

# 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

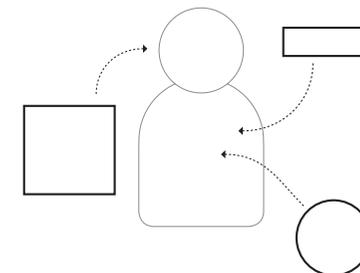
Skeletons for planning creative engagement with audience members to gather data.



Data Collection Skeleton

## Build a Portrait

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



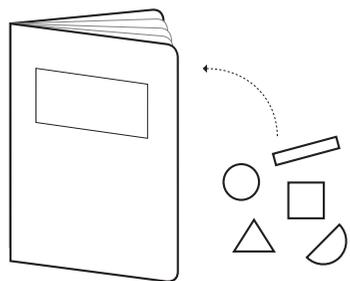
### Could work as a...

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

Data Collection Skeleton

## Programme Passport

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



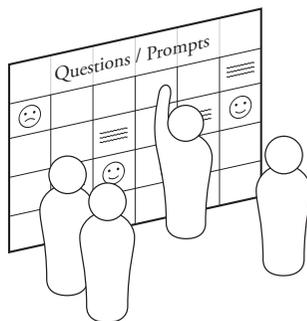
### Could work as...

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

Data Collection Skeleton

## Achievement Grid

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



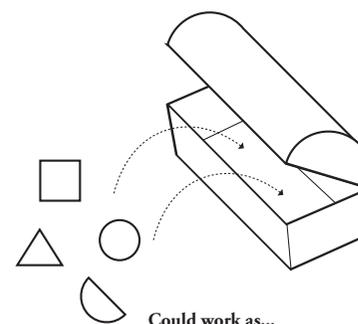
### Could work as...

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

Data Collection Skeleton

## Time Capsule

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



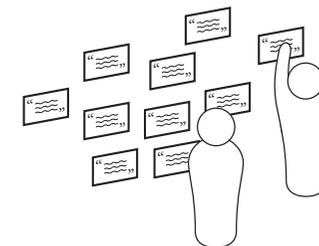
### Could work as...

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

Data Collection Skeleton

## Quote Postcards

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

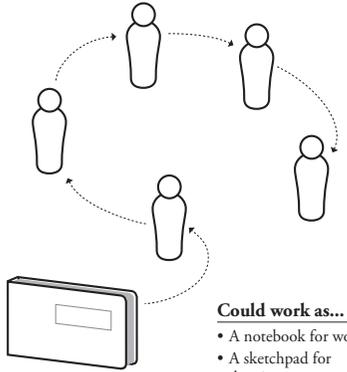


### Could work as...

- 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.

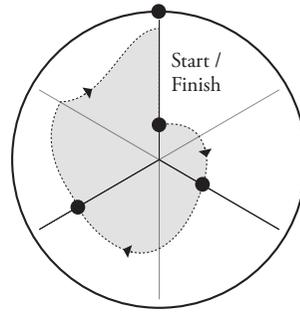


**Could work as...**

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

## Progress Tracker

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

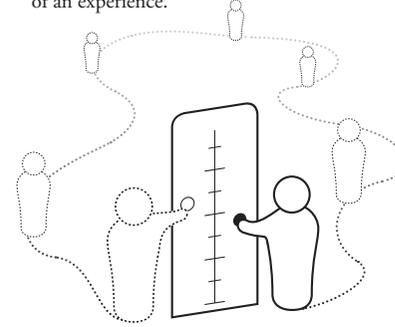


**Could work as...**

- 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.

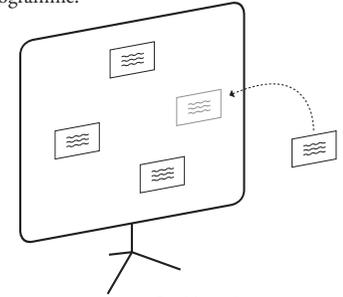


**Could work as...**

- 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.

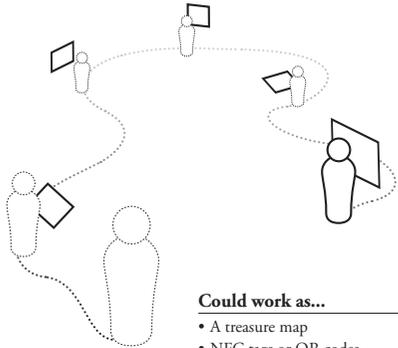


**Could work as...**

- 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.

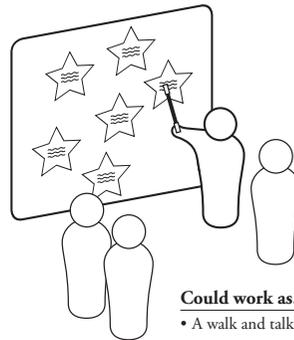


**Could work as...**

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

## Magic Wand & Stars

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

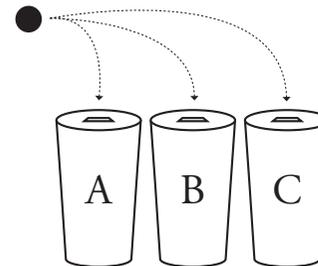


**Could work as...**

- 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.

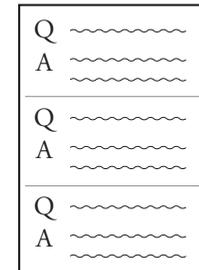


**Could work as...**

- 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.

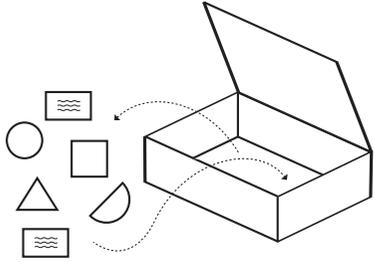


**Could work as...**

- 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.



### 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

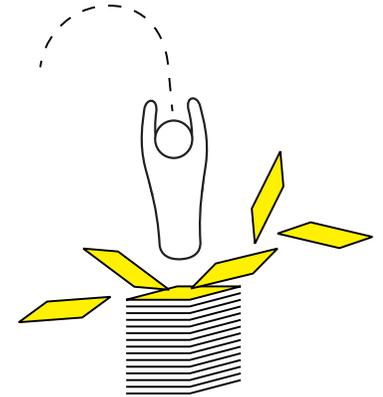
## Data Analysis

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



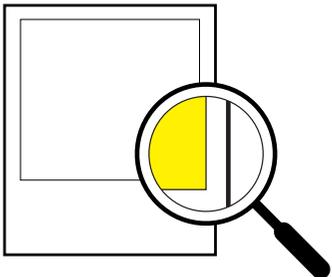
## Deep Dive

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



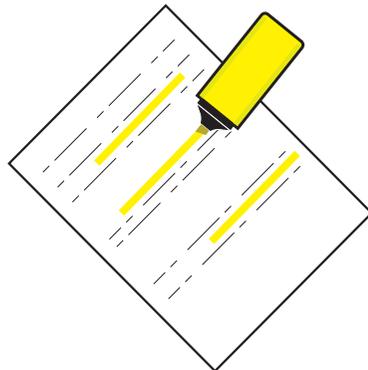
## Visual Analysis

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



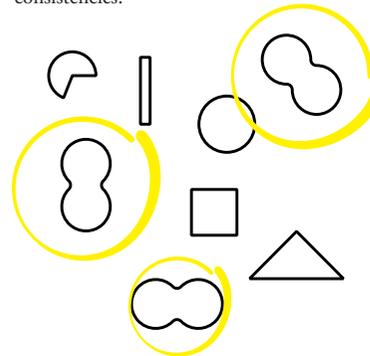
## Finding Keywords

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



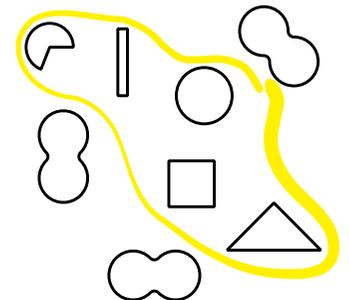
## Finding Similarities

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



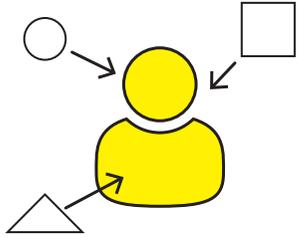
## Finding Differences

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



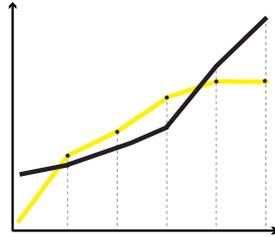
## Making Personas

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



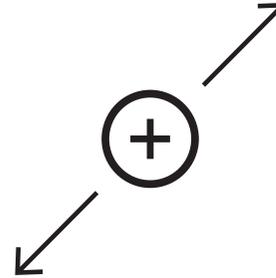
## Findings Correlations

Looking for relationships in data that imply cause or effect.



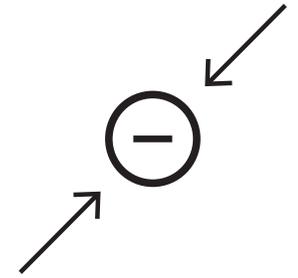
## Zooming In

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



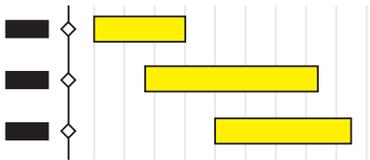
## Zooming Out

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



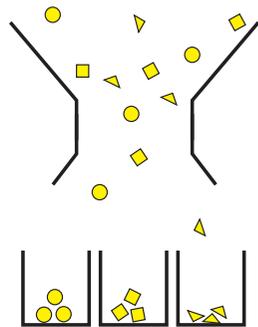
## Sorting by Time

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



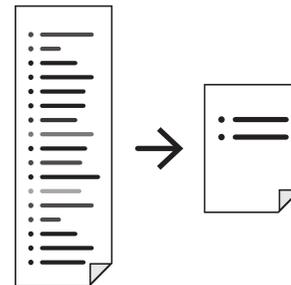
## Sorting by Category

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



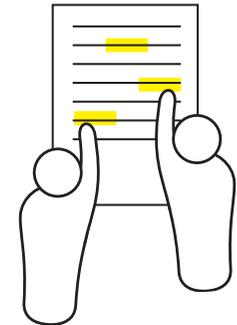
## Summarising

Reducing data by synthesising and grouping ideas.



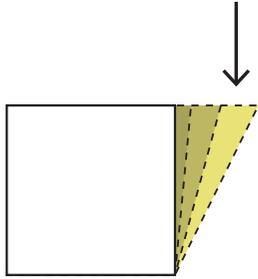
## Collaborative Coding

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.

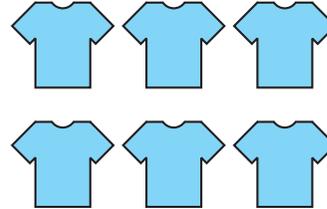


## Insight Sharing

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

## Championship Teams

Establish champions in different departments with a shared remit.

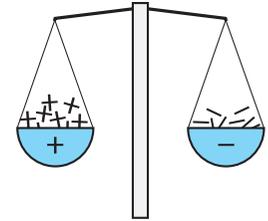


**Could be to...**

- 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?

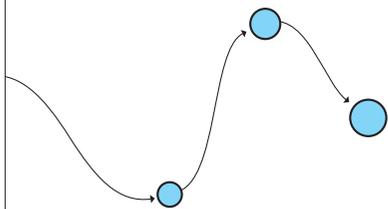


**Could apply to...**

- 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.

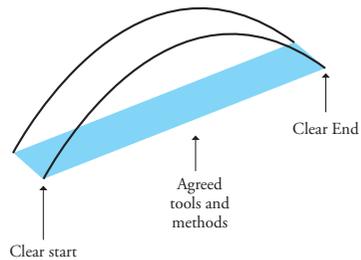


**Could involve...**

- 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.

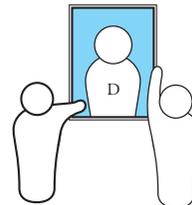
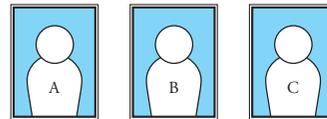


**Could involve...**

- 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.

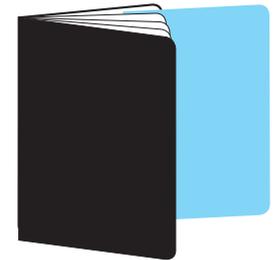


**Could help to...**

- 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.

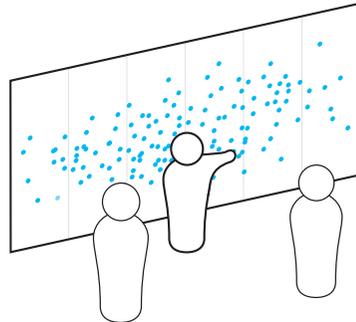


### Could be...

- 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.

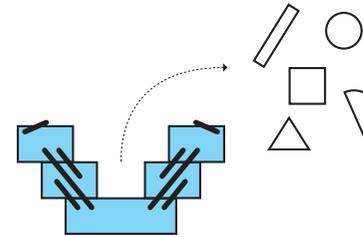


### Could show...

- 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.

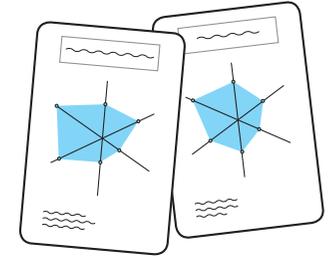


### Could include...

- 5 words to describe yourself
- Unlearning activities, like drawing with your other hand
- Shameless plug: [www.leapfrog.tools](http://www.leapfrog.tools)

## Dataset Snap

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

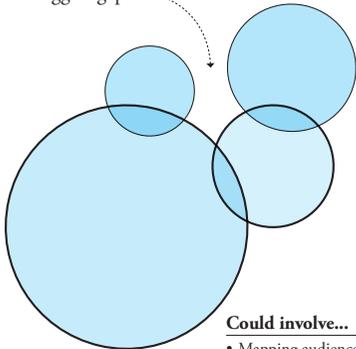


### Could help to...

- 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?

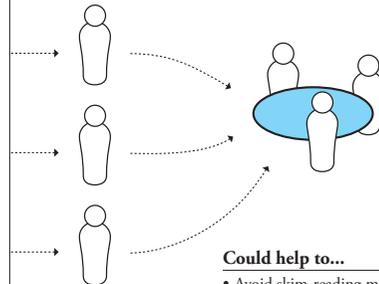


### Could involve...

- 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.

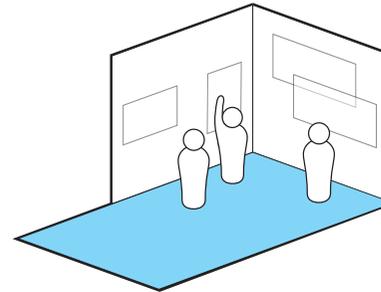


### Could help to...

- 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.

