

Week 2 at Edventure



Monday: Happy Birthday Matt!! (And an amazing soup made by Valentine!)

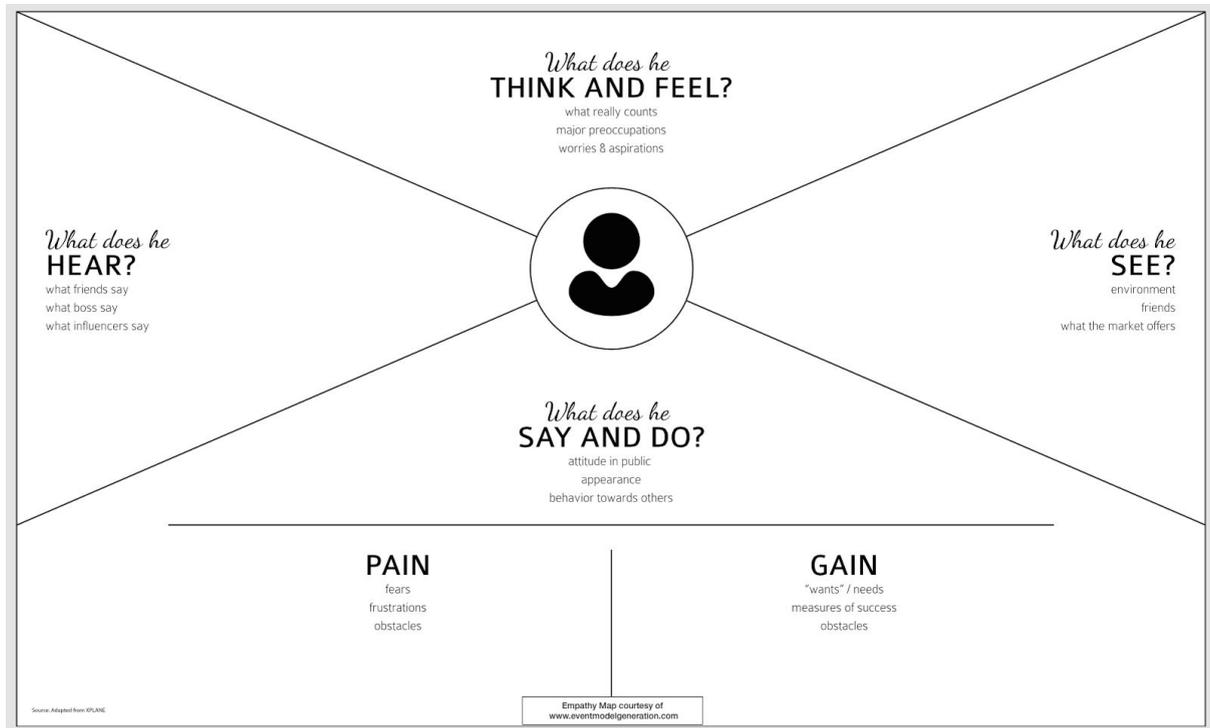
Week two on the Start-up course at Edventure was all about discovery. After presenting to SHARE supporters in week one, we all had lots of ideas for how to move forward with our project of creating a stable and more impactful SHARE shop. However, as we were told in our weekly brief, we these kind of things it is 'important not to jump the gun'. Discovery was the first step, and we needed to gather some data so that any ideas that we eventually implement at the end of our project are really significant, and grounded in reality.

To make sure our week was a success we also had amazing workshops in design-thinking, empathy mapping, question design and teamwork theory alongside our independent work on building questionnaires and interviewing people.

Our first workshop: Design-Thinking

Dominic, who is a director of products at VYPR and works in the Welshmill Hub alongside Edventure, came in to do a design-thinking workshop with us. Design-thinking is a solution focussed method of working, often used by designers to solve big problems. Design-thinking helps you to understand people's needs and to creatively discover the best solution to that need.

One aspect of design-thinking that we covered was empathy mapping:



An empathy mapping template

The empathy map tool was really useful for us to understand our target audience. By putting ourselves into the shoes of a member of SHARE and coming up with an interpretation of how they might feel, what they see, what they hear, and what they do when dealing with the SHARE shop, we would be able to get a better idea of how our 'user' experiences it. This exercise will be really useful for the team when we start to consider in greater detail who the SHARE shop's customer is and what could help us to increase usership and to incentivise membership. We also found this exercise useful when thinking of questions to ask people in this week's upcoming interviews. For example, *how do you feel when you enter the SHARE shop?*

Our second workshop: Transactional Analysis

Neil 'surname?' kindly came in on Tuesday to give us a workshop that would help us towards being a great team and avoiding some common pitfalls of dealing with other people. He warned us early on that although the name sounded very boring (transactional analysis), it really wasn't! And he was right, this was a really interesting workshop and all of the group came away with a lot of positive thoughts.

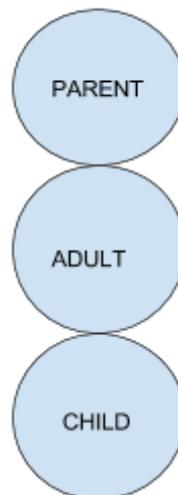
Transactional analysis is a theory of human behaviour that is designed to be easy to understand. Briefly, the theory states that there are three ego states in every person: Parent, Adult, and Child.

The **parent ego states** are the part of each person gained from events in the first five years of life, named because these events are usually directly related to the parent at that age. Because of the young age these events are usually recorded without question or analysis and, therefore, become ingrained in us as values, beliefs, prejudices and internal self-talk. The parent state of behaviour, feeling, and thinking, is the unconscious mimicking of the events experienced at a young age. Examples of this are things like 'look before you cross the road', 'you must try hard' and 'be strong/don't show emotions'.

The **child ego state** represents how the emotions and feelings which accompanied an external event in a child up to the age of five. It is the state in which people behave, think, and feel similarly to the how they did in childhood. For example, throwing a tantrum when something doesn't go the way you expected it to.

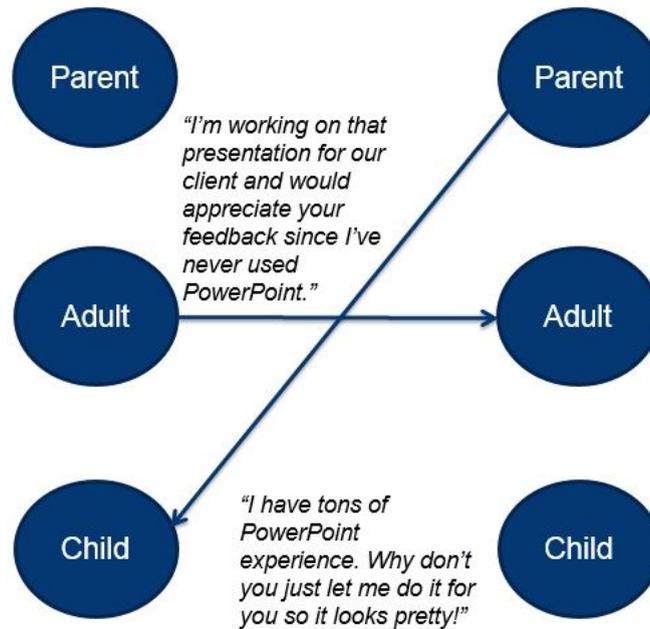
The **adult state** is the rational and problem-solving state, behaviour in this state tends to be assertive or confident, whilst being self-comfortable.

The 3 ego states



As normal humans, we all fluctuate between these states at different times and in the face of different experiences.

The theories of transactional analysis get really interesting when you bring two people together - like in a teamwork environment, or in day to day relationships. One example that we discussed was the crossed transaction.

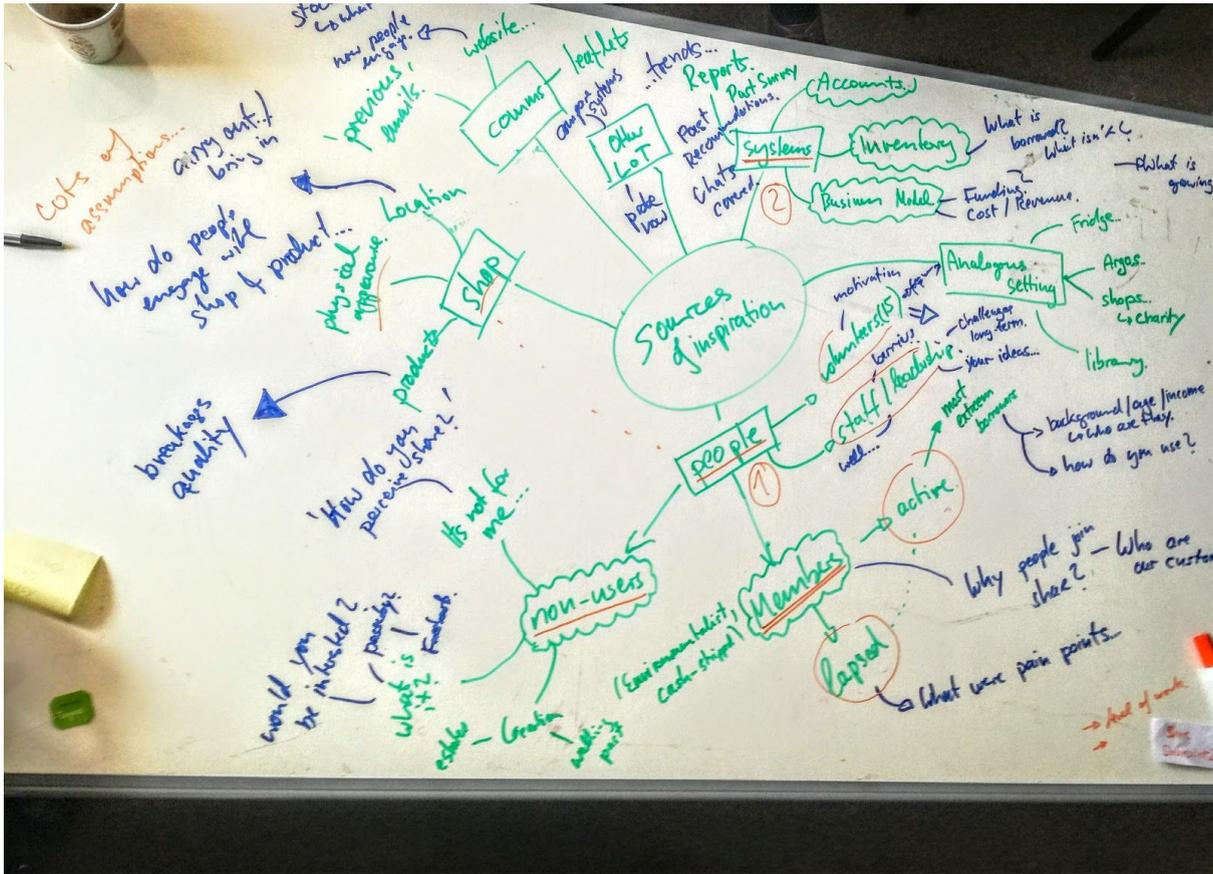


The crossed transaction happens when one person's response is addressed to a different 'ego state' than the one they were first addressed with. Crossed transactions were particularly important because they help us understand why communication is disrupted. For example, in the picture above the response to 'can you pass the salt' comes from an ego state of the parent as it is in the spirit of teaching a lesson.

We went into a lot more detail on transactional analysis, and found it to be a really useful tool in case of we had any communication problems in the future.

Building our questions and gathering data!

Before we started collecting responses we had to design questions that would allow us better understand the SHARE shop. We first thought about what our sources of inspiration were i.e. who or what could we get information from to help us better understand our challenge.



Sources of inspiration

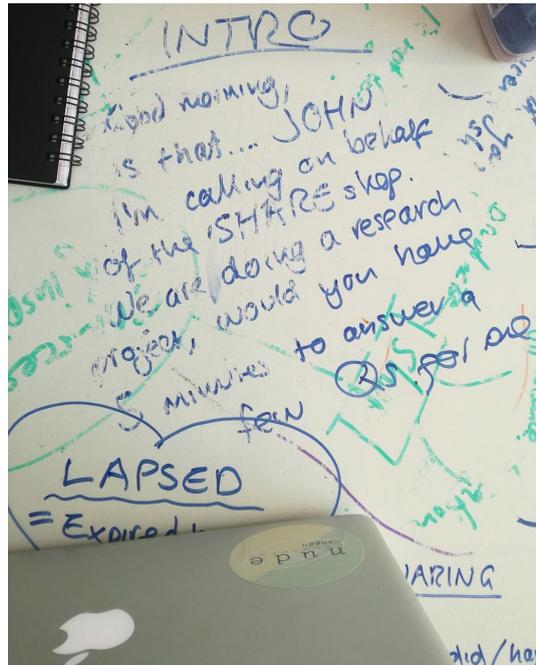
After a brainstorming session facilitated by Johannes, we had lots of ideas for inspiration. We then focussed our research for this week down to four 'inspirational' groups of people who we would like to interview: Staff & Volunteers, Active Members, Lapsed Members, and Non-Users. From these four groups, we needed to test our own assumptions about the SHARE shop and to get an idea of their empathy map (from design-thinking), as well as to understand the main differences between the groups. This would help us make sure any ideas we decide to go forward with in the future were grounded in reality and would have a real impact on SHARE's success.

After deciding on a few main question themes for each group (e.g. background, motivation, engagement, user experience, ideas & solutions, pain points & gain points) we split into smaller teams to brainstorm question ideas. We aimed to come up with as many wild ideas as possible on post-it notes and then to go through a process of elimination and refinement until we reached our final questions. This worked really well, especially with the help of a mini-workshop from Amelia on questions types, everyone gave lots of ideas and we managed to finish with 10-15 strong questions per questionnaire.



Working hard

The next step was collecting responses, we had to present the following day so the pressure was on. We needed to get a good amount of responses to our questionnaires to be able to feedback a good foundation of data to the management and leadership of the SHARE shop. Considering the short time frame (3-4 hours) in which we had to get this data, we decided direct action was the best way. For the active and lapsed members, as well as the staff and volunteers, we would turn Edventure into a call centre and spend the next 2 hours calling people and gathering their responses.



Our Introduction Speech Whilst Calling Members

This went amazingly well. Everybody was willing to chat and answer our questions, they were open and generally very positive about the SHARE shop. As a team we managed to get around 40 responses overall in one day by phone. Now we just had to interview non-users to complete the data collecting stage.

For non-users, we decided that we needed to interview a wide demographic of people. So we split into teams and went into the streets of Frome in the rain, 4 of us went knocking on doors, and 2 of us stood on the high street near the SHARE shop to get people as they passed by. We didn't manage to get nearly as many responses, especially on the visit to the high street - which was described by Matt as a "miserable failure" - as nobody was willing to stop for an interview. However, we had some really interesting conversations with people in the residential areas near Edventure. It was positive to know that although many people hadn't heard of SHARE, they were interested to hear more and most said that it was something they would definitely find useful.

Making Sense of the Data & Sharing

In the morning before presenting our findings we had about two hours to look at the data, draw out some themes, create visuals, and build it into an organised presentation. We split up into groups to work on each of the questionnaire responses. For the active and lapsed users, our aim was to categorise responses into themes for each, for example, for the question 'What made you sign up as a member to the SHARE shop?' we had a variety of responses that we were able to narrow down to 5 main themes: Community, Environment, Support the idea, Price, and Useful. This helped us to compare across categories, to see what some of the differences were between an active member and a lapsed member.

appearance (1) atmosphere (2) community (2)
 concept (2) environment (2) events (1)
 everything (2) **items** (5) location (2)
 price (2) storage (1) useful (1)

A wordcloud of what some of our active members like about SHARE.

Now all of the team had gathered what they wanted to present, and our team leader this week (Matt) had prepared the introduction and conclusion to the presentation, we were ready to go. We headed down the SHARE shop to set up. One of the team had a great idea to visualise the presentation by scribing all of the information as we presented, this worked really well as it made a visual record of what we were saying so that our audience could easily keep track of it all.



Rosa Visualising Our Presentation

We presented for around 20 minutes and then had a discussion and feedback session with the management of the SHARE shop. The presentation went really well, we had lots of great feedback and everyone seemed happy to have some evidence to support their ideas and to find out some real feedback from the Frome community. We really appreciated the insights and direction from the SHARE leadership team following our presentation!!

A lot of the data that we collected so far was very positive, but it also gave us all a lot to think about for the upcoming weeks. Not only does our research need to continue so that we reach others in the community, but we can also refine our questions even further to get more specific responses.

Overall it was a very busy week. We learned a lot and had a lot of fun!

P.S.

We also had some feedback on our presentation skills from Amelia in a meeting afterwards. Here are some of the general hints and tips she gave us:

- It's great to smile lots and laugh in your presentation as it helps the audience connect with you.
- Take bigger breaths - it's okay to pause to collect your thoughts.
- Talk more slowly
- Eye contact with your audience is important.
- Watch your nervous habits (we are going to film ourselves next time to see what we do...)