

Which formats are you going to use?



Guiding Instruction

We now want to intervene. To decide what format we should use, we need to understand what the intervention should achieve.

What needs to change for the stakeholder to move? What is the key shift we want to trigger?

With this understanding, we can choose our formats so it can serve the purpose we need it for.

1. What are you trying to achieve? What are the requirements of the format?

What needs to change for this stakeholder to move?

(e.g. Knowledge? Attention? Understanding? Motivation? Legitimacy? Confidence? Other?)

What is the key shift you want to trigger in this stakeholder?

(e.g. From unawareness to awareness? From confusion to clarity? From uncertainty to commitment?)

2. Choosing your formats

Format

Why is this format suited for your personas habits, needs, or preferences?

What would success look like for this format (e.g. response, behavior, feedback)?

Breaking the formats down to small Prototypes



Guiding Instruction

Having chosen your format, it is important to choose the format that is most promising. Often this choice is just based on assumptions.

Here, we will use small "prototypes" to test them in order to understand better what ideas carry real value for the people they are intended for.

Format	Mini Prototype Idea	Who can give you quick, useful feedback?	How will you know if it works? Test Question

Project Canvas



Guiding Instruction

To put all of the work of the last 2 Sessions together, fill in the project canvas.

The project canvas helps you to put all the information in one document, which will help you keep the overview for the next phase.

Project Title: _____

General Policy Problem: _____ **How might we** _____ ?

What is the general problem you want to address?

Specific Problem: _____ **How might we help** _____ (name, occupation)

What is the specific problem of your target group you want to address?

to _____ (impact, need)

in a world where _____ (insights, constraints, opportunities) ?

Outcome: _____ **Impact:** _____

Idea 1

Idea 2

Idea 3

How do you solve your personas challenge?

What is your small prototype for testing your idea?

who will you test it with? What's the test question?