Prototyping to Build Capacity

Using iteration processes to facilitate cross-departmental collaborations and change

#ASTC2018

October 1, 2018
ASTC 2018 Annual Conference

Session Panelists

Prinda Wanakule
Director of Exp Dev & Prototyping
The Tech Museum of Innovation
pwanakule@thetech.org

Dana Schloss
Director of Exhibit Experience
New York Hall of Science
dschloss@nysci.org

Janella Watson
Associate Director
Providence Children's Museum
Watson@ChildrenMuseum.org

Julie Bowen
Museum Consultant
Columbia Group
julie@columbiagroup.ca

Nathalie Puzenat
Project Manager
Universcience
nathalie.puzenat@universcience.fr

A Primer on Change Management

Change management model (Kotter)

A Summer of Prototyping @ Providence Children’s Museum

PCM’s Creativity Initiative

A three-year multifaceted venture designed to build creative confidence in children.

Working in collaboration with the arts and design communities of Rhode Island, the *Creativity Initiative* will present immersive, design-rich exhibits, educational programs and maker workshops, both in the Museum and in settings across the state.

Summer of Prototyping

- Six weeks of **intensive**, rapid prototyping
- 100 **little experiments**
- **Invitation** across every department, role and function
- **Facilitation training** and practice for Experience Coordinators, AmeriCorps Members, Researchers, and Volunteer Play Guides

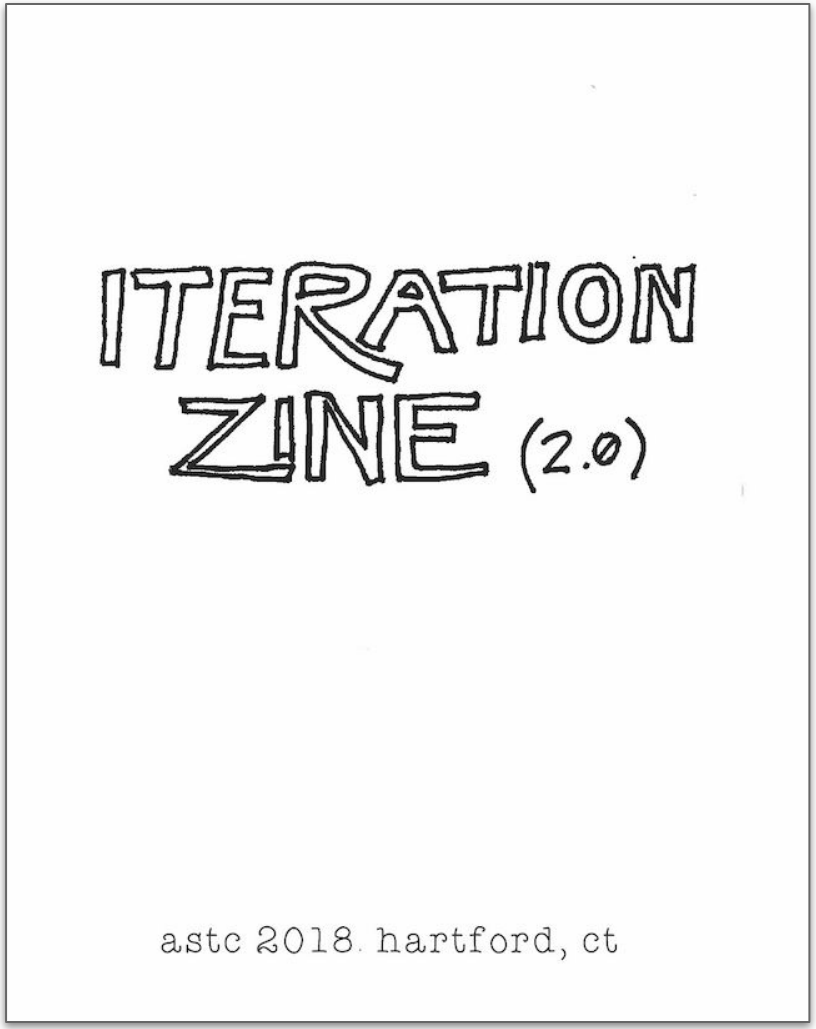
Summer of Prototyping

- Developing new approaches to **collaboration** between Exhibits, Education, Research, and Visitor Experience
- Practicing new methods of research, evaluation, **documentation**, and **reflection**
- Building new social media presence and developing **new institutional voice**

Key Insights

- Change is **exhausting**, challenging and takes time, intention and **resilience**
- **Practice** new ways of being our creative selves, building capacity, and sharing ownership
- **Small experiments**, incremental changes, and **healthy risks** are necessary ingredients to institutional change
- Continued work to translate what we learned into **sustained processes**, practices and ways of working together

Iteration Zine 2.0

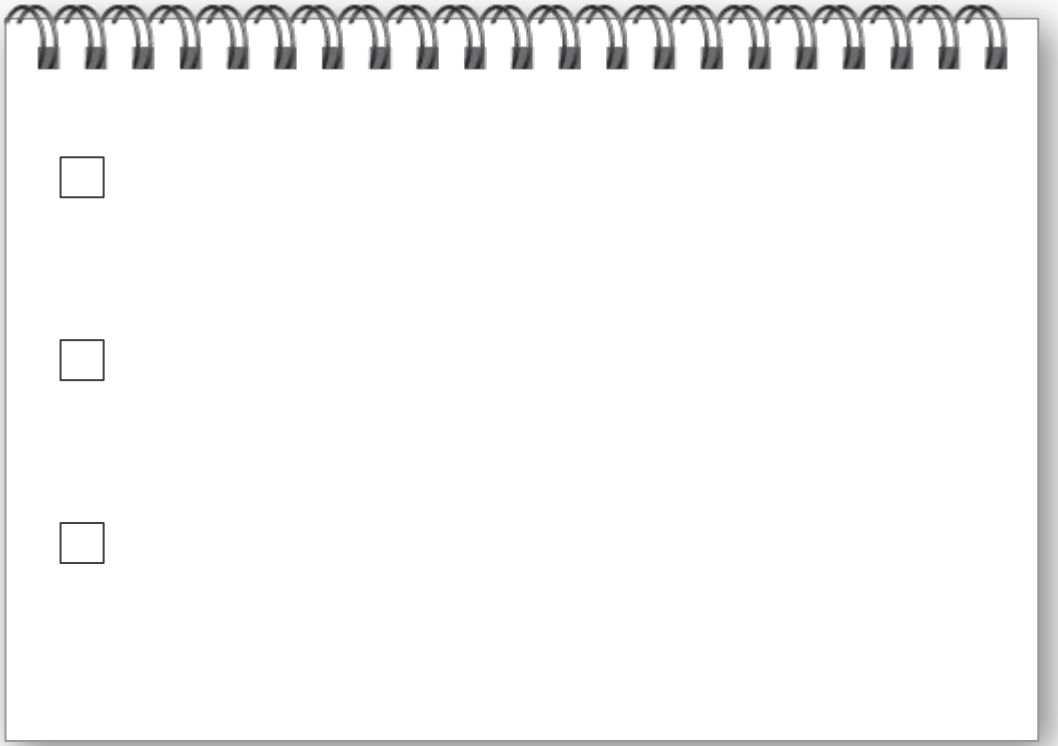


What’s bothering you?

What's bothering you?

Gripes, or what do you repeatedly complain about to your friends & family?

Whether its parents paying attention to their cell phones (when you'd rather they play with their kids) or a school group running and screaming through a gallery -- any behavior that more than 5 people do repeatedly -- visitors, co-workers, whomever -- it can probably be defined as a design problem & remedied.



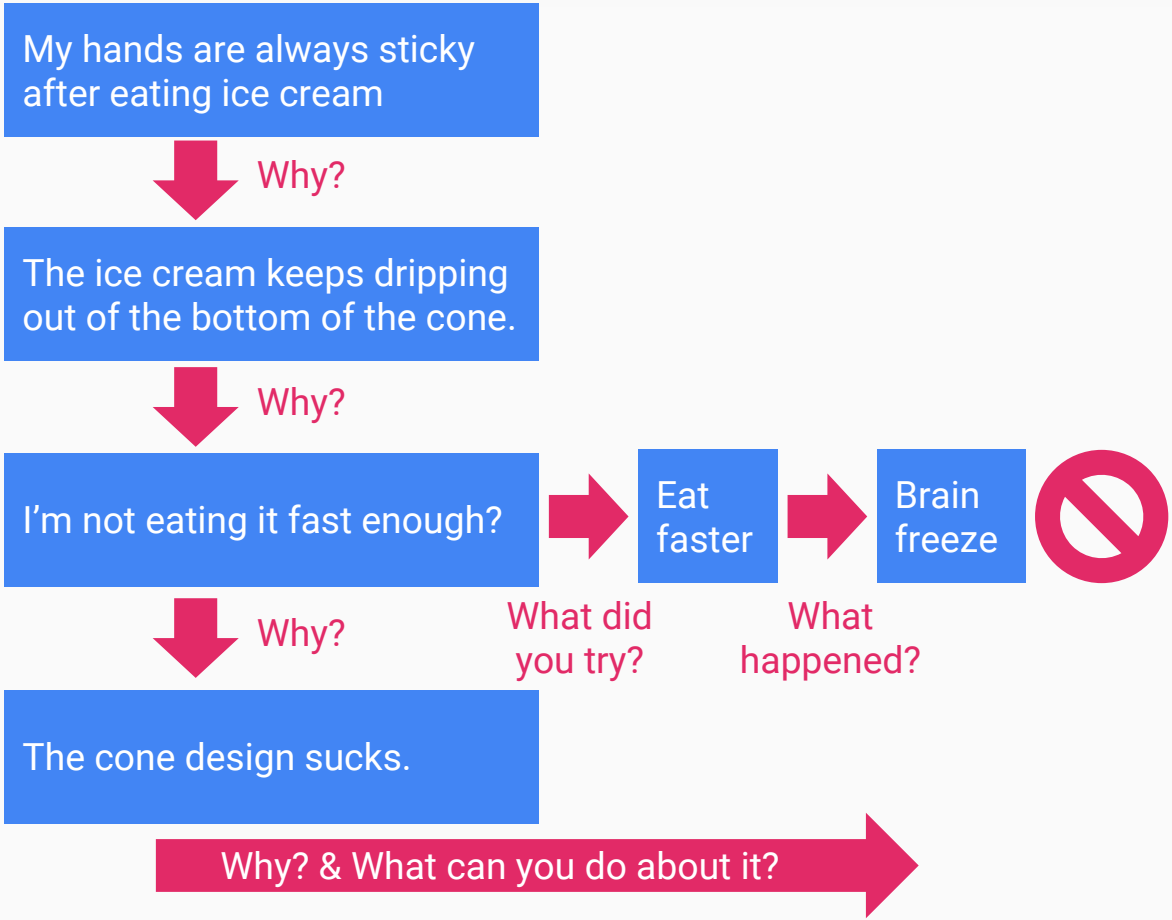
Try to come up with a few examples before choosing one to focus on.

WHY WHY WHY WHY WHY (or the 5 Whys)

5 Whys: Helping You Get to the Root Cause

- Sometimes it isn't obvious what the underlying problem is behind the issue that is bothering you
- You're seeing the **symptoms** rather than the **cause**.
- In order to prevent the issue from happening again, you'll want to use counter-measures to address the underlying problem, rather than putting a bandaid on it
- Talking it out with someone and asking a series of whys helps you dig further into the issue

How to get started



How to get started

My hands are always sticky after eating ice cream

Why?

The ice cream keeps dripping out of the bottom of the cone.

Why?

I'm not eating it fast enough?

What did you try?

Eat faster

What happened?

Bra
fre

Why?

The cone design sucks.

Why? & What can you do about it?

Booking individual areas in Design Lab is confusing for teachers.

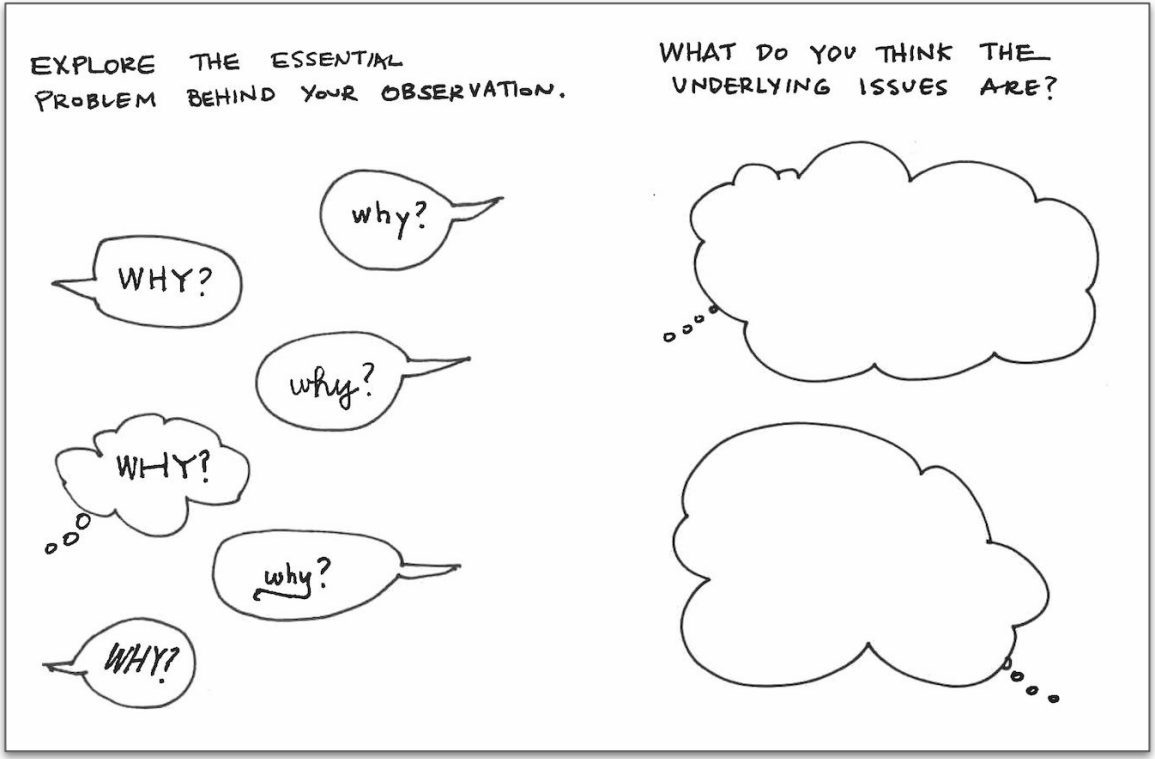
(A more relevant example)

Your turn!

Form a small group of 2-3 people

Take turns doing the 5 Whys exercise, about **6-7 minutes per person** (20 minutes total for this portion)

Write down your ideas about what your underlying issues are.



Influence & the Science of Persuasion

From: Secrets from the Science of Persuasion by Robert Cialdini and Steve Martin
All fabulous bird images ©Julie Bowen. Follow her @julie_nkwali on Instagram for more!

Reciprocity

Obligation to give when you receive

Scarcity

People want more of those things they can get less of

In a business context – what's unique about your proposal

Authority

People will follow the lead of credible, knowledgeable experts

Consistency

People like to be consistent with the things they have said or done.

Voluntary, active, small, public commitments that can be built upon

Liking

People who have things in common with us, who compliment us or who cooperate with us toward mutual goals

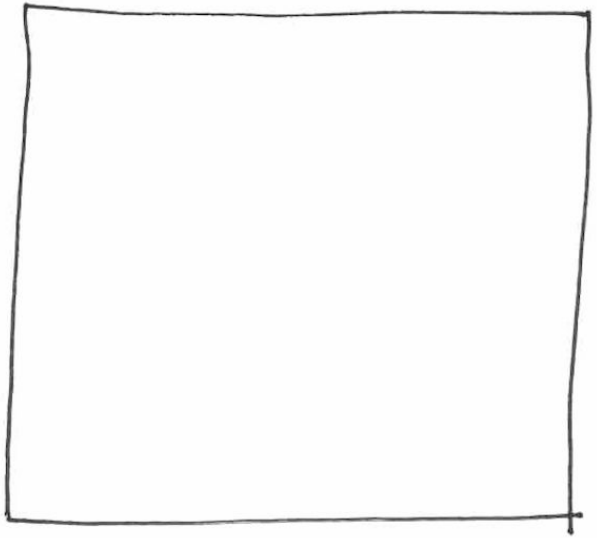
Consensus

When people are uncertain they will look to the actions of others to determine their own

Control vs Influence

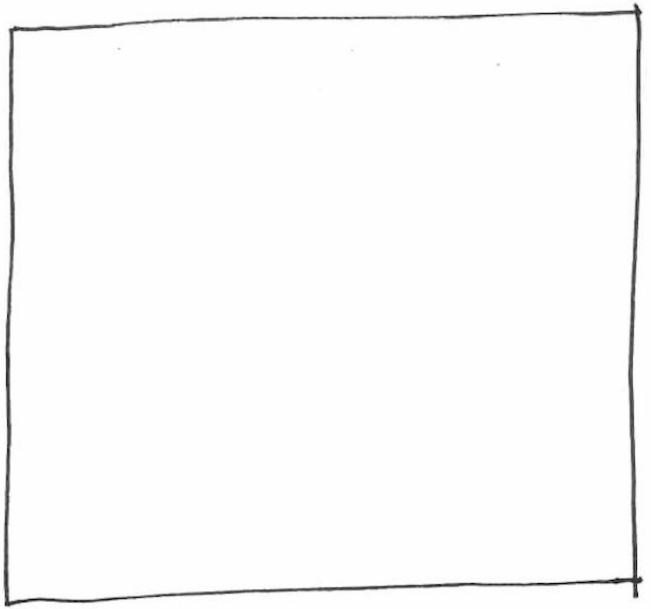
WHAT DO YOU HAVE
CONTROL OVER
IN THIS SITUATION?

DRAW OR LIST FIVE THINGS:



WHAT DO YOU HAVE
INFLUENCE OVER?

DRAW OR LIST FIVE THINGS:

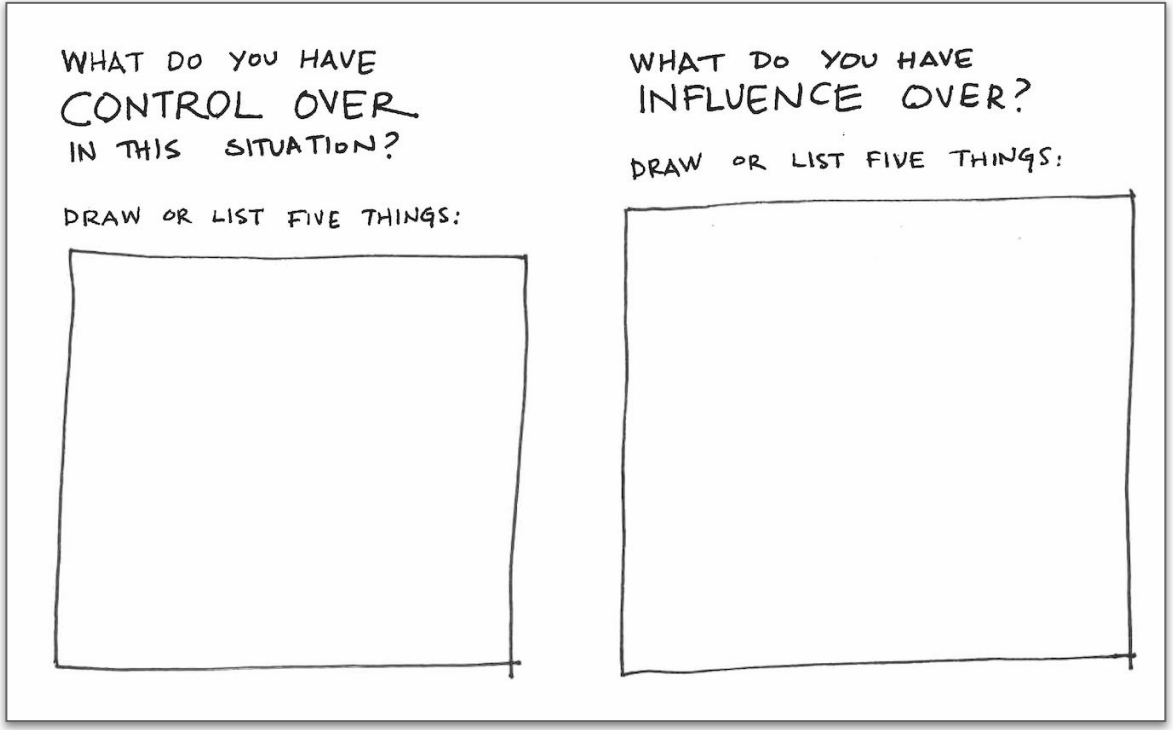


Your Turn

What do you have CONTROL OVER in this situation? Draw or list five things.

What do you have INFLUENCE OVER in this situation? Draw or list five things.

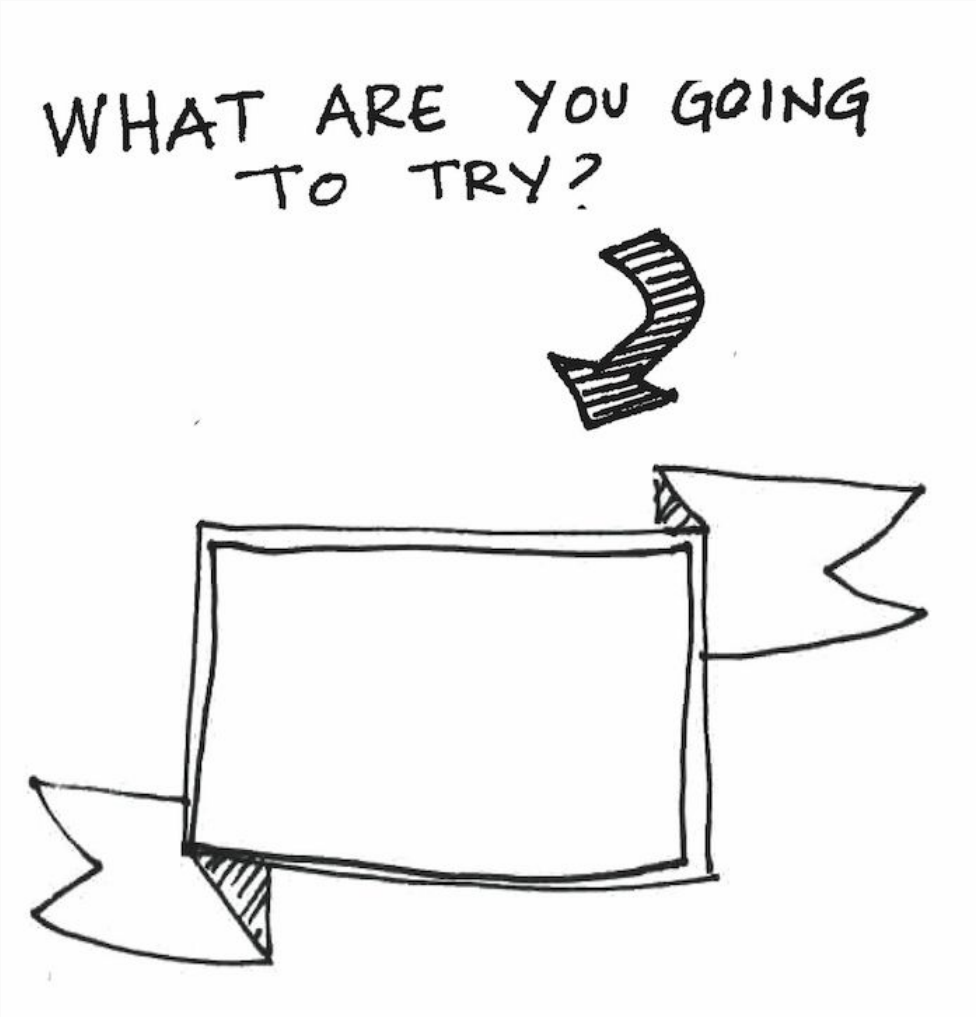
AND...



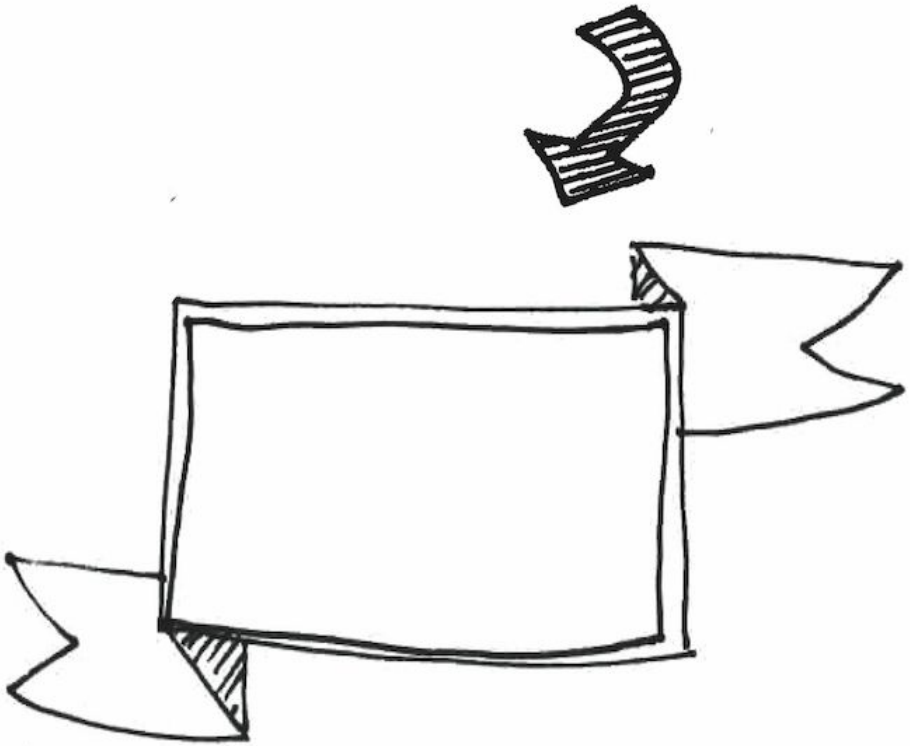
What are you going to try?

Discuss in your small groups (2-3) to get some feedback and to help clarify what you might do.

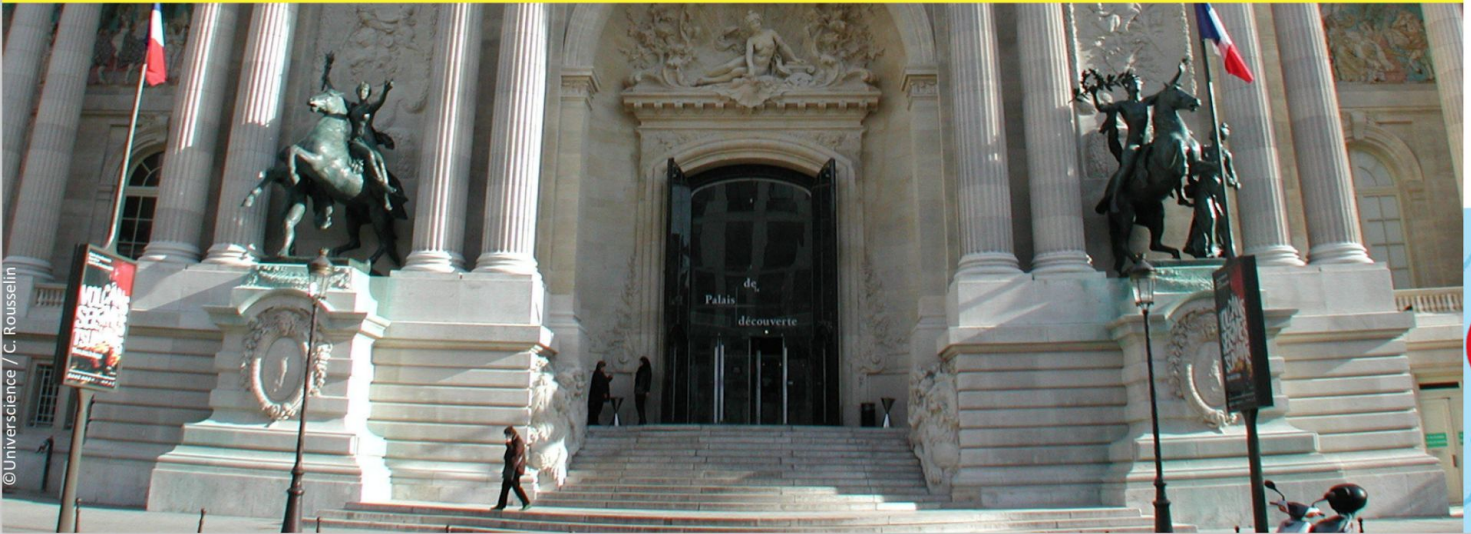
15 min total



WHAT ARE YOU GOING TO TRY?



Prototyping to prepare renovation in Palais de la découverte

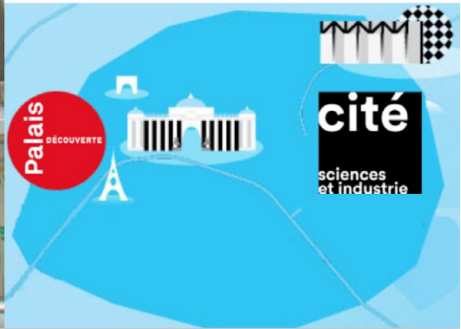


©Universcience / C. Rousselin

Nathalie Puzenat
Project manager
Nathalie.puzenat@universcience.fr

Antonio Gomes da Costa
Head of Science Mediation
Antonio.gomesdacosta@universcience.fr

universcience
Paris - France



Prototyping with the community at the Palais de la découverte (Paris)

Nathalie wasn't able to join us in Hartford, but she's got an amazing story to tell about some experiments they've conducted (and are conducting). Download her slide deck here:

https://drive.google.com/file/d/0B--6USNpniKUTzFxU0w2a2pWeTgyWU83X2otV2g5a1dqNGFv/view?usp=sharing

And contact her at nathalie.puzenat@universcience.fr

Session Panelists

Prinda Wanakule
Director of Exp Dev & Prototyping
The Tech Museum of Innovation
pwanakule@thetech.org

Dana Schloss
Director of Exhibit Experience
New York Hall of Science
dschloss@nysci.org

Janella Watson
Associate Director
Providence Children's Museum
Watson@ChildrenMuseum.org

Julie Bowen
Museum Consultant
Columbia Group
julie@columbiagroup.ca

Nathalie Puzenat
Project Manager
Universcience
nathalie.puzenat@universcience.fr