DIGITAL SOCIAL IMPACT



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this document.
www.digitalsocialimpact.eu



Changeboards

Description

Changeboards

Changeboards is a visualisation tool that can be used to support and structure the development, evaluation and communication of social impact projects.

Course Configurator > Step 2: Deliver

Best used for

Ideation and validation.

In the context of Digital Social Impact courses and learning activities

Getting new insights into the challenge from different perspectives can help the students get another take and feeling for their project

Main Target Group

Students.

Potential tools for digitising this activity

Could be down via an online call/breakout rooms

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Additional Resources

Learn more about Changeboards Activity approach from the University of Copenhagen

Step by Step

1 Getting started. changeboard idea. Changeboards typically visualises six user scenarios that, when combined, create the change scenario of the concept. In order to create Changeboards please answer the following questions:

Target group: Who is the target group (users) and what characterises them?
Need: What does the target group need solved? Why is it important for this group to have it solved? What is the purpose of the concept?
Solution: How does the concept solve the problem of the target group? What is the conceptâ??s core experience? Why is the conceptâ??s core experience relevant for the target group?
Benefits for the target group: What are the particular benefits for the target group (users)? Why is the target group interested in your particular concept? Does the target group have a reason to return to your concept?
Benefits for customers: What are the particular benefits for the client/customer? Why is your concept better than other similar concepts?

2 For the students to satisfactorily answer the above questions they need to work visually with storytelling scenarios, because the visualisations can reveal the atmosphere, challenges and beliefs much more clearly than words. Please use the template in the column to the right on this page.

1. Scenario â?? visualise the target group as a typical user.
2. Scenario â?? visualise the userâ??s need.
3. Scenario â?? visualise a solution that suits the need.
4. Scenario â?? visualise the userâ??s use of the solution.
5. Scenario â?? visualise how the user benefits from the solution.
6. Scenario â?? visualise the significant changes and consequences that the solution has on the userâ??s daily life.

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