

Today

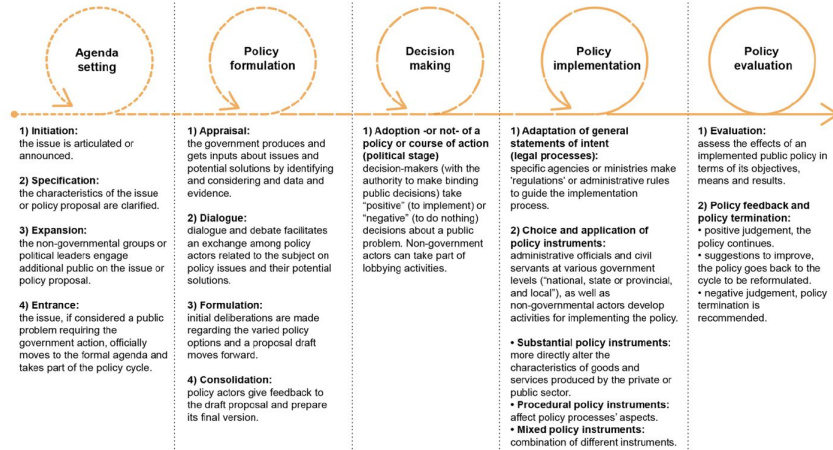
13:15 - 14:15 Reading discussion

14:30 - 16:00 Group tutorials (30 min. slots)

Rooms: Group 1 (P310), Group 2 (F101)

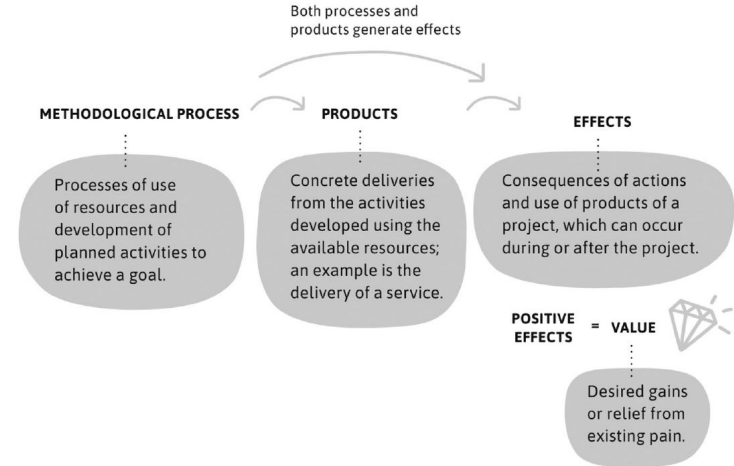
29.03 Design activities and methods

Policy Sciences



Alvarez et. al. (2022)

Or



Ferrarezi et al. (2021)

Focus

Understand the activities and methods of design in the public sector and how to make sense of them (how to explain them, how to show what has value, etc.).

Guiding questions

- *What methods and activities can design bring to the public sector?*
- *What value do these provide to policy-making stages?*

**Alvarez et. al.
2022**

*Design value and activities in:
Agenda setting, Policy formulation,
and Policy implementation (might be helpful to compare)*

**Ferrarezi et al.
2021**

GNova lab, value/challenges and activities

29.03 Design activities and methods

Table 2 Design methods and tools of PSI units in the stages of the policy cycle model confronted with the phases of the Design Council's Double Diamond (Design Council, 2007, 2015, 2019)

Policy cycle Design process	Agenda-setting	Policy formulation	Decision- making	Policy implementation	Policy evaluation
DISCOVER Understand the issue	<ul style="list-style-type: none"> • Workshops/conversations • Visualisations • Future scenarios • User profiles 	<ul style="list-style-type: none"> • Field research • Ethnographic research • Interviews • Diary studies • Shadowing • Journey mapping 		<ul style="list-style-type: none"> • Observation • Ethnographic research • Interviews • Shadowing • Journey mapping • Contextual inquiry • Focus groups • Service safari 	<ul style="list-style-type: none"> • Design research (Not specified)
DEFINE Characterise the issue	<ul style="list-style-type: none"> • System maps • Stakeholder maps • Personas • Prototypes/ Provotypes • Boards and design games 	<ul style="list-style-type: none"> • Personas • Customer journey • Scenarios • Storytelling 		<ul style="list-style-type: none"> • Personas • Storyboarding • User scenarios • Problem definition 	
DEVELOP Generate ideas of solutions to the problem	<ul style="list-style-type: none"> • Storyboards • Drawings 	<ul style="list-style-type: none"> • Scenarios • Script of interaction • Service blueprint • Customer journey map 		<ul style="list-style-type: none"> • Brainstorming • Storyboards • Sketches • Customer journey map 	
DELIVER Test and improve solutions		<ul style="list-style-type: none"> • Concept walkthrough • Rehearsal of interaction • Digital service prototypes • Experimental prototypes 		<ul style="list-style-type: none"> • Wireframing • Service blueprint • Paper prototypes • Digital service prototypes • Card sorting • Desktop walkthrough 	

Image: Alvarez et. al. (2022)

Table 2. Projects selected to be part of the interviews.

Project topic	Partner agency	Timeframe
Promotion of financial citizenship	Central Bank of Brazil	November 2016 to April 2017
Booking of medical appointments in primary care	Ministry of Health	November 2016 to February 2017
Improvement of the Unified Supplier Registration System	Ministry of Economy	May to July 2017
Call Center Services	National Health Surveillance Agency	October 2017 to April 2018
Digital transformation of the Federal Official Gazette	National Press	November 2017 to April 2018
New governance model for the Brazilian Pluriannual Plan	Ministry of Economy	June to August 2018

Image: Ferrarezi et. al. (2021)