

Making Digital Work

Digital Toolkit
Summary



Overview

Summary of the Digital Toolkit for Arts and Culture

Digital practice is now common practice in many organisations. It is however still new, still “R&D” for arts and culture organisations who, through the Digital R&D Fund for the Arts, have been collaborating with technology and design specialists to explore new digital opportunities, share learning and engage with audiences in new ways.

Taking its inspiration from the project case studies, the toolkit is a suite of resources, tips and articles aimed at arts and culture practitioners wishing to test ideas, improve existing digital products and services or develop new ones.

The toolkit takes you through the why, who, what and how of digital product development following a framework which was created by a collective of practitioners drawn from the arts and media sectors and from the R&D Fund funded projects.

The toolkit is 80 pages long so before you print it all out you might find what you need in this summary where we present an overview the digital product lifecycle and an outline of the key tools you can find in the toolkit. It’s not exhaustive, but we have endeavoured to keep it simple so that some of the principle pieces are relevant to the widest possible number of organisations.

Digital Product Lifecycle



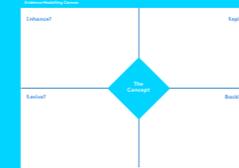
Why Make Something Digital?

Testing Your Concept

From the outset your digital activity should be designed to help your organisation achieve its mission and create value for your audience.

Wherever your ideas come from and whatever stage your digital development we have three well-known and simple tools which can help you enhance, test and refine your concept before you dive into business development.

Improve What You Have: Evidence Planning Tool



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Understand And Shape New Ideas: Six Hats Technique



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Fix Something Broken: 5 Whys Technique



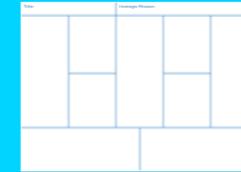
What Is It and Why Are We Doing It?

Developing Your Digital Concept, Product or Project

The business planning process will help you define and understand what your product (or project) is and what the benefits will be to the business.

Here we suggest three different options each of which gives a one page overview where you can lay out what you want to achieve, what you will need to do it and how you can go about it.

Ambitious or complex idea? Business Model Canvas



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Start-up or project? Lean Canvas



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Need a full business plan? Business Plan Worksheet



Defining Your User & Building Personas

Researching Your Audience and Building Personas

The more you know about your audience and what they want the better your product will be. You should embed audience research, insight and feedback from the start.

The toolkit includes some simple tips for undertaking desktop research into the demographics and size of your intended audience. It also includes advice on building personas - fictional portraits of users which should be used to inform development.

Once you have boiled this information down, create the fictional person you are serving, give them a name, an occupation, interests and so on drawn from your research. Once you have a name for the person it is often useful to create an empathy map for that person and then use that as the basis for filling in the personal worksheet...



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Product Roadmap

Preparing a Product Roadmap

A product roadmap is a document or presentation which tells the story of how your product will develop through production and testing to launch and then through subsequent releases. It's where you pull the threads of user experience, marketing and storytelling together. You can create a product roadmap purely for internal purposes for sharing with your team, IT or marketing colleagues OR it can be a document you make more public to share with your suppliers and stakeholders. It's likely that your product will consist of several projects involving different teams at different times, so your roadmap is the one stop shop showing all the projects that are contributing to the vision and showing the points where they might be dependent on each other.

There are many product management methodologies to choose from - you need to find the one you are most comfortable with. For example, if you are working in an Agile way with your partners then standard practice is to start with a Vision Board which will look something like this:

Product Vision			
Audience	Needs	Features	Value
User			

Continuous Improvement

Continuous Improvement

It's not always possible to know what success will look like, particularly when you are undertaking risky or innovative new projects. Objectives can be fuzzy and failure can even be good if it happens fast and if the learning is reinvested back into the product or the wider business. Success can also feel like failure if your site gets so much traffic that it falls over and you need to scale up quickly.

The toolkit contains advice on setting up performance criteria and how to use a learning loop to assess what is working and how to invest in continuous improvement for your product and your organisation.

How to

Place each of the four headings on a whiteboard or large sheet of paper and populate each area with real data (statistics, verbatims, trends) that provides evidence of what is working, what needs improvement and what new features or projects are planned. It helps you check whether your organisation actually learns from its experiences (both success and failure) and is improving continuously. While working through this it helps to bear in mind where you see your product or project in two years time to make sure that your product, your organisation and your audience are all travelling in the same direction.

