

CO-CREATION TOOLBOX



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CO-CREATION

This co-creation book is designed for the Shifra team. It is meant as a tool to prepare co-creation workshops with women from a migrant background (now called: participants).

We chose the tools presented in this co-creation book to ensure the right information will be gathered about the topic that Shifra wants to discuss.

What is co-creation?

Co-creation is one of the most powerful ways to engage with clients and deliver unique value. This unique value comes from the ability to produce a mutually valued outcome due to the blend of ideas that the participants bring.

Team Shifra knows the importance of co-creation. We want to deliver value by truly understanding the needs of the participants. This is achieved by organizing co-creation workshops with stakeholders.

Co-creation workshop

Co-creation workshops are a great way to actively engage with participants. Together, we are working towards solutions. The workshops are designed to increase the understanding of the needs of the target audience regarding a certain topic.

To be fully prepared for these workshops there are some essential tips you should consider.

What do you need as preparation?

As a preparation for the workshops, you should find answers to the following aspects:

- The **topic** you want to discuss during the workshops. Create a clear goal. What do you want to achieve?
- The **number of participants** that are available and you would like to have during the workshops. An advice is to not have more than 4 participants per group leader - when exceeding this number, it will be difficult to engage all participants.
- The amount of **time** that you need to run the workshops.

MINDSET

Focus on the following aspects during a co-creation workshop:

Focus on human values

Have empathy for the people you are work-shopping with. Be aware that you work for and with your participants.

Listen more than you speak

Listen to your participants when they speak. Ask them why they make certain decisions. Use the 'What - How - Why' method to deeply understand what their needs are. An example is:

- What do you do?
- How did you do it?
- Why did you do it like that?

Do not create bias

Ask open ended questions that do not lead to bias. Good questions are:

- What did you do when this happened?
- Why did you respond that way?
- How could it be different?

Don't ask biased questions like:

- Should concerned midwives warn the participant?
- Do you always shower before going to bed?

Communicate your message clearly

Try to communicate your message clearly and simply is easy to understand for the participants. Be well prepared for this.

We recommend to use a series of 3 workshops per topic

To make sure that the needs of the participants will be well understood and tested, we created a series of three workshops which as a bundle explores one specific topic.

Every workshop has a different purpose.

The first workshop is to gain as much information as possible from the participants about the subject.

The second workshop is to use the gathered information from the first workshop and gain more detailed information about a specific subtopic or perspective.

The third workshop helps in finding the missing links and testing if the outcomes from the first two workshops are correct. Image 1 shows how the workshops are interlinked.

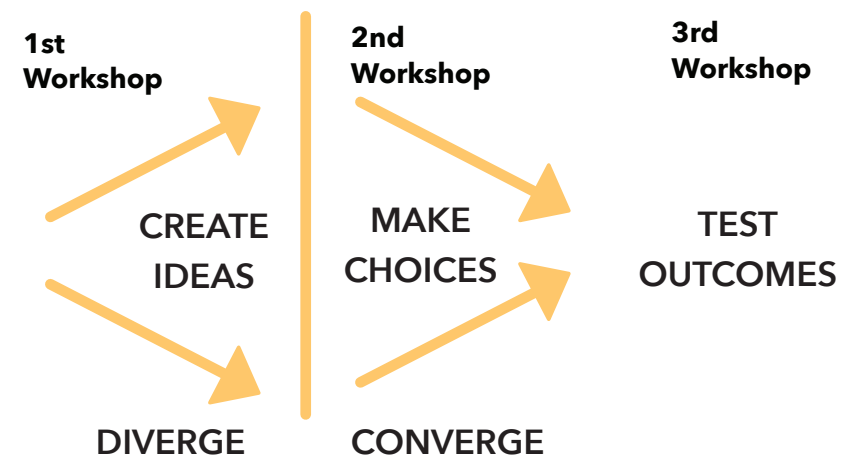


Image 1: design thinking for Shifra

8 STEPS TO CO-CREATION WORKSHOPS

The following steps will guide you through the process when co-creating a new product or service with your participants, based on the series of 3 workshops.

Step 1 Preparation

Choose a topic and set a goal that you want to achieve after finishing the series of 3 workshops. Make sure that everything is prepared before you start with the workshops. Read through this booklet and choose the tools you want to use for workshop 1. Go into the workshops with an open mind and try not to assume answers. Let the women talk and help them when necessary.

Step 2 Workshop 1

This workshop is meant to create choices about the topic from the target audience. The tools you can use are found in the toolbox under 'Tools for workshop 1'.

Step 3 Process the outcomes

You have received a lot of information from the first workshop. Write this information down straight away and add your impressions.

In the next section you will find a guide of how to process the outcomes of the workshop.

Step 4 Preparation for workshop 2

Before you start with the next workshop, it is important to set a goal. Probably, you have received a lot of information in the last workshop. Ask yourself what the focus of your next workshop will be. Be specific about it and choose a topic which is connected to your overall goal. Write down the steps you are going to take during workshop 2.

Step 5 Workshop 2

This workshop will give you more detailed information about the focused topic. It has to follow up on the outcomes of workshop 1. The tools to be used are found in the toolbox under 'Tools good for workshop 2'.

Step 6 Process the outcomes

Again, directly write down the outcomes, since they are still fresh in your mind. Be specific and separate facts from assumptions. Use the third workshop to test your assumptions.

Step 7 Prepare for workshop 3

By now you should have a clear overview of what the outcome of the workshop series could be. Write this outcome down very clearly. Decide if there is anything you would like to test or gain feedback of by your participants.

Step 8 Workshop 3

This workshop is meant to create and test the final outcome and reach your set goal. If you, for example, want to test the script of a video, you can do this now. It assures that you have created something that fits your stakeholders' needs. The tools to be used are found in the toolbox under 'Tools good for workshop 3'.

PROCESSING & RECOMMENDATIONS

Processing the outcomes of a workshop

1. Take pictures of every post-it and material produced during the workshop.
2. Based on the collected information, write down the key points (be limited in your choice).
3. Reflect on what could have gone better and how to improve it next time.
4. Write down any new learnings.
5. Decide what you will use these outcomes for and do it!
6. Save all information digitally.



Recommendations

Before starting with the workshops, make sure you have prepared the following:

1. A clear goal for your outcome
2. A clear introduction for every workshop
3. Define the number of facilitators (2 or 3 would be perfect!). They can have different roles:
 - a. 2 group leaders in case you want to divide the group. Per group of 4 there should be one facilitator.
 - b. Note-taker and photographer
4. Start every workshop with an icebreaker for the participants to feel at ease
5. The total number of people is equally divided in groups which stay the same for every tool.
6. A workshop should not take more than two hours.

Always take the following attributes with you:

- a. A notebook
 - b. Pens (enough for every participant)
 - c. Markers (one per participant)
 - d. Post-its
 - e. A3 papers
7. Use three tools per workshop
 8. At the end of the workshop, tell the participants what the outcome was and what the next steps will be.

ICEBREAKERS

Icebreakers are one of the most effective ways to kick off workshops.

These sessions are widely used to help participants to get to know each other, feel more comfortable in new groups and have some fun before the workshop officially starts.

These sessions are also a great way to engage participant actively and make sure that the goals of the workshop can be achieved.

The following icebreakers have been chosen due to their participation of both the facilitator and the participants. The icebreakers can be used for groups between 4 to 10 participants and will take about 15 minutes. Choose one icebreaker per workshop.

FIND SOMEONE WHO...

This icebreaker will help participants get to know each other quickly and start interacting.

Preparation

Prepare 4 fields filled with a series of personal questions and hand them out to the participants (see image 2).

Instructions

Let the participants stand up. Instruct the participants to interview each other and tick off the boxes that apply to a person in the room. The first person with a completed card wins (make sure there is some kind of incentive).

Find someone who..





Someone who has <u>a pet</u> . What is the pet's name? 	Someone who has <u>kids</u> . What are their names? 
Someone who <u>likes cooking</u> . What is her favourite dish? 	Someone who speaks <u>a different language</u> . 

Image 2: example of Find someone who..

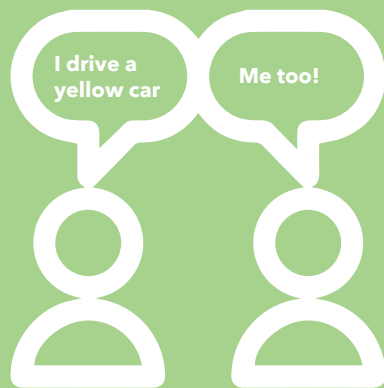
COMMON GROUND

This icebreaker is used to get to know each other better and is fairly easy to facilitate. There are no materials needed.

Instructions

Split the group into two. Let the participants find out what each other's similarities are. After 10 minutes, count how many similarities they have with each other.

Tell them to avoid the obvious (*"we're all here for this workshop"*). At the end, bring the groups together and let them share all their similarities. The group with the most similarities wins!



TWO TRUTHS AND A LIE

This is a game to find the false statement between three statements that are written down by one participant. It works well to get to know each other. This icebreaker is very easy to run. You will need paper and pens as materials.

Instructions

Introduce yourself to the group and share three statements about yourself, one of which is not true. Try to make it hard for people to guess. See image 3 as example.

The group then tries to decide which statement is the lie. Reveal the truth, and ask the person next to you to share his/her three statements. The person that discovers post lies, wins an incentive.

- 1. I have 3 children**
- 2. I live next to a farm**
- 3. We have 5 televisions in our house**

Image 3: example of Two truths and a lie..

TOOLBOX

This toolbox consists of 12 participatory tools to be used during co-creation workshops. We chose these tools for their fit with the diverse group of participants, the amount of time the workshops will run for and the possibility to combine the tools easily.

Per tool these points are explained.

- The number of participants
- The amount of time
- Used for which part of a workshop series

To make it easier for you, we wrote down instructions that can be read out loud to your participants. This should give them a clear understanding of the purpose and the actions required by them.

The tools are ordered according to the series of 3 workshops. Every tool has a description for which workshop it could best be used for. [the topic] indicates a placeholder for the topic which has been chosen for one series of workshops.

MEANING OF ICONS



More than 15 minutes



15 minutes or less



A group of more than 5 participants



A group of 5 participants or less

QUESTIONNAIRES



What is it? A set of printed or written questions with a choice of answers, devised for the purposes of a survey or statistical study.



Why do you use it: Gain a general understanding of your target group's thoughts.

5+

Material needed: Pens, questionnaires printed on paper.

Good for : If you have a big group of participants and you want certain questions to be answered by every participant without external influences.

Works good with: At the beginning of a workshop, even before the introduction.

Good for workshop: All workshops

Clear instructions to the group:

We would like you to fill in this questionnaire to make us understand what your wishes and needs are. This will help in creating [the topic]. Please answer each question on your own, without discussing it with each other.



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DISCUSSION IN PAIRS

What is it? A discussion with the person next to you about a topic that is provided by the facilitator.

Why do you use it: You want all participants to feel welcome and comfortable speaking in the space of the workshop. That's what this tool can help you to achieve. Furthermore, you can gain a better understanding of individual thoughts by listening to different discussions.

Good for: Breaking the ice or silence, participants start speaking in the workshop space and experiencing it as a platform to share thoughts and opinions.

Works good with: At the beginning of a workshop, before going into groups or discussing a topic within the whole group.

Good for workshop: All workshops

Clear instructions to the group:

Discuss with the woman sitting next to you [the topic]. You have 15 minutes to talk about this subject. Talk with each other about your personal experiences and opinions. I will listen to you and write notes. If you have questions or you don't know what to say anymore, please ask me. *[If there are issues speaking about the topic, give examples of situations that could have happened and ask the women how they would have had responded].* notes. If you have questions or you don't know what to say anymore, please ask me. *[If there are issues speaking about the topic, give examples of situations that could have happened and ask the women how they would have responded].*



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BRAINSTORMING



15

What is it? Brainstorming is a tool to effectively question a specific topic. The outcome of this tool is to create as many ideas as possible which relate with [the topic].



3-5

Materials needed: A3 paper, whiteboard or post-its and markers.

Good for: Putting ideas on paper, thinking outside of the box.

Works good with: At the beginning of a workshop, after the questionnaire.

Suggested for workshop: 1

Clear instructions to the group: We would like to know what your opinion is about this topic. In front of you, you see a big paper. Please write down all ideas that come to your mind when you hear about [the topic]. It can be anything, nothing is too crazy and there is no right or wrong. You have 15 minutes to write down everything. Afterwards, we will collect all ideas and we will continue with the next tool.



STORYTELLING

What is it? Storytelling is a way to share stories with each other. The outcome of this tool is a story that can be used for [the topic].

Material needed: Paper, whiteboard, pens and markers.

Good for: Diverging information, creating more creativity.

Works good with: After brainstorming or group sketching.

Suggested for workshop: All workshops.

Clear instructions to the group: Could you tell us about an experience you have had with [the topic]. You can tell your story, or draw it on paper, if you prefer. Per topic you have 10 minutes. When you don't know what to write about [the topic], take these 3 questions as a starting point:

- What happened?
- How did you respond?
- Why did you do this?



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3-5

AFFINITY DIAGRAMMING



30



2-5

What is it? Affinity diagramming is a tool to organize ideas and data. This tool leads to a clear order and overview of topics which will be the foundation for other tools.

Materials needed: Post-its, pens, whiteboard or A3 paper

Good for: Merging ideas, and grouping them to reach a solution

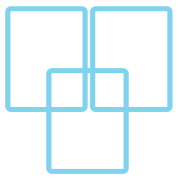
Works good with: Voting, after brainstorming

Suggested for workshop: 1

Clear instructions to the group: To organise your ideas from the exercise before, let's put ideas that are similar to each other into groups. For each group of ideas we will create a headline. There will be approximately 4 to 6 headlines which depend on your input. We will place all post-its on the A3 form and discuss what kind of headline would fit to every group of post-its.



CARD SORTING



What is it? Card sorting is a technique that helps to discover the relevance of topic(s) that have been discussed.

Material needed: 4 A4 forms with on it: 'Must have', 'Should have', 'Could have' and 'Would have'. You thereby need the topics that you want to prioritize. These can be written on post-its.

Good for: Organizing and prioritizing subjects or found issues or solutions

Good for: Voting, and after idea generation

Suggested for workshop: 3

Clear instructions to the group: We are going to decide which topics we will prioritize. Which of these topics do you think are absolutely necessary in the [the topic]? What is less important, and what could we leave out?

The prioritization works accordingly:

1. Must have: an absolute must to elaborate
2. Should have: important but not necessary for delivery in the current time
3. Could have: a desirability but not necessary
4. Would have: would be nice to have in the future, but for now not a consideration

We will discuss your thoughts per topic. We are also curious about the reasons why you think this topic is interesting or not.



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3-5

PERSONA



10

What is it? A persona is a reflection of the user needs, experiences, behaviours and goals focused on the specific [topic].



3-5

Material needed: Sticky notes or paper, whiteboards and pens

Good for: Identifying typical traits, needs and characteristics of the target audience

Works good with: Storytelling and journey mapping.

Suggested for workshop: 2

Clear instructions to the group:

How would you describe the person that [situation from storytelling] about [the topic]. Use the template in image 4 to fill in the gaps.

THINK	FEEL	IDEA about the topic
SAY	DO	RESULTS when topic gets executed

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Image 4: template for persona persona

JOURNEY MAPPING

What is it? A journey map explains the story of a customer's experience from the first till the last contact.

Good for: Understanding of the daily routine and the touchpoints with the product/service. Can uncover information that participants might find irrelevant to mention in the discussion.

Works good with: After questionnaire, persona or storytelling.

Suggested for workshop: 2

Clear instructions to the group: In front of you, you see a timeline (see image 5). This timeline is empty. We will fill this form in based on [the topic] or earlier outcomes of previous tools. Think about your interactions with [the topic] and where and when you see yourself on this timeline. Do you have positive or negative experiences with any interaction? Or is there something missing that you wish for? We start at the beginning of the journey. Think of every step you take. It doesn't matter how small or irrelevant it seems.



20-30



3-5

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	Stage 1 - Start	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6 - end
Event - what happened?						
Emotion - how did you feel?						
Experience - how did you repond?						
Influenced people						

Image 5: template for journey mapping

VOTING



What is it? Voting is a tool that democratically helps decide which topics will be focused on.

5-10 **Material needed:** Markers and post-its



Good for: Deciding on the most important points to tackle during this workshop

2-3

Works good with: At the end of a workshop or after group sketch, affinity diagram or brainstorming. This tool is used as the second or third topic, as converging tool.

Suggested for workshop: all workshops

Clear instructions to the group: We have created a range of topics but we need to focus on one. To choose which topic we prefer please write your favorite topic on a post-it and hold on to it until everybody is finished. When everybody is finished, please stick your post-it next to your chosen favorite topic. The topic with the most votes will be the topic of choice.

ROLE-PLAYING

What is it? Role play is a tool in which participants assume characters and create stories together.

Material needed: no materials needed.

Good for: Testing a process and reactions to new product/service, uncover needs and issues that participants feel uncomfortable speaking about

Works good with: After icebreaker and first discussions or several exercises, or after persona or story telling.

Suggested for workshop: 3

Clear instructions to the group: For this tool we want to ask you all to stand up. We found this [the topic] and we would like you to think of the moment when this happened. I (Rebeccah), will be the midwife in this situation. How did you respond? You can say anything you want, we are here to understand your needs and help you.



5-30



2-4



SKETCHING



20-30

What is it? Sketching is a tool to draw what a solution of [the topic] could look and work like. Sketching is not about precision and detail. It is about communicating ideas that are difficult to capture otherwise.



1

Material needed: A4 paper, whiteboards and markers

Good for: create a visual outcome (sketch or product) if this is the goal of the workshop

Works good with: After affinity diagramming and/or voting, to sketch a specific solution.

Suggested for workshop: 3

Clear instructions to the group: We are very curious what you think of [the topic]. To understand your thoughts and ideas, we would like you to sketch it. We don't expect very detailed sketches or masterpieces. Just draw what you think a solution would look like and how it should work.

How to process: Look at the similarities and the differences in the drawings. What do you notice? Are there point that stand out? Point you did not expect? Write them down and ask the women why they chose to draw this.



GROUP SKETCHING

What is it?

Group sketching is a quick tool for developing and explaining ideas simultaneously.

Why do you use it: In order to share the insights from previous tools and for discussion between the participants.

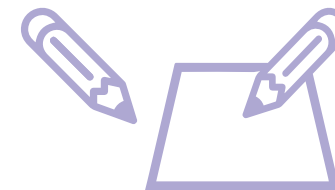
Material needed: Big paper or whiteboards and pens

Good for: Narrow down to most key topics, share insights

Works good with: beginning of workshop, after questionnaire.

Suggested for workshop: 3

Clear instructions to the group: Together with your group draw what this [topic] is about for you. Discuss what the different solutions could be. Where are the differences and similarities within the group?



30



2-4

TEAM ALL

This booklet has been created by team ALL. ALL stands for the first letters of our names (Alisha, Lena, Lou) and is a metaphor for inclusivity, which is part of Shifra's vocabulary as well. We are an enthusiastic and energetic team of master students, studying at Swinburne University of Technology in Melbourne, Australia. For the past 12 weeks, we have been working together with Rebeccah and other volunteers of Shifra to help make the vision of Shifra become reality.



ALISHA

"I am multi-local, have lived and studied in four countries, and love to travel!"

Hi, I'm currently a Master of Design Strategy and Innovation student and my background is in graphic design. To create an even better working atmosphere, I love to bring sweet potato chips to share with the team!



LENA

"I love baking bread even if the outcome is mostly rock hard"

Gutentag! I am a pursuing master in Organisational Innovation and Entrepreneurship. I have been trained and grown up with business and the wonders of art.



LOU

"My day starts with coffee and the beach!"

Goedendag! My master is in Design, Strategy and Innovation student. My background is in User Experience Design. I am a runner, catch me if you can!

NOTES

