Figure 5-7. Template: Sketching the Models

Problem (What is the problem you are solving?)
Deciding how to share information on The Annexe at the site of the publicly available art pieces.

Opposing Models (What are the two opposing models?)	
Model 1 Audio description Audio description of art piece Arrows to the Annexe Arrows leading to The Annexe building Secret code in audio Secret code in the audio	**Model 2** Plaque for description Plaque with writings on the art piece Coordinates for the Annexe Coordinates of The Annexe building on the plaque Secret code in arrow Secret code printed out and placed somewhere easy to find (at the second arrow)

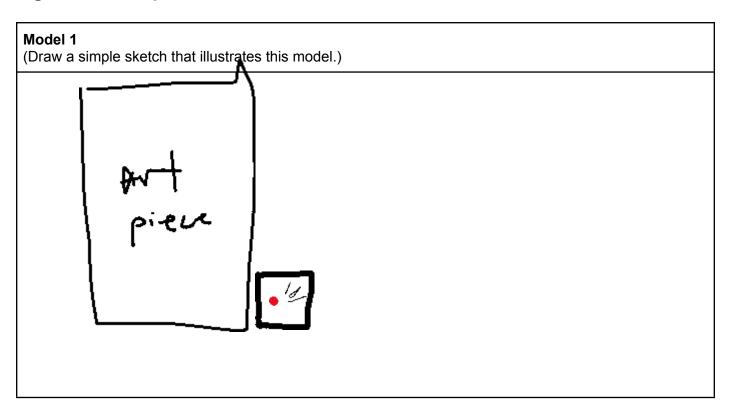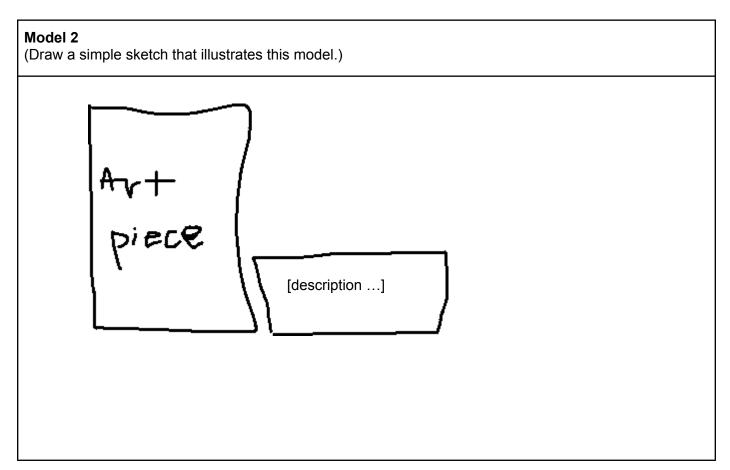| **Essential Components** (How would you describe each model in three bullet points, specifying the key choices that make them extreme and opposing?)	
Model 1 Audio description ● No written words, only spoken ● Covers more content ● Could be personal, if they record the audio themselves Arrows to the Annexe ● Non-digital ● Explicit directions to the annexe (if they can find all the arrows) ● Element of fun/adventure Secret code in audio ● Enforces that users listen all the way before getting the reward ● Enforces that people interact with the display	**Model 2** Plaque for description ● Only written words ● Content covered is limited to the size of plaque ● Will not be as personal as the audio recordings Coordinates for the Annexe ● Digital ● Less passive, user needs to want to search for the location ● Directions will definitely be available (not susceptible to missing arrows) Secret code in arrow ● Easy to find out about the reward ● Considers even passers by who did not stop at the mural

Figure 5-8. Template: Visualization

Model 1
(Draw a simple sketch that illustrates this model.)

Model 2
(Draw a simple sketch that illustrates this model.)

Figure 5-9. Template: Pro/Pro Chart, Model 1

Model 1

Staff	People with phones	People without phones
Audio description ● Share stories, not just descriptions. Convey a more personal and compelling message ● Might be easier and cheaper to make changes to the content ● Could attract more people to the site Arrows to the Annexe ● Could have increased number of visitors to The Annexe building (some people may find the last few arrows and follow them, even if they don't start from the mural) Secret code in audio ● Easier to update the code	Audio description ● Convenient, no need to use phone ● Passive absorption of info, no need to read ● Can focus on looking at the art piece instead of looking at multiple places (eg. phone or plaque) ● Fun to press button ● Can translate if needed Arrows to the Annexe ● Fun Secret code in audio ● Engagement	Audio description ● Passive absorption of info, no need to read ● Can focus on looking at the art piece instead of looking at multiple places (eg. phone or plaque) ● Fun to press button Arrows to the Annexe ● Fun Secret code in audio ● Engagement

What is this model really about?

Audio description
More interactivity, more connection, enables everyone to enjoy it (except deaf people ☹)

Arrows to the Annexe
Bringing more people to The Annexe building where they can learn more about the organisation and their work. Do this in a non-digital way so anyone can participate.

Secret code in audio
Engage the people and encourage them to listen to the entire audio to learn more about the mural/art pieces.

Figure 5-10. Template: Pro/Pro Chart, Model 2

Model 2

Staff

Plaque for description
- Ensure the gist of the art piece's story is conveyed
- Less time consuming than making audio recording
- Low maintenance (in terms of malfunctioning)

Coordinates for the Annexe
- Easier to set up

Secret code in arrow
- Easier to update the code

People with phones

Plaque for description
- Can take photo for future reference/sharing online
- Convenient, can just read
- Easy to understand (no accent to interpret)
- Can translate if needed
- Multiple users at a time

Coordinates for the Annexe
- Will not lose their way

Secret code in arrow
- Easier to notice/find out about the incentive

People without phones

Plaque for description
- Convenient, can just read
- Easy to understand (no accent to interpret)
- Multiple users at a time

Coordinates for the Annexe
- Will not lose their way

Secret code in arrow
- Easier to notice/find out about the incentive

What is this model really about?

Plaque for description
Able to serve multiple readers at once, easy to share online (photo), low maintenance.

Coordinates for the Annexe
Ensure the people can easily locate the Annexe building, and minimize need for staff setup.

Secret code in arrow
Able to attract more people more as it is easier to discover the incentive, and staff can easily update the secret code in the arrow.

Figure 6-5. Template: Similarities, Differences, and What You Value Most?

<mark>(this section onwards only applies to the comparison between the audio description and plaque models)</mark>

Similarities

. Where do you see benefits that occur in both of the models in some way?

- Applicable to people with and without phones.
- Information is available on the spot, convenient for users.

. Where do you see different outcomes that may be produced by similar mechanisms in each of the models?
- The audio only allows 1 group at a time can listen to the full description, (start at the same time), whereas the plaque allows different groups to view at various times.
- Audio could attract more people, but could be disruptive to neighbours or other listeners.

Differences

. What are the benefits that are produced in one model but not the other?
- Audio can attract more people, convey more information, and does it in a more personal way (hearing human voice instead of a machine-generated one), interactivity is fun.
- Plaque conveys the gist of the information, does not contribute to noise pollution, can be read by multiple people at a time, easier to maintain.

. How do the models advantage the players in different ways?

Audio:
- Staff benefit by being able to convey a more personal message, shorter editing time, can potentially attract more people to the site.
- People with or without phones benefit the same, by having convenience, interactivity, and passive absorption of information.

Plaque:
- Staff benefits by lower maintenance, can potentially reach an online audience too through social media,
- People with phones can share the description easily online.
- People without phones can expect a familiar experience as going to a museum, feel included.

Valued Benefits

Looking at the models together, how do the most valued benefits fall across them?

. Is it really just one truly essential benefit from each model?

. Is it all the benefits from one model and one essential benefit from the other?

. Is it all the benefits from both of the models?
- Both models have benefits.
- Audio: Attract people, personal stories
- Plaque: Easy to share online, gist of stories, low maintenance

Figure 6-6. Template: Tensions

Tensions

. What elements of the two models are in tension? What would stop you from using both models at same time?
Audio could attract more people to the art piece than just a plaque, however it could be disruptive to neighbors or overlapping audio playing at the same time.

- Doing both might take quite a bit of time and effort (time is limited).
- People who join in while the audio has already started may not understand the context and have to wait for the audio to finish to restart it, or just walk away not absorbing anything.

. What is the overlap between the elements that are in tension and the benefits you most value?

- Both solutions can share the information beyond the immediate audience (audio can attract people to come take a closer look, plaque can be shared online)
- Convenience – information is available immediately.

. What would you have to do differently to make the tensions go away?
- Put a time limit on how long the recording should be (1 minute)

Figure 6-7. Template: Assumptions

Assumptions
. What are the core assumptions that underlie each model?

Model 1   **Model 2**

1.   1.

2.   2.

3.   3.

. If those assumptions didn't hold, how might you think differently about the problem?

Figure 6-8. Template: Causal Relationships

Causal Relationships

. What are the most valuable or most critical benefits from each model?

Sketch a causal model for the most critical benefit or desired outcome.

Consider:
. What causes what to happen?
. Where might there be key feedback loops and off-ramps?