DARE

# The phygital world is calling

a digital toolkit
for remote co-design services



# New era, new habits, new solutions

The world of work, because of the Coronavirus, is witnessing an unprecedented epochal **new digital age**. All the restrictions in place to curb the problem are causing **new habits** to take over, including drastically decreasing contact between people. Here comes a new culture that aims to enhance the **concept of virtual** and promotes **digital activities**. But we know that the digital world is like an abyss at the bottom of the sea, causing uncertainty and bewilderment, especially for those who are not used to this new condition. The market must therefore adopt changes, find **new solutions** to transform this difficult moment into an **opportunity for growth**.




**Dare**, Digital Awareness for Resilience Experience, is a project that proposes the creation of an open-source toolkit for the development of creative collaborative projects online, whose purpose is to train in the use of virtual tools and methodologies for online education. It is a digital toolkit for remote co-design services, essentially divided into two phases: **phase 1** of learning and **phase 2** of implementation task.
The toolkit, which will be made available for free and downloadable from the project website, will also contain guidelines on how to replicate the entire **online** and **offline training** and **cooperation experience**. It is intended as a complete tool and self-explanatory that can be used by anyone independently and possibly modified or improved.

# Before starting...

## Digitalization

If it was first necessary to get together in a room in front of a blackboard and communicate all the ideas in a big brainstorming group, now **digitalization** allows you to do much more.
It's not a trend, but the way the whole world is heading.
In this historical moment, marked by "**the new norms**", familiarity with the use of digital and online collaboration tools becomes absolutely fundamental.
But what really sets you apart from others, is how you are familiarized with a **digital mindset.**

## Digital Mindset

The **digital mindset** is the term for the new way of seeing things with the assistance of technology.
But keep in mind that having every single software available, without having the digital mindset on how to take advantage of it, that's of little value.
It's like handing a Supercar to a person that does not know how to drive.
The person will still be able to enjoy the car but won't be able to have the best experience out of it.
Have digital mindset is about thinking outside the box and being more efficient.

### WHY THIS TOOLKIT

The goal of this toolkit is to strengthen your digital skills, for the development of online creative collaborative projects, improving your digital mindset.

### WHO NEEDS IT

Workers and non-workers who not only want to strengthen their connection to digital, but also improve their experience with these tools.

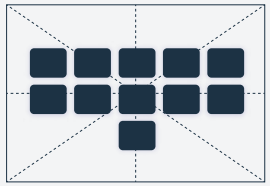
# Minitoolkit for TOOLKIT

The toolkit is developed in two phases:

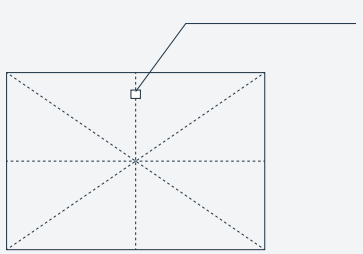
**LEARNING**

**IMPLEMENTATION AND CASE STUDIES**

This is an **interactive pdf**.
It has been designed to ensure a smart and fast fruition.



Categories menu includes all topics.
Just click on the box to go to the desired category.



Some pages have this icon. If you click on it you will be redirected to the menu, so you don't have to search a topic by scrolling the pdf.

# 1.

# Learning

The learning phase aims to train the use of virtual tools and methodologies for online education, presenting the various tools through the **description** and **cataloging** of software, **benchmarking** and in-depth **analysis** of the most used software.



# Explore by category

videoconference services

communication platforms

file hosting services

task management tools

online polls/ surveys tools

visual boards platforms

mapping tools

version control systems

team management platforms

note/wiki boards platforms

innovative technology

artificial intelligence services

ABC

# Video Conference Services

COOPERATION

# About

When in-person communication isn't an option, **video conferencing** is preferred for feeling connected with co-workers.
With a video conferencing solution, your teams can work together or with customers and clients effectively, no matter where they're located.

### Google Meet

Best for Google Workspace users.

Google Meet is a web conferencing tool that allows users to join meetings directly from a calendar event or email invitation from a computer, phone or conference room.

### ZOOM

Best for small businesses.

Zoom is a unified communications platform that features HD video and audio, collaboration tools, chat capabilities and a cloud business phone system.

### Cisco Webex

Best for Enterprise Conferencing.

Webex brings together the collaborative modes of calling, meeting and messaging to create a seamless, engaging and inclusive experience.

### GoToMeeting

Best for Small Business web meetings.

GoToMeeting is online meeting, desktop sharing and video software that allows users to connect via the internet. It hosts a suite of online meeting tools.

### Microsoft Teams

Best for Microsoft 365 customers.

Microsoft Teams is a communication platform that combines video conferencing software with team collaboration tools and lets you share files, join or start a group chat.

### Skype

Best for individuals and small businesses.

Skype is free software for web meetings, video conferencing, and VoIP. You can make Skype-to-Skype audio and video calls, with the ability to call mobile and landline phones.

# Benchmarking Product

| | Meetings | App Marketplace | Webinar/Events | Client | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|---|
| | 100 participants for 60 min. (free) | ✓ | ✓ | Browser<br>Desktop app | ✓ | **Business Starter**<br>**Business Standard**<br>**Business Plus**<br>**Enterprise** | €4.68/user*<br>€9.36/user*<br>€15.60/user*<br>contact sales* |
| | 100 participants for 40 minutes | ✓ | ✓ | Browser<br>Desktop app | ✓ | **Pro**<br>**Business**<br>**Enterprise** | €13.99/user<br>€18.99/user<br>€18.59/user |
| | 100 participants (free) | ✓ | ✗ | Browser<br>Desktop app | ✓ | **Starter**<br>**Business**<br>**Enterprise** | €12.85/user<br>€25.65/user<br>contact sales |
| | Varies according to purchasing plans | ✓ | ✗ | Browser<br>Desktop app | ✗ | **Professional**<br>**Business**<br>**Enterprise** | €10.75/user<br>€14.33/user<br>contact sales |
| | 250 participants | ✓ | ✓ | Browser<br>Desktop app | ✓ | **Business Basic**<br>**Business Standard**<br>**Business Premium** | €4.20/user<br>€10.50/user<br>€16.90/user |
| | 99 participants | ✗ | ✗ | Browser<br>Desktop app | ✓ | / | / |

**It's part of G Suite*

# Center on #1



## Google Meet

Best for Google Workspace users.

Google Meet is Google's online platform that allows you to organize **online video meetings**, **virtual lessons** and more.
Google Meet offers in its service the ability to **customize video settings, share** your **screen** with participants, **interact** in real time by **chatting** with them, **share** all **the details of the meeting** and much more. A complete tool that simplifies the work video call experience, providing its users with all the tools they need for a remote smart meeting / lesson. It is also included in **Google Workspace** and **Google Workspace for Education.**

### WHY YOU SHOULD USE GOOGLE MEET

**1.** Meet relies on Google Cloud's "by design" secure infrastructure to help you protect your data and safeguard your privacy.

**2.** Anyone with a Google Account can create a free video meeting and invite up to 100 participants, for a maximum duration of 60 minutes per meeting.

**3.** With real-time captioning based on Google's speech recognition technology, meetings become more accessible.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

# Center on #2

## ZOOM

Best for small businesses.

Zoom is a unified communications platform that helps you make connections, communicate and express your ideas, with a number of services designed specifically  for today's teams.
The solutions offered by Zoom are specific to meet many uses: **audio** and **HD video**; integrated collaboration tools (such as **screen sharing** and **note** taking); **filters**, **reactions**, **polls**, **show of hands** and **music** or **video sharing** make communication more engaging and fun; **meeting recordings** locally or in the cloud; scheduling or starting meetings from other **supported apps**; **chat** with groups, **history** and **file sharing** integrated.

### WHY YOU SHOULD USE ZOOM

1. It allows you to use your own video system in H323 SIP standard.

2. Security of audio, video and text conversations is guaranteed by a client-side encryption with communication protocol.

3. Brand new features to help you work from home and have fun doing it, such as crisp audio with advanced noise cancellation capability.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

ABC

# Communication Platforms

COMMUNICATION

# About

In the workplace, communication is everything. Not only when working remotely, it's always important to keep in touch with clients and colleagues. So it's critical to find (and use) **communication platforms** that allow you to work in a more connected, flexible and inclusive way.

### Slack

Best for companies.

Slack is a business collaboration tool used to send messages instantly to team members. Users can work in dedicated areas called channels that bring together the people and information they need.

### WhatsApp

Best for individuals and teams.

WhatsApp is an instant messaging application. Users can exchange text, image, video and audio messages, location information, make calls and video calls.

### Basecamp

Best for remote teams.

Basecamp is a project management tool that allows users to be more organized, communicate better, and includes the tools all teams need to work together.

### Sharepoint

Best for Microsoft 365 customers.

Microsoft Sharepoint is a content management platform that allows users to share and manage information to support teamwork, share files and join or start a group chat.

### Skype

Best for small businesses.

Skype offers the user various messaging and calling services such as HD audio and video calls, smart messaging, screen sharing and much more.

# Benchmarking Product

| | Voice and video calls | Group chats | Docs and files | Security | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|---|
| | ✓ | ✓ | ✓ | Single Sign-On<br>Slack EKM | ✓ | **Pro**<br>**Business+**<br>**Enterprise Grid** | €5.81/user<br>€10,89/user<br>contact sales |
| | ✓ | ✓ | ✓ | End-to-end encryption | ✓ | **/** | / |
| | ✗ | ✓ | ✓ | Encrypted via SSL/TLS | ✓ | **Business** | €86,29/team |
| | ✗ | ✓ | ✓ | Microsoft Security | ✗ | **Online Plan 1**<br>**Online Plan 2**<br>**Office 365 E3** | €4.20/user<br>€8.40/user<br>€19.70/user |
| | ✓ | ✓ | ✗ | End-to-end encryption | ✓ | **Skype Credit**<br>**Skype Credit**<br>**Skype Credit** | €5.00/user<br>€10.00/user<br>€25.00/user |

# Center on #1

## Slack

Best for companies.

Slack is a messaging software developed for business collaboration that lets you organize and manage your work team in a fast and functional way. Its main objective is to improve work performance, facilitating the interaction and cooperation of different departments.
Slack simplifies contact with colleagues, allowing you to **send messages** to anyone inside or outside the organization and **collaborate**. Users can **work in dedicated areas** called channels that bring together the people and information they need. It also allows you to **work asynchronously**. When work is organized into channels, you can access the information you need when you want it, allowing teams to stay aligned and make decisions faster.

### WHY YOU SHOULD USE SLACK

1. Slack can integrate features from other apps and external links to the site.

2. With Slack there is the possibility to organize team communication through specific channels, accessible to the whole team or only to some members.

3. You can communicate with the team through individual private chats or chats with two or more members.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

# Center on #2

## Whatsapp

Best for individuals and teams.

Whatsapp is a free messaging app available on phones all over the world.
Among the services offered are: secure conversations thanks to **end-to-end encryption**, which ensures that only you and the person with whom you are communicating can read messages and listen to calls; **group chats** to stay in touch with whoever you want; free Whatsapp **voice and video calls**, even between different countries; sharing of **documents**, **photos** and **videos**; **voice messages**.

### WHY YOU SHOULD USE WHATSAPP

1. Whatsapp offers the Whatsapp Business version, a free app for small business owners, which provides assistance and sends important information to customers.

2. To synchronize chats on computer, you can use Whatsapp Web and Desktop.

3. You can send documents up to 100 MB in size.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

ABC

# File Hosting Service

ARCHIVING

# About

When you have no idea of where to put your important and super personal files & docs, here come the **file hosting services**, also called **cyberlockers**, Internet storage services specially designed to upload files that can then be downloaded by other users or simply stored.

### Dropbox

Best for individuals and small businesses.

Dropbox is a cloud storage service for individuals and businesses, which provides users with a file hosting system to save any resource in the cloud. Users can also use it offline.

### Google Drive

Best for individuals and teams.

Google Drive offers the ability to store, share and access your files in a secure location. Users can store team work in secure and easy-to-manage shared spaces, and use several features that will save them time and effort.

### iCloud

Best for Apple customers.

iCloud is Apple's online storage service. It helps users keep their most important information secure, up-to-date, and available on all of your devices. It's built into every Apple device.

### Microsoft OneDrive

Best for Microsoft 365 customers.

Microsoft OneDrive is a cloud storage and backup service that allows users to store their files on the Internet, automatically sync them to devices and share them.

# Benchmarking Product

| | Storage space | Sharing and collaboration | Backup | Desktop app | Security | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|---|
| | **2 GB** free<br>**3 TB** paid<br>**3 TB** paid<br>**5 TB** paid<br>**illimited** paid | ✓ | ✓ | ✓ | 128-bit and 256-bit AES encryption | **Professional**<br>**Professional+eSign**<br>**Standard**<br>**Advanced** | €16.58/user<br>€25.99/user<br>€10.00/user<br>€15.00/user |
| | **15 GB** free<br>**100 GB** paid<br>**200 GB** paid<br>**2 TB** paid | ✓ | ✓ | ✓ | 128-bit and 256-bit AES encryption | **Business Starter**<br>**Business Standard**<br>**Business Plus**<br>**Enterprise** | €4.68/user*<br>€9.36/user*<br>€15.60/user*<br>contact sales* |
| | **5 GB** free<br>**50 GB** paid<br>**200 GB** paid<br>**2 TB** paid | ✓ | ✓ | ✗ | End-to-end encryption | **iCloud+** (50 GB)<br>**iCloud+** (200 GB)<br>**iCloud+** (2 TB) | €0.99/user<br>€2.99/user<br>€9.99/user |
| | **5 GB** free<br>**1 TB**/user paid<br>**illimited**/user paid<br>**1 TB**/user paid | ✓ | ✓ | ✓ | No encryption for free plan;<br>256-bit AES encryption for Business plan | **Business (Plan 1)**<br>**Business (Plan 2)**<br>**Business Basic**<br>**Business Standard** | €4.20/user<br>€8.40/user<br>€4.20/user<br>€10.50/user |

**It's part of G Suite*

# Center on #1



## Dropbox

Best for individual and small businesses.

Dropbox is a file hosting service that bundles all the features your business needs to stay organized, streamline workflows and protect your business data, all in one service.
Among the features it offers are: flexible **storage plans**, **file restoration** and **version history**, **team folder management**, folders with **automation**, **remote wipe**, **integration** with third-party applications (over 300,000), smart desktop **synchronization** and file **backup**.

### WHY YOU SHOULD USE DROPBOX

1. With Dropbox Transfer you can send final files to co-workers and customers up to 100 GB at a time.

2. With Dropbox Paper you can create and share content, keeping your team in sync.

3. Files in your Dropbox folder are kept up-to-date on every device connected to your account.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

# Center on #2

## Google Drive

Best for individuals and teams.

Google drive is a web service for storing and synchronizing data, in a cloud environment, a true virtual archive. Based on open source software, it includes file hosting, file sharing and sharing of all documents. User can **create documents**, **worksheets**, **presentations**, and **store data** too; **share** with ease by setting access levels; **view content through any device**; **store files** and **data** securely; **organize**, **add** and **edit**; **scan documents**; **access Google photos**; **search** very quickly (just a keyword, a date, a format); **look at details**, **tasks** and **recent files**; enable **off-line viewing**.

### WHY YOU SHOULD USE GOOGLE DRIVE

1. Access to files from any device and anywhere in the world.

2. Drive uses Google AI to predict and show you what you're interested in real time, making use of features that enhance search.

3. Shared file management and editing with other users.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

ABC

# Task Management Tools

ADMINISTRATION

# About

No administration, no gain!
Every company, in order to achieve goals, collaborate and share ideas, knowledge and projects, needs a proper management of tasks. And what is **task management** if not the planning, testing, monitoring and reporting of every single project you deal with every day? It's a process you're already accustomed to, but there's software out there that can help you improve its management.

### Asana

Best for small and large businesses.

Asana is a work management tool that supports users in organizing his personal to-do list and managing shared and complex projects.

### Trello

Best for individuals and teams.

Trello is an online project and personal task management tool that allows teams to design, plan and manage tasks in a collaborative, productive and organized way.

### Airtable

Best for individuals and large businesses.

Airtable offers the opportunity to build a better way of working, thanks to its intuitive yet powerful platform that brings all the information together, organizes it and connects it as the user wants.

### Monday.com

Best for small start-ups.

With Monday.com, users create workflows that adapt to the team's activities and can integrate the tools they already use to increase productivity and work remotely with his team.

# Benchmarking Product

| | Views | Integrations | Automation | Portfolio | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|---|
| | Bulletin Board, List, Chronology, Calendar | ✓ | ✓ | ✓ | ✓ | **Premium**<br>**Business**<br>**Enterprise** | €10.99/user<br>€24.99/user<br>contact sales |
| | Bulletin Board, Timeline, Table, Calendar, Dashboard, Map | ✓ | ✓ | ✗ | ✓ | **Standard**<br>**Premium**<br>**Enterprise** | €4.36/user<br>€8.72/user<br>€15.25/user |
| | Timeline, Kanban, Gantt, Grid, Form, Calendar, Gallery | ✓ | ✓ | ✗ | ✓ | **Plus**<br>**Pro**<br>**Enterprise** | €8.72/user<br>€17.43/user<br>contact sales |
| | Kanban, Gantt, Dashboard | ✓ | ✓ | ✓ | ✓ | **Basic**<br>**Standard**<br>**Pro**<br>**Enterprise** | €8.00/user<br>€10.00/user<br>€16.00/user<br>contact sales |

# Center on #1



## Asana

Best for small and large businesses.

Asana is a work management tool for teams.
It **organizes** everything from **business goals** to **routine tasks** in one place, so teams clearly know priorities and responsibilities and you can **monitor progress in real time** to keep projects on track. With the Tasks tool, each team member will be able to carry out and track those under their purview or view the entire project.
By monitoring workflows on Asana, you'll be able to see the work progress at any time, saving time unnecessarily spent in endless update meetings.
It is also possible to integrate other productivity tools, such as Google Drive.

### WHY YOU SHOULD USE ASANA

**1.** With the history you can see how the work is progressing over time.

**2.** Automation will help streamline processes and reduce the errors and busywork that delay projects.

**3.** Asana gives teams the opportunity to share long-term vision and goals, in order to inspire employees to work toward a common purpose.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

# Center on #2

## Trello

Best for individuals and  teams.

Trello is a simple, straightforward and also free project management tool. It's a kind of bulletin board where you can pin all your projects and tasks and you can **organize** them into **workflows**. It's not just work. It's a way of working together. From **meetings** to **projects**, **events** to **goal setting**, Trello's intuitive features give all groups the ability to quickly set up and customize workflows for any task. Start with a Trello **bulletin board**, **lists**, and **tabs**. Then customize and expand with more features as your group and work grows. Manage projects, **organize tasks** and develop a team spirit, all in one place.

### WHY YOU SHOULD USE TRELLO

**1.** It is very simple and intuitive: the clear interface and the simplicity of use make it really accessible to anyone.

**2.** It allows robots to automate common actions like moving lists, creating custom buttons to quickly build process, scheduling teammate assignments, and more.

**3.** Each tab can be highly customized, can contain a to do list with progress percentage, can contain deadlines with audible or email notification.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

ABC

# Online Polls/ Surveys Tools

ANALYSIS

# About

Market analysis, otherwise known as **surveys** or research, is essential for all companies that have a solid marketing strategy. Surveys are a great way to get feedback in a very short time and measure the opinions, needs and wants of your audience and your customers, allowing you to understand what products or services to offer consumers.

### Google Forms

Best for Google Workspace users.

Google Forms is a free Google application with which you can make questionnaires, quizzes, surveys, plan events, and view survey results with charts.

### Typeform

Best for small and large businesses.

Typeform is an online platform that allows you to create surveys and quizzes to share. It provides templates that can be modified according to various needs and shared with users.

### Jotform

Best for individuals and businesses.

Jotform is a free mobile data collection app that allows anyone to quickly create custom online forms, integrate them with their site, and receive responses via email.

### SurveyMonkey

Best for freelancers and businesses.

SurveyMonkey is a useful tool to create surveys, quizzes and polls for any audience, collect feedback, automatically analyze the results and get advanced analysis features.

# Benchmarking Product

| | Categories | Deployment | Templates | Integrations | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|---|
| | Forms Automa-tion, Feedbacks, Forms, Surveys | Only web access | 17 templates | ✓ | ✓ | **Business Starter**<br>**Business Standard**<br>**Business Plus**<br>**Enterprise** | €4.68/user*<br>€9.36/user*<br>€15.60/user*<br>contact sales* |
| | Templates, Forms, Quiz, Polls, Surveys | Only web access | 800+ templates | ✓ | ✓ | **Business Plus**<br>**Basic**<br>**Enterprise** | €75.00/5 users<br>€46.00/3 users<br>€21.00/1 user<br>contact sales |
| | Forms, Surveys | Mobile (Android, iOS);<br>Installed (Mac); web access | 151 templates | ✓ | ✓ | **Bronze**<br>**Silver**<br>**Gold**<br>**Enterprise** | €25.30/user<br>€34.02/user<br>€86.36/user<br>contact sales |
| | Feedbacks, Market Research, Polls, Surveys | Mobile (Android, iOS); web access | 250+ templates | ✓ | ✗ | **Team Advantage**<br>**Team Premier**<br>**Enterprise** | €30.00/user<br>€75.00/user<br>contact sales |

**It's part of G Suite*

# Center on #1

## Google Forms

Best for Google Workspace users.

Google Forms is a free survey tool that's part of G Suite, Google's full-featured office suite. It allows you to collect information from users via custom quizzes or surveys. It’s possible then link the information to a spreadsheet on Sheets to automatically record responses. It’s also possible **collect RSVPs**, **start surveys**, or **create quizzes** with a simple online form. You can **share** your Google Forms **via email**, **direct link** or **social media** and ask everyone to participate. And because Google Forms is an online tool, you can share forms and **collaborate** with multiple people on the same Google Form **in real time**.

### WHY YOU SHOULD USE GOOGLE FORMS

**1.** Google Forms allows you to run as many free surveys as you want on your personal account.

**2.** It’s possible share a form, along with the results of that form in a spreadsheet, with as many people as you want.

**3.** Branching logic is a nifty way to say that the respondent will go to a certain page based on the answer they give.

### WEB ACCESS

To use Google Forms, you must have a Google account. It's possible create and analyze surveys directly in the web browser for desktop computers or mobile devices, without using dedicated software.

# Center on #2

## Typeform

Best for small and large businesses.

Typeform is a service that offers over 800 templates for creating forms, surveys, and quizzes that people enjoy answering.
Here's how it works: users can pick a **template** or **start fresh**; build a simple forms in minutes; **share** via email, embed into the website or just share the link; see **responses** and completion rates; generate **shareable reports**; **send data** to their favourite tools for in-depth analysis; there are a lot of **integrations** that banish busywork and more.

### WHY YOU SHOULD USE TYPEFORM

**1.** Templates are divided by category according to the user's role, such as Marketing, Product, HR, Education, Customer success and Business.

**2.** Among Typeform's resources is definitely support to match.

**3.** Typeform offers Videoask to interact face-to-face with the audience a build stronger business relationships.

### WEB ACCESS

To use Typerform, you must have a Google account. It's possible create and analyze surveys directly in the web browser for desktop computers or mobile devices, without using dedicated software.

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# Visual Boards Platforms

COLLABORATION

# About

In this particular time in history, working remotely for teams has become a real challenge; fortunately, however, there are **online visual collaboration platforms** for teamwork. Meetings and workshops, ideation and brainstorming, research and design, strategy and planning, maps and diagrams are supported by these applications to explore new ideas, manage transformation and change, train critical thinking and problem-solving skills with a focus on the whole process.

### Google Jamboard

Best for teams and classrooms.

Jamboard is G Suite's digital whiteboard that offers a rich collaborative experience for teams and classrooms. You can create a Jam, edit it from your device, and share it with others.

### Miro

Best for individuals and teams.

Miro is an online interactive whiteboard, on which entire teams can work simultaneously. On this whiteboard you'll find everything you need to teach, work, study and collaborate even from a distance.

### Figma

Best for teams and companies.

Figma is an interface design tool, which is mainly aimed at web designers who need a software specifically designed to make the design of websites and applications. It is complete, 100% accessible and free.

### Mural

Best for remote teams.

Mural is a tool used as an interactive whiteboard, as a collaborative brainstorming tool with which to create mind maps and real digital murals, even remotely.

# Benchmarking Product

| | Members | Features | Templates | Integrations | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|---|
| | Only 16 members at a time | Sticky notes, text, shapes, icons, frameworks, images, drawings, dot voting | ✗ | ✓ | ✓ | **Business Starter**<br>**Business Standard**<br>**Business Plus**<br>**Enterprise** | €4.68/user*<br>€9.36/user*<br>€15.60/user*<br>contact sales* |
| | Unlimited members | Sticky and visual notes, text, shapes, icons, frameworks, images, drawings, dot voting | ✓ | ✓ | ✓ | **Team**<br>**Business**<br>**Enterprise**<br>**Consultant Plan** | €6.99/user<br>€13.98/user<br>contact sales<br>€10.49/user |
| | Unlimited members | Design, prototyping, design systems, downloads | ✓ | ✓ | ✓ | **Professional**<br>**Organization** | €10.61/user<br>€39.78/user |
| | Unlimited members | Sticky notes, text, shapes, icons, frameworks, images, drawings | ✓ | ✓ | ✓ | **Team+**<br>**Business**<br>**Enterprise** | €8.73/user<br>€15.72/user<br>contact sales |

**It's part of G Suite*

# Center on #1



## Google Jamboard

Best for teams and classrooms.

Jamboard is Google's interactive whiteboard that can be used on any device. With Jamboard it's possible **import images** from a Google search, **save** your **work** automatically to the cloud, **insert notes**, **screenshots**, use the **shape recognition** and **handwriting** tool for easier reading, and **draw** with the stylus and then **erase** with your fingers, just like you would on a whiteboard. Jamboard makes learning visible and accessible to everyone, it is possible to **invite people to collaborate** and **share the works** either privately through links or publicly even posting them on social networks. Presenting Jam in real time is also very easy with Meet, so users can share or make real-world connections extremely easily.

### WHY YOU SHOULD USE GOOGLE JAMBOARD

1. The created whiteboard is automatically associated to our Drive and can be saved as a PDF or reopened for viewing and editing.

2. One of the most intriguing features is definitely the automatic drawing that lets you turn sketches into real drawings.

3. For businesses and schools that use Jamboard hardware, you can use your phone or tablet to join or open a Jam on a nearby board.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

# Center on #2

## Miro

Best for individuals and teams.

Miro is a project created to facilitate productive work at a distance. It offers an online **collaborative whiteboard** that allows you to **brainstorm**, **research**, **create** and **plan** together with your work groups or classes. It is therefore a platform that provides an online whiteboard where remote users can cooperate and interact. An almost infinite space allows you to unleash your creative energy, **ask questions**, **provide feedback**, **suggest solutions** and **have fun** at the same time.  Miro has a large amount and variety of **frameworks**, **maps**, **diagrams**, **scales**, **charts**, and **tabs** suitable for all needs. After choosing a template, customize it using the **edit panel**, insert and edit text, shapes, connectors, sticky notes, comments.

### WHY YOU SHOULD USE MIRO

1. Miro supports Google Docs, Sheets, Forms, Images and Gmail and also integrates Microsoft products such as OneDrive, Azure, Teams and Office.

2. Miro has a free profile that allows you to create up to 3 editable whiteboards.

3. Miro is not just a nice online whiteboard to use every now and then. It can for example be used to create mind maps.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

ABC

# Mapping Tools

GEOLOCATION

# About

**Mapping tools** are information systems born from the need to collect, process, manage and make available to decision makers a large amount of data and information related to the territory. They are therefore a conceptual model of reality that simulates, in a synthetic way, the real world.

### Google Maps

Best for individuals and tourists.

Google Maps is a geographical application developed by Google that allows you to locate your position, calculate routes and create custom maps. It is a free service available for smartphones and desktops.

### OpenStreetMap

Best for individuals.

OpenStreetMap is a collaborative project to create a free, editable geographic database of the world. The creation of OSM was motivated by the shortage of map data in much of the world.

### CartoDB

Best for teams.

CartoDB is a geospatial database on the cloud that allows for the storage and visualization of data on the web. It combines spatial and temporal data to empower business outcomes.

### Mapbox

Best for teams.

Mapbox is an open source platform that lets you carry out analysis on the territory by creating original and customized maps. You can use predefined templates and alter the colors.

# Benchmarking Product

| | Services | Open source | Pros | Cons | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|---|
|  | Maps, routes, places, geocoding, street view, rich database of locations, traffic | ✗ | Geographic coverage, street view, multilingual, post-renewal | Browser limitations, limits of number of requests, closed API Code | ✓ | **Business Starter**<br>**Business Standard**<br>**Business Plus**<br>**Enterprise** | €4.68/user*<br>€9.36/user*<br>€15.60/user*<br>contact sales* |
|  | Editing API, overpass, geofabrik, protoMaps | ✓ | Open API, volunteer card | Requires additional services, limits of number of requests | ✓ | / | / |
|  | Mobility planning, citizens services, road safety analysis, traffic, related content | ✓ | SQL integration, GEOJSON compatibility, out of the box visuals | Difficult learning, performance | ✓ | **Individual**<br>**Enterprise** | contact sales<br>contact sales |
|  | Matrix API, streets, geocoding, traffic, optmization API, directions API, | ✓ | Settings for every taste, integration w/ PunNub, Mapbox AR, offline maps | Poor map coverage in some regions, difficult learning | ✓ | **Essential**<br>**Business**<br>**Premium** | €43.68<br>€436.83 minimum<br>contact sales |

**It's part of G Suite*

# Center on #1

## Google Maps

Best for individuals and  tourists.

Google Maps is a geographic service that lets you **search** and **view maps** through an Internet connection and **find directions** to a place by car, on foot or by public transport. Besides, you can **measure distances** between two destinations, **zoom in on the image** or **enlarge the frame**. It allows a **satellite and photographic view** of the streets around the world, in which you can also find tourist attractions, restaurants and many other places. When you activate Google Maps you can also see your **geographic position**, to understand at any time where you are, while the app shows all the **places of interest near your location**, thanks to the GPS signal.

### WHY YOU SHOULD USE GOOGLE MAPS

**1.** You can see streets, famous places, museums, restaurants and stores by virtually walking along the path of the 3D Google Maps, as if you were actually there.

**2.** The latest versions of Google Maps allow voice searches, a feature that avoids having to type in the address, which can instead be dictated to the application.

**3.** One of the new features is offline maps, a useful service for saving data traffic.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

# Center on #2



## OpenStreetMap

Best for individuals.

OpenStreetMap (OSM) is a free and collaborative worldwide project for the **collection of geographic data** with the main purpose of **creating maps and cartographies**. Everyone can contribute by enriching or correcting the data. It is possible to **access and download for free all the data** in the database and use them for any purpose, even commercial ones. Another important feature is the possibility to **insert** virtually **any kind of object in it**. In addition to roads, paths, rivers and waterways, buildings and businesses, there are objects such as telephone booths, benches, traffic lights, mountain huts, marine buoys and many others.

### WHY YOU SHOULD USE OPENSTREETMAP

1. The data are available in many formats: they can be loaded on GPS, navigators or cell phones to always know your position or to calculate the shortest route to a certain location.

2. The cost is zero to obtain the data which are free to download from the internet.

3. You can use the data on your site to report where your business is located or to show your geo-referenced images.

### WEB ACCESS

You can use OpenStreetMap directly in the web browser for desktop computers or mobile devices, without using dedicated software.

ABC

# Version Control Systems

TRACKING

# About

A **version control system**, or VCS, refers to a software utility that can monitor and manage changes made to a filesystem, as well as offer collaborative utilities that allow those changes to be shared and integrated with other VCS users. Version control systems help teams reduce development time and increase successful deployments.

### GitLab

Best for companies and teams.

Git is a version control system that allows multiple developers to collaborate on the same project simultaneously. Continuous logging of all processes ensures that no code changes are lost.

### Bitbucket

Best for teams.

Bitbucket Cloud is a Git-based collaboration and version control tool designed for teams. Your team will be able to collaborate on code from ideation to the cloud and securely distribute it.

### GitHub

Best for teams and companies.

GitHub is a web-based Git version control tool. Programmers can work in a coordinated manner on the same code base while developing independently.

### SpringLoops

Best for teams and large businesses.

Springloops is a web-based Git hosting and version control service with built-in code distribution and collaboration capabilities. It allows you to program in parallel and share your code safely.

# Benchmarking Product

| | Features | Partners | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|
|  | CI/CD, secure code management, DevOps, packages, security, GitOps, agile development | Technology partners, channel partners | ✓ | **Premium**<br>**Ultimate** | €16.60/user<br>€86.52/user |
|  | Mobile, actions, codespaces, packages, security, code review, issues, integrations | Technology partners, channel partners | ✓ | **Standard**<br>**Premium** | €2.62/user<br>€5.24/user |
|  | CI/CD, cloud security, DevSecOps, code review, integrations | Technology partners, services & channel partners | ✓ | **Team**<br>**Enterprise** | €3.49/user<br>€18.35/user |
|  | DevOps, transfer, security, workflow management, set up, task runners, integrations | Technology partners, channel partners | ✓ | **Personal** (3 GB)<br>**Personal** (6 GB)<br>**Business** (12 GB)<br>**Business** (24 GB)<br>**Business** (60 GB) | €13.10/user<br>€21.84/user<br>€43.68/user<br>€87.36/user<br>€174.72/user |

# Center on



## GitLab

Best for companies and teams.

GitLab is an open source web platform that allows companies to manage the entire code development cycle from a single application. Like all version control software, it allows the **creation of public or private repositories**, where developers can **upload** their **code and manage changes** to the various versions by working in parallel, without generating conflicts; upload their work to the remote repository (**push operation**) and be able to eventually merge everyone's changes into a single project (**merge operation**). You can make **merge requests** for the repository owner, as well as **issue tracking**, the ability to **write comments** and **attach documents**.

### WHY YOU SHOULD USE GITLAB

**1.** With GitLab you'll increase productivity with a 200% faster software lifecycle.

**2.** With a dedicated GitLab server you'll keep your code information and intellectual property safe.

**3.** GitLab provides different features depending on the type of subscription and the price paid. It is still possible to use it for free, though with some limitations.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

ABC

# Team Management Platforms

SHARING

# About

More and more companies are embracing the idea that collaboration is essential to successful business and, as a result, more and more people find themselves having to work together as a team to get projects done. Keeping an entire team working in the right direction and aligned is by no means easy.
**Team management tools** are nothing but software that helps you manage all your team's tasks and projects from a single location; in simple words, they help you manage work, increasing productivity and overall efficiency.

### Basecamp

Best for large companies and teams.

Basecamp is a great team management software if you want to centralize your team's work and for remote work. It has many features including unlimited projects, storage space and unlimited clients.

### Microsoft Teams

Best for Microsoft 365 customers.

Microsoft Teams is a collaboration suite from Microsoft that allows users to chat, call, videoconference and share files within a management portal for various projects, from anywhere.

### ClickUp

Best for large companies and teams.

From providing you with resource management to boosting team communication, ClickUp is the ultimate project management solution.

### Facebook Workplace

Best for companies.

Facebook Workplace is a communication tool that uses features such as a news section, chat, live video and groups to promote interaction and collaboration among employees.

# Benchmarking Product

| | Meetings | Chat and collaboration | Security | Apps | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|---|
| | / | Group chat, file sharing, message board, to-do lists, folders, progress updates, schedules | Data sent using HTTPS, data protection, information protection | ✓ | ✓ | **Business** | €86.29/team |
| | Webinar, calls and videocalls, PowerPoint Live, private channels, dynamic visualization | Chat, file sharing, Teams channels, Teams Connect, private channels, folders | App management, device management, information protection | ✓ | ✓ | **Business Basic**<br>**Business Standard**<br>**Business Premium** | €4.20/user<br>€10.50/user<br>€16.90/user |
| | / | User groups, mentions, profiles, replies, public sharing, progress percentage, guests | Control access to folders, spaces, lists and tasks, permissions | ✓ | ✓ | **Unlimited**<br>**Business**<br>**Business Plus**<br>**Enterprise** | €4.42/user<br>€7.96/user<br>€16.81/user<br>contact sales |
| | Calls and videocalls, create a Workplace room, screen sharing, guest control | Workplace chat, private groups, voice clips, surveys, sharing the current position | Data ownership, data use, data separation | ✓ | ✓ | **Core**<br>**(Add-on 1)**<br>**(Add-on 2)**<br>**Enterprise** | €3.50/user<br>(€1.75/user)<br>(€1.75/user)<br>contact sales |

# Center on #1

## Basecamp

Best for large companies and teams.

Basecamp is more than just a project management tool, it's a better way to work. Teams that switch to Basecamp are more productive and better organized. They communicate better and require fewer meetings. With Basecamp, you can divide your work into **separate projects**. Each project contains everything about the work at hand; all the people involved, every discussion, every document, file, task, important date. Each project also includes the tools all teams need to work together; **bulletin boards**, **to-do lists**, **schedules**, **documents**, **file storage**, **real-time group chat**, and **automatic check-in questions** .

### WHY YOU SHOULD USE BASECAMP

**1.** You can create a place in Basecamp for each project or team and involve who's working on it.

**2.** Keeping track of comments, approvals, and project history. You can have them there in one place, and review decisions as your projects move forward.

**3.** Clients can reply to messages from their inbox, and new emails can be forwarded to Basecamp where your team can see them.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

# Center on #2

## Microsoft Teams

Best for Microsoft 365 customers.

Microsoft Teams is a unified communications platform that allows users to **manage chat**, **video meetings**, **file storage**, and **integrate other applications**. It is possible to **create work groups** (Teams) dedicated to managing a client; multiple **channels** can be created in the Team dedicated to the client, and each channel can be dedicated to a specific project. When a channel is created, an area dedicated to **document sharing** is automatically created: the files uploaded in this area are shared with all the users of the Team, who can then contribute to their management. In addition, each channel has a dedicated **chat**, which can be used to communicate with other members of the group.

### WHY YOU SHOULD USE MICROSOFT TEAMS

**1.** Thanks also to the integration with Office 365 and the possibility of using as many as 150 Teams applications, it allows to facilitate communications between employees and the workflows themselves.

**2.** With OneDrive it is possible to synchronize the documents of a channel/project locally.

**3.** With Teams, you can digitally sign all your documents quickly and securely.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

ABC

# Note/Wiki Boards Platforms

ANNOTATION

# About

Do you ever scribble bright ideas on napkins or flyleaves? Wouldn't you like to give your thoughts a more structured form? When the mythical paper/pen combo isn't at hand, you can use **note boards**. It serves to remind tasks, write down any temporal data, anything, with sticky notes, and you can share them with whoever you want.

### Google Keep

Best for individuals.

Google Keep is the new way to share contents on the Web and create notes and reminders completely tailored to the topics that interest you most. You can also create lists, add photos, audio comments and set reminders.

### Evernote

Best for individuals.

Evernote is an online app that allows you to store and organize digital notes, web page clippings, useful addresses. You can create a notebook for any topic and enrich it with cues, ideas, images or videos.

### Microsoft OneNote

Best for individuals and teams.

OneNote is a Microsoft app designed to help you take notes in a single digital notebook. You can organize your notes the way you want, share them with others and sync content across all your devices.

### Notion

Best for individuals and teams.

Notion is a management and productivity tool that facilitates communication and collaboration within a team. You can create, edit, and design your own layout in real time with your collaborators.

# Benchmarking Product

| | Features | Web clipper | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|
|  | Synchronization, add notes, lists, photos and audio, reminders, sharing, search | ✓ | ✓ | **Business Starter**<br>**Business Standard**<br>**Business Plus**<br>**Enterprise** | €4.68/user*<br>€9.36/user*<br>€15.60/user*<br>contact sales* |
|  | Synchronization, organization, templates, search, document scanning, calendar | ✓ | ✓ | **Personal**<br>**Professional**<br>**Evernote Teams** | €6.99/user<br>€8.99/user<br>€13.99/user |
|  | Notepads, search, sharing, marking, collaboration, organization | ✓ | ✗ | **OneDrive (50 GB)**<br>**OneDrive (1000 GB)** | €1.74/user<br>€6.12/user |
|  | Connection with teams, projects and docs, customize Notion, templates | ✓ | ✓ | **Personal Pro**<br>**Team**<br>**Enterprise** | €3.50/user<br>€7.01/user<br>contact sales |

**It's part of G Suite*

# Center on

## Google Keep

Best for individuals.

Google Keep, is a service that offers the possibility of **annotating**, **creating lists** and **reminders** in a simple and fast way.
Everything you write, record or draw within this free app stays in your Google account.
Writing is just one of the tools available to compose a note. You can also **take a picture**, **choose an image**, **draw**, **record your voice**, **set labels**, **store notes**, **change colors** and even **insert checkboxes**. It also lets you **set a reminder**: by editing details such as the time and date, Keep will remind you of an appointment for example, or anything you want.

### WHY YOU SHOULD USE GOOGLE KEEP

**1.** Google Keep saves your data through Google Drive, this allows you to save files directly online and always have them available on different devices.

**2.** You can create notes in collaboration with your team members and set a reminder to keep on schedule.

**3.** Google Keep allows us to highlight a note by placing it at the top of the application with the pinning option, always having the most important notes in view.

### DOWNLOAD THE APP

The desktop app is available for Windows and macOS, while the mobile app is available for Android and iOS.

# Innovative Technology

DIGITIZATION

# About

The era in which we live is technology intensive, countless **innovative technologies** supported by digital are increasingly pervasive, the speed with which these technologies penetrate various markets, thanks to their increased accessibility, has in a short time revolutionized sectors, drastically accelerating the processes and increasing the complexity. Technological innovations are increasingly impacting multiple aspects of our lives.



## Digital storytelling

Digital Storytelling consists in organizing selected content from the web in a coherent system, in order to obtain a story consisting of multiple elements of various formats (video, audio, images, text, maps, etc.).



## Multimedia content creation

Multimedia content is essential for communicating on the web. Through them, you can improve customer engagement and foster satisfaction and loyalty.



## Augmented Reality

Augmented Reality is reality enriched with data in digital format. Not a virtual world, then, but an integration between physical reality and digital world.



## Bot and Artificial Intelligence

Bots are true artificial intelligence algorithms that can improve their ability to analyze human language and provide increasingly accurate and precise answers.



## Multimedia maps and tools

Multimedia maps are a set of technological solutions that shape new, more interactive cartographies to enhance the content of an area.



## Virtual Reality

Virtual reality is a realistic and immersive simulation of a three-dimensional environment, created using interactive software and hardware.

# Center on #1

## Digital storytelling

The expression Digital Storytelling is made up of two words: **digital** and **storytelling**. Storytelling is a **communication technique** that consists in telling a story to attract the attention of a specific audience, convey to that audience the message that the story wants to transfer and stimulate a certain desire in the readers or viewers. What about digital? Digital Storytelling is done with **digital tools**, which can be video, audio, images, text, or maps. So Digital Storytelling consists in **organizing** multimedia content in a **system** governed by a **narrative structure**, in order to obtain a story consisting of multiple elements.

### BENEFITS OF DIGITAL STORYTELLING

**1.** It triggers a type of confidential communication with its target audience.

**2.** Can transfer ideas and viewpoints to the target audience in an extremely direct and engaging way.

**3.** Today, only those who can attract attention can be heard by customers.

### REFERENCE APP: CEROS

Ceros is a no-code solution for businesses to design and publish interactive digital experiences. It offers complete creative control for marketers and designers to create, collaborate, and update content in real-time.

# Center on #2

## Multimedia content creation

Online presence in recent years has become essential for a brand that wants to demonstrate **credibility** and, above all, to have a way to expand its sales horizons. But if you want to work on the web, you need to **create content**. What do we mean by the term “content”? There are many types: **images**, **videos**, **articles**, **infographics**. All of them can be defined as useful for implementing content marketing practices, which is the most useful method for companies to **attract customers** by showing them “their content”. In the midst of this digital ocean, it is essential to pay the utmost attention to every little **detail**.

### BENEFITS OF MULTIMEDIA CONTENT

**1.** With digital content, your business can easily and immediately engage your audience.

**2.** Multimedia content as an important resource that generates educational value.

**3.** Persuasive content taps into audience interests to naturally describe new benefits of services and products.

### REFERENCE APP: CANVA

Canva offers various features for creating multimedia contents, such as text animations, image editing tools, free video creation and the possibility of working in teams.

# Center on #3

## Augmented Reality

In the age of social distancing, consumers have been forced to migrate to **digital channels** to meet their needs. Having that in mind, businesses have to explore new ways to bring a more immersive quality to traditional methods of serving their customers. AR-powered apps can provide a significant boost to businesses operating in different areas.
**Augmented reality** is a **technology** that virtually places a **3D visual** into a **“real-world”** experience. This gives the user the appearance that the virtual object is **co-existing** with them in the physical world.

### BENEFITS OF AUGMENTED REALITY

**1.** It helps to increase content understanding and it motivates users to perform better.

**2.** It increases the level of engagement and improves collaboration.

**3.** It helps master the practical skills required to perform special tasks.

### REFERENCE APP: AUGMENT

With Augment, you can embed AR on websites and ecommerce platforms and upload AR content. It is most used for retail, ecommerce and for customers who want to test products before buying.

# Center on #4

## Bot and Artificial Intelligence

Bots are a **technological innovation**, real algorithms of artificial intelligence, able to **analyze** and **learn**, in a more or less exact way, the language of human users with whom they interact. This feature improves incrementally thanks to machine learning: in fact, bots are able to learn from their mistakes and **improve their functions** of analysis of human language. There are different types of bots: **technical bots**, the most common type of bot; **chatbots**, software that is able to simulate a person's ability to respond; **social bots**, present within social networks in the form of fake profiles; and **botnets**, devices controlled by a hacker.

### BENEFITS OF BOT AND AI

**1.** They can become a new channel of communication for your contacts and keep them up to date with the latest news about your business.

**2.** Businesses can leverage the potential of bots in terms of loyalty.

**3.** Using bots can automate everything and make the direct user experience unique.

### REFERENCE APP: XENIOO

Xenioo is a chatbot platform for creating intelligent, multi-channel conversational virtual assistants. Each chatbot can be easily embedded into websites and published to WhatsApp, Messenger, Telegram and more.

# Center on #5

## Multimedia maps and tools

An interactive map is a system of graphical representation of information that can i**nteract with the user's choices** or with the occurrence of other external events. The interactive map is generally used in **geolocation** and **geographic mapping systems**. **Markers**, **lines**, **templates**, **symbols**, **colors**. All these elements contribute to give the reader a different, more complete and **immersive information**. And we're not talking about google maps that remain, without a doubt, a reference point for travelers and sailors, but of those tools that allow the user to customize their news with fun and original geographic indications.

### BENEFITS OF MULTIMEDIA MAPS

**1.** They can enhance territories with great landscape and cultural value.

**2.** They are maps that provide a very realistic view of the area, making services and basic elements easily recognizable.

**3.** Digital maps are accessible through multiple devices and adapt to different screen formats and input mechanisms.

### REFERENCE APP: HEGANOO

Heganoo is a web environment for creating customized and interactive maps. The maps are customizable with the addition of multimedia elements (text, images, videos, etc.); sharing is possible and the maps can also be viewed on mobile devices.

# Center on #6

## Virtual Reality

Virtual reality is born from the combination of hardware and software devices that "collaborate" to create a **virtual space** within which the user can **move freely**. Access to this digital world is made possible by **VR visors** and accessories developed specifically to interact and "live" within virtual reality. And just as it happens in reality, the virtual/real environment within which one is immersed, can be explored **in every single inch** and **in every direction**. The viewer, and the software it uses, will keep **track of movements** so as to **adapt perspective** and **view** to our position and offer **realistic images**.

### BENEFITS OF VIRTUAL REALITY

**1.** It allows large margins of business development due to the very high level of user involvement.

**2.** It reduces cognitive distance and minimizes cognitive load.

**3.** It will allow the user to learn by doing and to put into practice immediately what he has just learned.

### REFERENCE APP: GOOGLE STREET VIEW

Google Street View is the mobile version of Google's satellite maps: together, they offer a virtual view of nearly every place on the globe. The app showcases not only Google's mapping efforts, but users as well.

ABC

# Artificial intelligence services

COOPERATION

# About

Especially if you're new to the field, it can be difficult to learn how to make a presentation, look for the right pictures or build a website all by yourself. Artificial Intelligence (or AI) powered tools come in handy to **help you with the most various tasks**. AI uses an extremely wide set of data and processes them using always updated iterative processing algorithms. Long story short: Have any kind of problem? There's an AI out there that will make things easier. All the AIs listed above work great for individuals.

### ChatGPT

Best for individuals and small businesses

ChatGPT, developed by OpenAI, is a tool that lets you have a talk with a bot. It can give you answers and compose texts of all kinds, from essays, to poetry, to professional emails.

### Uizard

Best for individuals and small businesses.

Uizard is a tool that helps you with making mockups, mobile apps and websites. It gives the possibility of creating a design using sketches or screenshots that the tool processes and transforms in functional elements.

### Midjourney

Best for individuals.

Midjourney is a tool that generates images from a prompt. The more detailed the description, the more complex and accurate the picture will be. It is tailor-made for illustrations, but works great with logos too.

### Zyro

Best for individuals and small businesses.

Zyro is a tool that uses AI and pre-made templates to build up a website, blog or portfolio in minutes. Beyond giving you a base for your website, it offers a vast series of SEO tools to help with visibility.

### Language Tool

Best for individuals and small businesses.

Languagetool is an open source grammar checker that helps you when writing texts in all kinds of languages. It helps to find mistakes and offer a solution. It can be used as a plugin for many search engines.

### Runway

Best for individuals and small businesses.

Runway is a website that specializes in video-editing and offers a series of tools to work with images too, like an upscaler or text-to-image options. It's a valuable choice because of its versatility.

# Benchmarking Product

| | Features | Desktop app | API | Free version | Subscription | Prices (/month) |
|---|---|---|---|---|---|---|
| | Chatbot, references up to 3000 words | ✗ | To be released | ✓ | **Plus** | €18.85/user |
| | Easy to use, new text-to-design feaure | ✗ | Not available | ✓ | **Pro**<br>**Business** | €11.30/user<br>€36.75/user |
| | 25 free trials, impactful illustration style | ✓ * | Closed | ✓ | **Basic**<br>**Standard**<br>**Pro** | €9.40/user<br>€28.30/user<br>€56.60/user |
| | Lots of templates, SEO features for visibility | ✗ | Open | ✗ | **Website**<br>**Business** | €15.45/user<br>€16.90/user |
| | Team plan up to 20 participants, has a plug in version | ✓ | Open | ✓ | **Individuals**<br>**Teams** | €15.90/user **<br>€86.52/user |
| | Lots of video-editing and image generation features | ✗ | Not available | ✓ | **Pro**<br>**Team** | €15/user **<br>€35/user |

**Works on Discord app* *** Paying an annual fee makes the price cheaper*

# Center on #1

## ChatGPT

Best for individuals and small businesses.

The concept of ChatGPT is one of the first things that come to mind when talking about AIs. It's **you talking to the computer**, but it can put itself in the shoes of famous people or characters, change the way it talks to you and give you answers to your questions in the most quirky yet complete ways. It is a valuable tool to keep **not only to have fun**, but also to **write essays**, **e-mails**, get some advice on **brand naming**, or **collect ideas** for your next novel. Make sure to do it in an honest way though! There are many AIs like GPTzero to check if ChatGPT is being used for a text. Alternatively, a similar tool called CopyAI is specialized on professional copywriting.

### WHY YOU SHOULD USE CHATGPT

1. It is a very interesting tool since it can be used to study, do research, test the AI's capacity, but also to write texts that can be used in every workplace and situation.

2. You can use it to suggest concepts and brief inspirations to use as a starting point for any project.

3. Its algorithm is always updated, so you can elaborate texts about the most recent happenings without any problem.

### WHERE YOU CAN FIND IT

ChatGPT is an online-based tool, hence it is only possible to find it at https://openai.com/blog/chatgpt/. There isn't any downloadable version at the moment.

# Center on #2

## Uizard

Best for individuals and small businesses.

Uizard specializes in making **websites, portfolios, blogs** and **UI centered designs** easily and in a short time. The only thing the user has to do is choose a starting point: **based on sketches or screenshots** from other websites Uizard will create a simple and editable design. It can be used to make prototypes, wireframe layouts, mobile applications or websites. Most of its features like UI templates and UX components are free to use. Uizard has recently launched a new tool, called **Uizard Autodesign**, which uses a **text-to-design** technology to generate a multi screen mockup of whatever you need.

### WHY YOU SHOULD USE UIZARD

1. It's a fast and effective way to get a basic idea of what a website of yours could look like, and if the idea is of your liking it can become a real thing in a short time.

2. The new tool Uizard Autodesign makes the process even shorter and easier, since you just need to describe to the tool what you'd like to see and do.

3. Its free plan lets you create up to three projects.

### WHERE YOU CAN FIND IT

Uizard can currently be used online at https://uizard.io/, and there isn't any downloadable version available at the moment.

# 2.

# Implementation and case studies

This second section is useful for the **planning of a workshop** and the development of **potential useful tools**. It also contains advice on **activities to be done and the time to dedicate to each of them** ; tips on **how to complete tasks** and **what to focus on** for optimal results; tools for **collecting feedback and communication** of results.



# Explore by category



workshop organisation



icebreaking activities



decompression



feedback session



facilitation of group work



brainstorming



brainstorming (online)



communication of result



evaluation of the workshop and lessons learned

TOPIC 1

# Workshop organization

# What

A workshop is a gathering in which a **group of people** with interests, expertise or professional experience in a particular field is actively involved in **intensive discussion and/or research on a specific topic or project**.
The main objective is for each individual to attend the event to develop new skills and learn new methods related to group work.

# Why

### 1. ENCOURAGE DIALOGUE

Workshops are led by someone acting as a facilitator. This allows for earing about other ideas on the topic in a setting that encourages conversation.

### 2. GET NEW PERSPECTIVES

Participants can share their insights and thoughts on how to resolve the problem, offering a different perspective on how to deal with it.

### 3. DEVELOP NEW IDEAS

As you listen to other people's views, you realise how to handle things differently or come up with new ideas never considered before.

### 4. IMPROVE YOUR SKILLS

Workshops can help you develop new skills by learning new methods or new approaches to problems.

# How

### 1. DEFINE THE GOAL

Every workshop must have an objective which is clear, specific, measurable, achievable, realistic and timely.

### 2. DECIDE WHO WILL ATTEND

Choosing participants earlier makes it easier to develop effective materials and approaches.

### 3. CHOOSE THE RIGHT LOCATION

Thinking about the logistics and practical details of the workshop when choosing the venue is useful to make it accessible and comfortable for everyone.

### 4. CREATE AN AGENDA

Let participants know what they will be doing at each step. Make sure you have the key points, visual aids and activities lined up for everyone to see during the session. In this way they will know what to expect and be able to manage their time and energy when working.

### 5. DEVELOP A FOLLOW-UP PLAN

Prepare an evaluation form and invite participants to fill it in at the end of the meeting. Give them enough time to comment and consider the questions carefully. Immediate feedback will help you refine the workshop and also enable participants to gain new knowledge.

# Agenda

Writing down the agenda of a meeting is very important.
Participants and speakers will know what is going to be discussed and, above all, time can be better organised without the risk of missing something.

The agenda of a meeting is a program which shows:
- the start and end times of the meeting;
- the people who will speak;
- the interventions that will be made;
- the breaks.

# Phases of the agenda

### 1. WHEN TO DO IT?

It is recommended to start writing the agenda when you are sure how the meeting will go: how many speakers will speak, what time the event will start and what time it should end. It is also advisable to send the agenda to all participants so that they have a clear idea of what will happen.

### 2. WHAT TO WRITE?

First of all the agenda, as well as the meeting, must have a title that immediately clarifies what is to be discussed.

Furthermore, these questions should be answered:
- *Who organizes the event?*
- *Where will the event take place?*
- *When will the event take place?*

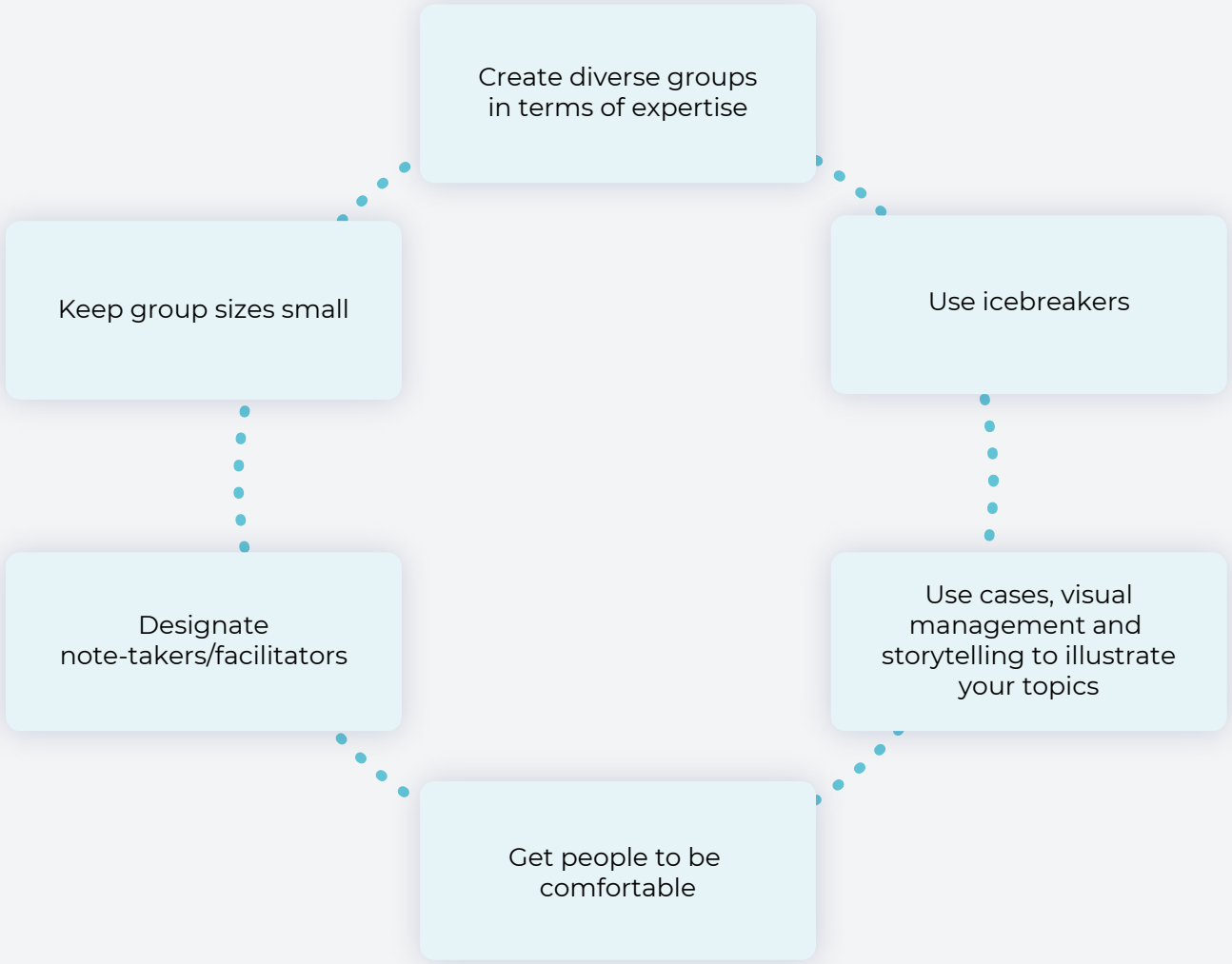
### 3. WHAT ARE THE OBJECTIVES?

The workshop may have different objectives, therefore specifying them in the agenda is a good starting point for achieving them.
Using the agenda to inform participants about the reason of their selection is very important: it allows them to decide whether or not to participate according to the extent to which the objective is shared, but also to know what to expect.

### 4. WRITE DOWN ALL INTERVENTIONS AND MANAGE TIME

The agenda also serves to clarify which intervention will take place during the event and how long they will last. You need to know who the speakers are and then write down:
- name, surname and position/profession of the supervisor;
- title of the intervention;
- start time of the intervention;
- end time of the intervention.

# Tips


Create diverse groups in terms of expertise
Use icebreakers
Use cases, visual management and storytelling to illustrate your topics
Get people to be comfortable
Designate note-takers/facilitators
Keep group sizes small

# Workshop online

**USEFUL TOOLS:**

- communication and collaboration tools;
- videoconferencing tools;
- shared interactive whiteboards;
- digital notebooks for notes;
- presentation tools;
- surveys tools.

### 1. PLAN THE TIME

Providing basic information and the agenda in the invitation and asking people to confirm their availability in advance will also help to plan how much time to devote to each activity.

### 2. ANTICIPATE THE PROBLEMS

Anticipate technical problems and solve them in advance: there will always be someone whose internet connection is not fast enough, whose camera is not working properly or who cannot access the software you have asked them to use.

### 3. TEACH THE NEW TOOLS

If you are using a specific software, such as Miro, and you know that there are new people, you can send a small tutorial or do an introductory activity to get participants used to the new software.

### 4. BE CONCENTRATE

Ask another person to manage the organisation of participants, keep time, organise rooms or send links, so that you can better concentrate on your work.

TOPIC 2

# **Icebreaking activities**

Decompression

Feedback session

## // Icebreaking activities

# What

Icebreakers play an important role in events where communication and the comfort level of the participants are determining factors. These are **activities that try to break down the barriers that exist in a workplace** (hierarchies, job titles,...). and aim to increase the competence of individuals on the material related to group work.
Icebreakers, besides being useful when participants do not know each other, can also work very well for people you already know. They get people talking, generate laughter and help participants start with an initial comfort level.

# Why

### 1. FUN TO PLAY

They are fun to play with, which makes them a welcome break from normal work activities.

### 2. BREAK DOWN BARRIERS

They break down barriers that may exist between established groups of people.

### 3. HELP THE KICK-START

Fun icebreaker can help kick-start important meetings or long training sessions.

### 4. FACILITATE COMMUNICATION

They make it easier for participants to communicate openly with each another.

### 5. ENCOURAGE INTERACTIONS

They encourage interactions that wouldn't normally take place in the context of a regular working day.

## // Questions for icebreaking

# How

Icebreaker questions are a fun, easy way to get to know people and lighten the mood. They are similar to icebreaker activities but usually do not require much or any preparation at all.

Here some examples:
- *What is your proudest accomplishment?*
- *If you could write a book, what would it be about?*
- *What is the happiest moment in your life? What made it so special?*
- *What is the scariest thing you've ever done for fun?*
- *What is the best gift you've ever given/received?*
- *What is your dream job?*
- *What is something you were known for in college/high school?*
- *What's the best piece of advice you've ever been given?*
- *Where is one place you'd love to travel to?*
- *What does your ideal day look like?*

# Tips

Icebreakers usually last between 5 minutes and 20 minutes. Long enough for people to feel comfortable and relaxed to discuss more important topics during the meeting.

You can create a team bulletin board on a digital whiteboard app like Miro.

You could create a music playlist so you can relax or energize the group.

## Virtual Meeting Icebreakers

### SHOW AND TELL

Ask your remote team members to pick up an object nearby. Take turns sharing your item and the story or personal encounter behind it.

15'-20'

### PICTIONARY

Pictionary is basically a word game where one player chooses a randomly selected word and draws it while the other players guess what the word is.

10'

### DRAW YOUR MOOD

Ask participants to draw how they are. It is much more fun and you will stimulate creativity among your colleagues.

10'-15'

### THE LAST PHOTO YOU TOOK

Ask your colleagues to go to their phones, and dig out the last photo that they took. Ask them to either post it to your Slack channel or other platforms. Then, ask them to share a story behind the picture.

5'-10'

### HOME SCAVENGER HUNT

This icebreaker is fun and you'll all get a chance to move around a little. Get your collegues up and give them a little task such as: "You have 25 seconds to fetch something yellow," or "Get the weirdest thing in your apartment, then bring it back to show us".

5'-10'

### TWO TRUTHS AND ONE LIE

Start by asking each person to make up two facts about themselves and a believable lie. Next, they all share their three claims, and the group votes or discusses their guess for the lie. For example, here are three statements about me.

5'

TOPIC 2

# Icebreaking activities
# **Decompression**
# Feedback session

## // Decompression

# What

Breaks help to revitalise meetings and to make participants **assimilate the information and experiences gained** during the training session.
It may be useful to summarise what happened during the session just before giving a break and again just after the participants have returned.

# Why

### 1. REVITALIZE MEETING

A facilitator may decide, depending on the circumstances, to schedule a 10-minute break for each hour of training. The time of the break must be clear so that participants will return on time.

### 2. HELP THE ASSIMILATION

During this time,
the facilitator could organize ice-breaking activities, or they could ask participants for feedback on the session before the break.

TOPIC 2

# Icebreaking activities
# Decompression
# **Feedback session**

## // Feedback session

# What

Feedback is extremely valuable as it allows the facilitator to **identify the strengths and weaknesses** of the meeting so that they can improve the workshop, both during and for future sessions. Feedback can be provided at the end of the workshop, but the response rate might be small and the feedback not very complete if some of the participants have to leave or do not return it, so it is recommended to give a **feedback also during the workshop**.

# Tip

In an online meeting you could use shared interactive whiteboards and surveys tools.

# How

### 1. LIKE / DISLIKE

Stand in a circle - each participant briefly tells what they liked and what they did not like. A ball can be thrown to the person who then starts. This person gives feedback and throws the ball to someone else, who in turn gives feedback.
Don't start a discussion, just take the input. If you want more details about an answer, ask the person afterwards. This is also a good warm-up exercise after a break.

### 2. AGREE / DISAGREE

Make some statements and let the participants rate them on a short scale ("I disagree" to "I fully agree") with a pen or sticky dots.

### 3. POSITIVE / NEGATIVE

Hand out post-its and ask participants to write down positive feedback (set a timer for one minute). Then ask participants to write down what they would like to improve. Even if time is short, you will get what was most important for the participants.

TOPIC 3

# Facilitate group work

# What

Facilitating a working group means **promoting the constructive outcome of communicative-relational processes**.
The facilitator accompanies the group(s) in the pursuit of the planned results and their action is oriented towards the growth of the potential of the individuals. It is necessary to take care of the organisation down to the smallest detail in order to achieve the objective. This includes clarity of theme, participants and timing.

# Why

### 1. CLEAR GOAL

It helps to have clearer ideas that facilitate the reasoning process.

### 2. ORGANIZATION

It is convenient to respect deadlines to optimise time, by learning to make use of every moment, from work to break.

### 3. STIMULATING ATMOSPHERE

Continuous dialogue and group discussions generate new sources of inspiration, ideas and perspectives. Socialisation avoids embarrassment and limitations.

### 4. PRODUCTIVITY

Establishing objectives, timeframes and roles allows each participant to express themselves and give their best, enhancing the skills of each team member.

### 5. GROWTH

When the facilitator coordinates group members, They encourage inclusion, growth and participation, so that every aspect can be dealt with in the best possible way.

### 5. FEEDBACK

Knowing the opinion of the team members helps to understand how to work in optimal conditions and if it is necessary to improve certain aspects.

# How

### 1. DEFINE THE AGENDA

Defining the agenda in the session is useful for clarifying the work topic in all aspects and for knowing the goal to be achieved.
In addition, the tools to be used must be defined and rules established to manage time, shifts and methods of intervention.

### 2 STIMULATE INITIAL KNOWLEDGE

To create a stimulating and positive atmosphere, more or less informal activities can be useful to introduce team members.

### 3. LEAD THE DISCUSSION

Leading the discussion means applying some rules to manage time and leave space to all participants to express their thoughts.

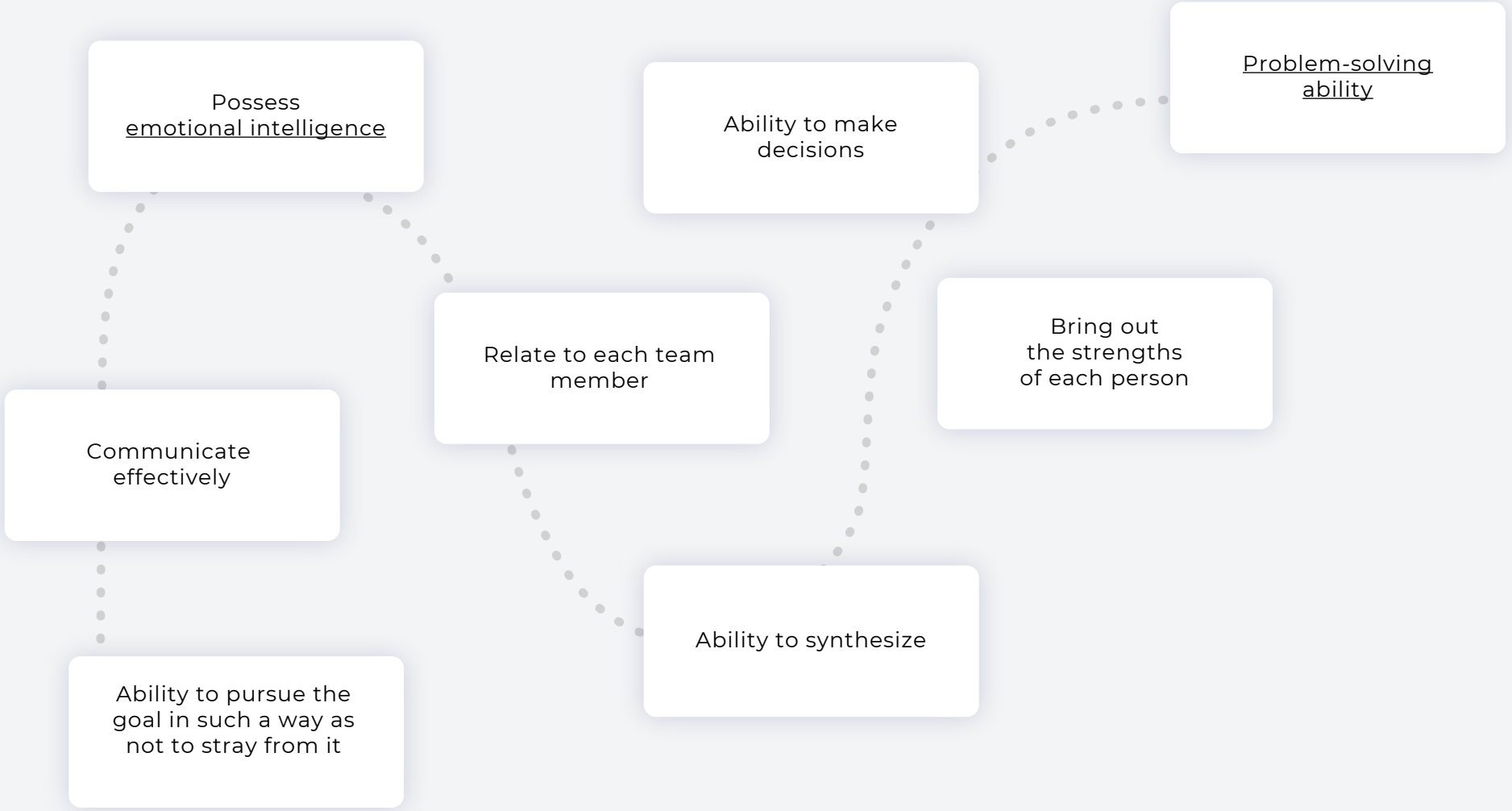
### 4. COLLECT FEEDBACK

It is useful for participants to express their thoughts through surveys, forms, comments, etc. This allows the work to be improved by taking into account the opinions of team members.

### 5. SHARE THE FINAL REPORT

At the end of the session it is useful to send a short report to the participants summarising the points discussed, the decisions made and the objectives achieved or not achieved.

# The ideal facilitator profile



# Tips

The facilitator can use a collaborator to write down the points addressed during the session, so that they can fully concentrate on the group and the work.

The use of collaborative whiteboards such as Miro or Google Jamboard can facilitate discussion and time optimisation.

Feedback can be collected through forms or surveys via Google Form or Typeform.

If the working group consists of many members, it may be useful to create groups of 5-6 people to work more efficiently.

**TIMING AND PARTECIPANTS**

- Agenda presentation: **10'**
- Presentation of the members: **3'-5' each**
- Presentation of the topic and related
- discussion: **45'**
- Break: **10'**
- Further discussion and clarification of doubts: **20'**
- Collecting feeback: **10'**

Recommended number of participants: **15-20**

# Advantages & disadvantages

### VIRTUAL MEETINGS

The **advantages** are:
- usually relatively cheap to run;
- increase productivity by saving travel time;
- allow immediate decision making even from distant geographical areas;
- possibility to collaborate not only during the workshop but also before and after it.

The **disadvantages** are:
- limited duration of interaction;
- limited opportunities for relationship building;
- limited opportunities for one-to-one;
- high-speed Internet is an important requirement.

### FACE TO FACE MEETINGS

The **advantages** are:
- relationship building;
- shared context;
- access to non verbal cues like expressions and body language.

The **disadvantages** are:
- costs of preparing the working environment;
- distractions may occur;
- finding a suitable place (capacity);
- not easily accessible to all.

TOPIC 4

# Brainstorming

# What

Brainstorming is a group creativity technique that is often used to **find a solution to a specific problem**. This is done by collecting and recording new ideas from team members in a free way. Brainstorming sessions are usually composed of a few members of the core team, and are typically led by a facilitator.

# Why

**1. THINK FREELY**

It allows people to think freely, without fear of judgment.

**2. COLLABORATE**

It encourages open and continuous collaboration to solve problems and generate innovative ideas.

**3. THINK TOGETHER**

It helps teams to quickly generate a large number of ideas, which can be refined and combined to create the ideal solution.

**3. HAVE A TEAM**

It helps to promote stronger teams.

# Principles

### 1. QUANTITY OVER QUALITY

The idea is that quantity will eventually generate quality as ideas are refined, merged and further developed.

### 2. WITHHOLD CRITICISM

Team members should be free to introduce any and all ideas that come into their heads. Save feedback until the idea collection phase so that “blocking” does not occur.

### 3. WELCOME THE CRAZY IDEAS

Encouraging your team members to think outside of the box and introducing original and innovative techniques that may be your ticket for success.

### 4. COMBINE, REFINE, AND IMPROVE IDEAS

Build on ideas and draw connections between different suggestions to strengthen the problem solving process.

# How

### 1. TALK ABOUT THE TOPIC

Specify the topic of the project.

### 2. LETS PARTECIPATE

The group members participate by saying as many ideas as they can think of during a certain time and suggest how the project can be carried out.

### 3. WRITE DOWN THE SUGGESTION

The facilitator organises ice-breaking activities among the participants and then they write down all the suggestions that people make.

### 3. READ THE PROPOSAL

When there are no more ideas or when time is over, then all the proposals are read out.

### 3. CHOOSE THE BEST ONES

The group discusses these proposals and chooses the best ones, along with all the information that will be useful for carrying out the project.

# Techniques

### 1. MIND MAPPING

A 'mind map' **takes shape from the problem you are trying to solve**. After writing the objective in the centre of the sheet, circle it and create branches around it to write sub-ideas or categories related to the problem until you start to see a solution.
If you are working in a group, it is advisable to make a mind map in a larger space such as a blackboard or poster board. Do not start a discussion, just take the input and allow team members to contribute with their opinions. If you want more details about an answer, ask the person afterwards. This is a good warm-up exercise after a break.

### 2. REVERSE BRAINSTORMING

The best way to imagine the process of "reverse brainstorming" is to compare it with the classical one. Normally one strives for the success of the project, whereas **in this exercise one asks how to ensure its complete failure**.
This will provide the group with useful information about what is wrong and, at this point, they will have the necessary tools to plan for success.

### 3. SWOT ANALYSIS

SWOT analysis determines the strengths, weaknesses, opportunities and threats related to the problem you are facing so that you can identify the direction to take by minimising the threats, maximising the strengths, identifying the weaknesses and embracing the opportunities.
This process is often represented by dividing a sheet (or board) into four boxes, each containing one of the four words.
Most often **it is used to determine whether a potential project is worth undertaking** and this will provide the group with useful information about what is wrong.

During online sessions it's very useful to use a suitable tool, such as **Miro.**

# Techniques

### 4. THE FIVE WHY

In the "five whys" method, the facilitator repeatedly asks the question "**why did this happen?**" to get to the root cause of the problem.
It may be that five whys are enough to frame a solution but, at other times, the answer may require more or fewer questions. Eventually the **team will be able to identify the cause of the problem**.
It is important to note that the 'five whys' method is a structured process to identify the problem and not to identify its resolution. This means that once the cause has been identified, a solution must be developed.

### 5. ROLESTORMING

Participants will be asked to **write down their ideas** on a sheet in a few minutes; then, each participant will pass his sheet to another participant who **will read it and then add new ideas**.
The process is repeated several times and after 10-15 minutes the sheets are collected and discussed together.

### 3. BRAINWRITING

Participants have to **imagine themselves in the role of another person**. This allows them to **look at the problem or opportunity from a different perspective** and come up with new and creative ideas. It is a useful, stimulating and entertaining method.
Participants can identify with different types of "personas", such as:

- a difficult or demanding customer;
- a company executive;
- a character with a solid reputation for a particular kind of thinking.

// Online brainstorming

# Guidelines

### 1. SPEND EXTRA TIME

Help anyone who needs support in the team with tools or moments of dialogue.
This helps members to feel more comfortable.

### 2. DEFINE THE PROBLEM

Team members need to know the objectives in detail in order to be well focused and more effective.

### 3. GIVE TIMING

Team members feel motivated and can concentrate better when they have clearly defined time frames.

### 4. SUMMARIZE IN A DOCUMENT

In online meetings it is important that everyone always has a written reference to avoid confusion.

### 5. BEING ABLE TO EXPRESS YOURSELF

Make sure that all participants can express themselves best by encouraging them to participate in discussions.

### 6. DEFINE THE TOOLS

The team needs to be aware of the tools and how to use them in order to work at their best.

Online brainstorming sessions can be even more effective than traditional ones, with the added advantage of greater convenience and lower cost.

## // Online brainstorming

# Summary

| LOTS OF INFORMATION | CREATIVE THINKING | EXPLORE THE TOPIC |
| --- | --- | --- |
| When there is a lot of information and a large number of people. | When you want to stimulate creative thinking and new ideas. | When it is necessary to go deeper into the topic. |
| **Mind mapping** | **Rolestorming** | **SWOT analysis** |
| **Brainwriting** | **Reverse brainstorming** | **The five why** |

# Tips

Clearly define and communicate what the output of the brainstorming session should be (solution or a list of ideas).

Make sure that all team members have access to the platforms used and help those who need support.

Creative solutions may be slow in coming, so try to create an uncritical atmosphere and grant extensions if necessary.

Interventions may raise more questions than answers - this is useful to investigate the problem more, but must be limited in time.

When many ideas are generated it is essential to confront each other to realign the output with the objective. Organise recurring moments to guide the group.

When brainstorming online, you can also use other techniques besides the traditional one: brainwriting, reverse brainstorming and rolestorming.

TOPIC 5

# Communicate the results

# What

Communicating the outcomes of a workshop means scoring the experience both to evaluate participant growth and improve engagement rates and to measure the effectiveness of the workshop.
Following up on the workshop means ensuring that participants can relive the moments of the event by using the content via blogs or their social channels.

# Why

**1. MANTAINS HIGH COMMITMENT**

**2. PROVIDES INSIGHTS AND NEW CONTENT**

**1. INFORMS ABOUT POSSIBLE NEXT EDITIONS**

**2. KEEPS THE WORKSHOP COMMUNITY ALIVE**

# How

### 1. THANK THE PARTECIPANTS

Receiving a thank you for taking part in an event is always a pleasure. Do it in the least anonymous way.

### 2. ASK FOR FEEDBACKS

Thanks to the feedback you can understand if something went wrong or if everything went according to plan, and therefore if there is something to improve or change.

### 3. ENGAGE ON SOCIAL MEDIA

During the event, collect video and photo material to post later. Give all the material to your contributors who will make a selection of the best ones to create interesting content for guests to comment on and interact with.

### 4. UPDATE THE WEBSITE

The website is one of the main marketing tools for your future events and is a signal to everyone who visits it.
Plan to update the website with new and inspiring content after the conclusion of the event.

# Tips

If you send an email make sure it is addressed to everyone with their name. If you use social media you could post a generic message on the event page and private messaging for personalised thanks.

If you have a dedicated budget you could think about making gadgets to distribute to participants, otherwise you could make digital material such as postcards, a souvenir video or a column with all the participants.

You could use typeform or a google form to create surveys and then collect all the material produced on google drive so that every participant can access and use it.

TOPIC 6

# Evaluate your workshop and lessons learned

# What

Lessons learned represent experiences, knowledge, insights and understanding that people have gained in the course of a project. They concern both positive and negative aspects on different levels (technical and content-related, emotional and social or process-related).

# Why

**1. LEARN**

Learn from mistakes and avoid to repeat them in future projects.

**2. COLLECT**

Collect best practices.

**3. BUILD TRUST**

Involving participants in the process and giving them the opportunity to share their perspectives will make them more supportive towards the management of future projects.

# How

**1. IDENTIFY COMMENTS AND RECOMMENTATIONS FOR THE FUTURE**

**2. COLLECT DOCUMENTS AND SHARE FINDINGS**

**3. ANALYZE AND ORGANIZE FOR FUTURE APPLICATION**

**4. STORE IN A ARCHIVE**

# Questionnaire

A workshop evaluation questionnaire is a useful tool for measuring participant satisfaction by collecting data and determining if the event was able to fulfil its purpose efficiently or if there is something to improve. This helps workshop organisers to create better programmes and address issues they may have overlooked.

# Questions

### 1. LEARNING

- *Did I learn something useful, wonderful and / or important?*
- *Did the workshop stimulate me and the others to think?*
- *Did I discover new ideas and understanding?*
- *Did it help me see the things I already knew in a new light?*
- *Did it provide opportunities to interact and learn from others?*

### 2. DESIGN AND STRUCTURE

- *Was the workshop engaging?*
- *Were there interesting and useful exercises?*
- *Were groups sized appropriately for each exercise's purpose?*

### 3. STRUCTURE

- *Were there exercises building on learning from previous ones?*
- *Opportunities to reflect on and consolidate what I learned?*

### 4. PACE

- *Did the workshop move along at a reasonable pace?*
- *Did it keep us energised or allow boring lags?*

### 5. LEADERSHIP

- *Was the workshop leader warm and welcoming?*
- *Did he recognize everyone's strengths and allow everyone to speak?*
- *Did he lead the workshop capably?*
- *Did he exhibit firm but unobtrusive guidance?*
- *Was he flexible and able to work with emerging ideas and participants' energy?*
- *Did the leader guide discussions and debriefs so as to facilitate learning?*

# Tips

- Retrievability of results must be guaranteed: you can archive lessons learned from all projects.  A file hosting service can be used to save the information.
- If the same problems occur repeatedly, it should be used as a reason for general improvement measures.
- The main results should be accessible to all participants.

- Keep surveys short. Ideally they will be one page, two-sided.
- Allow time for people to complete the surveys and tell them why their participation is important.
- Remind people that the surveys are confidential and used to improve your workshops.

DARE

Latest update:
March 2022

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