

# Future of Service Design

# Welcome

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# **Welcome & Introduction:**

**The Design Council is the national strategic body for design.**

**Our mission is to inspire and enable the best use of design to make the UK a more competitive, creative and sustainable nation.**

# Design?

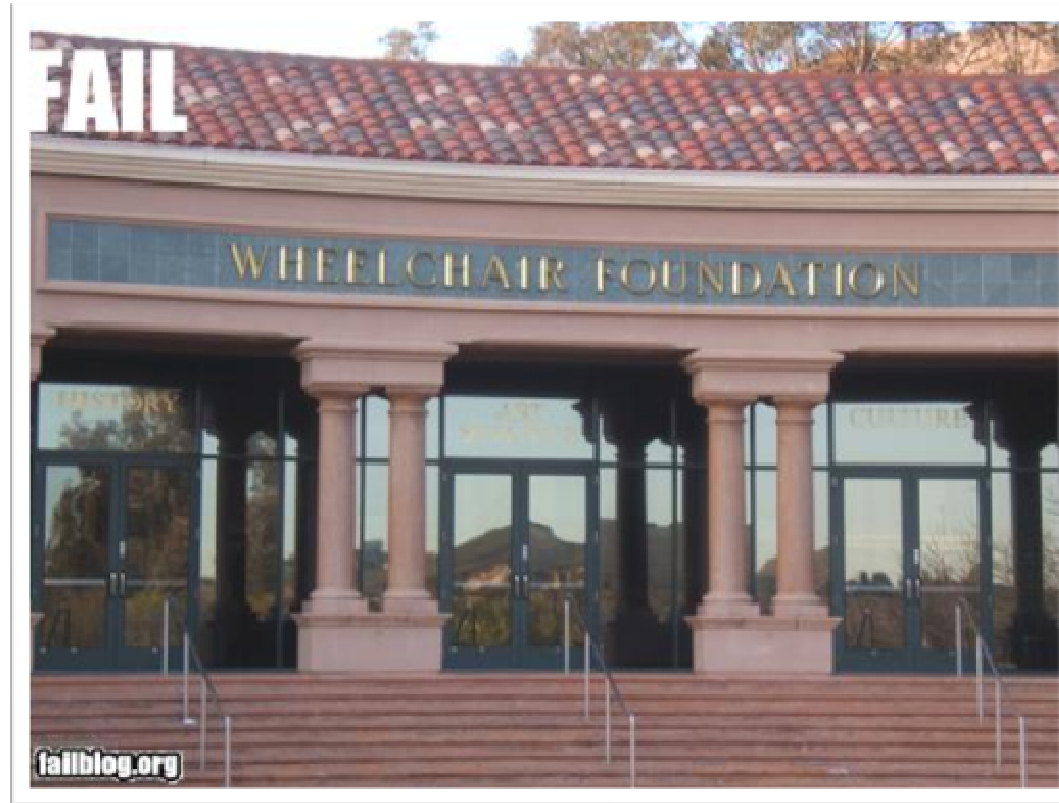
What has design got to do with public services?

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# What is Design?

- Perhaps an interesting place to start might be looking at things that have been poorly designed...

# Design?



# Design?



# Design?



# Design?



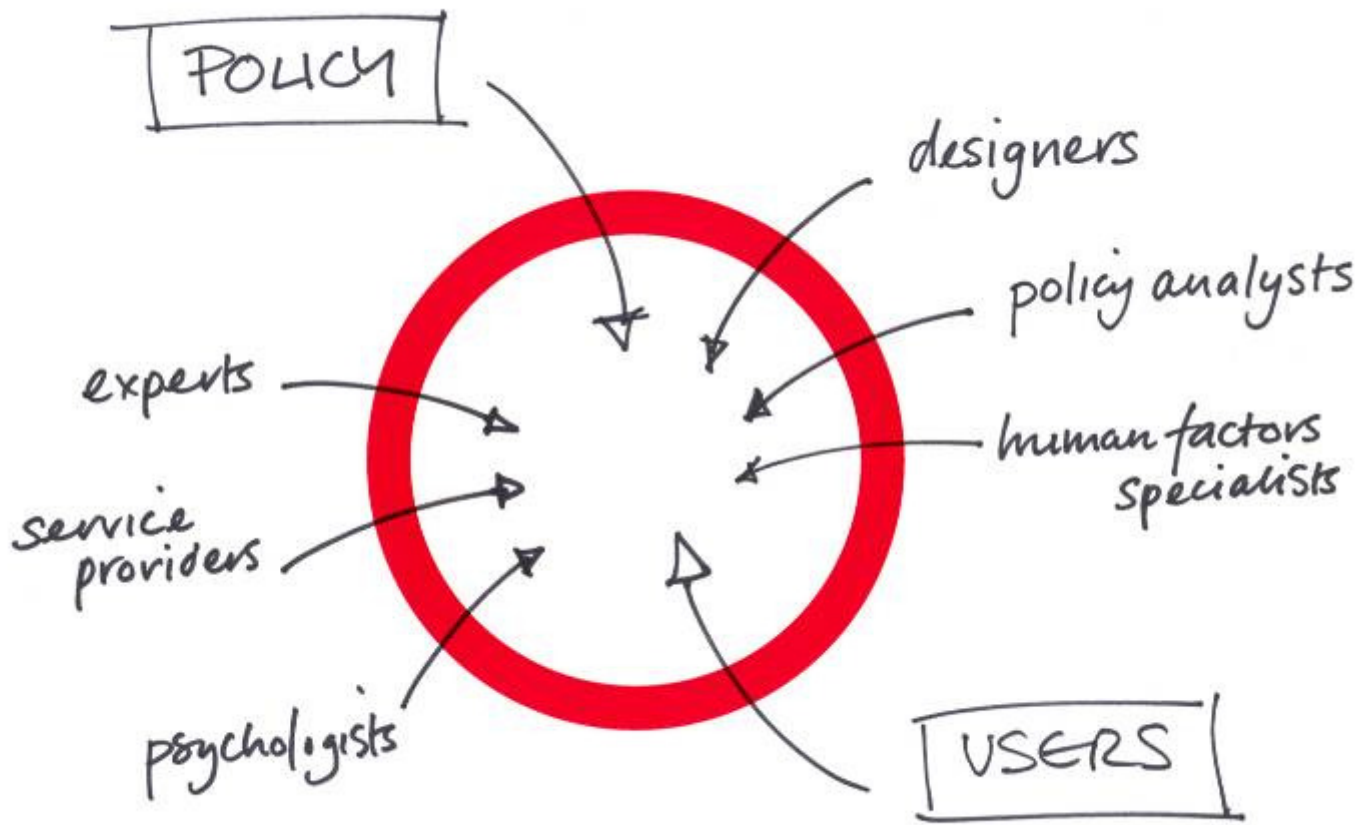
# Design is:

- Understanding people by looking at their world in new ways
- Making things visible and tangible (and simple...)
- A way of managing risk by trying new things out as prototypes

# Design is:

- A practical process to manage ideas
- A bridge between Creativity and Innovation
- Useful and usable by any organisation, group of stakeholders, or community...

# Policy & Practice meet by Design



# Looking for



**Economic goals**  
(Value for money)



**Technical goals**  
(It can be done)



**User goals**  
(It delivers for people)

# Why Design?

What does design bring to service innovation?

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**1. Design looks to  
understand people's  
needs & motivations**

# Understanding people



# Understanding people

People don't always do what they say they do...



# Understanding people Helps to generate ideas:



# Understanding people

## Why?

- People don't always do what they say they do
- It reveals things that are not immediately obvious
- It helps to generate new ideas
- It helps to prioritise decision making
- It provides a common focus for large organisations

## **2. Visible & Tangible (and simple...)**

"Quadruped. Graminivorous.  
Forty teeth, namely  
twenty-four grinders, four eye-  
teeth, and twelve incisive.  
Sheds coat in the spring; in  
marshy countries, sheds hoofs,  
too. Hoofs hard, but requiring  
to be shod with iron. Age  
known by marks in mouth."

*Charles Dickens – Hard Times*

"Its got four legs, eats grass,  
goes 'neigh' and  
you can ride on its back."



**Visible, tangible and simple**  
Can be used where words don't work

**Words.**

# Visible, tangible and simple

## Why?

- Easier to understand
- Better conversations
- Easier to remember
- Can be used where words don't work

**3. Designers manage risk by trying things out quickly and cheaply**

# Quick & cheap testing

Rarely do people get something right the first time. However, where most people pilot, designers prototype.



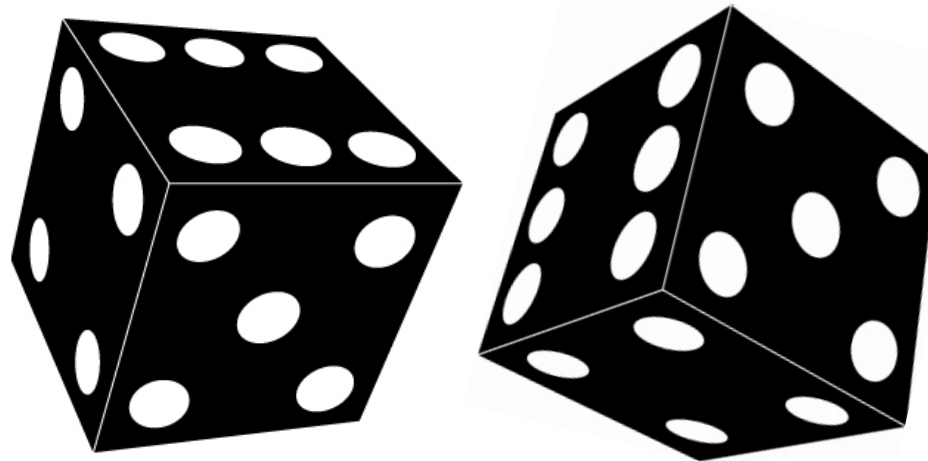
# Quick & cheap testing

When trying things out, it's best to fail early and fail often (as long as it doesn't cost a lot) – Design prototypes follow a code of early, ugly, and often.



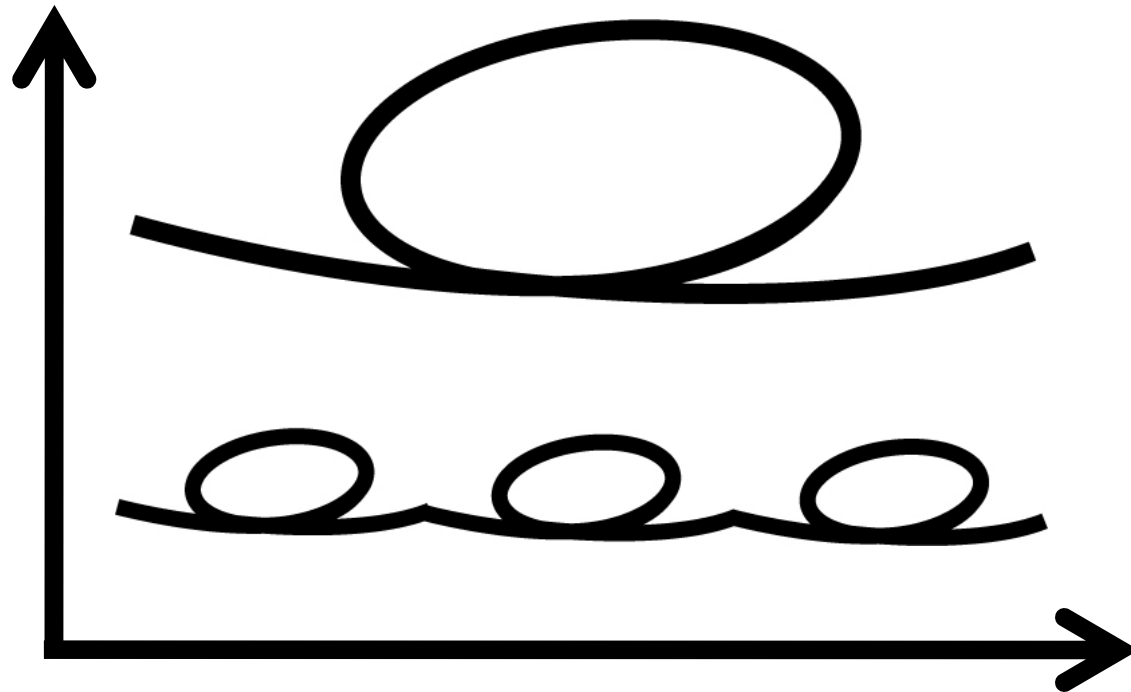
# Quick & cheap testing

This helps to manage risk because before you spend a lot of money rolling out an idea, you have tested and improved it.



# Quick & cheap testing

Prototyping early, ugly and often gives more cycles of test and improve, for the same time and cost.



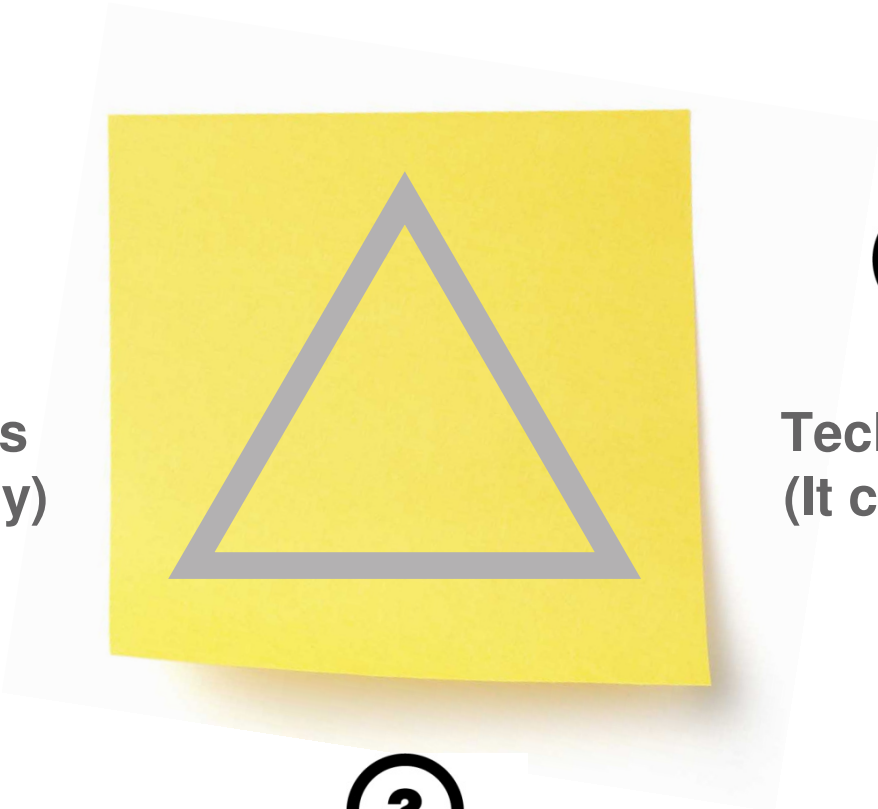
# Quick & cheap testing



# Allows you to test for...



**Economic goals**  
(Value for money)



**Technical goals**  
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**User goals**  
(It delivers for people)

# Quick and cheap testing

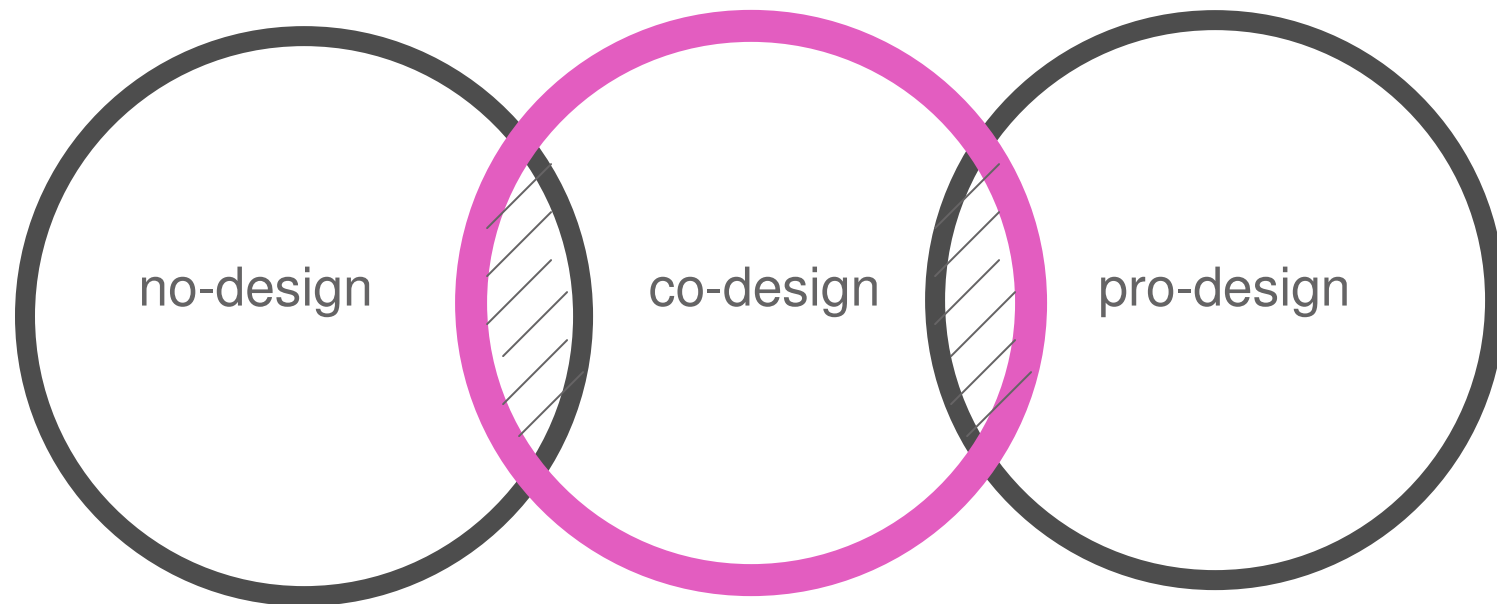
## Why?

- Allows you to:
- Fail early and cheaply
- Discover more about what people want by making things tangible
- Technically understand how something could work

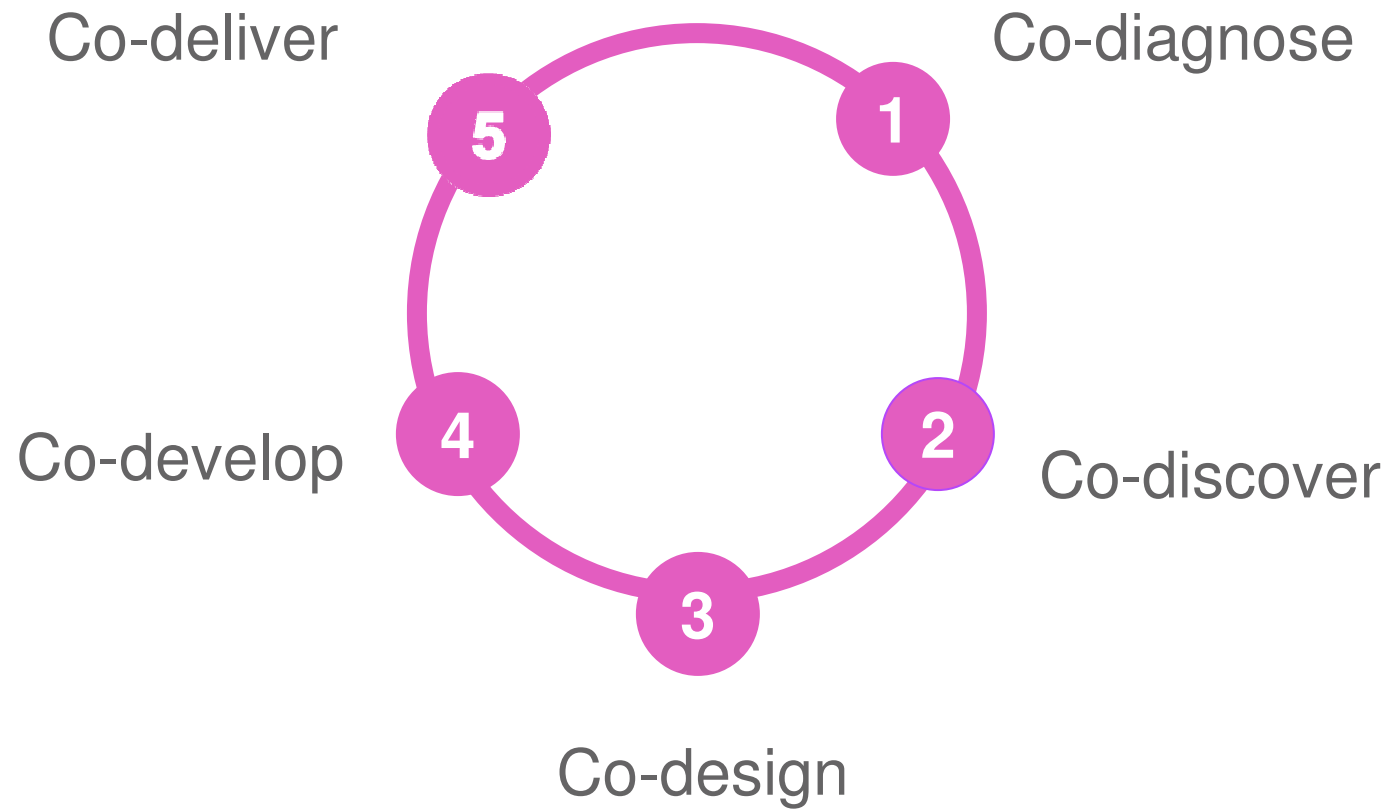
# What does the future look like?

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# Co-design Model



# What makes Co-design different?



# Case study

## Alzheimer 100

**Wouldn't it be great if practical steps were taken to improve the lives of people with dementia and their carers?**

# Alzheimer 100



# Alzheimer 100



# Alzheimer 100



# Alzheimer 100



# Alzheimer 100 – Outcomes

**National dementia strategy launched in 2008, which included:**

**“Objective 4: enabling easy access to care, support and advice following diagnosis.**

**A dementia adviser to facilitate easy access to appropriate care, support and advice for those diagnosed with dementia and their carers.”**

**Dementia advisors are now being roll-out in 30 sites across the UK**

# Looking Forward



# Why build a new site for Birmingham City Council?

# PUBLISHED: SEPTEMBER 22, 2009

Here's my reasoning and some background on how/why I've been collaboratively putting together [BCCDIY.com](http://bccdiy.com)

Birmingham City Council launched their new website recently, and many people commented that it wasn't up to scratch in terms of value for money, especially given the £2.8m price tag and the rather long time it took to produce.