

## STARFISH METHOD

The Starfish Method is a participatory tool for analysing target audiences in the context of AI and digital literacy programmes. It enables teams to design relevant, inclusive, and needs-based learning experiences by systematically examining audience characteristics, motivations, and constraints.

### The method is based on a five-part analytical model:

- 1. Features** – demographic and contextual characteristics (age, digital skills, experience, social context).
  - 2. Needs** – motivations and goals (creativity, practical use, safety, social engagement).
  - 3. Barriers/Fears** – limiting factors (lack of confidence, digital anxiety, limited skills, time).
  - 4. Methods** – effective learning approaches (hands-on practice, storytelling, discussion, experimentation).
  - 5. Results** – desired outcomes (confidence, skills, problem-solving, everyday application).
- 6. Process**
- 1. Group Formation** – participants are divided into groups, each assigned a target audience.
  - 2. Persona Framing** – groups define a concrete individual representing the audience.
  - 3. Starfish Mapping** – groups complete the five dimensions using a visual template
  - 4. Contextualisation** – analysis is linked to specific learning content (e.g., AI ethics, functionality, responsible use).
  - 5. Reflection** – groups assess alignment between programme design and audience needs.
  - 6. Sharing Insights** – results are presented and compared across groups.

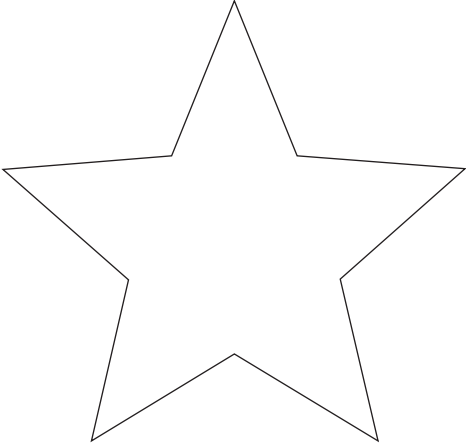
## STARFISH METHOD TEMPLATE

Define a concrete individual representing the audience

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Complete the five dimensions, linked to specific learning content:

	<div data-bbox="480 848 785 1014" style="border: 1px solid black; padding: 5px; display: inline-block;"><p><b>Needs</b> (motivations, goals)</p></div> <div data-bbox="807 898 1112 1014" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="807 949 1112 965" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="807 1003 1112 1019" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div>	
<div data-bbox="121 1126 426 1292" style="border: 1px solid black; padding: 5px; display: inline-block;"><p><b>Barriers/Fears</b> (challenges, limits)</p></div> <div data-bbox="121 1346 426 1361" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="121 1400 426 1415" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="121 1453 426 1469" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div>		<div data-bbox="1168 1133 1473 1299" style="border: 1px solid black; padding: 5px; display: inline-block;"><p><b>Features</b> (age, skills, context)</p></div> <div data-bbox="1168 1352 1473 1368" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="1168 1406 1473 1422" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="1168 1460 1473 1476" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div>
<div data-bbox="303 1653 608 1818" style="border: 1px solid black; padding: 5px; display: inline-block;"><p><b>Results</b> (desired outcomes)</p></div> <div data-bbox="303 1872 608 1888" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="303 1926 608 1942" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="303 1980 608 1995" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div>	<div data-bbox="986 1653 1291 1818" style="border: 1px solid black; padding: 5px; display: inline-block;"><p><b>Methods</b> (learning approaches)</p></div> <div data-bbox="986 1872 1291 1888" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="986 1926 1291 1942" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div> <div data-bbox="986 1980 1291 1995" style="border-bottom: 1px solid black; margin-top: 5px; width: 150px;"></div>	