Coming up with and developing crowdsourcing ideas

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Process

- Idea generation
- Nominate ideas to develop further (dot vote)
- Work in pairs / small groups to flesh out nominated ideas

We'll work live in these slides. We'll practice first with a really important question…

Sticky note practice: **what did you have for breakfast today?**

Add your breakfast...

Apple and bananas :) oh, coffee too!

sandwich

Smoothie and sandwich

Muesli and yoghurt

porridge

Soya milk, cookies, orange juice

Oat porridge with strawberries, coffee

Dot voting practice: breakfast choices

Each person gets one vote.

Votes are represented by a green star.

Go back to the previous slide, and copy the star.

Paste the star onto the breakfast you like best.

Elaboration practice: breakfast

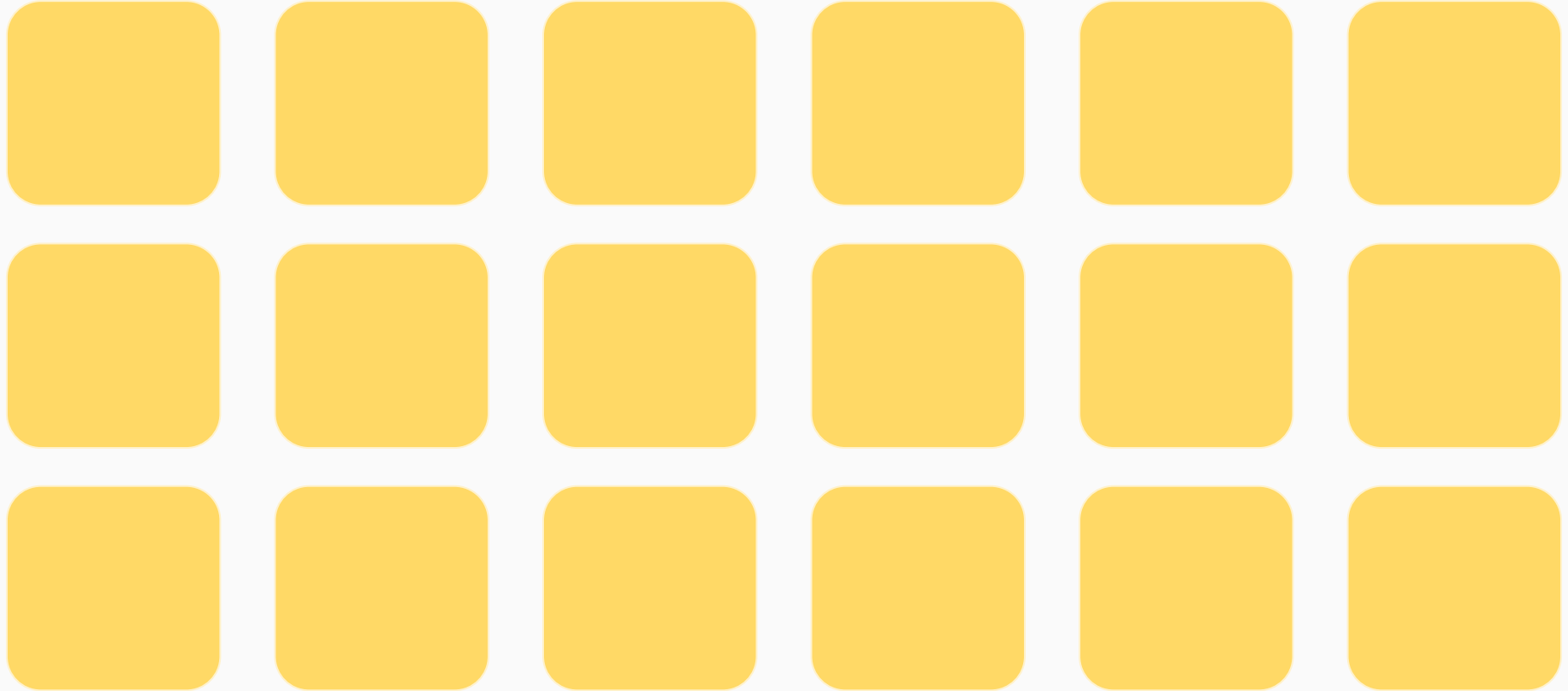| Pros	Cons	Departments / groups involved	Costs	Dependencies / assumptions	Links to org mission
● Very filling ● Healthy	● **No coffee! :(** ● **timeconsuming**	● Can be made also alone	● Smoothie can be expensive, but maybe also not	● Smoothie maker ● Bread ● Fillings	● Healthy ● Important is to eat in the morning

How can you experiment with crowdsourcing?

- We're looking for ideas that will address a real need, enable organisational learning and fit within your timeframe…
- What kind of project would give you opportunities to learn lessons for bigger projects?
- Question: what additional parameters would you like to include?

Ideation: working on your own, type crowdsourcing ideas into a sticky note

Dot voting ⭐

Each person gets **three votes**. Votes are represented by a green star.

Go back to the previous slide, and copy the star then move it onto the idea or ideas you most want to take forward.

Your criteria might include:

- A quick win
- Lots of lessons to be learnt from trying
- Good potential for audience engagement

Elaboration

We'll set up two slides per idea (feel free to take a quick comfort break as I do this)

The slides contain prompts to help you add detail and reality check ideas

Developing ideas - elaboration

Project prompts

What does success look like?	Which audiences interested? Why?	What could you learn from trying this?	Which collections are involved?	Links to mission?
Pros	Cons	How could you ensure data quality?	Costs (staff, tech)	Dependencies / assumptions
What problem does it address?	Questions, concerns?	What vol skills, experience needed?	What will they learn?	What tech, data is needed?

Org name: idea name

Elaboration Part 1: Org name: idea name

What does success look like?

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Which audiences interested? Why?

-

What could you learn from trying it?

-

Which collections are involved?

-

Links to mission?

-

Pros	Cons	How could you ensure data quality?	Costs	Dependencies / assumptions
•	•	•	•	•

What problem does it address?

-

Questions, concerns?

-

What vol skills, experience needed?

-

What will they learn?

-

What tech, data is needed?

-

Volunteer profile: who might love your project – and why?

Who Uses iNaturalist?

"As a child I was constantly outside searching for bugs and other creatures. Unfortunately that need to explore faded away as I became older. Now that I've been hiking more often, iNat has helped bring back that side of myself. I don't just look at a plant and see a plant. I get close enough to see what could be crawling on that plant, and I want to know everything about it."

Danielle Doyle

Actress, Amateur Naturalist

📍 Oakland, California, USA

Volunteer profile

Note down people who already use your collections - as researchers, visitors, donators, volunteers

Note down people who might be interested if time and distance were no barrier

What would motivate them to help?

What skills do they have or need?

How would you reach them?

What metaphors will help them understand their collaboration with you?

What does 'data quality' mean to you?

Building on your initial ideas, discuss and note ideas as a group

How will data move between systems?

What forms of data - media, metadata, etc - are needed?

What kinds of transformations are needed between systems?

    What data standards or formats?

    What identifiers are needed?

Sketch workflows for data within your context

Wrap-up

Any concluding thoughts?

Next steps...

Review and update your ideas

In your groups…

- Revisit your previous answers; discuss and update; ask questions
- Write a short summary of the idea on the first slide for it
  - What concrete task will people do? Who will be interested in the task? Who will benefit and how?

- Ask me if you have questions, need clarifications or want suggestions

Volunteer profile: add notes here

Who, why, what metaphor?

What does 'data quality' mean to you?

Building on your initial ideas, discuss and note ideas as a group

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Workflow: how will data move between systems?

Sketch workflows for data within your context - what systems, data are used?

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Write an FAQ (Frequently Answered Questions) for participants

Write the questions your participants might have as headings; start to provide answers

Write points for a press release

What's your hook - what will draw people in? What (task, scope and type of material); why does it matter? (tie in to motivations, why participating makes a difference and/or is enjoyable)

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Plan to evaluate success

Which quantitative or qualitative factors are important? How will you capture them? How will you report them to internal stakeholders; the wider sector; participants?

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