

Summary

At Sprout, we have adopted a comprehensive approach to experience design that seeks to sustain productive collaboration and catalyze collective action. We like to think about a series of community building activities as a campaign: an intentional arc of focused, action-oriented activity that mobilizes people to achieve shared goals. Campaigns are comprised of a series of experiences that purposefully bring people together to make progress toward the campaign's overarching goal. Those experiences are supported by a series of experience design techniques that empower people to collaborate effectively.

