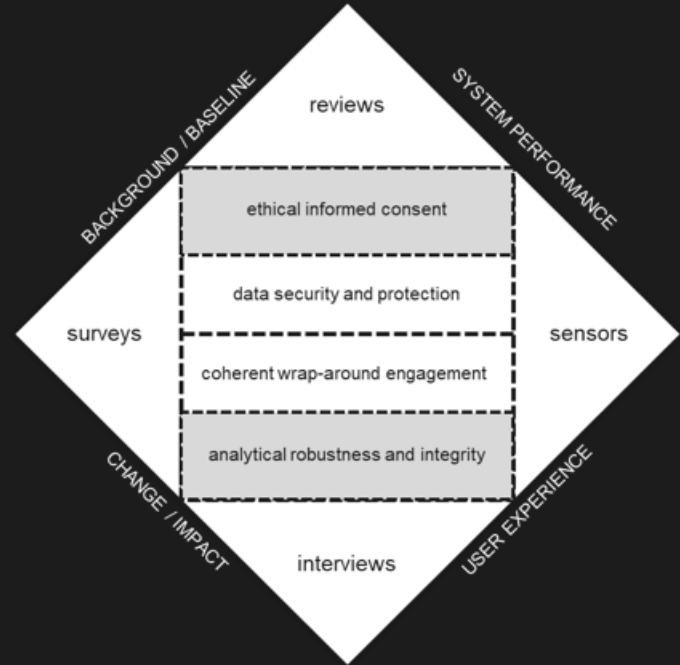


# The Open Prototyping **DISPLAY** Tool

In the Display stage, the prototype is shared to communicate, share, showcase or test the novel concepts, ideas and technological solutions.

It is a chance to test things out in real social contexts, and thereby explore and make visible their possibilities and limitations for future research and development in the field.



## Purpose of the tool

This canvas invites you to set up a well-rounded data capture as the prototype is shared with users. Specific attention is paid to the ethical approach to the data collection and enabling robust, scientific analysis.

## What does it do?

This tool allows you to plan effective ways to interact with your users/participants and capture data, ensuring you are not asking too much from them.

It reminds you to clarify the purpose of involvement to them, in order to clearly communicate why this data and this research approach is needed and obtain informed consent.

It suggests a number of different types of data collection, so you can choose the most appropriate (mix of) engagement tools.

## How to use it?

### **STEP 1: Plan the required data collection.**

Looking at what your prototype is trying to achieve, propose a set of empirical data concerning user interaction with it that would effectively assess its performance. Establish a baseline and benchmark for change.

### **STEP 2: Frame the data collection experience for the user.**

Ensure data collection is not duplicate and as easy and integrated into the user experience as possible.

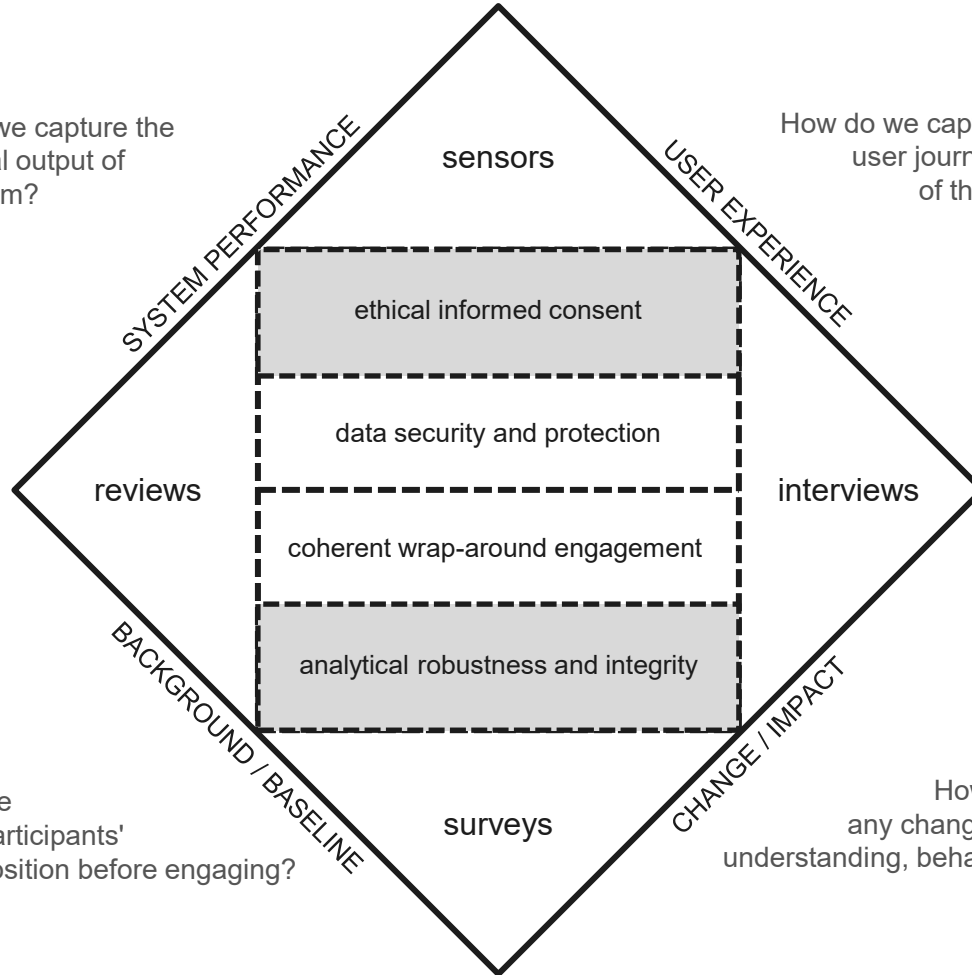
### **STEP 3: Develop protocols for informed consent and data analysis and storage.**

Assess the totality of data collection and devise a seamless pathway to obtain informed consent. Develop a data storage and analysis plan, ensuring data will be used and kept safely.

# The Open Prototyping DISPLAY Canvas

How do we capture the functional output of the system?

How do we capture the actual user journey and quality of the experience?



How do we capture participants' starting position before engaging?

How do we capture any changes in participant understanding, behaviour, or views?

## How do you capture outputs?

The different dimensions of data collection and analysis can be summarised in a structured pathway table.

The pertinent question is what, who and how is being gathered and processed, and how to ensure it is as seamlessly integrated into the prototype experience as possible, whilst retaining the ethical standards and scientific rigour.

Mapping the Display plans in advance also enables team engagement and information sharing, including briefing the involved participants (for informed consent) as well as colleagues collecting data (to understand their role better).

What data is being collected?

Who is collecting the data and how?

How is the data stored and processed?

baseline

performance

experience

change