



Immerse > Discovery

## Discovery steps

### TIME

60-90 mins



### LEVEL

Medium



### MODE

Reflective



### MATERIAL

Gameboard, card gameboard, brochure caso studio cartacea, device per la consultazione digitale, post it, pennarelli e giochi ludici.



*Discovery helps the team to explore the phenomenon, to comprehend the context of DiDIY, and to highlight the potentialities, the benefits and the innovative features of DiDIY.*

**01 ANALYSIS.** Start the exploratory iterations by selecting and analysing a DiDIY project in depth, presented as a case study in the "Brochure Tool". In order to have a better understanding, the project's website can be consulted. The activity is performed by reading the case study together, in order to create a common understanding.

**02 MAPPING.** After the exploration of the case study, start the discussion through sharing information, experience, and knowledge. The involvement of the team members and their active sharing is guaranteed by the introduction of the "Gameboard cards" tool, which stimulate reflections on diverse subjects. There are 3 question topics on the cards: people, key components, and impact. The team members identify and map them on post-its, and position them according to the areas on the "Gameboard" tool. The connections between some aspects of the case and personal/professional experience written on post-its, shared on the "Gameboard", enrich the content. The activity ends when all the topics of interest have been addressed, and you feel that a good degree of detail has been obtained.

### TIPS

- ▶ After the analysis step, make sure that the team has understood the main features of the project clearly. It may be useful to make **a short summary**.
- ▶ If you notice that the team has gotten stuck during the mapping step, **help them to document the thoughts on post-its**. It's important to save all the information that has arisen from the discussion. You can also elect a note keeper inside the team.
- ▶ It's important to write **one single and clear concept on each post-it**. Avoid meaningless single words and lists of concepts on the same post-it. In case of multiple answers, use more post-its.
- ▶ If the team is quiet and shy, involve individual members by letting them, one at a time, **pick a card from the deck and read the related question** to the team. This will let them feel more involved in the process. When analysis is almost at an end, you can also distribute the cards on the table and let the team choose the aspects on which to focus the discussion.



Immerse > Desirable Outcomes

## Desirable Outcomes steps

**TIME**  
90-120 mins



**LEVEL**  
High



**MODE**  
Reflective



**MATERIAL**  
Post-its, felt tip pens, tape.



*The two main objectives of the activity are understand the fundamental factors of DiDIY and elect a shared Seed Idea among the team.*

---

**01 CAPTURE.** Before the clustering activity, hand out “Thinking Cards” to all team members. Explain that they can use the card to annotate all the sparks, inspirations and future desirable outcomes during the next clustering activity.

**02 READ FUNDAMENTAL FACTORS.** Together with the team, read and discuss the fundamental factors of DiDIY presented in the “DiDIY Factors Poster”. Make sure that all the team members have a good understanding of all of them.

**03 INTEGRATE FUNDAMENTAL FACTORS.** Suggest taking a step back, and looking at the Gameboard’s results holistically. Together, decide if and how to integrate the presented fundamental factors with the considerations that have emerged from their analysis. When identified, move and replace the post-its containing similar thoughts to the specific area of the “DiDIY Factors Tool” that corresponds with the factor to integrate.

**04 OPTIONAL CREATE FUNDAMENTAL FACTORS.** The team can add new clusters if new concepts emerge from the analysis. If you add new clusters, a title and a description should be provided to each one, in order to identify the meaning that it has for the team. This cluster represents a fundamental factor of Digital DIY.

**05 WISHFUL THINKING.** At the end of the clustering activity, through the “Thinking Card”, each team member envisions a desirable future scenario or outcome, taking inspiration from the material collected and the discussions that went on during the analysis and clustering phases. In order to help the envisioning process, the team members can decide to either write, or sketch the outcome.

**06 SEED IDEA.** At the end of the clustering activity, the team members share their own desirable future outcomes. Facilitate a conversation about the most interesting ones. The aim of the conversation is to identify a single desirable outcome, which could be either the selection of one of the available ones, or a mix of more of them. Use the “Seed Idea Tool” to document the final shared Seed Idea.



## Immerse > Desirable Outcomes

### TIPS

- ▶ The clusters are made up of similar thoughts, and express the same concept. When clustering, **group the ideas that have emerged**, by similar aspects, in order to identify the elements that can integrate the factors of DiDIY, or create new ones.
- ▶ When clustering, **encourage reflection on wider concepts**. It's important to find a key to read the analysis, in order to identify new shades of pre-existing factors, or new ones. It's not a mechanical exercise of moving and removing post-its.
- ▶ During clustering, as facilitator you have the role of identifying and taking the most interesting reflections, and **turn them into visions**.
- ▶ As facilitator, you must make sure that the selected Seed Idea is not too broad in scope, but try to be **more specific**. To make an efficient selection of the Seed Idea, go for the one that better represents **a shared objective among the team**.



Define > Inspiration

## Inspiration steps

*The goal of this activity is to gather inputs, such as stories, case studies or experiences and then share it with the team so that they become part of a collective consciousness.*

**01 COLLECT INSPIRATION.** This activity is carried out individually and in a variable period of time, ideally between 1 and 2 weeks. Send the "Collect Inspiration" tool to all your team members. Each of them conducts individual research, and collects the information through desk research, interviews with people or visits to places related to the topic of the "Seed Idea". To enrich the research, also send the "Inspirational contents" tool to them, this will provide some initial inspiration. The tool contains a set of sources to start from. Feel free to add sources to this tool if you feel that there's something in particular you would like to share with the rest of the team. After this collection of information, each team member summarises and reports them, using the given tool.

**02 SHARE INSPIRATION.** After collecting inspirations, they will be shared among the team through a collaborative session. All the team members bring the completed "Collect Inspiration" format, and, one by one, share all the useful information or interesting case studies they have collected that can enrich the Seed Idea. The most relevant inputs are written by the facilitator on post-its and attached to the related area of the "Share inspiration" tool.

### TIME

Individual part: 1, 2 weeks  
Collective part: 60 mins



### LEVEL

Medium



### MODE

Hands on, Reflective



### MATERIAL

Post-its, felt tip pens, tape, glue.



### TIPS

- ▶ It may be that your team members lack some inputs to start the inspiration research. Try to stimulate this research by providing specific tips about sources, websites, places, people to interview and so on. Encourage this sharing of information between the team members, in order to let them make the best out of the individual research.
- ▶ Make sure that each single piece of information provided by your team members gets written on a single post-it. It is important that the information isn't mixed up, but kept in pieces, in order to be better placed on the shared tool.
- ▶ It might happen that different team members present the same content. In this case, combine the content, creating clusters of information.
- ▶ During the sharing moment, some team members could get inspired by the content presented by others and then come up with new inspirations. Don't lose them, instead write them on post-its to put in the "Share Inspiration" tool.



Define > Frame challenge

## Frame challenge steps

*The goal of the activity is to identify and commonly agree on a single challenge statement that will guide your team throughout the rest of the process.*

---

**01 RE-EVALUATE INFORMATION.** The activity starts with an analysis of the information shared beforehand. Take a step back, re-read the material you gathered, and look at it holistically. The aim is to identify how to potentially match information, and to find some meaningful patterns of possibilities and issues that can be turned into challenges. Use your intuition to identify the most relevant matters of the topic you've explored.

**02 MEANINGFUL CHALLENGE.** Once you've identified relevant matters through analysis, point out the following elements: subject, action and object, using the "Storychallenge" tool. These elements will help you to properly frame the challenge, taking into consideration all the necessary ingredients. Once you've identified the elements, combine them, forming a question that begins with: How might...? How to...? In what ways...?

**03 STORYBOARD.** If visualised, the challenge will be more powerful and useful. Identify the main steps of the ideal vision in which you want to take on your challenge. Determine what you want to visualise. It doesn't have to be the entire vision, but try to tell a story by describing its main components. You are not required to develop professional drawings, but rather do simple frames of the key moments of your vision, which are commonly agreed on by the team.

**TIME**  
60-90 mins



**LEVEL**  
High



**MODE**  
Hands on, Reflective



**MATERIAL**  
Felt tip pens, tape.





## Define > Frame challenge

### TIPS

- ▶ Defining a proper challenge is not an immediate task and it could require some iterations. Therefore, try to develop more versions of the challenge, also consider different matters to be addressed. Having more possibilities will guide your team discussion, and will help you to make a better decision about which single challenge to keep for the rest of the process.
- ▶ Keep a real and tangible focus. A good challenge is broad enough to allow the further exploration of different solutions, but at the same time narrow enough to allow you to stay focused and manage it concretely. If the matter to be addressed is too abstract, the solution will be superficial or invalid.
- ▶ In this phase of the process you are still searching for matters to be solved, rather than concrete solutions. Therefore, remember that a challenge doesn't already contain a specific answer. Concentrate on framing the right opportunity, rather than worrying about the solution. It will be natural to start suggesting ideas. Instead of losing them, write them on paper or a Post-it, to be used at a later stage.
- ▶ It is very important to bring the goal into focus clearly - as a goal that is not fully understood cannot be met. Use sentences and words that are clear to the whole team, and easy to remember.



Ideate > Generate Ideas

## Generate Ideas steps

### TIME

60-90 mins



### LEVEL

Medium



### MODE

Hands on



### MATERIAL

Post-its, felt tip pens, tape



*The aim of this activity is to generate as many ideas as possible, using the brainstorming technique and tools.*

**01 BRAINSTORMING STIMULI.** Brainstorming is more effective if enriched with stimuli. For this reason, it is useful to collect some before starting the brainstorming session. Distribute the "Brainstorming stimuli" cards to the whole team. There are two kinds of cards: "Character" and "Inspiration of the last week", one each for every team member. On the "Character" card, everyone writes the name of a politician, an actor, a singer, an activist, a journalist and so on, who is inspiring and has a strong personality. In the "Inspiration of the last week" everyone writes an inspiring anecdote, a story or a situation from the last week. Once all the cards are ready, collect them and mix them up.

**02 PRESENT THE CHALLENGE.** Hang the challenge you will brainstorming about on the wall, so everyone can see it. Make sure that everyone is on the same page, and that all the questions about the meaning of the challenge are answered.

**03 BRAINSTORM.** The whole group gathers around the "Brainstorming Tool" in a semi circle. Start by reading the brainstorming rules and make sure everybody that agrees on them. Then all the team members take a few minutes and write down on post-its the first idea that comes to mind. Each group member reads his/her idea out loud, and gives the post-it to the facilitator, who sticks it on the "Brainstorming Tool". While ideas are popping up, everybody is invited to come up with additional ideas or to add onto the ideas being discussed. It is important to write one idea at a time and to write just one idea on every post-it.

**04 INSPIRE IDEAS.** The energy level of the brainstorming session must be kept high until the end. Every time the team is stuck and lacks input, use the brainstorming stimuli that you created before the session. The brainstorming stimuli will bring some elements into the discussion that could be inspiring, and allow the team to come up with new ideas. For example, the team could think with the mind of the selected character, or could take inspiration from last week's anecdotes.



## Ideate > Generate Ideas

### TIPS

- ▶ The brainstorming session works best when everyone is contributing and giving ideas. Make sure all the team members have the opportunity to express themselves, and when somebody is not participating as expected, try to stimulate him/her by asking opinions or giving them a "Brainstorming stimuli" card.
- ▶ All the ideas must be listened to by all team members, so that everybody can get inspired and the flow of ideas more effective. Make sure every idea is shared by reading out loud, not just written on post-its.
- ▶ At the end of the session, it is important that all ideas that have been raised during the brainstorming session are written on post-its and collected together on the "Brainstorming Tool". Therefore, make sure every idea is documented and that all the post-its are stuck together.
- ▶ It may be useful to set a goal for how many ideas you want to generate in total. The goal will stimulate the team not to stop after the first ideas, but rather to keep looking for alternatives. If you reach the goal but you feel you can explore further, don't stop the conversation - keep it active.





Ideate > Select Ideas

## Select Ideas steps

### TIME

60-90 mins



### LEVEL

High



### MODE

Reflective, Hands on



### MATERIAL

Felt tip pens, tape, big post-its



*The aim is to converge all ideas into a single shared one.*

**01 CLUSTER THE IDEAS.** Move and replace the post-its containing similar ideas in order to form some clusters. The clusters are groups of ideas that are linked to each other, or inputs that are not proper ideas, but could add specifications to the cluster itself. Once the clusters are formed, a title is given to each cluster and written on a bigger post-it.

**02 POSITION IDEAS.** Take the clusters one by one and review them, discussing their level of feasibility and originality with the team. Place each cluster's title into the CO-CD box in one of the four quadrants, according to the evaluation criteria.

**03 VOTE IDEAS.** Once all the cluster's titles have been placed in the CO-CD box, the most promising ones can be identified and worked on, while the less promising ones can be dropped (not feasible and not original). The goal is to narrow the choices down to just one. To do so, each team member will have the possibility to express 3 preferences, by crossing (with a marker) the ideas that in his/her opinion are the best ones. After all the team members have voted, the idea with the most preferences is the elected one to be worked on for the rest of the process.

**04 DESCRIBE THE IDEA.** After the selection of the cluster, the idea is structured into a more concrete concept. The "Idea Description" tool is a support tool to rewrite and define the selected idea.

### TIPS

- ▶ In the process of clustering it is natural to think that many ideas can be matched into a single cluster. It is important not to mix them up too much, but to focus on the key points of difference between the ideas, in order to get more clusters - each of them with a stronger connection.
- ▶ There are two ways to form clusters. On the one hand, they could be formed by similar, connecting ideas. On the other hand, they can be a mix of ideas and some elements that are not ideas themselves, but that can add or define some specific aspects.
- ▶ The title given to the cluster is important, since it has to describe, in just few words, the essence of the cluster itself. In this sense titles should be evocative and meaningful, in order to identify the cluster in a unique way.
- ▶ Once you have identified the selected idea, be as specific as possible in its description. In this phase, ideas are not clear and defined yet, so take the chance to use the "Idea description" tool as a means to clarify the idea better within the group.



Build to think > Make it real

## Make it real ideas steps

**TIME**  
90-120 min



**LEVEL**  
Medium



**MODE**  
Hands on



**MATERIAL**  
Felt tip pens, tape, creative box



*The aim is to expand the selected idea, integrating the fundamental factors of DiDIY.*

**01 RAPID PROTOTYPING.** Invite all the team members to a 15 minutes prototyping session to start building their ideas, using the material given (see "Creative Box" tool). To prototype at best, it is important to keep an open and unprejudiced mindset. Make the "Creative Box" tool available to the team, and use the materials to start visualising the idea and make it tangible. Pick a material that inspires you, modify it and position it to start giving a shape to the idea. Try to represent the idea as complete as possible, indicating the people involved in the idea, the context, the tools and the key components that enable the project.

**02 ENRICH THROUGH FUNDAMENTAL FACTORS.** After the initial prototyping phase, invite the team members to expand the idea design by using the DiDIY fundamental factors identified in the exploration phase. Each area of the tool that identifies the fundamental factors must be picked up one by one, the questions and definitions read. All the team members answer the questions or get inspired by the description, continuing to build the prototype by adding details or by redesigning some aspects of their project.

### TIPS

- ▶ Start building something, it doesn't have to be perfect or complete. Just pick up a material and imagine what it could represent and how it could be used to envision even just a part of the idea.
- ▶ The activity needs a great deal of initiative, especially when the team is stuck. Try to encourage them by picking a material and building a part of the idea. This will stimulate all the team members to keep on prototyping.
- ▶ While you and the team are building the idea, it's important to create and tell a story around it. This will increase the team's involvement in the activity, creating a shared imaginative environment that allows easy visualisation and envisioning of materials and objects as real components.
- ▶ Feel free to use all the given materials in any way you'd like: a pen could turn into a magic wand, a straw with some coloured stickers could turn into a traffic light, etc.
- ▶ Have fun and keep on building with an open mindset, refraining from any kind of judgment.



Build to think > Concept  
& Feedback

## Concept & Feedback steps

**TIME**  
60 mins



**LEVEL**  
Medium



**MODE**  
Reflective, Hands on



**MATERIAL**  
Felt tip pens, post-its



*The aim is to validate the Innovative Idea with a collection of feedback for further development.*

**01 DESCRIBE THE CONCEPT.** After the idea enrichment through the fundamental factors, the concept should be described. The "Concept Description" tool is an aid to rewrite, define and solidify the defined concept.

**02 DIDIY FACTOR CANVAS.** Together with all the team members, write some keywords or some short sentences that summarise how the fundamental factors are expressed in the idea inside each area of the "DiDIY Factors Canvas" tool. Each area of the canvas is dedicated to a single DiDIY factor.

**03 COLLECT FEEDBACK.** Dedicate the last part of the activity to listen and collect criticism and comments by each team member regarding the resulted idea or the performed activity. This will help the team to think about how to bring the idea to the next level, how to improve some aspects, or how to perform some activities better in order to obtain better results.

### TIPS

- ▶ Make sure that the description of the project and the sentences that summarise the fundamental factors are written as clearly as possible. This will help when you have to refer to it after a period of time.
- ▶ If the team has difficulties in summarising a factor, this could mean that it was probably not well defined in the project. In this case, you should invite the team to go back to the project and define the missing aspects better.
- ▶ When collecting feedback, you should be able to start and moderate a discussion, and gather as many comments as possible. You can collect the feedback by yourself, or ask participants to write it on post-its.
- ▶ Don't block or influence the comments in any way. The team should be inspired and stimulated.