

All profilers



Activity type	Innovation phase	Difficulty	Duration
Idea generation	Positioning	2/5	3h
Location	Materials required		
Equipped meeting room (fables, chairs, video projector and screen, flipchart or whiteboard)	Flipchart, Post-it notes, whiteboard, recording device		
Participants	Operational team		
Advancer	One or two leaders - one secretary, one live painter who takes notes by drawing workshop discussions		
10 à 20			
Two options:			
- mix together the different actors from one district (public departments, experts, retailers, residents, consumers, retail associations)			
- organise specific panels by district user type			
Advantages	Important points		
Captures actual, sensitive data, confirms quantitative data and contrasts views of different local key actors	Use of a recording device is advised given the density of information processed. One or several breaks during the workshop are also recommended.		



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Methodology for idea generation that reveals the identity of a retail district through its users. This method yields sensitive, qualitative elements.

Preparation

- Preparation of moderation tools: update and print moderation and activity tools.
- Arrange catering: provide drinks and food in accordance with the number of participants
- Recruitment and briefing of supervisory team.
- Invitation of participants according to typical user profile

Proceedings



Welcome 10 min

Upon arrival, the participants complete:

- a profile form with:
 - Their personal details (first name, surname, email address)
 - Their profile: profession, age, nationality,
 - An anecdote about the district: what I like most about this district is...
- A boundary map showing what they perceive to be the district: ' District boundaries' worksheet

Presentation 10 min

Presentation of the project, objectives and programme of the workshop, by the moderator

Physical aspects 20 min

Participants are invited to share their impression of the district in terms of geography, history, culture and sociology (see questions in 'Physical aspects of the district' worksheet).

- The moderator asks the participants the questions that are written on the sheet
- The participants write their answers in the form of keywords on Post-it notes
- The moderator collects up the Post-it notes and leads the discussion between the participants, based on the keywords.
- The secretary takes notes

Retail activity 20 min

The participants are invited to share their impression of the district in terms of identification of local retail activity, integration in the commune, development, customer base: (see questions in 'Shops in the district' worksheet).

- The moderator asks the participants the questions that are written on the sheet
- The participants write their answers in the form of keywords on Post-it notes
- The moderator collects up the Post-it notes and leads the discussion between the participants, based on the keywords.
- The secretary takes notes

Perception 20 min

Participants are invited to share their impression of the district in terms of reputation, mentalisation, fame and image (see questions in 'Perception worksheet').

- The moderator asks the participants the questions that are written on the sheet
- The participants write their answers in the form of keywords on Post-it notes
- The moderator collects up the Post-it notes and leads the discussion between the participants, based on the keywords.
- The secretary takes notes

Personification 15 min

The participants are invited to share their impression of the district in terms of psychology: What is it like? What does it look like? What is its lifestyle? What does its friends say? What are its qualities and its faults? Its values? Its leisure activities, holidays, reading habits? Where does it live? (see questions in 'Personification' worksheet). The object of the exercise is to personify the district, revealing its soul, as if it were a human being.

- Based on the 'Personification' worksheet, the moderator asks the participants questions, leads the discussion and notes key information as it arises.
- The secretary notes each explanation.

Chinese portrait 15 min

Participants are invited to share their impression of the district in terms of sensoriality and imagination (see 'Chinese portrait of the district' worksheet). The object of the exercise is to suggest analogue images of the district to facilitate appropriation.

- Based on the 'Chinese portrait of the district' worksheet, the moderator asks the participants questions, leads the discussion and notes key information as it arises.
- The secretary notes each explanation.

My districts symbol 20 min

Participants are invited to share their impression of the district in terms of symbols (see 'My district symbols' worksheet). The object of the exercise is to find obtain information about identity through drawing and creation.

- The moderator distributes to each participant the 'Symbols of the district' worksheet.
- Each participant completes the sheet individually.
- Each participant shares his vision and his drawing with the group.
- The moderator keeps the discussion going
- The secretary notes each explanation.

Close 10 min

The participants are invited to look at the Live Painter drawings and each person is given the opportunity to offer a

final impression of the district.

- The secretary notes the discussion.
- The moderator thanks the group and explains the next stages

Transmission of results

- Draft the report on the workshop
- Send the report on the workshop to the participants
- Send a satisfaction questionnaire to the participants
- Optional : produce an article about the workshop