CARD METAPHORS
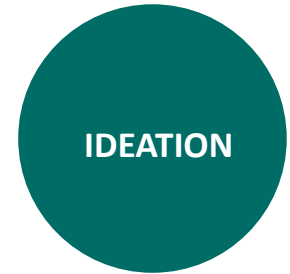
*Card metaphors are used to physically and easily demonstrate
how complex design ideas can be re-purposed and organised.*

IDEATION

Estimated Timescale: 1-2 Hours

Materials: Pre-prepared Cards

Who should be involved?
Anyone who you're designing with / for - cultural heritage professionals, designers, technologists etc.

Why should you use this method?
Design concepts can be complex and it can be difficult for beginners in the design process to visualise exactly how they can be created, modified and re-purposed. By using card metaphors, you can break down the components of a design object and demonstrate what kind of media, gestures and functionality can be supported by the design object.

STEP 1 (ADVANCE PREPARATION)
• In order to prepare the cards, decide on a design object and analyse it in terms of its functionality and capabilities.
• Take note of the kinds of content and interaction that the design object can offer. Use common headings to describe these, for example, content, presentation, target, and gesture.
• Prepare the cards using the headings to map out the different functionalities.

STEP 2
• To begin the group session, spread the cards out so that they are accessible to all group members.
• Have the facilitator ask the participants to choose a card that represents an answer to a specific question, for example, what is your expectation of the design object? Remember to pose a question that relates specifically to the group's purpose for coming together.

STEP 3
• Ask the participants to describe to the rest of the group how the card answers the question, as represented from their own unique perspective.

STEP 4
• Allow others to contribute constructive feedback and to ask questions.

WHAT NEXT?
• The results of the Card Metaphors exercise can be used as inputs into the design of scenarios.
• In the weeks after using the method, give feedback to the participants to show how input has been used (so the dialogue continues.)

Tips for successfully carrying out this method
• Have the cards available as an entry activity, so that they can spark conversations, helping the participants get to know each other and setting the tone for the workshop.
• Emphasise that they are not limited to the kinds of content, presentations, targets and gestures on display and encourage the participants to suggest other functionalities.