

# Expectation management in the project

Who expects what from who?	How to address and manage
<b>What project initiator/lead expects from...</b>	
Project brings new insights about digital media handling in families.	<ul style="list-style-type: none"> <li>• Get an overview of current state of research.</li> <li>• Get direct feedback and insights form families.</li> <li>• Include as many families as possible.</li> </ul>
Project develops and collects practical tips for families and makes them accessible to a wider audience.	<ul style="list-style-type: none"> <li>• Design the playbox in a way that it addresses practical solutions – either that already exists or that come to the volunteers minds.</li> <li>• The project allows volunteers to try out solutions at home and send later feedback.</li> <li>• Solutions are published in a public repository that is easy accessible.</li> </ul>
Volunteers have fun and a good time working on the project.	<ul style="list-style-type: none"> <li>• Try the playbox before using it with the target audience.</li> <li>• Design the playbox and the tasks in a simple and playful way.</li> <li>• Create a good atmosphere during the volunteer session: nice location, integrate the whole family, offer food and drinks,...</li> <li>• Monitor and accompany volunteers during the session and react to signs of discomfort or boredom.</li> </ul>
Volunteer families speak openly with each other and about their problems.	<ul style="list-style-type: none"> <li>• Create an atmosphere that inspires trust: Start to work within the family and gather with other families later.</li> <li>• Spatially separated places where families carry out tasks related to their own situation.</li> <li>• Sensitive moderation of the session that encourages talking about difficult topics.</li> <li>• Use objects or tools before talking to let families illustrate their situation and challenges.</li> <li>• Include a professional in the moderation, e.g. social workers, family therapist.</li> <li>• Let the approach be checked by professionals</li> </ul>
All members of the volunteer families engage.	<ul style="list-style-type: none"> <li>• Design the playbox in a way that all members can take part easily.</li> <li>• Encourage all members via moderation.</li> </ul>

	<ul style="list-style-type: none"> <li>• Make sure in the beginning that everybody voluntarily joins the project.</li> <li>• Let participants anticipate lacking members.</li> </ul>
The parents of the volunteer families give their children enough space to contribute their own thoughts, ideas and wishes.	<ul style="list-style-type: none"> <li>• Observe during session and help children to get their room in case parents take over their part.</li> <li>• Include tasks in the beginning where kids are experts to encourage them to take an active part (e.g. quiz about game characters or influencers)</li> </ul>
Volunteer families are honest about the situation in their family.	<ul style="list-style-type: none"> <li>• Emphasize in the introduction that professionals have not yet found a universal solution.</li> <li>• Emphasize in the introduction that most families experience problems with the topic.</li> <li>• Emphasize in the introduction how valuable their input is and why it is relevant.</li> <li>• Emphasize that there is no wrong and right and that each family must find it's own way to handle digital media.</li> </ul>
Team supports the project idea.	<ul style="list-style-type: none"> <li>• Present the project to potential team members.</li> <li>• Explain how stressed families are about the issue and how eager they are to find solutions.</li> <li>• If possible let the team decide who wants to join the team.</li> </ul>
Team wants to create good results with a good reach.	<ul style="list-style-type: none"> <li>• Explain that practical studies are lacking that provide real solutions for families.</li> </ul>
Team supports the Citizen Science approach.	<ul style="list-style-type: none"> <li>• Emphasize the challenge but also the benefits of the Citizen Science approach.</li> </ul>
Team is open to work with volunteers.	<ul style="list-style-type: none"> <li>• Introduce the benefits but also the challenges when working with volunteers.</li> <li>• Present solutions for overcoming the challenges.</li> <li>• Organize an event where the team can meet the potential group of volunteers.</li> </ul>
Team cares well for volunteers.	<ul style="list-style-type: none"> <li>• Let the team members themselves participate in a Citizen Science project.</li> <li>• Sensitize the team to the needs of the volunteers</li> <li>• Try to get a representative of the volunteers to work with the team.</li> <li>• Define guidelines how to interact with volunteers.</li> </ul>
Team tolerates errors and reacts flexibly towards new requirements.	<ul style="list-style-type: none"> <li>• Emphasize that it is the first time running a Citizen Science project and ask for tolerance if things are not</li> </ul>

	<ul style="list-style-type: none"> <li>working as expected.</li> <li>• Prepare the team that changes might be necessary.</li> <li>• Explain changes to team.</li> <li>• Only change things when there is a good reason for it.</li> </ul>
Team brings in their own ideas.	<ul style="list-style-type: none"> <li>• Encourage the team to bring in their own ideas.</li> <li>• Plan a slot in the team meetings where people can bring in new ideas.</li> </ul>
The team addresses problems openly and constructively.	<ul style="list-style-type: none"> <li>• Encourage the team to talk about problems.</li> <li>• Schedule a time slot each week for team members to come and talk about problems.</li> </ul>
<b>What the team expects from...</b>	
Project brings new insights about digital media handling in families.	<ul style="list-style-type: none"> <li>• Present overview of current research to the team</li> <li>• Present quotes from the family interviews</li> <li>• Invite family to a team meeting</li> </ul>
Project develops and collects practical tips for families and makes them accessible to a wider audience.	<ul style="list-style-type: none"> <li>• Introduce communication concept of the project</li> <li>• Outline the design concept for the playbox</li> <li>• Outline the event concept for participation.</li> </ul>
Project lead introduces the team to Citizen Science.	<ul style="list-style-type: none"> <li>• Give an overview of the Citizen Science approach to the team</li> <li>• Introduce portals to contribute in a Citizen Science project.</li> </ul>
Project lead tolerates errors.	<ul style="list-style-type: none"> <li>• Tell the team that the approach is highly experimental for the organization and that it is very likely that some things will not work as planned. As the project experience goes into the best practice document, errors are still a helpful result.</li> <li>• Emphasize that the entire organization will learn from errors.</li> </ul>
Project lead prepares and plans the project well.	<ul style="list-style-type: none"> <li>• Introduce the project management approach.</li> <li>• Introduce relevant milestones</li> <li>• Inform the team about the budget</li> <li>• Together with the team, collect aspects that make up good project management.</li> </ul>
Project lead updates the team about relevant things.	<ul style="list-style-type: none"> <li>• Plan regular team meetings</li> <li>• Together with the team define what they want to be updated about.</li> <li>• Provide a digital planning document or tool that allows team members to view the current status at any time.</li> </ul>
Project lead takes care of team member training and preparation.	<ul style="list-style-type: none"> <li>• Together with the team define training requirements.</li> </ul>

	<ul style="list-style-type: none"> <li>• Together with the team define training format (written, digital, remote, group,...)</li> <li>• Together with the team define what needs to be prepared at which stage.</li> </ul>
Project lead is open for team input and ideas.	<ul style="list-style-type: none"> <li>• Encourage the team to contribute their own ideas.</li> <li>• Plan regular feedback sessions.</li> <li>• Setup a pin board for ideas.</li> </ul>
Project lead is available for questions and problems.	<ul style="list-style-type: none"> <li>• Encourage the team to contact project lead at any time during work hours.</li> <li>• Provide contact information.</li> <li>• Provide emergency contact information.</li> </ul>
Project lead creates a good atmosphere.	<ul style="list-style-type: none"> <li>• Organize a Kick-Off outside the organization where people can meet, exchange, have fun and also be updated about the basic content of the project.</li> <li>• Organize team breakfasts or coffee breaks.</li> <li>• Organize team gadgets, shirts, stickers,...</li> <li>• Try to have lunch together once a week</li> </ul>
Project lead ensures that the results are well presented and have a wide reach.	<ul style="list-style-type: none"> <li>• Gather channels and methods that have been used by the organization so far</li> <li>• Make a brainstorming session what could be new ways to present the results.</li> <li>• Choose an uncommon place to present results.</li> <li>• Do some research about people and organizations that could be interested in the results.</li> <li>• Check if there are any channels on Social Media about the topic.</li> <li>• Focus also on media that is used by the target group (e.g. foreign language websites or channels)</li> </ul>
<b>What volunteers expect from...</b>	
Project is a safe space for sensitive topics.	<ul style="list-style-type: none"> <li>• Inform volunteers how data will be used.</li> <li>• Inform volunteers about data protection.</li> <li>• Volunteers are given enough time work on the topic.</li> <li>• Moderators help the family to address problematic issues.</li> <li>• Emphasize that participation is voluntary.</li> <li>• Emphasize that volunteers can leave anytime without explanations.</li> </ul>

	<ul style="list-style-type: none"> <li>• Give the family a separated space to discuss their internal topics.</li> <li>• Ideally families feel well prepared after their private session to exchange with others.</li> </ul>
Project offers solutions for problems in the family with digital media use.	<ul style="list-style-type: none"> <li>• Explain in the project description how solutions will be generated or gathered.</li> <li>• Explain in the project description how results will be made accessible for everybody.</li> <li>• Give some first examples.</li> <li>• Mention the feedback option for solutions.</li> </ul>
Project gives new ideas on a good media usage.	<ul style="list-style-type: none"> <li>• Present first examples on the website.</li> <li>• At the event offer the opportunity for volunteers to explore new things.</li> </ul>
Project is an opportunity to meet new people.	<ul style="list-style-type: none"> <li>• Plan a social space at the event where volunteers can meet without working on tasks over food and drink.</li> <li>• Encourage local organizations to join the event and present their activities.</li> <li>• Encourage municipal organizations to join the event.</li> <li>• Offer play options for children and adults.</li> </ul>
The project promotes exchange between families.	<ul style="list-style-type: none"> <li>• Make one station a shared one for families. Maybe the gathering and exploration of solutions.</li> <li>• Create a “Where do you come from map” of the city where everybody can put in a pin.</li> <li>• Are there any concepts for “mass gaming”?</li> </ul>
Project rewards contribution.	<ul style="list-style-type: none"> <li>• Offer a photo booth and publication option (prepare consent form)</li> <li>• Create a board with all first names</li> <li>• Invite volunteers to final project presentation.</li> </ul>
Project tasks are easy.	<ul style="list-style-type: none"> <li>• Cut down tasks in easy to complete steps.</li> <li>• Reduce to the most important aspects.</li> <li>• Use plain language.</li> <li>• Use only few texts.</li> <li>• Make results quickly visible</li> </ul>
Project equipment is easy to use.	<ul style="list-style-type: none"> <li>• Apps (if used) are easy to use.</li> <li>• Setups are clear, solutions are not complicated to reach.</li> </ul>

Project tasks are fun.	<ul style="list-style-type: none"> <li>• Include fun aspects, especially in the serious topics.</li> <li>• Make nice equipment that volunteers like to interact with.</li> <li>• First results can be achieved quickly.</li> </ul>
Project gives a good introduction.	<ul style="list-style-type: none"> <li>• Introduction is as short as possible</li> <li>• Introduction uses images and illustrations.</li> <li>• Video?</li> </ul>
Project guides through the tasks.	<ul style="list-style-type: none"> <li>• One moderator per family accompanies the volunteers through the tasks.</li> </ul>
Project tolerates errors.	<ul style="list-style-type: none"> <li>• Reduce the possibility of errors.</li> <li>• Provide clear indicators what needs to be done.</li> <li>• Let the moderators check if results have been successfully submitted.</li> </ul>
Project uses easy to understand language.	<ul style="list-style-type: none"> <li>• Have somebody check all texts before publishing.</li> </ul>
Project takes care of language barriers.	<ul style="list-style-type: none"> <li>• Offer at least English version in order to use translation tools</li> <li>• Provide devices for translation.</li> </ul>
Project has a good atmosphere.	<ul style="list-style-type: none"> <li>• Project takes place in a nice and family-friendly location.</li> <li>• Food and drinks are free</li> <li>• Play areas and social areas aside the project space.</li> </ul>
Project makes volunteers feel well.	<ul style="list-style-type: none"> <li>• Welcome everybody personally.</li> <li>• Offer a first easy demonstration station to warm up volunteers and encourage them to take part (“Check this smartphone for viruses”)</li> </ul>
Project gives the occasion to try out new digital things.	<ul style="list-style-type: none"> <li>• Offer a play area where various digital offers are presented and can be tried out.</li> <li>• Offer demo stations for social media that parents normally don't use.</li> </ul>
Project updates on results and reach of the project.	<ul style="list-style-type: none"> <li>• Announce results and events on Social Media.</li> <li>• Offer QR-Codes at the event that link to website and Social Media channels or newsletter.</li> </ul>
<b>What partners expect from...</b>	
Project brings new insights about digital media handling in families.	<ul style="list-style-type: none"> <li>• Present the essence of current research</li> <li>• Present quotes from the family interviews</li> </ul>
Project develops and collects practical tips for families and makes them accessible to a	<ul style="list-style-type: none"> <li>• Outline communication concept of the project</li> </ul>

wider audience.	<ul style="list-style-type: none"> <li>• Outline the design concept for the playbox</li> <li>• Outline the event concept for participation.</li> </ul>
Project helps families who visit the location with digital media topics.	<ul style="list-style-type: none"> <li>• Offer to setup a permanent “station” where families can inform themselves.</li> <li>• Offer to leave a playbox in the location for later use.</li> </ul>
Project brings new families to the location.	<ul style="list-style-type: none"> <li>• Announce project in schools, kindergardens, organizations and sports clubs nearby.</li> <li>• Announce in local media</li> <li>• Announce on local Social Media Channels</li> </ul>
Project trains employees on digital topics in families.	<ul style="list-style-type: none"> <li>• Offer an introduction to the research state.</li> <li>• Offer an introduction to the methodology.</li> <li>• Invite employees to the design and planning sessions.</li> <li>• Involve employees in testing.</li> </ul>
Project lead coordinates the project.	<ul style="list-style-type: none"> <li>• Check out with partners how much they want to be involved in the planning.</li> <li>• Check out with the partners which person takes over which role.</li> <li>• Agree on communication paths</li> </ul>
Project lead updates about relevant things.	<ul style="list-style-type: none"> <li>• Plan regular updates</li> <li>• Discuss with partners which information is relevant for them.</li> </ul>
Project lead coordinates events.	<ul style="list-style-type: none"> <li>• Include event topics in the project reporting</li> </ul>
Project lead coordinates budget.	<ul style="list-style-type: none"> <li>• Include budget topics in the project reporting</li> </ul>
Project lead coordinates legal aspects.	<ul style="list-style-type: none"> <li>• Include legal topics in the project reporting</li> </ul>
Project lead coordinates communication and marketing for events.	<ul style="list-style-type: none"> <li>• Include communication topics in the project reporting</li> </ul>
<b>What sponsors expect from...</b>	
Project helps families with digital media handling.	<ul style="list-style-type: none"> <li>• Present the essence of current research</li> <li>• Present quotes from the family interviews</li> <li>• Introduce Citizen Science and the reason for choosing this approach.</li> <li>• Present the outline of the event and the solution.</li> </ul>
Project integrates families into a local network.	<ul style="list-style-type: none"> <li>• Present list of partners and contributors.</li> <li>• Present communication &amp; marketing</li> </ul>

	strategy
Project makes their engagement visible.	<ul style="list-style-type: none"> <li>• Discuss with the sponsors in which form they want to present themselves in the project (Logo in the publication, being present at the event, being present at the result presentation,...)</li> </ul>
Project produces good and valuable results.	<ul style="list-style-type: none"> <li>• Introduce quality standards</li> <li>• Introduce project management concept</li> <li>• Present milestones and test concept.</li> </ul>
Project results get a good reach.	<ul style="list-style-type: none"> <li>• Present communication strategy and efforts.</li> </ul>
Project lead updates about relevant things.	<ul style="list-style-type: none"> <li>• Discuss with sponsors how often they want to be informed about which aspects of the project.</li> <li>• Plan a regular event or e-Mail update</li> </ul>
<b>What executives expect from...</b>	
Project supports the organization's targets and mission.	<ul style="list-style-type: none"> <li>• Present the essence of current research</li> <li>• Present quotes from the family interviews</li> </ul>
Project brings new insights about digital media handling in families.	<ul style="list-style-type: none"> <li>• Outline which aspects of media usage in families are captured by the project.</li> <li>• Outline the solution platform with the feedback option</li> </ul>
Project develops and collects practical tips for families and makes them accessible to a wider audience.	<ul style="list-style-type: none"> <li>• Outline communication concept of the project</li> <li>• Outline the design concept for the playbox</li> <li>• Outline the event concept for participation.</li> </ul>
Project reveals if Citizen Science is a good approach for the organization.	<ul style="list-style-type: none"> <li>• Gather best practice / lessons learned during the project.</li> <li>• Give an end report or presentation about the CS approach in the organization.</li> <li>• Gather benchmarks about time, cost, quality of results,...</li> </ul>
Project lead updates about relevant things.	<ul style="list-style-type: none"> <li>• Discuss with executives how often they want to be informed about which aspects of the project.</li> <li>• Plan a regular event or e-Mail update</li> </ul>
Project lead ensures good quality.	<ul style="list-style-type: none"> <li>• Introduce quality standards</li> <li>• Introduce project management concept</li> <li>• Present milestones and test concept.</li> </ul>
Project lead ensures keeping to the time schedule.	<i>See above</i>
Project lead manages the budget well.	<ul style="list-style-type: none"> <li>• Include budget topics in the project reporting</li> </ul>
The project provides best practice for future projects.	<i>See above</i>

The project results are highly visible locally and in the scientific and practical community.	<ul style="list-style-type: none"> <li>• Present communication strategy and efforts.</li> </ul>
The project creates contacts with new sponsors.	<ul style="list-style-type: none"> <li>• Present the project at local networking events.</li> <li>• Invite representatives to project result presentation. uuuuuuu</li> </ul>