

Develop your Crowdsourcing Project

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To get started designing your crowdsourcing project, here's how to get started.

Thisplaybook is aimed at mediators (groups of 2 to 4 postgraduate students). He guides workshop participants in designing a crowdsourcing solution by strengthening engagement in a nine-step process.

1. Workshop preparation

Use the scenario, persona, and design question of your problem.

2. Conducting the workshop.

Idea generation and prototyping.

Estimated time for 5 participants: 2 hours and 18 minutes.

Ask each participant to bring a pen and paper.

2.1 Workshop preparation

2.2.1 - Make a copy of the consent form at the link:
https://docs.google.com/forms/d/1_F4xRFolBWCn4bHwwqz1_eMBmHzB3yOsLbyXCoCR7A/edit?usp=sharing

2.2.2 - Send the form to each participant and ask them to fill it out before the workshop...

2.2.2 - To start Part 2, log in to miro and create a copy of the following template in miro:

https://miro.com/welcomeonboard/ZDZyc2lBUkhEbG5lcGxZbVZrODJxUDdveIVDN0tNcXV1MTV5NHRpbnhUeWNyaVIGc2dlITINlaDIUa3ZtdTJwRXwzNDU4NzY0NTE1MzUzOTY4NzQ0?invite_link_id=100981765641

2.1.3 – Fill the Immersion Frame (Frame 2) with the Scenario, personas and design question chosen.

2.1.4 – Choose a multidisciplinary team to participate in the workshop. It is suggested that this team of participants have between 4 and 6 people (this team does not include the mediators). The team should be made up of different stakeholders of your problem.

2.1.4 - Enter the names of each participant in place of Participant 1, Participant 2, Participant 3, Participant 4, and Participant 5.

2.2 Conducting the Workshop

#	Activity	Description	Estimated time
1	Presentation and icebreaker	Presentation of the participants and dynamics for knowledge of the collaboration tool (see explanation in item 2.2.1).	6 min
2	Introduction	Introducing the scenario and personas (see explanation in item 2.2.2).	11 min
3	Motivations choice	Explanation and choice of motivation cards (see explanation in item 2.2.3).	15 min
4	Motivations ideation	Generating ideas for chosen motivations (see explanation in item 2.2.4).	11 min
5	Attributes choice	Explanation and choice of attribute cards (see explanation in item 2.2.5).	25 min
6	Attributes ideation	Generating ideas for the attributes chosen for the motivations (see explanation in item 2.2.6).	20 min
7	Individual Prototyping	Individual prototyping of ideas (see explanation in item 2.2.7).	10 min
8	Prototype Defense	Explanation of individual prototypes to the group (see explanation in item 2.2.8).	10 min
9	Debriefing	Participants' evaluation of the workshop (see explanation in item 2.2.9).	23 min

2.2.1 - Presentation and icebreaker (Suggested time for 5 participants: 6 minutes):

Use software to record the experiment. Suggestion: It would be good for two mediators to record, since if there is a problem with someone's computer, the experiment will not be lost!

Make a presentation of the names of the participants. Pass the link of your miro board. Let them know that the experiment will be recorded, that their information will be anonymized, and that they will have the right to check the results of the experiment whenever they want. Ask each participant to consent to the recording of the experiment (this part must be recorded too!).

After the presentation, perform an icebreaker dynamic. This dynamic will aim to acclimate the participants to the workshop. Dynamic example: If you could choose one power(s) to use in life, which one(s) would you choose? Allow 1 minute for participants to fill in the post-its. Then ask each participant to explain their choice within 30 seconds. A dynamic suggestion is presented in frame 1 of Miro.

2.2.2 - Immersion (Suggested time for 5 participants: 11 minutes):

This task needs to be performed exactly as suggested below!

Immerse yourself (Frame 2) with participants by presenting the scenario, personas and design question(s).

2.2.3 - Motivations choice (Suggested time for 5 participants: 11 minutes):

This task needs to be performed exactly as suggested below!

Present the motivation letters (Frame 3). Read each letter with the participants. At the end, open a space to clear the possible doubts.

Ask participants to choose (regardless of quantity) the motivations they find interesting for the application. The joker card is used in case they identify information that is important for the application and that this motivation is not in the set of cards. To do this, ask them to drag the dots in front of your name. Allow 1 minute for the choice. Ask each participant to justify their choice.

The facilitator must reorganize the voting balls and ask the participants to vote for the two motivation letters that they think are most important to be forwarded to the ideation phase. Inform that the other cards will be considered in the research, however the two most important letters will be forwarded due to time constraints. After choosing, the mediator must copy and paste the first card for Frames 4 and 7 and the second card for Frames 5 and 8.

2.2.4 - Ideação da motivação (Suggested time for 5 participants: 11 minutes):

2.2.4.1 - Refer participants to Frame 4. Ask them to generate ideas for the chosen motivation 1 using the technique “How Might We” for 2 minutes. Example: How might we generate **[CHOOSE MOTIVATION]** in the application?

2.2.4.2 - Ask participants to explain their ideas in 30 seconds (per person).

2.2.4.2 - Refer participants to Frame 5. Ask them to generate ideas for their chosen motivation 2 using the “How Might We” technique for 2 minutes. Example: How might we generate **[CHOOSE MOTIVATION]** in the application?

2.2.4.3 - Ask participants to explain their ideas in 30 seconds (per person).

2.2.5 - Choice of attributes (Suggested time for 5 participants: 25 minutes):

This task needs to be performed exactly as suggested below!

2.2.5.1 - Display the Attribute cards (Frame 6). Read each card with the participants. At the end, open a space to clear up possible doubts (estimated time: 5 min).

2.2.5.2 - Ask the participants to choose the attributes that they think are important to generate the motivations chosen in the previous step. Allow 5 minutes for the choice. To do this, ask them to drag the dots in front of your name.

2.2.5.3 - Ask each participant to justify their choice (Give 1 minute to each participant).

2.2.5.4 - Ask participants to vote for an attribute by motivation that they think is most important to move to the ideation phase. The mediator must reorganize the voting dots and ask the participants to vote on the attribute card that they find most relevant to generate the motivations chosen in the previous step to be forwarded to the ideation phase. Inform that the other cards will be considered in the research, however only one attribute card will be sent due to time.

After choosing, copy the first attribute to Frame 7 and the second attribute to Frame 8 (estimated time: 10 min).

2.2.6 - Ideation of attributes (Suggested time for 5 participants: 6 minutes):

2.2.6.1- Refer participants to Frame 7. Ask them to generate ideas for the chosen attribute to generate motivation using the “How Might We” technique. Example: How might we use **[CHOOSE ATTRIBUTE]** to generate **[CHOOSE MOTIVATION]** in the application (estimated time: 5 min)?

Refer participants to Frame 7. Ask them to generate ideas for the chosen attribute to generate motivation using the “How Might We” technique. Example: How might we use **[CHOOSE ATTRIBUTE]** to generate **[CHOOSE MOTIVATION]** in the application (estimated time: 5 min)?

2.2.6.2 - Ask participants to explain their ideas for 1 minute (per person).

2.2.6.3 - Refer participants to Frame 8. Ask them to generate ideas for the chosen attribute to generate motivation using the “How Might We” technique. Example: How might we use **[CHOOSE ATTRIBUTE]** to generate **[CHOOSE MOTIVATION]** in the application (estimated time: 5 min)?

2.2.6.6 - Ask participants to explain their ideas in 1 minute (per person).

2.2.7 - Individual guided prototyping (Suggested time for 5 participants: 10 minutes):

Forward the participants to Frame 9. In this step, each participant will prototype those ideas they think are most important or something beyond ideas. The prototype can be on paper, computer or whatever the participant finds interesting. Explain the importance of prototyping to bring the project to life and identify any aspects that are missing or need to be changed. At the end, ask each participant to take a photo of the prototype and upload it to the miro.

2.2.8 - Prototype defense (Suggested time for 5 participants: 10 minutes)

This task needs to be performed exactly as suggested below!

After generating the prototype, participants will explain their prototypes. The mediator should ask the following questions:

2.2.8.1 - Does the prototype have a trigger or something that calls users to the application?

2.2.8.2 - What are the main features of the prototype?

2.2.8.3 - What are the rewards the user will earn using the features?

2.2.8.4 - What will make the user return to using the application?

2.2.9 - Debriefing (Suggested time for 5 participants: 25 minutes)

This task needs to be performed exactly as suggested below!

2.2.9.1 - Direct participants to Frame 10 and ask the Debriefing questions. Allow one minute for each participant's response per question.

2.2.10 - Cards

See below the cards that will be used in the workshop.

 <p>Social Appeal</p> <p>What is? It is the call made to an individual or group of individuals to help in a cause that offers some return to society.</p> <p>How can it be used? In applications that have some connection with problem-solving that affect society and somehow sensitize users to support data submission.</p>	 <p>Altruism</p> <p>What is? It is the call made to an individual or group of individuals to help in a cause without any regard to their personal interests.</p> <p>How can it be used? In applications that have some connection with problem-solving that affect society and somehow sensitize users to support data submission.</p>	 <p>Personal Interest</p> <p>What is? It is the call made to an individual or group of individuals to help in a cause taking into account some personal interest.</p> <p>How can it be used? In applications that generate some gain to users who will invest their time contributing.</p>	 <p>Learning</p> <p>What is? It is the call that is made to an individual or group of individuals to help in a cause with a view to their learning.</p> <p>How can it be used? In applications that users will acquire some intellectual property by making their data available.</p>	 <p>Competitiveness</p> <p>What is? It is the call made to an individual or group of individuals using a challenge to help a cause.</p> <p>How can it be used? In applications that have a target goal and that arouse the desire of users (or group of users) to be more successful than others.</p>	 <p>Community</p> <p>What is? It is the call made to an individual or group of individuals using a community's membership to help a cause.</p> <p>How can it be used? It can be used in applications where users will be stimulated by interactions between groups.</p>
<p>Insert an attribute of interest you</p>  <p>Joker</p>	 <p>Focused Attention</p> <p>What is? It is a set of strategies that awakens the focus of users.</p> <p>It is linked to the motivations: Social appeal, altruism, learning, competitiveness and community.</p> <p>How can it be used? In applications that have features that require direct interaction with users.</p>	 <p>Positive Affect</p> <p>What is? It is a set of strategies that arouses several positive emotions during an interaction.</p> <p>It is linked to the motivations: Social appeal, altruism, personal interest, learning, competitiveness and community.</p> <p>How can it be used? Always.</p>	 <p>Aesthetic Appeal</p> <p>What is? It is a set of strategies that aims to make the interface more aesthetically attractive.</p> <p>It is linked to the motivations: Social appeal, altruism, personal interest, learning, competitiveness and community.</p> <p>How can it be used? Always.</p>	 <p>Endurability</p> <p>What is? It is a set of strategies that aims to increase the chances of users using the application again and sharing it with other people.</p> <p>It is linked to the motivations: Social appeal, altruism, personal interest, learning, competitiveness and community.</p> <p>How can it be used? Always.</p>	 <p>Novelty</p> <p>What is? It is a set of strategies that aims to present surprising, unknown or unexpected news.</p> <p>It is linked to the motivations: Social appeal, altruism, personal interest, learning and community.</p> <p>How can it be used? Always.</p>
 <p>Richness</p> <p>What is? It is a set of strategies that aims to increase a user's activity through the awakening of actions, thoughts and perceptions.</p> <p>It is linked to the motivations: Learning and community</p> <p>How can it be used? In applications that allow greater time interaction</p>	 <p>Control</p> <p>What is? It is a set of strategies that aims to give the user a feeling of control over the application.</p> <p>It is linked to the motivations: Learning, competitiveness and community.</p> <p>How can it be used? In applications that require a direct interaction with users</p>	 <p>Reputation</p> <p>What is? It is a set of strategies that aims to make the application more prestigious by users.</p> <p>It is linked to the motivations: Social appeal, altruism, personal interest, learning, competitiveness and community.</p> <p>How can it be used? Always.</p>	 <p>Incentives</p> <p>What is? It is a set of strategies that aims to encourage users to continue with the application.</p> <p>It is linked to the motivations: Social appeal, altruism, personal interest, learning, competitiveness and community.</p> <p>How can it be used? Always.</p>	 <p>Usability</p> <p>What is? It is a set of strategies that aims to improve the usability of the application.</p> <p>It is linked to the motivations: Social appeal, altruism, personal interest, learning, competitiveness and community.</p> <p>How can it be used? Always.</p>	<p>Insert an attribute of interest you</p>  <p>Joker</p>