HOW / action canvas
Nr:

FIRST STEP	ACTIVITY	CONTINUITY
List the 1st step you will take to invite your stakeholders in.	List the activities you will organize to be able to work together with your stakeholders. Use the method cards of your choice and your gut feeling!	What will you do to keep everyone involved and motivated?

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SHADOWING

Become someone's shadow for a while.

Follow visitors as they go through a space, or as they deal with a certain topic. It helps to observe for yourself their behavior and choices.

These observations can act not only as inspiration but also a guide to help reach the core of how your work impacts people.

Always feedback your conclusions to the group, do not assume your interpretations are the only possible conclusions.

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PORTRAITS

Portraits are a representation of real people.

For a team to define a strategy for their mission, it's important that they have a clear picture who they will be interacting with.

Who are the stakeholders? What are their sensibilities? What is their strategic position?

A quick effective exercise is to let the teams construct a real portrait of their target audience.

But if you have the time go out and do interviews.

The goal of this exercise is for a team to create a shared understanding.

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PROTOTYPING

Prototyping allows you to go from abstract ideas to very tangible forms that are easy to grasp for anyone.

A prototype can communicate your ideas in a very physical way, easy to imagine for anyone as if your solution is already there.

The process of rapid prototyping forces you to make decisions quickly and enables you to better understand what will work and what won't.

It doesn't have to become technical, there is also such a thing as a 'paper proto-type'…..

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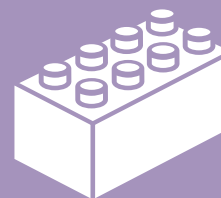
LEGO BLOCKS

To be playful is an important part of getting to the bottom of things.

Participants are invited to play and build with toy blocks.

The toy blocks act as a means to support the process and to stimulate the hand-mind connection.

This brings out creativity and helps partici-pants to express their insights actively.

By literally building associations and ideas, participants can sidestep the domination of words.

The outcomes form the basis for the subsequent (design) process.

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STORY PUZZLE

The story puzzle consists of puzzle pieces with multi-interpretable icons.

Its aim is to get people into a practical mode of laying down a problem on the table and thinking in non-linear ways to solve it.

It facilitates a clear and effective group discussion, unhindered by insecurities about drawing skills.

Ideas don't stay vaguely in the air, but are put in place into the story puzzle.

The visual icons make it language independent.

ROLE PLAYING

Participants take on the role profiles of specific characters or organisations in a contrived setting.

Role play is designed primarily to build first person experience in a safe and supportive environment.

It's about building empathy and understanding of the motivations and strategic position of participants/stakeholders.

Role playing is possible at different stage in the process (from early empathy to acting out proposals/solutions).

STORY BOARDING

A storyboard, much like a comic, is a linear visualization of your story.

You can storyboard anything from an exhibit to an intervention to a public event.

A good storyboard illustrates what is important to the people who are involved in it, if you create it collaboratively everyone's priorities are incorporated.

When you show a camera person your storyboard, he will immediately know what you need and what impact it might have.
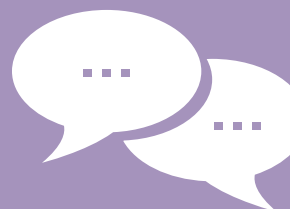
INTERVIEWING

In (semi-structured) interviews, participants answer questions about their daily routines, their social environment, and objects that are important to them.

In a co-creation session participants can interview each other.

A conversation is not just a starting point, but also a process in itself.

Share your interpretations and conclusions in an open way with the others; seek and use their advice and response.

Keep all participants in the loop.

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VALUE LADDER

A discussion on shared values helps to form a shared vocabulary and are a 'touch stone' for your later work.

Each team member defines 5 personal values in relation to the mission.

Next you form pairs and negotiate together 5 shared values.

Next you form a group of 4 again and repeat.

In the end you negotiate jointly 5 final group values.

1
2
3
4
5

APPRECIATIVE INQUIRY

Appreciative inquiry refers to an explorative way of discovering information.

You perform short interviews in duo's, concentrating on the positive experiences of you have with a certain topic: what are their best / strongest / most impressive experiences concerning a specific topic?

As a result, positive associations will guide you towards a constructive rather than obstructive setting.

CULTURAL PROBES

Cultural Probes are a direct way to get insights into each other's thoughts.

By means of self-reported diaries, with text, photos and drawings, participants document their life and lifestyle and their relations to certain topics.

Often, the guiding questions for the participant are not based on cognition, nor do they directly respond to the research questions at hand: their value comes from the wide range of insights that are collected which can inspire new approaches.

JOURNAL

GENERATIVE PROTOTYPES

Generative prototypes are objects that have no meaning yet.

Select some objects that have no particular use in relation to you topic, like an empty box, a bag, plate, etc.

Each participant is asked to find new uses for the object in relation to your topic: the box can become a collector, the plate can offer samples of your collection, the bag can represent transparency of processes, anything is possible...

It is a means to stimulate quick ideation and out-of-the-box approaches.

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**First cut the vertical lines, starting at the top scissors symbol,until the end of the line. Do the same with the two long, horizontal lines.
Fold the cut-outs in the middle (dotted lines)**

Fold

CONTEXT MAPPING

Context mapping is a tool to gather and map out information that resides between all participants.

The topic appears in the middle of the diagram, demonstrating the relationships with the other elements.

The elements can be anything from trends and routines to technology.

The resulting map helps to reflect on relationships between the elements.

Context mapping is a useful tool to gain insight into the context of the topic or of the participants.

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