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# CO-DESIGN 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 COTOOOL

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Print and cut all the cards, then divide them into the following 9 decks:

- **Case Studies**
- **Context:** Audiences and Star Assets
- **Institutional Goals**
- **Audience Goals:** choose either Authenticity or Sense of Care
- **Design Brief**
- **Ideation:** Technologies, Engagement and Audience Goals (for this latter subcategory, choose Authenticity or Sense of Care)

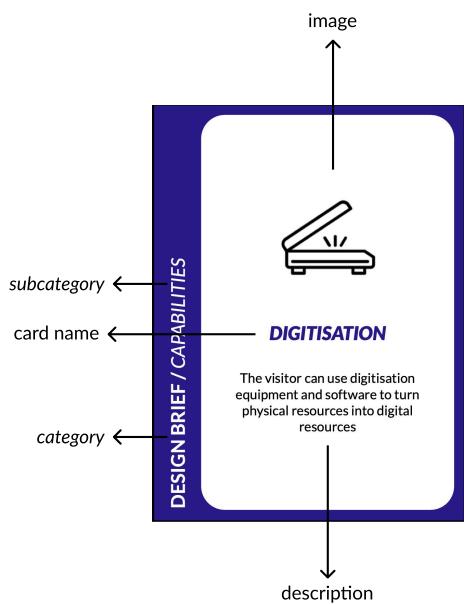
## SETTING UP THE GAME

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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



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### BOARDS

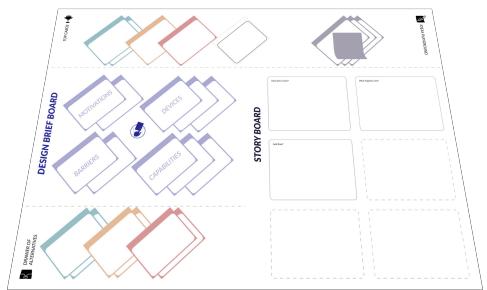
Each co-design session is articulated into two main phases:

1. The definition of your **design brief**;
2. The creation of a **Storyboard**.

Each of these phases is managed by one of the two main **boards**.

Assemble them as follows:

## SETTING UP THE GAME



# SETTING UP THE GAME

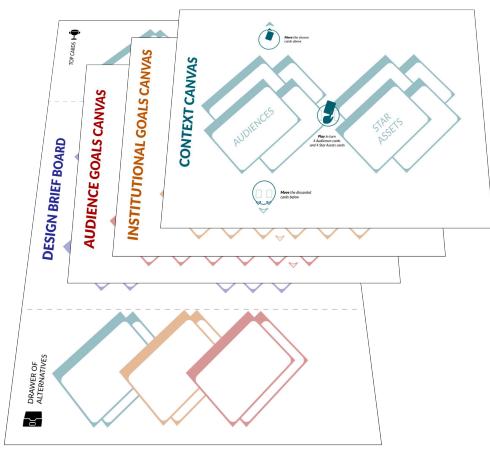
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## CANVASES

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

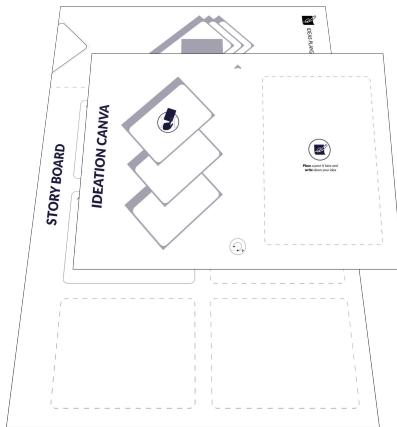
Assemble the canvases on top of your boards as follows:

### Design Brief Board



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## Story Board



# SETTING UP THE GAME

## ADDITIONAL MATERIAL

Note that you will also need some **post-it**s and a **pencil** (or a pen) - they are not included in this toolkit.

# PAY ATTENTION

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## RECURRENT ACTIONS

These are the recurrent actions at the core of the different steps of CoDesignTool. 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.

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



# PAY ATTENTION

Move your **best choice(s)** above in the "**Top Cards**"

and the **alternatives** in the "**Drawer of Alternatives**" below.

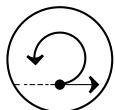


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---- Restart future iterations from here ----

...



**Iterate the actions included in this section**  
according to the given instructions



**Remove all the discarded cards and the current canvas (if any)**

PAY ATTENTION

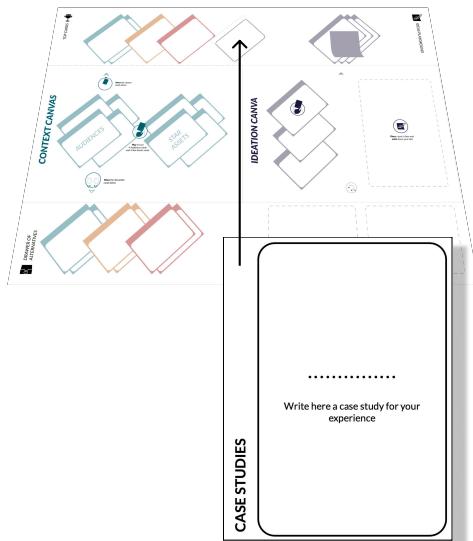
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Does your team already knows the **case studies** of your experience?

If so, take the Case Studies cards and personalise a blank card.

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

CASE STUDIES



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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

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**

CONTEXT

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## 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**



**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**

## INSTITUTIONAL GOALS

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## 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.**

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## AUDIENCE GOALS



**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** these procedures for all the three 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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## 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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## 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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## 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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## 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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## IDEATION



**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 hands of the players and **remove the Ideation Canvas**

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## STORY BOARD

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

**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)!

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## CREDITS

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.

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