

# DESIGN FOR GOVERNMENT

**A?** Aalto University

**Creative  
Sustainability**

## Today

09:15 - 10:00 Period V Introduction

10:15 - 12:00 Team building exercise

Welcome to Design for Government 2023

**How do you feel about Period V after the break?**

## Learning outcomes

*After completing the course successfully, students are able to:*

- *apply human-centred design, systems thinking and behavioural design as a problem-solving approach for policy-level project briefs*
- *analyse collected information and extrapolate critical conclusions that inform concrete actions and systemic change*
- *identify and evaluate types of design intervention that stakeholders could implement to leverage change*
- *frame and communicate processes and proposals verbally, visually, and in writing to multiple disciplines, sectors and the public to facilitate participatory environments with stakeholders with different agendas and in multidisciplinary teams*

We apply **human**-centered approaches to identify stakeholder needs, **systems** approaches to analyze the wider context of policies, and **behavioural** insight to identify and design relevant solutions.

HUMAN-CENTERED PERSPECTIVE

3 Weeks

SYSTEMS PERSPECTIVE

3 Weeks

Mid-Term Presentation

DESIGN INTERVENTION

3 Weeks

PROPOSALS

3 Weeks

Final Show Presentation

## Assessment & Submissions

[Assignment  
examples  
on course website](#)

[More guidance and support  
materials > Course Manual >  
Assessment & Submissions](#)

[Check Rubrics,  
evaluation criteria  
on Course manual](#)

Formative  
*Individual*

*Active participation (25%)  
Blog posts (25%)*

Summative  
*Group*

*Final Presentation (25%)  
Final Report (25%)*

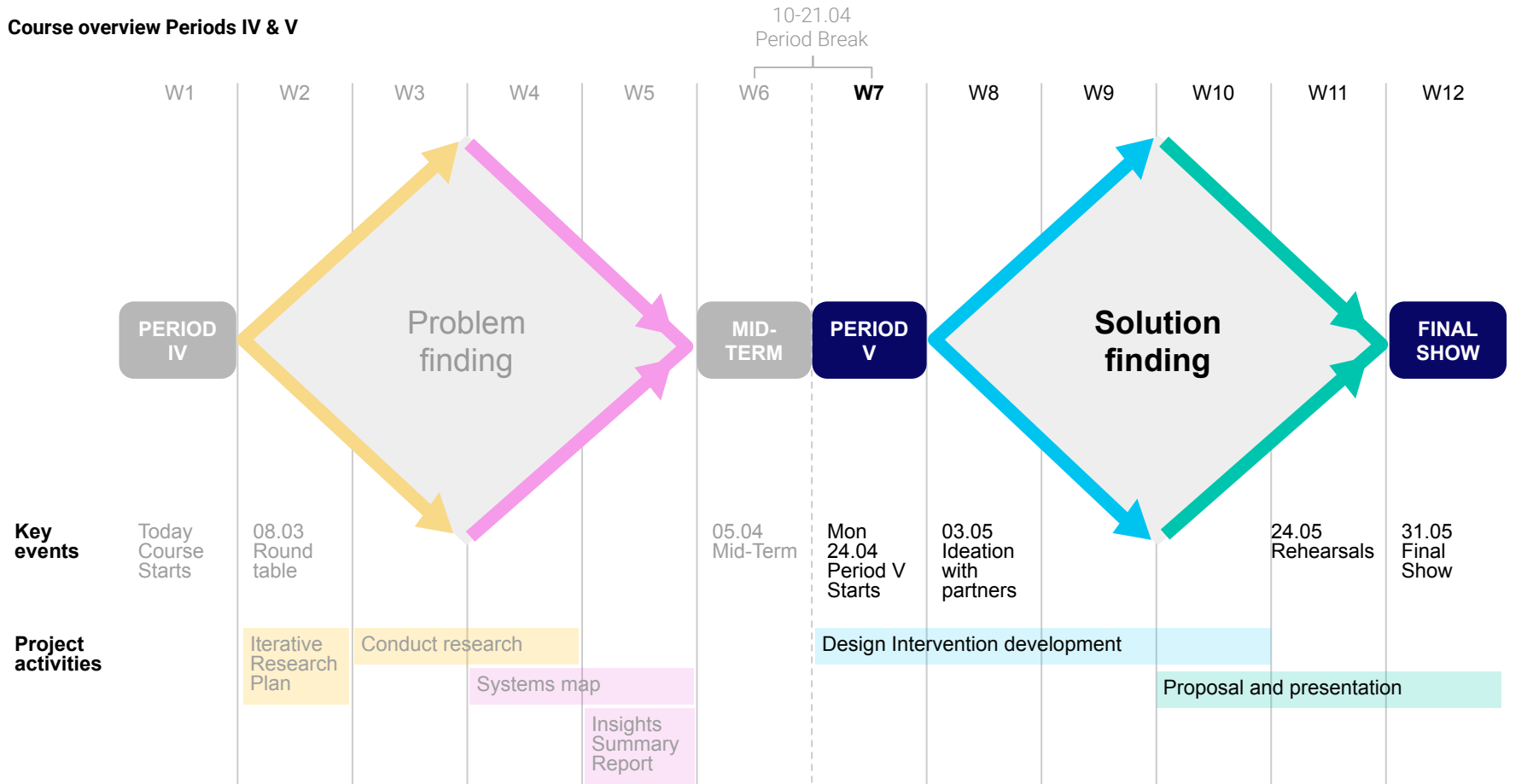
Submissions (not graded)  
*Project  
activities*

*Blog posts feedback  
Iterative research plan  
Systems map  
Insights summary report*

## Changes based on your feedback

<i>Uncertainty about the final outcome</i>	→ DfG past proposals and examples MyCourses > Assignments > Imagine... and 26.04 lecture
<i>Increase in-class exercises</i>	→ Hands on reading discussions
<i>Two tutorials per week</i>	→ Be proactive contact us to arrange additional time/review docs, Miro...
<i>Tutors to join group's own Miro board</i>	→ Tutorials pre-tasks will continue on shared Miro to support the process. Contact us if you want tutors to discuss/revise additional material
<i>Swap tutors to get different perspectives</i>	→ 10.05 Tutorials (15 min.) with all tutors
<i>Group dynamics &amp; "I like I wish"</i>	→ Team building today
<i>Incentivise supergroup</i>	→ Peer-to-peer feedback activities Peer support in Ideation session
<i>Blog requirements hinder creativity</i>	→ Focus on the writing over the process
<i>4 people are not enough for the workload of the group</i>	→ Team building today Support in decision-making throughout tutorials

# Course overview Periods IV & V





## Design intervention process

### W7. What problem are you tackling?

- *Prioritise one problem (insight/opp.)*

26.04 Tutorials pre-task

### W8. What needs to change?

- *Explore types of interventions (diverge)*
- *Identify the leverage point(s) (converge)*

26.04 Lecture & Reading discussion (world cafe)  
03.05 Ideation with stakeholders  
03.05 Experiments lecture  
10.05 Speculative design lecture

Period IV Systems thinking and Systems map  
10.05 Reading discussion

### W9 & W10. How to change it?

- *Choose your type of intervention & define (not design) it further*
- *Validate with key stakeholders*

Period IV Systems thinking and Systems map  
10.05 Reading discussion  
10.05 Tutorials pre-task  
17.10 Contact teaching Peer-to-peer exercise

## Types of Design intervention in DfG

- *Behavioural design (reading discussion 26.04)*
- *Experiments (reading discussion 26.04 and lecture 03.05)*
- *Generative ideas (reading discussion 26.04)*
- *Speculative design (reading discussion 26.04 and lecture on 10.05)*
- *“Government actions” (PolicyLab types of interventions)*
- *Leverage points (Meadows “Traps and opportunities” examples)*

## My Courses pages “Toolkits”

*My Courses > Assignments:*

- *Ideation session with stakeholders*
- *Imagine and visualise your design intervention*
- *Final presentation*
- *Final report*

*Guidance for the design process*

*Time allocation reference*

*Additional materials and examples*

## Ideation session with stakeholders

[MyCourses page >](#)  
[Assignments > Ideation](#)  
[session with](#)  
[stakeholders](#)

*Purpose: Explore types of intervention (diverge)*

*We will follow this agenda in both supergroup sessions:*

13.00 - 13.05 Introduction

13.05 - 13.40 Group A

*5 min. Break*

13.45 - 14.20 Group B

*5 min. Break*

14.25 - 15.00 Group C

*Peers support with note taking directly on the “03.05 Supergroup tutorials: Ideation debrief” Miro board*

*Format pre-defined:*

- *One problem*
- *Scenario (3 min. story in low-fidelity)*
- *2 - 3 examples of best practice*

## Wednesday 26.04

*Reading discussion session World Café:*

*Watch Mazé, R. video lecture + One article per team member:*

- *Behavioural design*
- *Generative ideas*
- *Scenarios*
- *Experiments*

*Complete pre-task on Miro for next tutorial*

*Familiarise with the 03.05 Ideation session activity (MyCourses)*