**ELC Programme Discovery Design Planner:** add programme title

|  |  |  |
| --- | --- | --- |
| **Owner** | **Version** | **Date** |
|  |  |  |

**Programme scope**

**Focus question**

“What needs to happen so that….”

**Communities of interest**

|  |  |
| --- | --- |
| **Beneficiaries and families** | **Beneficiaries and families** |
| List target groups | List target groups |

**Exclusions**

Add communities who will are not involved nor affected

**Target number of conversations**

**NOTE:** The minimum sample should be 10 people in every group where you will be undertaking sub-analysis

|  |  |  |
| --- | --- | --- |
| **Community of interest** | **Target number of conversations** | **Number of conversations completed** |
|  |  |  |
|  |  |  |
|  |  |  |

**Timeline for completion of data collection**

Add start date and final date

**Emotional Touchpoints people and families (maximum 10) and matters most questions (usually 3 open questions)**

|  |  |  |
| --- | --- | --- |
| **Community of interest** | **Emotional touchpoints** | **Matters most questions** |
|  |  |  |
|  |  |  |
|  |  |  |

**Emotional Touchpoints care givers (maximum 10) and matters most questions (usually 3 open questions)**

|  |  |  |
| --- | --- | --- |
| **Community of interest** | **Emotional touchpoints** | **Matters most questions** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Discovery methodology**

Delete as required and specify the number of sessions you will undertake of each type

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Discovery method** | **HOW MANY? Number of sessions** | **WHEN?**  **Dates and times allocated to session** | **WHERE?**  **Venue** | **WHO? ELC Practitioners**  **allocated** |
| **Interviews, including story telling** |  |  |  |  |
| **Co design workshop** |  |  |  |  |
| **Outreach sessions, using experience questionnaires or conversation cards** |  |  |  |  |
| **Observation** |  |  |  |  |
| **Shadowing** |  |  |  |  |
| **Review of routinely collected feedback** |  |  |  |  |
| **Review of existing compliments and complaints** |  |  |  |  |

**How we will tell the story**

Specify how you will tell the story, using this list and your boundless imagination!

|  |  |  |  |
| --- | --- | --- | --- |
| **Communication output** | **Description** | **Inputs to create the story** | **Capabilities** |
| **Trigger film** | A film cut from interviews with people that tells the story in the data | Filmed interviews with consent to share | Editing interview films to create trigger film |
| **Animation** | A short animation (2-3 minutes) that tells the story |  | Animation software and skills; ability to distill story into a short narration |
| **Volunteer people talking live about their experiences** | People tell their story live at your group events (people, family carers and staff) | Contact details for volunteers who are willing to speak at upcoming events | Identify highly motivated participants in the Discovery process |
| **A fictious persona whose story** |  | Discovery | Imagination and ability to storify |
| **Infographics** | A visual way of presenting complex data in a simple way e.g. word cloud | Discovery data | Graphic design skills and software |
| **Emotional maps** | An infographic that shows the journey as a map | Discovery data | Graphic design skills and software |
| **Games, simulations and role plays** | A game people can play; simulations or role plays people can participate in | Discovery data | Ability to design games or write simulations/role plays |
| **Artwork and drama** | Sketches or art work you can perform or exhibit | Discovery data | Ability to create art |

**Copyright Georgina Craig Associates Limited. (2023) All Rights Reserved**