



DEsign for MOtivation

A design tool for building communities and platforms

DEMO is a design tool for building motivational strategies for online communities and platforms. The motivational strategy answers to a question, e.g. how to design an existing community/ platform in order to increase user participation, engagement or contribution. The motivational strategy is defined in four steps: the user, the objective, the experience, and the motives. The design task for the workshop should be defined in advance, e.g. how to increase user participation in a particular innovation community.

THE ELEMENTS OF DEMO

DEMO consists of two basic components: the template and the cards, and one optional the roles.

The template

This is a design and information space, printed in a large paper format. The template supports both the structure and flow of the workshop. It consists of 4 steps: objective, user, experience and motivation (see Fig.1). All participants fill in information in the template by:

- placing cards in each step
- drawing designs and sketches
- writing information based on discussions in the template or using post-it notes

The template includes example of questions, if needed.

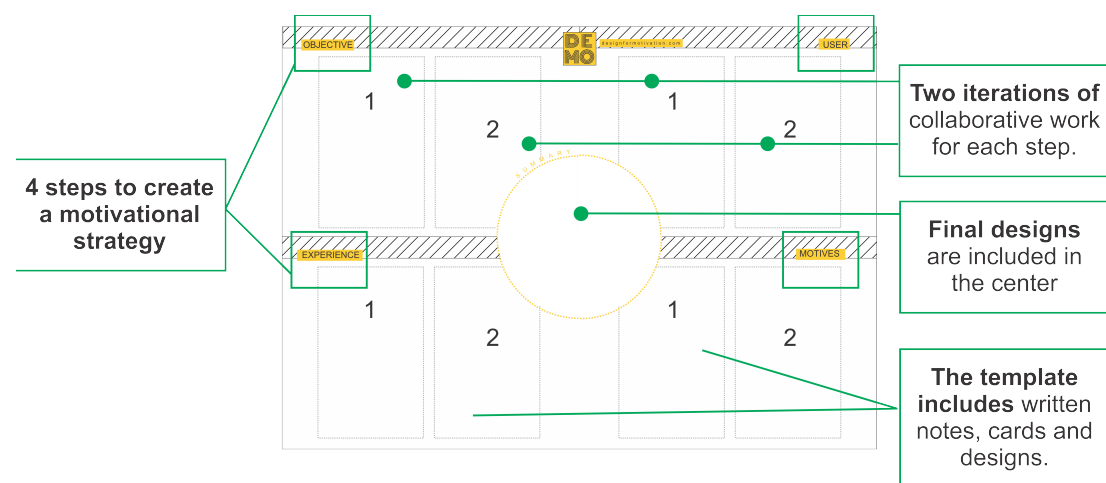


Figure 1: The template.

The cards

The cards aim to inspire the group discussion in order to solve the design task. The cards refer to four categories: people, methods/tools, resources and expectations.

There are both ready-made and blank cards. Ready-made cards include both general and specific concepts (see Fig.2). Additional concepts can be specified in the blank cards. In addition, example cards provide inspiration from the existing motivational communities.

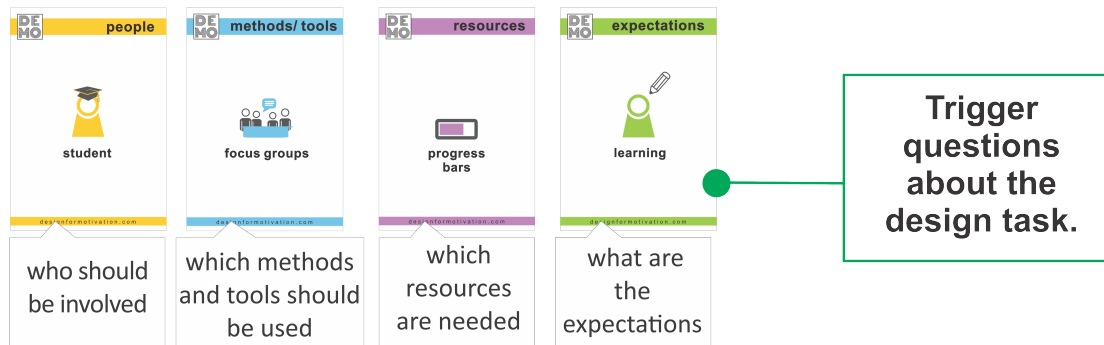


Figure 2: Examples of cards.

The roles

The roles aim to engage participants, with different perspectives and backgrounds, in a role-playing activity. There are 5 roles: the manager, the designer, the developer, the psychologist and the end-user. The role of facilitator could be merged with one of the roles, e.g. the manager.

- Manager has experience with innovation-related or R&D activities. The manager has the leading role, asks questions and decide on the cards.
- Designer has experience with design-related activities (interaction design, design, or game design). The designer contributes with designs artefacts throughout the process.
- Computer scientist/ developer with experience in developing applications. The developer contributes to the feasibility on the suggested designs.
- Psychologist has experience/background in motivation/ human factors. The psychologist contributes to the motives-related discussions, with explanations and suggestions.
- End-user has experience in participation in the related community or platforms of the design task. The end-user contributes to the applicability of the suggestions, designs and solutions.

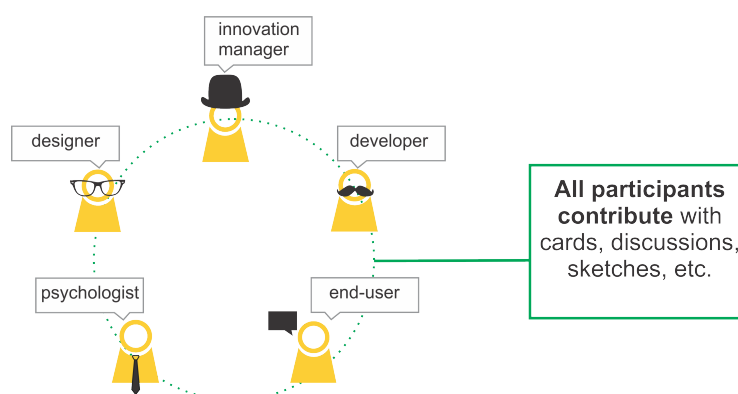


Figure 3: The roles.

HOW TO USE IT DURING THE WORKSHOP

Set up

1. The template is placed in the middle of the table, with the cards (ready-made, blank and example cards) and can be used by everyone.
2. The participants use one or two sets of the main cards (ready-made).
3. All participants have blank cards to fill in with information, if needed. Additional material, like post-it notes and pens, are available.

Design task

Describe your design task and use images from the community or platform, if available.

Example: IdeaLab is an internal innovation platform for employees to submit ideas for innovation calls. The picture below shows a screenshot of the web platform. The design task of the workshop is to increase user participation in IdeaLab and high-quality ideas. Following the steps on the template and working in two iterations, the outcome is to conclude with specific designs how to redesign the IdeaLab in order to increase user participation and high-quality ideas.

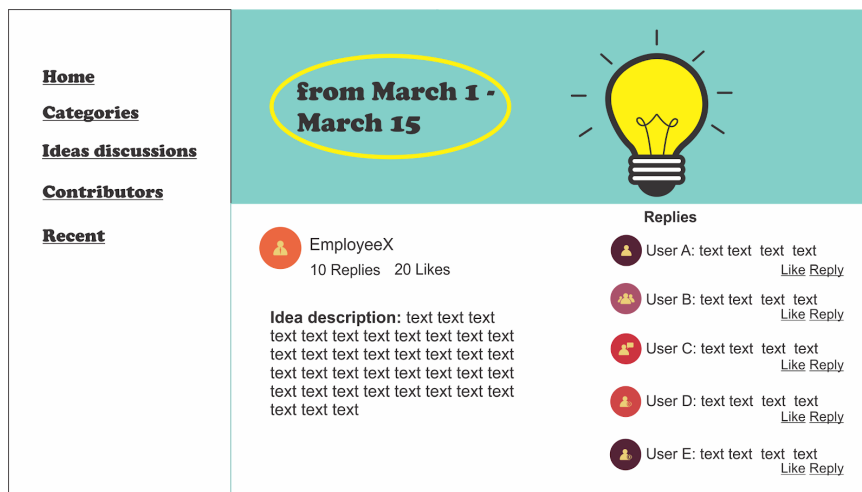


Figure 4: Example of a design task.

Process

1. Short self-introduction of the participants regarding their background and their role, if needed.
2. The manager, who usually has the leading role as facilitator, asks questions like the examples are written on the template. The participants could choose ready-made cards, write on the blank cards or discuss it with the group in order to provide answers. The manager or another participant writes down all answers and prioritizes them.
3. For example, starting from defining the objective, the manager asks questions to the group and everyone including himself/ herself provides potential answers. The process continues with questions on the other steps in order to decide on the user, the experience and the motives.
4. The first iteration is more exploratory of the potential solutions, while the second iteration transforms concepts into designs/sketches and how those could be implemented.

5. The outcome is to present at the end of the workshop one or more design solutions that provide an answer to your design task.

Suggested Workshop Agenda

1. Introduction of the group and the design task– 10 min
2. Group work (1st iteration) - 50 min
3. Group work (2nd iteration) - 50 min
4. Sum up – 10 min

Repeat the workshop, if necessary, after evaluating the outcome.

Download

You will find the elements of DEMO in the webpage. The TEMPLATE file consists of four pages that should be printed in different pages and then merged into a 2x2 canvas (Fig. 5). A preferable paper size for the template is to print in A3 and after merging will give you the paper size A1.

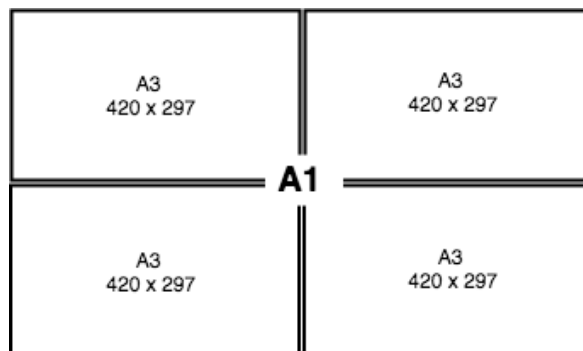


Figure 5: The template is a 2x2 canvas.

The CARDS file consists of the main, blank and example cards. The file can be printed as it is preferable in paper weight, e.g. 170-200g/m². Then, cut the page into single, two-sided cards. Do the same with the ROLES file.



Remember to send us **your feedback** from your experience with the DEMO.