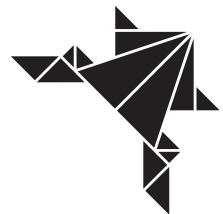


# Rethinking R&D in Museum Learning

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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

---

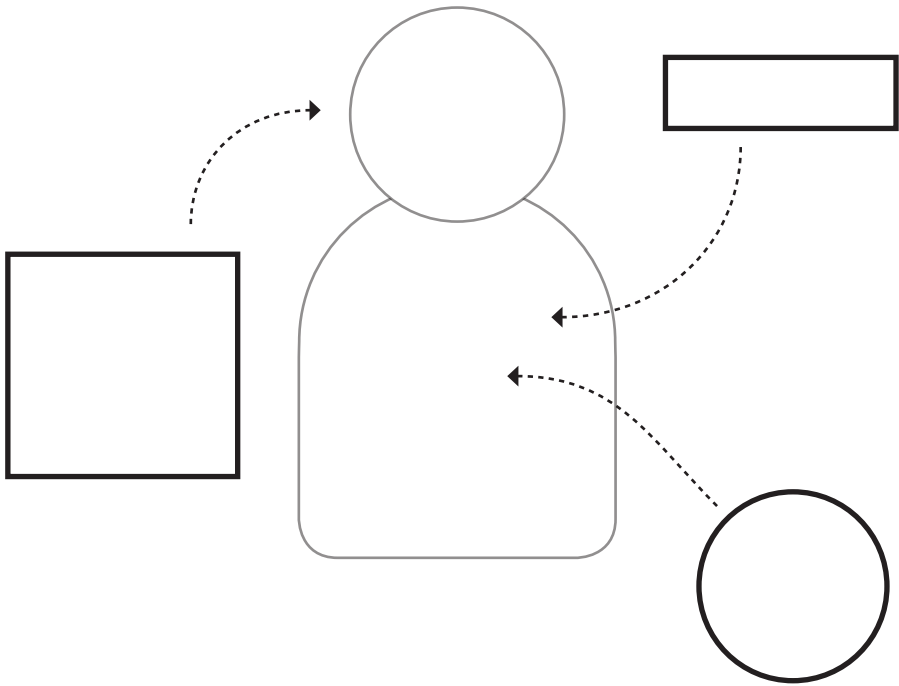
Skeletons for planning  
creative engagement with  
audience members to  
gather data.



# Build a Portrait

---

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



## Could work as a...

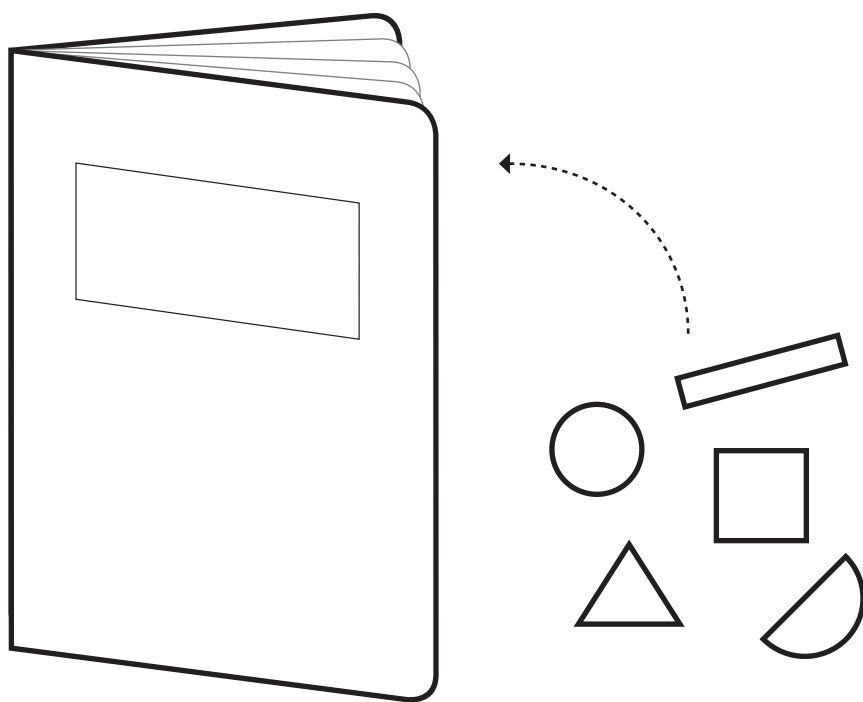
---

- 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...

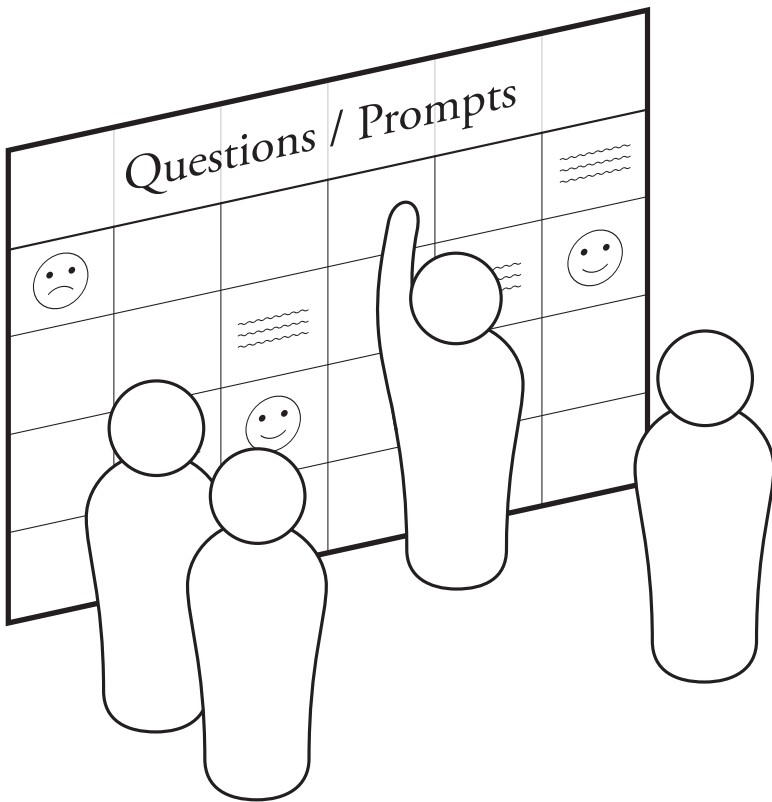
---

- 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...

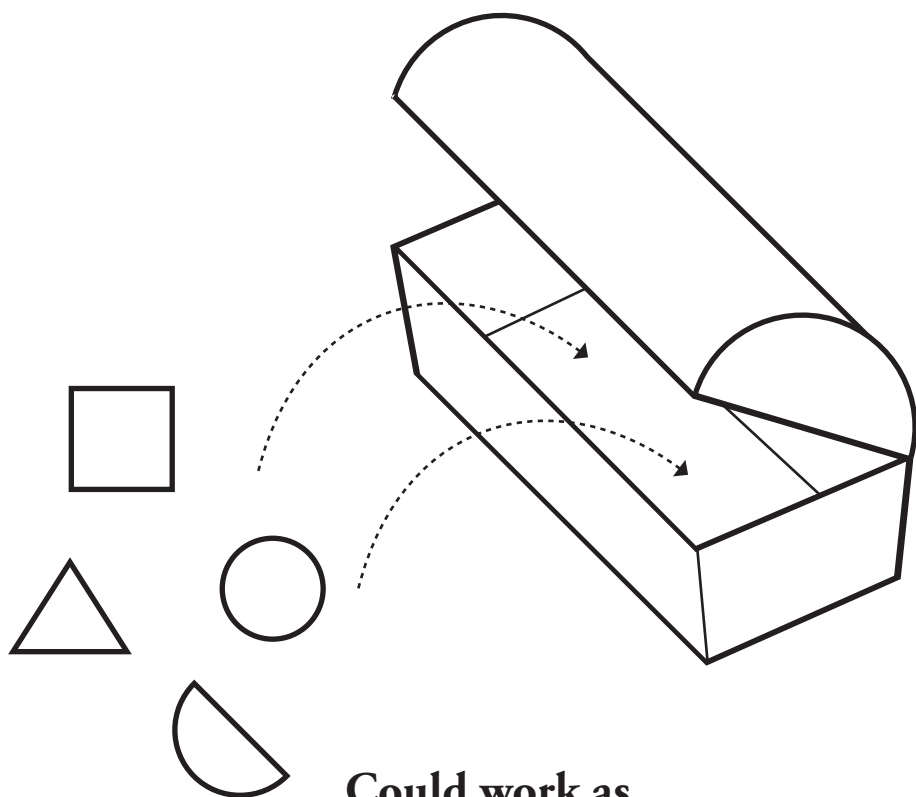
---

- 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...

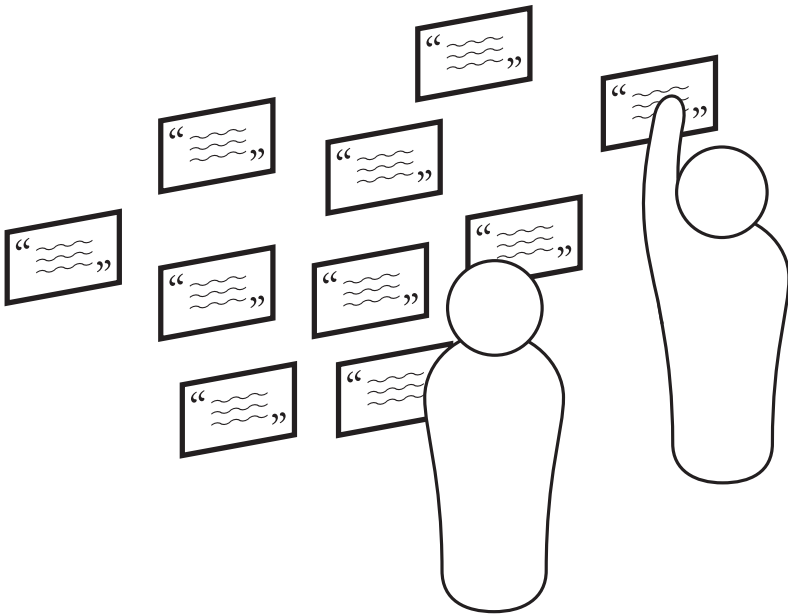
---

- 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...

---

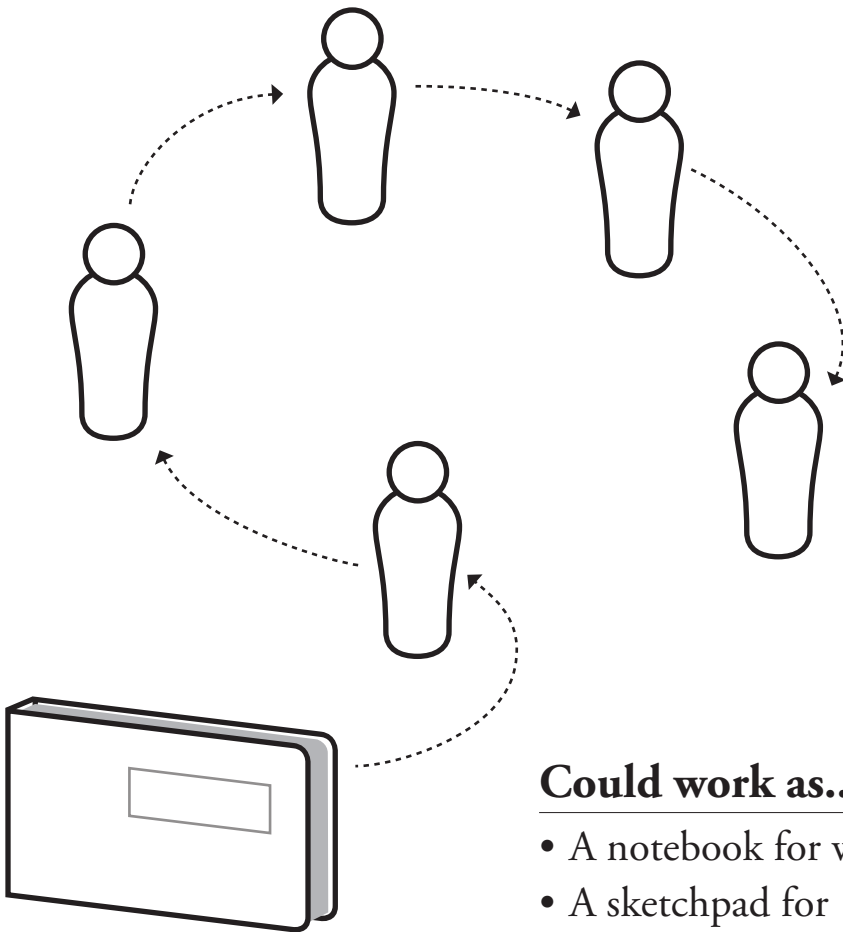
- Movable notes stuck on a wall
- Bits of text on a touchscreen
- Stickers to vote quotes up or down



# 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...

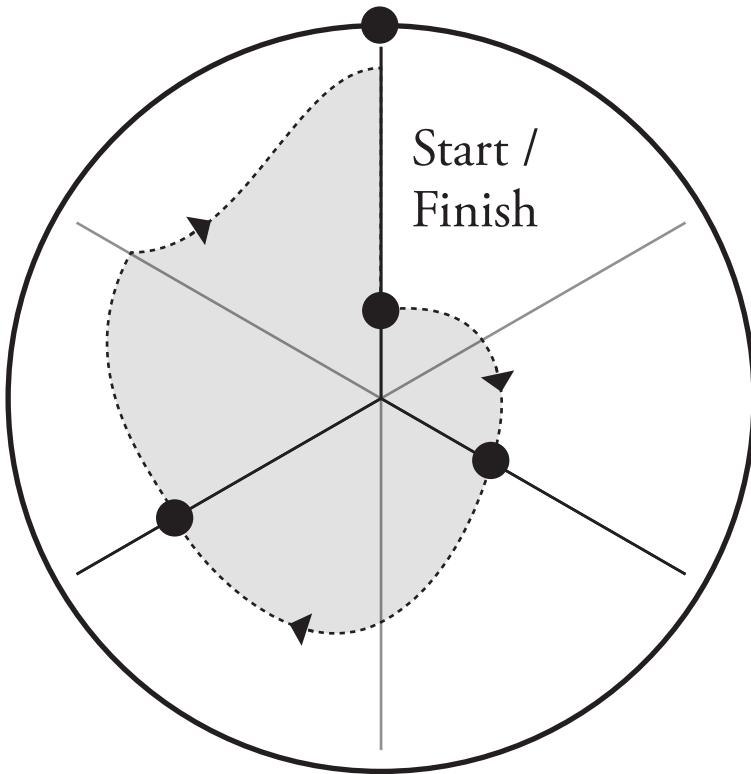
---

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

# Progress Tracker

---

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



## Could work as...

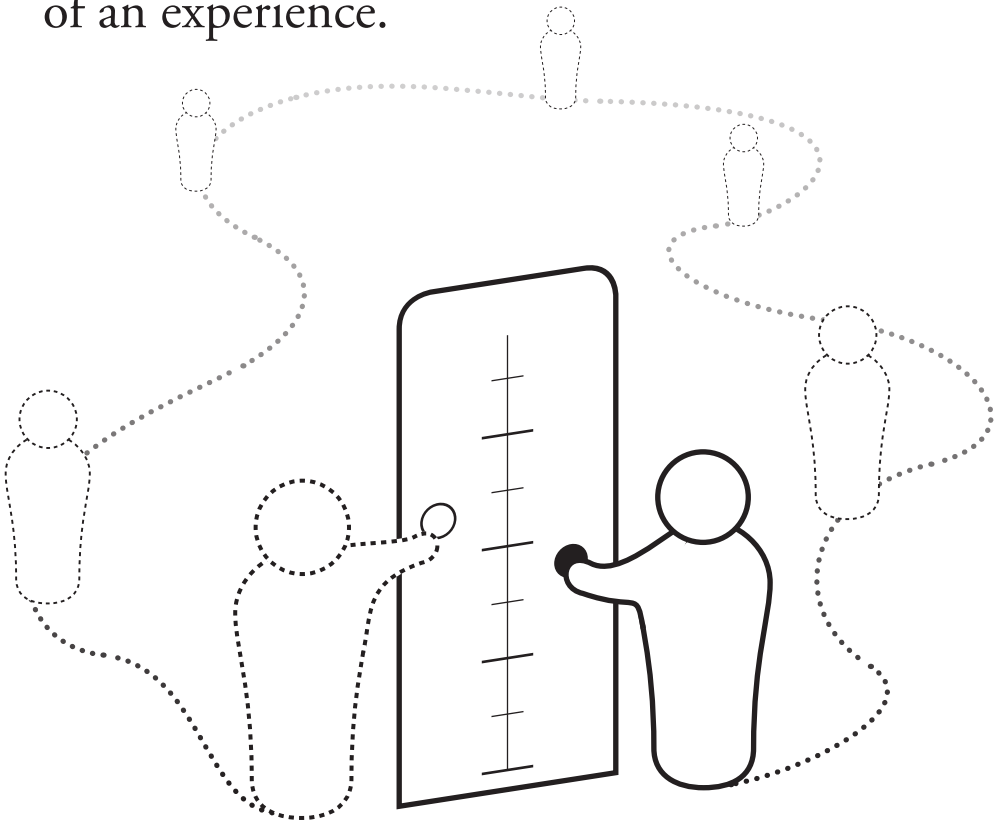
---

- 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...

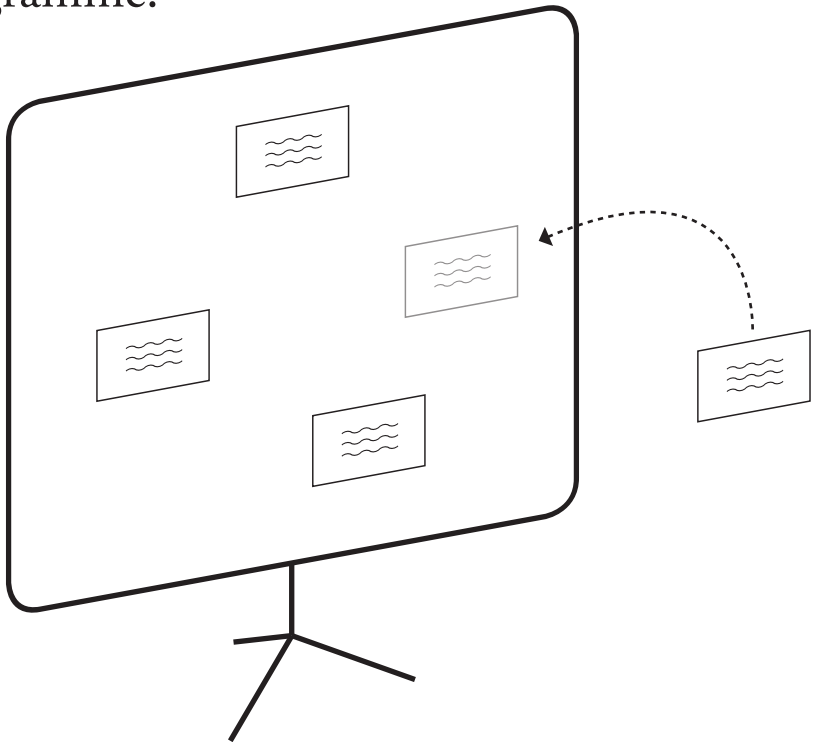
---

- 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...

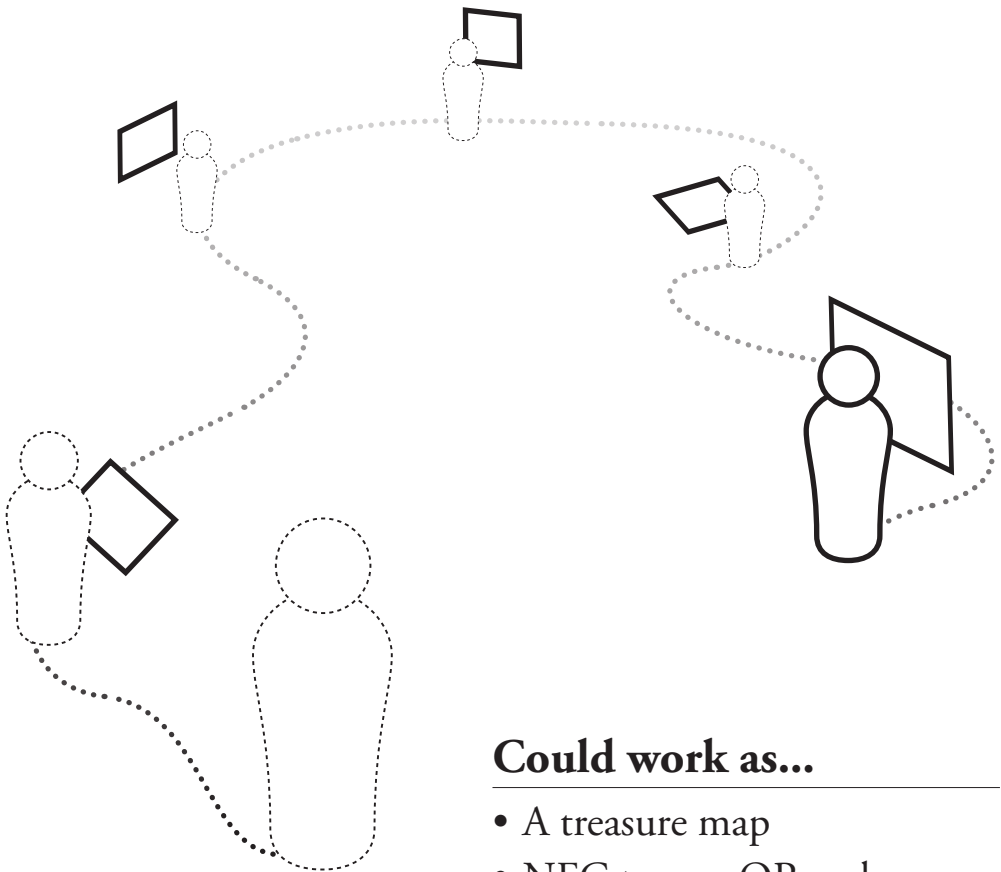
---

- 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...

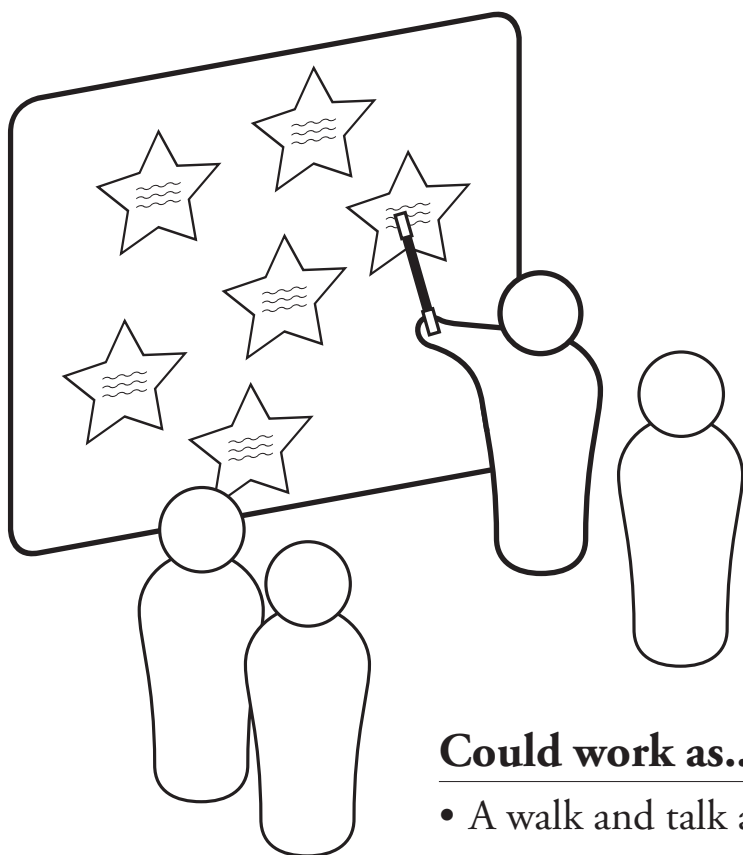
---

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

# Magic Wand & Stars

---

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



## Could work as...

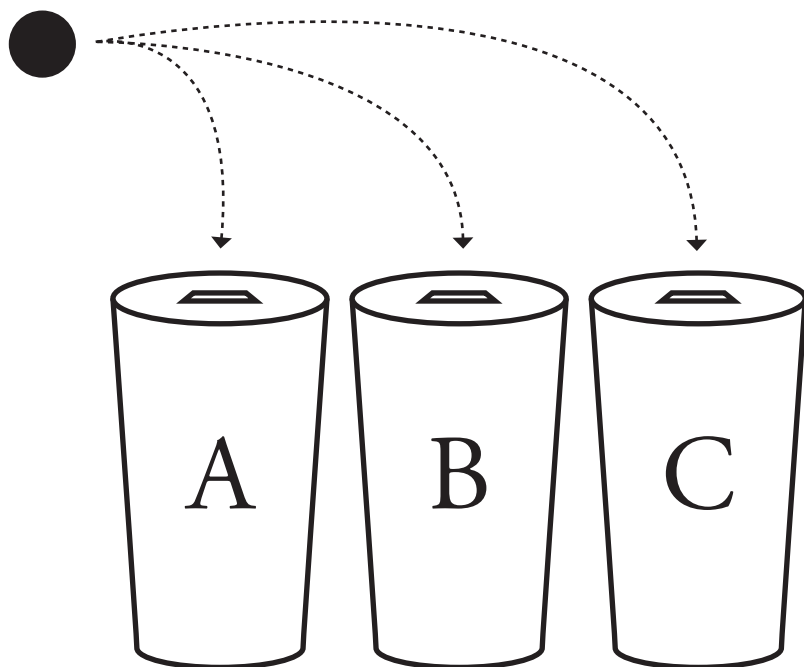
---

- 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	~~~~~ ~~~~~
<hr/>	
Q	~~~~~
A	~~~~~ ~~~~~
<hr/>	
Q	~~~~~
A	~~~~~ ~~~~~

## Could work as...

---

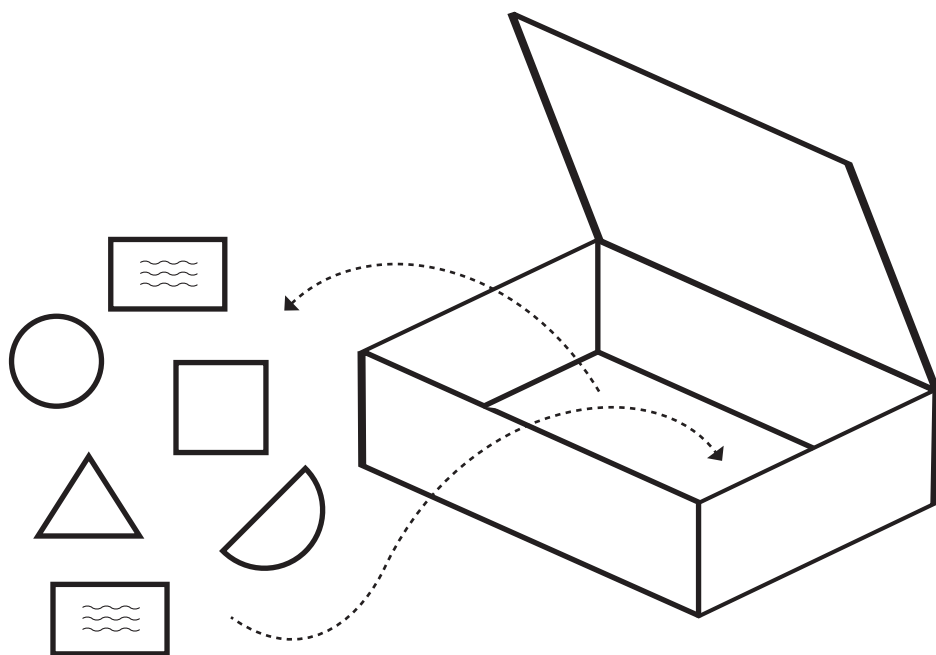
- Feedback sheets after events
- Online surveys
- Phone interview records



# 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.



## 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**

---

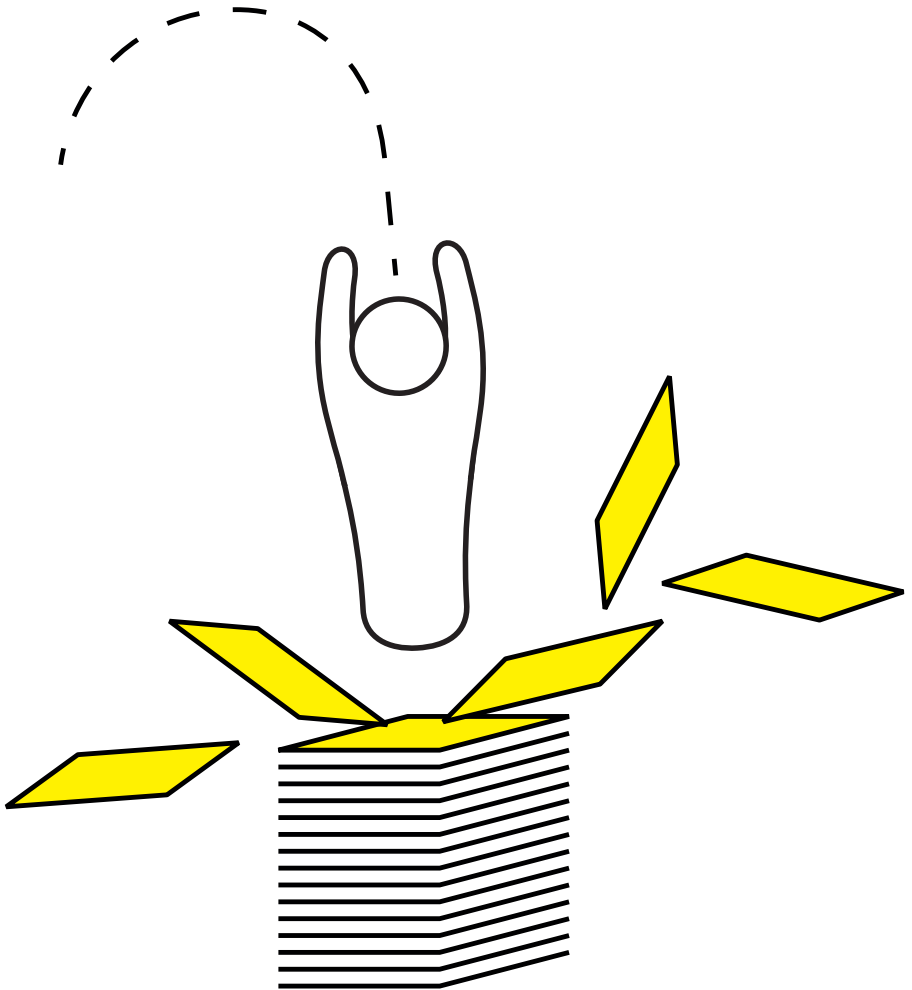
**Skeletons for planning how to process, organise and interpret fresh data.**



# Deep Dive

---

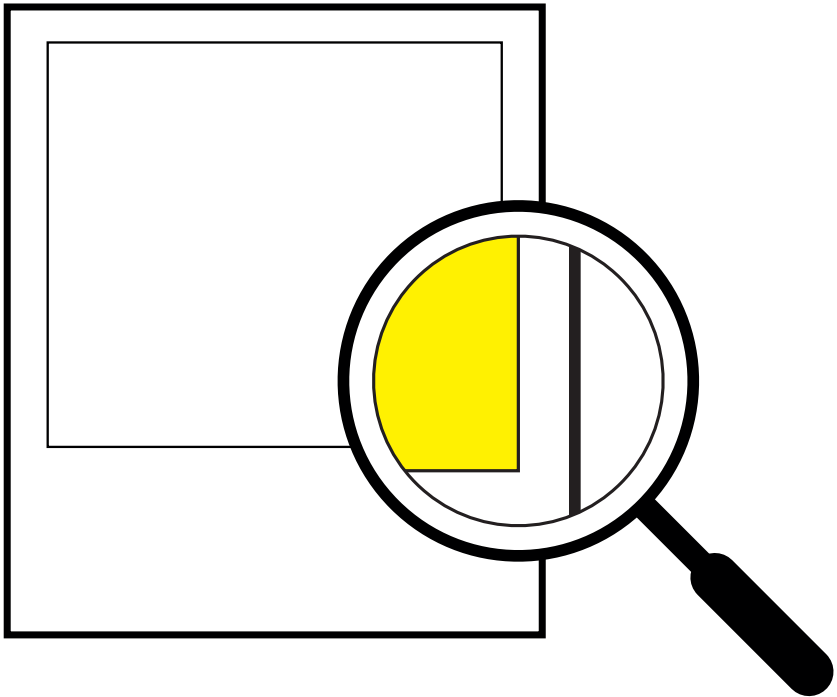
Immerse yourself in the data to get as familiar as possible with it.



# Visual Analysis

---

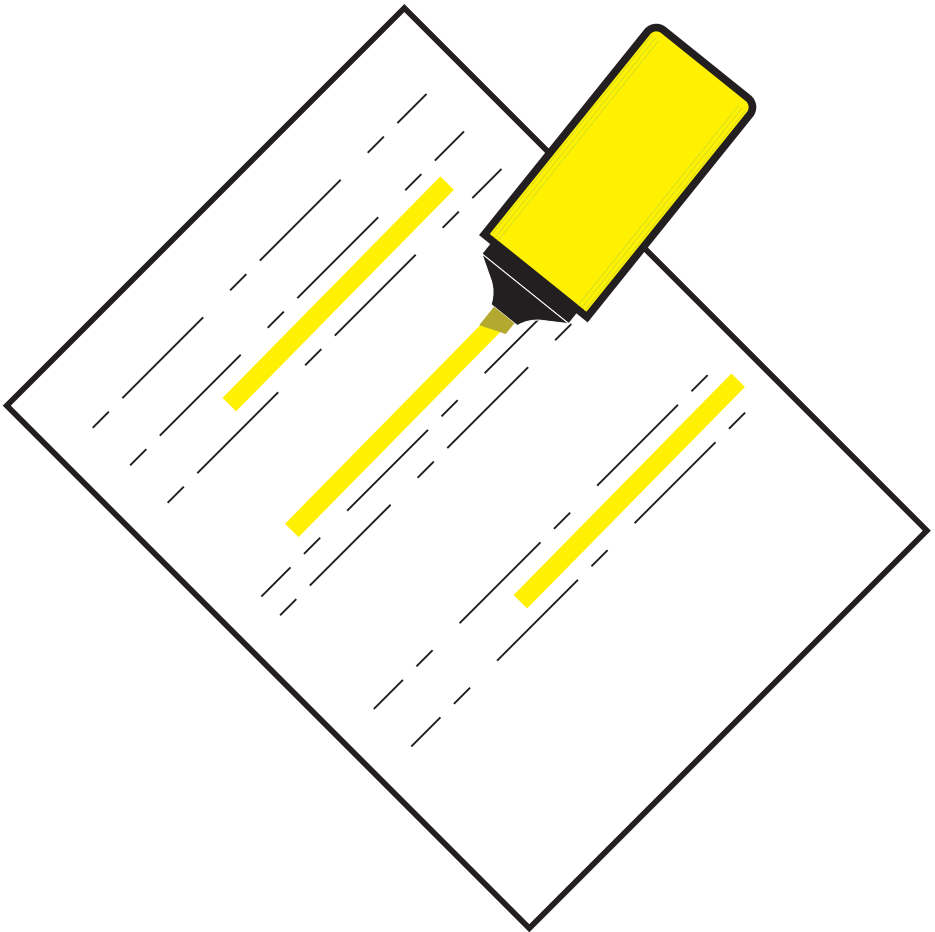
A formal methodology for coding and organising images and video data.



# Finding Keywords

---

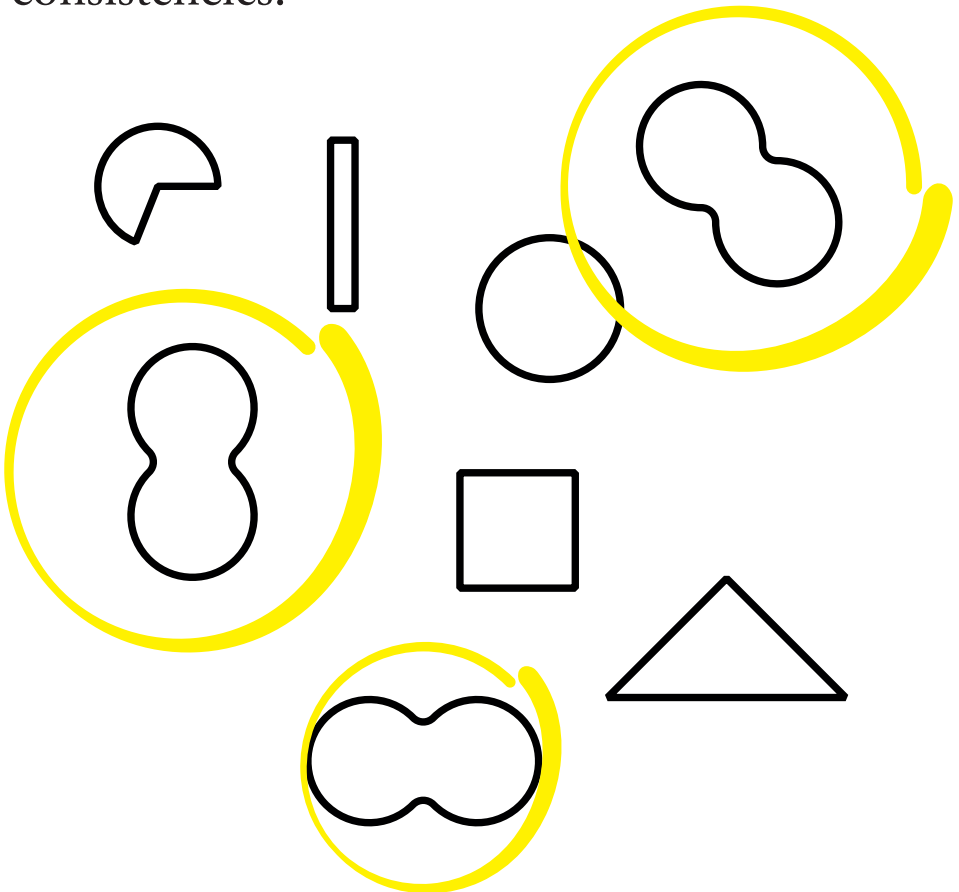
Coding for key terms and ideas in written text... What next?



# Finding Similarities

---

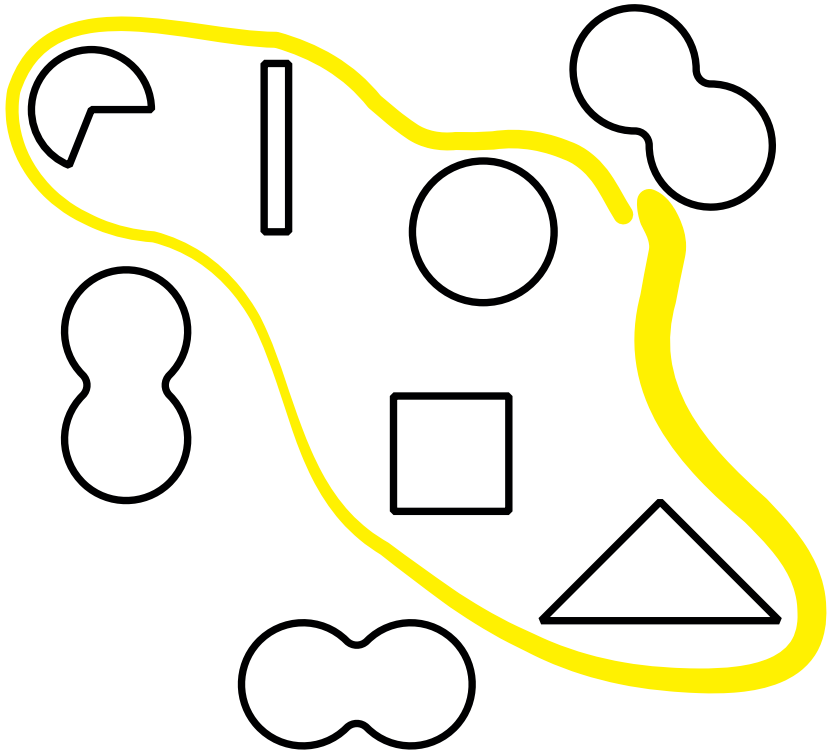
Looking for similar responses or descriptions to find commonalities and consistencies.



# Finding Differences

---

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

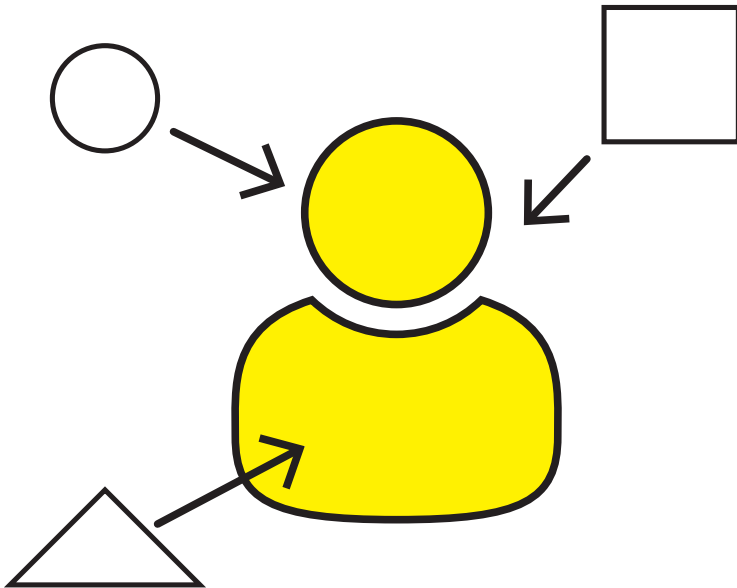




# Making Personas

---

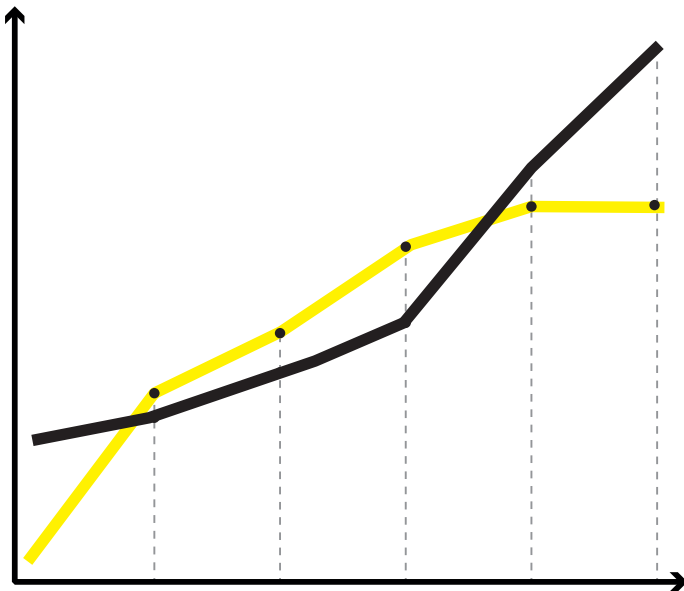
Creating imaginary characters to represent key types of audience members and their needs.



# Findings Correlations

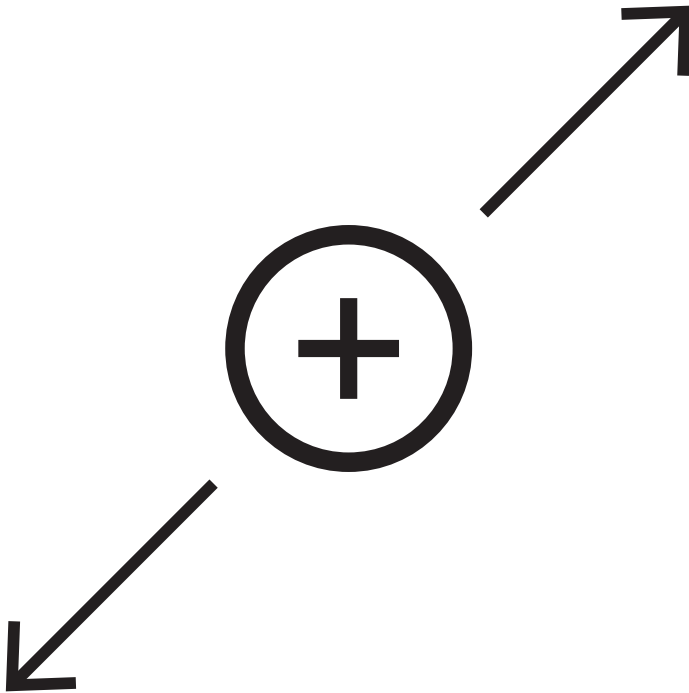
---

Looking for relationships in data that imply cause or effect.



# Zooming In

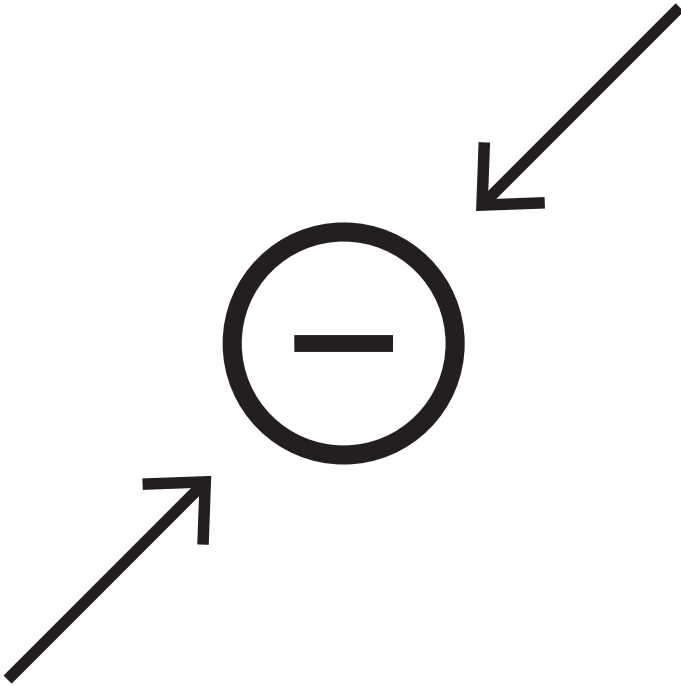
Looking more closely at part of your data to understand it better.



# Zooming Out

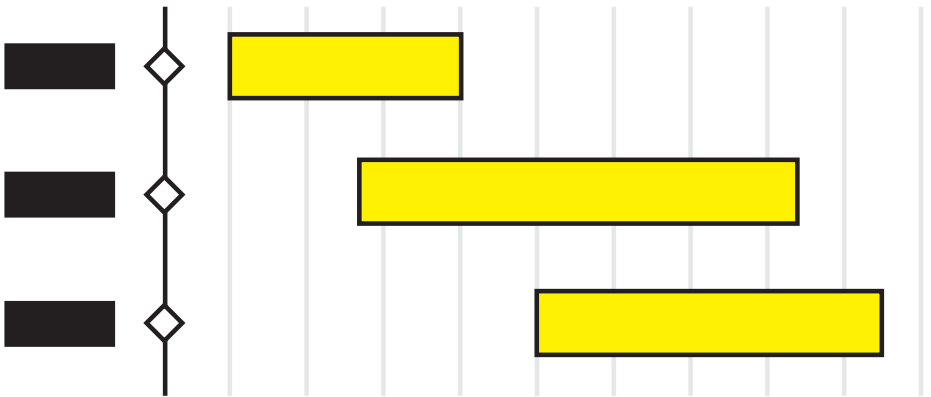
---

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



# Sorting by Time

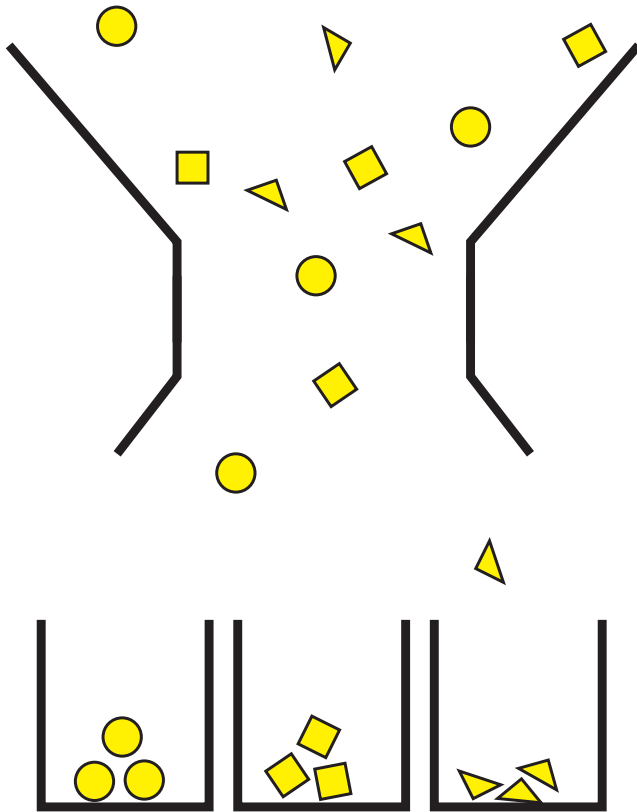
Organising data in a timeline or time series to find overlaps and relationships.



# Sorting by Category

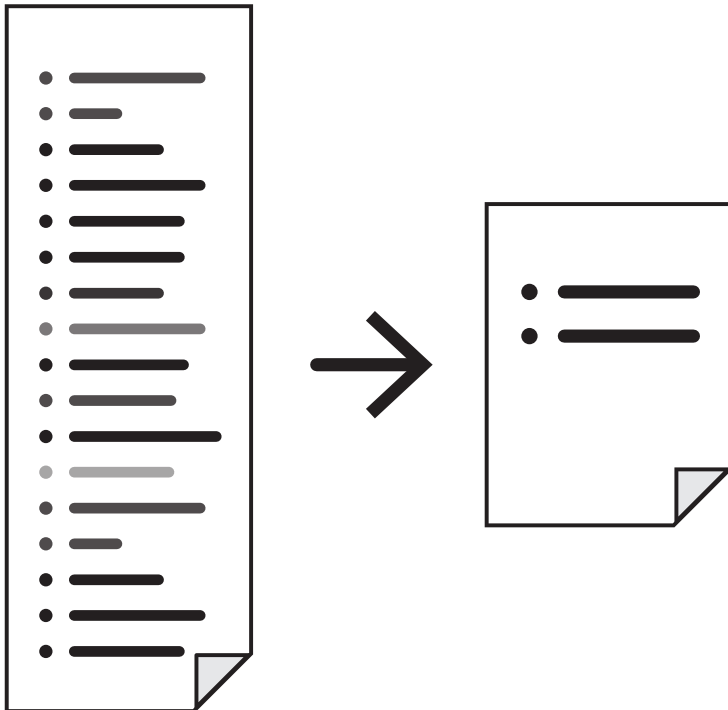
---

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



# Summarising

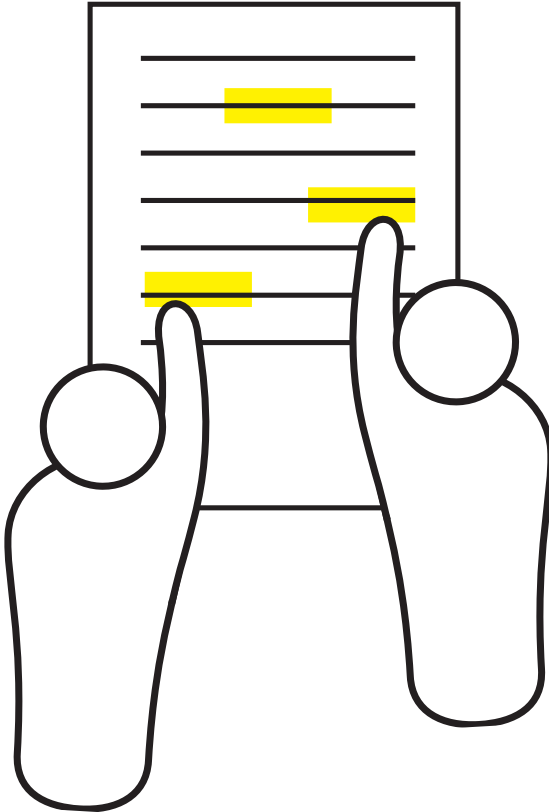
Reducing data by synthesising and grouping ideas.



# Collaborative Coding

---

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

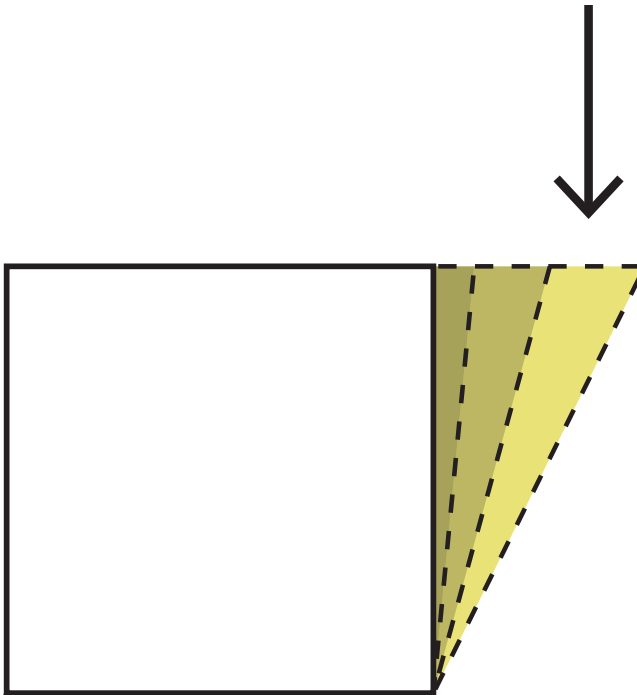




# Checking for Skew

---

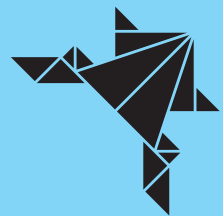
Sense-checking data for bias and skewing not accounted for during data collection.



# Insight Sharing

---

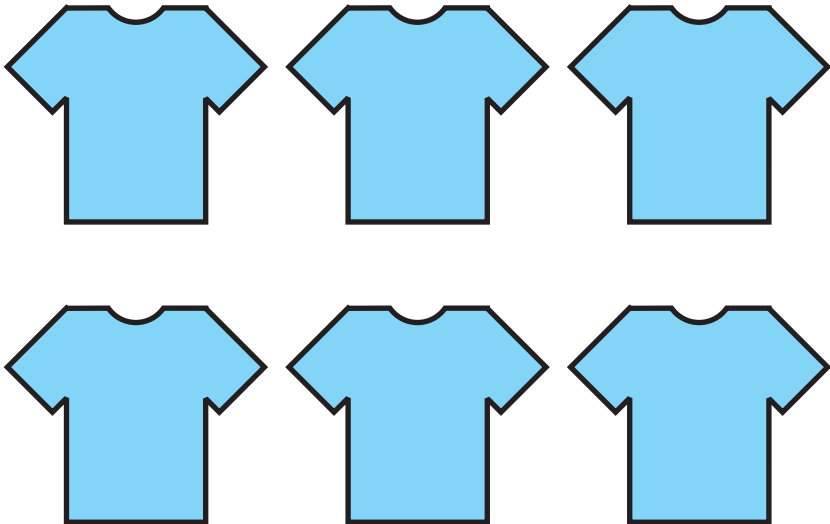
Skeletons for planning how to share and implement insights within an organisation.



# Championship Teams

---

Establish champions in different departments with a shared remit.



## Could be to...

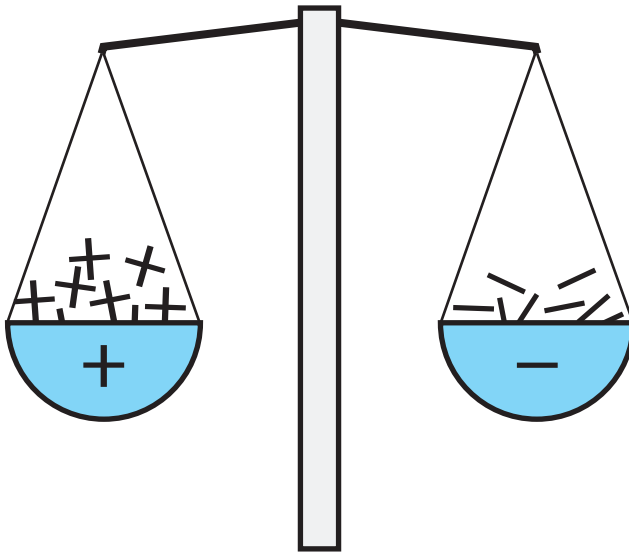
---

- 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?

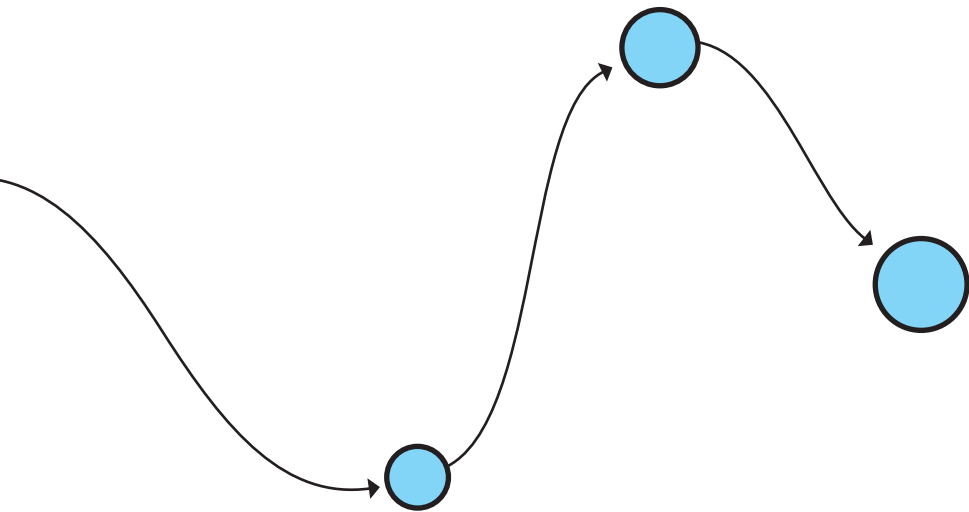


## Could apply to...

- 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.



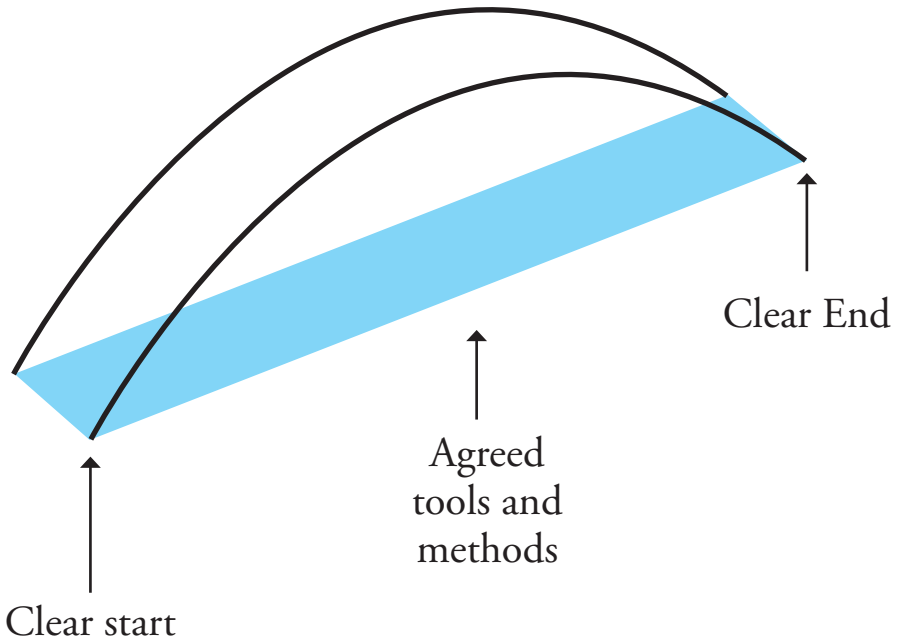
## Could involve...

- 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...

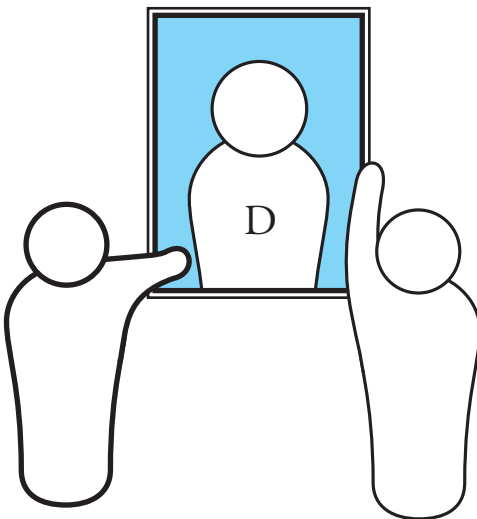
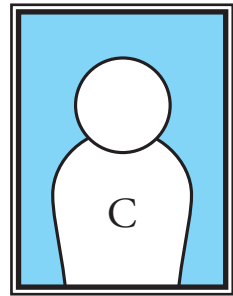
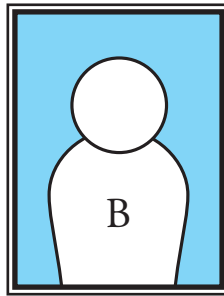
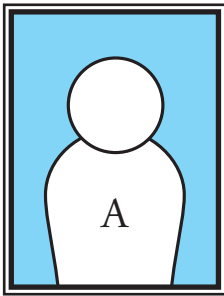
---

- 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...

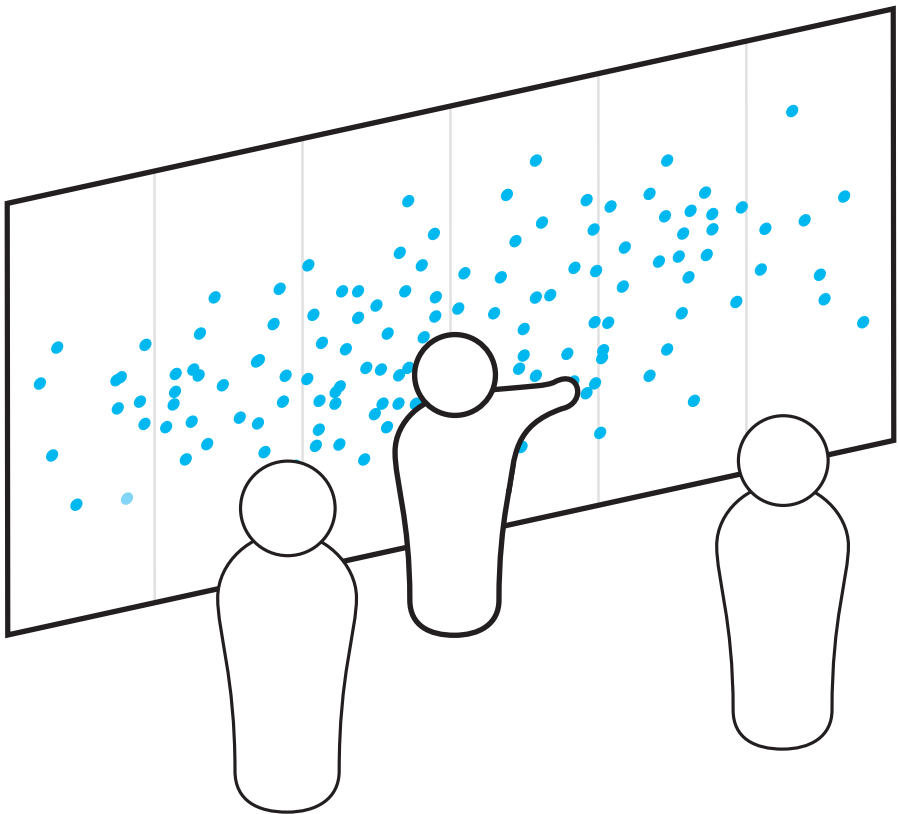
---

- 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...

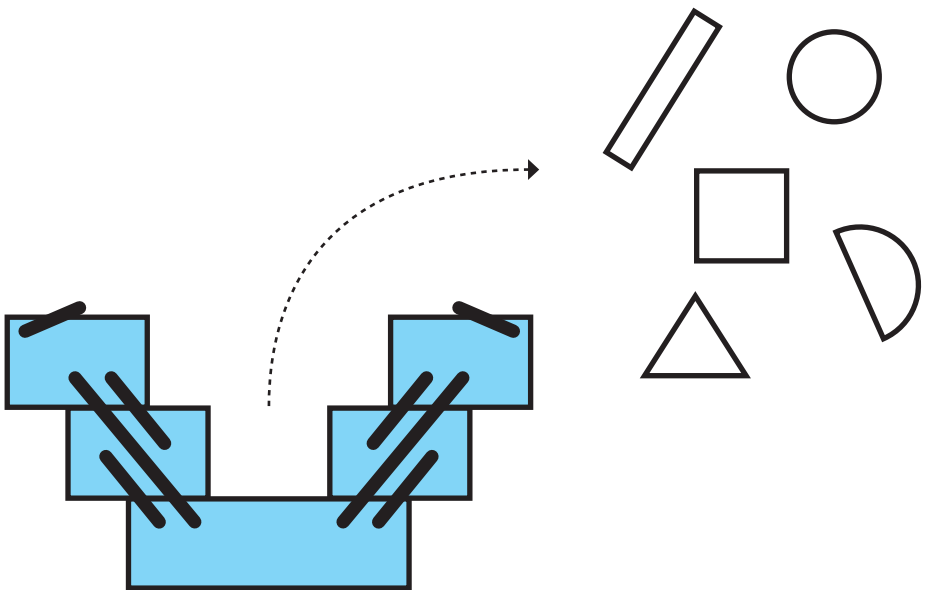
---

- 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...

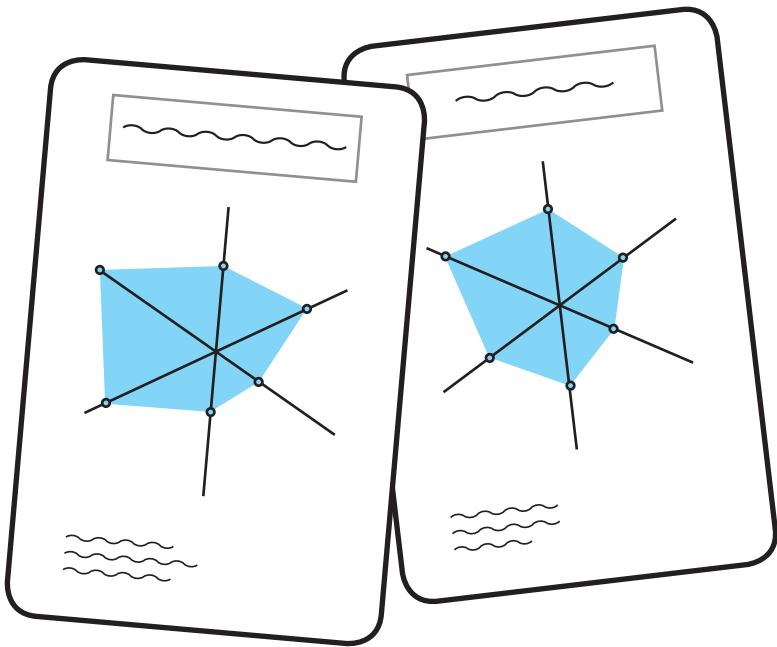
---

- 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...

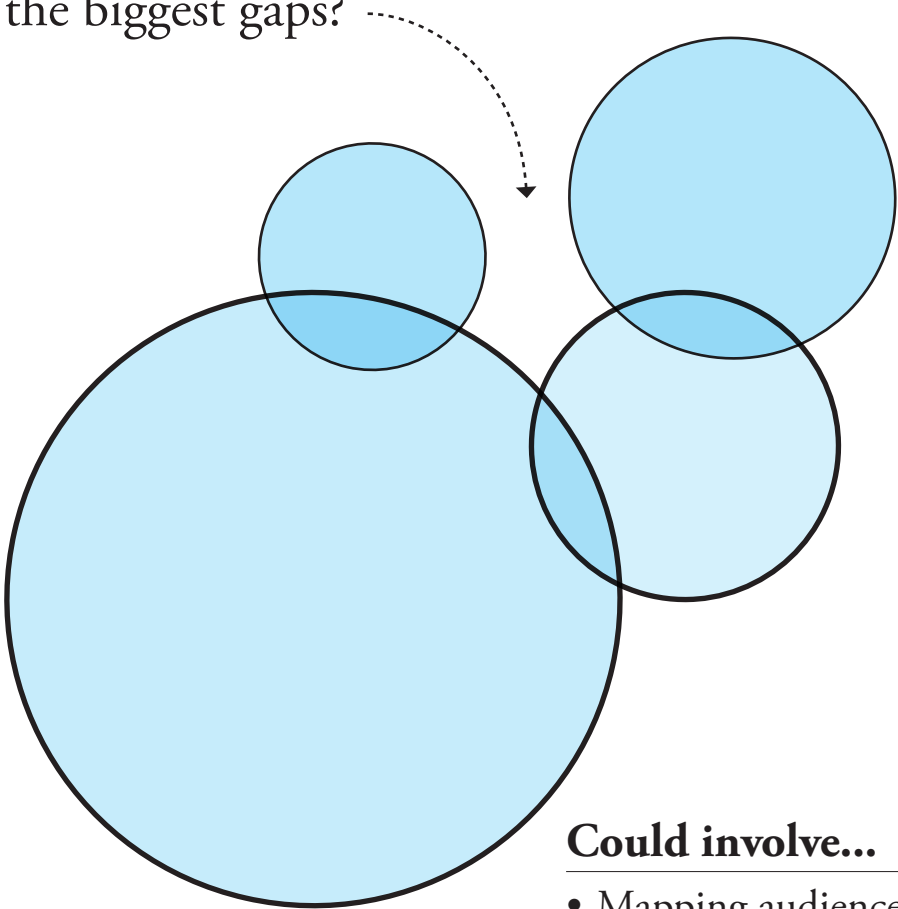
---

- 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...

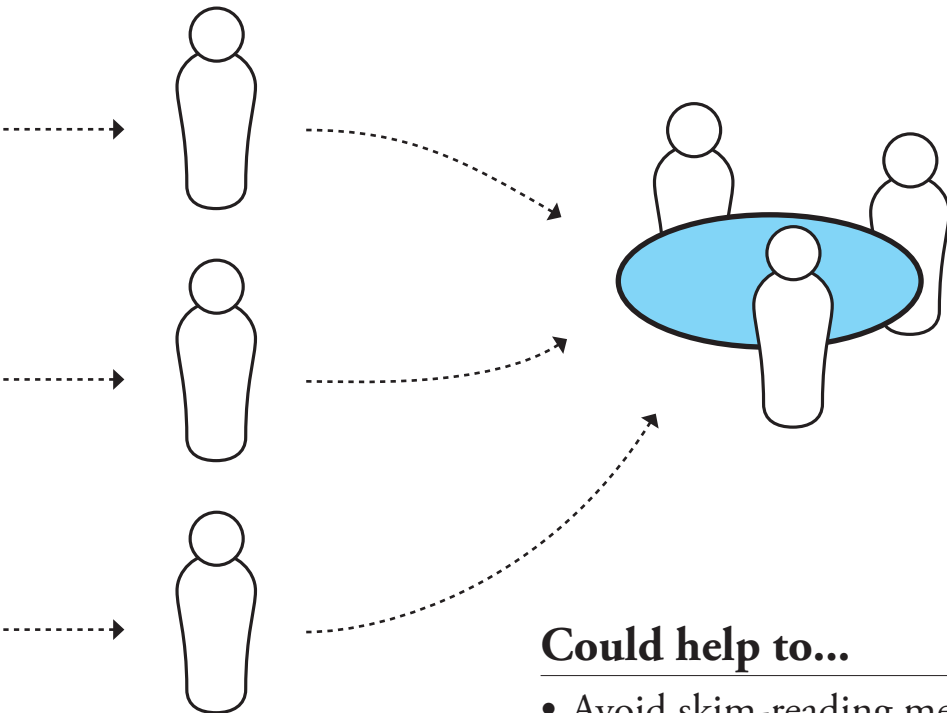
---

- 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...**

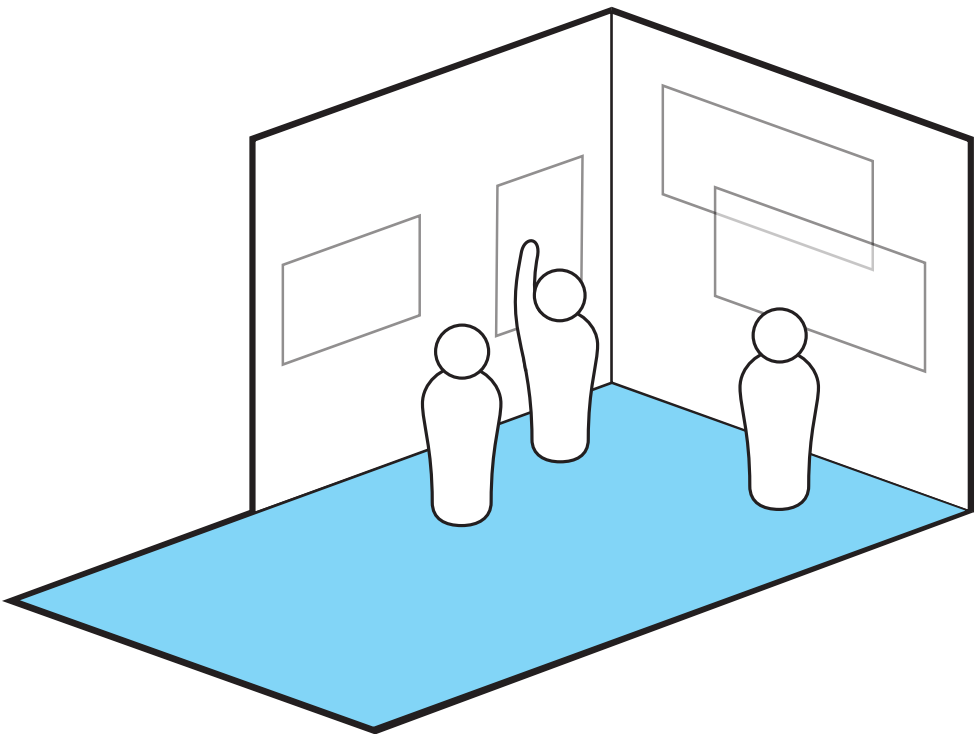
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- Avoid skim-reading meetings
- Empathise with audience members' needs
- Build individual confidence

# Problem Space

---

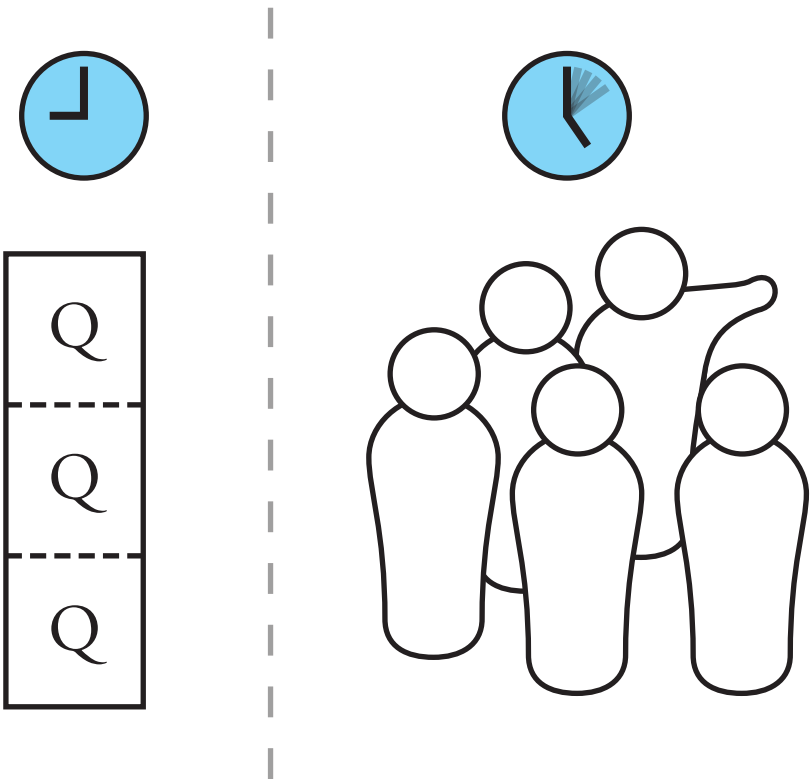
From a single noticeboard to a takeover of an entire room, make a permanent space for displaying data and insights for a new initiative.



# 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](http://www.leapfrog.tools)



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Research Council



