

# acti- onfor age **act**

Metodologias  
de Co-design  
e  
Participação  
2/3

Por Susana  
António

(e) design response



CALOUSTE  
GULBENKIAN  
FOUNDATION

**É bom estar de volta!**

“Do not covet your ideias.”

“Give away everything you know  
And more will come back to you”

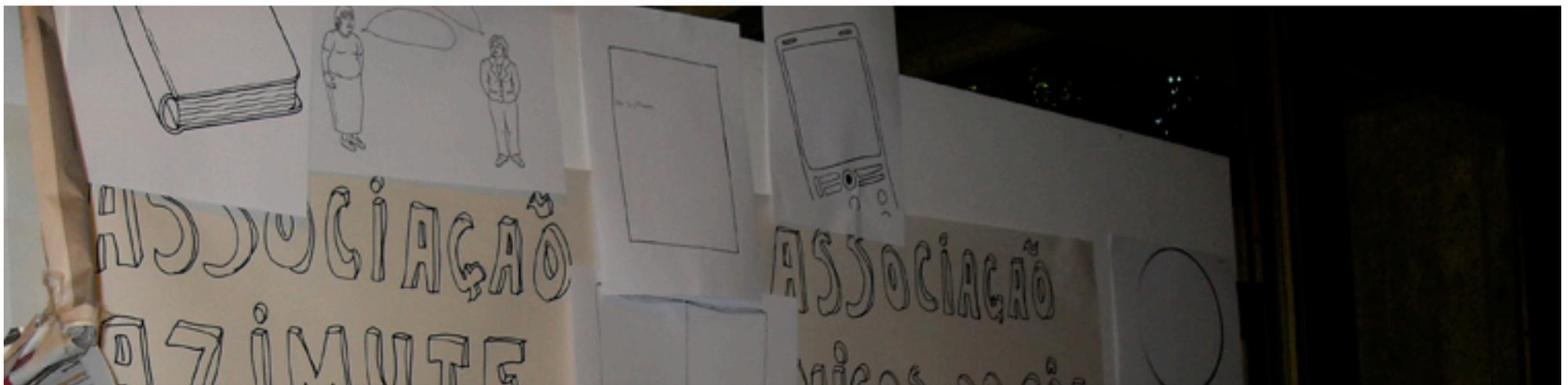
“Do not covet your ideias.”

“Give away everything you know  
And more will come back to you”

***“People are secretive with ideias”***

***« If you give everything away you have, you are left with nothing. This forces you to look, to be aware, to replenish. »***

***Paul Arden***



# Prototipagem e Co-design

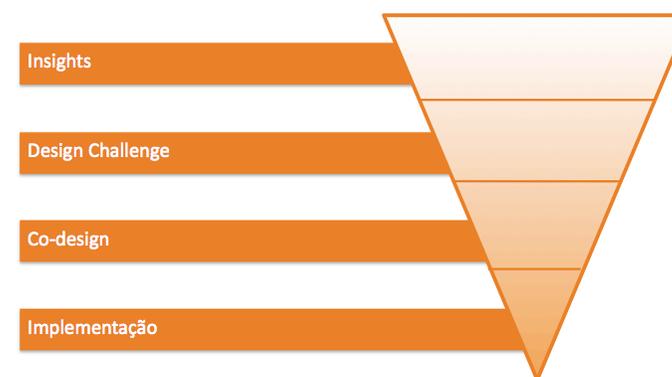




Susana...  
o que é o  
co-design?



*Design process*



*Design process*



*Design process*

*porquê  
co-design?*

*porquê  
co-design?*

-Ajuda as pessoas a envolverem os seus utilizadores e desenharem melhores produtos ou serviços

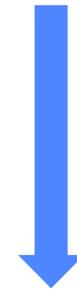
## *porquê co-design?*

-Ajuda as pessoas a envolverem os seus utilizadores e desenharem melhores produtos ou serviços

-Envolve de modo activo e participativo as pessoas nas acções que lhes dizem respeito, que elas irão utilizar, tornam-se quase co-autores e co-produtores

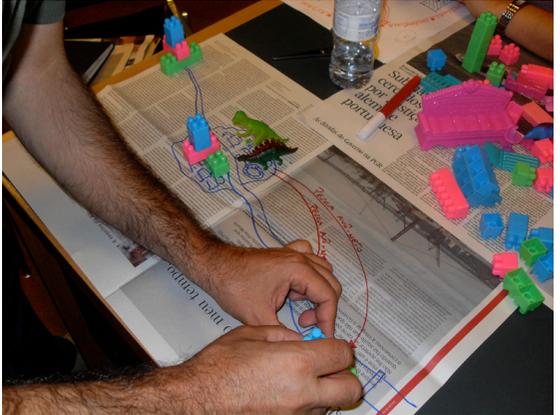
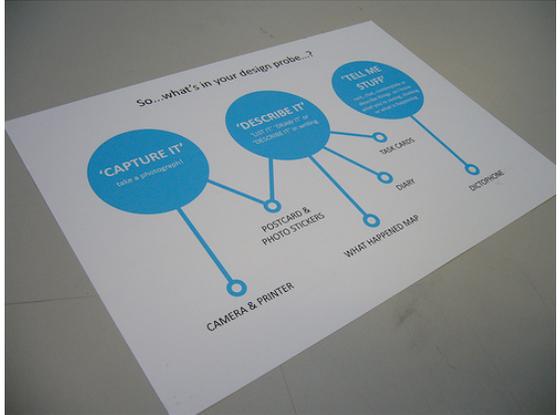
*porquê  
co-design?*

grandes ideias

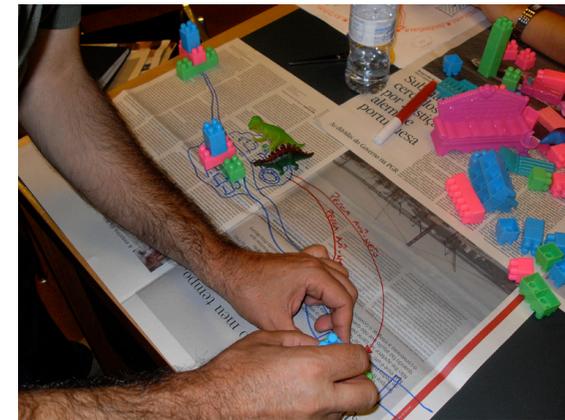
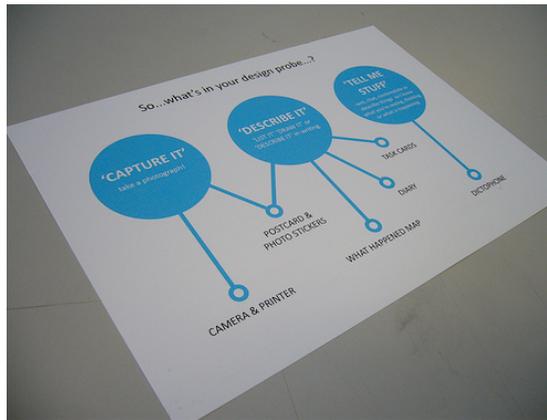
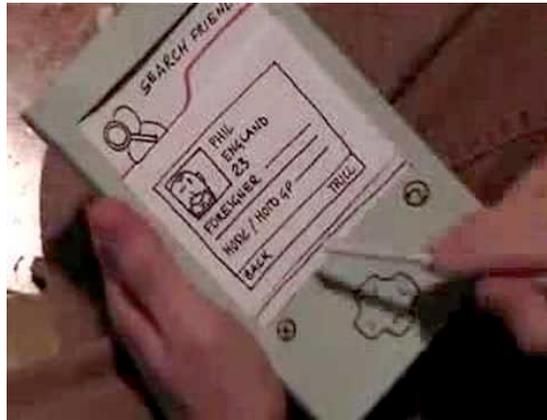


Acções  
produtos  
serviços funcionais

...e  
prototipagem?



...e  
prototipagem?



*Torna as ideias reais e  
permite-nos testá-las com  
pessoas verdadeiras*

***Porquê  
prototipar  
?***

- Identificar erros numa fase inicial

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- Testar no mundo real

# Porquê prototipar ?

- Identificar erros numa fase inicial
- Conseguir feedback
- Melhorar as ideias
- Facilita o abandono das más ideias
- Testar no mundo real
- Realização de testes baratos antes da implementação



**Entre Gerações**

# Tem uma grande ideia para um projecto intergeracional?

Fale-nos sobre a sua ideia e poderá ganhar um subsídio até €30.000.

Inscrição hoje [www.entregerações.org](http://www.entregerações.org)

#### Convite à apresentação de propostas

Nos próximos 12 meses, no âmbito do programa Envelhecimento e Coesão Social, a **Fundação Calouste Gulbenkian** pretende atribuir a um total de 18 projectos em Portugal e no Reino Unido um máximo de €30.000/£30.000 por projecto, com vista ao desenvolvimento de projectos-piloto intergeracionais para enfrentar um desafio do século XXI.

Através deste convite, a Fundação procura receber novas ideias de organizações com um historial comprovado de bons resultados.

O prazo para a recepção de propostas da primeira fase termina às 12 horas de sexta-feira, 26 Março 2010. As candidaturas seleccionadas para a segunda fase terão de submeter uma proposta completa até às 12 horas de sexta-feira 16 de Abril 2010.



Fundação Calouste Gulbenkian  
[info@entregerações.org](mailto:info@entregerações.org)  
[www.gulbenkian.pt](http://www.gulbenkian.pt)



FUNDAÇÃO CALOUSTE GULBENKIAN



thinkpublic



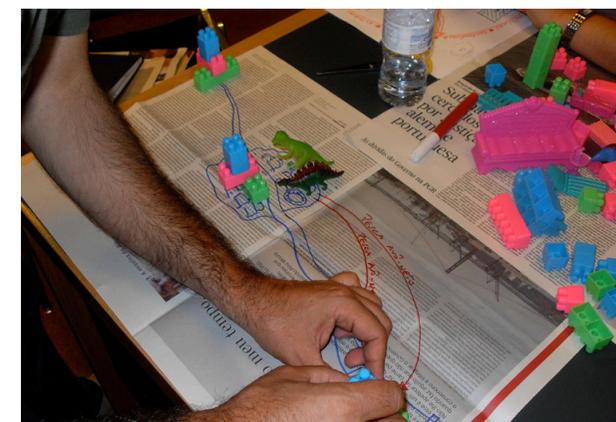
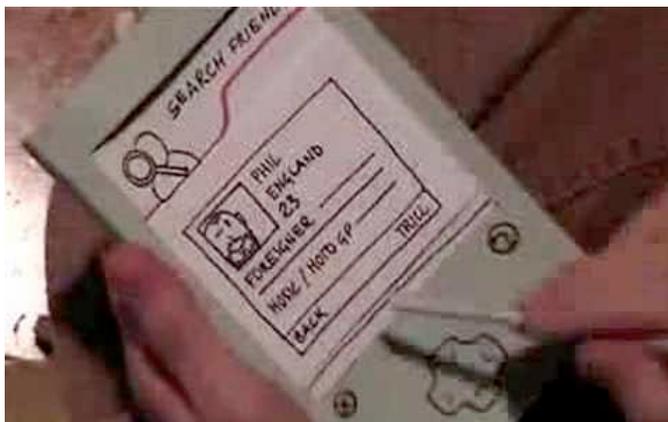
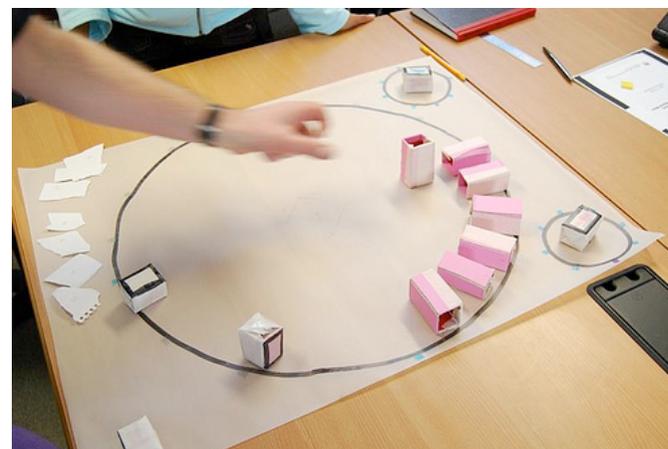
Como fazer  
um protótipo  
ou criar a sua  
ideia



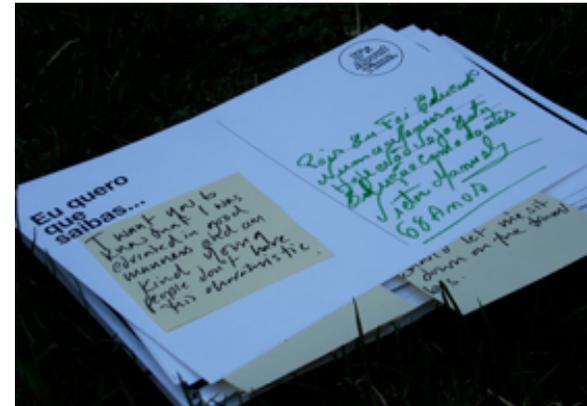
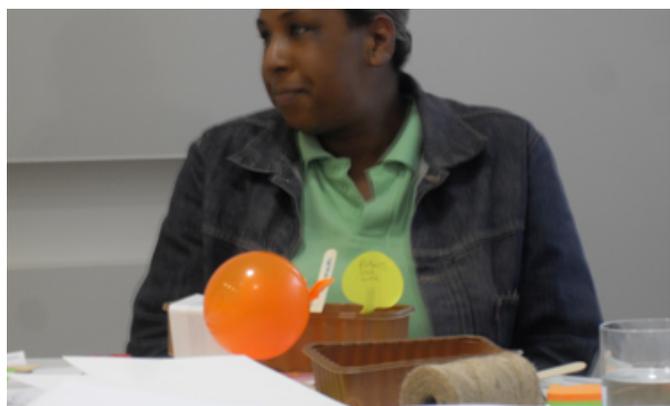
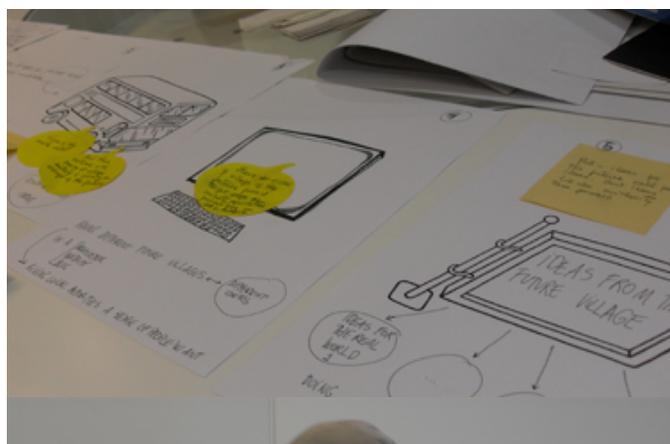
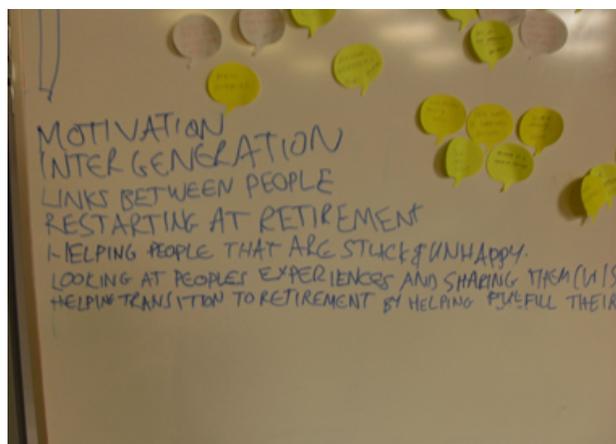
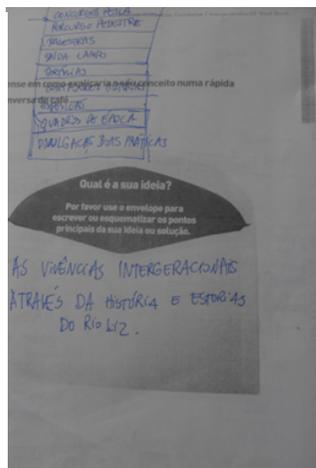
*um kit de treino  
materiais para os workshops  
comunicação,  
ferramentas para entrosar,  
formulários de avaliação  
cenários espaciais  
entrosamento face a face*

*etc. etc.*

# Muitas ideias, testadas facilmente

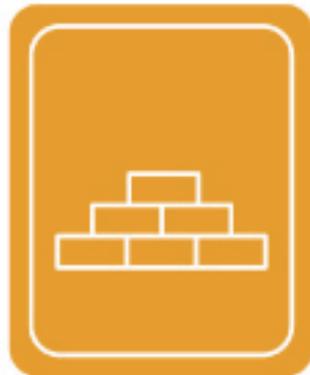


# Muitas ideias, testadas facilmente



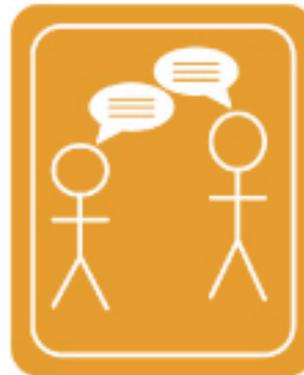
# Prototipagem

construir



- peças lego
- prototipo do serviço/espaco/objecto
- prototipo em papel

agir



- representação (role play)
- teste corporal (body storming)

mostrar



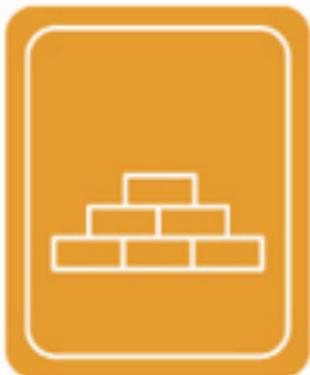
- story boarding
- plantas de actividade
- mock-up

construir



- peças lego
- prototipo do serviço/espaco/objecto
- prototipo em papel

construir

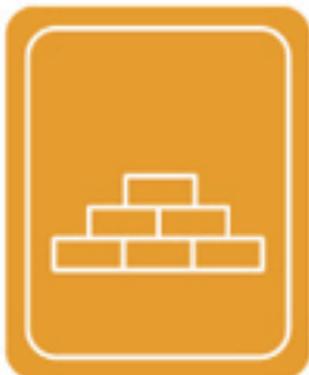


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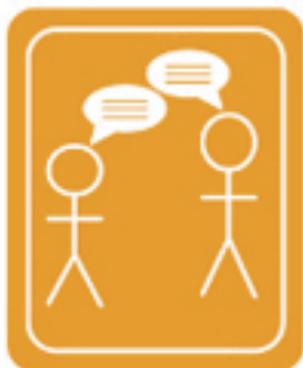
construir



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agir

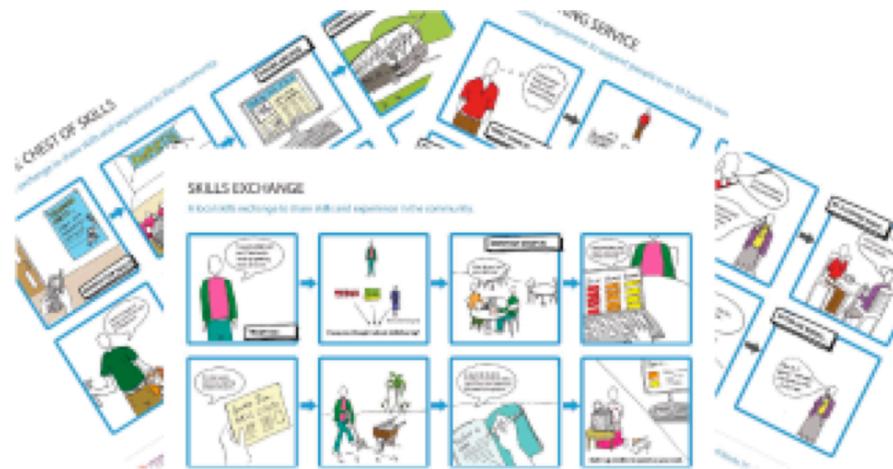


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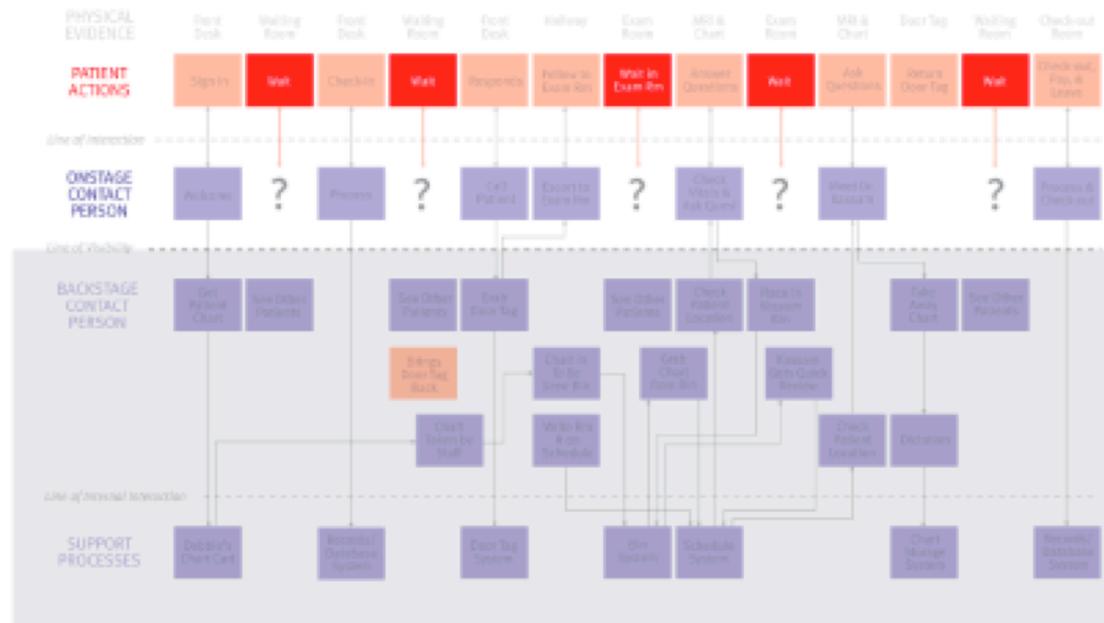
Scenario Prototyping



Hi...  
I am Margaret  
Get to know me...



## Service Blueprint of Presby Neuro Clinic



*E para que é que servem os materiais, as ideias e as conclusões destas acções de prototipagem?*

A photograph showing a person in the foreground wearing a hearing aid, with a hand adjusting it. In the background, other people are seated in a room, one holding a microphone. The image has a warm, sepia-toned overlay.

***1: Para compreender e reestruturar os desafios***

# experiências dos utilizadores: utilizá-las para criar real valor

## customer journey mapping

### user insights



### vox-pop interviews



### MAPPING USER JOURNEYS

STEP	1	2	3	4	5
<b>OUT</b> List the out-idea of each your users eg user com first aid cour	national brand identity needing people on website junk Friday	personal literature for website media Brite navigated + website	Forms translation patients needs I.O. Disability	info for center - symptoms integration Agency / insurance childrens service	technology product costs retailer participants (travel)
<b>DRAW YOUR USER'S JOURNEY</b> Using one of your persona cards, illustrate how that user would use our idea of the	Del. launch from website Security Service info, why get for them	How: How's deleted the childrens website Goodpoint details (exp, address, how long for)	Get track social media actions as usual using + Location Signatory (LIS)	Letters form for L.A. + C/S	since a card + service + offers info
<b>CT</b> ect of your step of using physical	Hair consultation costs it's for them referred for other services	I.D. needs as hairline rears referred for other services	Awareness raised among social partners referred for other services	L.A. finds out more info on inf. website referred for other services	possible product with community awareness

*2. Para estimular o pensamento criativo e o  
Brainstorming entre parceiros através prototipagem*

### 3. Para Comunicar e promover o projecto

## YOUR EXPERIENCE MATTERS: CO-DESIGN IN FULL SWING

This newspaper contains information about the "Your Experience Matters" project. Find out more on Page 2 July 2006 Issue [www.yourexperiencematters.net](http://www.yourexperiencematters.net)

Co-design is now in full swing for the Head and Neck service at Luton & Dunstable Hospital. It is a new experience-based design programme that allows both staff and patients a direct way to modify and design a better, safer and more enjoyable environment for work and recovery. Since the start of the trial run, six co-design teams have been set up, and are already making improvements all around the hospital. *Continues on p.4*

### WEBSITE LAUNCHED

[www.yourexperiencematters.net](http://www.yourexperiencematters.net)  
Our new project log is now online at the address above. Much of the content of this newspaper is submitted online. So get have a look and get involved! for more information about how to use the site email: [info@yourexperiencematters.net](mailto:info@yourexperiencematters.net)

"I would describe my PEG as part of the care and concern by all the staff at the L & D hospital shown to me both pre-op and after my operation right to the day that it was removed."  
"It was a good experience when I could rely on and have piece of mind in getting sustenance immediately following my operation and in the later stages of radiotherapy. At both times oral intake would have been near impossible"...

ARTICLE ON PAGE 11

portanto...  
designers...





portanto...  
designers...

peguem nos  
post-its e venham  
ter connosco





portanto...  
designers...



Toca a pegar  
nos post-its  
e venham  
ter connosco!



E não se esqueçam  
de nos dar alguns  
também para  
trocaros ideias

*...e vos ajudarmos a resolver o projecto que têm!*



portanto...  
designers...



Toca a pegar  
nos post-its  
e venham  
ter connosco!



E não se esqueçam  
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também para  
trocarmos ideias



*Obrigada*

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