

CHALLENGE 4: DEVELOPING A LOCAL PRODUCT PROTOTYPE TO PILOT IN COMMUNITIES AND NEIGHBOURHOODS

Background and Context

One of our key focus areas in this phase is local state of nature stories. What can we do to understand more about what nature looks and feels like at a local place based level through the eyes and ears of real people in real places?

What if we knew much more about what people noticed when it came to local nature? What are they seeing and hearing, what do they love? What is missing? What don't they see?

What are the hooks that get might a diverse community or neighbourhood involved in noticing nature - different actors in a place?

For this challenge we are exploring developing a prototype to make it simple, fun and interesting for people to start to notice, log and share, their local states of nature. By starting to get a richer more dynamic picture of UK nature at a local level, understanding nature connection through more of a social science lens.

We have partnered with mySociety to re-skin Fix My Street to use as a starter platform to prototype and pilot a local product.

Our aim is to develop a prototype and plan for a pilot program to be rolled out after the Swarm. The aim is to carry out a 3-month pilot with communities to use and test the product to learn what it needs (focus/features/hooks/funding) in order to be a useful and scaleable product.

The challenge for the Swarm is can we get this prototype fully functioning, with a comms/engagement strategy packaged up and a plan for a pilot program on the ground in real neighbourhoods and communities?

Questions to consider

- What hook should we start with ?
- Find a hook for this to be engaging to a local community/street/ neighbourhood....

Example starters for 10...

- What is missing in our local nature?
- What is weird?
- What do I notice? See, hear, smell?
- How does it make me feel?
- What is changing?



- Should we focus on one question or several?
- Can we Identify neighbourhoods/communities to pilot in e.g. areas where there is already engagement around an issue e.g. flooding, invasive species, climate change etc, where it may be easier to engage an already aware community?

OUTPUTS

A working re-skinned prototype with a focussed proposition for a local community/neighbourhood with copy and engagement hooks and tactics

Features and tasks

- What features does it need, what can we hack and develop during the Swarm?
- What will we recommend as priority to be developed for a full pilot ?

Recording Questions to answer during the Swarm

- Can we allow users to record different types of noticings? e.g. sound, video, emoticon, text?
- Can we pull in/integrate recordings/observations from outside the platform e.g. hashtags on Twitter/Instagram?
- Can we allow users to classify other user's observations?
- Can we use the update functionality for this?
- How would we verify a correct observation?
- When would we mark a classification as identified?
- How can we showcase the interesting photos that users upload?
- Where should the observations be sent to?
- How can we use the alerting functionality to alert users when certain species are identified in their area? Which species/issues might we want to alert users about?
- We know that citizen science contributors are motivated by public recognition, how can we recognise them? Could we create a league table?
- Can we identify potential communities/places to pilot?

Data Questions to answer during the Swarm

- How should the data be collected and stored so that it can integrate with other citizen science databases?
- What is the minimum viable data which is scientifically useful?
- Do we want to pre-populate the map with other citizen science data or local geo locational data of potential interest from elsewhere e.g flooding data, DEFRA, other?
- What data? What are the requirements to do this?
- How can we show users that their data contributions has helped?



Sharing questions to answer during the Swarm

- Can we make the social media sharing more prominent?
- How can we create a sense of community?
- Where can this information go? other databases, government direct?

Branding and comms challenges to answer during the Swarm

- How should the platform look and feel?
- What should we call it?
- What terminology and language should we use e.g. record vs. report vs notice ?
- What's our TOV? Can we create user copy and an engaging narrative.
- Can we create a 2 min what is this/how to use video for youtube and the HP?
- Can we develop a daily/weekly email/social media nudge of tasks to remind users to participate?

Stimulus and inspiration

Projects

- <https://www.fixmystreet.com/>
- http://www.soundsurvey.org.uk/index.php/survey/walthamstow_marsh_wildlife/
- <http://www.soundsurvey.org.uk/index.php/edgelands/beddington/>
- <http://flintwaterstudy.org/>
- <http://naturebytes.org/>
- <http://aporee.org/aporee.html>

Check out the related stimulus on the website: <http://www.natureintelligenceunit.com/challenge-areas-swarm/2016/2/9/challenge-4-developing-a-local-product-prototype-to-pilot-in-communities>

