

DESIGN  
FOR  
GOVERNMENT

Today:

Tues 26 Mar

09:15-10:30

'Reading Circle' Individual work

10:30-12:00

discussion

short lecture by Katri-Liisa Pulkkinen

13:00-14:15

Startup: "Systems maps"

14:30-15:30

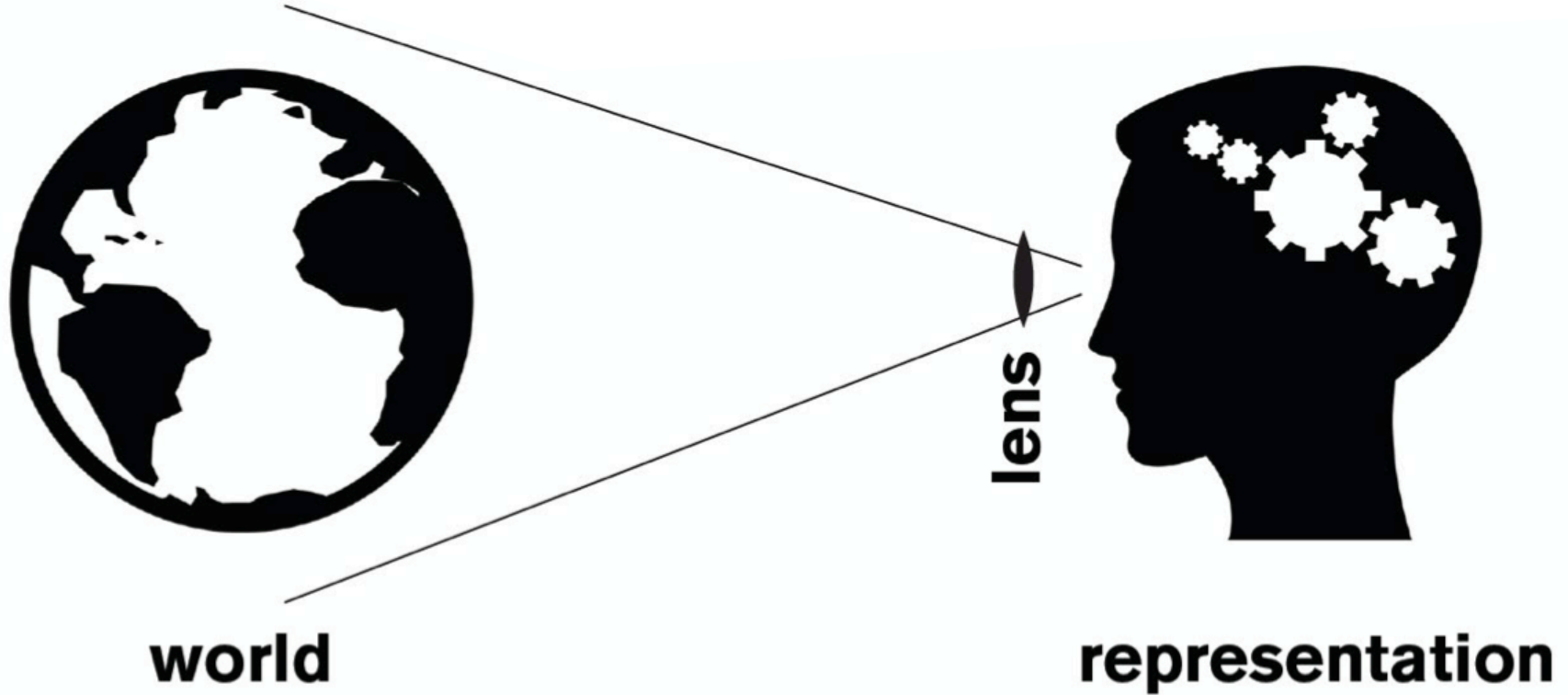
Startup part 2: "Systems maps"

15:30-17:30

Overview mid-review setup (10min)

Tutorials with Nuria+Anni, Taneli+Riina, Ramia  
and groupwork

# OUR INTERPRETATION



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**world**

In DfG, systems thinking as:

- A learning/analysis lens
- A model
- A metaphor or visual map

Discuss in your project group:

- Pre-lunch notes
- Which one of the above makes most sense?



**represent**

In DfG, systems thinking as:

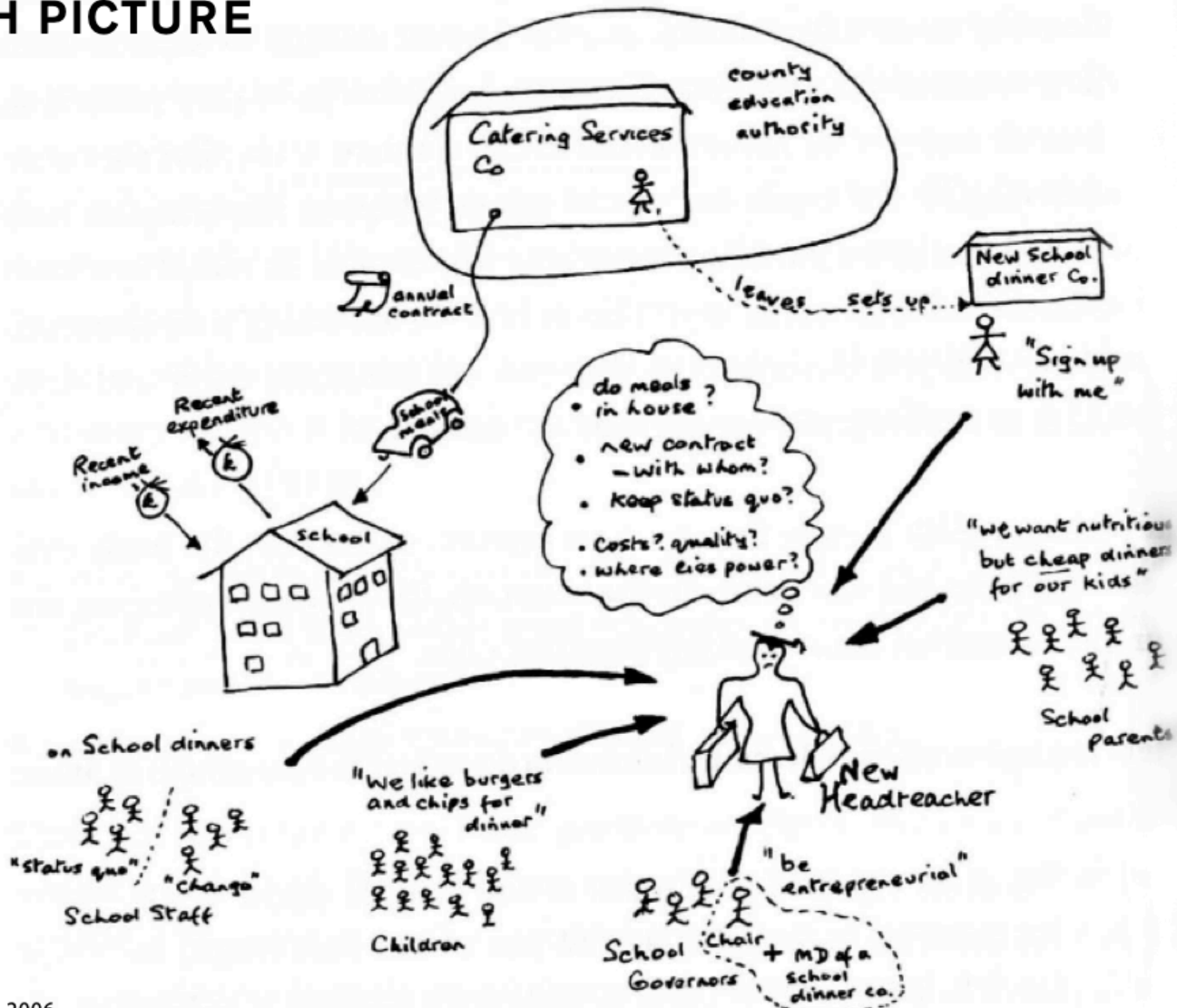
- A learning/analysis lens – carry on
- A model – read and plan
- A metaphor or visual map – let's try!

2 possible types of maps:

- Rich Picture
- CATWOE



# THE RICH PICTURE



In making a rich picture, the aim is to capture, informally, **the main entities, structures and viewpoints** in the situation, **the processes going on**, the **current recognized issues and any potential ones**.

A rich picture expresses **crucial relationships in the situation**, not just immediately but through time.

The rich picture can serve as **a basis for discussion** with client / stakeholders: “This is how we are seeing your situation. Could we talk you through it so you can comment on it and draw attention to anything you see as errors or omissions?”

The picture can be an **ongoing process, getting richer as inquiry proceeds.**

## Exercise, option (a) Rich Picture

Based on your previous research, choose “a person” representing a stakeholder group. Sketch a rich picture map based on their situation within your bigger system. Keep in mind other keep “people” and “entities” that are relevant issue/resource owners in the situation.

le. “follow the people” from one human point-of-view

# MAKING MODELS OF PURPOSEFUL ACTIVITY

(1) The PQR formula = What? How? Why?

Do P  
By Q

In order to contribute  
to achieving R

provides a  
shape for

(2) Root Definition

enriches

(3)

Mnemonic

C A T W O E  
 'Customers (victims, beneficiaries)' | Actors | Owners | Environmental constraints

Transformation  
Process and  
Worldview

monitored by criteria for

Efficacy (E<sub>1</sub>)  
 Efficiency (E<sub>2</sub>)  
 Effectiveness (E<sub>3</sub>)

may be (4)

Primary Task  
Issue-based

leads to

Purposeful Activity  
Model

(5)



# “CATWOE” ANALYSIS

“CATWOE” is part of the Purposeful Activity Model building in SSM

**C**ustomers affected by the activity (beneficiaries or victims)

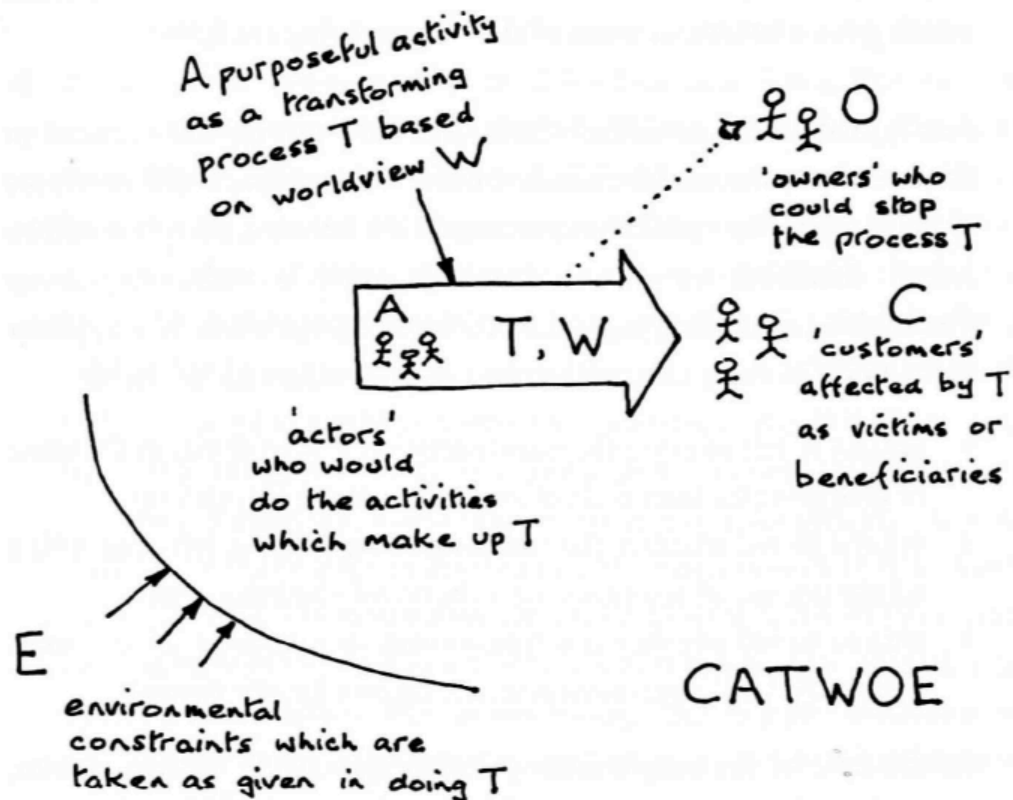
**A**ctors performing the activity

**T**ransformation process = the activity

**W**orldview that defines the activity

**O**wners, who could stop or change the process

**E**nvironmental constraints outside, which are taken as a given



## Exercise, option (b) CATWOE picture

Based on your previous research, choose “an activity” representing a key issue/problem over time. Develop a map of the activity based on milestones, touchpoints, people and entities. Keep in mind obstacles, stopping points, or points of divergence that are relevant to the situation.

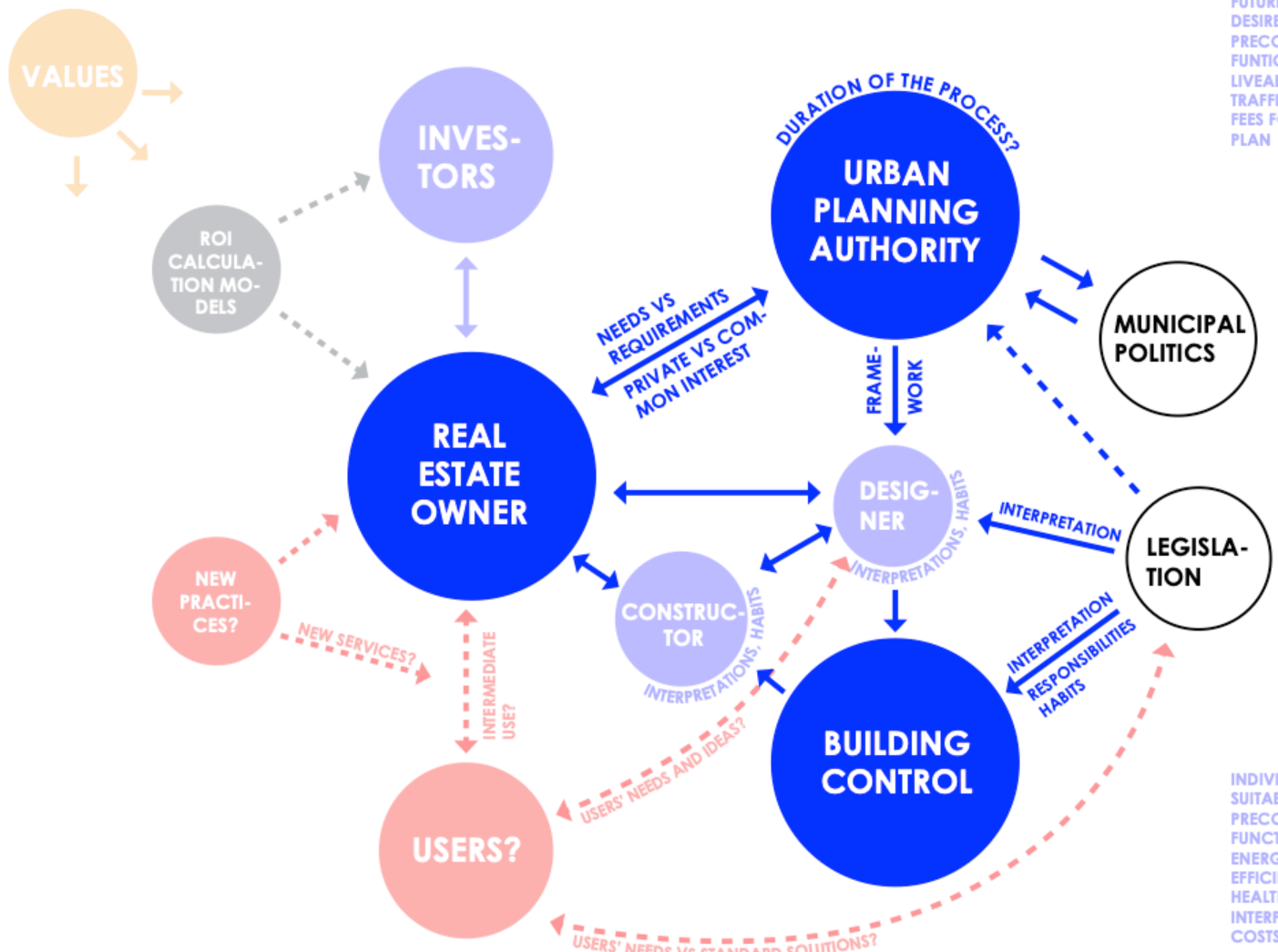
ie. “follow the process” from a ‘fly-on-the-wall’ point-of-view

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Inspirational examples:



# Meadows-ish



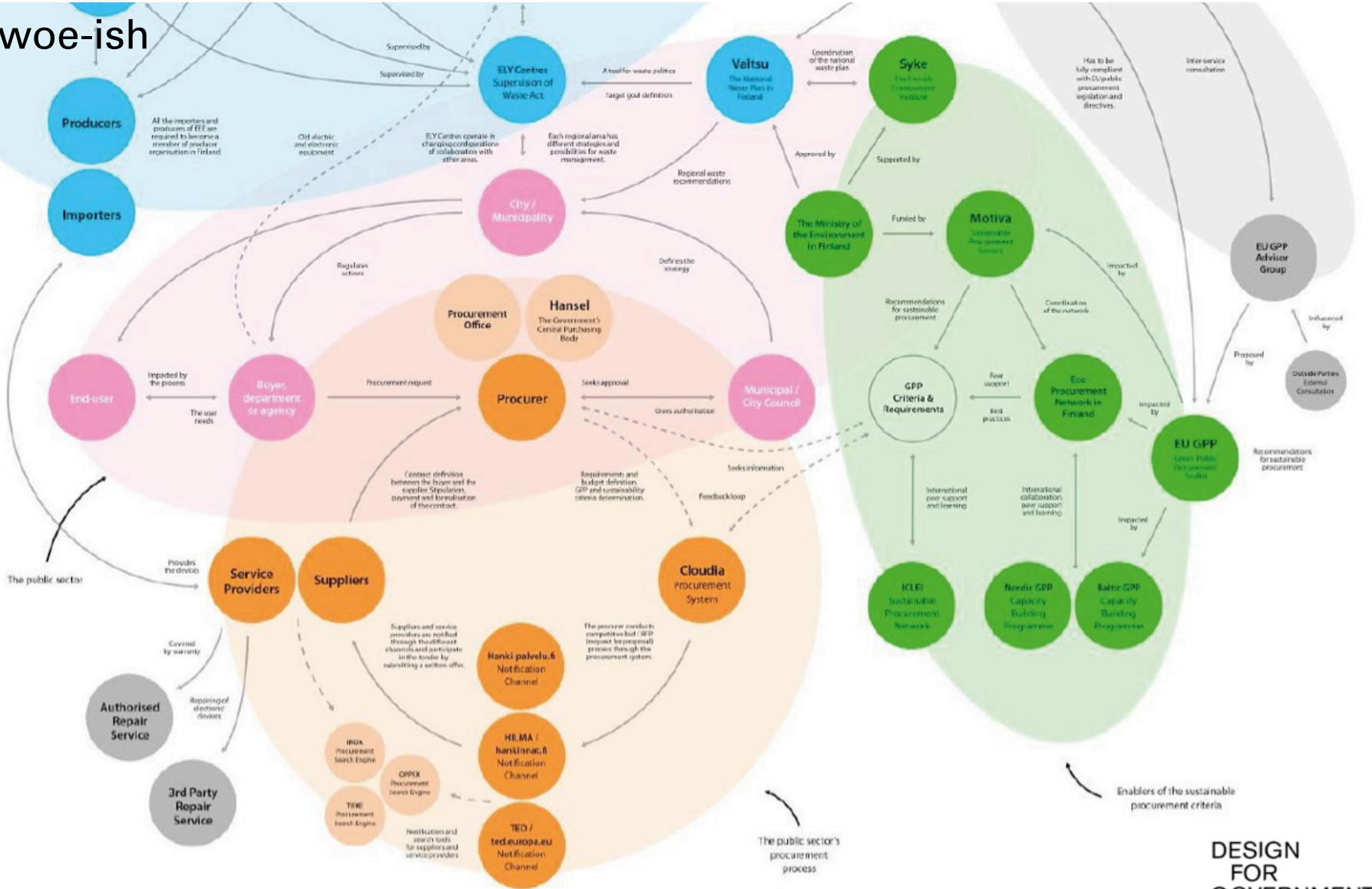
LOCATION  
 FUTURE PROSPECTS  
 DESIRED FUNCTIONS OF THE AREA  
 PRECONDITIONS FOR A NEW  
 FUNCTION IN THE AREA  
 LIVEABILITY, NOISE, ETC  
 TRAFFIC, PARKING  
 FEES FOR CHANGING THE URBAN  
 PLAN

INDIVIDUAL BUILDING'S QUALITIES  
 SUITABILITY FOR A NEW PURPOSE  
 PRECONDITIONS FOR A NEW  
 FUNCTIONAL PURPOSE  
 ENERGY EFFICIENCY VS MATERIAL  
 EFFICIENCY  
 HEALTH AND SAFETY  
 INTERPRETATION OF SYSTEM  
 COSTS AND RETURNS

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From Vacant Spaces project at the Ministry of the Environment  
 Hella Hernberg

# Catwoe-ish

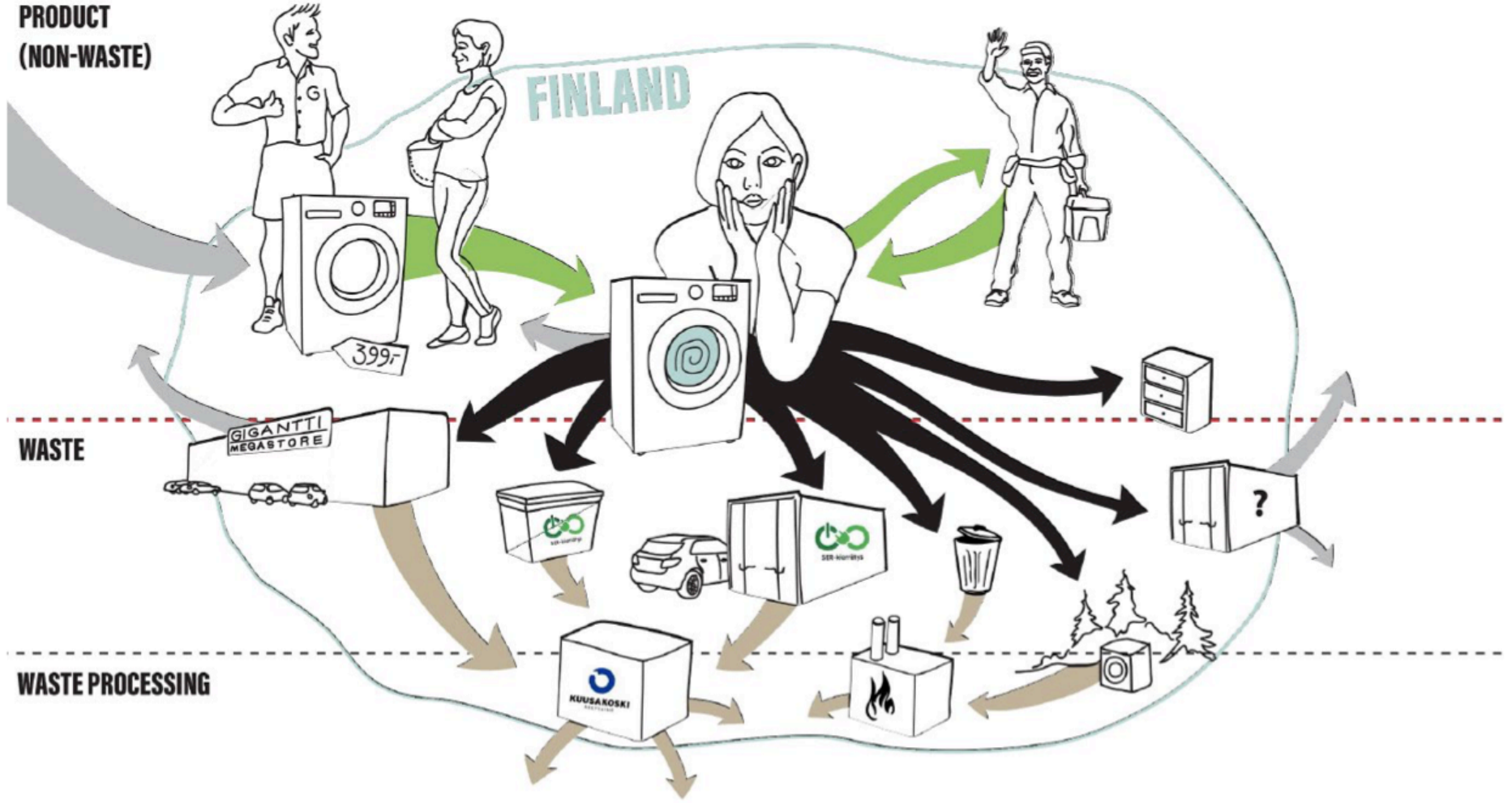


Public Procurement system model by DfG 2016 waste team 2: Ilari Laitinen, Anna Pyyluoma, Noomi Schulman

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# Rich picture

PRODUCT  
(NON-WASTE)



# Rich picture and metaphor

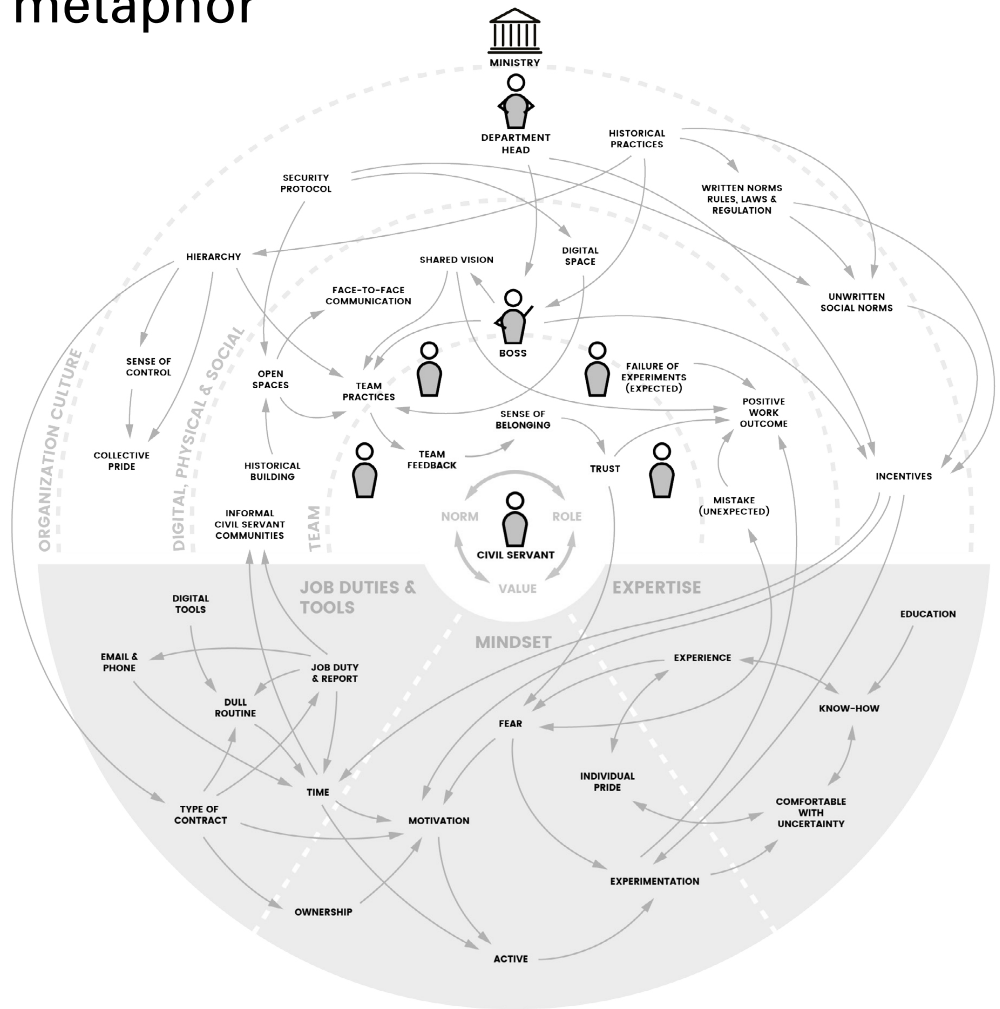
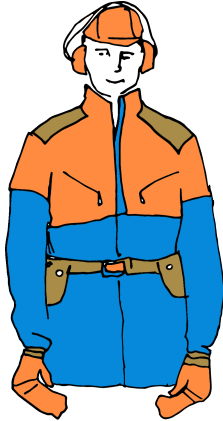


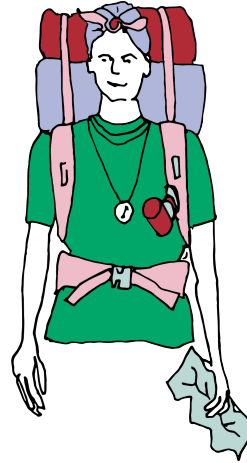
Fig. 2 Systems Model (illustration by Chinny Wong)

# Mind-map-ish mixed with Rich-ish picture

Tourists mostly go hiking, there aren't really that many activities here

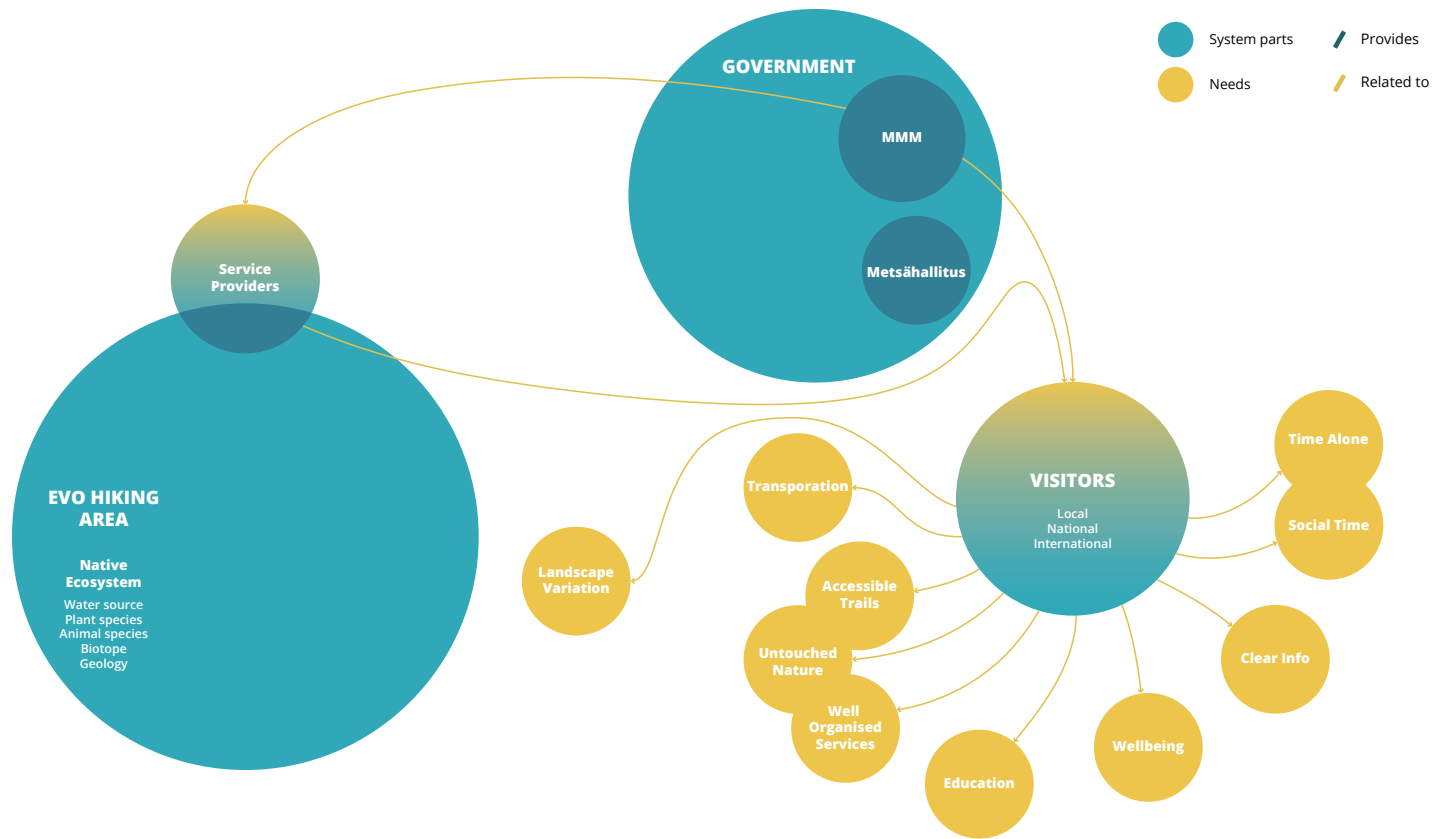


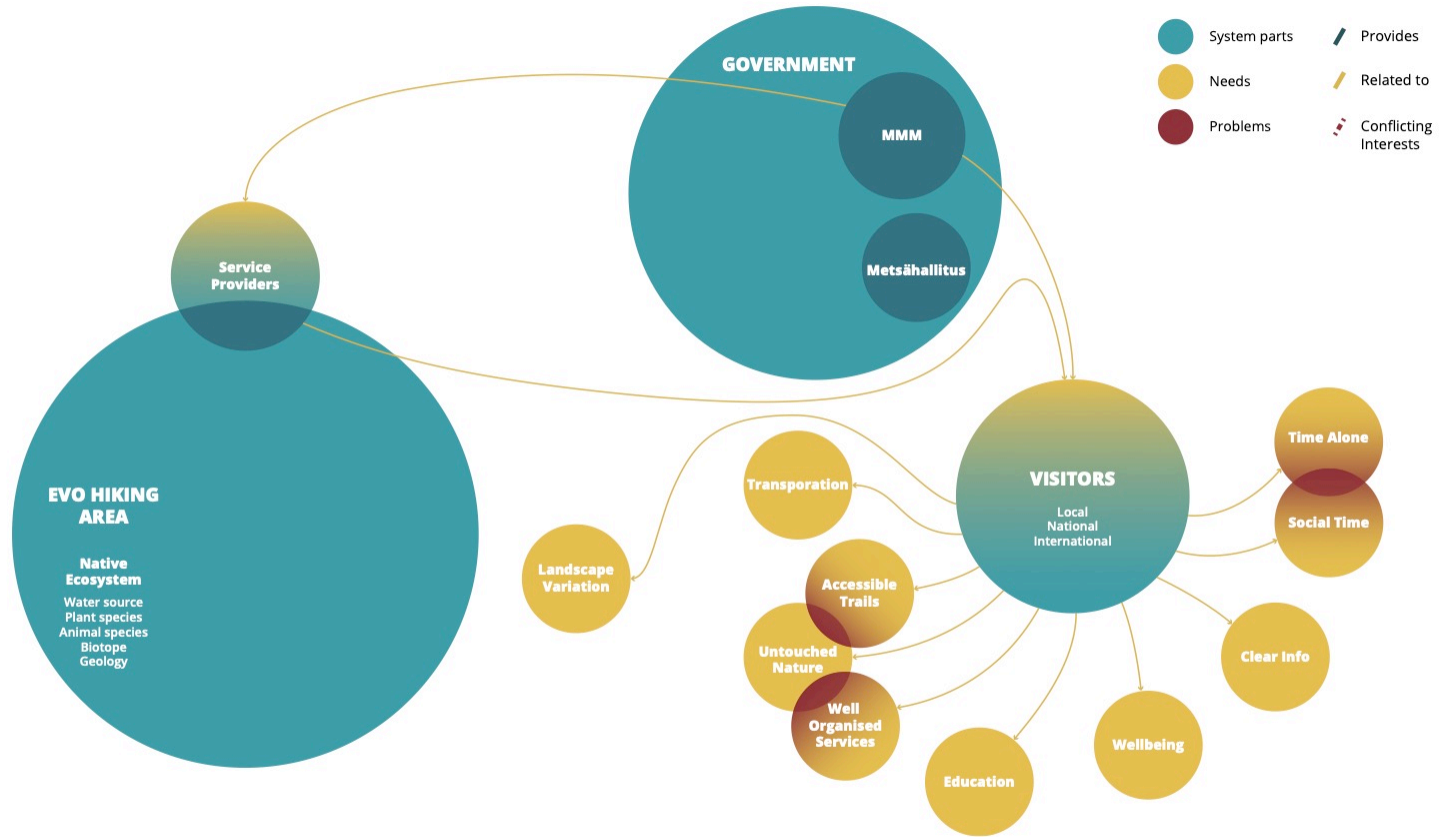
The scenery is pretty basic here



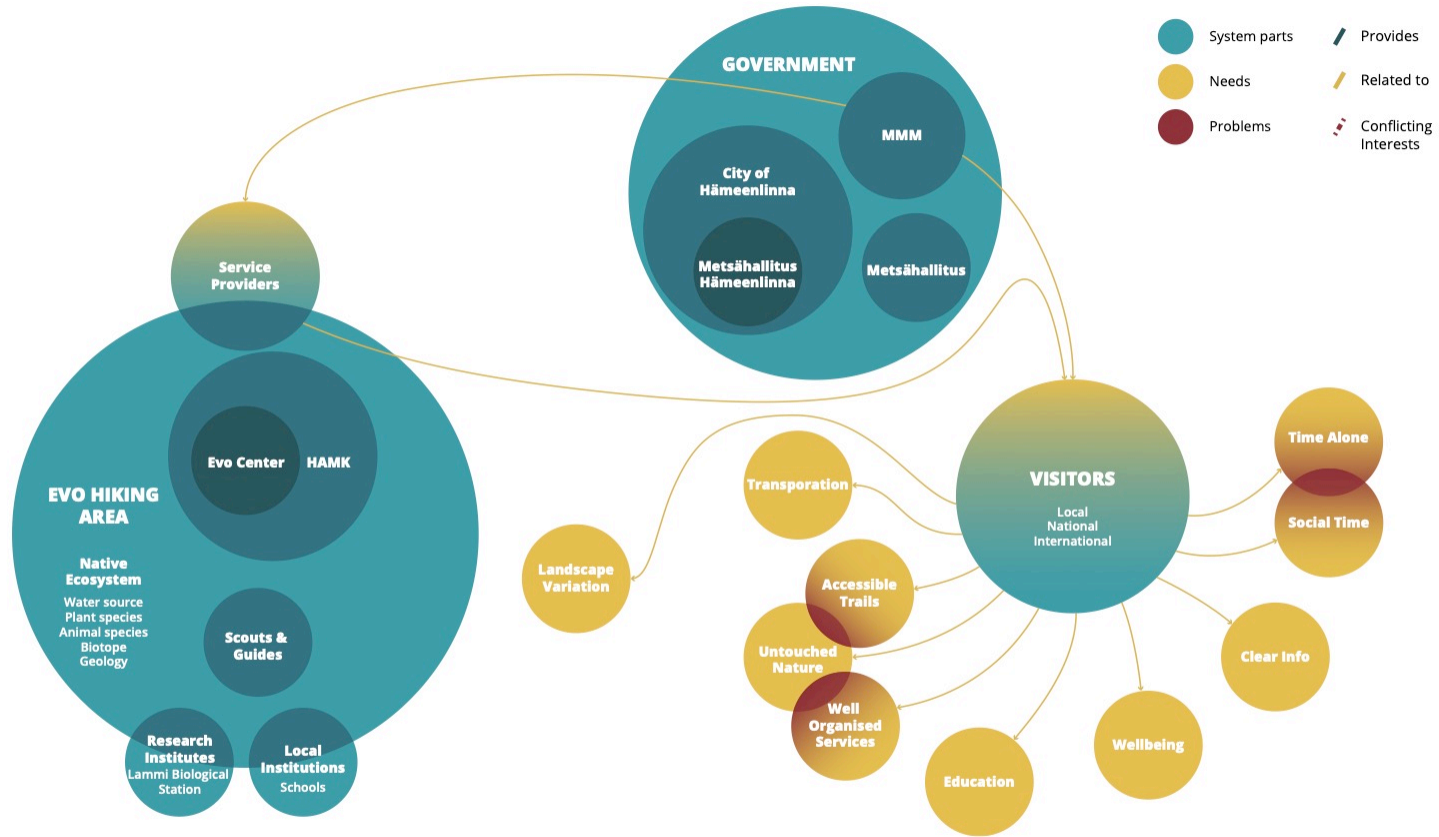
The trails go too much on the roads





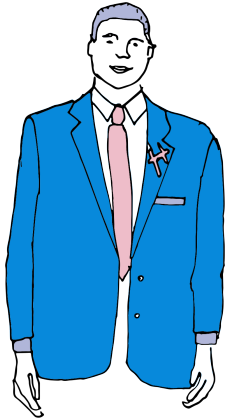








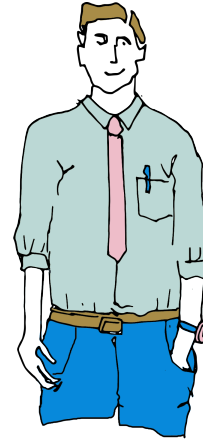
The scouts just appear and build something and don't ask for permissions from anyone



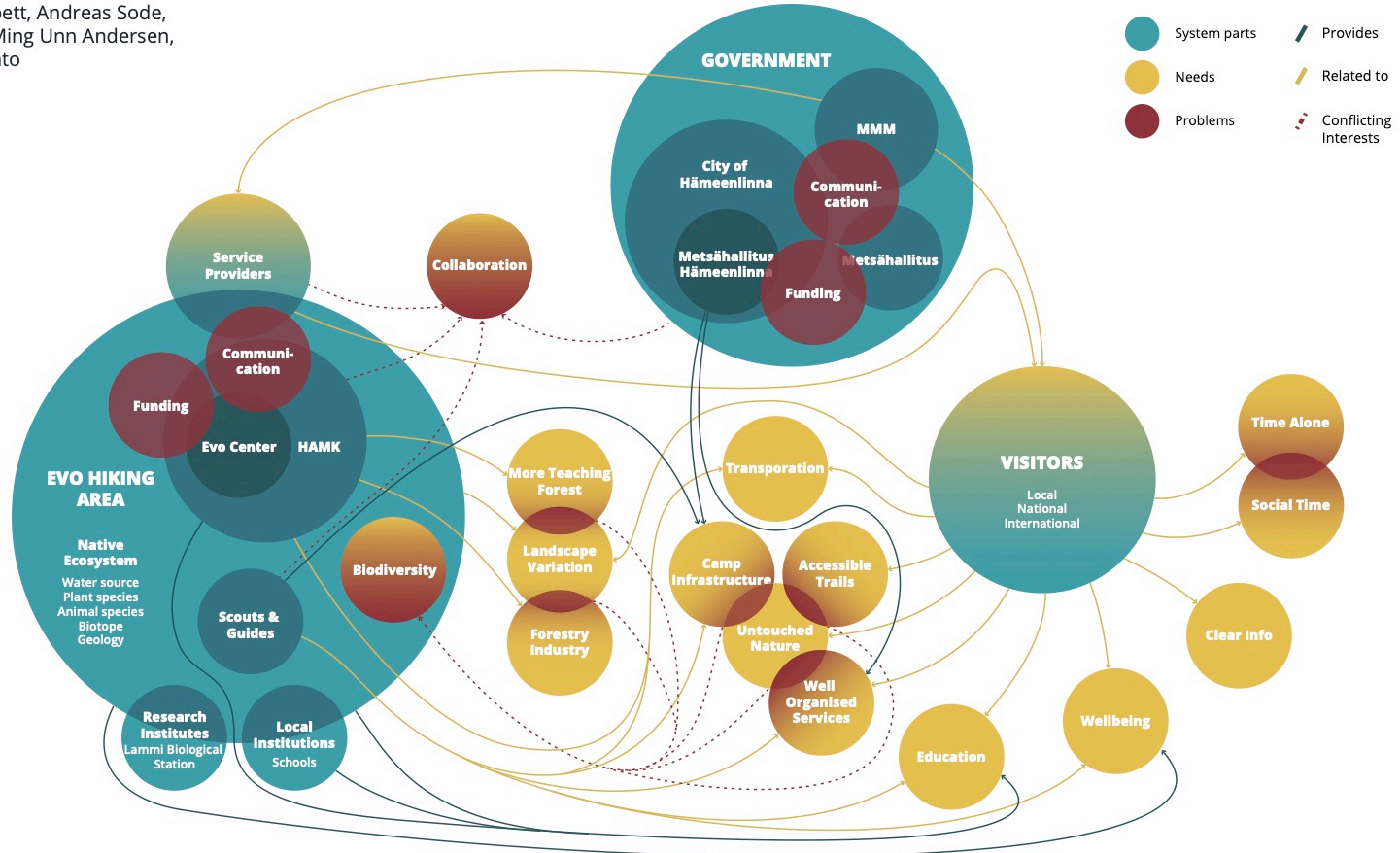
Resources are not enough for more than maintaining the structures, and there's none left for the development of the area



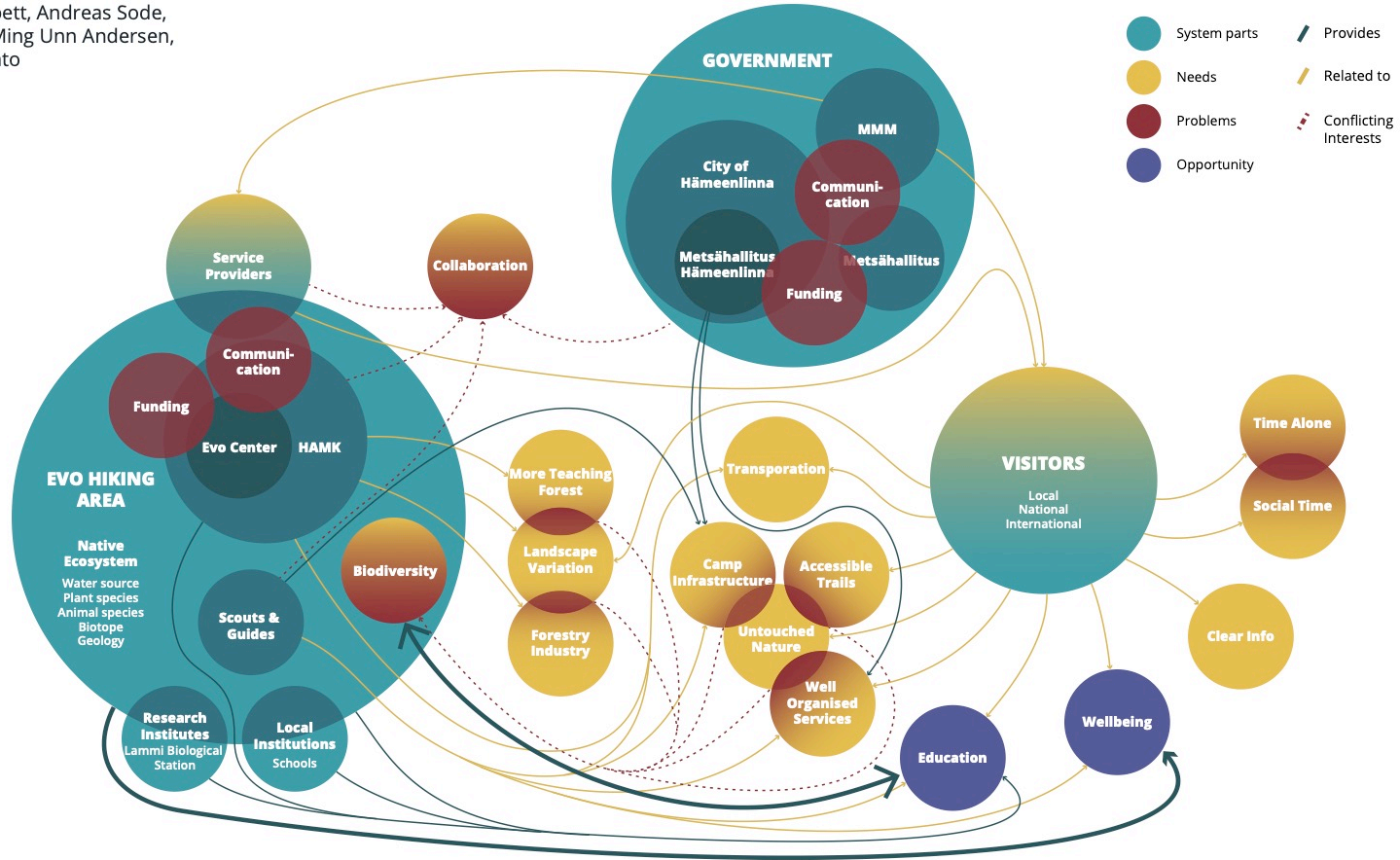
More students than before, we need more teaching forest to use



© Abigail Garbett, Andreas Sode,  
 Mengxiao Li, Ming Unn Andersen,  
 Riina Ruus-Prato

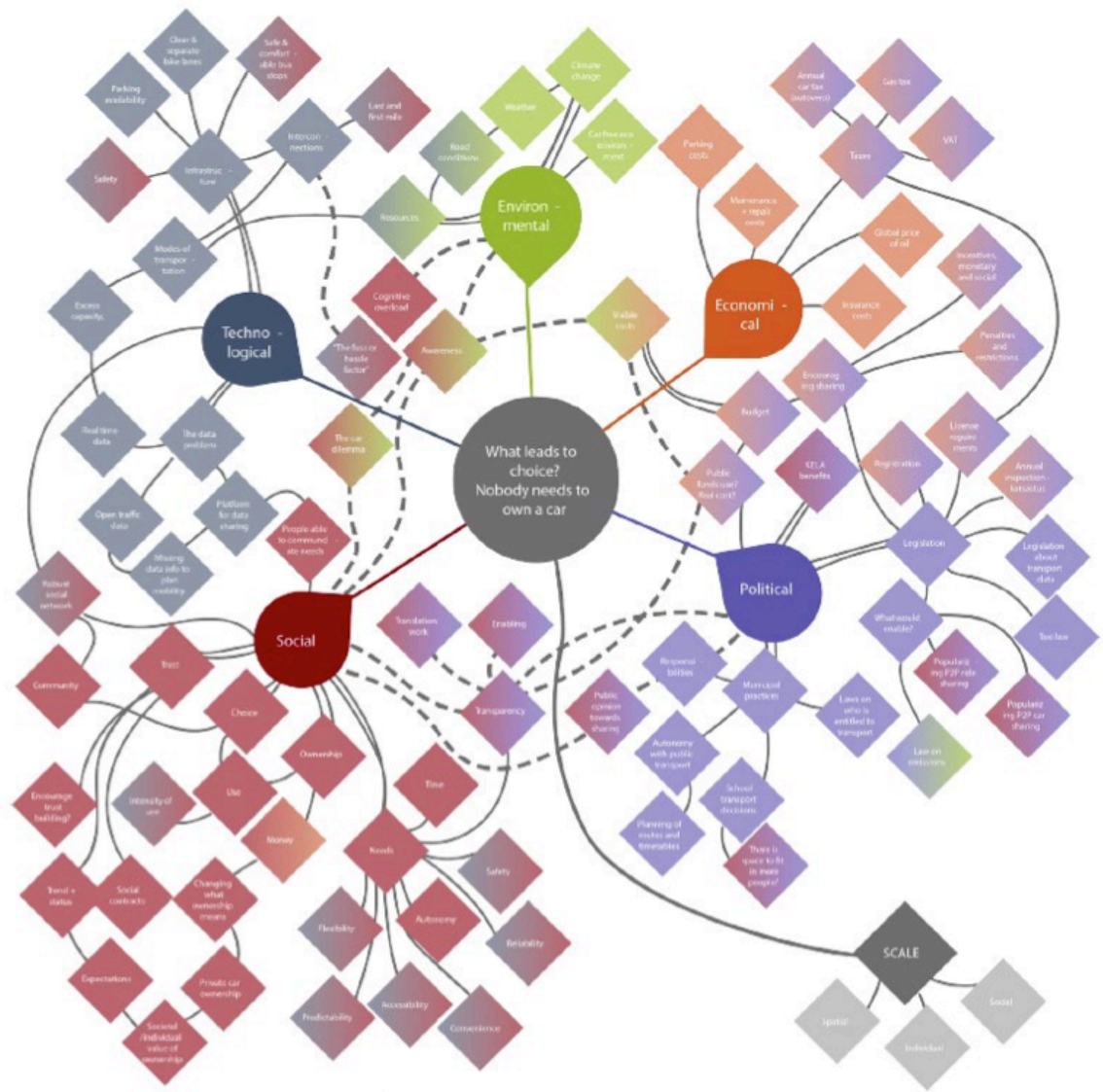


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Riina Ruus-Prato





# STEEP-ish



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Activity time in your project groups!

1. Decide whether (a) or (b) is more relevant to start with.
2. If you already started mapping for 12 Mar, can you recycle any of that material?
3. Start sketching either (a) or (b)!

Stop at 15:30 (include a break in your groupwork time)

15:30 Overview mid-review setup (10min)

Tutorials with Nuria+Anni, Taneli+Riina, Ramia

When it's not your tutorial time, groupwork to get your Gov teammates in track ; continue or repeat steps 1, 2, 3 above

Decide in your group: systems as metaphor, model, map?



"DfG" course: Design for Government

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A? Aalto University

Creative Sustainability

"Gov" course: Designing for Urban Governance & Services

GOVERNMENT

CIVIL SOCIETY

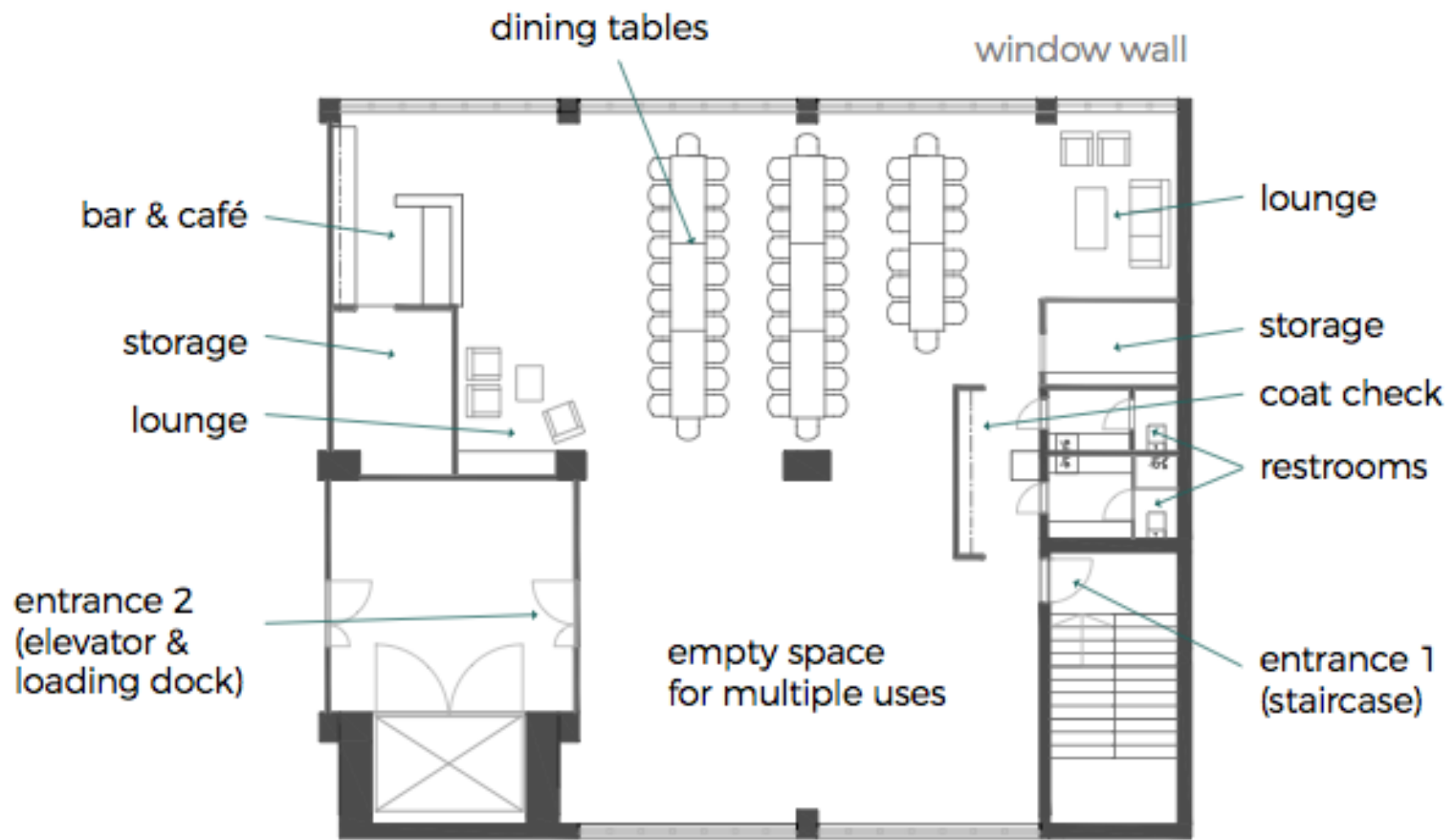
Design as form of activism and citizen empowerment

"GOVERNMENTALITY"

How we are being governed through design in everyday life; designs as embodiments of policies and governance

		MUO-E8012
		Desian for Government.
mid-review	<b>6</b>	<b>Tues 2 Apr, Location: city center</b>
	09:15	Mini-Conference:
	-	'Designing for Urban Governance and Services'
	11:15	Yliopistonkatu 3, P114 Urbanium
	11:15	Independent preparation
	-	
	11:45	
	13:00	Mid-Review: DfG
	-	ELVA loft, Meritullinkatu 11D, 2krs.
	15:20	
	15:30	Debrief in groups (ELVA loft)
	-	
	17:00	
		<b>Note: Blog 2 due Mon 8 Apr (3pm)</b>

# Set-up, example 1: Seated Dinner for 30



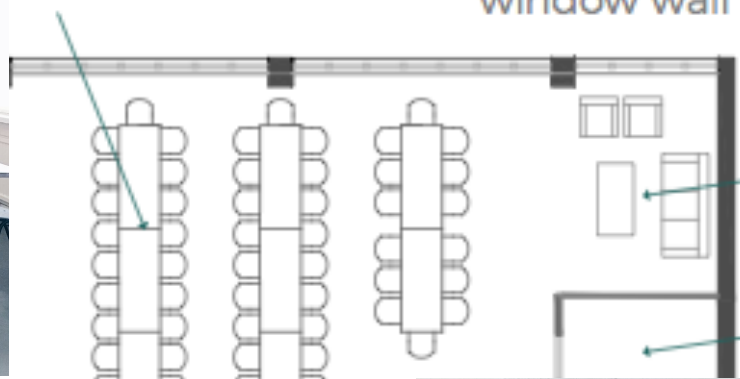


# ed Dinner for 50



g tables

window wall

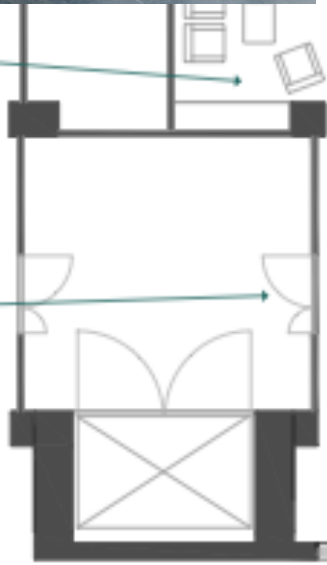


lounge

storage

lounge

entrance 2  
(elevator &  
loading dock)



empty space  
for multiple use



