

GUIDE TO PHASE 2: Imagining going open source



WHAT DO YOU NEED?

- Your REMODEL tools (pens + tape + scissors)
- The following printed canvases:
 - 2.1 Openness Discussion (A3)
 - 2.2 User Story Generator - B2B (A4)
 - 2.2 User Story Generator - B2C (A4)
 - 2.2 User Story Ranking (A3)
 - 2.2 User Story Selection (A4)
- 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?

You will dive into imagining what it would look like if you open source the product from your portfolio that you selected in phase 1 (or parts/elements of it). More specifically, you will get help in selecting who your most important users are and, more importantly, start envisioning what might motivate them to engage with your potentially open product in order to become co-creators.

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 the materials from Phase 1 and keep them ready.
4. **[10 mins]** Watch the video: “REMODEL Toolkit Phase 2 Instructions” - <https://vimeo.com/280505879>

START THE WORK

You are now ready to dive into the core work of this phase.

5. **[90 mins]** Please take the 2.1 Openness Discussion canvas as well as the 1.3 Choose Product canvas from Phase 1 that you filled out last week.
 - a. Exercise: Using the product you choose last time (on 1.3 Choose Product canvas) start to fill the fields of the 2.1 Openness Discussion canvas, starting in the upper left corner and following the arrows all the way to the end. *NB: Please note that the canvas has three columns, which emphasizes how you will focus on your own company, your stakeholders and exchange streams between the two.*
 - b. In “1. Open up” brainstorm what specific elements you could imagine opening up (sharing openly with the public). You can also refer to the Open-o-meter of the 1.2 Value Dimension exercises from last time. Be specific: Which design

files would you open? Would you also open up data? etc.

- c. Follow the arrows: Suggest what actions external stakeholders can do when you open up your elements (2), and then imagine how you benefit (3) and so on.
 - d. When finished, discuss: Are these the right things to open? Should you open up more to motivate the stakeholders? Make revisions as needed.
6. **[15 mins]** Take a break, get coffee!
 7. **[60 mins]** Next exercise will help you zoom in on your current users of the product by making user stories. Take the two 2.2 User Story Generator canvases. If you need more guidance on how to make user stories than what was in the video, go here: https://en.wikipedia.org/wiki/User_story
 - a. Now you will make as many user stories as you can possible imagine: The more the merrier. Put consumer users on the B2C canvas and business users on the B2B one.
 - b. When finished, cut them out into singles (see video).
 8. **[45 mins]** Take the 2.2 User Story Ranking canvas and start ranking all the user stories (both B2B and B2C, mixed) by importance (you can decide on which criteria to rank by, for instance “potential as co-creators” or “business potential”).
 9. **[15 mins]** Take the top 3 B2B and the top 3 B2C stories and tape them onto the 2.2 User Story Selection canvas. These are your most important users, which you will use next time.
 10. Make sure to **keep all materials and tools** for the next phases.