Action for Age 2010 Lisbon workshop 13 July 2010

common ground

the value of co-design

Vincenzo Di Maria

Common Ground I create social change

Hello.

My name is Vincenzo
and I am a designer.

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vincenzo@gotocommonground.com

common ground

social design agency

common ground

we create social change

common ground is a social design agency that uses creative thinking and design methods to tackle social issues and help local authorities to design and deliver better services.

people centred design

vdmdesign © Vincenzo Di Maria info@vdmdesign.net skype: vdmdesign +44 (0)7796197313

DESIGN FOR THE OTHER 90%
THE CLASSIC
Designing for People
HENRY DREYFUSS
Foreword by Tom Peters • Preface by
IN THE BUBBLE
DESIGNING IN A COMPLEX WORLD
JOHN THACKARA
mobility place space
Eco-Design
Progetti per un futuro sostenibile
BIBBIA
Alastair Fuad-Luke
DESIGN FOR THE REAL WORLD
Human ecology and social change

Designing services in the days before it had a special name.

We've helped hundreds of companies across the globe understand their customers and design (or re-design) their services. From trains to airports, banks to hotels, insurance to charity, big to small, one thing that connects them all is people; we keep them at the heart of everything we do.

IDEO

www.ideo.com

How do you get your organisation to really think about your customers?

And then how do you get them to use what they know to design brilliant services?

Meet our design team.

Engine

Service Design

Insight, innovation, proposition development and design for service businesses.

www.enginegroup.co.uk
+44 (0)207 064 6868

WHAT THE *#&! IS SOCIAL DESIGN

DESIGN WON'T SAVE THE WORLD

GO VOLUNTEER AT A SOUP KITCHEN,
YOU PRETENTIOUS FUCK.

design?

from products...

to systems.

problem

idea

solution

problem

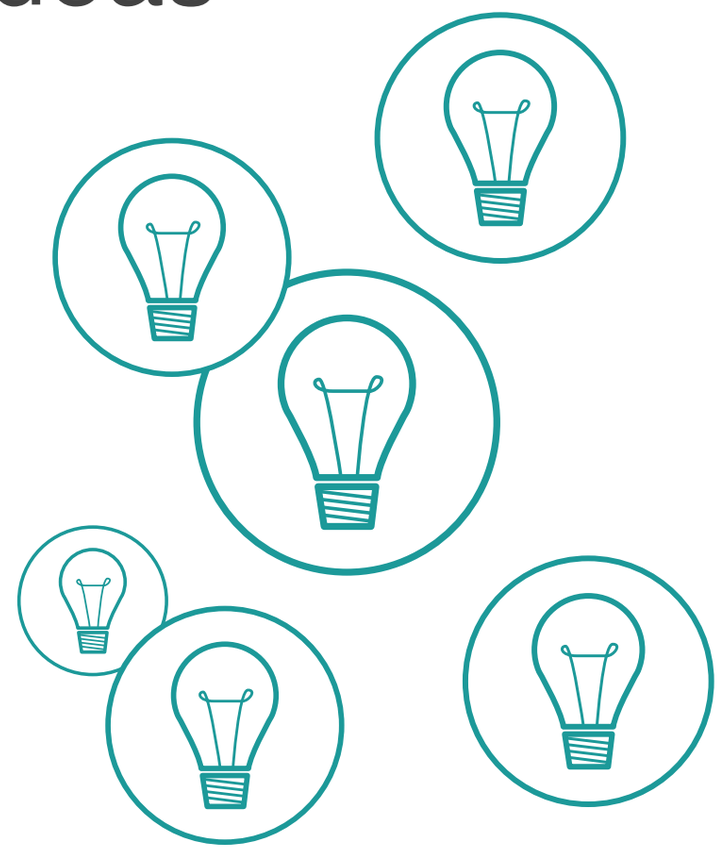
idea

solution

design

findings

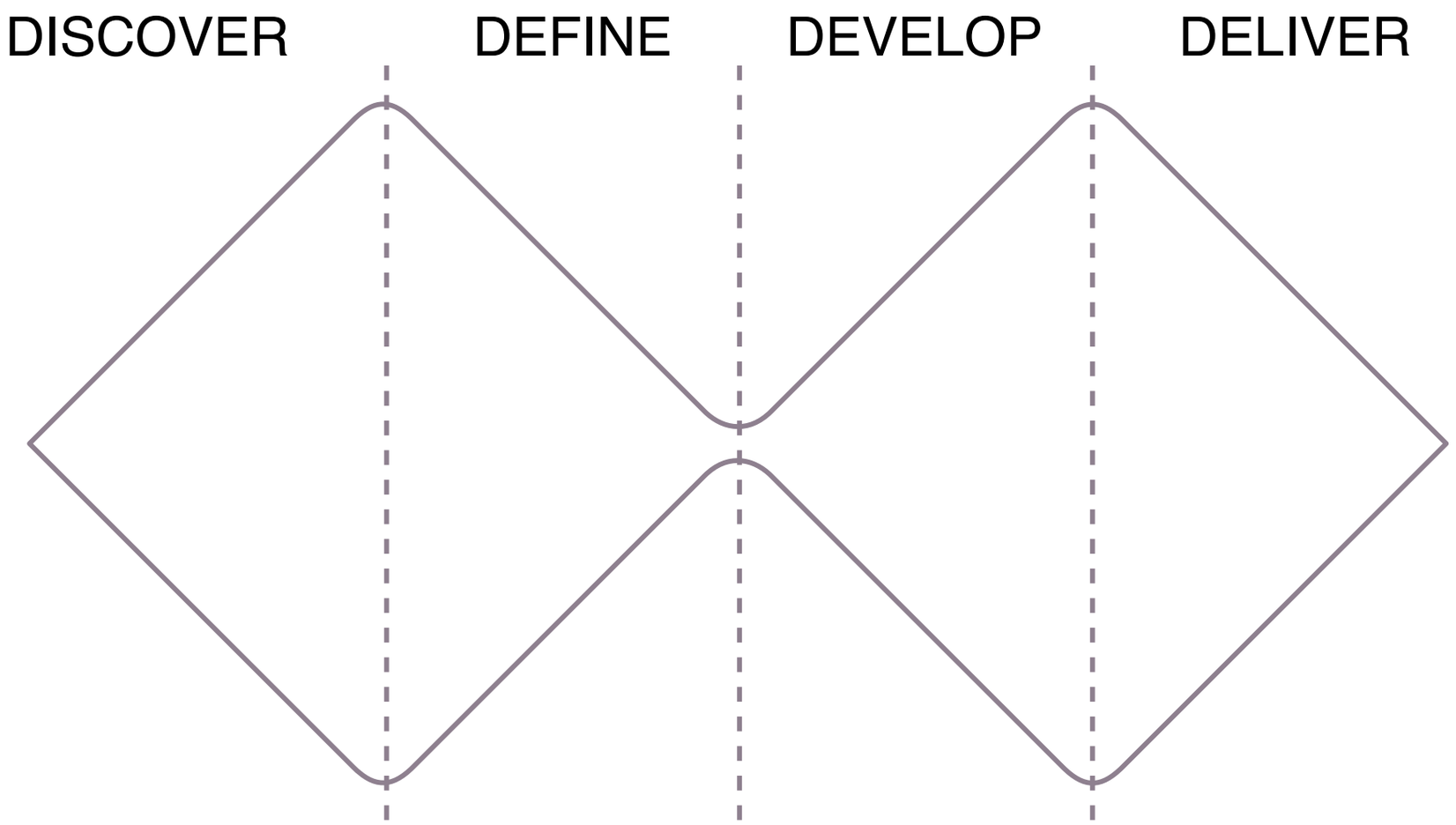
ideas



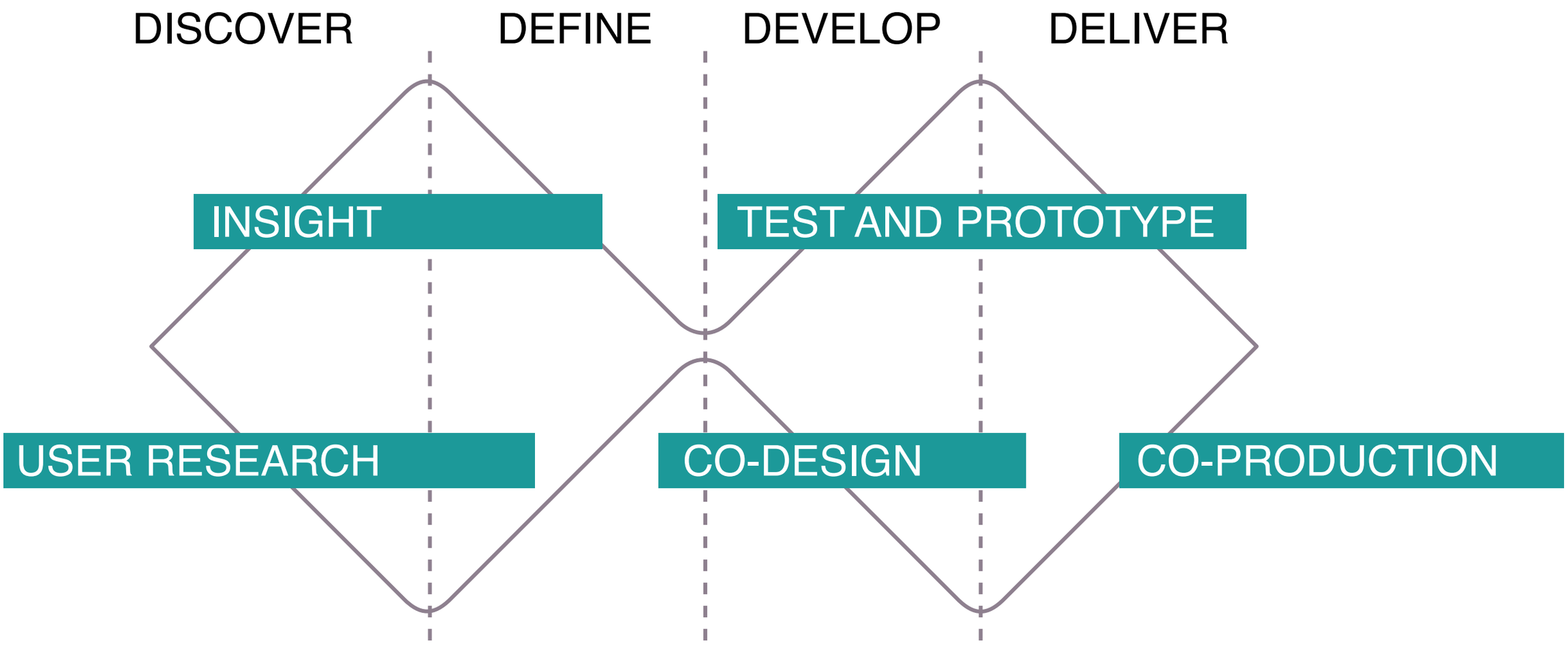
problem

design

solution



The double diamond diagram was developed through in-house research at the Design Council in 2005 as a simple graphical way of describing the design process.



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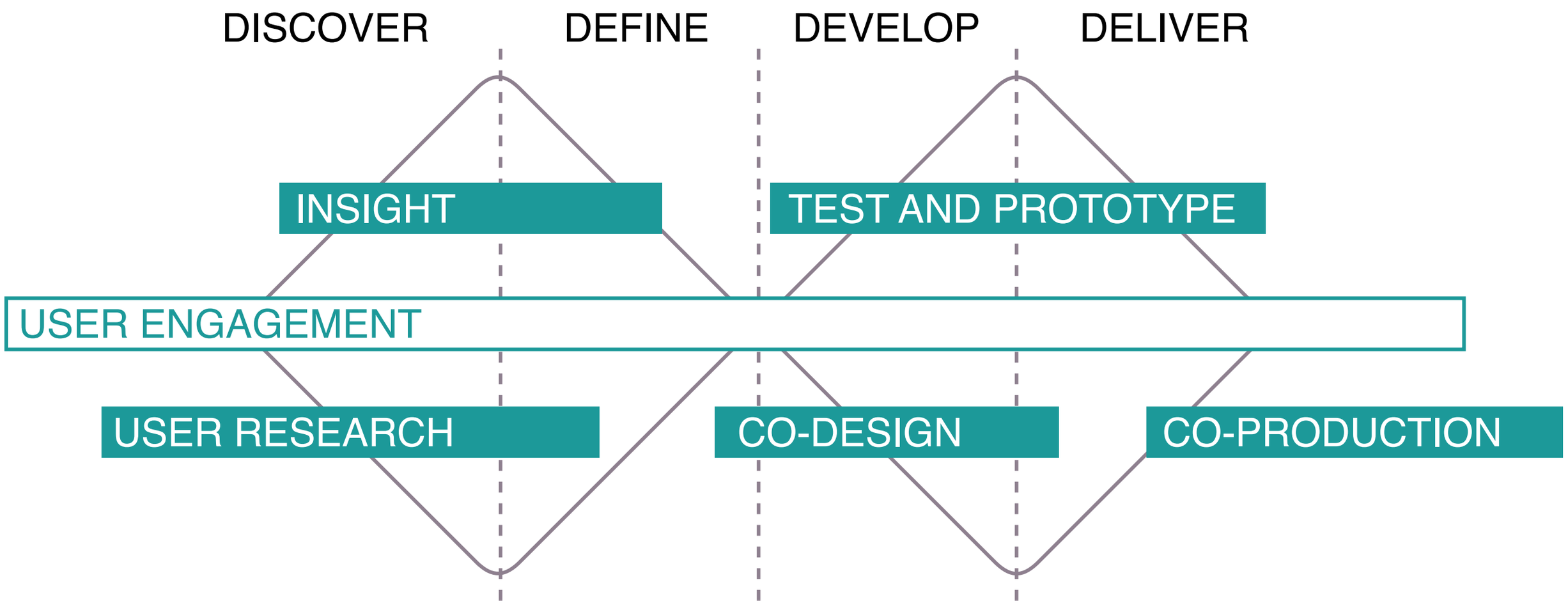


The double diamond diagram was developed through in-house research at the Design Council in 2005 as a simple graphical way of describing the design process.

design is a process!

Common Ground design process:

1. Do your research
2. Gather insight
3. Spot opportunities
4. Define a direction
5. Develop many ideas
6. Challenge assumptions
7. Co-design better ideas
8. Prototype with your users
9. Clear communication
10. Attention to detail

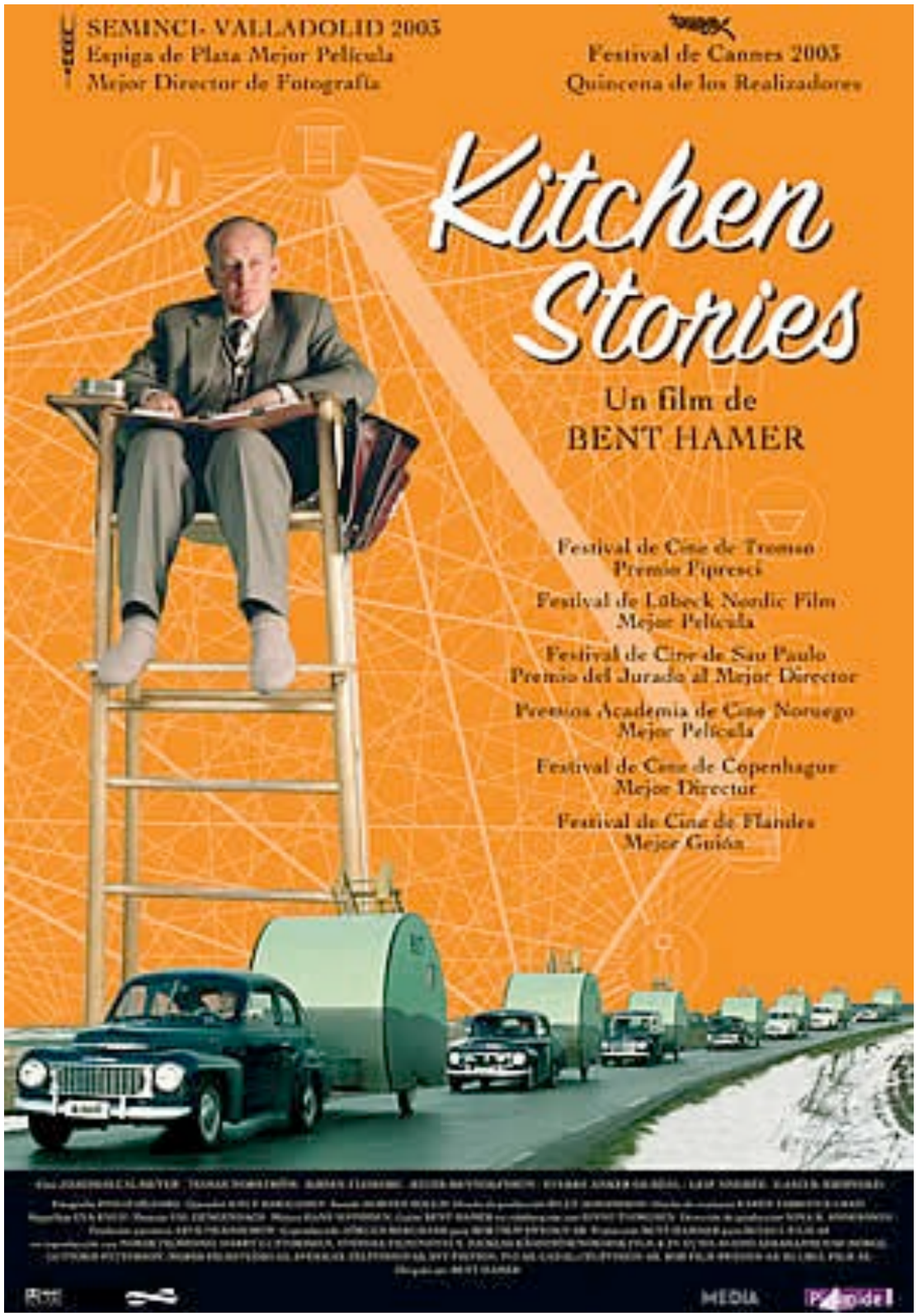
1. Do your research

Phil

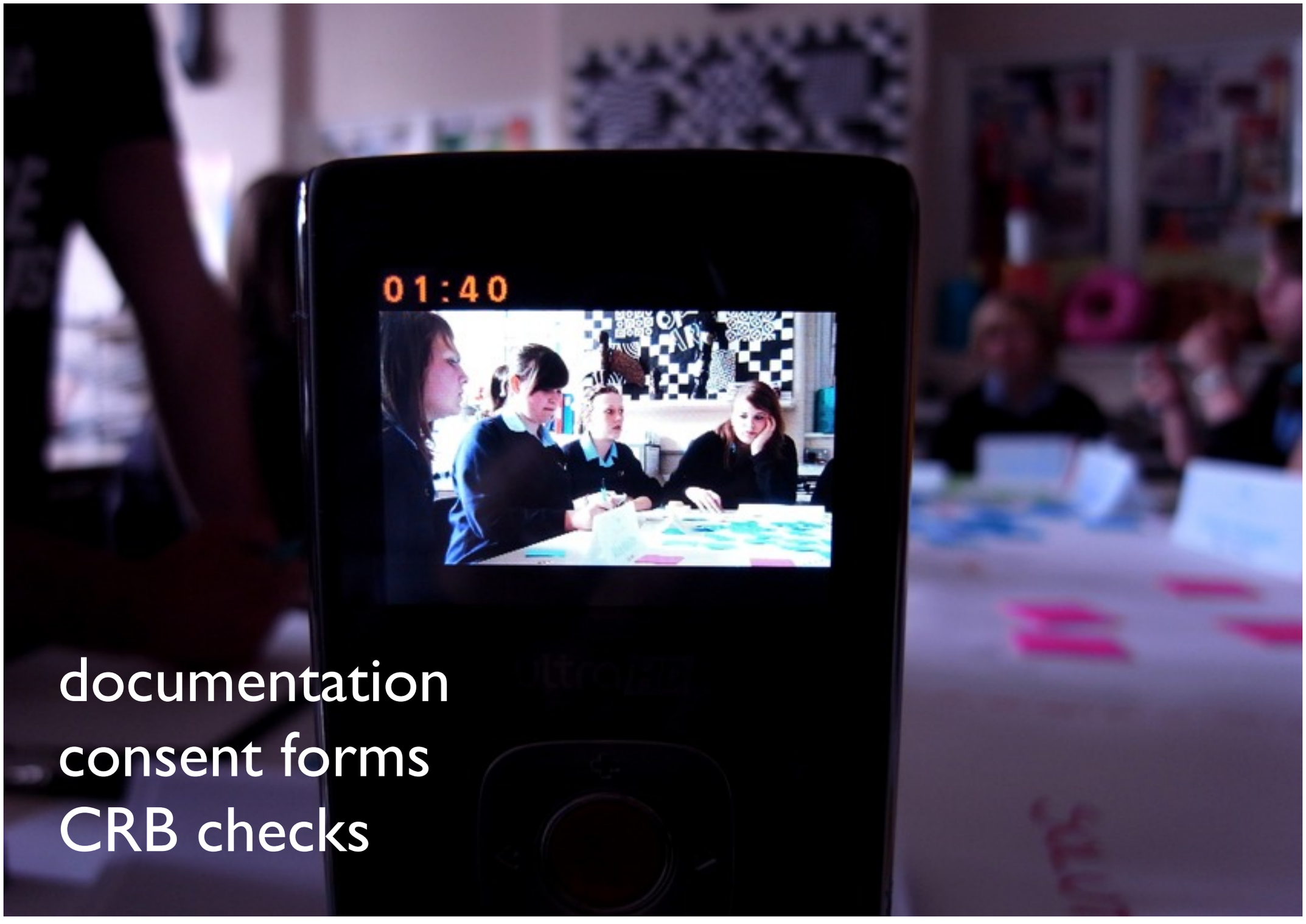
2. Gather insight

Field research

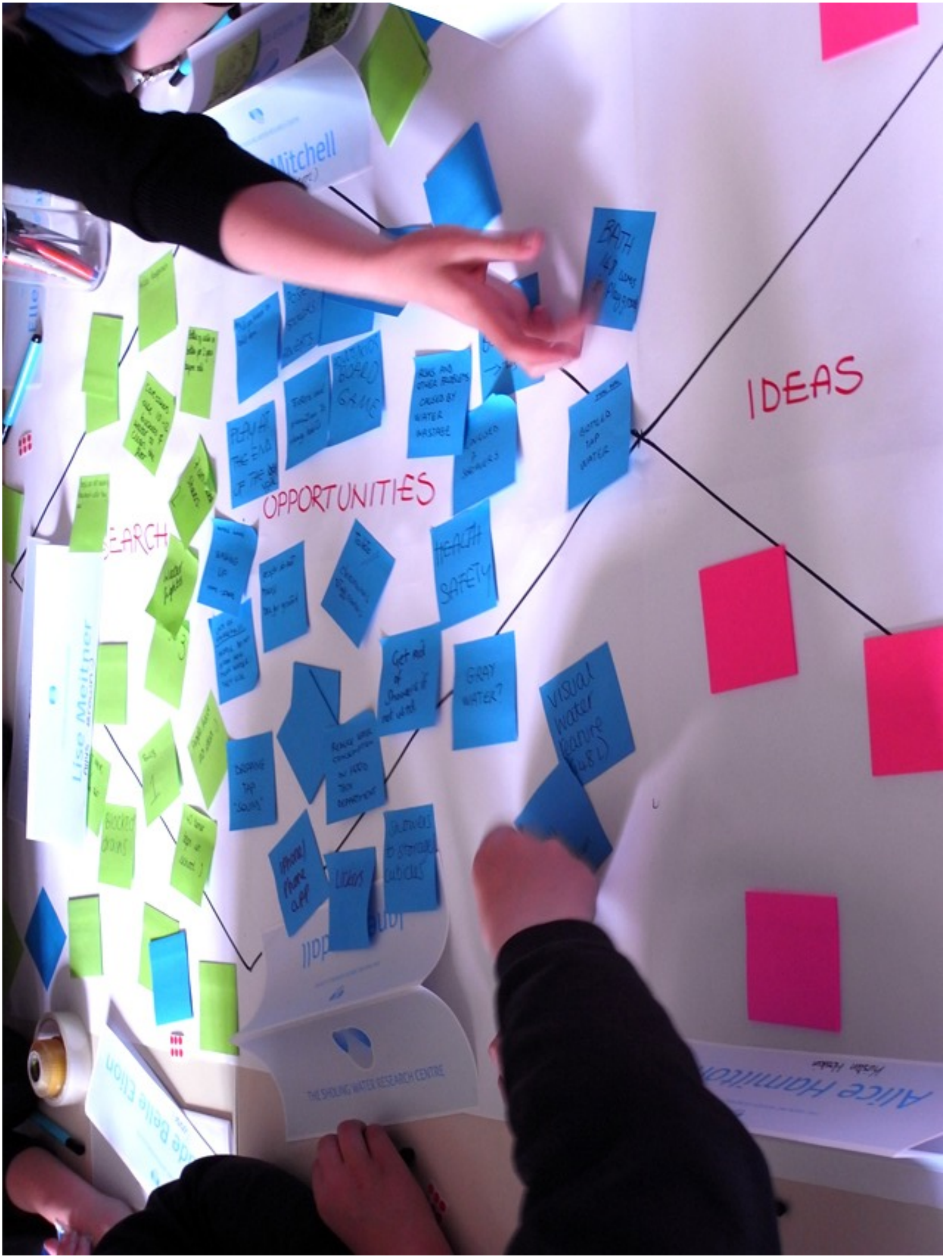
Build trust
Collect qualitative data
Use immersive techniques
Go beyond consultation
Avoid surveys
Do user observations
Make user Interviews
Ask the right questions
Record findings
Involve users
Ask an expert



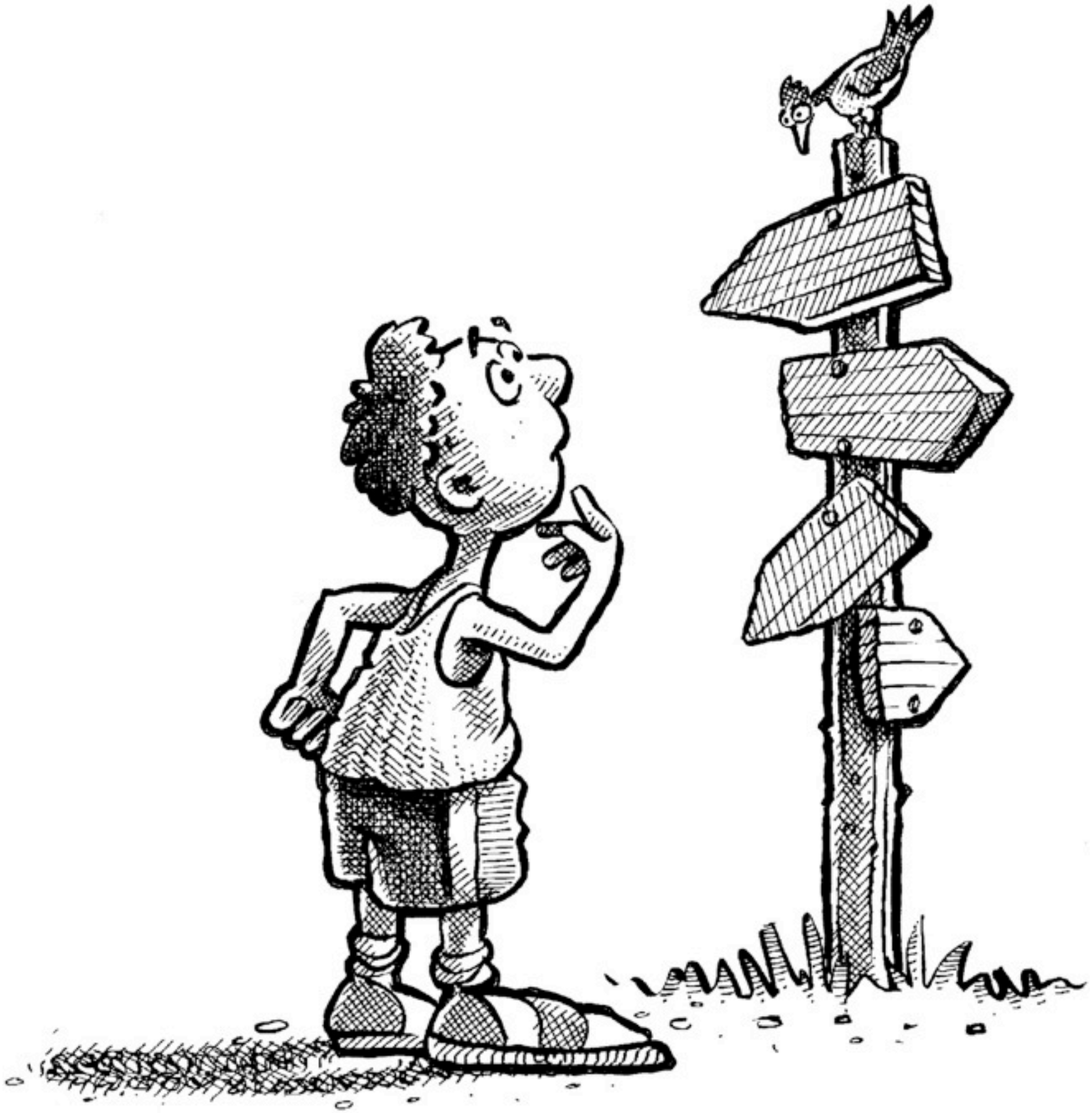
use the right tools



3. Spot opportunities


IDEAS
OPPORTUNITIES
HEALTH SAFETY
GRAY WATER?
BATH
Mitchell
Lise Meitner
Alice Hamilton
THE SHOLING WATER RESEARCH CENTRE

4. Define a direction



5. Develop many ideas

SOLUTIO

WATER CEILING
MUSIC
Bath of water
GAME
Interactive displays
games day
Visual Installation
Mr Drip
Work out how you'd share
KIDS

6. Challenge your assumptions

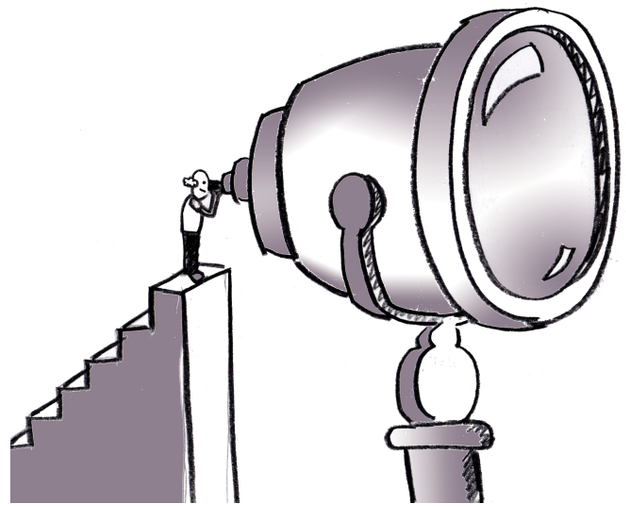
idea: Forward Thinking Programme

peer to peer support and exchange

+

signposting services to community

=



better planning for future life

assumption: will this work in real life?

7. Co-design better ideas

design **for** > design **with**

competition
collaboration
cooperation
co-creation
collaborative design
co-design
co-production
user owned

co-design examples

Target Clear RX Deborah Adler design

Take With Food Or Milk
IMPORTANT: Finish All Of This Medicine Unless Otherwise Directed By Your Doctor.
Do Not Take
Checking
Pharmacist.
DEA BD635637622
RX # 661540
TAKE ONE
TIME DAILY
MALARONE
REFILLS: 0
TELEPHONE
Medicines Without
Your Doctor Or
reade
(646)
Dr.WOLFS
TABLET BY MOUTH
250-100 TAB GLAX
QTY 30
AHEAD FOR FASTER

THIS IS THE LAST REFILL
FOR THIS PRESCRIPTION
Please contact your physician
TAKE MEDICATION ON AN
EMPTY STOMACH
1 HOUR BEFORE OR 2 TO 3 HOURS
AFTER A MEAL UNLESS OTHERWISE
DIRECTED BY YOUR DOCTOR.
THIS IS THE SAME MEDICATION
YOU HAVE BEEN GETTING.
COLOR, SIZE OR SHAPE MAY
APPEAR DIFFERENT
CONTROLLED SUBSTANCE. DANGEROUS
UNLESS USED AS DIRECTED.
CAUTION: Federal law prohibits the transfer of
this drug to any person other than the patient for
whom it was prescribed.
FOR
EXTERNAL USE
ONLY
TAKE WITH
FOOD
AFTER_____REFILLS OR
6 MONTHS FROM DATE OF ISSUE
THIS PRESCRIPTION CAN ONLY BE REFILLED
BY AUTHORITY OF YOUR PHYSICIAN
DO NOT TAKE ASPIRIN
OR ASPIRIN CONTAINING PRODUCTS
WITHOUT KNOWLEDGE AND
CONSENT OF YOUR PHYSICIAN
WE OWE YOU
_____
NITRATES
DO NOT TAKE
WITH NITRATES

Target Guest
AMOXICILLIN 500 MG
Take: 1 capsule by mouth 3 times daily.
qty: 21
refills: No
Dr. Sharple
disp: KLB/MLK 07/23/04
mfr: APOT
NDC: 12345-1234-12
(952) 925-4250 Rx: 7340453-1234
PHARMACY
7900 York Ave. South
Edina, MN 55435
PATIENT INFO

Target Guest
AMOXICILLIN 500MG
Take: One capsule by mouth three times daily.
qty: 30
refills: No
Dr. Smith
disp: 02/27/05 REL
mfr: GENEVA
NDC: 00781-2613-05
(877) 798-2743
Rx: 1234567-0000
TARGET PHARMACY
PATIENT INFO CARD

TARGET PHARMACY
Target Gues
AMOXICI N 500MG
Capsule
Take one ca
three times e by mouth
for 10 days
qty: 30
refills: No
Dr. C Wilson
disp: 11/14/05 Pt1/Tt1
mfr: Sandoz
NDC: 00781-2613-01
(952)944-8720
Rx 6602391-0220
TARGET PHARMACY
8225 Flying Cloud Drive
Eden Prairie, MN 55344

adventure playgrounds

SHAKESPEARE WALK

ADVENTURE

WELCOMES

ALCHILDREN

S.W.A.P.A.

OPEN ACCESS

Agewell Sandwell

In 1998 Agewell started life as the vision of a small group of older Sandwell residents. Today, the organisation is over 10 years old, the roots are well established and its branches reach out to influence many areas affecting older people's quality of life.

Sandwell?
“Your Voice, Your Choice.”

HEALTH
FINANCES
RELATIONSHIPS
LEISURE
“Take control of your future.”

“The Older People Champions are here for you.”

“Representing the older people of Sandwell.”

“Anyone can do it the Active Sandwell way.”

“Find out what's going on.”

co-design tools

build personas

Name:

Age:

Background:

What is their current situation?

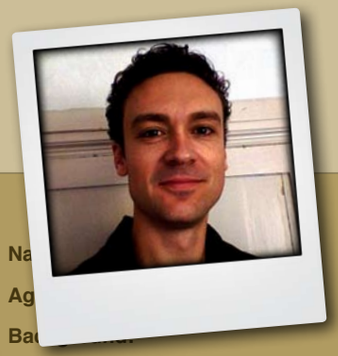
What gets them up in the morning? What motivations do they have?

What interests do they have?

What support and resources are available to them?

Do they have and goals (short term and specific)?

What is preventing them from reaching those goals (be specific)?



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What interests do they have?

What support and resources are available to them?

Do they have and goals (short term and specific)?

What is preventing them from reaching those goals (be specific)?

add a narrative (user journey)

“If your life was mine...”

desktop prototyping

...Jeff makes his way to work. He visits the corner shop across the street from the office to pick up a coffee on the way.

When he gets to work, his boss Mr. Stephens is making an announcement about a new scheme their company has joined.

Jeff decides that anything free is probably worth a try.

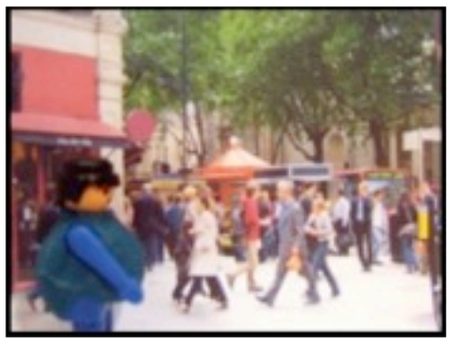
Finally it's lunch time!

Many people have lunch delivered to the office. Jane thinks about the crumbs she will be making on her keyboard.

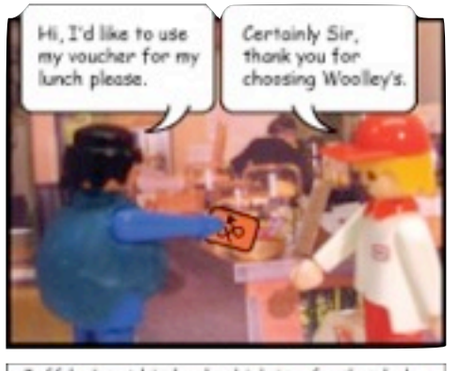
The new Detour map is in the office and is attracting some attention. Normally Jeff would have been at the corner shop across the street choosing from the same old sandwiches. But today...

He logs on and quickly checks to see how far it is and the easiest route to get there.

Jeff takes his vouchers and his pedometer and heads out to his cafe of choice, which is 5 minutes away. But Jeff is a slow walker, it takes him 11 minutes instead.

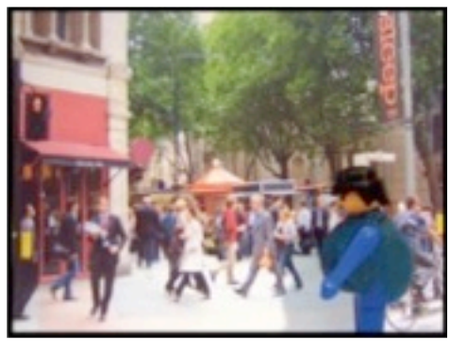


The cafe is on a quieter street than his office, and he is pleasantly surprised.



Jeff looks at his lunch which is a fresh salad, a vegetable soup and a serving of pasta. He compares it with his usual: a Coke, a sandwich and 2 chocolate bars.

As Jeff nears the office, he feels satisfied and energized compared to his usual lethargy after lunch.



After a few weeks, everyone is wondering where Jeff goes briskly every lunch time.

SERVICE DESIGN TOOLS

COMMUNICATION METHODS SUPPORTING DESIGN PROCESSES

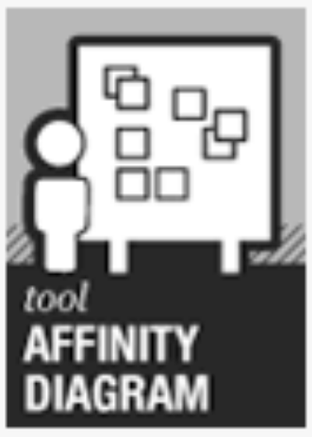
An open collection of communication tools used in design processes that deal with complex systems.

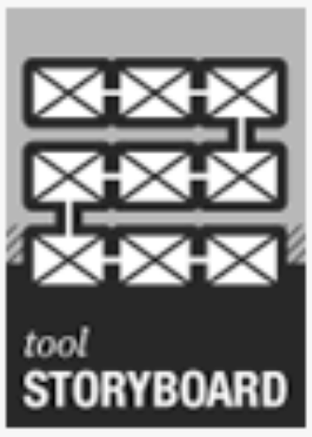
The tools are displayed according to the WHEN design activity they are used for, the kind of HOW representation they produce, the WHO recipients they are addressed to and the WHAT contents of the project they can convey.

DESIGN ACTIVITIES	REPRESENTATIONS	RECIPIENTS	CONTENTS
CO-DESIGNING	TEXTS	STAKEHOLDERS	CONTEXT
ENVISIONING	GRAPHS	PROFESSIONALS	SYSTEM
TESTING & PROTOTYPING	NARRATIVES	SERVICE STAFF	OFFERING
IMPLEMENTING	GAMES	USERS	INTERACTION
	MODELS		

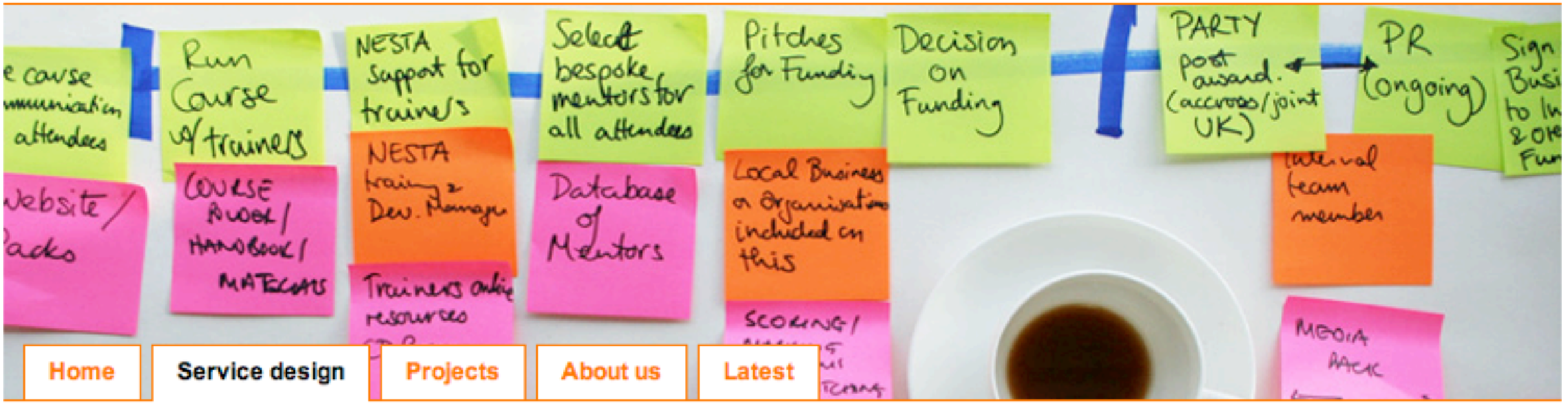
design activity

CO/DESIGNING





Users and other figures can become part of the design process as expert of their experience, but in order to take on this role they must be given appropriate tools for expressing themselves.



Our process
Typical projects
Five fundamentals
Working with Engine
Public service design
Viewpoints
Methods

Methods

Our service design methods are an important part of the way we work. Methods help us in a variety of ways throughout the service design process and we select and tailor methods to match the projects we work on. We've published some of our favourites below.

Typical projects

Engine provides a variety of consultancy offers to its clients. Typically we work on projects focused on service innovation, customer experience, customer insight, service co-design and innovation processes.

read more

threats

language
communication
no value exchange
different expectations
personal interests
project timing
share ownership IP
respect boundaries

values

better insight
stronger evidence
engaged users
sense of ownership
more effective result
cost efficient
constant feedback
surprising findings

8. Prototype with your users

Ready
Time left: 25min 21sec
ultraHD

9. Clear communication

Engage!

RSA Design Directions 2008
Engage!
Winning project

Brief: Catalysing social change through design-led citizen participation.
Designer: Alex Ostrowski

I
am
here

I
am
he

I
am
here
01 The Brief
02 Alexis
03 Research
04 Owen
05 Jacqui
06 Helen and Simon #1
07 Reflection
08 Helen and Simon #2
How to use this book

05
Jacqui

"I THINK ORIENTATION IS THE MOST
IMPORTANT THING
UP THE PROCESS OF RE-
MASSIVE BENEFIT
CAME IN.
IT IS. THERE ARE
ANY WAY OF SPEEDING
NTATION WOULD BE OF
ATIENTS WHEN THEY FIRST
AUTOMATICALLY
WHAT DAY OF THE WEEK
ANY CLOCKS!
'CARRY-
OVER'
'INSIGHT'

Rehab Assistants
Rehab Technicians
Nurses
Senior Nurses
Occupational Therapists
Physiotheraphists
Speech and Language Therapists
Psychologists

Frontal lobe
Parietal
Temporal lobe
FIRMNESS
VENERATION
HOPE
CONSCIENTIOUSNESS
SELF-ESTEEM
APPROBATIVENESS
IDEALITY
SUBLIMITY
CAUTIOUSNESS
SECRETIVENESS
DESTRUCTIVENESS
CONSTRUCTIVENESS
ALIMENTIVENESS
LANGUAGE

10. Attention to details

SHIFT

RSA Design Directions 2010
Design for social inclusion

Winning project

Brief: reduce social exclusion
Team: Bethan Jones, Billy Steel, Clover Stevens

Use design to aid a successful transition from living in care to living independently

125 young people, aged 16-25, leave care in the London borough of Richmond each year. They often struggle with uncertainty, isolation and always have lots of questions to be answered.

"There's a big jump from being in a home to just a house and being alone. Most young people don't know what to do with themselves."
Matt, care leaver, Richmond

"I can only just afford to pay my bills and buy food, there's no way I can go out and see my friends, even for little things like shopping."
Jade, leaving care, Westminster

"You can never get hold of your social worker, so you're just stuck there, on your own with some stupid problem and no one to ask"
Sarah, leaving care, Westminster

For a young person, alone in their house, the task of survival can be extremely daunting. Many simple tasks and practices that we take for granted can feel completely alien to someone who feels unprepared. What they need is a way of getting the information they need quickly and easily.

"The hardest thing is knowing where to find the information you need. It can be difficult to know who to turn to."
Hanna Kebede, care leaver, Kingston

LIVING ALONE

SHIFT is a desirable, tangible and rewarding design to help care leavers feel socially included as well as inspired and engaged

All care leavers are supplied with a 'Care Leavers Guide', however, the information is presented in a complicated and inaccessible format.

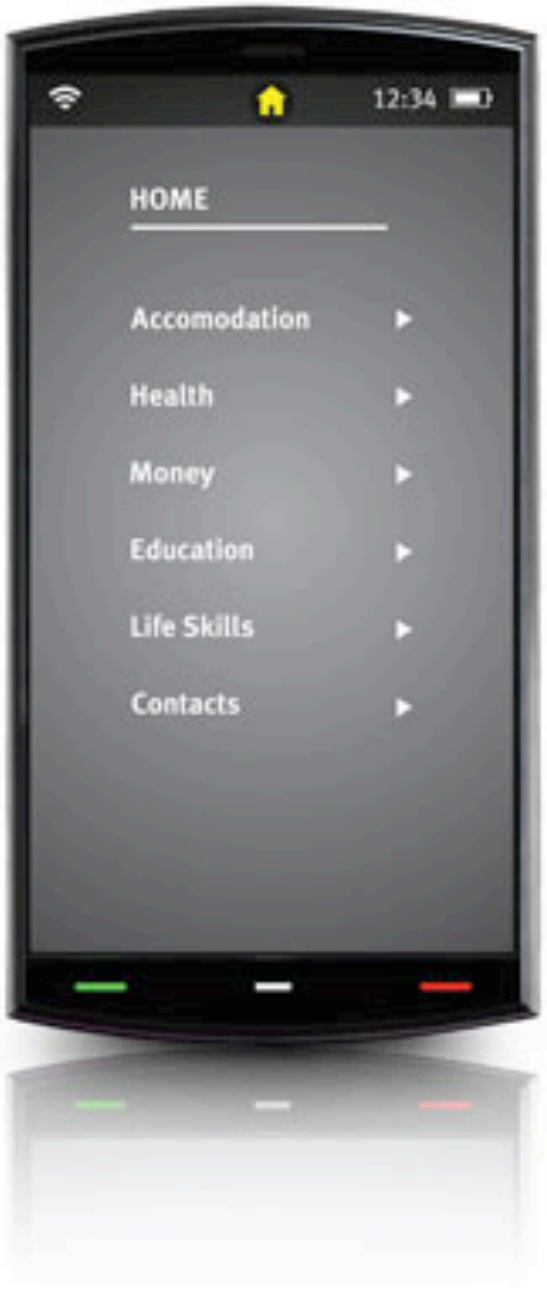
"I just thought, you know, I can't be bothered. I just chucked the guide across my room and I haven't seen it since."
Ashlene, Richmond Care Leaver

"They just give you a folder full of information , you take one look at it and think 'bugger that'. You just put it in the bin."
Matt, Richmond Care Leaver

SHIFT is a digital interface that combines the care leavers guide with a mobile phone. It rethinks and redesigns the interface on a pre-existing phone, providing all the information care leavers need to live independently. It is presented in a particularly appropriate medium for 16-25 year olds, and in an easily accessible and digestible way. It uses a variety of digital media and interactive content to facilitate a successful transition.

The device uses internet connectivity to keep a record of how each individual is managing their money. This way, by budgeting effectively, paying their bills on time etc, a young person can earn rewards. These could be given in a number of ways such as free credit and minutes, or more personal rewards such as vouchers or gig tickets.

SHIFT



Money › Money Managment › Balance Meter

Balance Meter is a quick glance at your bank balance and a simple indicator of how long you have left to make that money last.

Health › Diet › Cookery › Cooking Directory

Cooking Directory, simply type in the ingredients you have available and the SHIFT will generate a healthy recipe, take you through the recipe stage by stage and keep you on time with an in-built timer.

Life Skills › Paperwork › Jargon Buster

Jargon Buster is designed for when you need to understand important information which contains complicated terminology. A quick search will provide you with a simple definition.

The re-writable nature of a digital guide allows for variations and updates in its content, meaning that SHIFT never becomes dated or redundant. Another advantage of having the content in a digital format would mean that previously unavailable information and services could be provided. The content could also be customised by each care leaver to provide the information most relevant to their own needs. The simple menu system would be uncluttered, legible and intuitive to use making it easy to navigate, without the need for a manual.

CONTENT AND INTERFACE

summary

1. Do your research
2. Gather insight
3. Spot opportunities
4. Define a direction
5. Develop many ideas
6. Challenge assumptions
7. Co-design better ideas
8. Prototype with your users
9. Clear communication
10. Attention to detail

final recommendations

1. encourage team work
2. think beyond the competition
3. build sustainable relationships
4. don’t raise expectations that you can’t meet or deliver
5. share your experience

thanks.

Vincenzo Di Maria
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Common Ground | create social change
vincenzo@gotocommonground.com
twitter: @cmngrd