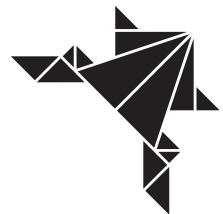# Rethinking R&D in Museum Learning

Skeleton Tool Card Deck

Co-designed by Leapfrog and the
V&A Learning and National Programmes Team

Skeleton Cards

The cards in this deck are 'skeletons' – building blocks for ideas and discussions. Combine, remix and adapt them for particular problems and situations.

Data Collection

Skeletons for planning creative engagement with audience members to gather data.

Data Analysis

Skeletons for planning how to process, organise and interpret fresh data.

Insight Sharing

Skeletons for planning how to share and implement insights within an organisation.
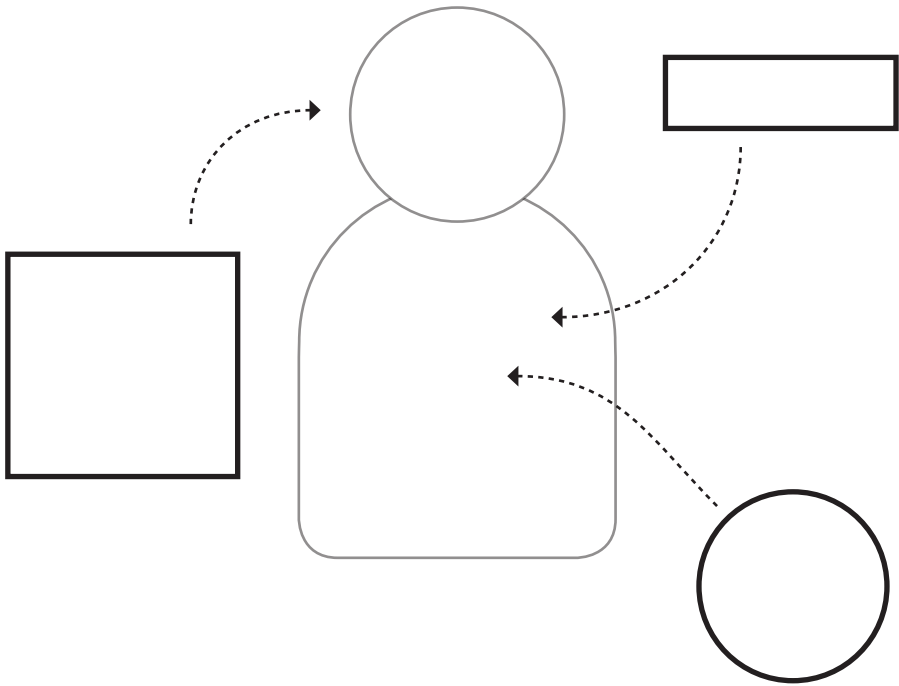
Data Collection

Skeletons for planning creative engagement with audience members to gather data.

Build a Portrait

Get people to make a portrait from carefully selected objects and/or clothing.
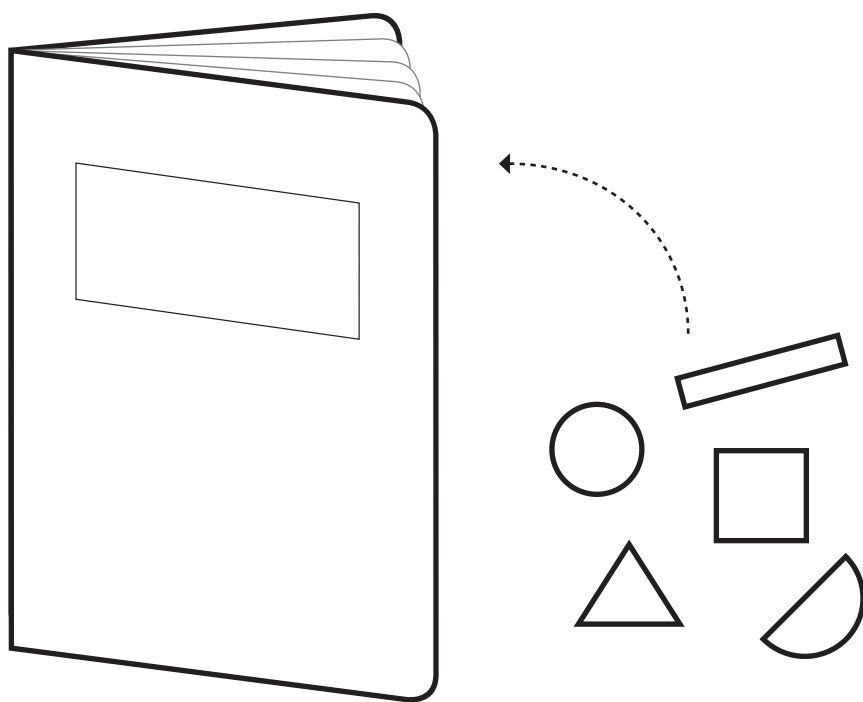
Could work as a...

- Cut-out and glue paper activity
- Human-sized figure you stick your face through
- An Instagram filter

Programme Passport

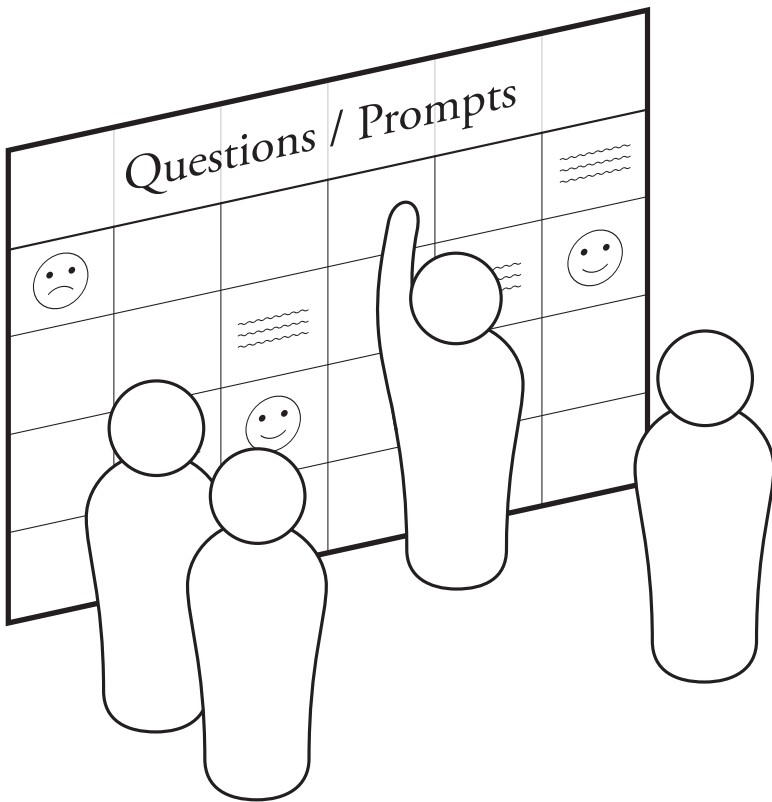A document that people keep a hold of, tracking their journey and collecting things.

Could work as...

- A collection of stickers
- Stamps in a booklet
- Badges sent by email

Achievement Grid

A big sheet that everyone adds to at the end of workshop, offering the facilitator an instant overview of feedback.
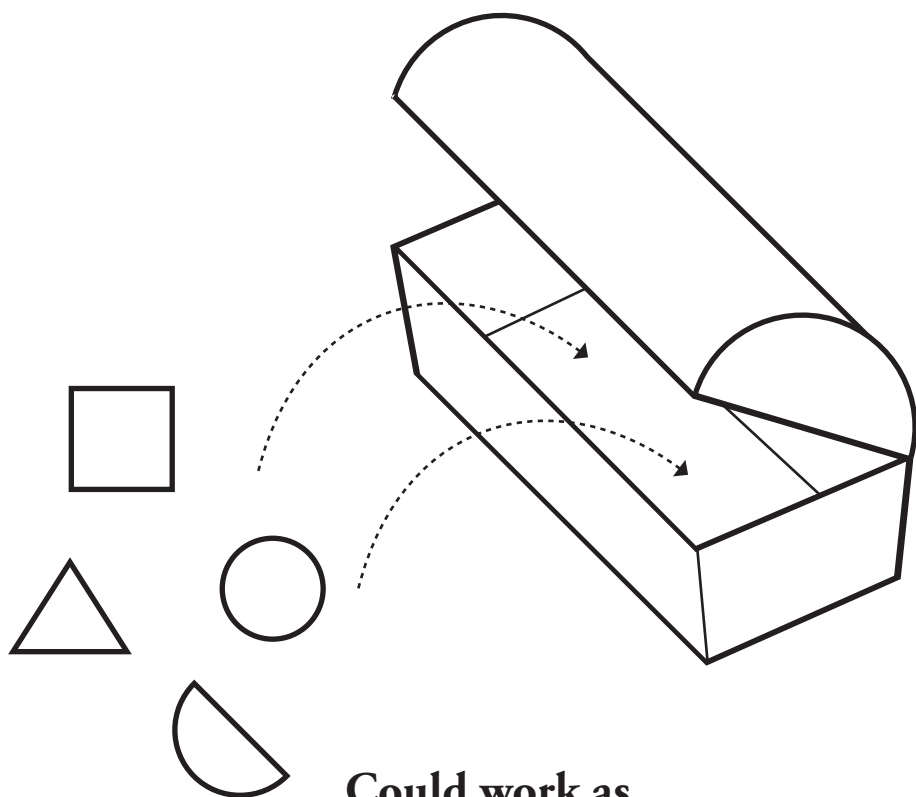

Could work as...

- Post-its on a wall
- Scribbles on a whiteboard
- Stickers on the floor

Time Capsule

A collection of ideas created by a group at the start of a session or programme, sealed for future use.
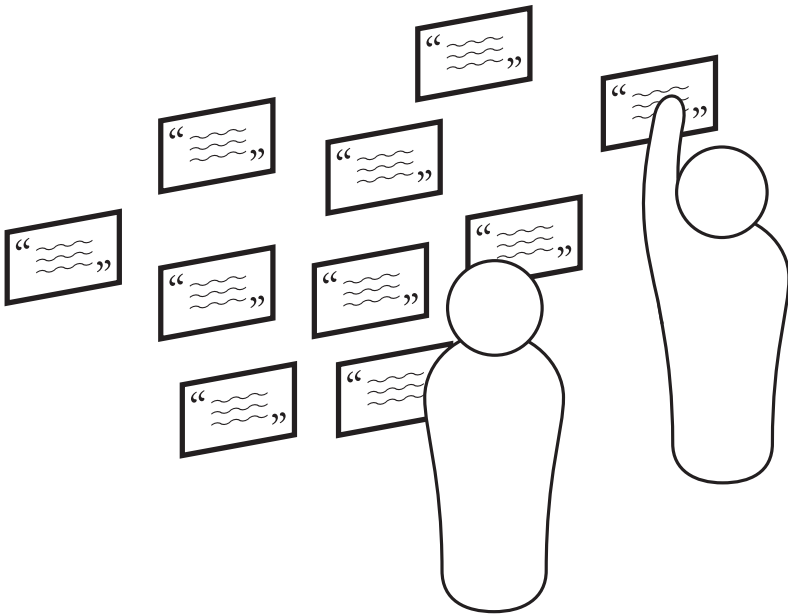
Could work as...

- A collection of postcards (maybe stamped and put in a real postbox)
- A box file of paper
- A folder of digital photos

Quote Postcards

A mixture of positive and negative statements that people can pick and choose from to express feelings.
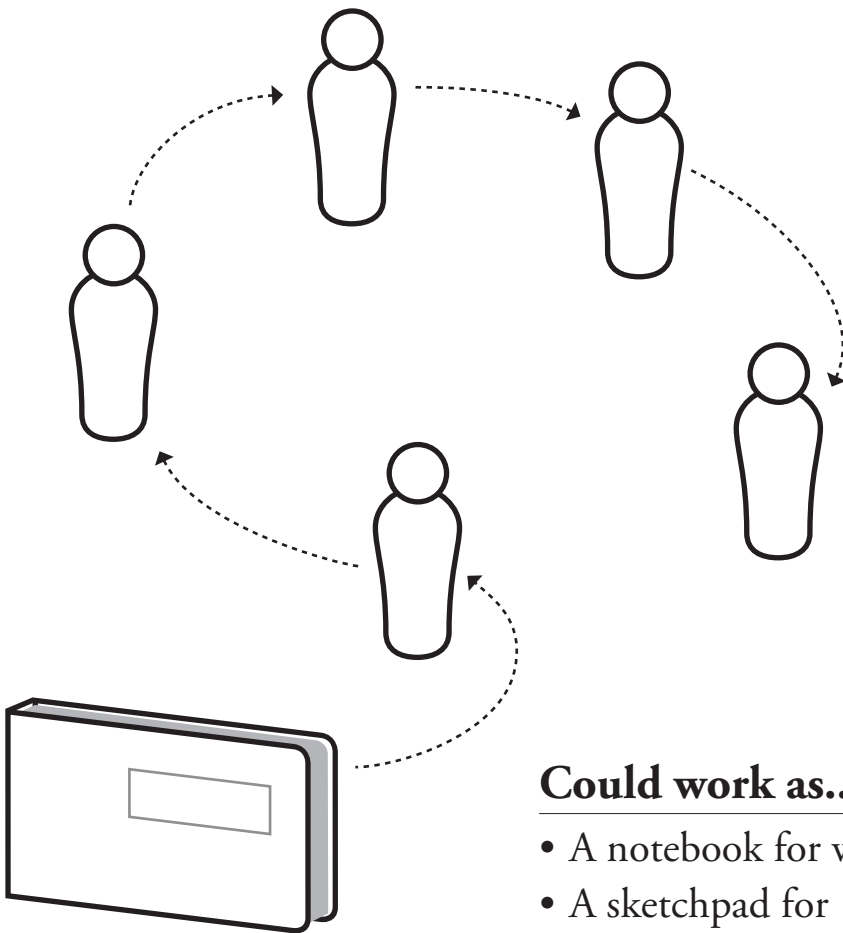
Could work as...

- Movable notes stuck on a wall
- Bits of text on a touchscreen
- Stickers to vote quotes up or down

Group Critique Book

A way to give everyone in a group a turn at recording their critical abilities, passed around and returned to the facilitator.
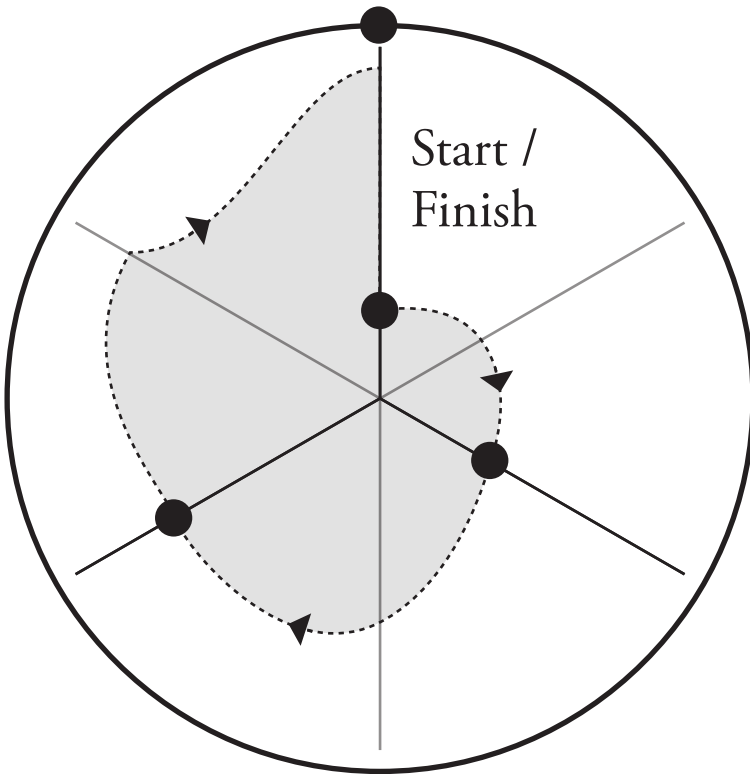
Could work as...

- A notebook for words
- A sketchpad for drawing
- A video booth

Progress Tracker

A visual record of progress owned an updated by people programme participants.
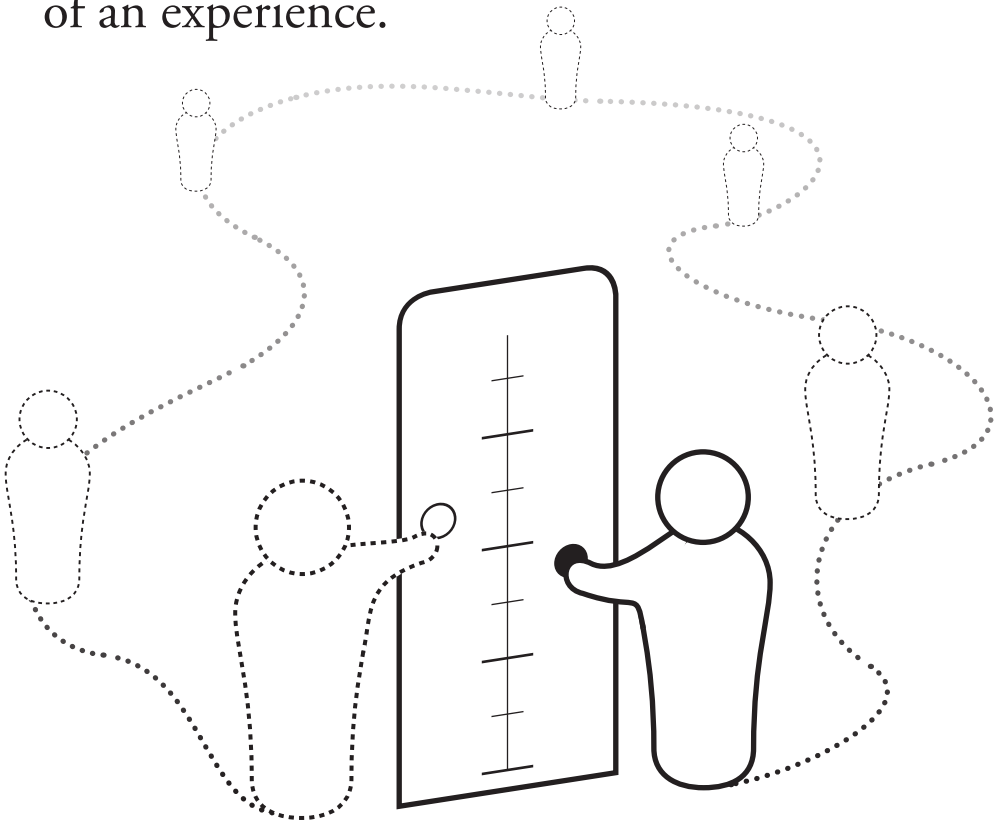

Start / Finish

Could work as...

- A single visualisation of progress
- Multiple overlapping criteria
- A digital visualisation of quantitative survey metrics

Start & End Thermometer

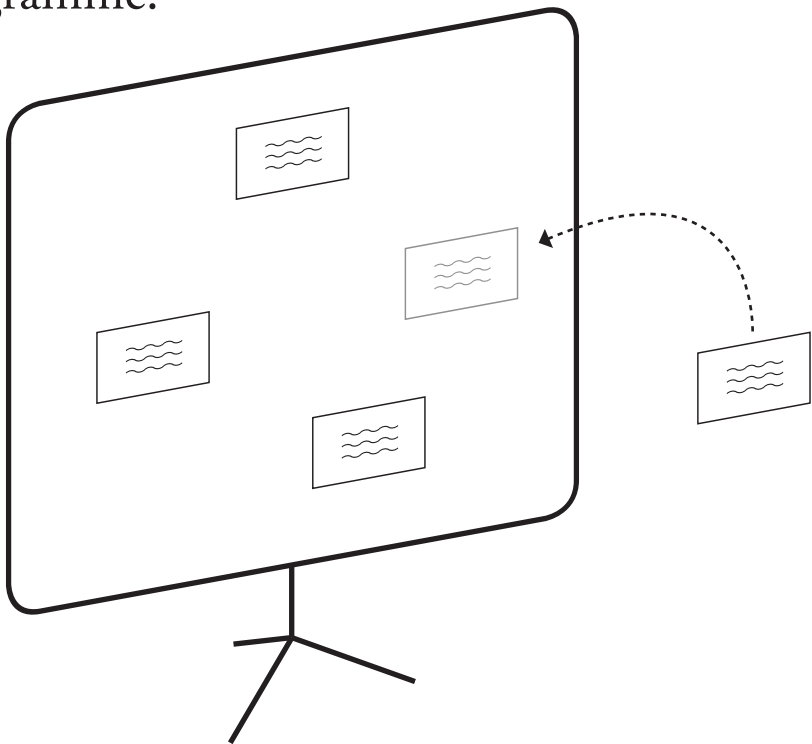An invite to share a score or a response at the start and end of an experience.

Could work as...

- Stickers in an entrance area
- Automated text messages
- Printed paper that is torn in half

Discovery Board

An invitation to share a new discoveries people have made during a visit, experience or programme.
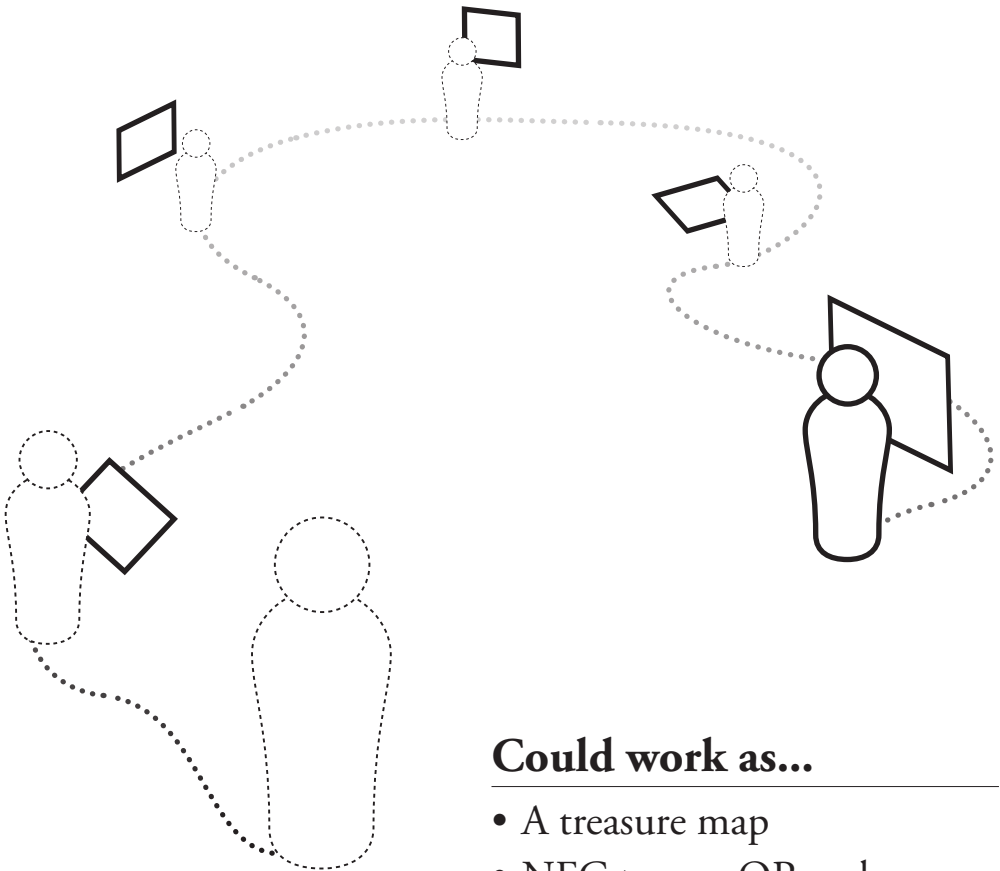

Could work as...

- A postcard given to people on as they arrive for an event
- An collated/curated online gallery of objects

Content Breadcrumbs

Invite people to collect sprinkled throughout an experience or programme, then see who collects what.
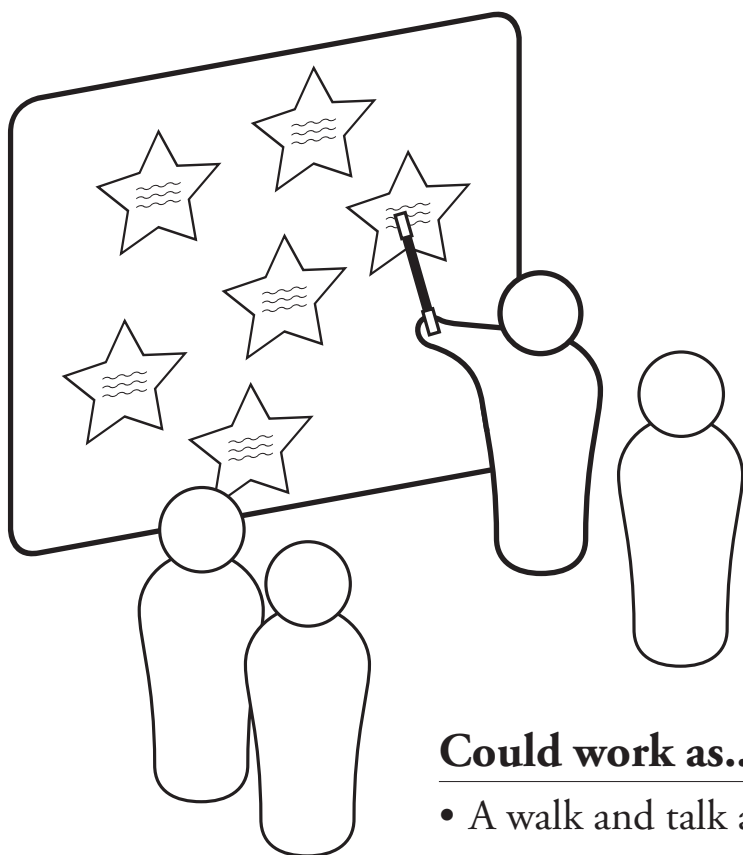
Could work as...

- A treasure map
- NFC tags or QR codes scanned with a smartphone
- A paper-based quiz at the end of a event/programme

Magic Wand & Stars

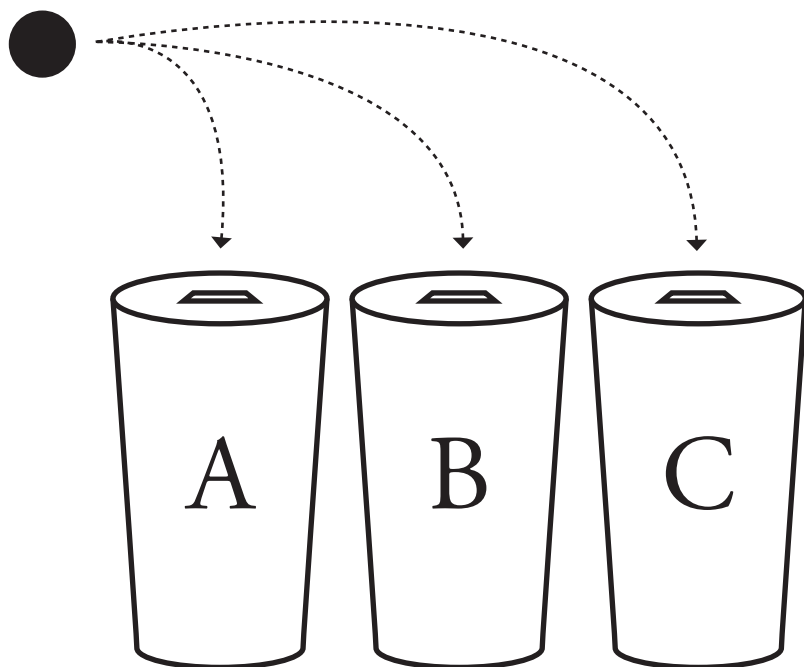A playful way to draw out comments and suggestions from young people.

Could work as...

- A walk and talk around an event space with a group
- One-on-one interviews
- Stickers on a wall

Drop-in Tokens

Tokens and bins to numerically capture attendance and responses to a question / prompt.

Could work as...

- Marbles and chutes
- Hashtags or likes
- Stickers on a wall

The Questionnaire

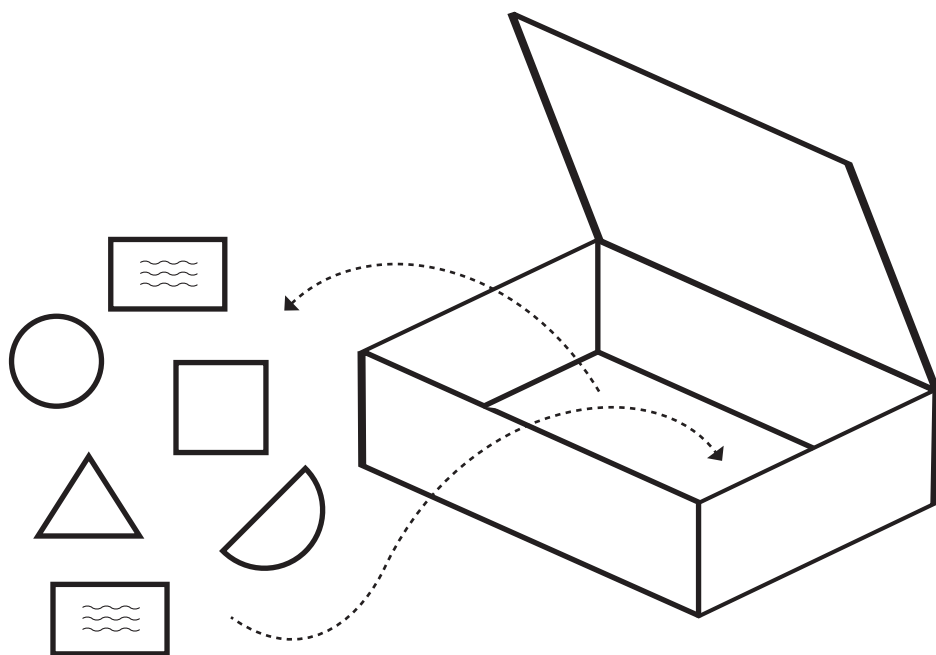A list of questions answered by different people is a tried and tested way of gathering data.

Q ～～～～～～～
A ～～～～～～～
  ～～～～～～～

Q ～～～～～～～
A ～～～～～～～
  ～～～～～～～

Q ～～～～～～～
A ～～～～～～～
  ～～～～～～～

Could work as...

- Feedback sheets after events
- Online surveys
- Phone interview records

Reflective Lesson Pack

Take away teaching materials for follow-up sessions after educators visit an event / programme.
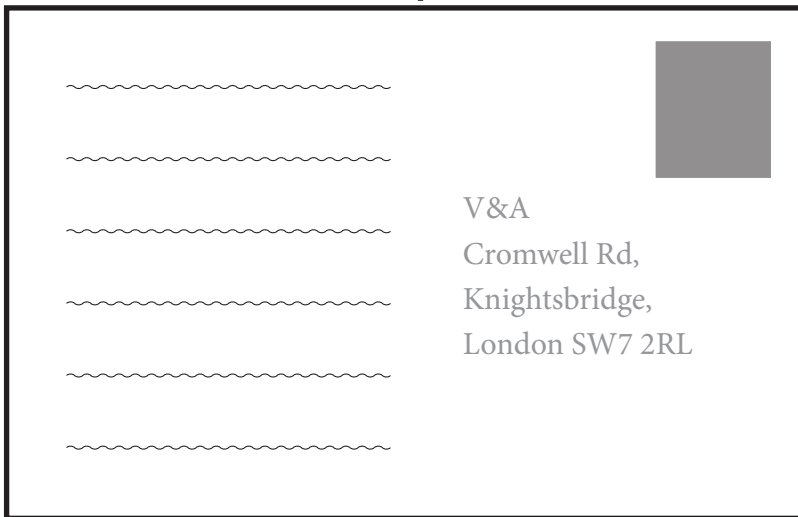
Could work as...

- Online video and PDFs
- An off-site session run by V&A staff
- A pick-and-mix collection created by students during their visit

Feedback Postcards

Invite a group to send their thoughts to you by postcard.

V&A
Cromwell Rd,
Knightsbridge,
London SW7 2RL

Could work as...

- A pack of stamped and addressed postcards sent to a teacher/group leader
- Video voicemail messages
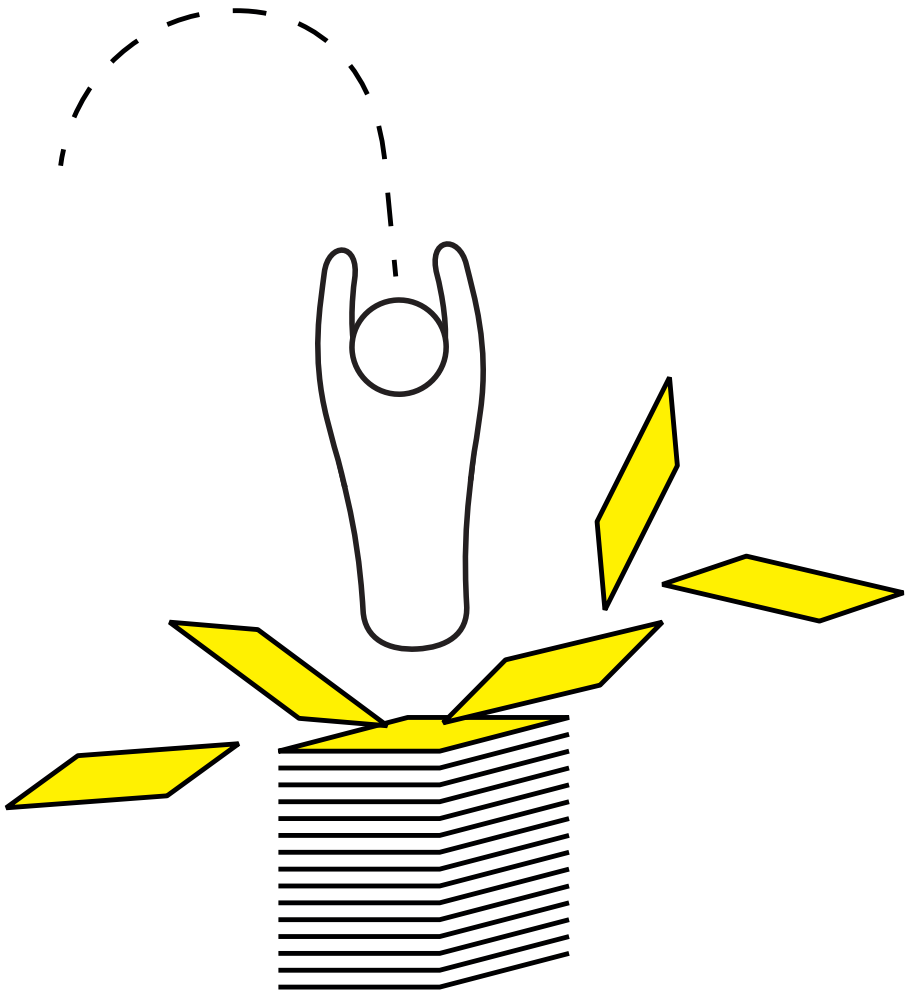- Paper aeroplanes thrown across a room

Data Analysis

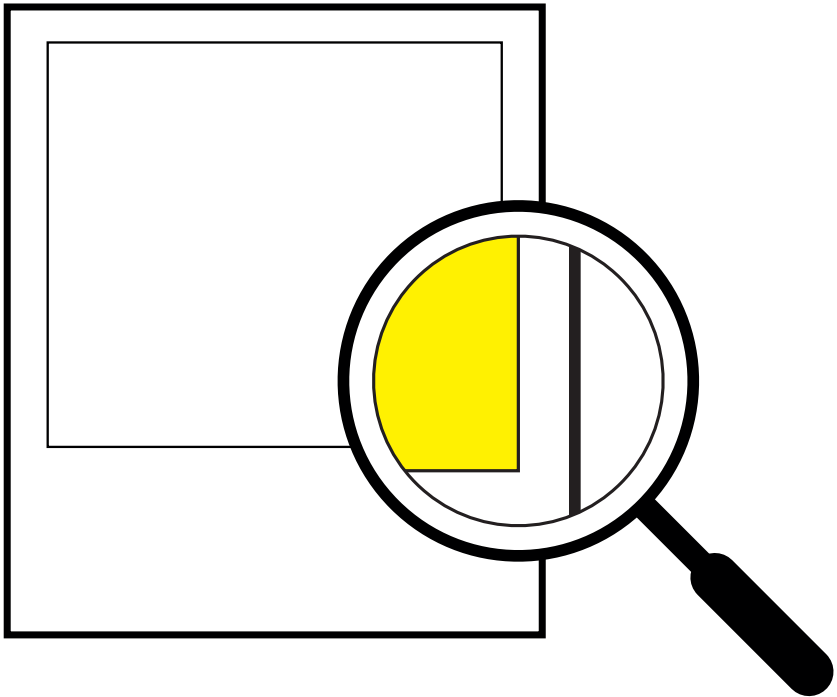## Skeletons for planning how to process, organise and interpret fresh data.

Deep Dive

Immerse yourself in the data to get as familiar as possible with it.
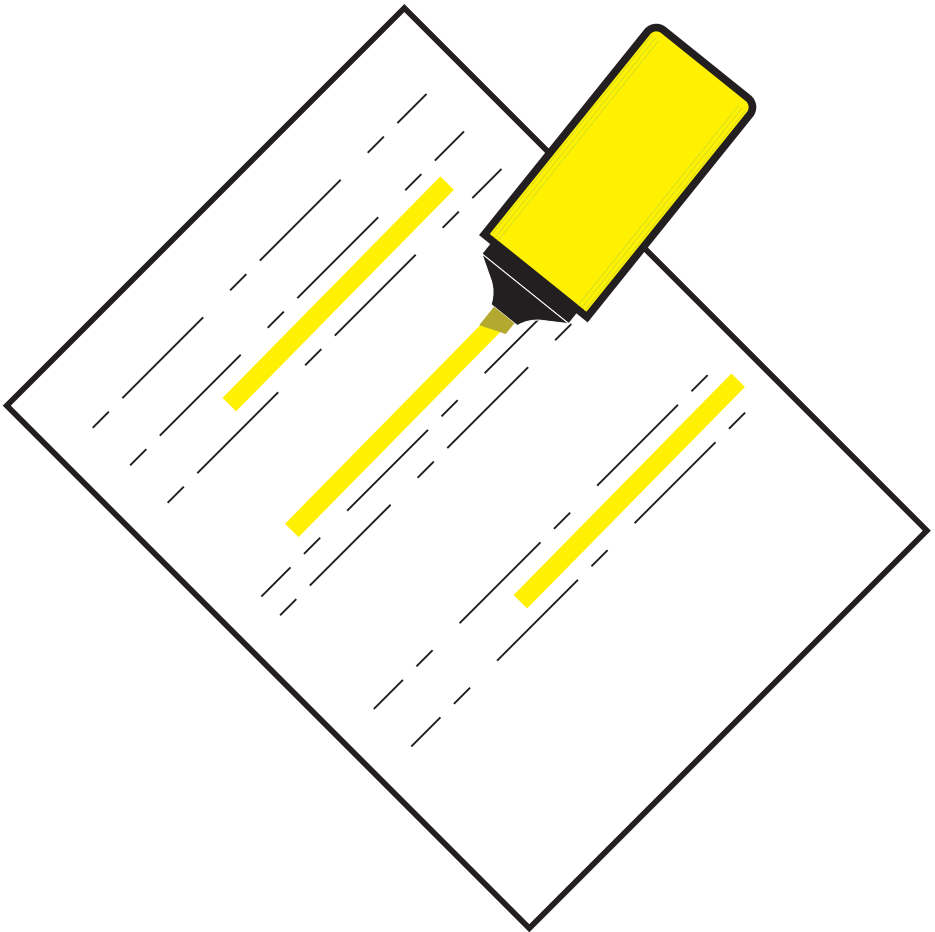
Visual Analysis

A formal methodology for coding and organising images and video data.
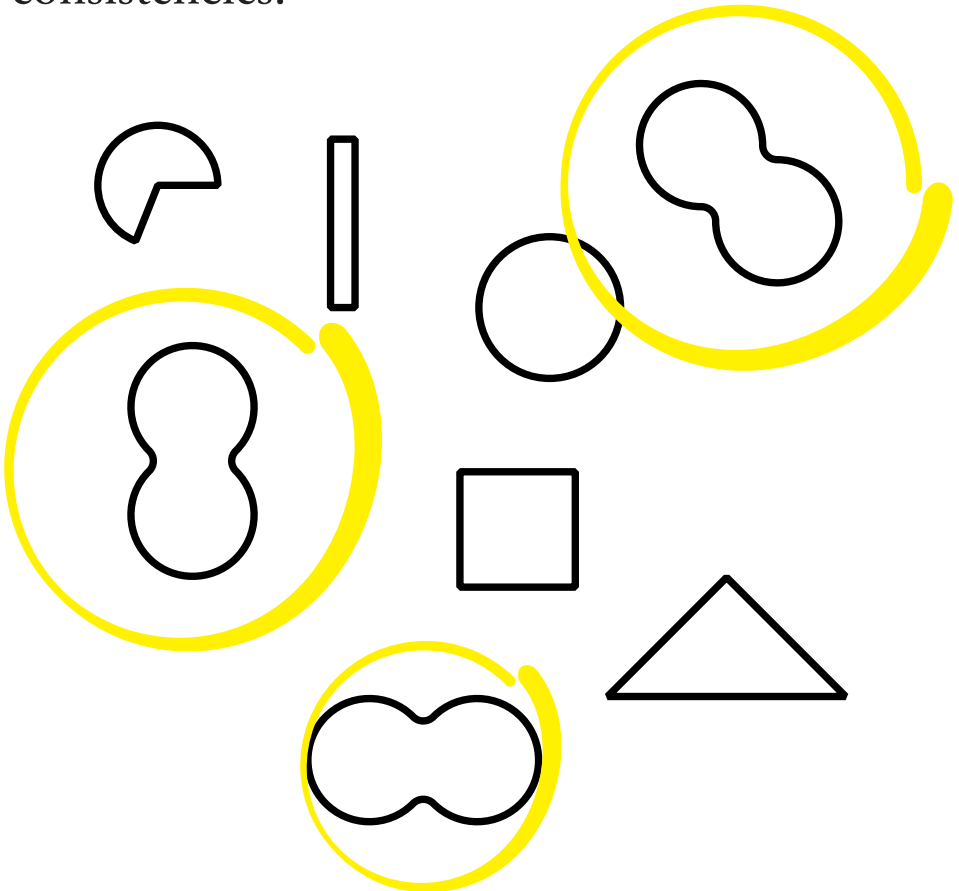
Finding Keywords

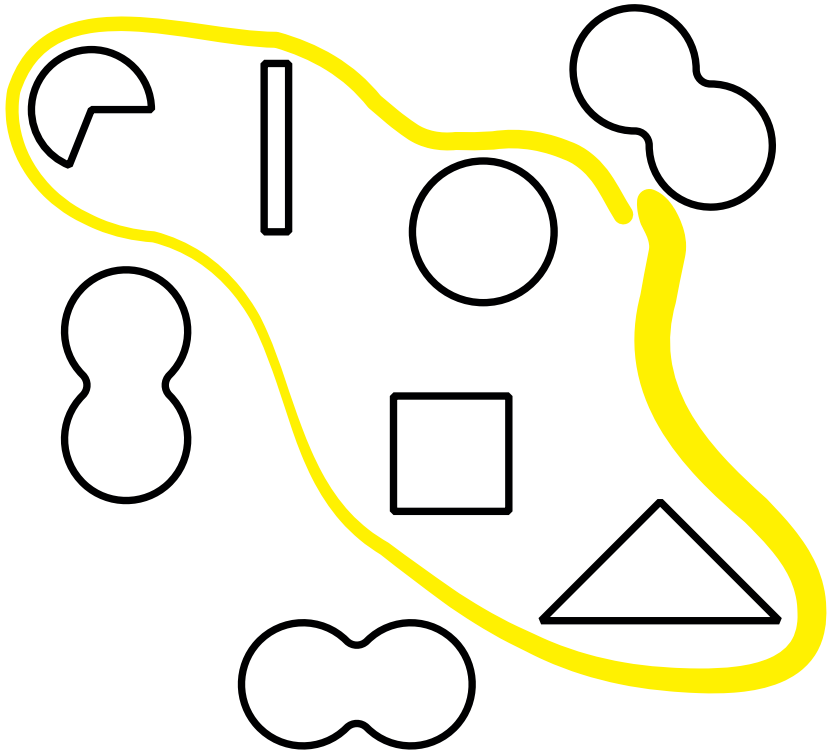Coding for key terms and ideas in written text... What next?

Finding Similarities

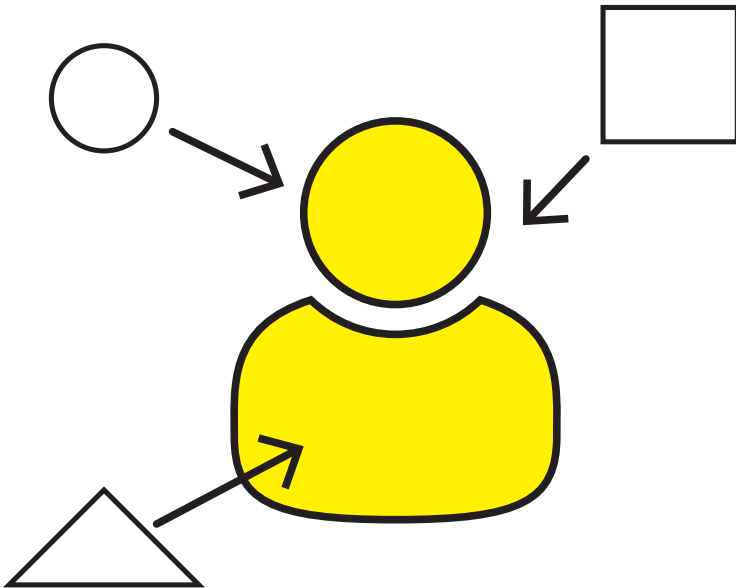Looking for similar responses or descriptions to find commonalities and consistencies.

Finding Differences

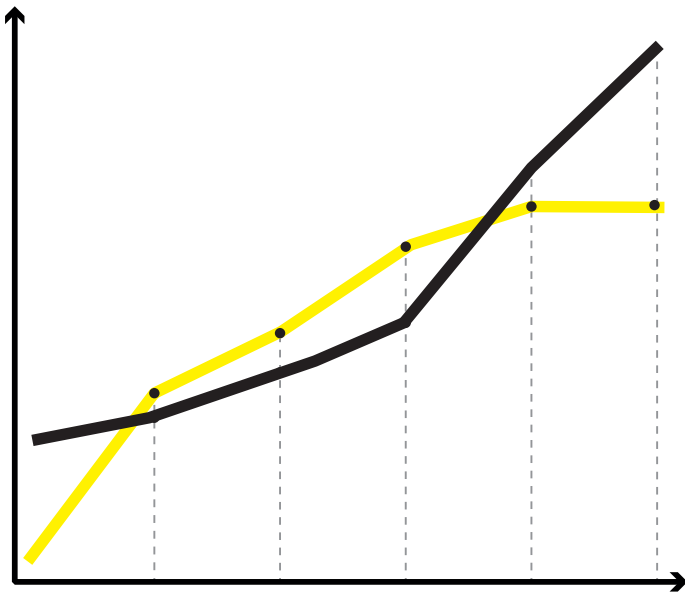Looking for diversity and difference to find a broad range of responses or phenomena.

Making Personas

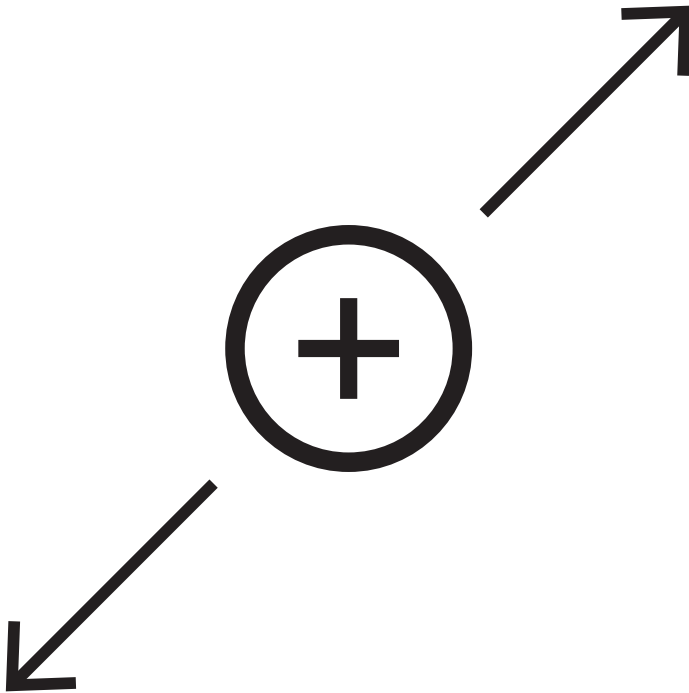Creating imaginary characters to represent key types of audience members and their needs.

Findings Correlations

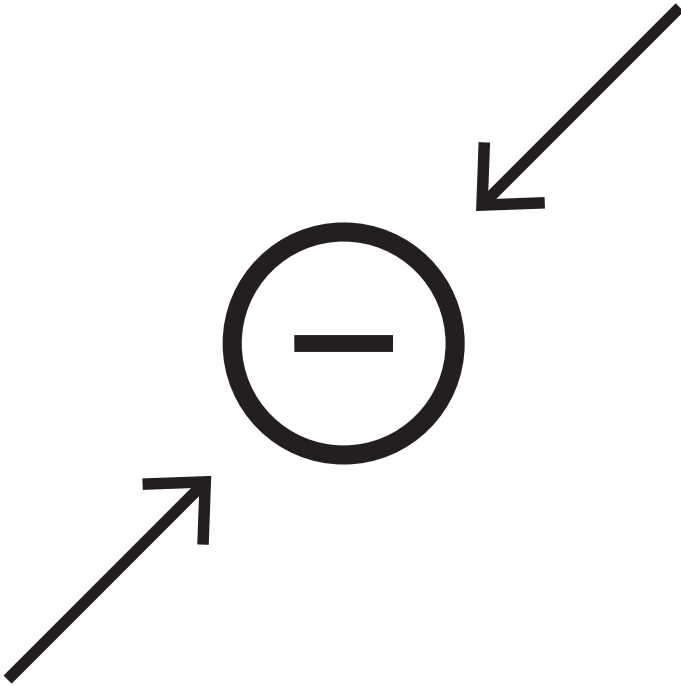Looking for relationships in data that imply cause or effect.

Zooming In

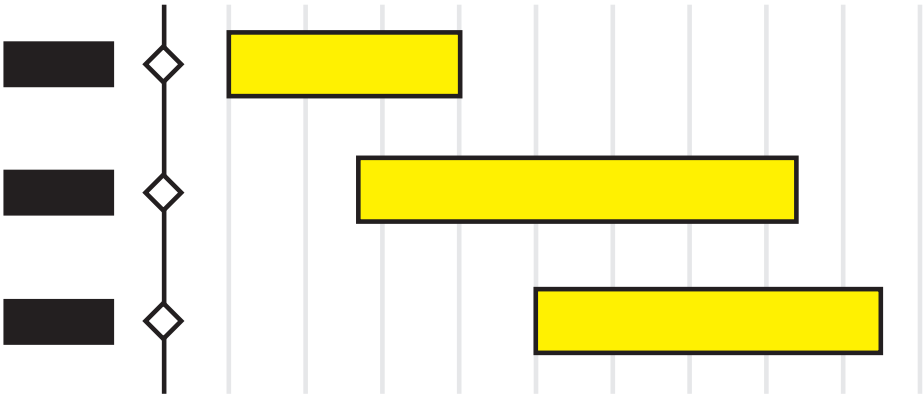Looking more closely at part of your data to understand it better.

Zooming Out

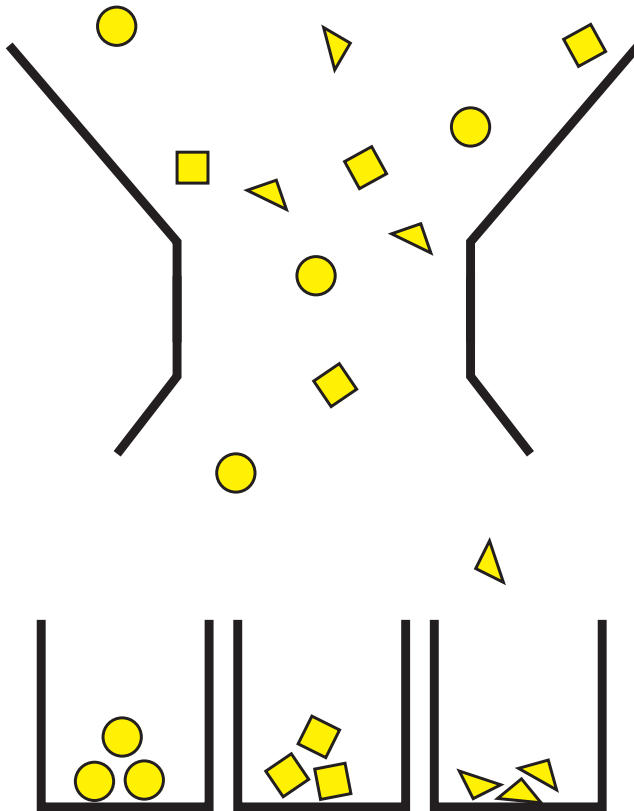Looking at the context around your data to find new meaning.

Sorting by Time

Organising data in a timeline or time series to find overlaps and relationships.
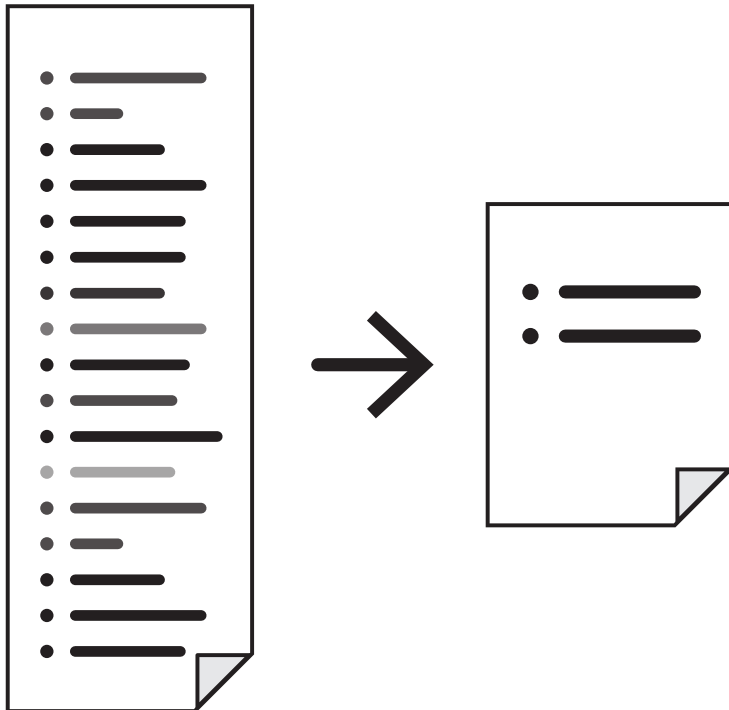
Sorting by Category

Dividing and organising data into distinct (but perhaps overlapping) groups to understand it better.
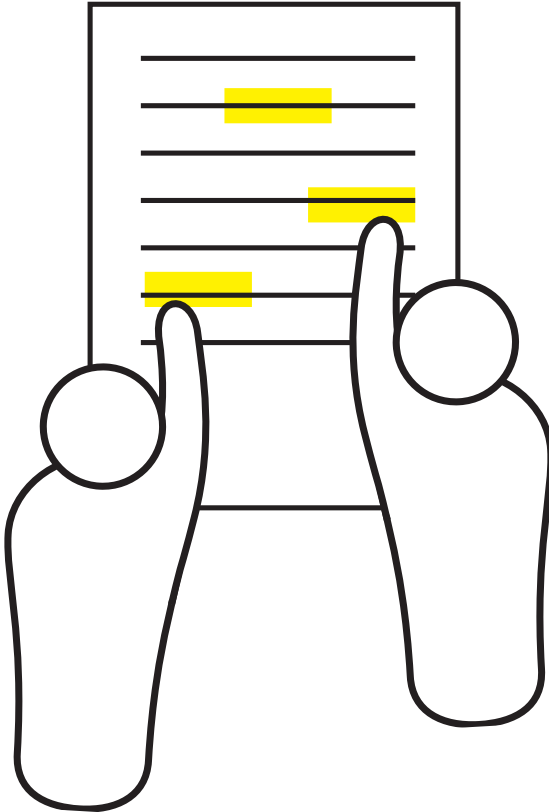
Summarising

Reducing data by synthesising
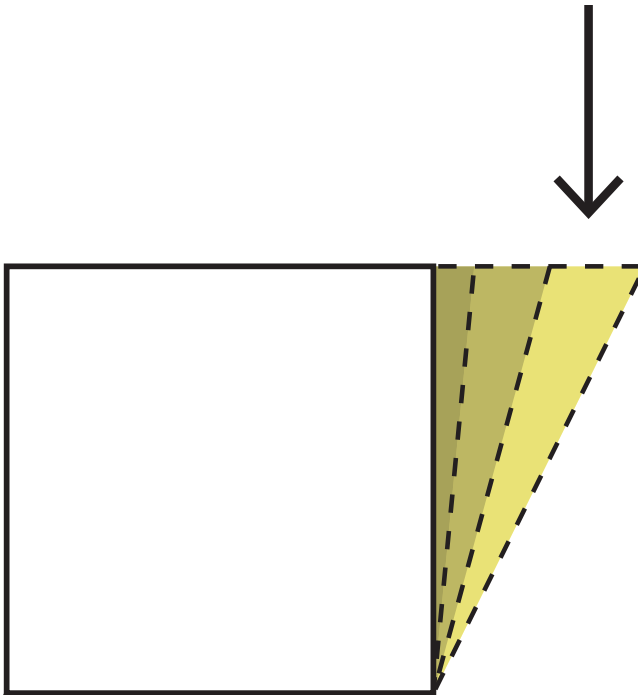and grouping ideas.

Collaborative Coding

Working independently pairs (or more) to find keywords and codes in text, then comparing what you found.
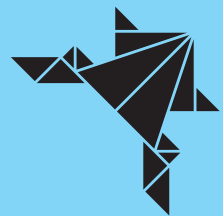
Checking for Skew

Sense-checking data for bias and skewing not accounted for during data collection.
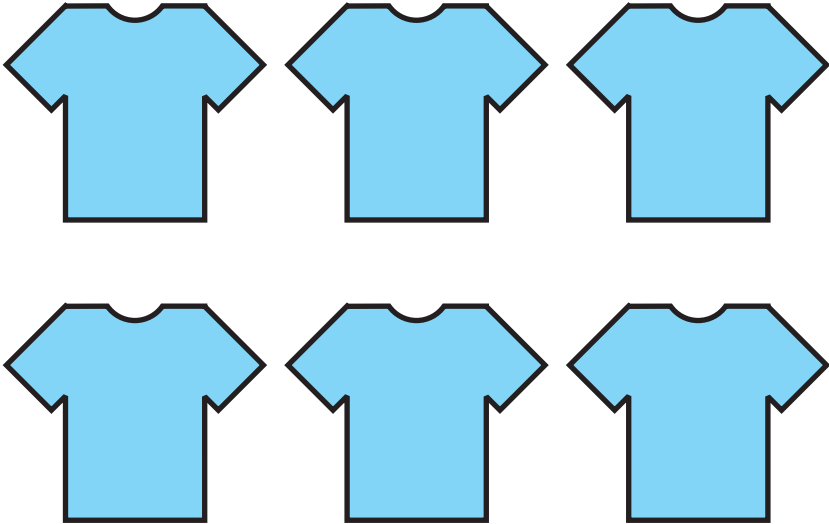
Insight Sharing

Skeletons for planning how to share and implement insights within an organisation.

Championship Teams

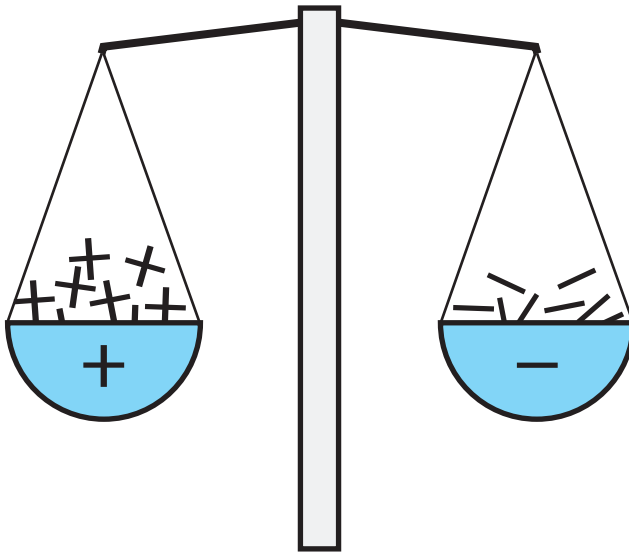Establish champions in different departments with a shared remit.

Could be to...

- Take on a new kind of challenge
- Promote a new way of working
- Test a new methodology

Feedback Balancing

When discussing feedback, balance positive and negative comments with each other. Do you have enough of both?
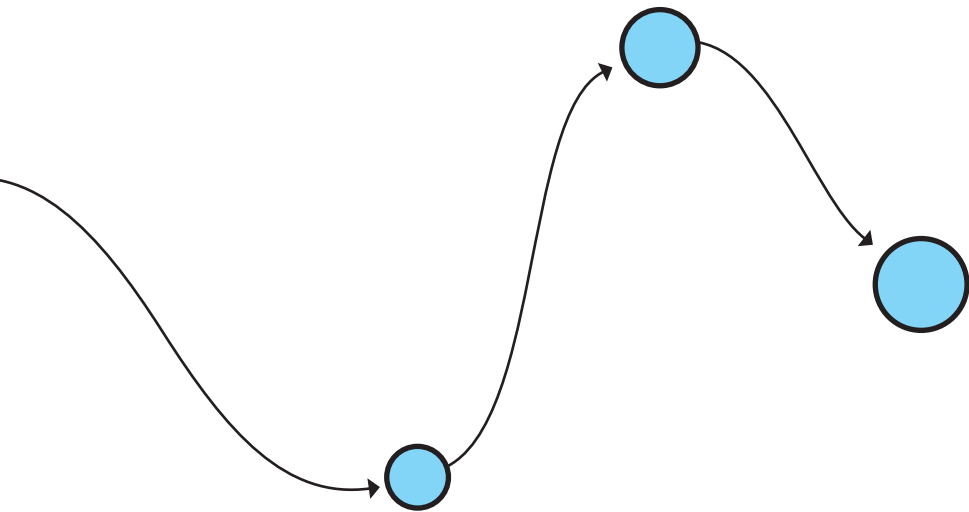
Could apply to...

- Presenting written feedback
- Offering feedback in a 'crit'
- Guiding group discussions

Journey Maps

Establish a common format for mapping the experience of audience members, then apply this across programmes.
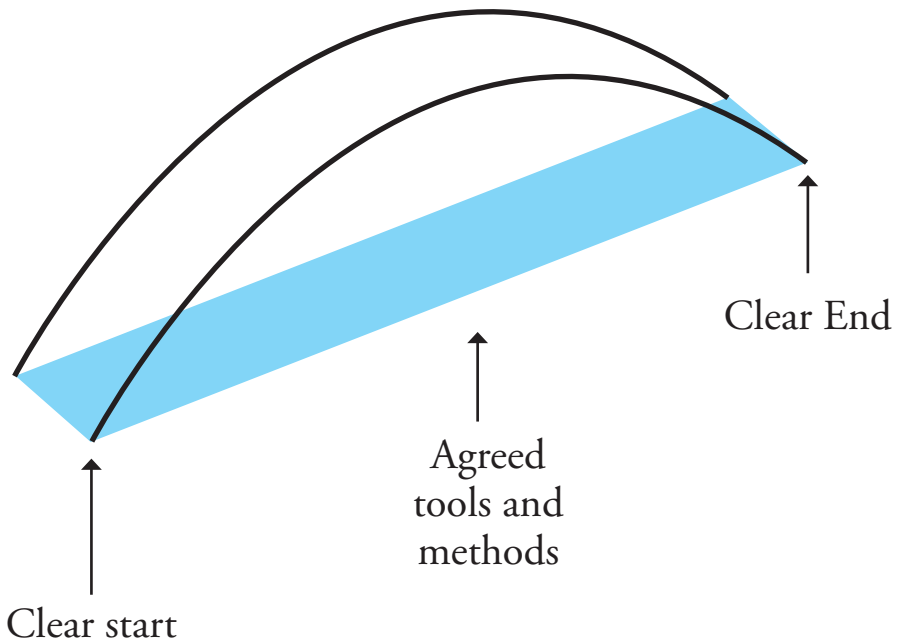
Could involve...

- Common dimensions on a chart (e.g. highs and lows)
- An agreed number of milestones

Team Bridge

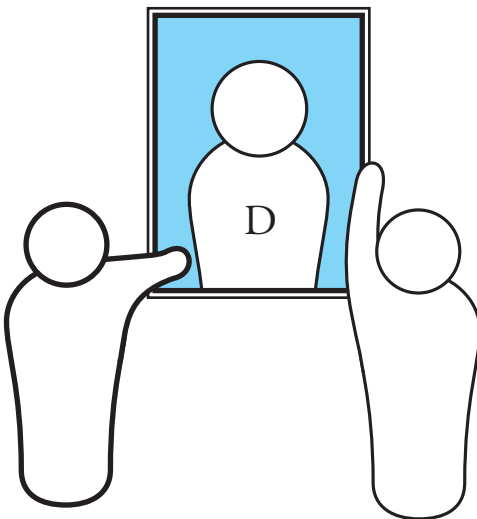Agree a set of explicit and agreed ways to connect two teams together.

Clear End

Agreed
tools and
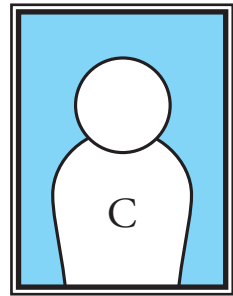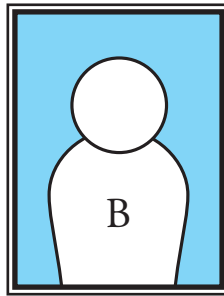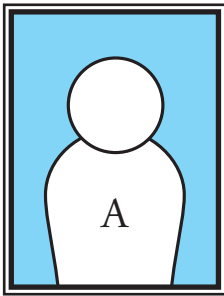methods

Clear start

Could involve...

- Skypes 4 Fridays in a row
- Informal hotdesking
- A shared pinboard

The Unusual Suspects

Create personas to represent the new audiences you want to reach and display them prominently.

A

B

C

D

Could help to...

- Promote inclusive thinking
- Remind teams of shared goals
- Reward work that breaks new ground

Ex-Directory

Build a shared history of the creative practitioners you've worked with.

Could include...

- Snapshots of their work
- Strengths and weaknesses
- Feedback they have offered
- Keywords for their skills

Backstage Pass

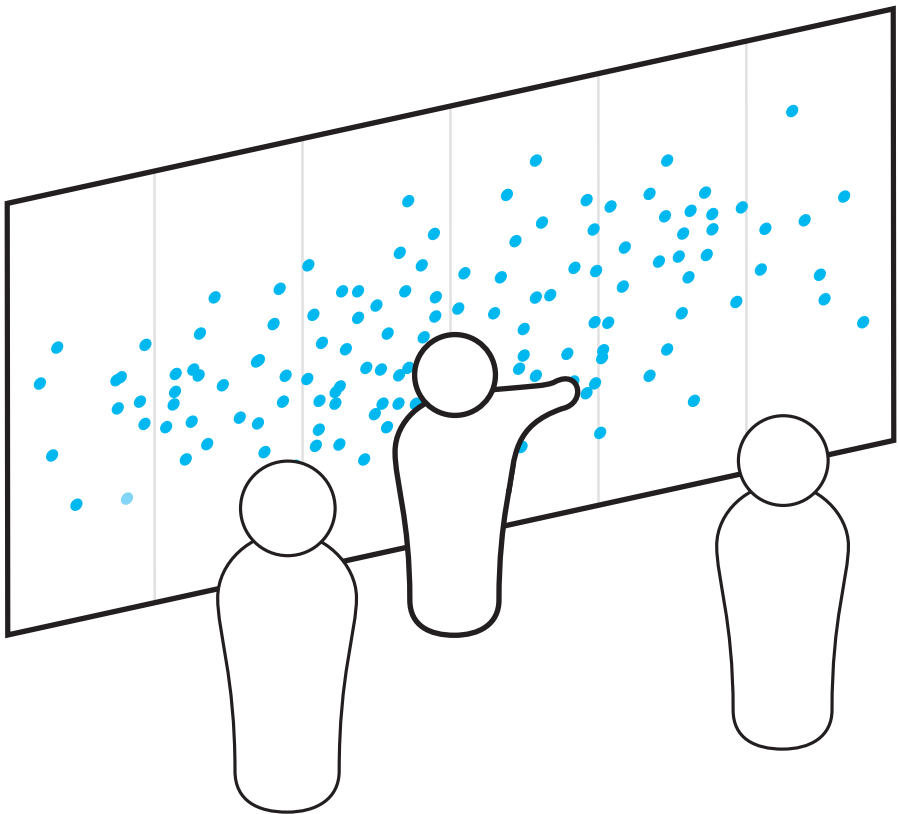Invite an audience member to participate in planning or debriefing sessions.

VIP

Could be...

- A valuable personal development experience for a teacher
- A micro-internship for a student
- A minority report from a peripheral audience demographic

Collective Calendar

Put up a big timeline with small stickers to map everyone's activity over a year.
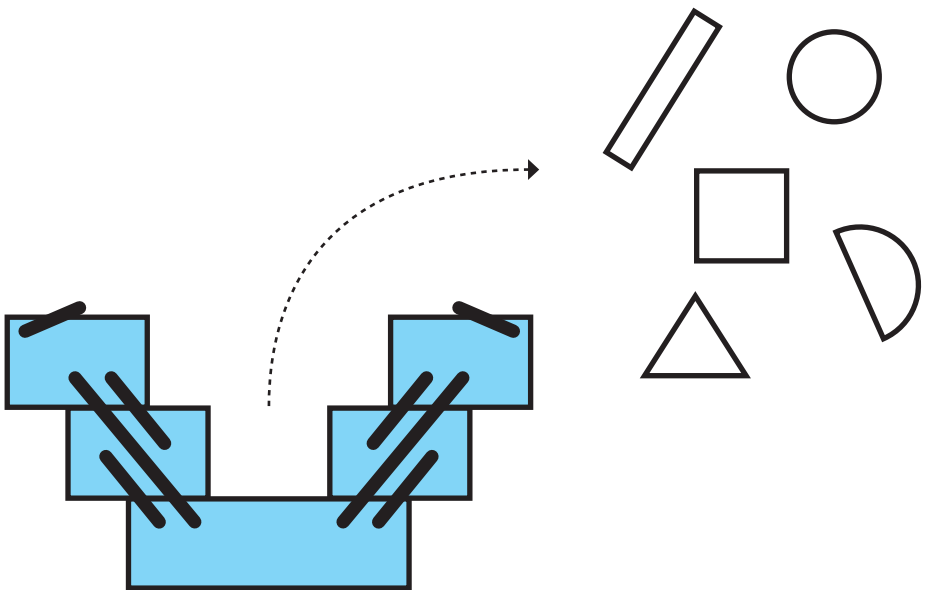

Could show...

- Events delivered
- Different types of meeting
- Collaborations with others

Nicebreakers

Curate a set of ready-to-use creative exercises to help open up strategic thinking at the start of meeting or workshop.
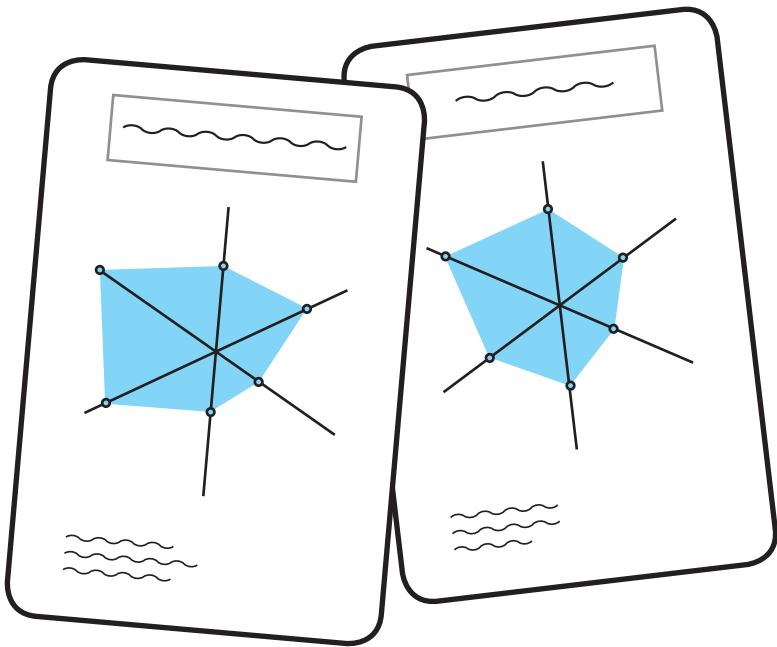
Could include...

- 5 words to describe yourself
- Unlearning activities, like drawing with your other hand
- Shameless plug: www.leapfrog.tools

Dataset Snap

Bring people from different teams together to compare datasets – spot overlaps and gaps.
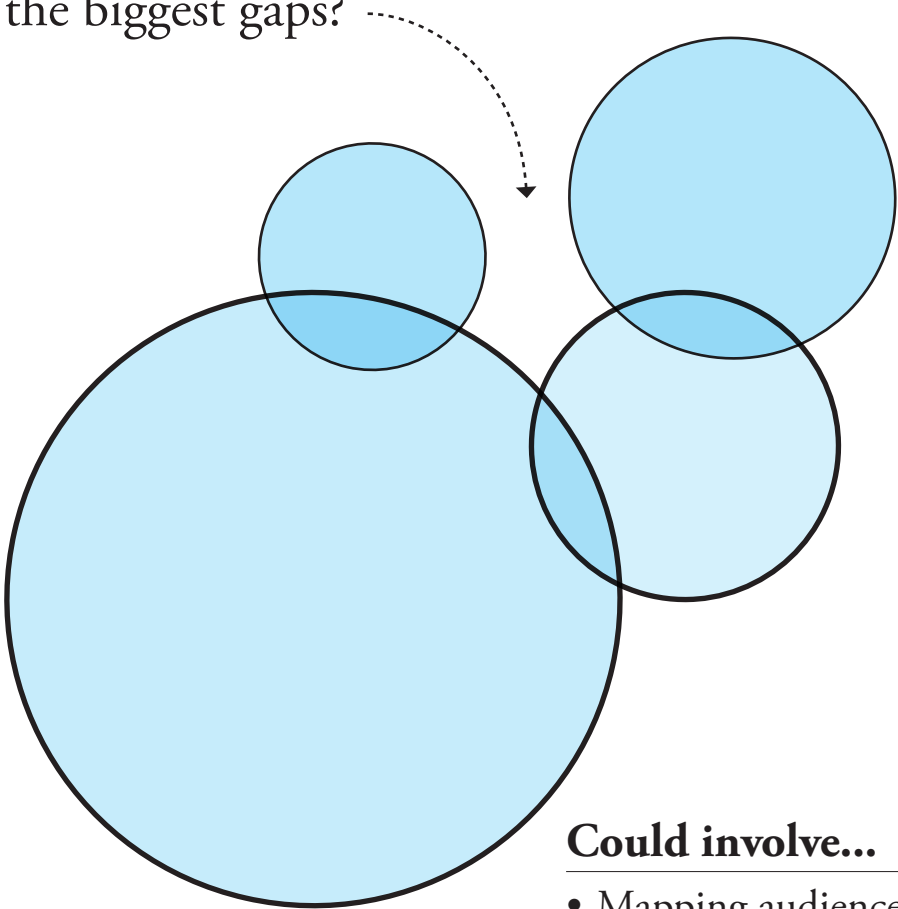

Could help to...

- Make useful connections between teams
- Sense-check data methods
- Surface common problems

Knowable Unknowns

Focus on what your current data can't tell you – where are the biggest gaps?
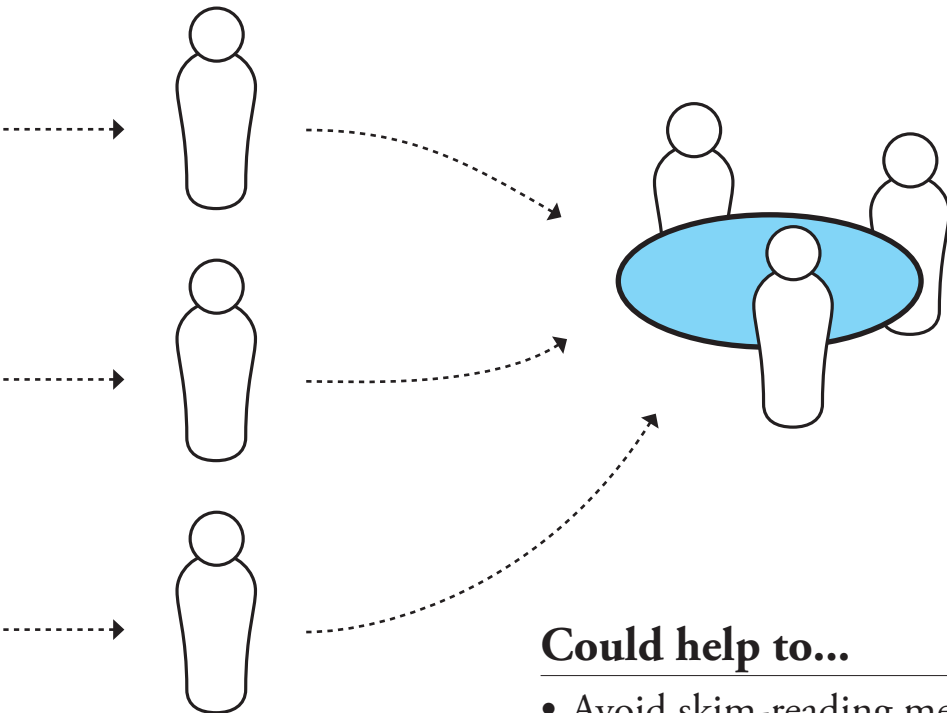
Could involve...

- Mapping audience demographics
- A timeline of surveys
- Reach vs. return rates

Deep Dive Data Digest

Agree to make the time to individually examine a set of data before you meet to discuss it.
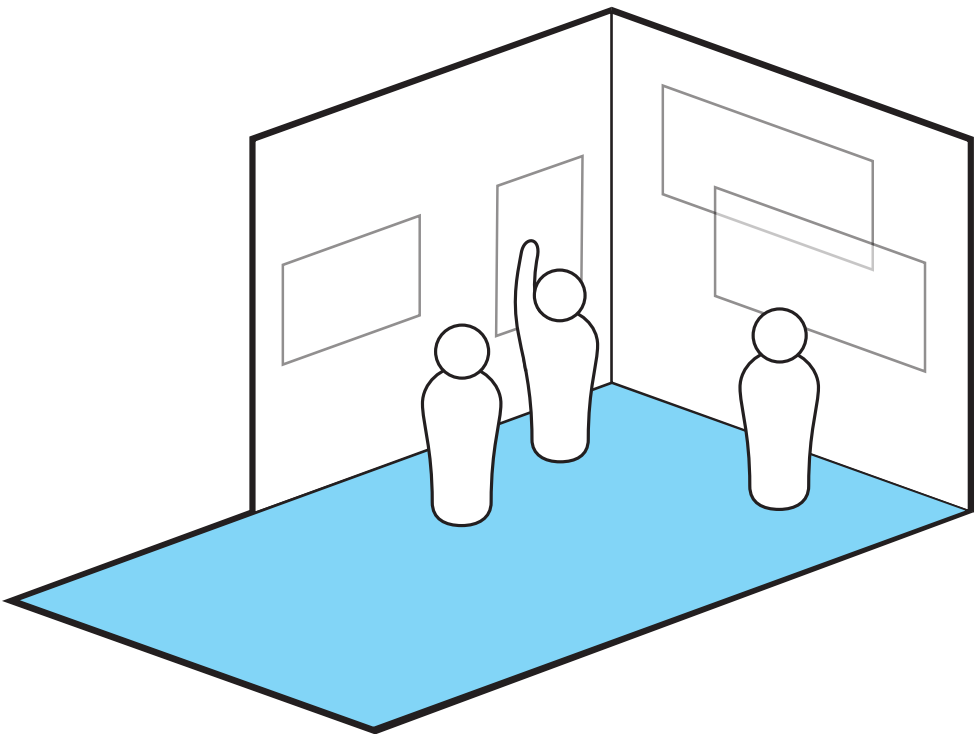
Could help to...

- Avoid skim-reading meetings
- Empathise with audience members' needs
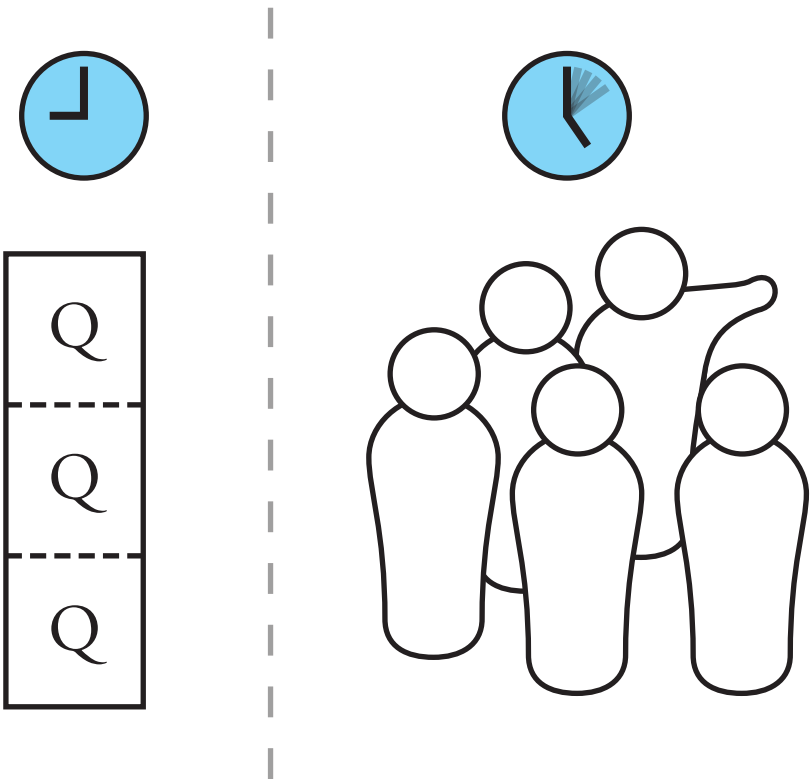- Build individual confidence

Problem Space

From a single noticeboard to a takeover of an entire room, make a permanent space for displaying data and insights for a new initiative.

Team Talk 10

Set some debriefing questions for team before they deliver an event. Afterwards get together for a 10 minute rapid debrief, guided by the pre-loaded questions.

Sharing Surgery

Hold regular meetings for team members to share problems, experiences and advice.

Could be about...

- Data analysis methods
- Talking to a visiting expert
- Sharing inspiring projects

Rethinking R&D in Museum Learning

Skeleton Tool Card Deck

Co-designed by Leapfrog and the V&A Learning and National Programmes Team

Leapfrog worked with V&A's Learning and National Programmes team to co-design tools to catalyse and sustain a new kind of research and development —

R&D focussed on the impact of museum learning on people, rather than audience numbers or demographics.

This card deck is accompanied by guidelines and R&D cycle mapping sheets, available for free (along with over 70 other tools): www.leapfrog.tools