

DIGITAL PLATFORM DISCOVERY

Boston / Cambridge / Somerville
Regional Cultural Infrastructure Planning

November 28, 2022

INTRODUCTIONS

3:30 – 3:40PM

What's a December program or event we should check out?

MEETING GOALS

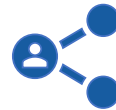
3:40 – 3:45PM



**Project
Review**



**Human
Centered
Design 101**



Share Out



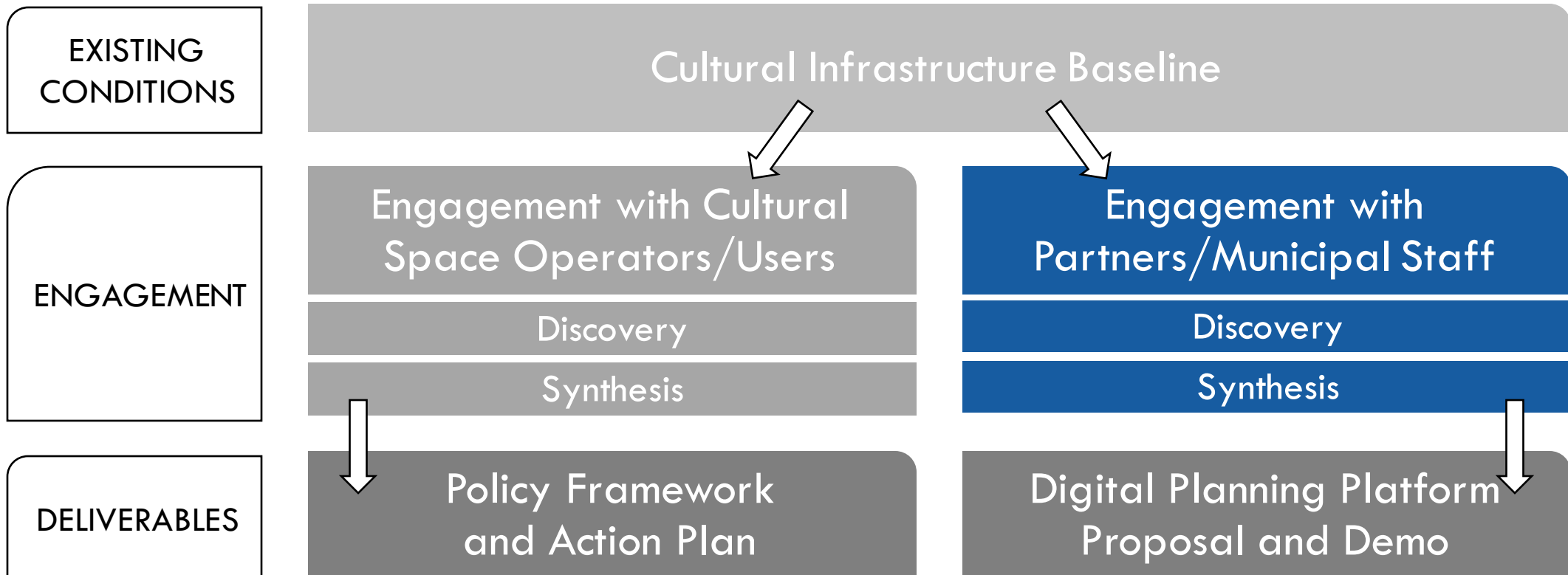
**Ideation
Activity**



**Housekeeping
+ Scheduling**

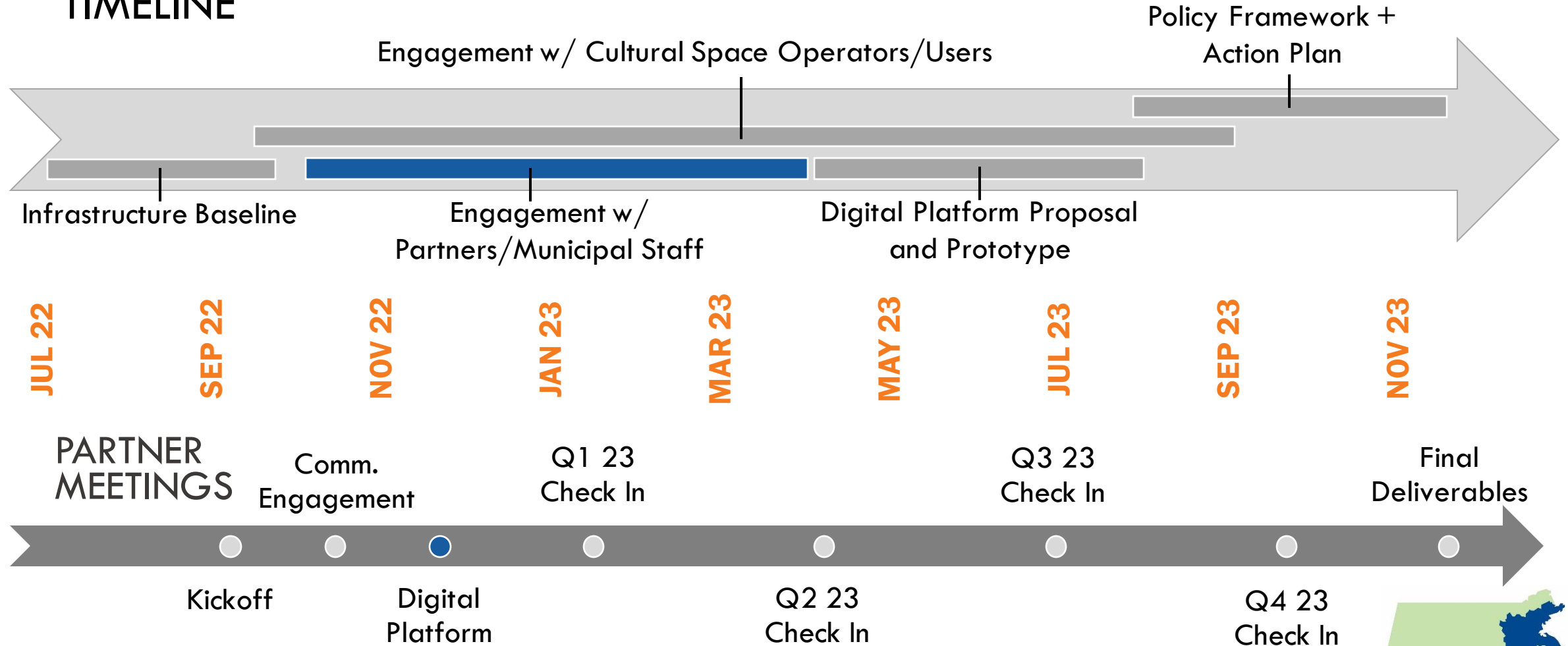
PROJECT OVERVIEW

WORKFLOWS



PROJECT OVERVIEW

TIMELINE

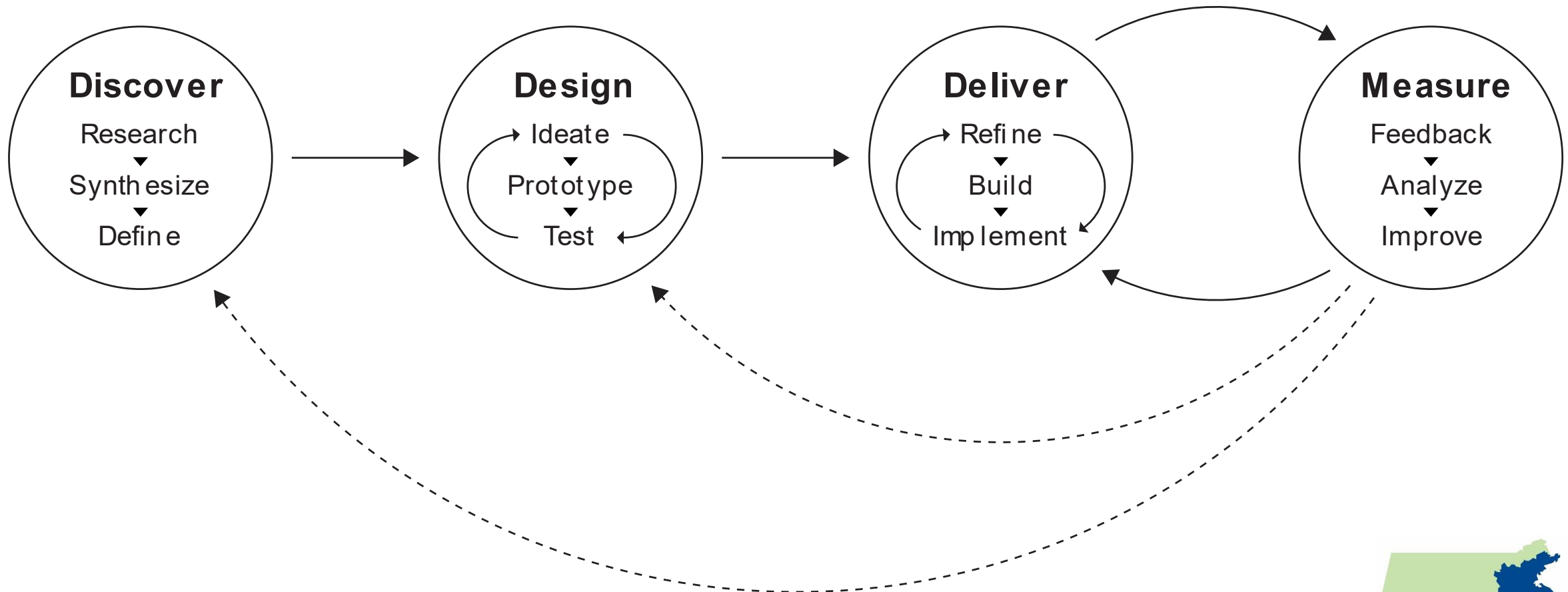


DIGITAL PRODUCT DEVELOPMENT 101

3:50 – 4:10PM

DESIGN PROCESS

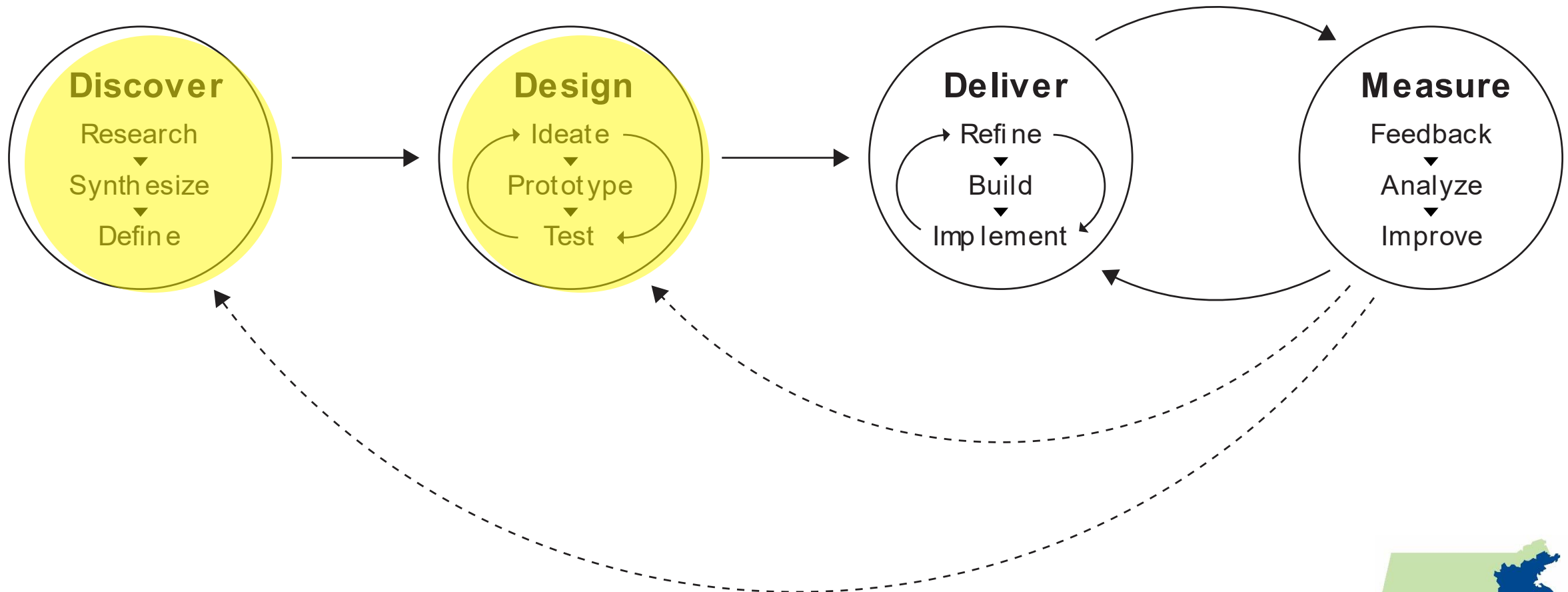
HCD for Digital Products



Source (and further reading!): <https://hcd-design-phase-concept-guide.netlify.app/>

DESIGN PROCESS

HCD for Digital Products



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WHAT IS A "CULTURAL FACILITIES DIGITAL PLATFORM?"

(and what does it need to do?)

DISCOVERY

LISTEN AND REFINE THE SCOPE



- Qualitative research approaches
- Understand existing context
- Gather participants' and stakeholders' perspectives and experiences
- Synthesize results to define specific parameters for the intended product/service.

DISCOVERY OUTPUTS

METHODS

→• Key informant interviews ☒

→• User interviews ☐

→• Process mapping ☐

→• Technical systems review/
data inventory ☐

OUTPUTS

Identified target user(s) + user
persona(s) →•

Identified priority user scenario(s)
(problems-to-be-solved + data needs) →•

Preliminary platform
recommendations →•

Technical and practical context and
constraints →•

USER STORIES + SCENARIOS

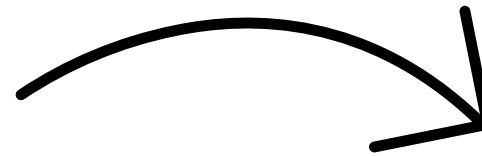
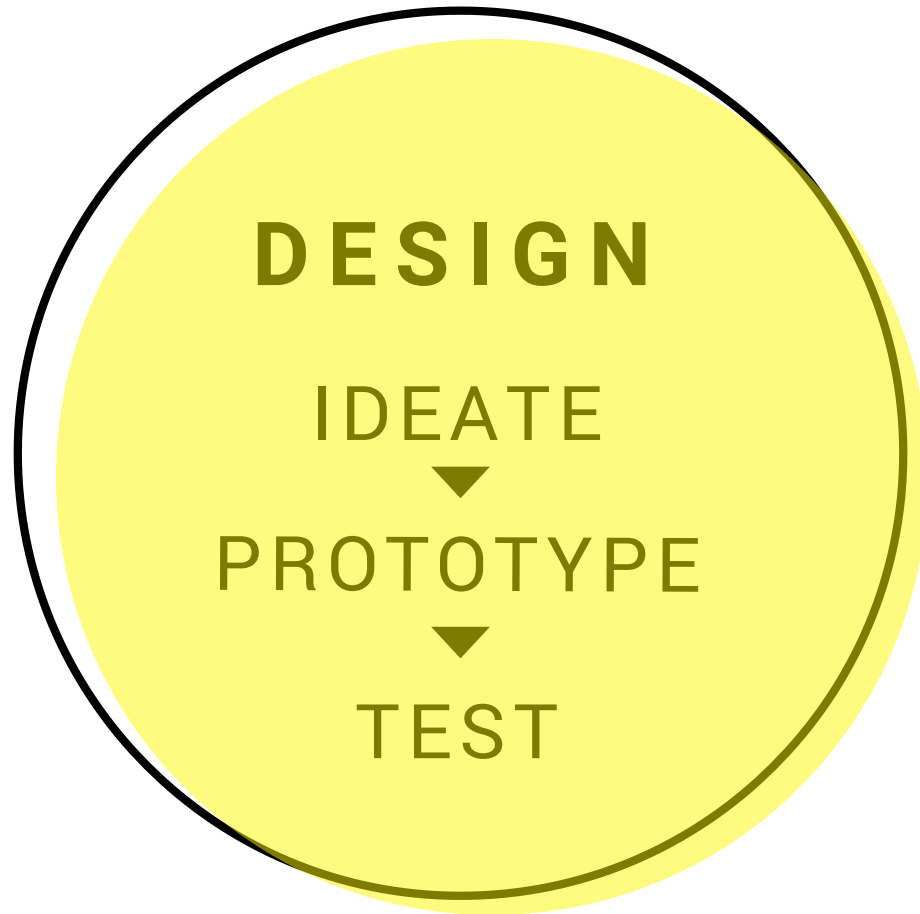
WHO NEEDS WHAT AND WHY?

As a [user persona],
I want to
use [x data]
in order to [specific action]
so that [specific outcome]

As an arts and culture planner, I want to
use data on the location and type of
cultural facilities
in order to map geospatial trends and
track change over time
so that we can influence citywide and
neighborhood scale planning
activities in ways that promote equitable
access to cultural resources.

DESIGN

ITERATIVE PROTOTYPING PROCESS



GOAL

Generate a "minimum viable product" (MVP) to bring in front of users in a live environment

DESIGN OUTPUTS

METHODS

- Brainstorming and ideation
- Data collection and standardization
- Experimenting with existing tool
- Prototyping new tools and workflows
- User testing and iteration

OUTPUTS

- Preliminary cultural facilities data inventory →•
- Prototype experiments and ultimately a platform MVP →•
- Documented user feedback on the MVP →•
- User-validated product requirements + specifications →•

PROTOTYPING + MVP

What is it and what makes a good prototype?



MUST HAVE

The requirements that are necessary for an operational platform



SHOULD HAVE

Features that are important for a successful platform but not absolutely necessary



COULD HAVE

Features that are nice to have, but have a smaller impact on the platform



WILL NOT HAVE

Features that have been recognized as not a priority for the scope of the platform

SHARE OUT: WHAT WE'VE HEARD SO FAR

4:10 – 4:35PM

KEY INFORMANT INTERVIEWS

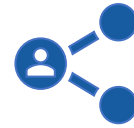
LINES OF INQUIRY



**Platform
Goals**



Users



Use Cases



**Data
Context**

PLATFORM GOALS

What is a "Cultural Facilities Platform?" & why do you want one?

You said:

- **One-stop shop** for finding arts spaces and venues
- A **map** that makes cultural assets "visible"
- A tool to advance **equity** and identify needs, opportunities, and **risks**
- A tool to promote arts and advance cultural **policy and planning**
- A resource to bring about information sharing and **coordination across the three cities**

"Transit; green space; housing. These have established ways of showing up in planning work...that's not as easy for arts right now. We don't have a go-to database or spatial tool."

"The work of artists and creatives pours across city boundaries. A shared resource could be genius."

USERS

Who will be the primary user of a cultural facilities platform?

You said:

- **Primary user:** municipal arts and culture staff
- **Secondary user:** municipal planning or community development staff
- **Other users** or stakeholders: municipal data/GIS staff, arts advocates, artists, city council, property owners/developers, non-profits, the public

"This is the team [for art spaces]. We're going to be the ones doing this work."

"If it's too complicated for you to build and maintain, guess what, it's going to be too complicated for us to use."

"In general, planning/community development would be one of the primary groups that would use a tool like this, outside of ourselves"

USE CASES

What specific problem(s) should a platform solve? Which of these are most essential?

You said:

- **Development plan review**
- **Spatial / Equity Analysis**
- **Advocacy/Transparency**
- **Public meeting notifications**
- **Keep track of set aside commitments**
- **Risk analysis**
- **Track costs/rents**
- **Measure impacts**
- **Compare change over time**
- **Match artists + spaces + audiences**
- **Standardized data inventory and map**

"A mapping tool—knowing where [art spaces] are and how best to support them—would help with other kinds of planning, and help us prioritize."

"Having some kind of data tool would help us make the case to private developers about what are the needs and what is the value."

DATA CONTEXT

What are the existing relevant data sources and systems? What are the data needs?

Summary of your responses

A hodge-podge of different data sources were cited or shared as relevant:

- Live/work space inventory
- Grant applications data (MCC grants)
- Permit/License data (ex. Entertainment licenses)
- Surveys or crowdsourced art spaces submission forms
- GIS maps or data associated with specific projects/research
- Mailing lists
- Zoning (overlay) data
- Federal data from NAICS codes / NTEE codes
- Events calendars or arts websites
- Third party data (ex. Creative Ground, Eventbrite, SpaceFinder, Peerspace, etc.)

"We have data on individual artists [who have applied for grants], but not necessarily their spaces"

"A lot of knowledge sits in people's heads and inboxes; hard to share internally and harder to share regionally"

FINDINGS & OPPORTUNITIES

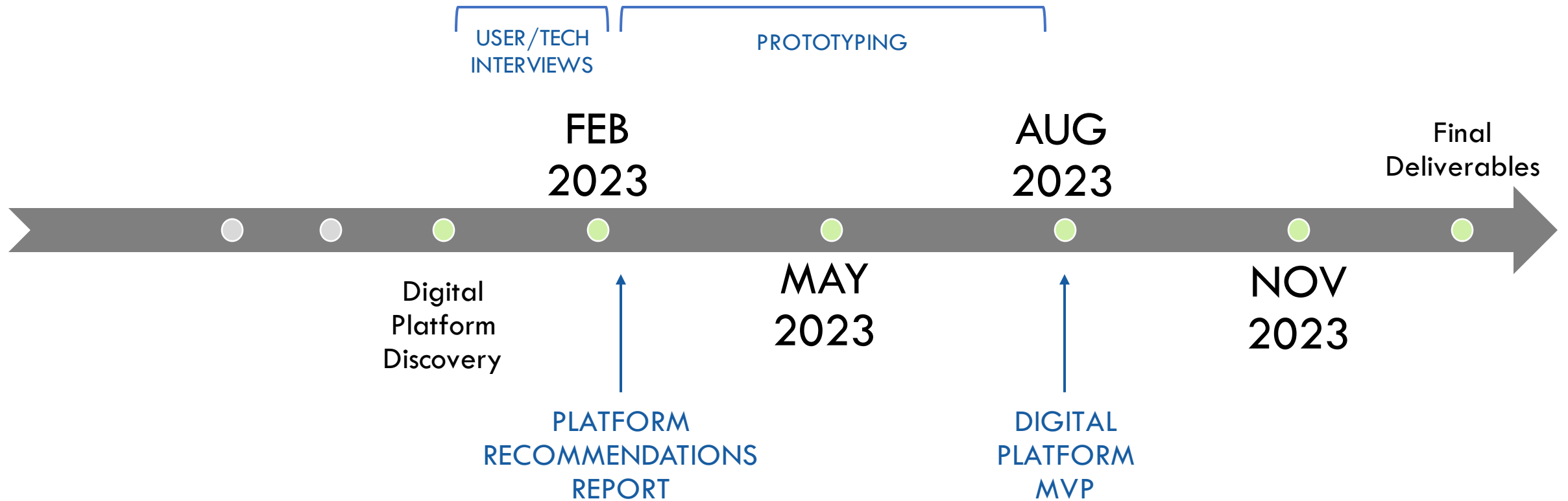
SUMMARY OF WHAT WE HEARD

- **A vision for better data collection and sharing** was expressed by all three cities
- **Arts and culture staff are the primary users** for collecting data
 - Planners may be secondary users of this data tool
- **Data is atomized and messy** and needs to be made standardized and clean
- **Keep it simple**, easy to use and maintain

"Having a simple map of datapoints is probably the best launch point, and other things can build off of that."

An editable shared map and database of arts spaces has emerged as the priority use case to serve Arts and Culture staff as the primary user.

NEXT STEPS



IDEATION ACTIVITY

4:35 – 5:10PM

ACTIVITY INSTRUCTIONS



SCENARIOS

Brainstorm 3-5 scenarios and tasks based on your User Story

**WORK
SHEET**



FEATURES

Brainstorm features or requirements in a planning platform that would support those tasks

**SMALL
STICKIES**



VOTE + SORT

Share out your team's features and vote as a group to sort into MoSCoW

**BIG
STICKIES**

USER STORIES

As an arts and culture municipal staffer, I want to build and maintain a data inventory of arts spaces in my community so that I can map and share these facilities as (regional) cultural assets.

As an arts and culture municipal staffer, I want to map, filter and analyze cultural facilities data so that I can track trends and gather insights to inform policy and planning.

As a city planner, I want to access data showing cultural facilities near new/proposed real estate developments so that I can better understand neighborhood context and more readily include considerations for arts and culture in the development plan review process.

"We have all this information, and we need a place to put it so that it shows up."

"It would be great if a tool could show the council that we need more support for [arts and cultural] spaces"

"Having some kind of data tool would help us make the case to private developers about what are the needs and what is the value."

STEP 1: SCENARIOS

TRANSLATE YOUR USER STORY INTO SPECIFIC TASKS



Brainstorm 3-5 specific **scenarios** that fit your User Story and **write them on your team's worksheet**, e.g. :

**"PRODUCING
SHARED DATA"**



Contributing artist live/work data to a shared database

"USING DATA"



Locating all dance facilities to identify clusters and neighborhood access

**"DEVELOPMENT PLAN
REVIEW"**



Identifying nearby arts stakeholders to include in the community feedback process

STEP 2: FEATURES

HOW WOULD A PLANNING PLATFORM HELP?



Brainstorm ideas for how a digital platform might help support your team's tasks and **write each feature on a sticky note**:

THE PLATFORM INCLUDES A:



THE USER IS ABLE TO:



► Use a "no bad ideas" approach to generate as many feature requirements as you can!

STEP 3: VOTE + SORT

LEFT SIDE (MUST/SHOULD) vs. RIGHT SIDE (COULD/WON'T)



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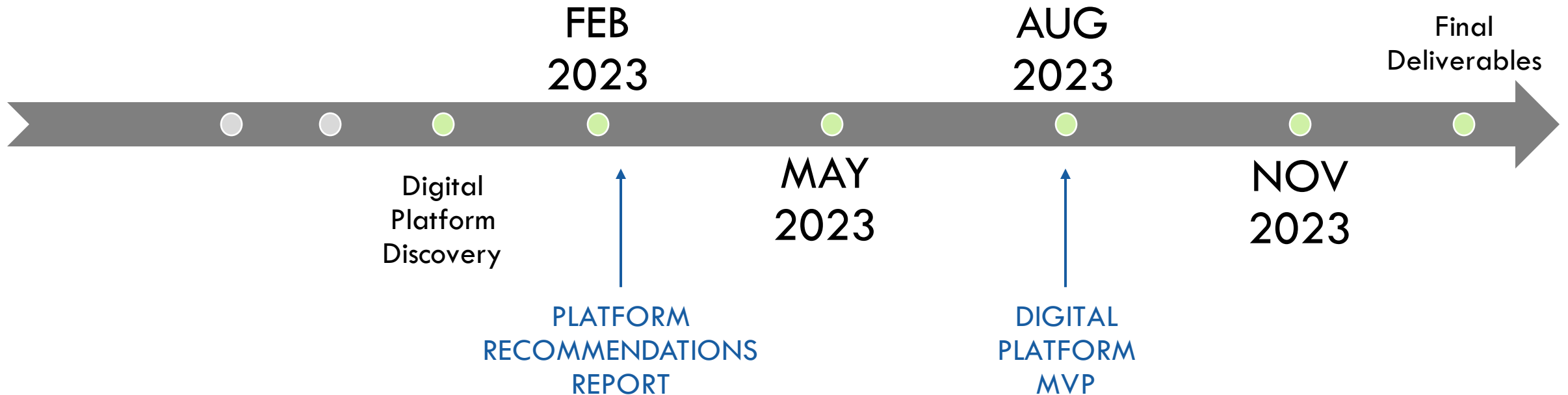
WILL NOT HAVE

Features that have been recognized as not a priority for the scope of the platform

REFLECTIONS?

PARTNER MEETINGS

QUARTERLY SCHEDULE



THANK YOU!