

acti- onfor age

metodologias de co-design e participação 3/3

Desenho para um mundo real!

vincenzo di maria | common ground | 05.11.10

design?



dos produtos...



...aos serviços...



...aos sistemas.

problem



idea



solution



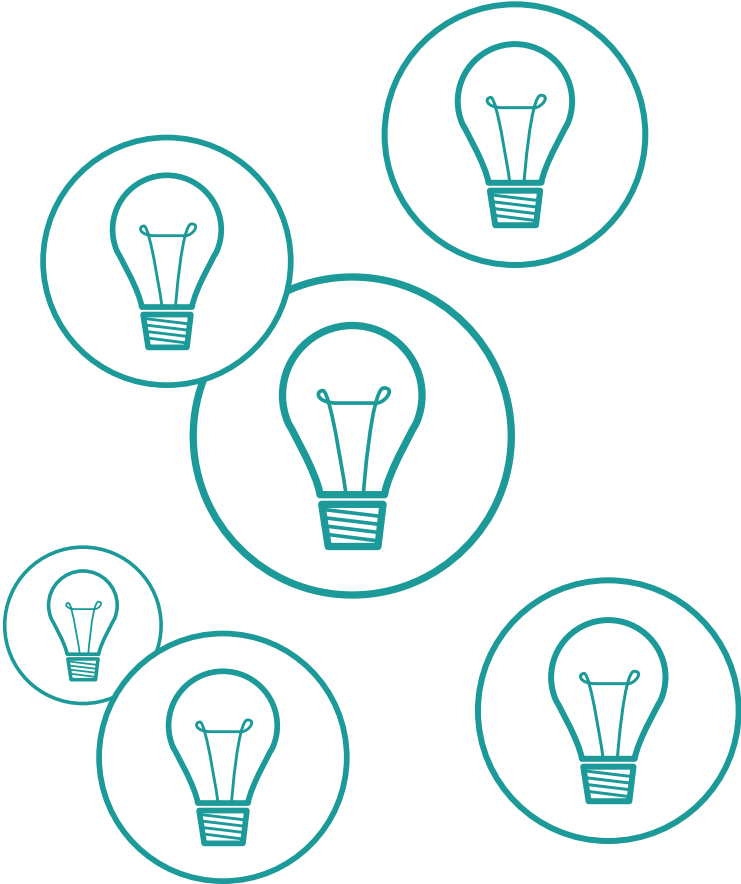
design



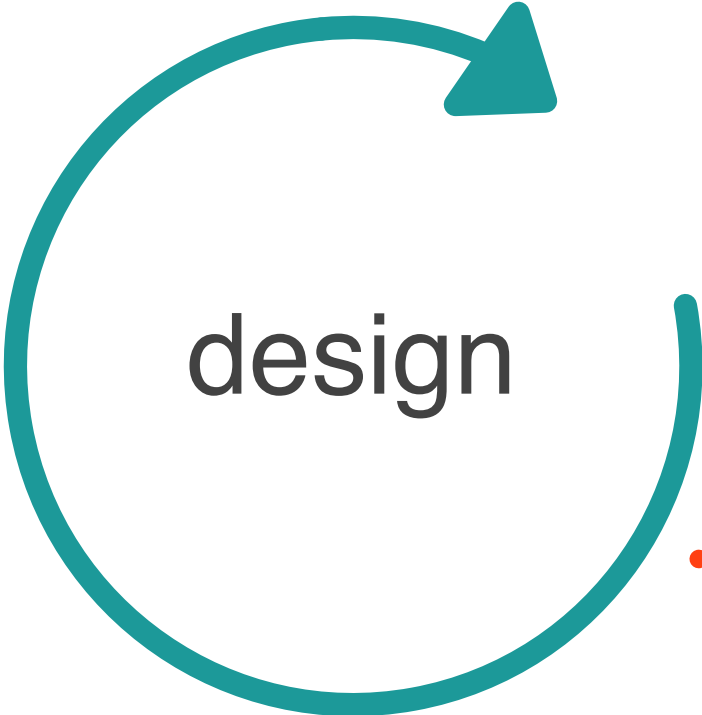
findings



ideas



problem



solutions



design é um
processo criativo!

design para quem?

1# industry (Brunel-Fuller)

2# people (IDEO-Frog)

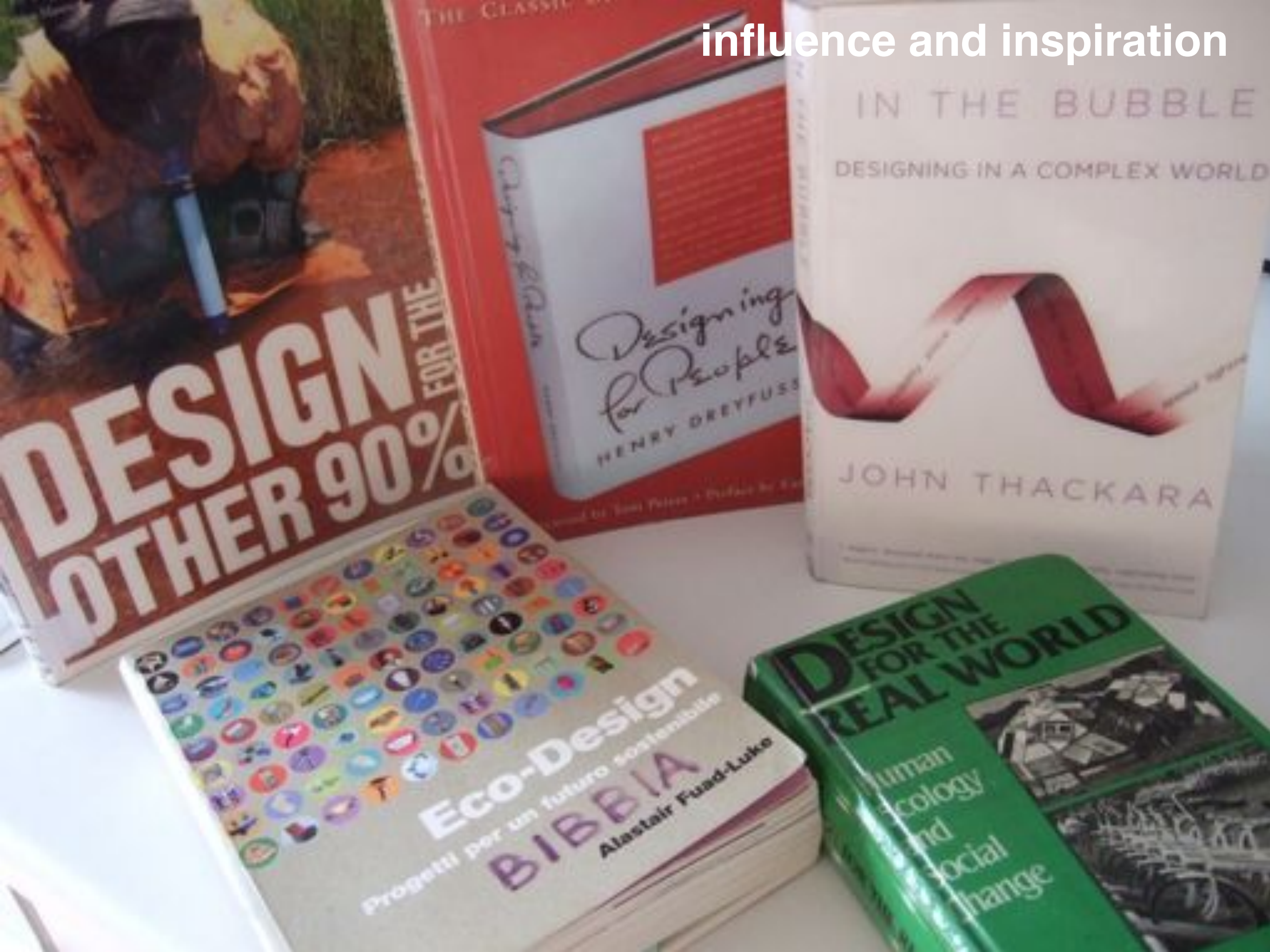
3# media (Milan-Wallpaper*)



?

para mim, design é ...

influence and inspiration



WHAT THE
***#&!**
IS SOCIAL
DESIGN

**DESIGN
WON'T SAVE
THE WORLD**

**GO VOLUNTEER AT A SOUP KITCHEN,
YOU PRETENTIOUS FUCK.**

common ground

SOCIAL + CHANGE + TOGETHER

work in progress | gotocommground.com



common ground

deliver innovation, social
and environmental change
with organisations, people
and communities.



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



MEET OUR DESIGN TEAM.

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

www.enginegroup.co.uk
+44 (0)207 064 8888



co-design ?

co-production ?

service design ?

social innovation ?

participative design ?

design led transformation ?

socially responsive design ?

... de que design falas ?

desenhar experiências :

Service Design Network international conference Berlin 2010



Service blueprint





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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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, he sees Mr. Stephens is making an announcement about a new scheme their company has joined.



Last week...



Jeff decides that anything free is probably worth a try.



It's early! Jeff looks there up from his new **Google** Map in the hall, or go on-line and begin to the web site.

Finally it's lunch time!

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



The new **Google** 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 shortest route to get there.

Jeff takes his vouchers and his penknife and heads out to his coffee of choice, which is a 50pulated only. But Jeff is a little better, it takes him 10 minutes instead.



The cafe is on a quiet 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 Cola, a sandwich and 2 chocolate bars.

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



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



design activity

CO/DESIGNING



tool
LEGO SERIOUS
PLAY™



methodology
DESIGN
GAMES



tool
ROLE PLAY



tool
GROUP
SKETCHING



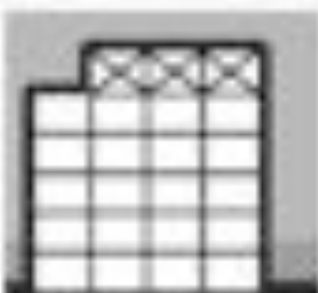
tool
ISSUE CARDS



tool
ROUGH
PROTOTYPING



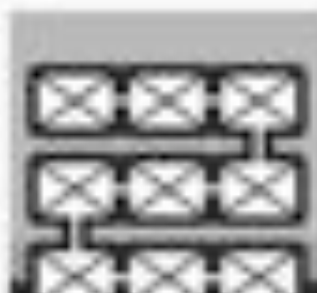
tool
AFFINITY
DIAGRAM



tool
MOTIVATION
MATRIX



tool
MIND MAP



tool
STORYBOARD



tool
STORY
TELLING



tool
CHARACTER
PROFILES

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.



[Home](#) / [Service design](#) / [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](#)

[Our process](#)

[Typical projects](#)

[Five fundamentals](#)

[Working with Engine](#)

[Public service design](#)

[Viewpoints](#)

[Methods](#)

Service Design: definition in progress

9 Principles of Good Service Design

Good service design...

- is balanced
- anticipates change
- continually delivers value
- makes a service understandable
- is considerate
- is sustainable
- is fluid
- is human-centered
- is participatory

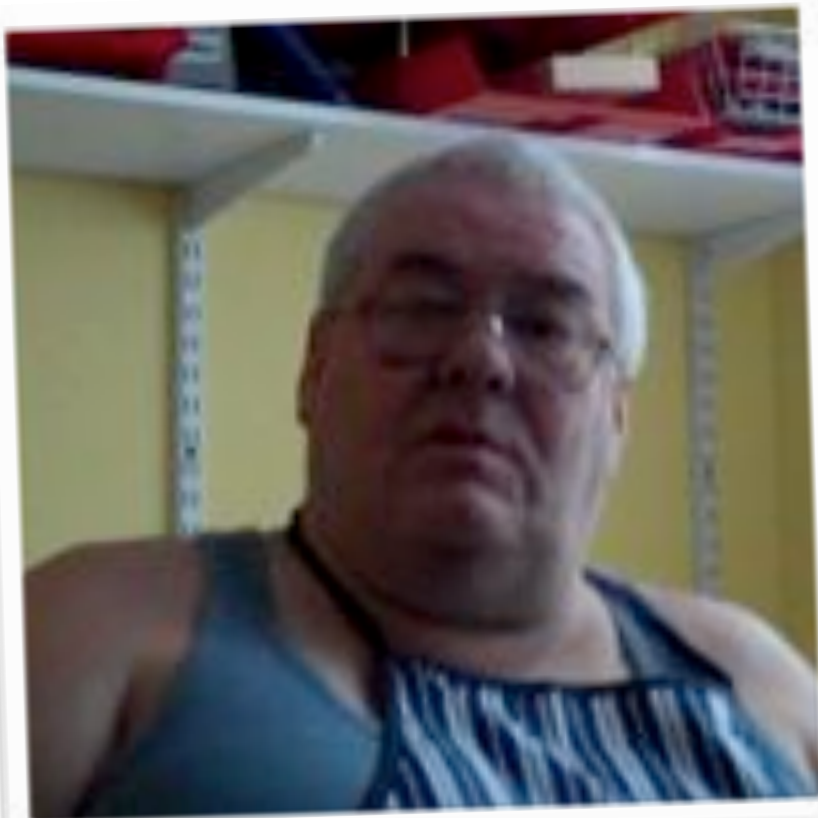
Forward Thinking Programme

men aged 50-65 living in
Hackney to get better
prepared for future life

In few words:

Men living in Hackney are more likely to die 10 younger than living in other London's boroughs.

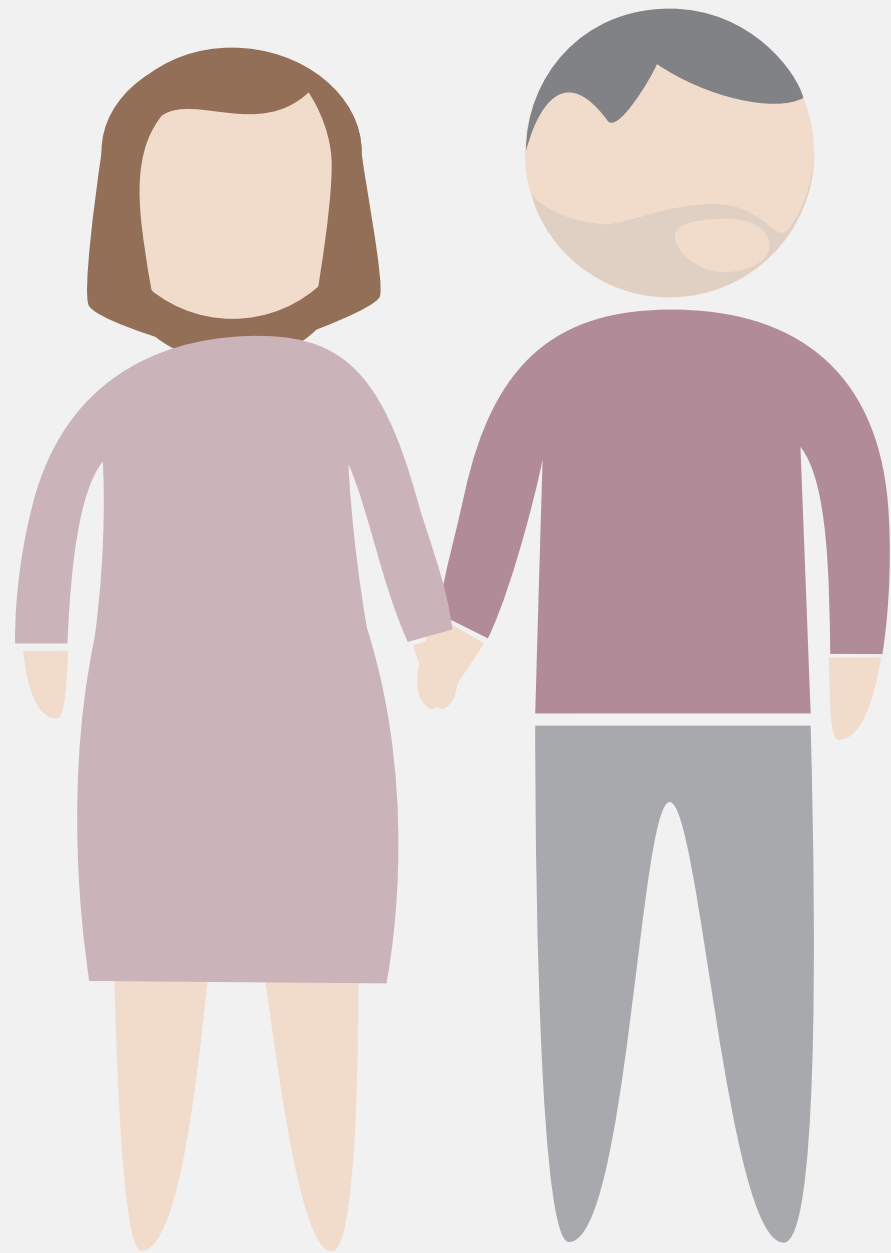
Engaging men is a common challenge across all services and a top priority for Hackney Council.





Proposed user experience

(to be piloted Jan - Mar 2011)



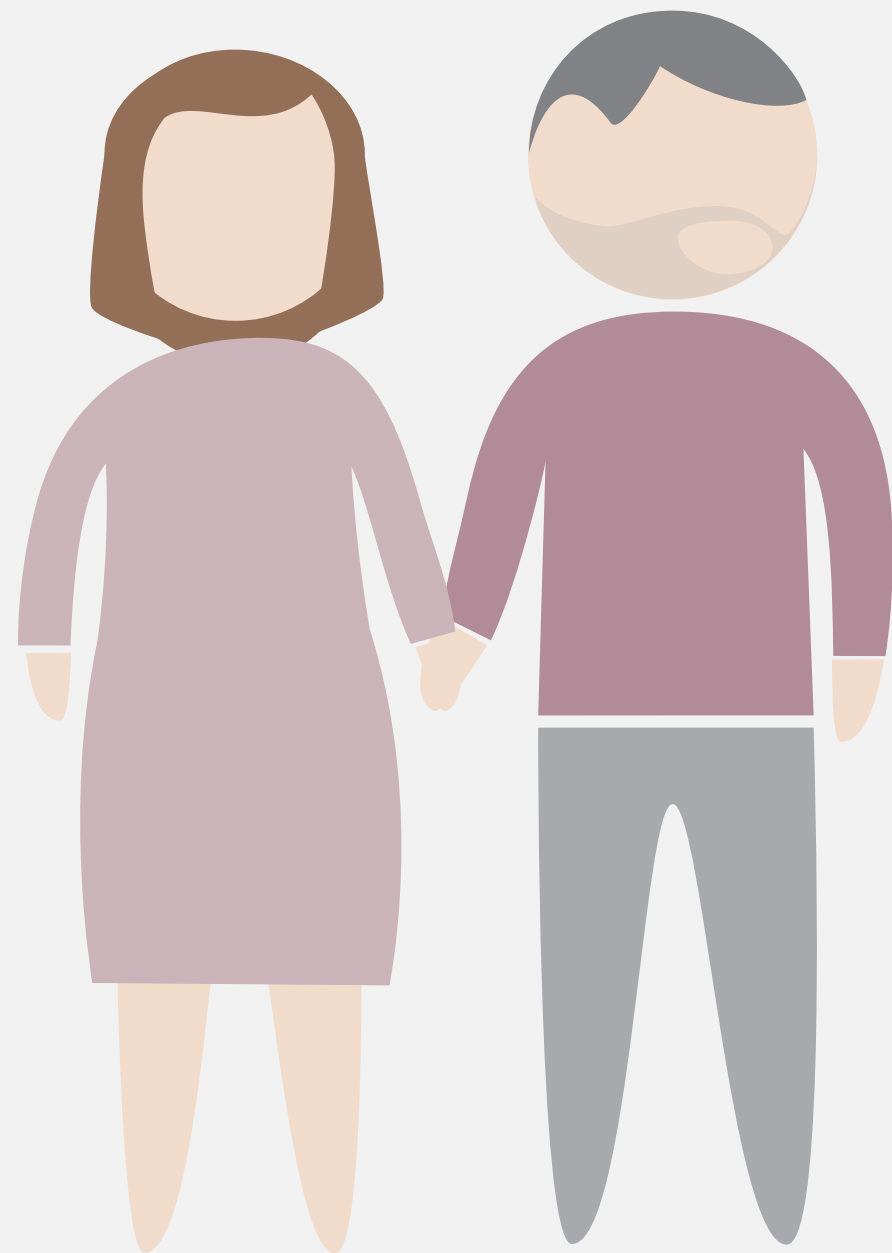
This is Jim.

He is 58 years old and lives with wife Mary. His children have left home.

He lost his job in middle management two years ago and is now working part time as a driver for some extra income.

He has been diagnosed with high blood pressure and keeps forgetting things.

He is concerned about his future...



**What about
benefits/pension
in the future?**

**I'm worried
about boredom
setting in**

**I'm
concerned
about my
health.**

**How will I
deal with what
lies ahead?**

**I want to be
more prepared but
I don't know where
to start.**



Jim meets up with his friend Tony for drinks now and again.

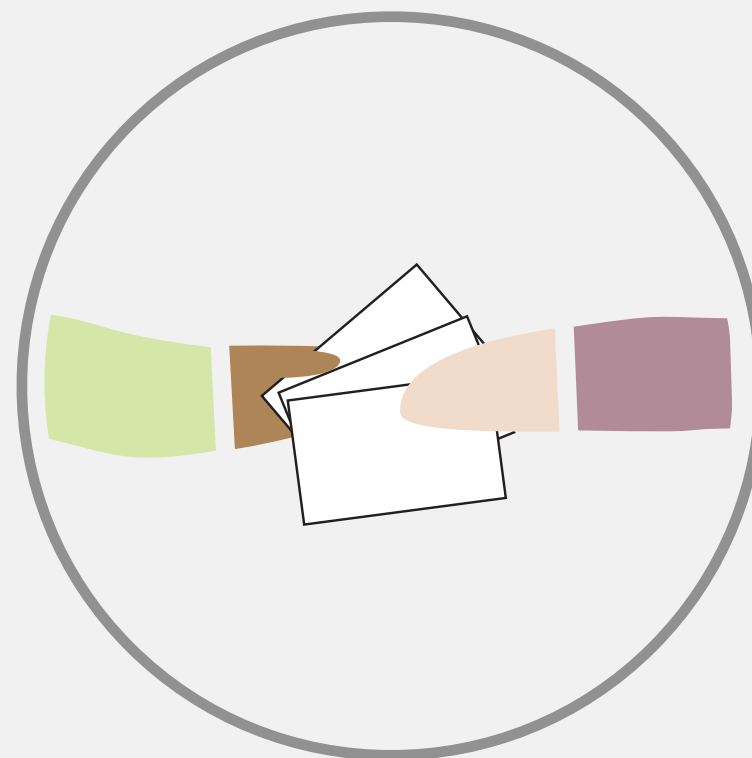
Tony was in a similar situation and found help through the Forward Thinking Programme.

Tony recommends Jim to go to one of the groups.



Forward Thinking Sessions:

- Different topics are discussed**
- People in the group share ideas on how to overcome challenges**
- Material and resources on local groups, services and activities is exchanged**



During the programme...

I
understand
why I need to
prepare

I can see
what options I've
got and what's
relevant to me

Getting
prepared for
the future is
also up to me!

I feel less
overwhelmed
and more
confident

At the end of the programme ...

**I know what I
need to do but I still need
help. I can't do all of this
on my own!**

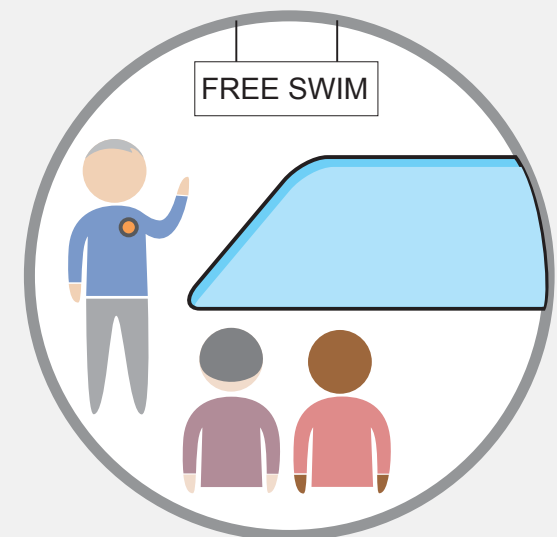
**PERSONAL
ACTION PLAN**

Seek pension advice	<input type="checkbox"/>
Write a will	<input type="checkbox"/>
Arrange a health check	<input type="checkbox"/>
Prostate screen	<input type="checkbox"/>
Find a volunteer position	<input type="checkbox"/>

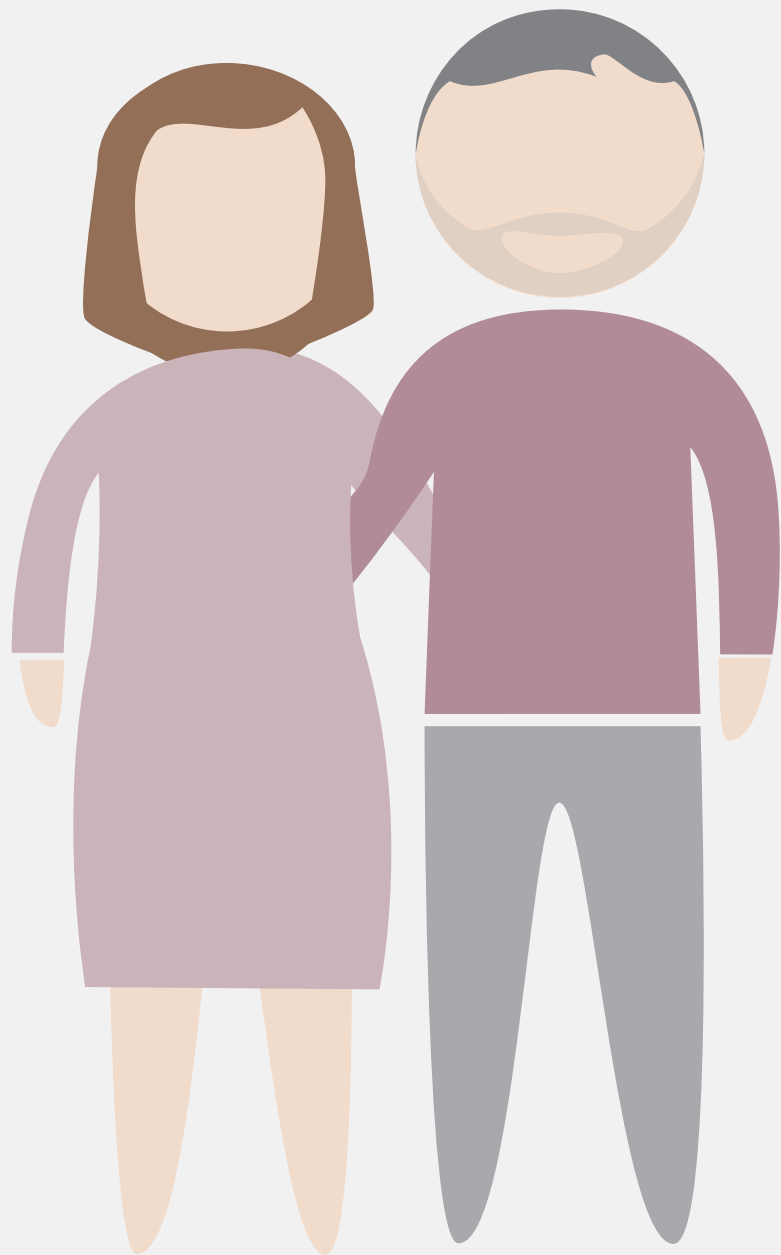


Jim meets his local ambassador who can ...

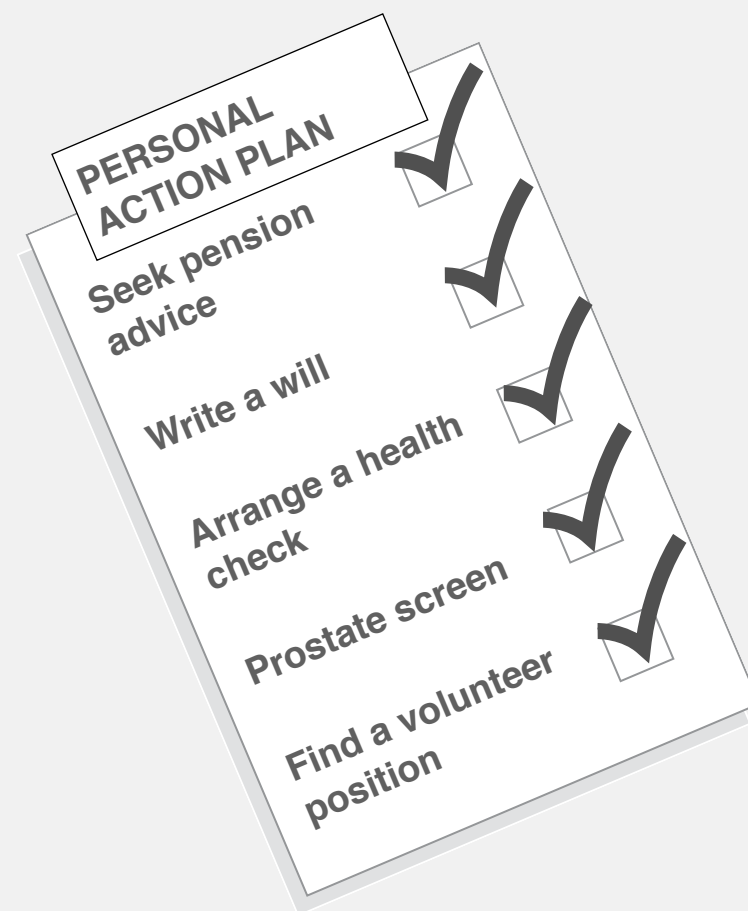
- signpost other services
- help filling in forms
- arrange group activities
- help identify home repairs



Jim is now ...



- Engaged in the local community**
- Volunteering for a local charity**
- Has more confidence**
- Has regular health check-ups and screening**
- Goes to a gardening club with a friend he met on the programme**



The World's Smallest Water Museum

an interactive learning
experience about water
conservation designed by
students in Southampton

INTRODUCTION

Design
Council

World's
smallest
museums
to win



ENGAGE





PROPOSAL



CELEBRATION

the world's smallest
water museum.
open the door,

DEVELOP/DELIVER



PAPER PROTOTYPE





REAL SIZE PROTOTYPE

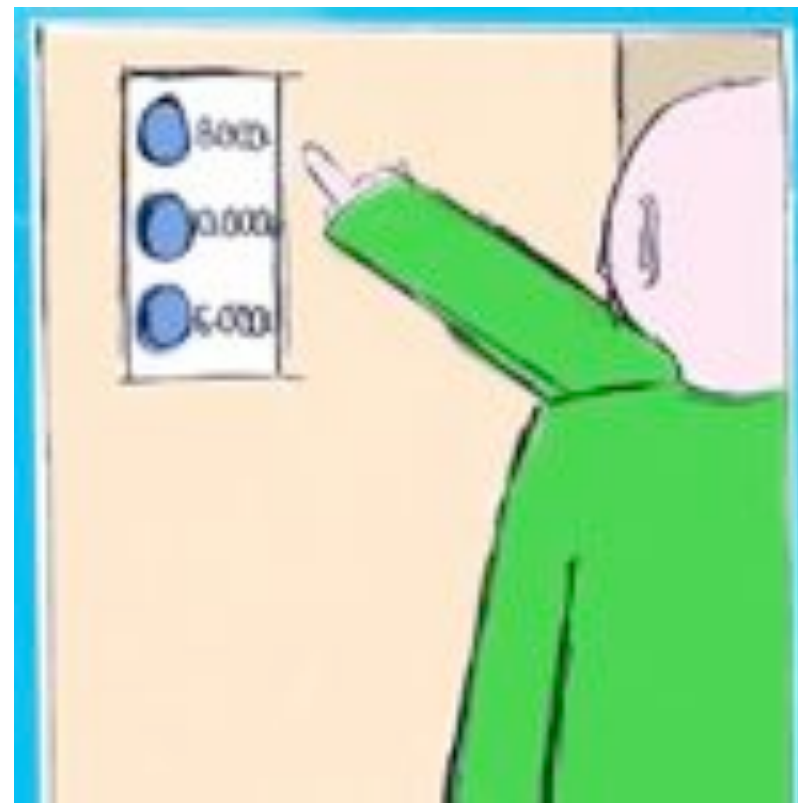


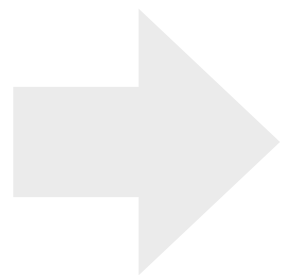


EXPERIENCE PROTOTYPE



ANYTHING MISSING?





Welcome to
The World's Smallest
WATER MUSEUM





Stop, think and
slow the flow

Do you know

Small Change Big Difference

3. Try tips for saving water

- Take a shower or wash when brushing your teeth
- Turn off the tap when brushing your teeth
- Shower with your arms in the shower & turn it off when you wash, shampoo & condition

0 0 0

Your Results...

WHAT YOU OUGHT TO KEEP...

- Did a quick water fix
- Did a quick water fix
- Did a quick water fix

STOP, THINK AND SLOW THE

Save My Health & the Planet

FLOW!

Look down!

Have the completed the ASHLY experience with these results

Small change big difference

FACTS

Small Change Big Difference

Small Change Big Difference

What you could do

Stop, think & slow the flow

Have the completed the ASHLY experience with these results

YAY ME!

Info

Stop, think and slow the flow

WHAT WAS SHOWN

STOP THINK SLOW THE FLOW

you do it

TRY! "Water" "World"

STOP think

Stop think and slow the flow!

A small change makes a big difference

WHAT YOU COULD DO

FACTS

OF THINK & SLOW THE FLOW

THE SHOLING TECHNOLOGY COLLEGE

PROUDLY PRESENTS:



THE WORLD'S SMALLEST WATER MUSEUM:

AN INTERACTIVE
LEARNING
EXPERIENCE
ABOUT OUR
MOST PRECIOUS
RESOURCE:

WATER!





1.



2..



3...

Welcome To
The World's Smallest
WATER MUSEUM

The World's Smallest
WATER MUSEUM

Welcome To
The World's Smallest
WATER MUSEUM

SMILE!!!

BY THE WAY, THIS IS ME!!!



obrigado. ■

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