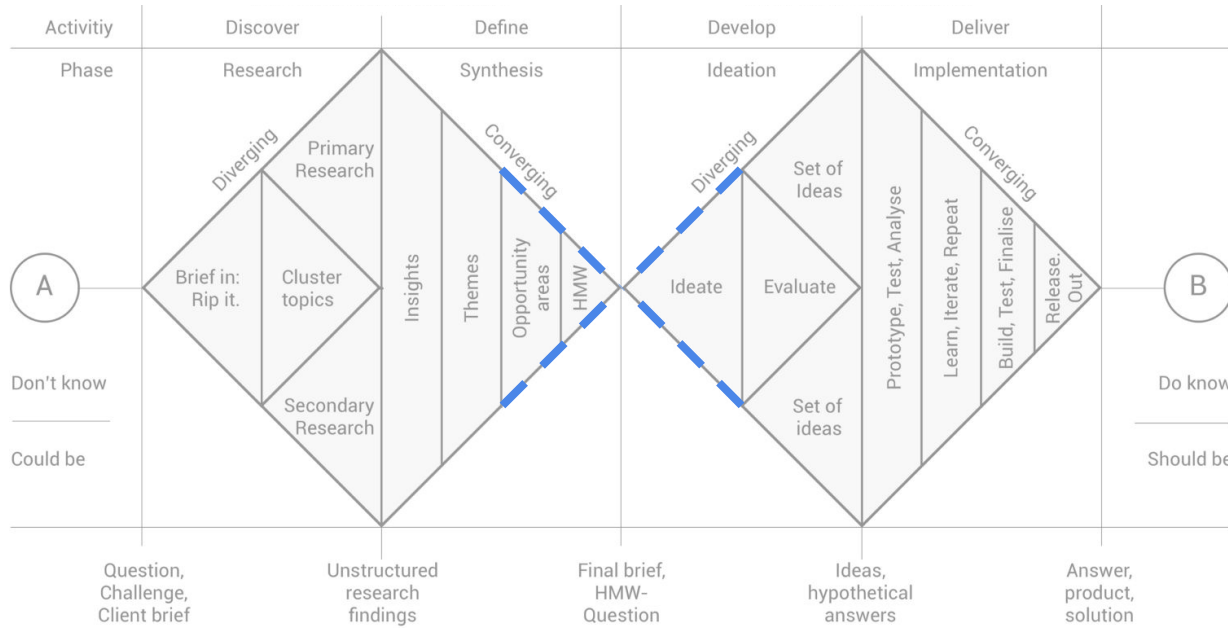


# **DfG**

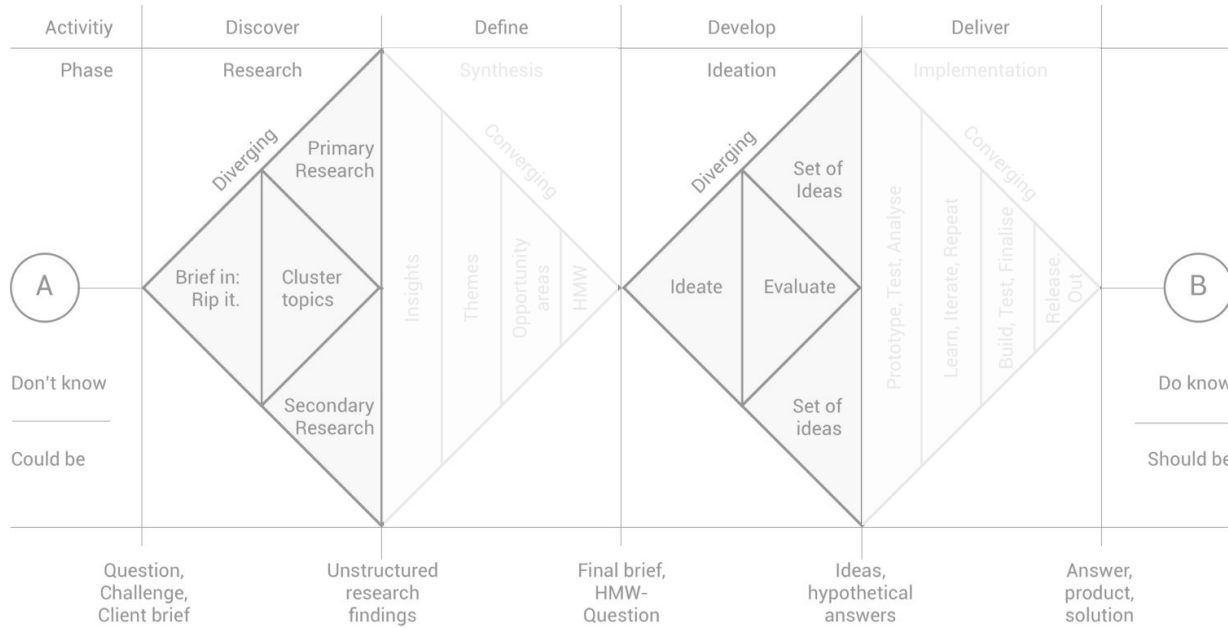
# **IDEATION**

16.04.2019

# **FROM RESEARCH TO VALIDATION**



Double diagram Dan Nessler



Double diagram Dan Nessler

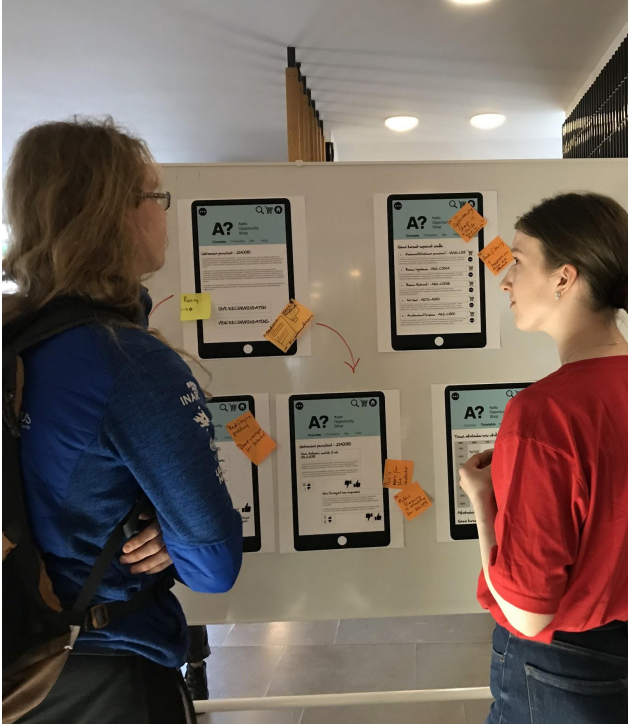
# Ideation with stakeholder participation



Prioritisation & Ideation workshops with stakeholders



Validation with end-users, semi-structured interviews



Quick experience prototyping

# STAKEHOLDER ENGAGEMENT

## Stakeholders or Actor roles (resources)

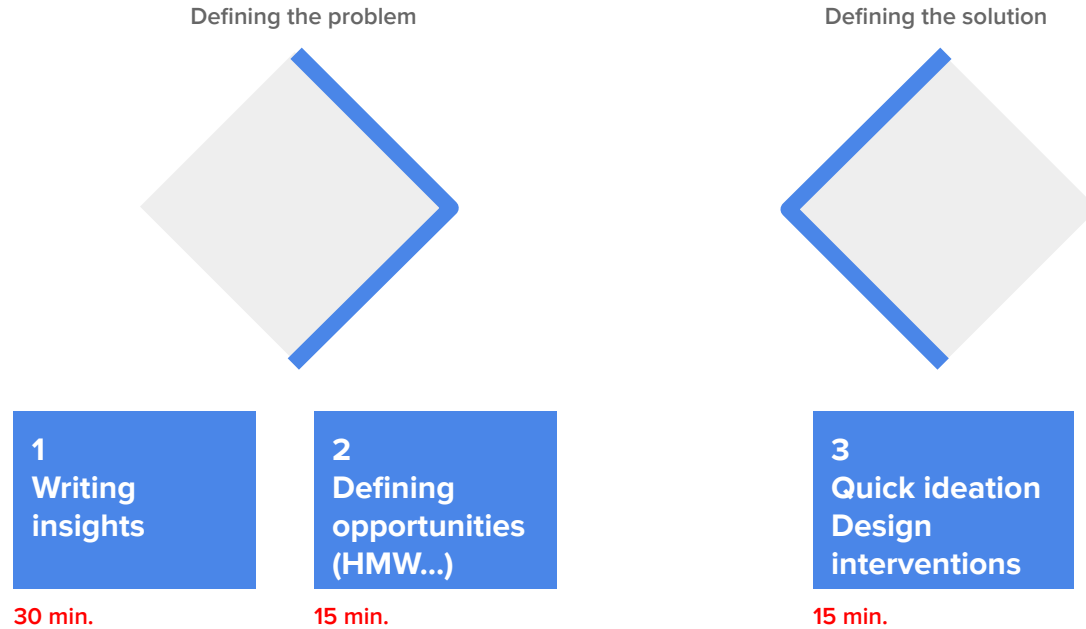
Users	Service staff	Commissioner's team	Service providers	Authorities	Domain experts
The main beneficiaries of the service, directly or indirectly	Individuals involved in the service delivery, e.g. civil servants	Core team, cross-functional departments, board of decision-makers	Organisations directly or indirectly involved in the service delivery	Local institutions, regulatory bodies and policy agents	Independent organisations, thought leaders

## Project roles

Co-creator	Research participant	Decision-maker	Facilitator (change agent)	Influencer
Involved in the design process	Inputs the research by providing their own views	The governance mechanism or person appointed responsible	Promotes and enables collaboration, socialises the project internally	Provides inspiration and/or constraints indirectly

**Activity:**  
**FROM INSIGHTS TO IDEAS**

# Activity: From insights to ideas





**1**

**Write one insight statement**

# How to write an insight

- Insights are usually written in a statement format; the synthesised research compressed into a set of **meaningful conclusions**.
- It provides a description of the **root cause of behavior** and an understanding of **cause and effect** based on identification of relationships and behaviors (Wikipedia, 2018)
- They often include **a situational context**, an intended outcome, as well a restriction, obstacle or friction (This is service design doing, 2018)
- **An insight is not an observation**. It is the synthesis of what I learned; what I heard, what I saw, and your own intuition.
- Insights reflect your research, and are **supported by raw data**, like quotes from fieldwork or figures from other sources.
- They are **not solutions** or suggestions on how to fix a problem, instead they **frame a problem space** that can lead to strategic opportunities.
- Insights are actionable. It provides narrow focus, they work like **design briefs** for others to act upon. Good insights lead to designing the right thing. Bad insights lead to designing the thing wrong.

**1**

**Write one insight statement**

## Is this an insight?

*Drivers get stressed and angry  
when they don't find a parking slot*

## Is this an insight?

**Drivers get stressed and angry  
when they don't find a parking slot**

Observation

## Is this an insight?

*Informed activists are knowledgeable and opinionated,  
they want to see change and value for the community*

## Is this an insight?

*Informed activists are knowledgeable and opinionated, they want to see change and value for the community*

Insight: It gives a situational context and an intended outcome

## Is this an insight?

*People want better predictive information*



# Is this an insight?

*People want better predictive information*

Solution - Opinion

## Is this an insight?

*The bitterest aspect of a fine is often the stress,  
not the financial cost*

## Is this an insight?

*The bitterest aspect of a fine is often the stress,  
not the financial cost*

Insight: It provides a new or surprising understanding about how people go about paying fines

**2**

**Defining opportunities  
(HMW...?)**

# Defining opportunities (HMW...?)

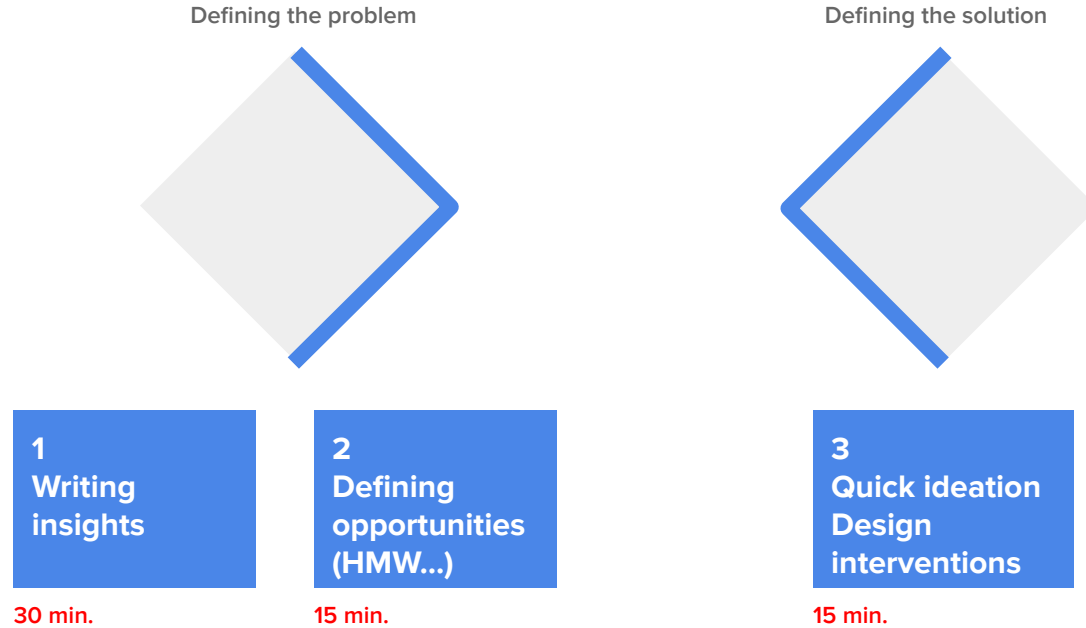
## How might we...?

**1. Rephrasing insights into questions** by adding “How might we” at the beginning. Write as many as need. The goal is to find opportunities for design, so if your insights suggest several How Might We questions that’s great.

**2. Revise.** Take a look at your How Might We questions and ask yourself if it allows for a variety of solutions. If it doesn’t, broaden it. A good How Might We should give you both a narrow enough frame to let you know where to start your Brainstorm, but also enough breadth to give you room to explore wild ideas.

Source: <http://www.designkit.org/methods/3>

# Activity: From insights to ideas



**3**

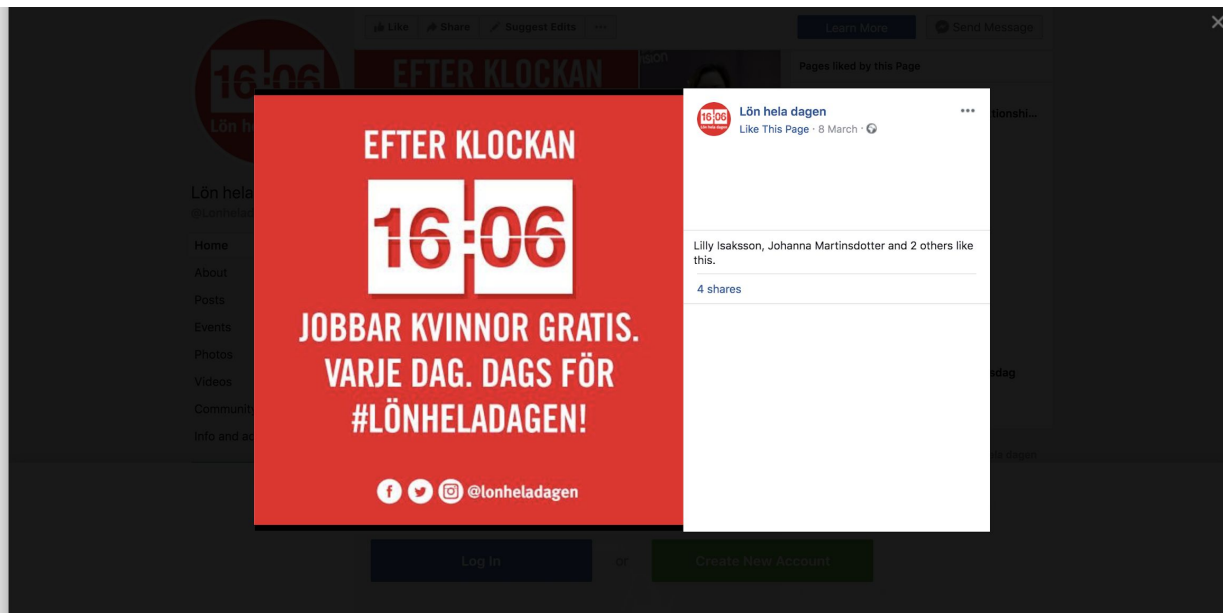
**Quick ideation  
Design interventions**

# Quick ideation. Design interventions

1. **Why** is this important?
2. **Who** is this for? What are their roles?
3. **What** type and level of interventions?
4. **How** will be your idea experienced? is *value* created?
5. **When** can this be implemented? Is this a short-term or long-term idea?



# Campaign



# Tax letter

## How your tax was spent in 2015-16

The information on this page shows you how your Income Tax and National Insurance contributions were spent in 2015-16. This does not include indirect taxes such as VAT and other duties.

For more information about your tax and public spending, go to [www.gov.uk/annual-tax-summary](http://www.gov.uk/annual-tax-summary)

### How your tax contributed to public spending

	Your contribution
Welfare	£
Health	£
State Pensions	£
Education	£
National debt interest	£
Defence	£
Public order and safety	£
Transport	£
Business and industry	£
Government administration	£
Environment	£
Culture eg sports, libraries, museums	£
Housing and utilities eg street lights	£
Overseas aid	£
UK contribution to the EU budget	£
<b>Total</b>	<b>£</b>

The pie chart, titled 'Your tax and NICs £', shows the following categories and their relative sizes:

- Welfare (largest slice)
- Health
- State Pensions
- Education
- National debt interest
- Defence
- Public order and safety
- Transport
- Business and industry
- Government administration
- Culture
- Housing and utilities
- Overseas aid
- UK contribution to the EU budget (smallest slice)

All figures are rounded to the nearest pound.  
 The figures in the table above are intended as a guide to how taxes are spent and not as a direct link between your income tax, National Insurance contributions and any specific expenditure.  
 If you would like to opt out of receiving future tax summaries please register at [www.gov.uk/annual-tax-summary](http://www.gov.uk/annual-tax-summary)  
 Spending information is published by HM Treasury.

February 2018 Nuria Solsona

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# Training: Mentoring scheme



Source: <https://www.computerweekly.com/news/4500271525/GDS-to-launch-mentoring-scheme-for-schools-and-colleges>

# Tips

1. Visualise what people experience, not processes
2. Don't describe user interfaces nor user flows, but use case scenarios instead
3. Think about the organisational, service or experience touchpoints that exist in the life of people
4. Focus on outcomes, *what can people achieve now?*
5. Give your idea a punchy and self-explanatory name
6. Look for best practice examples. Use them as inspiration or as a direct reference.

# Quick ideation. Design interventions

1. **Why** is this important?
2. **Who** is this for? What are their roles?
3. **What** type and level of interventions?
4. **How** will be your idea experienced? is *value* created?
5. **When** can this be implemented? Is this a short-term or long-term idea?

1. **Take a HMW**
2. **Choose 1 Stakeholder**
3. **Choose a channel or touchpoint**
4. **Sketch your idea in context, imagine a moment in their life where this idea would solve a pain point and deliver new outcomes or results**
5. **Is this a radical or improvement change?**