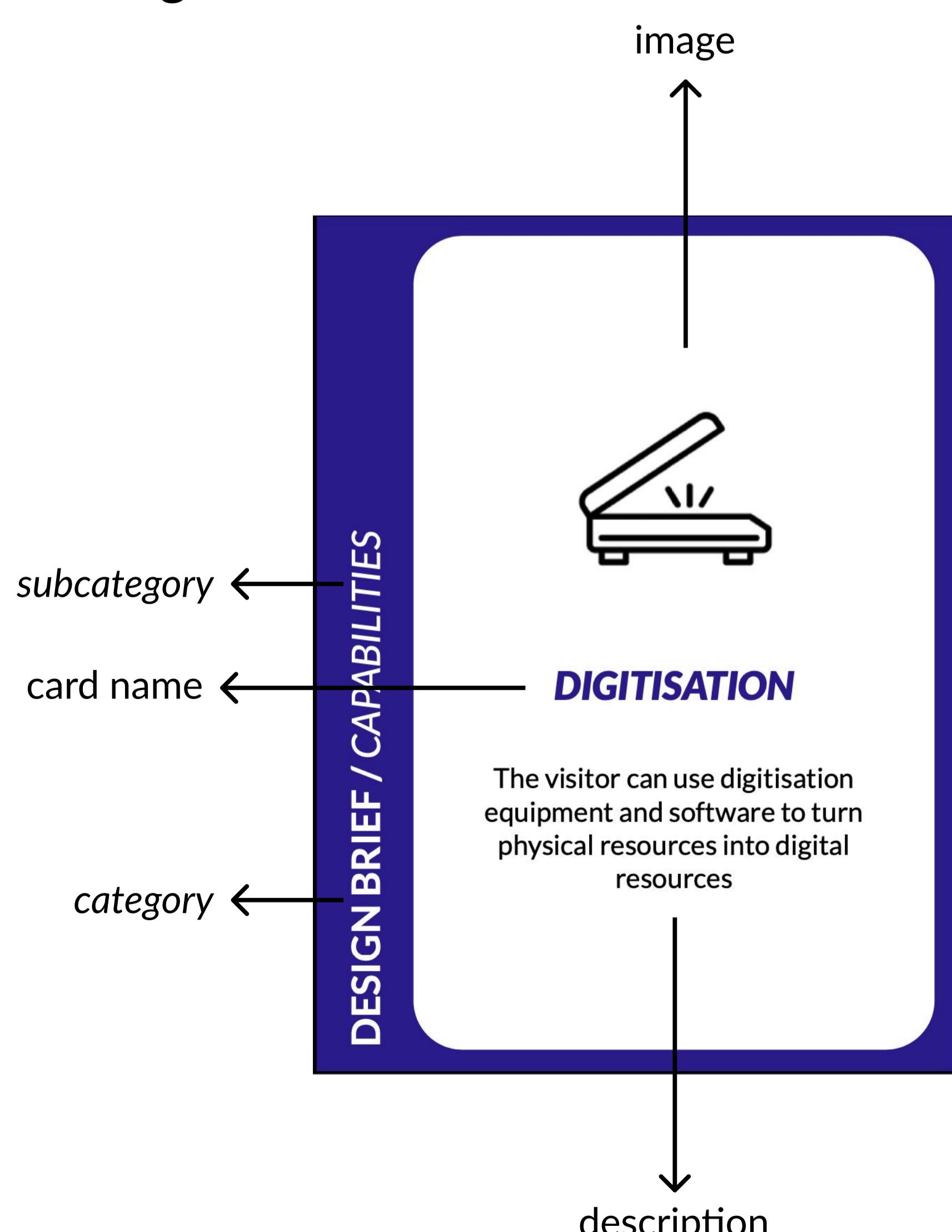
SETTING UP THE GAME

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CARDS

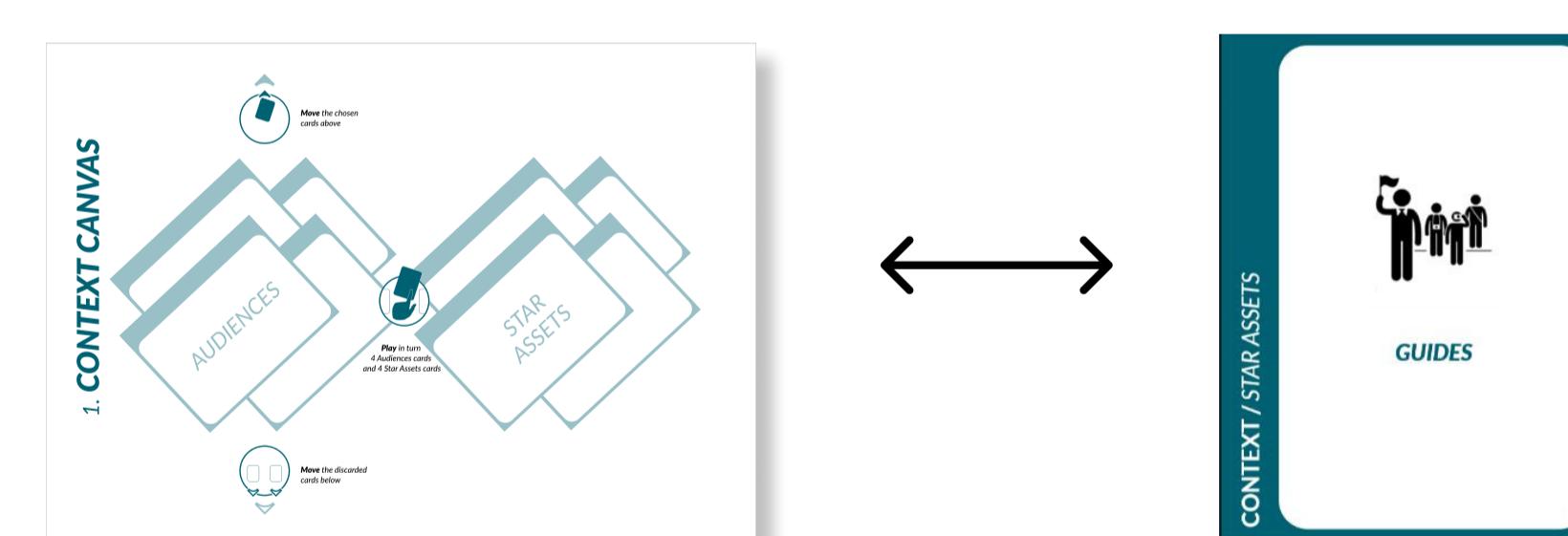
Let's familiarise with the cards - these are going to be the **building blocks** of your design session.

They are divided into **6 Main Categories**, each of which may present one or more subcategories.



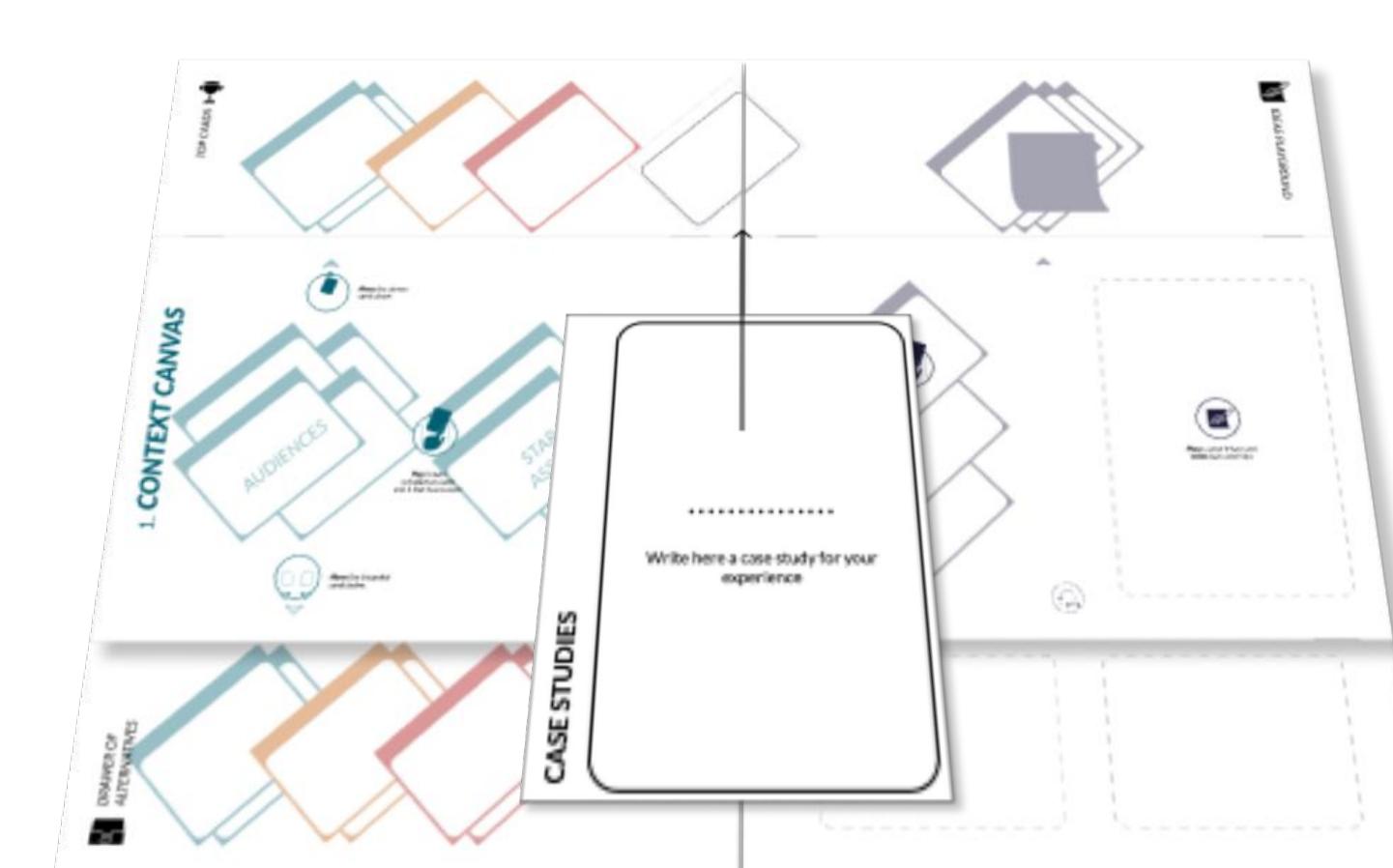
8

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.



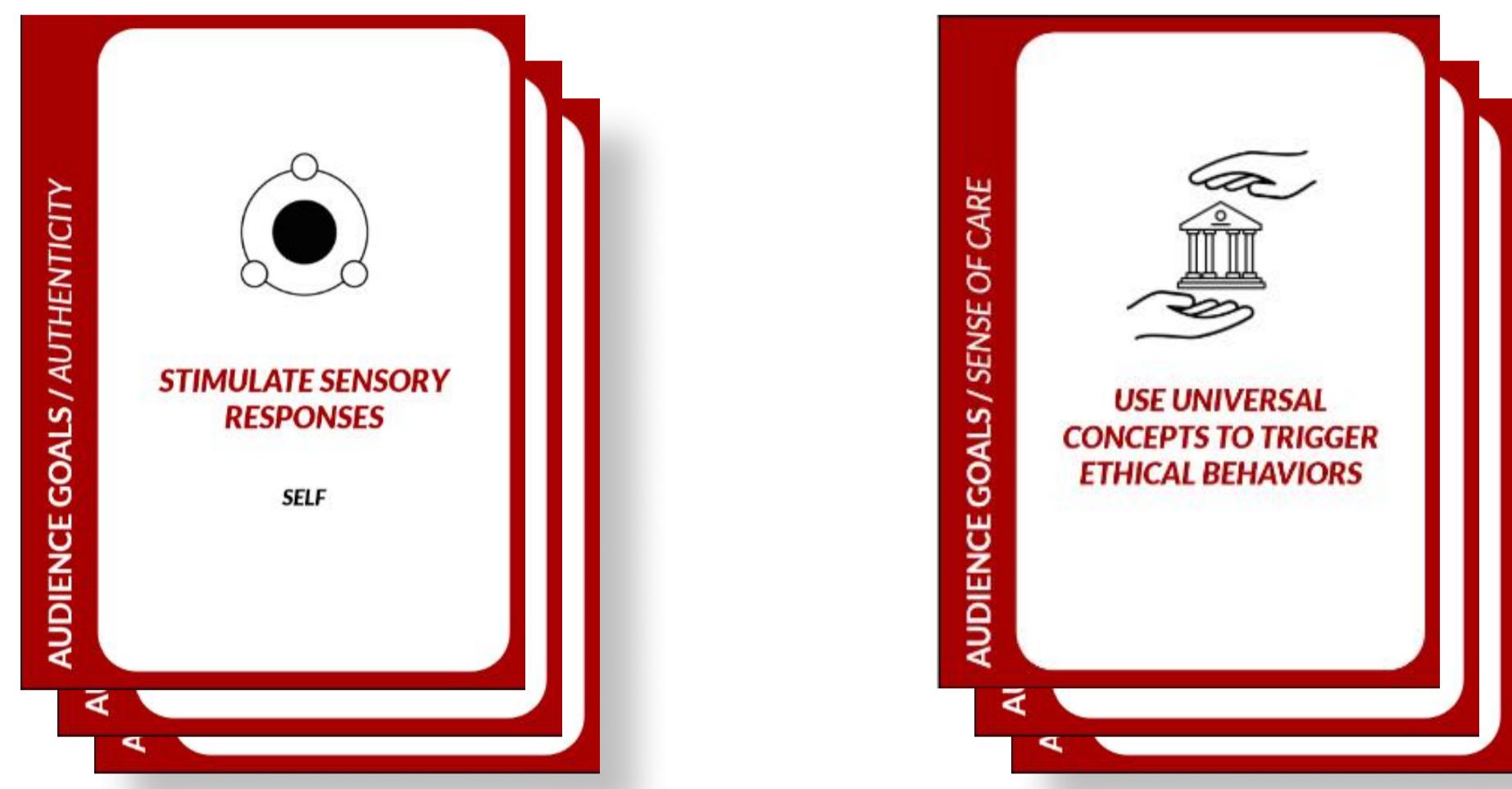
SETTING UP THE GAME

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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*!

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STAGE 1 / CONTEXT

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

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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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STAGE 2 / INSTITUTIONAL GOALS

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 3 / AUDIENCE GOALS

13 STAGE 2 / INSTITUTIONAL GOALS



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**

14 STAGE 3 / AUDIENCE GOALS

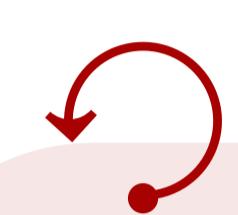
Define the **audience goal** of your experience:

▷ 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!**

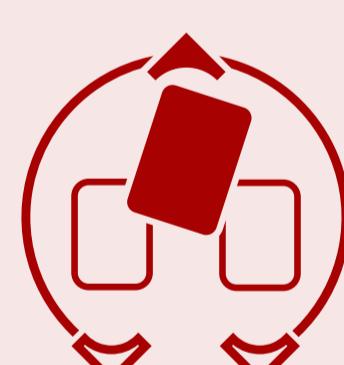


Each player plays a card until the Audience Goals Canvas has **6 cards**.

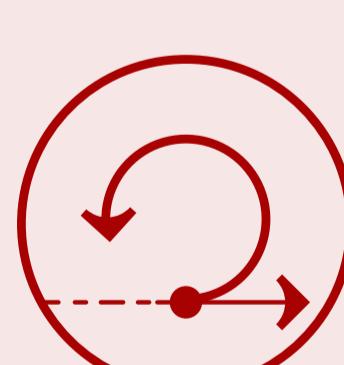
15 STAGE 4 / DESIGN BRIEF



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**

16 STAGE 4 / DESIGN BRIEF

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?

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 4 / 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 4 / 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 4 / 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 5 / STORYBOARD

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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 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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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 experience. Well done!

NEXT STEPS

The modular structure of CoDesignTool allows you to enhance and further refine your design.

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

ENHANCE YOUR DESIGN

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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)

PERCEIVE

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

CREDITS