

# GUIDE TO PHASE 7: Prototyping your community eco-system



## WHAT DO YOU NEED?

- Your REMODEL tools (pens + attachment rubber)
- The following printed canvases:
  - 7.1 Final System Map (A1)*
  - 7.2 Community Eco-system (A1)*
  - 7.3 Pitch (A4)*
  - 6.3 Stakeholder Interview Guide*
  - 6.2 Pitch*
  - 4.1 Stakeholder Mapping*
- 4 hours of designated time
- All of the work team attending for the full duration of the exercise.

## TIPS AND TRICKS

When you fill the templates, make sure to write clearly and in big letters, so it is easy to read for your colleagues.

## WHAT IS THE PURPOSE OF THIS EXERCISE?

In this concluding phase you revise your System Map one final time and make it permanent. Based on this you will now start to plan the community of co-creators eco-system that will help your open product develop and scale as the community grows.

## SETUP

1. Clear a large table.
2. Choose one person in your group to be the “time-boss”. This person makes sure to keep pace and the designed time frame.

## PREPARE

3. Take your old materials and keep them ready.
4. If you haven’t done so, print your most recent System Map.
5. **[15 mins]** Watch the video: “REMODEL Toolkit Phase 7 Instructions”  
- <https://vimeo.com/283390498>

## START THE WORK

You are now ready to start the work of this phase.

6. **[45 mins]** Take the *7.1 Final System Map* canvas, and *6.3 Stakeholder Interview Guide* canvas from last time as well as the print out of your most recent System Map (from Phase 6). Also the attachment rubber.
  - a. Exercise: Discuss the feedback given to you during the stakeholder interview last time (using the *6.3 Stakeholder Interview Guide* canvas) and review your System Map one final time. Feel free to also draw upon your own reflections.
  - b. When your System Map is finished, attach it to the *7.1 Final System Map* canvas using the attachment rubber.
7. **[15 mins]** Take a break, get coffee!
8. **[120 mins]** Now take the *7.2 Community Eco-system* canvas and the different eco-system pieces. Also keep the *4.1 Stakeholder Mapping* canvas handy.
  - a. Exercise: Fill out the canvas by following the sequence (numbers) and following the instructions:

- b. First, describe the purpose of your community: What is it that you want it to do?
- c. Secondly, take the *4.1 Stakeholder Mapping* canvas and choose three stakeholders from the Peer Producer category: Choose the ones you find the most important for your community.
- d. Thirdly, discuss which internal skills (people) you will need to establish and maintain the community, and what their role will be. Which skills do you already have available on your team - and which will you need to hire?
- e. Then discuss which elements (of not all) will be opened and choose which open license(s) you will use (the licenses describes the level of permission you will give for the element.
- f. And finally discuss which platform(s) would be ideal for your community to meet and to potentially collaborate. It can be a combination of several platforms.

9. **[15 mins]** Take your most recent pitch (from the *6.2 Pitch* canvas) and the new *7.3 Pitch* canvas.

- a. Exercise: Based on the stakeholder interview feedback, and revisions made to the System Map, revise your pitch and write it down one final time.

10. **[45 mins]** Time for the final step.

- a. Exercise: Put your *7.1 Final System Map* canvas and *7.2 Community Eco-system* and *7.3 Pitch* canvas and hang them on a wall, preferably where they can hang for a while.
- b. Now discuss: How do you plan to take these learnings, your new strategic understanding of open source and the draft open product strategy to the next steps, including presenting them to decision makers of your company?
- c. What happens then is up to you.