Design @ Care City

Team Session
26th June 2024

Care City

carecity.org

Aim of today

To unpack where and how design thinking can best benefit Care City (and it's team!)

Why this, now?

Agenda

5 Check-in

15 High-level: Introducing Design Thinking

10 “Why we think we’ve been hired”

25 Surfacing opportunities and benefits

5 BREAK

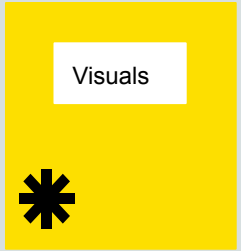
60 Detailed level: Human-Centred Design steps and tools

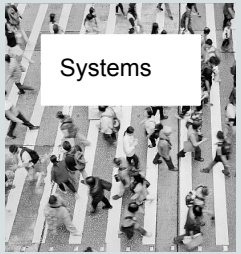
Introducing design-thinking

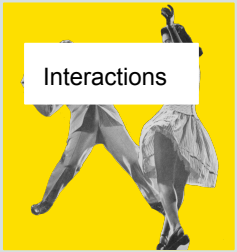
Design thinking: What is it?

To shape better....

Visuals

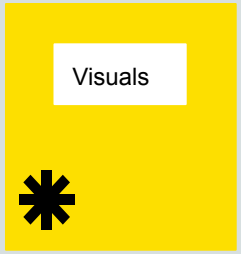


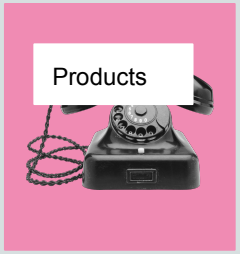


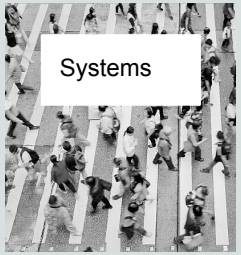


Design thinking: What is it?

To shape better....







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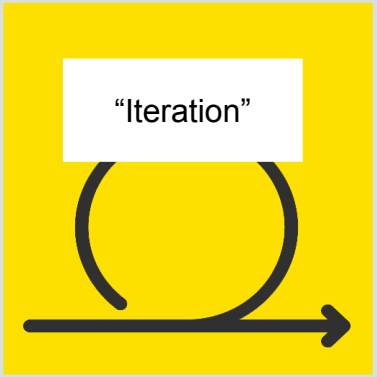
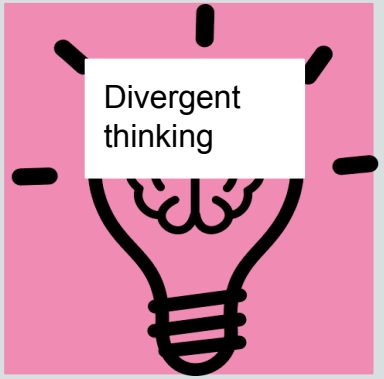
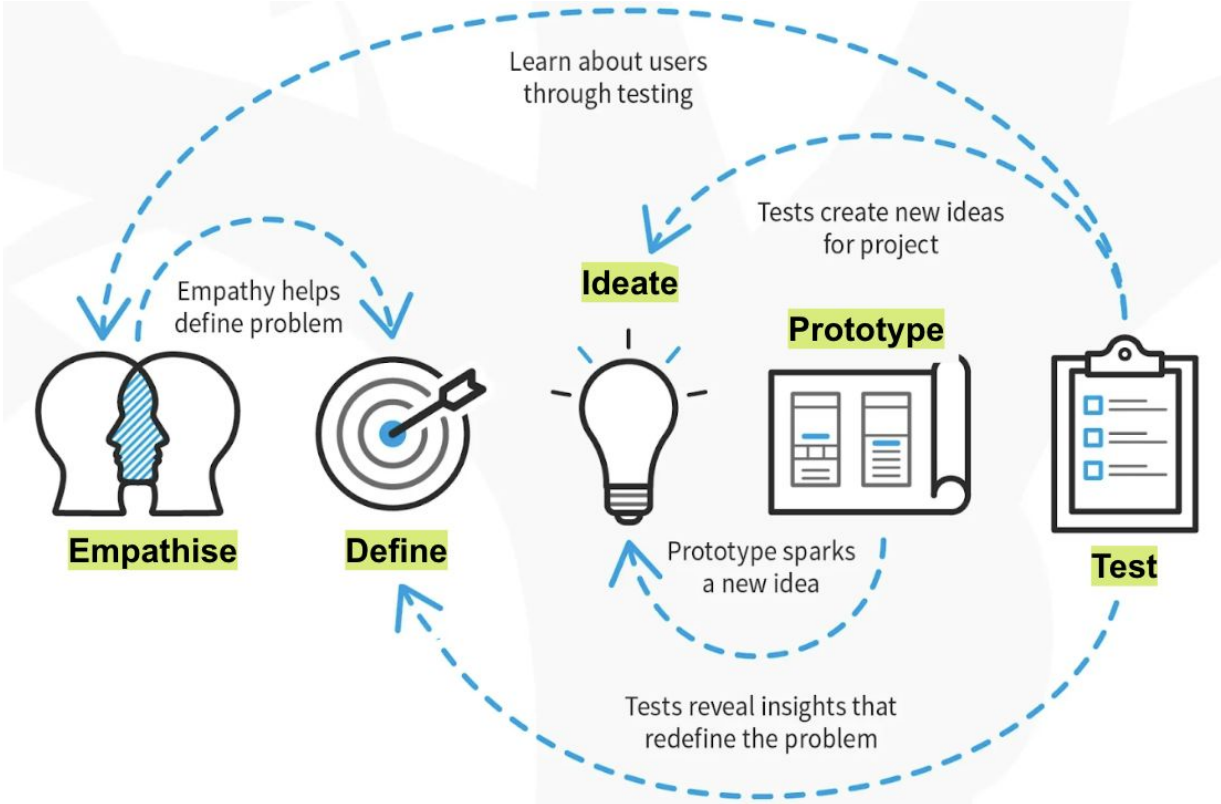
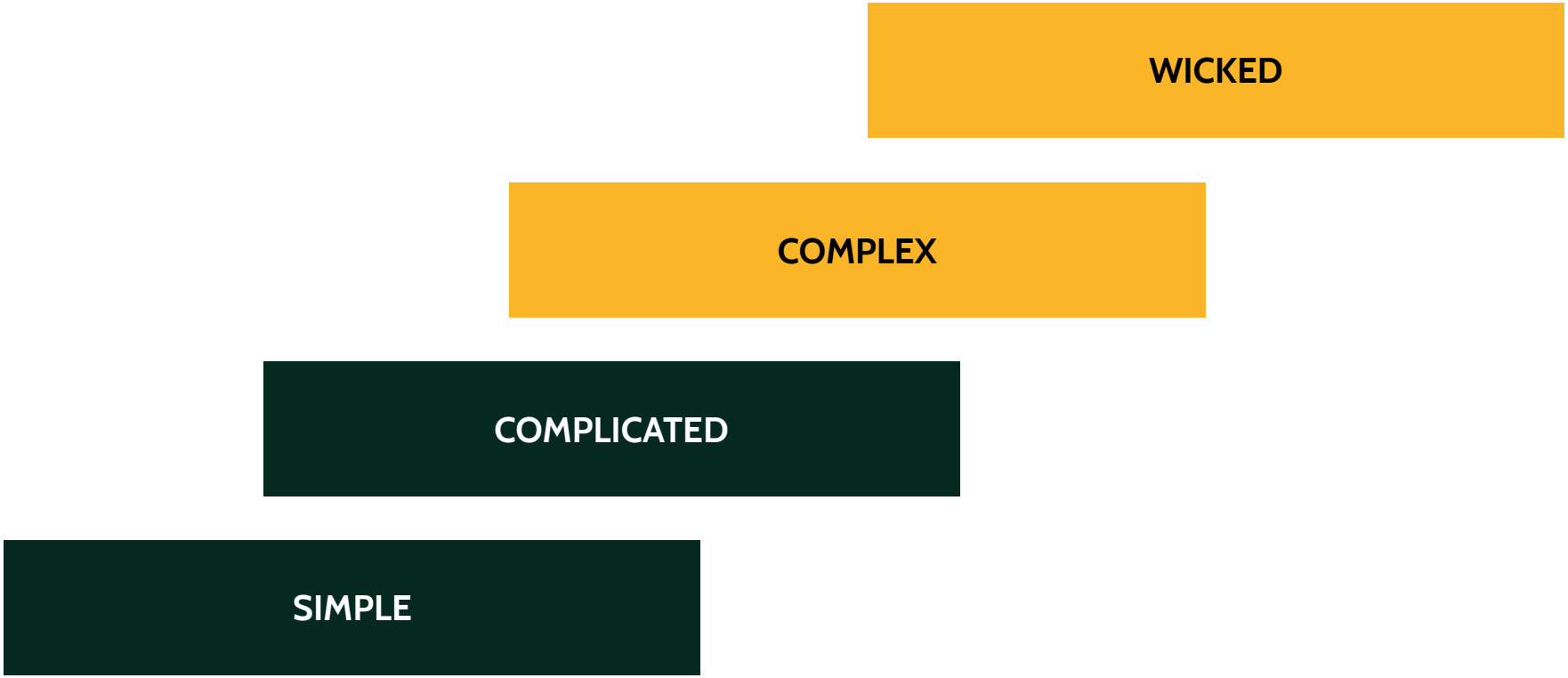


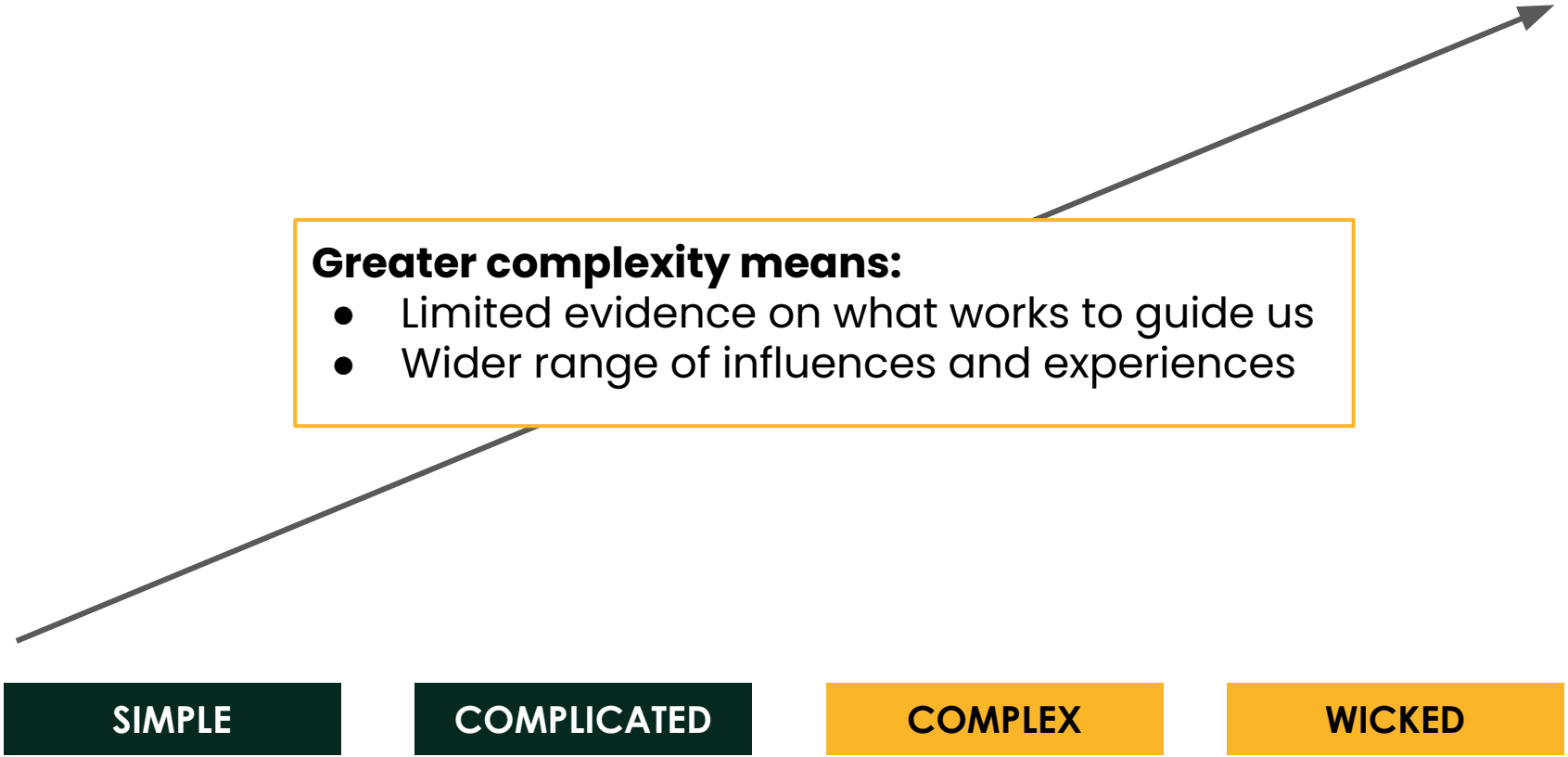


One model - 5 steps



Types of Problems




Greater complexity means:
- Limited evidence on what works to guide us
- Wider range of influences and experiences
SIMPLE
COMPLICATED
COMPLEX
WICKED

1 - Empathise

What is it?

Working to deeply understand “users” and their needs, problems and motivations

How can we do it?

- Contextual inquiry
- Diary studies
- Community researchers
- Storytelling
- Systems / stakeholder mapping

2 - Define

What is it?

Making sense of observations → crafting core “problem statements”

- What is it?
- Who has it?
- When and where?
- Why does it matter?

How can we do it?

- Affinity mapping
- Post-it notes! / Miro
- Using UX-“artifacts”

3 - Ideate

What is it?

Coming up with solutions to those problems

How can we do it?

- Brainstorming techniques
- Codesign
- Serious play
- Inclusive facilitation / prioritization
- Collective imagining

4 - Prototype

What is it?

Bringing early ideas to life - creating scaled-down versions of concepts, products or services to showcase and experiment with.

How can we do it?

- Low-fi prototyping
- Hi-fi prototyping

5 - Test

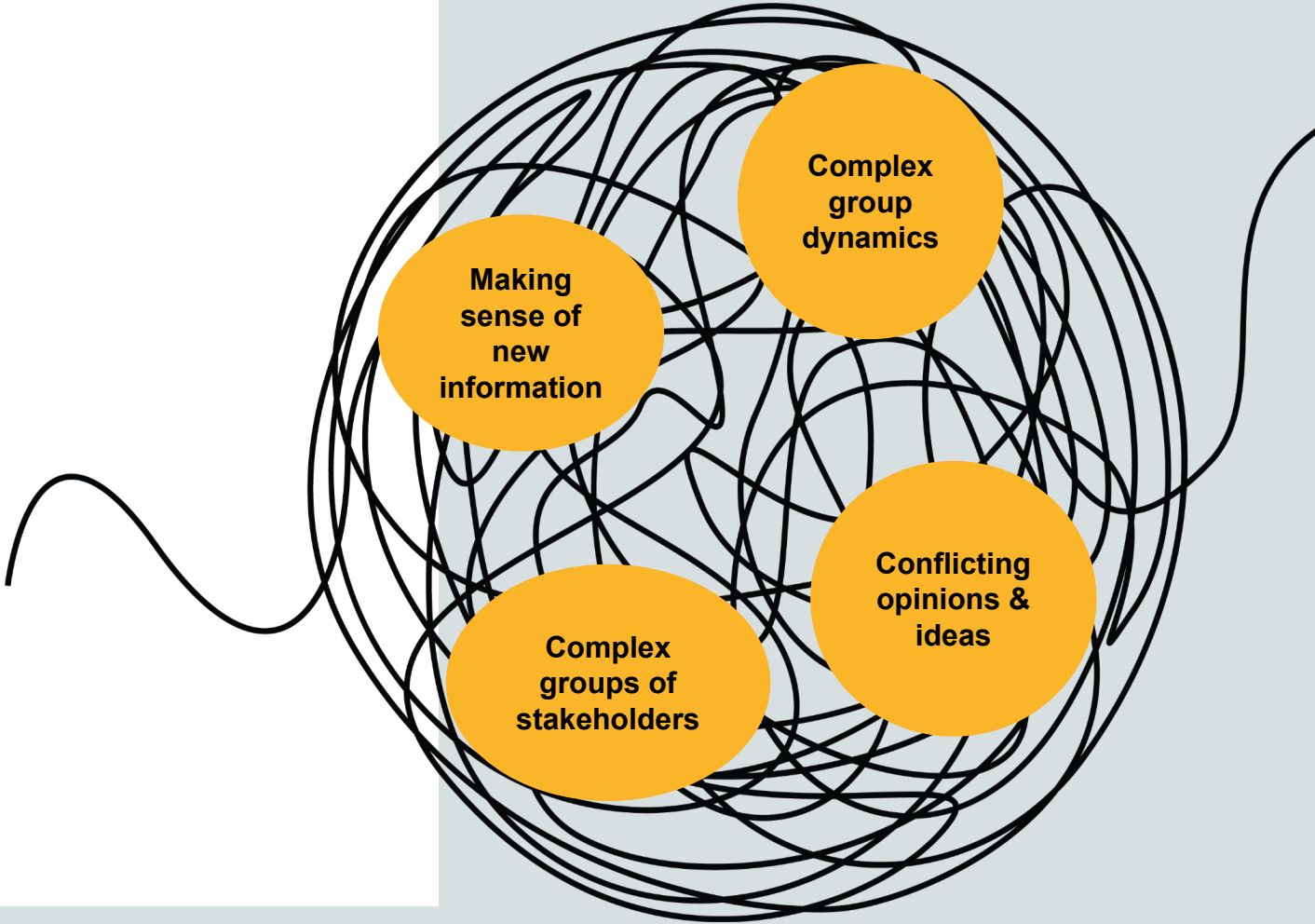
What is it?

Exploring how well your ideas / prototypes can address identified problems.

How can we do it?

- Evaluative interviews
- Compare alternatives / prioritize
- Observe user engagement
- Testing games

v Reality


Complex group dynamics
Making sense of new information
Conflicting opinions & ideas
Complex groups of stakeholders

Why we think we've been hired

What we think...

Opportunities

Widen how we **empathise** and **ideate**

Deepen **participation**

Drive **inclusive facilitation**

Reduce **sector complexity**

Widen **community engagement**

Building a **“plug and play”** project toolbox

Ways of working

Integrate design and PM teams

Streamline research analysis

Experimental approach

What we think *you* think...

Help us innovate with **interviews**

Build out **systems-focused** project tools

Professionalise what we're doing

Catalyse pursuit of our new **strategy**

Now let’s challenge those assumptions

Empathise Live

On a scale of 1-5, rate how skilled you/we are in working through each of the design thinking steps, both individually and as an organisation:

1 = Beginner 5 = Expert

Think and add to post-its (5 mins):

1. In which ways do/don't you already approach projects from a design thinking perspective?

2. Where/what you think are the biggest opportunities for **you** *or* **Care City** to benefit from design thinking?

Pair discussion (7 mins)

Share back (3 mins each)

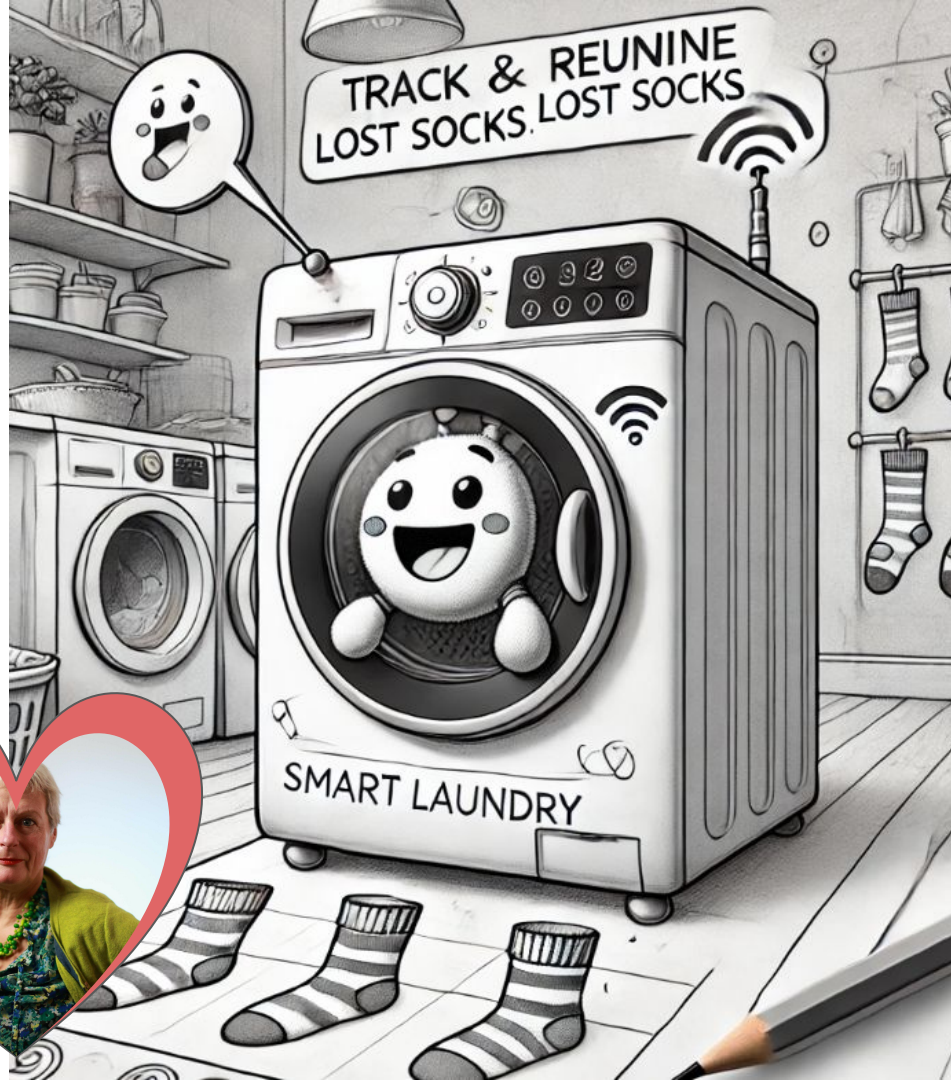
The Human Centred Design Process: Steps and Tools

1.

How might we develop a coffee maker that brews coffee based on the user's mood, using sensors to detect stress levels and suggesting the perfect coffee blend and strength?

2:

How might we design a smart laundry system that helps people track and reunite lost socks, making laundry day more fun and less frustrating?



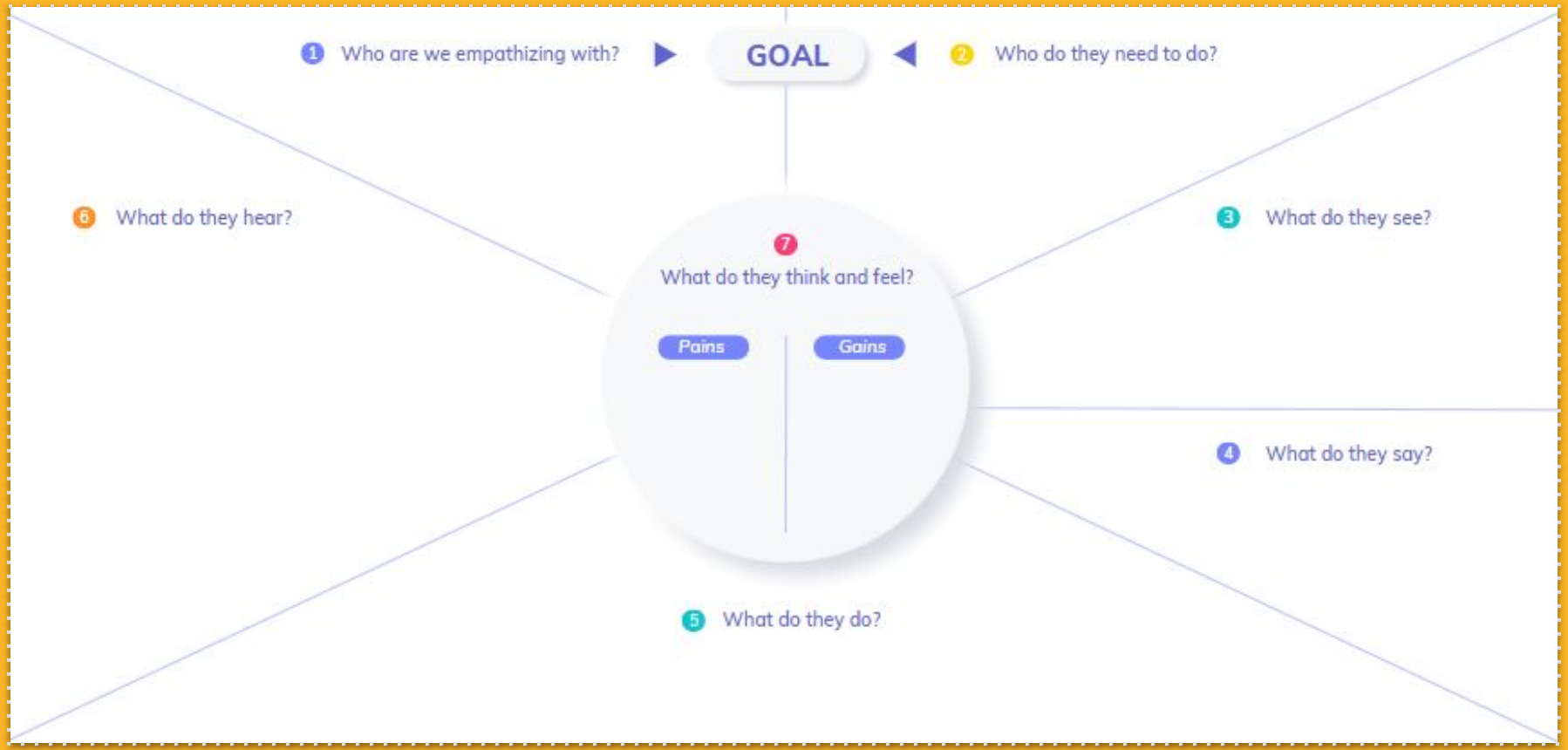
3:

How might we design a fun and portable fitness kit that lets people work out anywhere, even in small spaces like an office or apartment?

1.

Know your users

10 mins


1 Who are we empathizing with?
GOAL
2 Who do they need to do?
6 What do they hear?
3 What do they see?
7
What do they think and feel?
Pains
Gains
4 What do they say?
5 What do they do?

2.

Journey Mapping

10 mins

	Awareness	Consideration	Decision	Retention
Objectives				
Actions				
Experience/ Emotion				
Barriers				

3.
Crazy 8s (Ideation)

8 mins

1.	2.	3.	4.
5.	6.	7.	8.

What's shifted for you today?

Tell us one about one prior belief, thought or assumption you had, which you've now revised on the basis of today's session.

What do you think now, instead?

Next steps for us

1. **Synthesise** discussion themes
2. **Reach out** to those absent
3. (You to) **Prioritize** our areas of focus for weeks ahead