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

EXISTING CONDITIONS

Engagement with Cultural Space Operators/Users
- Discovery
- Synthesis

Policy Framework and Action Plan

Engagement with Partners/Municipal Staff
- Discovery
- Synthesis

Digital Planning Platform Proposal and Demo
PROJECT OVERVIEW

TIMELINE

- Engagement w/ Cultural Space Operators/Users
- Digital Platform Proposal and Prototype
- Policy Framework + Action Plan

Infrastructure Baseline

Engagement w/ Partners/Municipal Staff

Q1 23 Check In

Q2 23 Check In

Q3 23 Check In

Q4 23 Check In

Final Deliverables

PARTNER MEETINGS

Comm. Engagement

Q1 23 Kickoff

Q2 23 Digital Platform

Q3 23

Q4 23
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/](https://hcd-design-phase-concept-guide.netlify.app/)
DESIGN PROCESS
HCD for Digital Products

Discover
- Research
- Synthesize
- Define

Design
- Ideate
- Prototype
- Test

Deliver
- Refine
- Build
- Implement

Measure
- Feedback
- Analyze
- Improve

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

- **Feb 2023**: Digital Platform Discovery
- **May 2023**: Platform Recommendations Report
- **Aug 2023**: Digital Platform MVP
- **Nov 2023**: Final Deliverables
IDEATION ACTIVITY
4:35 – 5:10PM
## ACTIVITY INSTRUCTIONS

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SCENARIOS</strong></td>
<td>Brainstorm 3-5 scenarios and tasks based on your User Story</td>
</tr>
<tr>
<td><strong>FEATURES</strong></td>
<td>Brainstorm features or requirements in a planning platform that would support those tasks</td>
</tr>
<tr>
<td><strong>VOTE + SORT</strong></td>
<td>Share out your team’s features and vote as a group to sort into MoSCoW</td>
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**WORK SHEET**

**SMALL STICKIES**

**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.

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

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.

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

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.

"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:

FEATURE OR CAPABILITY

THE USER IS ABLE TO:

INTERACTION IN PLATFORM

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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REFLECTIONS?
PARTNER MEETINGS
QUARTERLY SCHEDULE

FEB 2023
Digital Platform Discovery

MAY 2023
PLATFORM RECOMMENDATIONS REPORT

AUG 2023
DIGITAL PLATFORM MVP

NOV 2023

Final Deliverables
THANK YOU!