

Addition to the community analysis:

How to do the community analysis online?

Get to know the community

The options presented in the offline version of the community analysis can still be used with minor adaptations.

- **Portrait of the neighbourhood:** youngsters can record a short video about the neighbourhood (using for example Kinemaster), make a presentation or create an online mood board. The groups present their results to each other.
- **LOMAP:** youngsters walk individually through the neighbourhood to take pictures or they use print screens from Google maps. Youngsters divide the pictures between a green group (where they feel happy about) and a red group (where they feel sad or unhappy about).
- **Experience game:** When carrying out this activity, no major adjustments are necessary, such as the restrictions that are mandatory in certain places or in certain places in connection with COVID-19 (mouth mask, keep your distance, hygiene measures). This is especially important when making contact on the street at the "Human Contact" section.

Mapping the needs of the community

The community café and the focus group community are more difficult to do online. Of course, online alternatives are possible, such as hosting a group meeting online but it will be quite challenging because of the target audience.

Here are a few adaptations you can use if you want to do this part of the community analysis online:

- **Online community café:** you can choose a platform (a Facebook page, a blog, WhatsApp group or even perhaps the SYU website) to communicate with people from the neighbourhood. Choose the platform that is best suited for the people of the community. Each day, the youngsters formulate a question for the people of the community (cf community café). During the day, every participant can reply and the participants can interact with each other. At the end of the day, the youngsters try to formulate a common reply to the question and ask everyone if they agree with it. The next day, youngsters ask another question. Youngsters can do this for by example 5 days (as many days as they have questions and is doable/enjoyable for the people of the community).
- **Online focus group community:** participants are asked to rapport everything they notice in the neighbourhood for one week. What do they like/dislike from the neighbourhood? What businesses do they visit? They can take pictures or make short movies. If they want, they add a brief explanation. All the input of the participants is collected on a channel youngster choose. This can either be a Padlet, Instagram#, a WhatsApp group, a Facebook group, ... At the end, youngsters try to bring some structure in all the materials that were sent to them. What are the key findings? What is the common ground between all the participants? Are there any differences?
- **Interview people community and persona's:** interviews with people of the community can either be done online (Teams, Zoom or Skype), by telephone or offline by only one group member (instead of the whole group).

- **Map existing businesses:** this can be done online with only small modifications by using Google maps.
- **Interviews entrepreneurs:** interviews with entrepreneurs can either be done online (Teams or Zoom, Skype), by telephone or offline by only one group member (instead of the whole group).

Thinking about a business model

Both choosing the potential location of a pop-up (by using Google maps for example) and the BMC can be done online.

Market analysis

Youngsters create a prototype of their product, collect feedback of the community and subsequently make adaptations to the product or service. If the community analysis will be done primarily online, youngsters have to look for ways to gather feedback online. They can present their product or service in a short video and gather feedback using various platforms such as YouTube, Facebook or a blog.

Ofcourse, it is best that the participants are in the ability to use the product and try it out. The need for this is largely dependable on what kind of product or service the youngsters want to prototype.

Tips and tricks

Be creative: if you have another idea to do the community analysis online, that is fine.