Prototyping to Build Capacity

Using iteration processes to facilitate cross-departmental collaborations and change

#ASTC2018

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Session Panelists

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A Primer on Change Management
Change management model (Kotter)

1. Create urgency
2. Form a powerful coalition
3. Create a vision for change
4. Communicate the vision
5. Empower action
6. Create quick wins
7. Build on the change
8. Make it stick
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

ITERATION ZINE (2.0)

astc 2018, hartford, ct
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 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

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

Brain freeze

What happened?

The cone design sucks.

Why? & What can you do about it?
My hands are always sticky after eating ice cream

Why?

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Why?

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Why? & What can you do about it?
Booking individual areas in Design Lab is confusing for teachers.
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
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
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