Co-designing P4 Engagement features: the "Challenges"

It is imperative for the P4 team to engage with the P4 community to make the idea of the "P4 Challenges" come to life. Through a coordinated series of opportunities to feedback and input into the actual realization of those features the "win-win" results will be extremely valuable community feedback, enthusiasm from our colleagues and create added value for anyone deciding to join the discussion for all features or just for a single one.
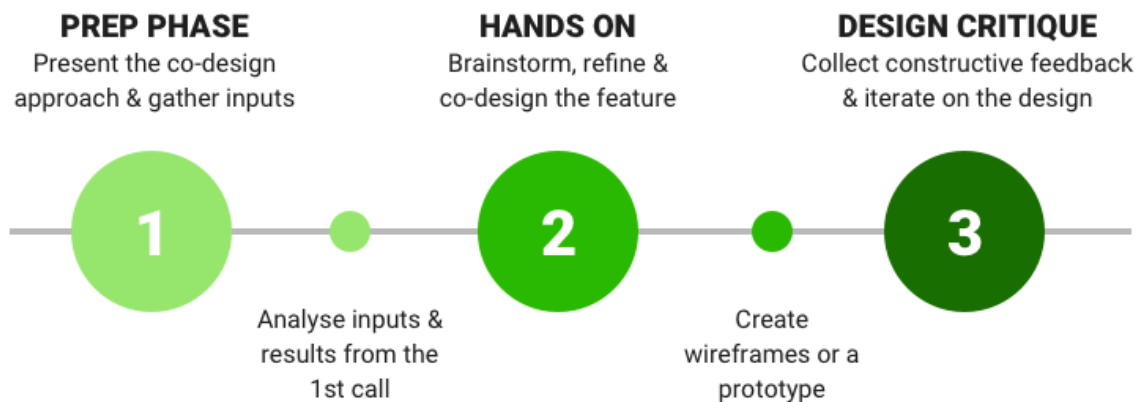
Starting from the [outcomes of the Prototypes](#), the idea is to **establish a process for a two-way conversation to pilot with the "Challenges" feature** and reuse (with slight adjustments if needed) for the next features.

HOW: the co-design process

The basis for co-creation of P4 engagement features is not the "*help us*" demand, but a "*help us to help you*" approach. A well-thought series of tasks and working groups will create engagement, motivation and empowerment in the P4 users, as well as provide

unique inputs to the P4 team to make the vision come to life and ensure features will actually be used by the community.

Each step of the process will begin with a community/co-design call for people to participate at the level they feel more comfortable with, without prescriptions or obligation to attend the previous call to be able to contribute.

PREP PHASE
Present the co-design approach & gather inputs

HANDS ON
Brainstorm, refine & co-design the feature

DESIGN CRITIQUE
Collect constructive feedback & iterate on the design

1

2

3

Analyse inputs & results from the 1st call

Create wireframes or a prototype

Step #1→ Shape the process and Gather inputs

The first step is to map and analyze the existing engagement opportunities that are currently provided to end users across P4 websites around the world. This should give us a clear snapshot and highlight a common starting point to build the new features upon.

For the "challenges" feature specifically, a comprehensive list of the types of tasks/actions proposed on P4 Take Action pages (e.g: 1) petition sign-up / 2) social media sharing / 3) download a toolkit, etc.) is the most valuable place to start.

Call 1) Week of May 18th → http://bit.ly/GPCommunityCalls

Prep Work	Call Purpose	Expected outcomes	Modality & **Key Audience**
P4 team to organise everything + refine process	- Re-connect prototype result to this feature (and the next ones) - Present the co-design approach - align on context and	- a common view on what we are trying to co-create and how - a comprehensive list of "Asks" for the whole P4 community to integrate, ideally with performance of	3x Plenary sessions (Wed-Thu-Fri) **P4 Community**

	audiences - introduce the list of Asks	these actions - if they are currently tracking them (CTR, conversion rate..) - a "pre-mortem" scenario - a detailed outcome email / MEdium post - excitement for this badass approach	

==Draft Agenda:==

Engagement feature onboarding and Q&A (10mins)
Hopefully, people will have read our post on the new engagement feature, but we will provide an overview to ensure the participants understand the feature, its purpose and intended outcomes.

Stand in their shoes (15min)
Who are our users? We'll quickly profile them, in order to be able to stand in their shoes and see from their perspective. Let's understand their wants and needs. Do a quick mind mapping to map out ideas.

Collecting Tasks (15min)
What tasks do we (the community) need to do to start co-creating the feature? What resources need to be made? What are the priorities for P4 specifically but also the wider GP teams? If there are clear tasks, we can ask if anyone in the community would be willing to work on them. If there are no clear tasks, we will develop them once the call is finished.

Pre mortem (15min)
What could possibly go wrong with this feature? Where could we get blocked in its implementation? The best laid plans! But thinking about this up-front provides a great opportunity to verbalise issues, and then mitigate against the risks within our control.

One Last thought (5min)
We'll gather up any last reflections and add them to our call landscape.

Step #2→ HANDS-ON: co-designing the feature

Starting from the Preparatory work which came out of step #1, the community will **map all the potential (and feasible) engagement opportunities P4 could provide** end users to motivate them to take more daily actions and make them come back.

The idea is to merge the consolidated list of currently used "*asks*" with a co-created / brainstormed list of potential actions. The ideal outcome of this work is a refined list of challenges which are **feasible in P4** and **classified by:**

- **type** of engagement opportunity,
- **nature** of the action,
- **level** of engagement,
- Any other criteria the community comes up with

To make this list more realistic and meaningful, the **contribution of the P4 community is essential, especially because they are the ones who will create these actions on their sites, and also because they may have a lot of fantastic ideas ;)**

To contribute, we can ask them to add an idea to the list of actions, or develop an idea that they find relevant in another tab.

We can also reach out to people in charge of **Open Social to collect inputs on the most successful actions that volunteers take and on their use of the platform**, or people from the Open Engagement Unit as well.

Call 2) Week of June 8th → http://bit.ly/GPCommunityCalls

Prep Work	Call Purpose	Expected outcomes	Modality & **Key Audience**
- *the whole P4 community to consolidate the list of "ASKS"* - *the P4 team to facilitate and coordinate events*	- commonly brainstorm and refine enhanced list of eng. Opportunities that will populate the "Challenges" ~~- create working groups~~	- a commonly discussed list of new potential engagement opportunities from Planet 4 - volunteers for working groups to refine the asks in a supp. Journey perspective	3x Plenary + breakout rooms sessions (Wed-Thu-Fri) **P4 Community + GED (Open Engagement) + OpenSocial community + Design / creative ppl**

Call Agenda:

Engagement feature onboarding and Q&A (10 mins)
In our community calls, we always start with a little bit of time to say hello and to onboard anyone who might be new to the call.

Task feedback (30 mins)
In our first call on this engagement feature, we decided to do X, Y and Z OR after the first community call, we determined we needed X, Y and Z. In this call, we can hear the progress folks have made with assigned tasks OR talk about the need to do X, Y and Z and ask for community contribution directly.

Co-creation jam session (15 mins)
Depending on the task at hand, we can actually start working as a group. Tasks like structuring a document or what "silent etherpadding", collaboratively writing a document, are good ways to get knowledge and expertise from the community. The team benefits from quick brain dumps, but not having to start from scratch. And the input can be golden.

One Last thought (5min)
We'll gather up any last reflections and add them to our call landscape.

Step #3 → PILOT CRITIQUE: shape the UX & get feedback

The last step is for the P4 design team to select & categorize these actions/challenges, create a relevant user experience, build a new prototype, and test it towards our end-users.

An intermediate stage before conducting a user testing is a series of **Design Critiques sessions**, to check in and discuss with the P4 community on how these actions translate into wireframes, mockups and interactive prototypes.

This is the ideal space for the working group / P4 team and community to share feedback and thoughts on the new user experience we are co-building. The more diverse those groups are the better, people from different horizons and different skill sets should join those sessions. Colleagues with design, development or campaign expertise (or any other people interested) are welcome to join.

The calls shouldn't contain too many people to work out and collect meaningful and honest constructive feedback. So we should run different sessions to allow different people to participate.

Call 3) Week of June 29th → http://bit.ly/GPCommunityCalls

Prep Work	Call Purpose	Expected outcomes	Modality & Key Audience
- *working groups to deliver actual potential ways to make the "Challenges" come to life* *- the P4 team to coordinate outcomes and propose wireframes / implementation via blocks / integration*	- Gather constructive feedback on both feature design and actual feasibility	- a helpful set of feedback to further iterate the initial thoughts on the "Challenge" feature - P4 Community "buy-in" and heads up on the direction this feature is going	3x Plenary sessions (Wed-Thu-Fri) **P4 Community + Design / Creative community + campaigners?**

Explain the context (10 mins)
Introduce the concept of the Design Critique session, the What, the Why and the How. Set expectations and explain that we need the participants to provide critical feedback; set time limits. During the critique, participants are encouraged to focus on providing feedback and asking questions. Require participants to have their camera On, it is important to see people's faces when they give feedback. Explain that this kind of critical feedback can be uncomfortable to give, but that you really need their honesty to improve the design and the product that they will be the first to use on a regular basis. Design critiques should be fun and not intimidating.

Design presentation (15 mins)
Collated, curated, processed and designed work from the first two calls is presented back to the community. The vibe here is "We did this because you did that!! Never could have done it without you!"

Clarifying questions (5 mins)
We'd like questions to be clarified before participants jump in with feedback to ensure that everyone is on the same page.

Potential formats (20 mins):

- *RTR (Round the Room)*
  Go one at a time to give everyone the chance to give their feedback (Risk! => maybe too long and won't work with too many participants. Could work only with the P4 team)

- *Pair design*
  Split participants into small groups of 2-3 so that it can be more productive especially if there are a lot of participants in the call.

- *Silent critiques*
  Ideal for remote sessions and the most effective. Everyone stays silent, reviews a document and adds feedback digitally.

- *FYI*

Ideal to give a quick heads-up on the project, and we want people to know what's going on early, but not ready for a discussion.

- ***Stoplight Critique (10 mins)***
Write the words Red, Yellow, Green, and Blue in the community call agenda with empty bullets underneath each one. Explain to the community that you want their feedback, all of it. Under red they should write things they didn't like about what was presented. "Stop doing this". Yellow is for "I'm not sure about this" or "caution". Green is for "GO, I love that bit" and "I love X". Blue is for anything that is 100% missing from the design, and allows you to keep collecting new ideas. Give participants enough quiet time to write their feedback.

- ***Critical Review (15 mins)***
When the writing slows down, ask the community to "+1" bullet points that they agree with. Give people a few minutes to do this, in particular if there are a lot of points to read. Then, starting with Red, use the stoplight exercise to talk through the feedback. If the group and the list is small, you can talk through each bit of feedback. As the community grows you might want to focus on items that have multiple "+1"s

Summarize & wrap up (10 mins)

Use the last bit of the call to summarize the big picture of the session and talk quickly about the next steps (an email that summarizes the session / next call to present design changes that will be taken into consideration from this feedback session Or send a link to a prototype, etc...)

4) WHO: the working group

Across Step 2 and 3 the ideal scenario is to have a solid group of community members to co-create these features.

The criteria that P4 team would like to have for this group is a mix of:
- Web folks who are already strongly involved in P4.
- Web folks who are not that much involved in P4 yet.
- Web folks from small NROs & big NROs.
- Web folks from regional & local offices.
- Web folks who manage multi-languages sites.
- A right balance of people from each zone of the globe.

- Digital campaigners (global & local)?
- People who are interested in joining P4 soon such as Australia?

For each engagement feature, we will do active outreach to ensure the right people are invited into the work.

5) COMMS: update, share, include

This entire process must be supported by a coordinated flow of communication outputs to ensure the key messages are dispatched effectively, information is consistent and opportunities to contribute are accessible to everyone in the community.

Email outreach, community calls, Medium posts and timelines have to be planned and pushed timely to reach maximum effectiveness and avoid being missed. With the help of the community team, the P4 team should :

- **Lock in a time slot** of the communication / engagement calendar to benefit from supporting resources and **be aligned with the P4 roadmap**
    -
- **Come up with a narrative** to tell the story in an engaging, consistent way across the channels - see this narrative ex.
- **Plan and execute all outputs** that will compose the story, such as
    - Handbook pages and supporting documentation (e.g. design files or working docs)
    - Community calls planning and preparation
    - Medium and / or Handbook posts
    - Community Case studies
    - Videos and supporting graphics
- Iterate the process
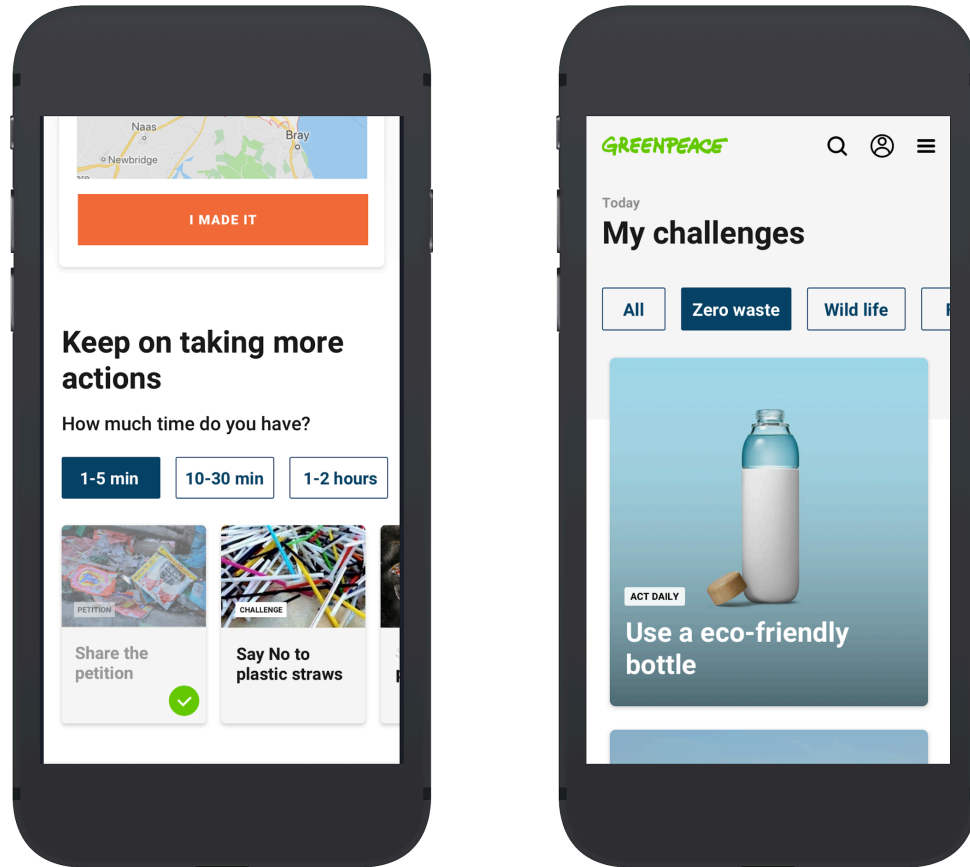- Connect the outcomes with the Continuous Delivery process and / or with the Community strategy

5.1) Emails / invitations

Step #1

Step #1 → Email: 🎨 **Co-designing the next P4 Engagement features: the "Challenges"** 🎨

Body: Greetings, community! We studied, prototyped, analyzed. It's now time to roll up our sleeves and all together **create the next feature of our engagement platform**!

[The prototype studies](#) (see the mokups below) indicate the "*Challenges**" as a safe starting point, and the P4 team would love to test a transparent and inclusive process to **make sure everyone gets the chance to contribute as much as they want**. We call it "the P4 co-design approach".

The invites you just received are the first step of the new way of how we'll create the future of P4, will you join?

*Even this name is for us to decide!

Step #1 → Call Invite 🎨 **Co-design of the "Challenges" feature: context, audiences and opportunities** 🎨

Body: Hi there! Here's the first call of the new way of creating new features for P4. In this session we'll go through the co-design process, map our current engagement opportunities and go through a "*pre-mortem*" scenario!

Agenda (under construction) 👉 http://bit.ly/GPCommunityCalls

Step #1 → Follow-up 🎨 ***Co-design of the "Challenges" feature: context, audiences and opportunities*** 🎨

Hello P4 heroes,

Thanks a million to the 40+ superstars who joined and contributed to the 3 sessions on the Co-Design process of Planet 4's next engagement feature, the "Challenges" (name under discussion).

There's absolutely **no problem if you couldn't make it**, here's a 10 min recording with all you need, even sparing you Luca's annoying music.

What happens next? Well, ***everyone can help make this feature happen.*** Here's what it takes for now:

✌️ *Map the engagement opportunities* currently available in your NRO Planet 4 site. **Deadline >> June 2nd**

✌️ *Join the sessions #2 of the Co-design process*, a common brainstorm of **what actually the "Challenges" will propose**! Invites coming soon, but the plan is to have them on the week of June 8th

🤘 *Keep being badass* and *share your feedback, ideas or thoughts* on the process in the P4 Skype chat or to the folks in Cc.

[A hyper-motivating salutation is here]

The P4 team

Step #2

Step #2 → Call invite 🎨 **Co-design of the "Challenges" feature: group brainstorm** 🎨 - Session #1 (EUR / AMS)

Hi there! Here's the next call dedicated to the creation of P4's new feature: The "Challenges". From designers to campaigners, from devs to strategists, everyone is welcome to join!

In this session we'll have a look at the existing tasks before breaking into groups and brainstorm on the ***new*** potential engagement opportunities that will generate the "Challenges"!

Agenda (under construction) 👉 http://bit.ly/GPCommunityCalls
Session #1 (10-min video recap) 👉 P4 Youtube playlist
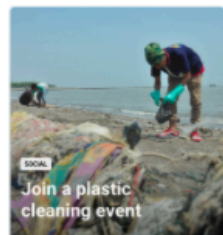Challenges mapping 👉 https://bit.ly/p4challenges

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Step #2 → Recap: Co-design of the "Challenges" feature: video recap + do it yourself! 🎨

Hi everyone,

Around 30 awesome people joined the online brainstorming last week, and lots of creative ideas for the "Challenges" feature are coming in! Here's all you need if you didn't manage to join and still want to contribute:

- A 9 min Video on what all this is about - no need of previous context
- A template board to brainstorm async, with your colleagues or volunteers, in person or remote

For literally any question, feedback or doubt, just shout in the (soon to be Slack) P4 Skype chat or to the folks in Cc.
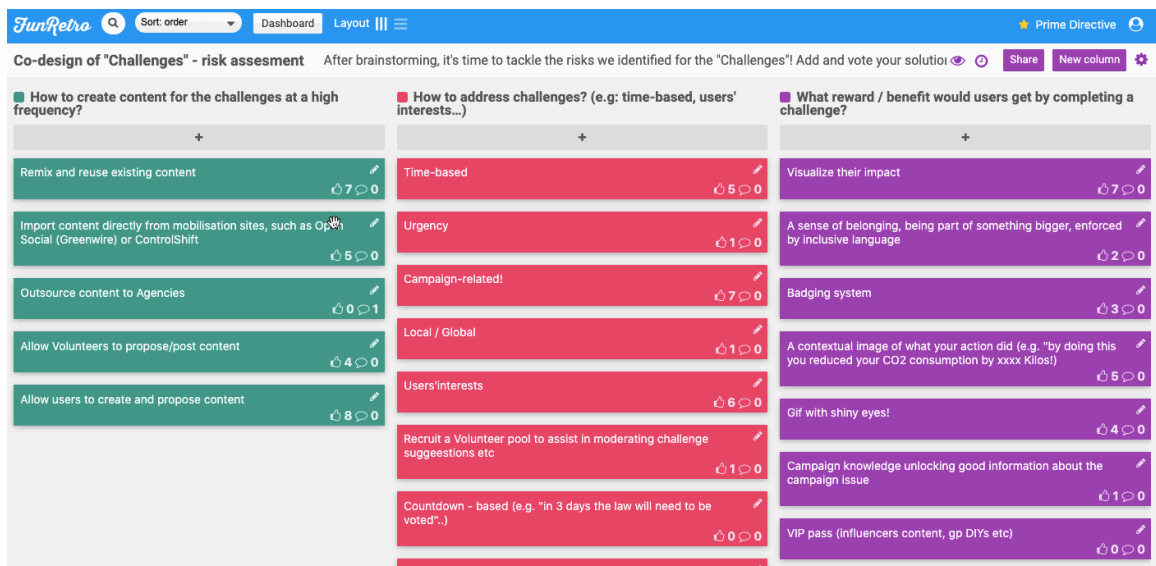
¡adelante!

The P4 team

Step #2 → Follow-up 🎨 ***Co-design of the "Challenges" feature: 3 minute risk assessment*** 🎨

Hello P4 heroes, I hope this email finds you well.

We are halfway in the Co-Design of Planet 4's next engagement feature, the "Challenges" (name under discussion) and so far, around 70 people have contributed. We need some more help to make sure all perspectives are captured!

After brainstorming on "what type of Actions" the feature could propose, **it is time to tackle the risks we identified in the beginning of this process**. So, it would be awesome if you could [take 3 min and give your thoughts and votes to some ideas on how we could solve the main risks of this new feature](#).

Everyone has 10 votes and can add as many ideas as possible, the tool it's super easy and doesn't need any login, please help us by JUly xxxx by clicking here https://bit.ly/p4challenges3

NEXT → Design critique calls!
You should have received [an invite to join one of the 3 sessions for the next step of this process](#), the design critique. Hope to see you there to discuss Challenges ideas translated into wireframes, mockups or an interactive prototype!

Take care and please use [#p4-design on Slack](#) for any questions or doubts

The P4 team

Step #3

Step #3 → Call invite 🎨 **Co-design of the "Challenges" feature: design critique** 🎨
- Session #1 (EUR / AMS)

Hi there! Here's the 3rd call dedicated to the creation of P4's new feature: The "Challenges". From designers to campaigners, from devs to strategists, everyone is welcome to join!

In this session we'll discuss how the actions we mapped so far translate into wireframes, mockups or interactive prototypes, and how the risks can be mitigated.

- Agenda (under construction) 👉 http://bit.ly/GPCommunityCalls
- Session #2 risk assessment 😱 https://bit.ly/p4challenges3
- 💡 New Challenges ideas 💡
- Session #2 brainstorm (10-min video recap) 👉 P4 Youtube playlist

Campaign folks email

Hello everyone,

The Planet 4 team is organizing a series of Community calls to co-design **a new way of providing our supporters meaningful online & offline actions.** This team is developing the web platform powering the majority of Greenpeace websites. Our research with supporters indicated that they are interested in having an opportunity to see **personal challenges** on our websites - and we'd like to invite you to a brainstorm to see how this feature could be useful for the campaigns you're working with.

We'd love it if you could join one of the upcoming sessions of June xxxx (Agenda link) I, a brainstorming session. If your campaign project has an engagement lead or digital lead, please make sure to extend this invitation to them as well.

From designers to campaigners, from devs to strategists, everyone is welcome to join!

In this session we'll have a look at the existing actions in Planet 4, before breaking into groups and brainstorming on the **new potential engagement opportunities** that will generate the "**Challenges**" feature!

For those who don't have any idea about Planet 4, here is a bit of context & background.

Planet 4 is the internal codename for the platform powering the majority of GP websites but it's also a tool that **allows NROs to manage their own website,** and now to create their own **campaign pages**.

The goal of Planet 4 is not to be a vehicle for putting content on the internet (like was Planet 3), but for driving people to take action. P4 team have worked towards defining **an engagement platform that empowers our audiences and transforms the way Greenpeace exists in digital channels.**

We want to help activists and citizens by amplifying the work of Greenpeace's National and Regional Offices. P4 websites will provide actions that are meaningful to individual users.

Interested in joining this brainstorming session?

Take a look at the agenda (under construction) 👉 http://bit.ly/GPCommunityCalls
Watch the 1st Session of the Co-design calls (10-min video recap) 👉 P4 Youtube playlist
Take a look at the existing actions 👉 https://bit.ly/p4challenges

Creative group

Dear creative minds,

The Planet 4 team is organizing a series of Community calls to **co-design a new way of providing our supporters meaningful online & offline actions.**

You should have received some invites few days ago to participate in our 2d call, for a brainstorming session.

In this session we'll have a look at the existing actions in Planet 4, before breaking into groups and brainstorming on the **new potential engagement opportunities** that will generate the "Challenges" feature!

It's worth mentioning that the 3rd call of the co-design approach will be a **design critique** where we'll look at the work we achieved during the 2d session, translated into wireframes, high-fidelity mockups or a prototype. This 3rd series of calls will take place June/July, and will be the ideal space for us all to have a look at mockups and share ideas and feedback.

Before that, are you interested in joining the brainstorming session?

Take a look at the agenda (under construction) 👉 http://bit.ly/GPCommunityCalls
Watch the 1st Session of the Co-design calls (10-min video recap) 👉 P4 Youtube playlist
Take a look at the existing actions 👉 https://bit.ly/p4challenges

6) Feat. criteria (Placeholder)

I think starting with actions that
a) NROs are already doing and finding successful,
b) can leverage integration with OS and CSL (if relevant), to reduce content creation needs from NROs,
c) are trackable in ways that inform how we continue to build out these features. That's just the criteria I can think of off the top of my head, can do some more thinking this week about it.