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
Unconscious Design
Edinburgh, Pissed off neighbour
“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
We accepted that things were the way they are because ‘they’ve always been that way’
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
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?
Design Thinking refers to creative strategies designers use during the process of designing.
Government as a platform

Building products and services whilst developing capabilities across all Government departments
Design Capacity

Intent and Impact

Dormant

Starting Block

Sprinting

Stretching

Running

Pacing

Building user-centered organisation framework
So how does design work?
Loch Lomond
Sarah Drummond | @rufflemuffin
@wearesnook

Final Model

Le Beau Costume is all about beauty. Exquisitely produced for those of aristocracy, it promotes vanity and self obsession. It is for those who take pride in the appearance of their clothes, outside of the home and inside the wardrobe.

Get a bit of money to spare? Then Le Beau Costume is the new vintage must have accessory.
Service Design is the design of services
Helping someone to **do the thing** they need to do.
Every touchpoint, interactions on every channel
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
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
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
Re-designing the approach to Consultation in Loch Lomond
Placing People at the Heart of Planning
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
#PlanningBuzzword "Charrette"
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
“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
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?

- 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...”
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 month's 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).