Detail Design
Workshop overview

Objective

This workshop aims at providing the methodology and the tools to **detail a (meanwhile) idea at an executive level, to get it ready to be prototyped in the real context under regeneration.**

Methodology

During the session participants are guided by a facilitator through a set of activities across two phases, with the final purpose to fill up an **Advanced Meanwhile Idea Card**, covering all those aspects that must be defined to be able to turn the idea into tangible. These include:

- **General description of the idea**
- **Key beneficiaries**

- **Actors involved and roles**

- **How it works: key functions/offer/channels/touchpoints**

- **Main costs and revenue streams**
- **Resources needed:**
  - **people/competencies**
  - **spaces,**
  - **infrastructures,**
  - **funding**

- **Implementation Roadmap**

Depending on the time available, you can decide to run both phases or only the first one, or to split the two phases into two different sessions.

Similarly, depending on the number of ideas to be detailed you can split participants into different groups or organize multiple sessions.

Prototyping a meanwhile use means realizing it as a whole or in part in the real regeneration context: to do so, the idea it generates from must be detailed enough to allow for the implementation of the prototype

This activity is useful to...

- support local coalitions in turning an idea into an executive project

- realize what resources are needed to implement the prototype of a meanwhile use and adapt the project accordingly

- devise an implementation roadmap for the realization of the prototype, and envisioning iterations

- provide participants with a methodology for detail design that can be replicated on other meanwhile ideas

Phase 1 | Concept development
The first phase focuses on concept development and entails the advancement of the idea through a participatory design activity that might involve key actors of the regeneration project, such as the owner, the developer, the coordinator, other stakeholders that could play a role in the realization of the idea, and ideally a representation of beneficiaries.

Duration: 4 hours per idea

Phase 2 | Rapid prototyping (optional)
The second phase focuses on the simulation of the idea exploiting rapid prototyping techniques. Participants are called to build a fictitious scenery in a rough way to represent the meanwhile context and enact a possible situation it could entail to verify if all aspects have been considered and open up discussions to fix or improve what is not working well.

Duration: from 2 to 4 hours depending on the number of iterations

Detail Design
How to run the workshop

Step 1 - Identifying beneficiaries

The first activity of the workshop (coinciding with the first section of the Advanced Meanwhile Idea Card) is dedicated to elaborate a self-explanatory description of the meanwhile use and to describe its beneficiaries through the creation of structured user/customer profiles.

Tool tip! – Invite your participants to identify a predefined number of beneficiaries (for example max. 3) so to help them understand who they really want to address

USER PROFILE

Age: [add information]
Ethnic Origin: (only if relevant) [add information]
Education: [add information]
Occupation: [add information]
Where he/she lives: [add information]
Interests: [add information]

Needs/Expectations: [add information]

Preferable Channel for Engagement: [add information]

ORGANIZATION PROFILE

Type of legal entity: (choose from list or add new)
Sector: [add information]
Mission: [add information]

Key Activities: [add information]

Needs/Expectations: [add information]

Preferable Channel for Engagement: [add information]

Step 2 - Clarifying the idea and telling the experience

The second activity represents the most important moment of the workshop as it aims at defining how the meanwhile use works, what are the key functions it entails, what initiatives it proposes...in summary, the experience offered to beneficiaries.

Tool tip! – You can split this activity into 2 sub-activities, the first one dedicated to detail the offering and the second one dedicated to detail the experience. Moreover, to detail the experience you can opt for rapid prototyping techniques

Step 3 - Mapping actors and roles

The third activity is dedicated to the definition of the ecosystem of actors that must be involved in the implementation of the prototype and that are going to make it work and manage it.
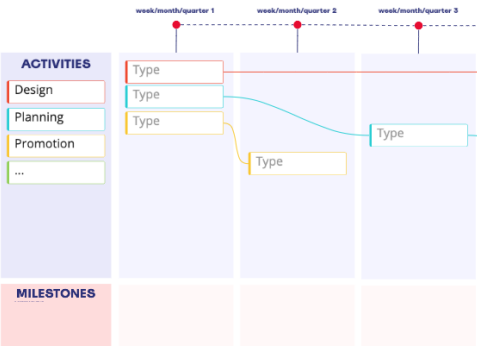
| Initiator > the public or private organization who starts the meanwhile use, proposing and supervising it over time. | Coordinator > the public or private organization in charge of organizing resources and activities and negotiating with other actors to ensure they work effectively. | Supporter > the public or private organization who advocates for the meanwhile use and its value, encouraging participation with beneficiaries. | Owner > the public or private organization who owns the space where the meanwhile use applies. | Facilitator > the public or private organization that supports through specific actions or resources the initiator or other actors, leading the enactment or concrete realization of the meanwhile use. | Partner > the public or private organization that supports through specific actions or resources the initiator or other actors, leading the enactment or concrete realization of the meanwhile use. | Funder > the public or private organization who provides financial resources for developing the meanwhile use. | Other roles |

| Write organization/actor name | Write organization/actor name | Write organization/actor name | Write organization/actor name | | | | |
| Describe the actor in one sentence and (optional) add details/notes helpful to specify its role in the meanwhile use | Describe the actor in one sentence and (optional) add details/notes helpful to specify its role in the meanwhile use | Describe the actor in one sentence and (optional) add details/notes helpful to specify its role in the meanwhile use | Describe the actor in one sentence and (optional) add details/notes helpful to specify its role in the meanwhile use | | | | |

Step 4 - Checking resources

The fourth activity focuses on the financial aspects, to understand what are the cost structure, the income streams, resources needed to start and to maintain the activity.

ACTIVITIES

week/month/quarter 1   week/month/quarter 2   week/month/quarter 3

Design
Planning
Promotion
...

Type
Type
Type
Type
Type
Type

MILESTONES

Resources to be paid	Estimated cost	In-kind resources
Rent of space		
2 staff members		
1 external collaborator		
Digital Advertising		
10 software licenses		
Machinery purchase		
...		

Step 5 - Planning for implementation

The fifth and last activity is dedicated to envisioning the roadmap of actions to be executed over a fixed period of time for implementing the meanwhile use, including milestones to be achieved for guaranteeing the progress of the work.

Detail Design
How to run the workshop

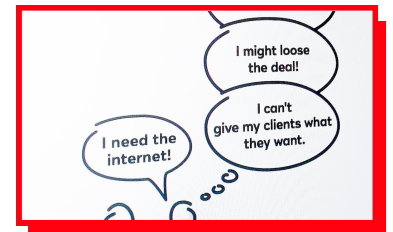## Step 1 - Choosing what to prototype

As the first step, specific real-life situations from the beneficiary experience should be selected for rapid prototyping (see Concept Development Phase - Step 2). These will describe the story of the beneficiary with the meanwhile uses in particular moments and places.

Tool tip! – Clarify your "prototypable bits"!

"Prototypable bits" are those elements from the beneficiary experience that can be turned into a "quick & dirty" small-scale simulation. For example, the beneficiary dialogue with other actors, his/her moving into a physical space or navigating a website can all be prototyped with the right method.

Step 2 – Selecting the right method

Once what to prototype is clear, it is time to define how to do it, i.e. to select the most appropriate rapid prototyping technique. The technique choice requires careful consideration of several factors, such as the prototyping goals, the number and type of participants, the physical setting, and the availability of materials useful for the simulation.

Tool tip! – Get inspired

There are many online repositories from which you can pick the right rapid prototyping technique for your workshop or get inspiration. For example:

- **Human-centered Design Kit**
- **Service Design Tool**
- **This Is Service Design Doing Methods Library**

Step 3 – Time to perform!

Rapid prototyping requires applying the selected technique for an ongoing, collaborative and live enactment of the beneficiary's experience. Participants are required to perform the chosen aspects of this experience through the chosen method, thus enabling collective reflection and sharing.

Step 4 - Improving ideas and iterate

After each performance, the group should question their initial ideas, asking: what aspects of the initial concept can be improved? The group should keep track of the knowledge gathered by taking notes, pictures, or recordings. The same performance can be iterated several time until the concept is well defined.

Examples of methods and techniques for rapid prototyping

Subtext
By "reading out loud" the beneficiary's thoughts through a fictional dialogue, this technique invites participants to address the implicit elements of the beneficiary's experience.
Img. src: This Is Service Design Doing Methods Library

Investigative rehearsal
This technique allows to explore the idea and question it through a theatrical setting. Roles, dialogues, and actions are simulated and enacted in a live performance.
Img. src: This Is Service Design Doing Methods Library

Desktop walkthrough
The participants can simulate the beneficiary's experience by replicating its interaction with the meanwhile use as part of a small scale replica, also by using small props (miniatures or LEGO bricks).
Img. src: Experio Lab's Training for Patients and Their Families project

Physical/Digital Mock-ups
Participants can support the rapid prototyping session with low-fidelity artefacts, to more realistically simulate the experience. In the example, fake web screens and printed QR codes simulate a digital tracking platform.
Img. src: The Design Policy Lab's Collaborative Kitchen project

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ADVANCED MEANWHILE IDEA CARD
Description and target

Describe the meanwhile use and the profiles of beneficiaries it addresses

T-FACTOR

Duplicate these profiles as many times as needed to list and describe your beneficiaries

[write title here]

[write subtitle here]

GENERAL DESCRIPTION:

Describe the meanwhile use in a short paragraph (15 lines max) by referring to the suggested outline:

[*MEANWHILE USE TITLE*] consists of
[a space where..., a programme of..., a service that...]
It will take place at [*LOCATION*]
It will be provided by/It will involve [*MAIN ACTORS/ASSETS*]
Beneficiaries are [*SPECIFIC BENEFICIARY/CATEGORY*]
It will focus on [*MAIN TOPIC*]
The purpose is to [*GOAL*]
It takes inspiration from [EXAMPLES]

- Product/artifact
- Digital Product/platform
- Private Service
- Public service
- Event
- Artistic Experience/Exhibition
- Laboratory/experimental space
- Outdoor experimentation space
- Temporary Architecture
- Commercial Space
- Training initiative
- ...

Specify the name of actors whenever possible

Type of meanwhile use
choose from list or add new

Actors involved
Choose from list or add new
- Startup
- Enterprise
- Corporate group
- University or research institute
- Foundation
- Nonprofit organization/NGO
- Cooperative/Social enterprise
- Voluntary or community association
- Governing body or department
- Local authority/Public enterprise
- ...

Beneficiaries
Choose from list or add new
- Startups and Businesses
- Academy and research
- Artists and creatives
- Makers & Artisans
- Young People
- Migrants & Refugees
- Vulnerable Groups
- Local communities or groups
- ...

Create a profile for each beneficiary listed here

USER PROFILE

Age: [*add information*]

Ethnic Origin: (only if relevant) [add information]

Education: [add information]

Occupation: [add information]

Where he/she lives: [add information]

Interests:
[add information]

Needs/Expectations:
[add information]

Preferable Channel for Engagement:
[add information]

ORGANIZATION PROFILE

Type of legal entity: [choose from list or add new]

Sector: [add information]

Mission:
[add information]

Key Activities:
[add information]

- Startup
- Enterprise
- Corporate group
- University or research institute
- Foundation
- Nonprofit organization/NGO
- Cooperative/Voluntary or community association/Social enterprise
- Governing body or department
- Local authority/Public enterprise
- ...

Needs/Expectations:
[add information]

Preferable Channel for Engagement:
[add information]

ADVANCED MEANWHILE IDEA CARD
Experience and touchpoints

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Visualize in a storyboard the experience delivered by the meanwhile use

Based on the type of meanwhile use, sketch here the main touchpoint that represents it and that allows beneficiaries to interact with it:
- *if it is a space you can sketch the plan or distribution of functional areas*
- *if it is an event you can sketch the draft program*
- *if it is a service you can sketch the offering map*
- *if it is a digital platform you can sketch the landing page*
- *...*
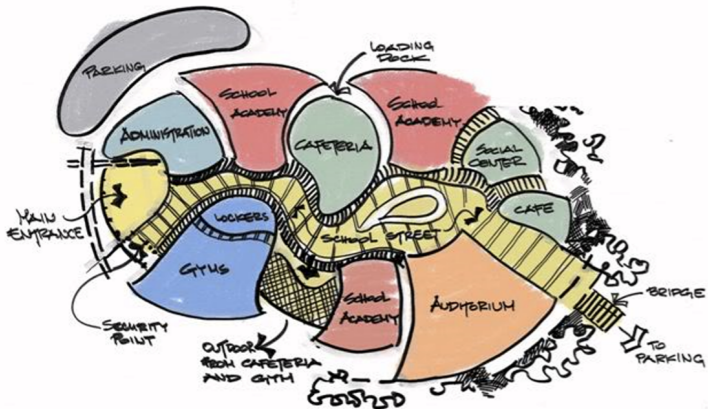
Start by defining who is the main character (amongst expected beneficiaries) of this experience and why/how is he/she approaching the meanwhile use.

If you envision major differences between the experience of your beneficiaries you can create a different storyboard for each of them

What will happen next?
Sketch the major steps of the user experience...

Write here a caption to describe the step

of the experience visualised above

...If you need more frames you can duplicate the board

ADVANCED MEANWHILE IDEA CARD
Actors and roles

Identify the actors to be involved in the realisation of the meanwhile use and define their roles

Actors listed here might correspond to those listed in the 'Description and target' idea card

Initiator > the public or private organization who starts the meanwhile use, proposing and supervising it over time.	**Coordinator >** the public or private organization in charge of organizing resources and activities and negotiating with other actors to ensure they work effectively.	**Supporter >** the public or private organization who advocates for the meanwhile use and its value, encouraging participation with beneficiaries.	**Owner >** the public or private organization who owns the space where the meanwhile use applies.	**Facilitator >** the public or private organization who links actors to facilitate agreements or simplify the execution of actions or processes.	**Partner >** the public or private organization that supports through specific actions or resources the Initiator or other actors, leading the enactment or concrete realization of the meanwhile use.	**Funder >** the public or private organization who provides financial resources for developing the meanwhile use.	**Other roles**

Write organization/actor name

Public enterprise

Choose from options below what type of organization is it (the card contains the definition)

Describe the actor in one sentence and (optional) add details/notes helpful to specify its role in the meanwhile use

Write organization/actor name

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Write organization/actor name

Choose from options below what type of organization is it (the card contains the definition)

Describe the actor in one sentence and (optional) add details/notes helpful to specify its role in the meanwhile use

List down what actor(s) of your ecosystem will cover what role. Each role can be covered by one or more actors. If the meanwhile use does not require that role, do not indicate any actor(s).

Write organization/actor name

Choose from options below what type of organization is it (the card contains the definition)

Describe the actor in one sentence and (optional) add details/notes useful to specify its role in the meanwhile use

Duplicate the box as many times as needed to describe the actors of your local coalition involved in the realisation of this meanwhile use

Indicate with different colour actors external to your local coalition or ecosystem, whose involvement requires a new partnership

Organisation types

Startup	Local authority	Large enterprise	Social enterprise	Cooperative	Governing body or department	Voluntary or community association
Small or medium enterprise	Public enterprise	Group of companies (corporate group)	Nonprofit organization	Foundation	University or research institute	NGO

ADVANCED MEANWHILE IDEA CARD
Resources, costs and revenues

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COST STRUCTURE

Fixed costs

List here those expenses that are not dependent on the level of goods or services produced, e.g. salaries, rents, etc...

Variable costs

List here expenses that change in proportion to how much it is produced or sold, e.g. raw materials, packages, etc...

List here the detail of human, spatial and material resources you need, to be paid or that you can obtain in-kind, to implement and maintain the meanwhile use

Resources to be paid	Estimated cost	In-kind resources
Rent of space		
2 staff members		
1 external collaborator		
Digital Advertising		
10 software licenses		
Machinery purchase		
...		

REVENUE STREAMS

List here your income sources. These could include:
- Sale of physical goods
- Service use fees
- Subscription fee for the access to a recurring service
- Lending/leasing/renting of an asset for a particular period
- Advertising
- ...

INITIAL INVESTMENT

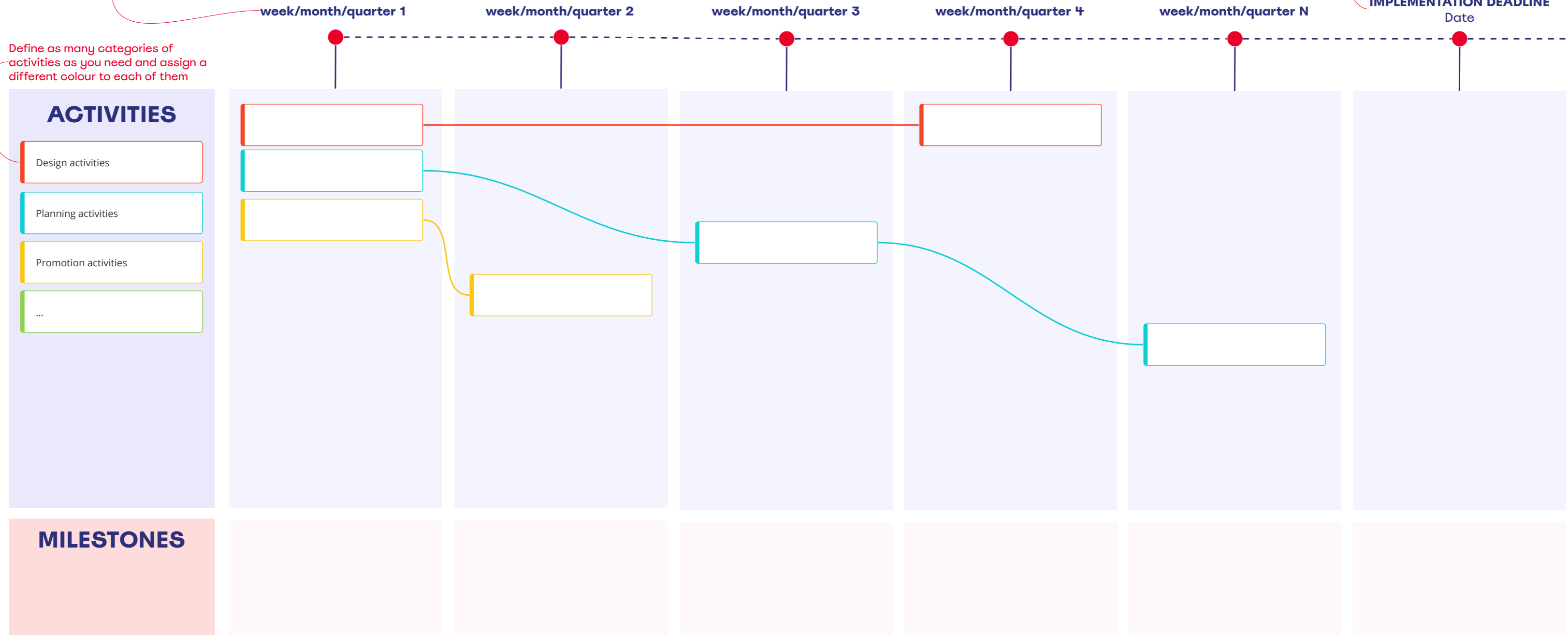# 0,00€

ADVANCED MEANWHILE IDEA CARD
Implementation roadmap

Define the activities to put in place for implementing the meanwhile use by a set deadline

Set first the deadline for implementation of the meanwhile use and then split the time available into time slots

Duplicate the board if you need more time slots

Define as many categories of activities as you need and assign a different colour to each of them

week/month/quarter 1	week/month/quarter 2	week/month/quarter 3	week/month/quarter 4	week/month/quarter N	IMPLEMENTATION DEADLINE Date

ACTIVITIES

- Design activities
- Planning activities
- Promotion activities
- ...

MILESTONES

Write here the milestones for implementation, i.e. intermediary goals and deadlines you need to achieve

ADVANCED MEANWHILE IDEA CARD
Description and target

T-FACTOR

TITLE:

Subtitle:

GENERAL DESCRIPTION:

_____

_____

_____

_____

_____

_____

Type of meanwhile use

Actors involved

Beneficiaries

USER PROFILE

Age:

Ethnic Origin:

Education:

Occupation:

Where he/she lives:

Interests:

Needs/Expectations:

Preferable Channel for Engagement:

ORGANIZATION PROFILE

Type of legal entity:

Sector:

Mission:

Key Activities:

Needs/Expectations:

Preferable Channel for Engagement:

ADVANCED MEANWHILE IDEA CARD
Experience and touchpoints

T-FACTOR

ADVANCED MEANWHILE IDEA CARD
Actors and roles

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Organisation types

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ADVANCED MEANWHILE IDEA CARD
Resources, costs and revenues

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COST STRUCTURE

Fixed costs	*Variable costs*

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Resources to be paid	Estimated cost	In-kind resources

REVENUE STREAMS

INITIAL INVESTMENT

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ADVANCED MEANWHILE IDEA CARD
Implementation roadmap

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	week/month/quarter 1	week/month/quarter 2	week/month/quarter 3	week/month/quarter 4	week/month/quarter N	IMPLEMENTATION DEADLINE Date
ACTIVITIES						
MILESTONES						