







Towards building a vibrant DestinE User Community

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1st DestinE User eXchange 2023

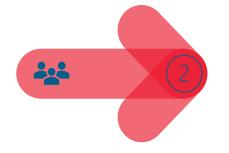
15th February 2023 | ESA-ESRIN | Frascati (Rm), Italy



Community building approach

- Who do we need to get on board?
- Why?
- How will they benefit from their participation?









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Define

- Target groups
- Users
- Community of Practice (CoP)
- Community goals, focus, orientation
- Governance structure, roles and rights
- Code of conduct

Develop

- Communication
- Content
- Moderation
- Motivation
- Gamification
- KPIs
- Functionalities
- Operation and support model

Implement

- Continuous engagement
- User requirements collection
- Co-design
- Feedback and analysis

Optimize and growth

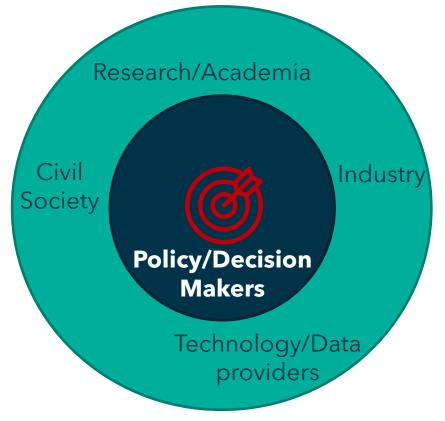
- Constant enhancement of community concept
- Performance monitoring

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Target Groups/Communities of Practice

Destine 1st Phase

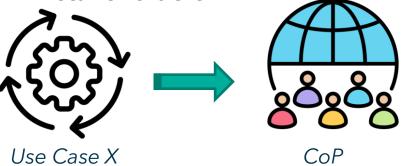
End - users /Target groups





Communities of Practice (CoP) are groups of people who share a common interest in a particular domain area or scientific topic.

Creation of CoPs per type of Need and Use Case consisting of different type of stakeholders





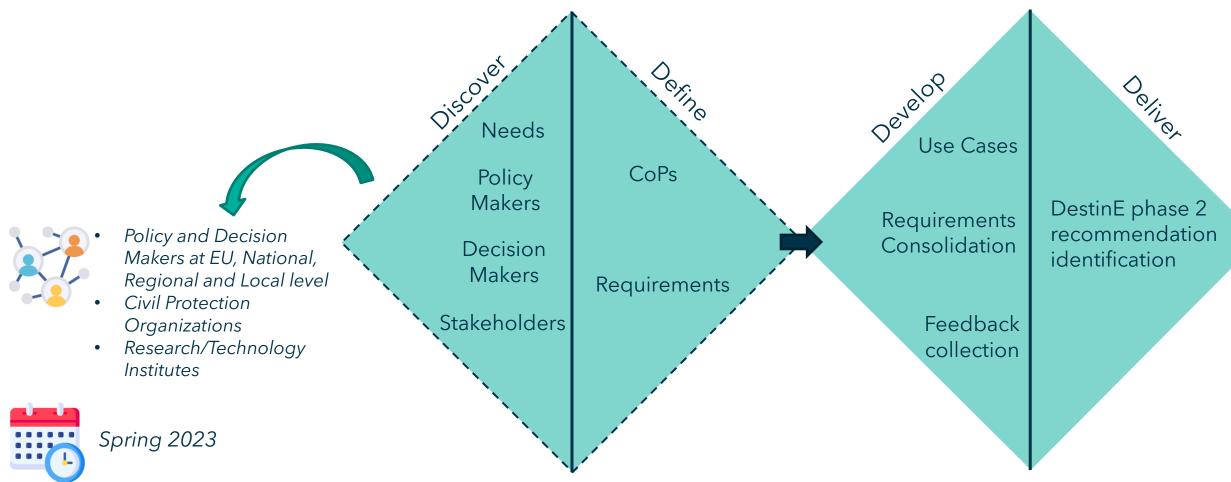


- ✓ Requirement identification and consolidation
- ✓ Use Case Feedback collection

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Community engagement

Double Diamond Model



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Challenges

☐ Lack of interest from stakeholders to join the community or/and keep being involved

☐ Develop a self sustained DestinE community

Thank you!

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