

# A wee exercise

**Pair up and ask your partner about their wallet/purse and what could be better (1 minute)**

**Repeat (1 minute)**

**Make a prototype of an improved purse or wallet for them (3 minutes)**

**You have all just designed!**

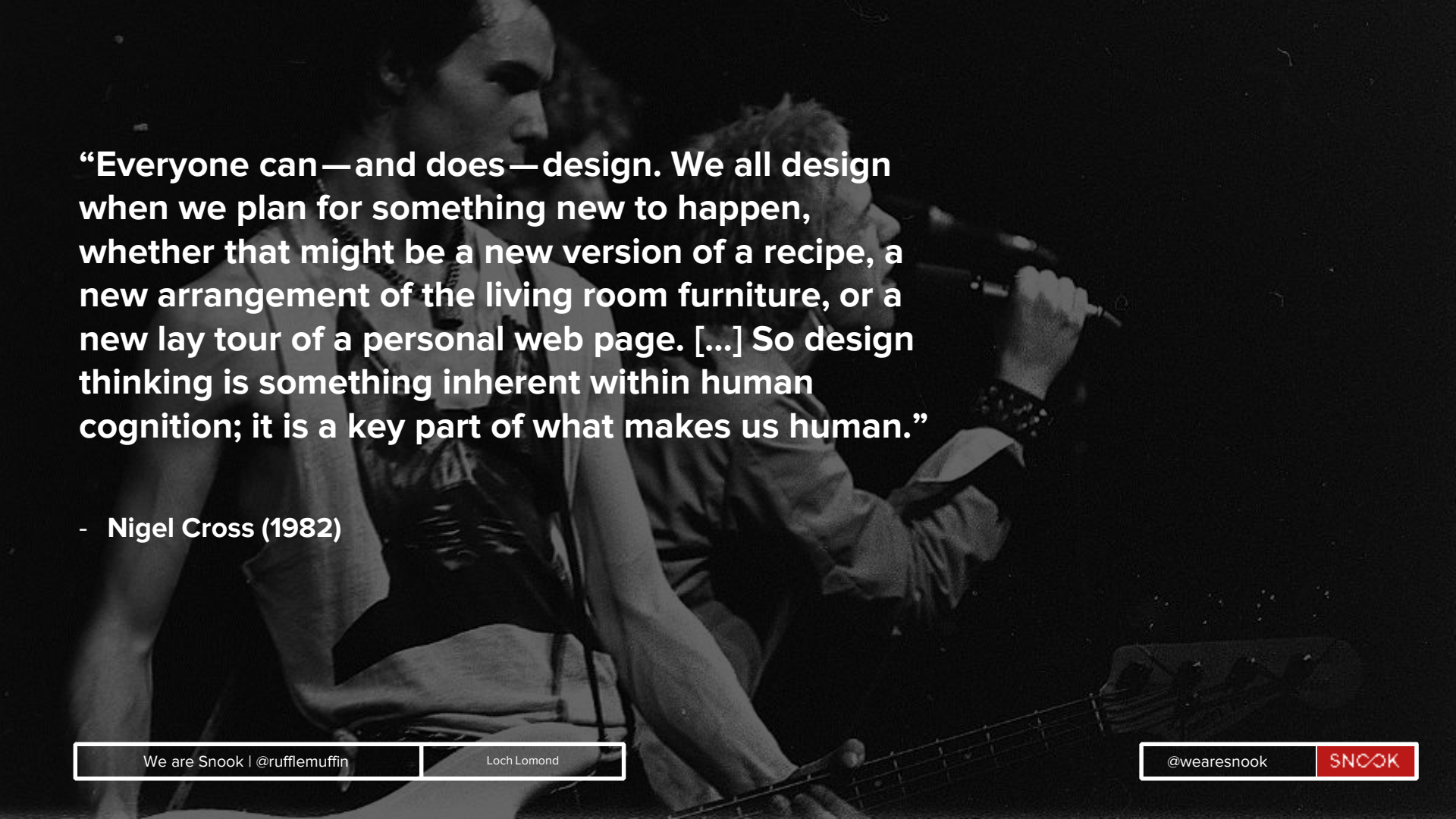
# Design in detail

## For Loch Lomond

Sarah Drummond

Design is viewed in the public eye  
as a highly specialised discipline  
focused on the 'form' of things





**“Everyone can—and does—design. We all design when we plan for something new to happen, whether that might be a new version of a recipe, a new arrangement of the living room furniture, or a new lay tour of a personal web page. [...] So design thinking is something inherent within human cognition; it is a key part of what makes us human.”**

**- Nigel Cross (1982)**



# Conscious Design

Japan, Kyoto Station, 2017

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Loch Lomond

@wearesnook

SNOOK



NUMBERS BELOW BUTTONS

14

15

16

11

12

13

8

9

10

5

6

7

# Unconscious Design


Edinburgh, Pissed off neighbour

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SNOOK

A woman with short brown hair is sitting at a desk, viewed from the side. She is wearing a dark long-sleeved top and is typing on a silver laptop. On the desk, there is a large Dell monitor, a telephone, a small potted plant, and a cup of tea. In the foreground, there are stacks of papers and a red folder. The background shows a window with blinds and some papers pinned to the wall.

**“I spend most of my working day typing and inputting services plans, filing, etc., all admin tasks.”**

**The British Association of Social Workers and Social Workers Union**



# Administration costs us people

We have created systems that don't solve problems.  
They create more work, cost us more to run and take us  
away from the frontline

# Eye Drop Chart Following Cataract Surgery

- Remove eye shield at 3pm + Same Eye Drops with Cool Gels
- Maxitrol 1 drop 4 times a day for 4 weeks then stop
- Use chart to tick off when drop has been instilled

	Date	8 AM Breakfast	1 PM Lunch	6 PM Evening Meal	11 PM Bedtime
Day 1	28/3/18				
Day 2	29/3/18				
Day 3	30/3/18				
Day 4	31/3/18				
Day 5	1/4/18				
Day 6	2/4/18				
Day 7	3/4/18				
Day 8	4/4/18				
Day 9	5/4/18				
Day 10	6/4/18				
Day 11	7/4/18				
Day 12	8/4/18				
Day 13	9/4/18				
Day 14	10/4/18				
Day 15	11/4/18				
Day 16	12/4/18				
Day 17	13/4/18				
Day 18	14/4/18				
Day 19	15/4/18				

We accepted that things were the way they are because ‘they’ve always been that way’



and Exeter  
NHS Foundation Trust

## Cataract Surgery

BATHIE EYE LIDS W/

for 4 weeks then stop  
op has been instilled

6pm

11pm


Evening Meal

Bedtime

We accepted that things were  
the way they are because  
'they've always been that way'

We have new materials to design with from governance to politics, people to policy





**We have  
unconsciously  
*designed* complex,  
broken and hard to use  
services**



A photograph of an NHS Scotland staff member, likely a nurse or healthcare worker, holding a large, thick, yellow folder or binder. The staff member is wearing a dark blue NHS Scotland uniform with a name tag that reads "Kate White". The background is slightly blurred, showing a clinical setting. The entire image has a semi-transparent red overlay.

**Every organisation is a  
collection of micro design  
decisions, made on a daily  
basis that form our user  
experience**

If our system is to work we have to  
all *consciously design* together

**Can we all design?**

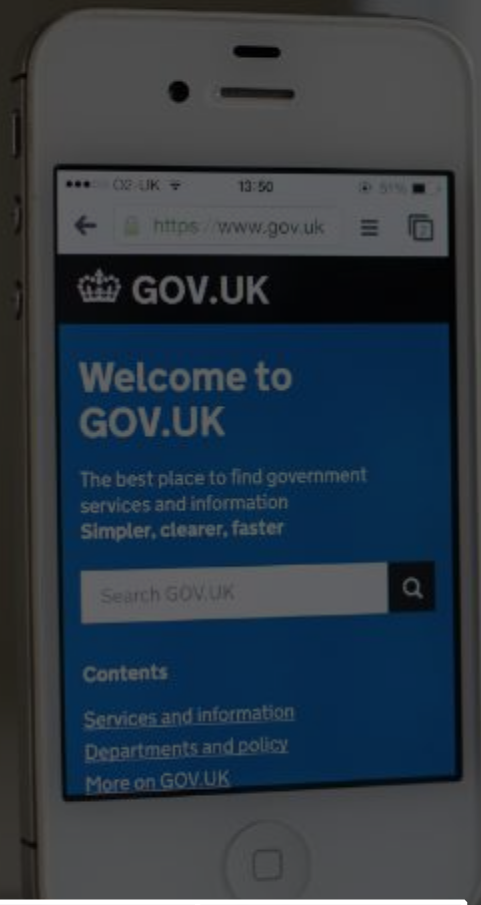
And what does this mean for  
designers?

ers to cre  
use duri  
g

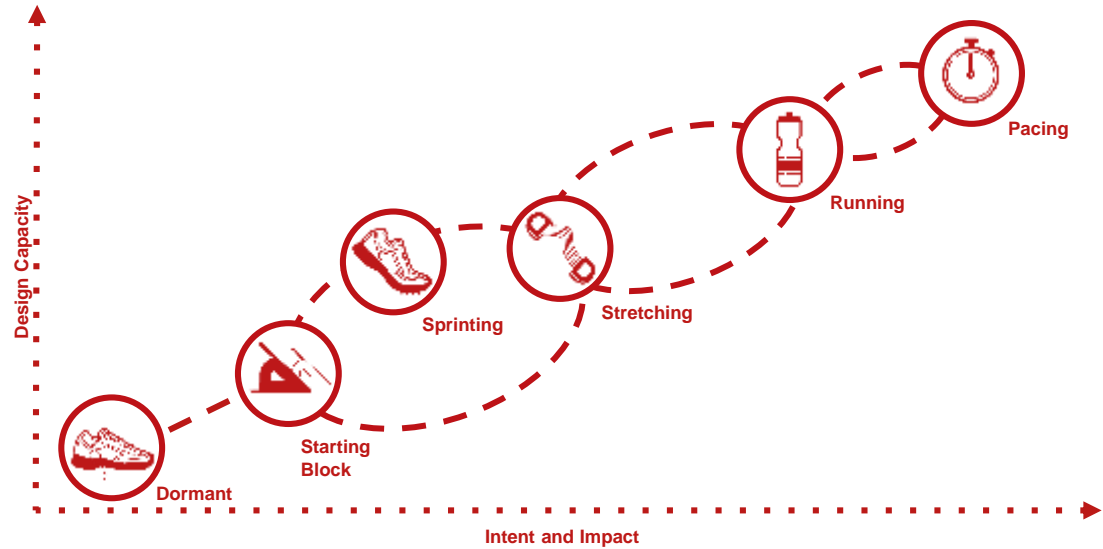
A black and white line drawing of an elderly woman with curly hair, wearing a long coat and a small bag, leaning on a cane. The drawing is positioned on the right side of the page, partially overlapping the text 'ers to cre' and 'use duri'.

# Government as a platform

Building products and services whilst developing capabilities across all Government departments



# Building user-centered organisation framework



# So how does design work?

## Final Model

*Lo Bona Cintia is all about beauty.  
Expensively produced for those of aristocracy  
it promotes vanity and self obses-  
sion. It is for those who take pride in the  
appearance of their clothes, outside of the loom  
and inside the wardrobe.*

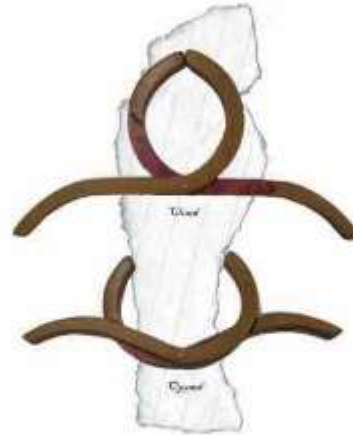
*Get a bit of money to spare? Then Lo Bona  
Cintia is the new vintage must have accessory.*



*Wearing in person*



*By the fashionably*

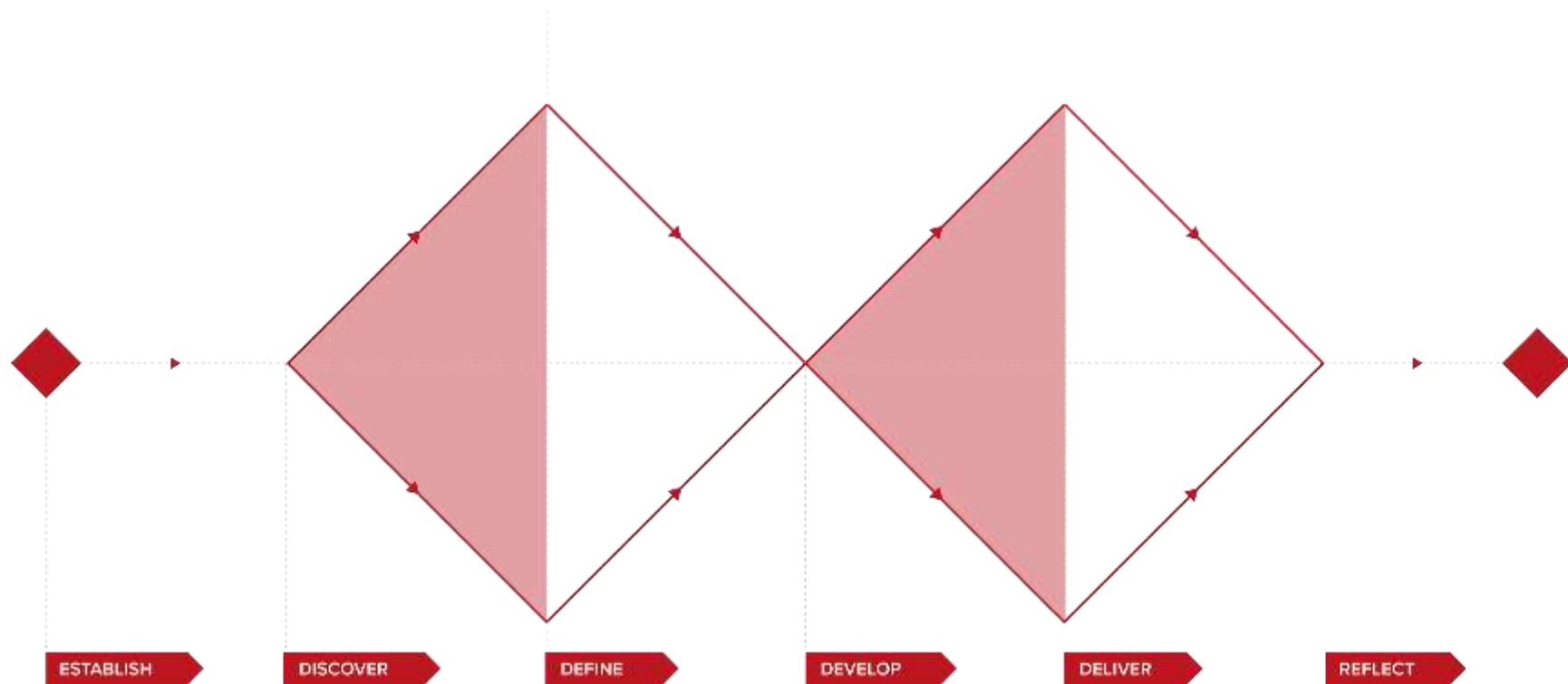


*Closest to reality of picture*



*Easy to remove from suit*





Print Name

# ESCORTED VISITOR

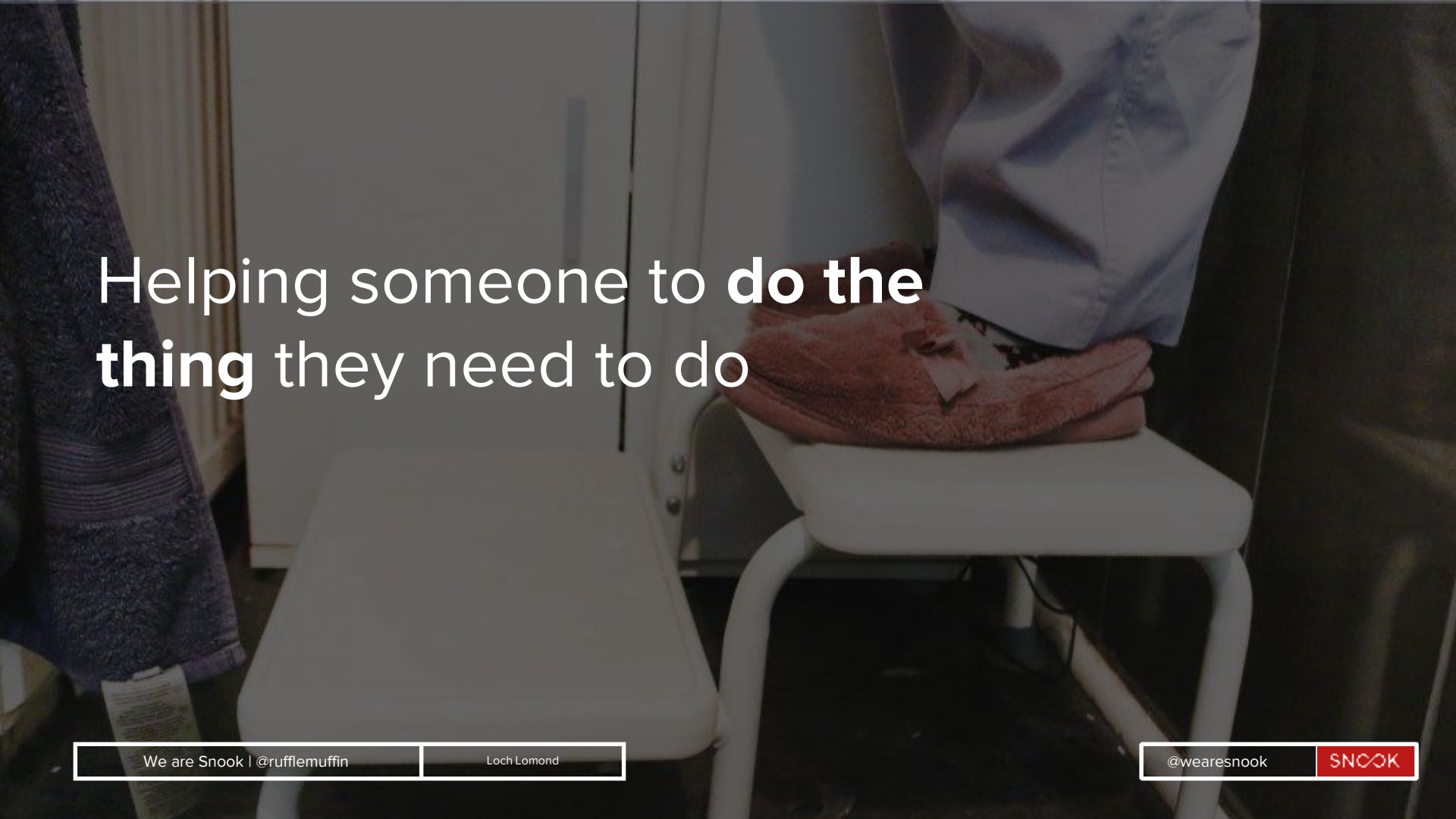
VALID ON

PASS NO. 034509


A blue train is stopped at a station platform. The train's doors are open, revealing the interior. The platform is empty, and a vending machine is visible on the right side. The scene is dimly lit, suggesting it might be nighttime or in a covered station.

# Service Design is the design of services





Helping someone to **do the thing** they need to do

A hand is shown inserting a banknote into a machine labeled 'CASHLINE'. The machine has a screen and a keypad. Below the keypad, there are logos for various payment methods: Mastercard, Visa, and others. The text 'ALL MAJOR CARDS ACCEPTED' is visible on the machine. The background is dark and out of focus.


Every **touchpoint**,  
**interactions** on  
**every** channel

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Loch Lomond

@wearesnook

**SNOOK**

A photograph of a hospital corridor. In the foreground, a metal trolley is heavily loaded with large, thick stacks of papers and documents, some tied with rubber bands. The papers appear aged and disorganized. The background shows a typical hospital hallway with blue carpeting, white walls, and other medical equipment like a gurney and a mobile cart in the distance. The lighting is somewhat dim, creating a somber or overwhelmed atmosphere.

**Front to back,  
back to front,  
inside and outside  
the organisation**

We explore  
**business processes**  
in alignment with what  
people **experience**





## Joined-up channels

We ensure touchpoints line up across all channels for the customer and that your service is efficiently delivered.



## User-centred

We research and understand how people experience your service in order to improve it.



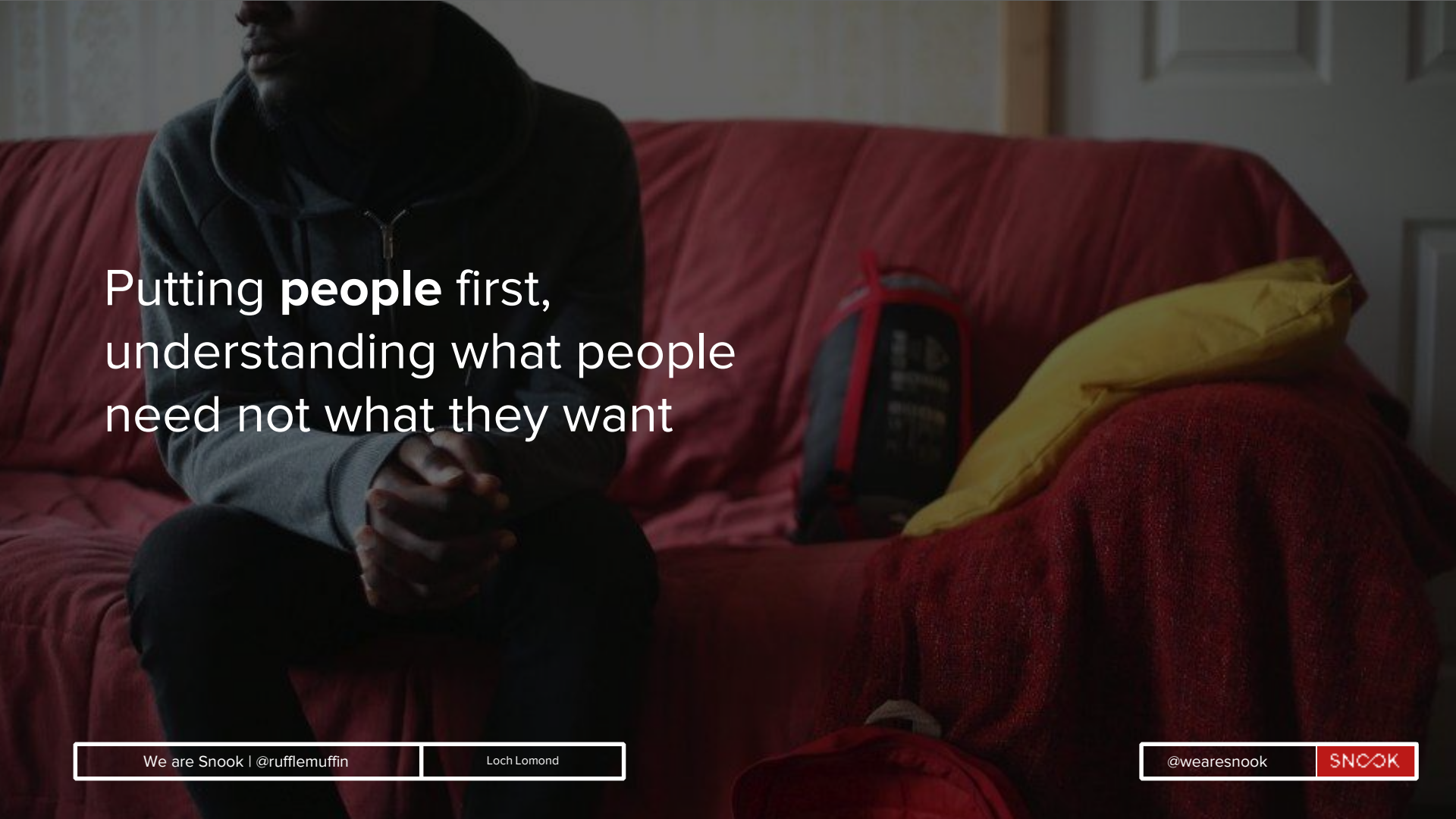
## End-to-end experience

We map end-to-end journeys and ensure customers can easily transact with you.





Design is **grounded**  
by **user research**



Putting **people** first,  
understanding what people  
need not what they want



A person wearing dark blue NHS Scotland scrubs is holding a large, thick folder filled with many papers. The folder is yellow and the papers are of various colors. The person's name tag reads "Ruth Wilson", "Senior Charge Nurse", and "X1". The NHS Scotland logo is visible on the scrubs. The background shows a desk with a computer mouse and a fire extinguisher.

End users are staff too

# Working visually

Communicating ideas  
through form, **interrogating**  
**touchpoints**



**Design is everything**  
The function, the language,  
the service name, the end  
delivery





## Naming the service

Thinking from the user perspective, what they search, what they want to do

# Channels and touchpoints

From a phone call to the website, a form to the interview. It's all the user experience

# Testing and prototyping to develop products and services

TELL  
ME  
YOUR  
FAILURES



**Continuous Improvement,**  
constantly delivering  
improvement, not just  
delivering a new product

# We can start with;

Problems

Hypothesis

Ideas

Opportunities

Future Trends

# Examples in practice

**Transforming a health  
service from bad to  
best in show**  
Addaction IAPT  
services

**Compassionate  
Determined  
Professional**

**Come and see us,  
we can help you**

# Re-designing the approach to Consultation in Loch Lomond



# **LIVE** PARK

PLANNING FOR THE FUTURE OF OUR NATIONAL PARK

**Placing People at the Heart of Planning**

**LIVE**  
PARK



**LIVE**  
PARK

## **What are the user needs?**

Does a parent need the full main issues report?

What do commercial builders need?

What does the Scottish Government need?

Designing the hierarchy of content and information



go live?

listened, see case 1st

What are you interested in?

TRANSFORM

LUSS

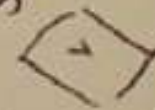


6 to 1000 (GROSS)

TRANSFORM	WALL
PHYS	PHYSIC
PHYS	PHYSIC
PHYS	PHYSIC

START

KEY PLAN



SCROLLING PAGE

PHYSIC





#PlanningBuzzword "Charrette"



LomondTrossachs



92

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**What is a Charrette?**

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Introducing the Suzuki Vitara S. Performance &amp; efficiency combined.



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[www.masterclass.com/jp](http://www.masterclass.com/jp)

The world's best-selling author teaches his techniques and tricks of the trade



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LIVE Park

11 January at 19:25 · 🌐

Would you like to be involved in a new initiative that will help shape the future of Balloch?

Loch Lomond & The Trossachs National Park is working in partnership with [West Dunbartonshire Council Information and Updates](#) to run a Balloch 'charrette' (a design-led workshop) in February and March and would encourage you to get involved.

The aim of the 'charrette' is to involve people who live, work, visit and invest

- 🔗 LIVE Park aims to make Loch Lomond & The Trossachs National Park a great place to:
- Live
  - Invest
  - Visit
  - Experience

Find out more at [www.nurlivpark.com](http://www.nurlivpark.com)





*"We found the Main Issues Report to be an exemplar in its use of images and graphics to engage the reader and to convey the messages of the document. We welcome that the MIR identifies overarching themes for the Local Development Plan which include Placemaking and Sustainability"*

Extract from the Scottish Governments formal response to  
Main Issues Report Consultation



**The Scottish Government**

# Service Design at the national park



**Service Design at the national park is about building design capability to develop services across the National Park that meet the needs of people and the environment**

# The challenge and our users

# Prototyping

**Early investment into design and prototyping** is a form of risk mitigation.

It saves money in the long term and gets things right for people first time



# A prototype is anything a person can look at and respond to

- Jake Knapp, Design partner at Google Ventures and  
author of *The Sprint Book*

# Hypothesis

A hypothesis takes a scientific approach to design.



## What makes a good hypothesis?

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- Answerable
- Testable
- Actionable



## 3 parts

A easy way to write a hypothesis is to break it into 3 parts:

- The intervention or action  
“We believe...”
- The business or user outcome  
“Will result in...”
- The evidence it’s based on  
“Because...”

**We believe** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Will result in** \_\_\_\_\_

\_\_\_\_\_

**Because** \_\_\_\_\_

\_\_\_\_\_



## Example

Mat owns an ice-cream truck.

His **sales figures** and **conversations with customers** have lead him to believe that **chocolate is by far the most popular flavour**.

His team have a hypothesis that:

**We believe** that increasing the menu to 3 types of chocolate ice-cream

**Will result in** boosted sales of triple scoop cones

**Because** customers will want to try all the chocolate flavours at once

# Testing the theory

In prototyping, we build a hypothesis about what we think is right or will happen.

It is our job to validate or break this.

You can use this 2 step template to **design your experiment.**

To find out if this is true,  
we will \_\_\_\_\_

And measure \_\_\_\_\_

## Hypothesis

**We believe** that increasing the menu to 3 types of chocolate ice-cream

**Will result in** boosted sales of triple scoop cones

**Because** customers will want to try all the chocolate flavours at once

## Experiment

**To find out if this is true,**  
**we will** buy in 1 months supply of 2 extra chocolate flavours

**And measure** the sales of triple cones in August and the excitement of customers to the extra flavours (noting any specific comments)