

DESIGN FOR POLICY

PROMPT

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HOW WE DEVELOPED PROMPT

This Design for Policy PROMPT has been developed by PDR (International Design and Research Centre at Cardiff Metropolitan University) as part of the 'People Powering Policy' project funded by the Arts and Humanities Research Council (AHRC). The models, methods and tools have been iteratively developed, tested and validated over the course of the two year project. The emerging Design for Policy Model has been co-designed in 21 workshops involving 531 civil servants from local, regional, national and overseas governments including, among others.

- Belfast City Council
- Welsh Government, Permanent Secretary's Group
- Northern Ireland Department of Health
- Northern Ireland Department of Finance, iLab
- Scottish Enterprise
- HMRC Digital, HMRC Policy Lab
- Financial Conduct Authority, Behavioural Insights and Design Team
- Ministry of Justice, User-Centred Policy Design Group
- Department for Education, User-Centred Policy Design Team
- Department for Work and Pensions, Policy Exploration Team
- Cabinet Office, Policy Lab
- Latvian Ministry of Culture
- Latvian Ministry of Economics
- European Central Bank
- Singapore Civil Service College



As you will see, the design for policy methods and tools do not represent a significant departure from other design research processes.



The purpose of the model, methods and tools is not to be prescriptive but, as the name suggests, to provide a prompt for action.



DESIGN FOR POLICY

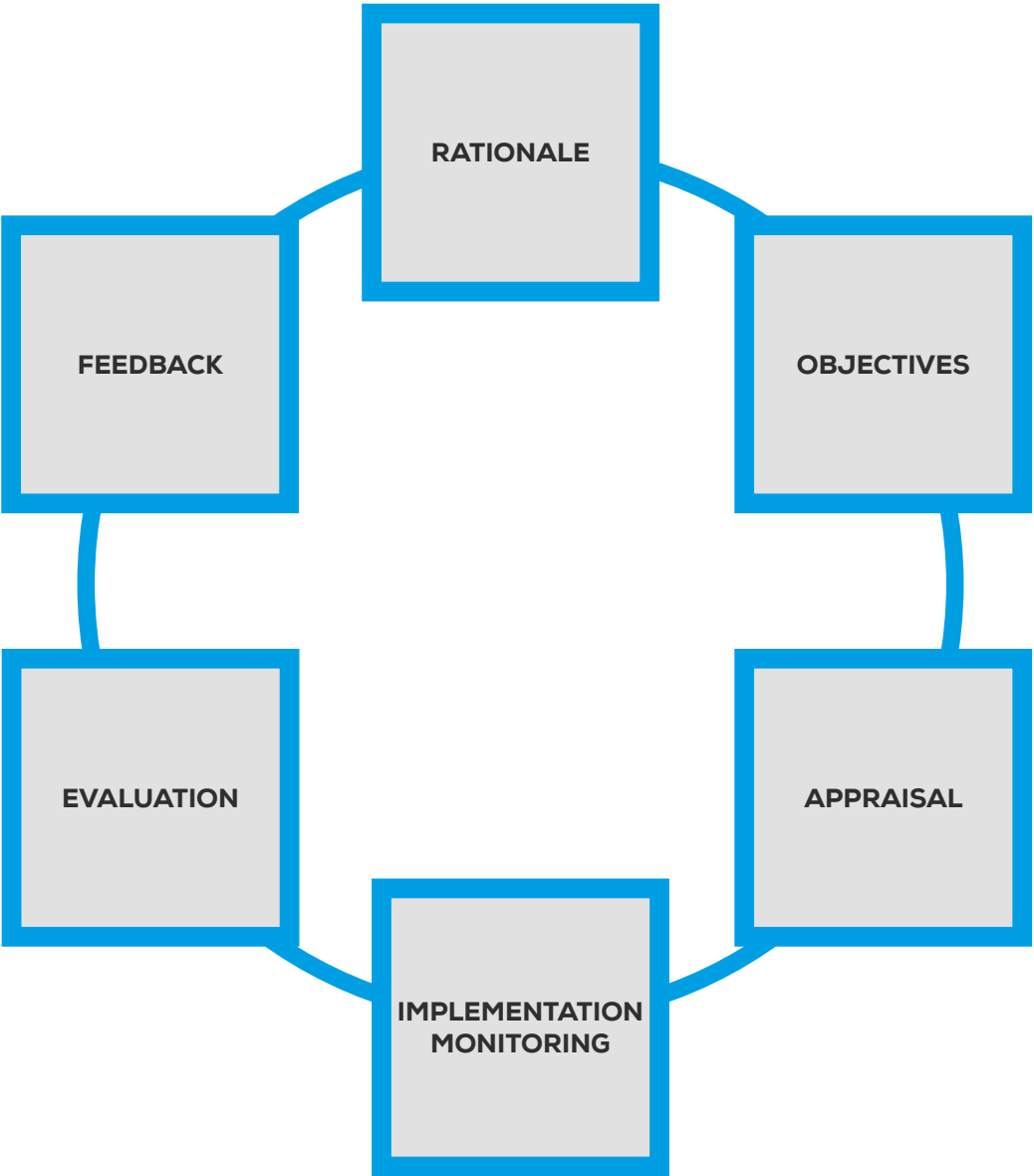
At the intersection between theory and practice on 'design' and 'policy', there is small but expanding knowledge base on the concept of 'design for policy'. Design for policy is a relatively recent phenomenon, rising out of the cross-fertilisation and interdisciplinarity of a variety of design domains including, but not limited to, service design, participatory design, design thinking and co-design.

Government interest in design methods for policy-making has grown significantly since the late 1990s particularly within Policy Labs and User-Centred Policy Design Teams. These are multidisciplinary government teams experimenting with a range of innovation methods, including design, to involve citizens in public decision-making.

Nesta estimates that there are more than 100 Policy Labs across the globe and a study commissioned by the EU Policy Lab has identified 65 in Europe with around 20 in the UK. In the case of design for policy, it could be argued that practice is far in advance of theory.

In the UK, guidelines for civil servants in developing policy are enshrined in the Green Book developed by HM Treasury. The Green Book provides guidance 'to promote efficient policy development' aligning 'government priorities and the expectations of the public' (HM Treasury, 2005:1). The Green Book prescribes a six-stage policy model called ROAMEF (see figure 1).

Figure 1: ROAMEF



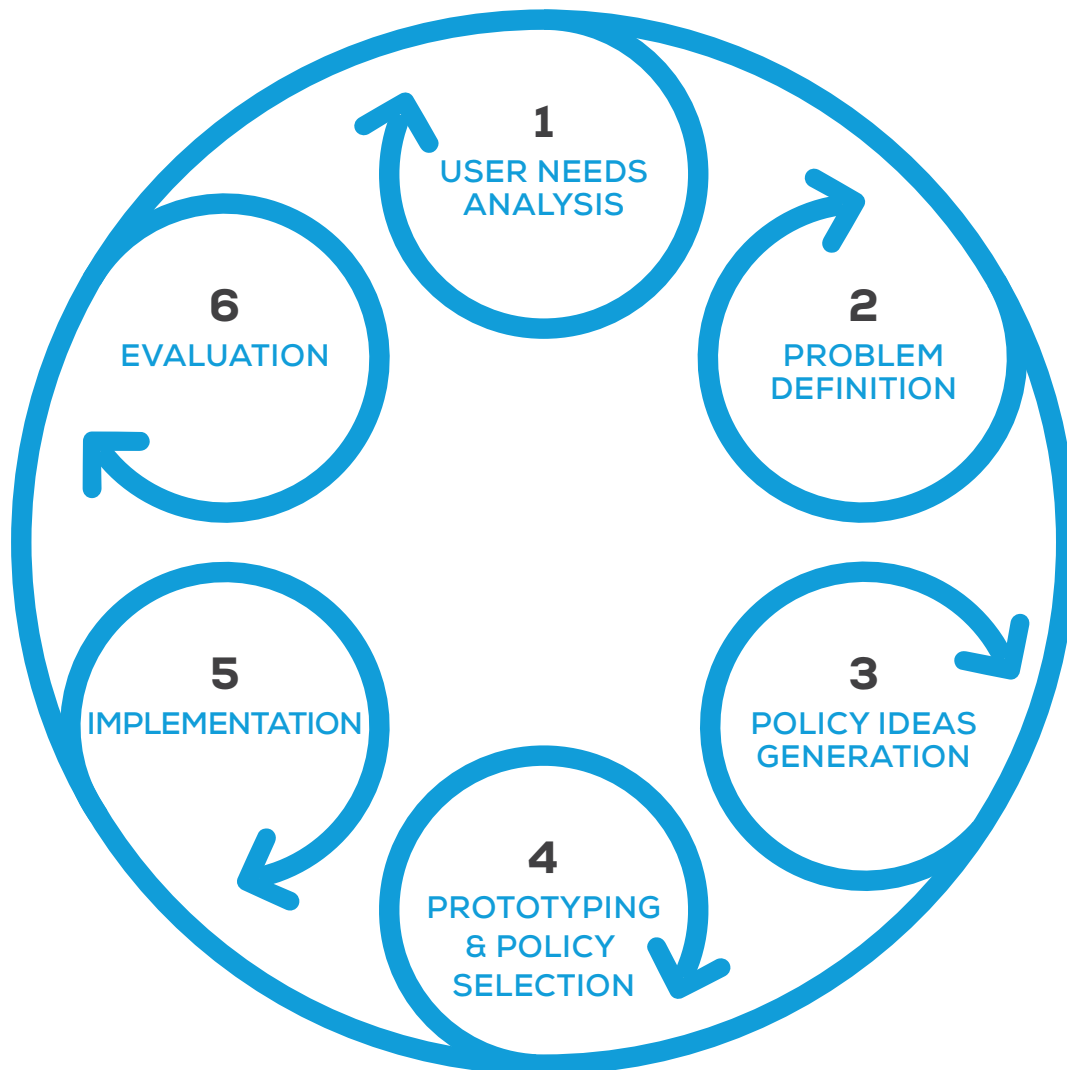
The seemingly intractable challenges facing the UK public sector are familiar to us all. Not only are traditional public services under overwhelming pressure – healthcare, education, transport and policing, among others, but a new wave of threats must be tackled by government – cybercrime, extremism, environmental crisis and global political turmoil. Innovations in the private sector, particularly new disruptive technologies and social media, are eroding public sector authority, challenging established institutional power and contributing to a sense illegitimacy in public governance.

A broad range of interconnected systemic, social, economic and environmental complexities are provoking governments to rethink their approach to public policy development. Our hyper-globalised, hyper-connected world, creates challenges at multiple levels of governances

– local, regional, national and supranational – and as part of certain policy agendas, at least in the UK, there is a drive to take decision-making closer to the citizens.

As such, traditional policy processes are changing. Government teams using design for policy are slowly adapting entrenched policy processes from inside the machinery of government and their promulgation has been rapid. The following emerging Design for Policy Model has been co-created in 21 workshops involving over 530 civil servants from the UK, Europe and beyond between September 2017 and September 2019. It has also be applied to four policy projects with HMRC Policy Lab, Northern Ireland Policy Lab, Financial Conduct Authority's Behavioural Insights and Design Team and the Welsh Government's Permanent Secretary's Group.

Figure 2: Design for Policy Model



As part of a co-design workshop with Policy Lab in the Cabinet Office, Northern Ireland iLab, HMRC Policy Lab, Ministry of Justice User-Centred Policy Design Group, Department for Education User-Centred Policy Design Team, Department for Work and Pensions Policy Exploration Team and Welsh Government Permanent Secretary's Group, design methods and tools have been mapped onto the policy process to identify if, where and how they add value to the policy process. From the experience of the Policy Labs and User-Centred Policy Design Team, it is clear that design adds the most value at the early stages of the policy process particularly during the discovery and challenge definition stages.

Based on the 21 co-design workshops, Policy Labs workshop and four live projects, the model, methods and tools in this Design for Policy PROMPT have been developed based on the needs of the civil servants involved. The tools in this kit can be used across a full design for policy project (or part of the process) as well as to support you in applying design processes to your own team. Through practice, they can help in fostering a design-led culture in your organisation.



METRICS
+ IMPACT.

SECTION 1: PRACTICE WHAT YOU PREACH

Design is about challenging entrenched assumptions. So it is important to constantly reflect on your own design practice. Whether you are considering establishing a Policy Lab or User-Centred Policy Design Team or your team is in its second, third or more year of existence. Building a long-term, sustainable capacity for design in government begins with applying the approaches to your own team and organisational challenges.

The sections includes three tools:

- Lab Propositions
- Policy Mapping
- Innovation Methods and Design Tools Cards

Design for Policy is an approach to problem-solving that starts with user needs and ideally involves users and every stage of the policy process.



Policy Lab Proposition

pdr.

How to use this tool

With a diverse team involving representatives across the policy cycle, address the questions in each of the boxes.

When to use this tool

Use this tool at the start of your project.

PROPOSITION

What is the vision? What is the operating model? How do clients hear about your services? Is it a physical space?

Client
first

Service
model
- how, who, where
- integrated
- self-organising

Integrate
the service
into the
local system

Find
a
physical
space
[to be used]

PEOPLE

What skills do people need? How will you build wider capacity for service design?

Team of
service
designers

Skills
needed
- design
- service design
- facilitation

Service
design
capacity
building

Service
design
specialists
- service design

Service
design
specialists

Service
design
specialists

Service
design
specialists
- service design

Service
design
specialists

PRODUCT

What services are available? What costing model? What promotion is needed?

Buildings
Quality
Accessories

Service
model

Use
concepts

Service
model

Service
model

Service
model

1. Service
model
[to be used]

2. Service
model
[to be used]

3. Service
model
[to be used]

4. Service
model
[to be used]

5. Service
model
[to be used]

6. Service
model
[to be used]

PROJECT

What does a typical project 'journey' look like? How long does a project take? What is the selection criteria for projects?

1. Service
model
[to be used]

2. Service
model
[to be used]

3. Service
model
[to be used]

4. Service
model
[to be used]

5. Service
model
[to be used]

6. Service
model
[to be used]

Service
model
[to be used]

Service
model
[to be used]

Service
model
[to be used]

LAB PROPOSITIONS



<6 people



3-6 hours



2 tools

AIMS

To explore (or revisit) the Proposition, Products, People and Projects to build capacity in design for policy within your organisation.

OBJECTIVES

To stimulate discussion among users and stakeholders about the purpose, methods and operating model (Proposition) of the Lab or Team and its raison d'être.

To identify what services or products could be offered by the Lab or Team to the rest of the organisation or beyond (Products).

To review the approaches, governance and people skills of the Lab or Team (People).
To reflect on selection criteria, timelines and metrics of success (Projects).

HOW TO USE IT

Brainstorm ideas around the Lab's proposition statement, skills people need, products or offering, project selection criteria. Then refine your ideas and record your final selection on the Policy Lab Proposition tool. Remember to share your reflections with the groups.

<p>PROPOSITION</p> <p>What is the vision? What is the operating model? How do clients hear about your services? Is it a physical space?</p>	<p>PEOPLE</p> <p>What skills do people need? How will you build wider capacity for service design?</p>
<p>PRODUCT</p> <p>What services are available? What is the costing model? What promotion materials are needed?</p>	<p>PROJECT</p> <p>What does a typical project 'journey' look like? How long does a project take? What is the selection criteria for projects?</p>

The Policy Lab proposes...

Skills needed in the team:	Product
----------------------------	---------

Our selection criteria:

How we will measure success:

REFLECT & MOVE FORWARD

HINTS & TIPS

- Break it down as much as possible
- Use the post-it notes from the first part to help flesh out the ideas for the second part.

NOTES

IMPROVE
& ADAPT
THE PROTO-
TYPE

COMMUNICATE ABOUT
PROCESS

ENCOURAGE
PEOPLE TO
ADOPT / USE

POLICY MAPPING



<6 people



1 hour



1 tool

AIMS

To jointly map out the stages of the policy process for the policy issue you are exploring and to identify what methods, users, stakeholders and resources are required for the various phases.

OBJECTIVES

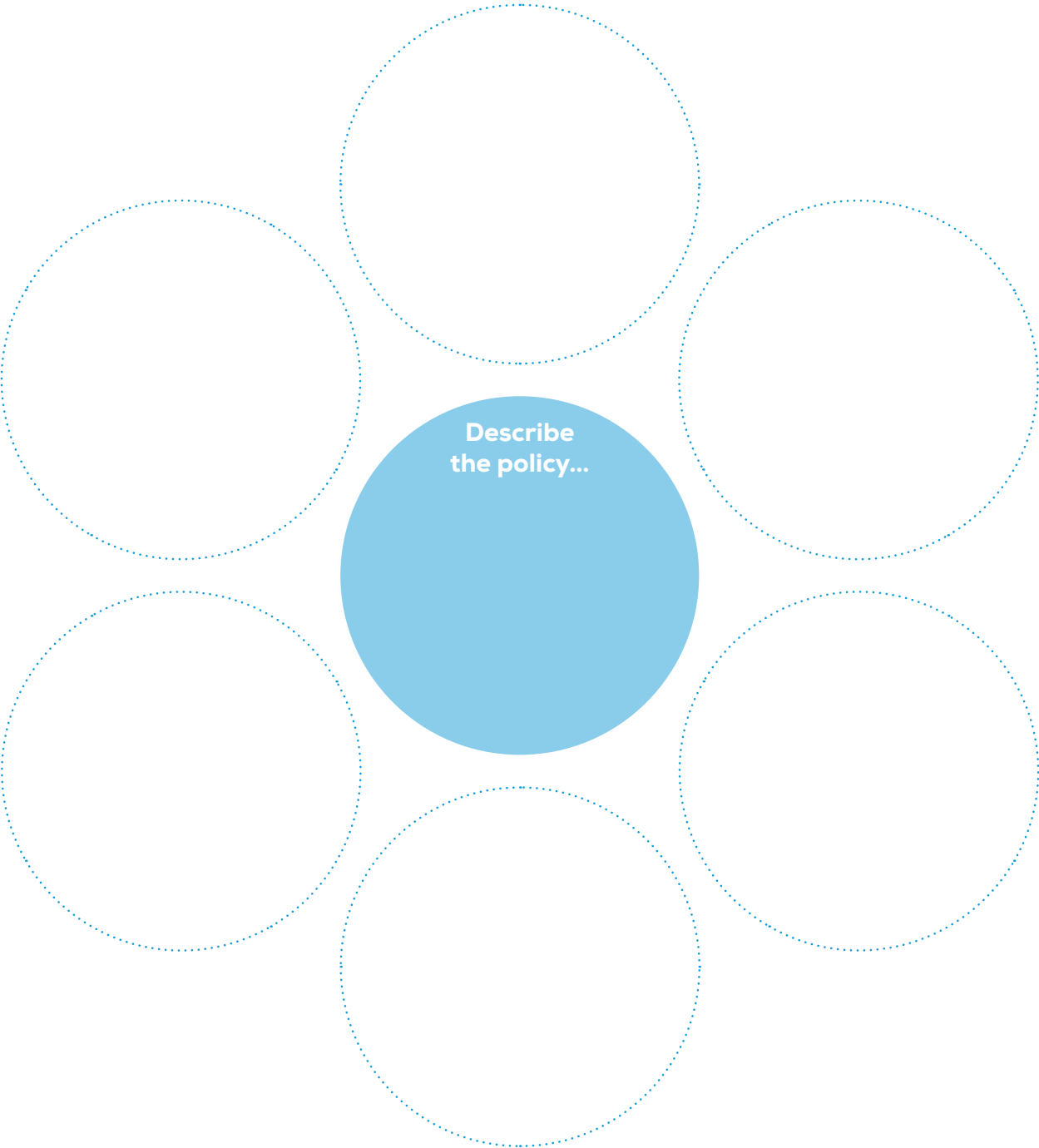
To identify which users and stakeholders should be involved at the various stages of the policy process.

To define the methods and activities for each stage of the policy process to ensure accountability among policy teams and delivery teams.

To support you in writing the business case for the resources required for the policy process; for example, in conducting user research or experimenting with new approaches to public engagement.

HOW TO USE IT

Use the post-it notes to plot out the policy process. Discuss how the challenge of policy influencing public service development could be addressed on a higher level.

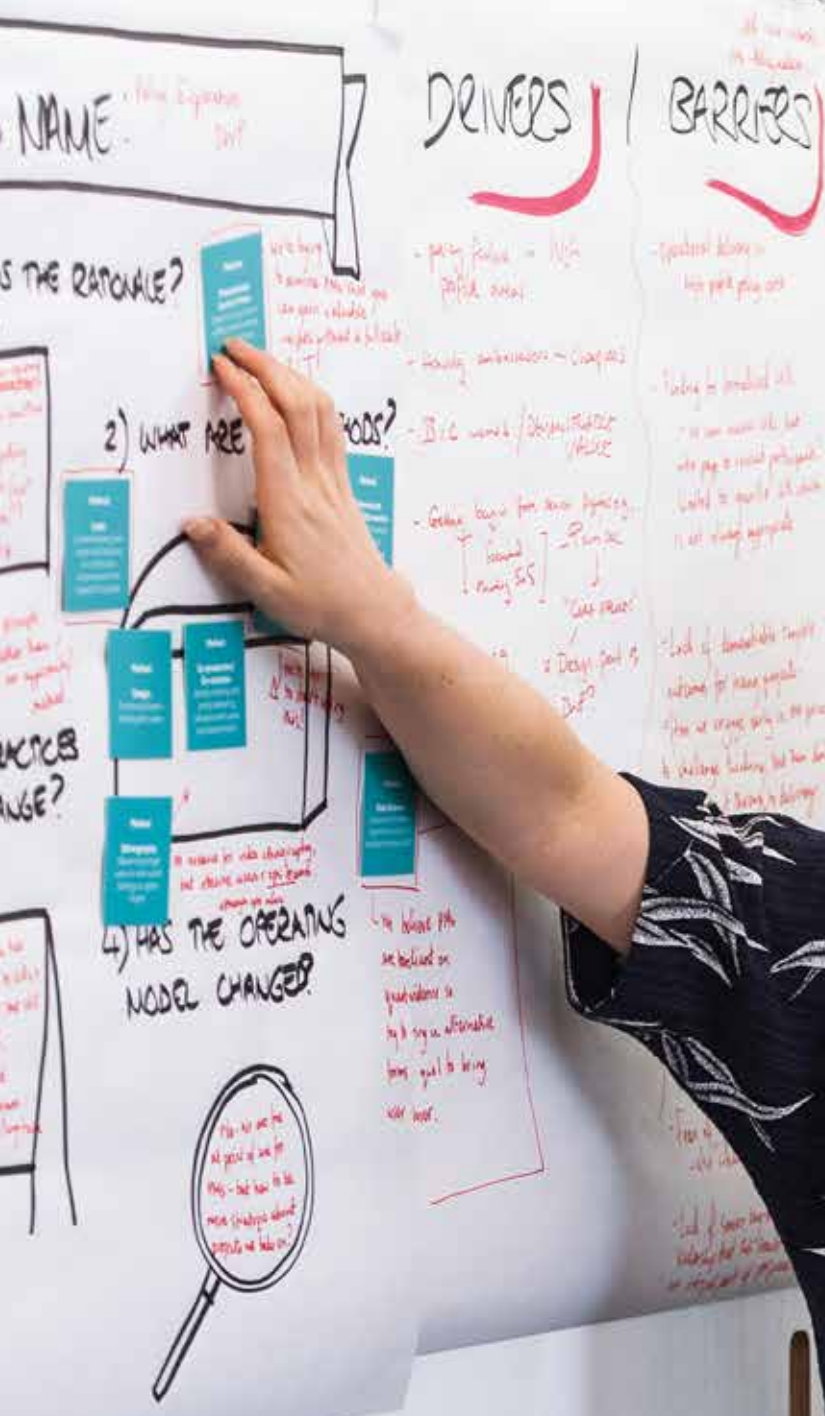


REFLECT & MOVE FORWARD

HINTS & TIPS

- Use two different colours to identify the current process elements and the ones you want to see happen in the future.
- Look at all the different interaction points with users.

NOTES



DESIGN FOR POLICY TOOL CARDS



≤6 people



1 hour



1 deck

AIMS

To identify if, where and how innovation methods and design tools could add value to which stages of the policy process.

OBJECTIVES

To involve the wider team in planning the policy project to foster a sense of ownership and accountability between policy teams and delivery teams.

To explore what innovation methods and design tools might be appropriate for the particular policy project in hand.

To identify at what stages of the policy process these methods and design tools might be most effective and what resources will be required.

HOW TO USE THEM

In your groups, identify the tools you have used. Think about your experience, and consider which tools can add value at what stages of the policy process.

Research:
Data collection
through one-to-one
group engagement
to understand
experiences.

Tool

Evidence/Data Safari:
Collating available
data around a policy
issue to enable the
team to see gaps.

ters
roups
diverse
ces and
of view.

Tool

<p>Tool</p> <p>Change Cards: Questions that provoke people to think outside the box.</p>	<p>Tool</p> <p>Guerrilla Testing: Low cost method of user testing in public spaces.</p>	<p>Tool</p> <p>Challenge Panel: Expert feedback on policy concepts prior to launch.</p>	<p>Tool</p> <p>Data Visualisation: Making complex data more accessible for stakeholders.</p>
<p>Tool</p> <p>Acting/Role Play: Scripted or improv scenes for gaining insight into user reactions.</p>	<p>Tool</p> <p>Problem Definition: Framing a challenge from the user perspective. How can we...</p>	<p>Tool</p> <p>Crowdsourcing: Online surveys and social network to generate many ideas.</p>	<p>Tool</p> <p>Deliberative Dialogue: Structured conversations with users on policy issues.</p>
<p>Tool</p> <p>Hack Events: Bringing diverse skills together to approach problems from a new direction – usually digital.</p>	<p>Tool</p> <p>Ideation/ Brainstorming: Ideas generation with users and stakeholders in a structured process.</p>	<p>Tool</p> <p>Policy Jam: Bringing policy-makers, designers and users together to highlight user needs and possible solutions.</p>	<p>Tool</p> <p>Speculative Design/ Design Fictions: Pushing the boundaries of concept development using provocations.</p>
<p>Tool</p> <p>User Journey Mapping: Understanding a user's experience of a service or policy over a period of time.</p>	<p>Tool</p> <p>Personas: Fictional characters of key user groups to represent diverse experiences and points of view.</p>	<p>Tool</p> <p>Storyboarding/ Sketching: Visualising and drawing concepts to disrupt conventional ways of working.</p>	<p>Tool</p> <p>Social Media Engagement: Instigating a social media campaign, such as a Tweetathon, to gain user input.</p>
<p>Tool</p> <p>Stakeholder Mapping: Identifying core and peripheral target audiences connected to the policy challenge.</p>	<p>Tool</p> <p>Policy Roadmap: Defining the direction of travel with actions, milestones, timeframes with users.</p>	<p>Tool</p> <p>Blueprinting: Aligning the public facing and government facing aspects of services and policies.</p>	<p>Design for Policy Tools</p> <p>pdr.</p>



SECTION 2: DESIGN RESEARCH TOOLS

Different design tools can be applied to different stages of the policy process. For example, the Opportunities and Obstacles and Data Safari tools should be used at the very outset of the policy project. Similarly, the User Research Framework and personas are most effective at the user needs stages.

However, the User Journey Mapping tool can be used at the discovery, development and prototyping stages. Use the Innovation Methods and Design Tool cards to identify which methods and tools to use at which stages of the policy process.

OBSTACLES

OPPORTUNITIES

"human factor"
(human deliver service)

Service delivery
N. or delivery
process
(and it may
assist)

Personal
experiences

Knowledge
Value/Meeting

LEARNING/
INTERACTING

≠ CUSTOMERS
≠ EXPECTATIONS

ONE SINGLE
CASE CAN
SPOIL
REPUTATION

LACK OF
INFO/UNDERSTANDING
OF THE
CUSTOMER

Do we really
know what
the customer
need?

NEED
VS.
FEELINGS &
WANT-THAT

Customer
Service!

Understanding
the
customer

Need
driven
and the type

Info/
Service
(Service)

moving
to right side
to start point

Service
to deliver
the "real"
issue

Find real
solution
customer
is communicating

RIGIDITY
when technology
delivers the

Make
the
customer
happy

Customers
used to
experience
a service
- let them
do so

Define the
"good enough"
- no state
of reservation

Differentiate
super value path

providing
solutions
&
not causing
more issues

not
creating
new technology

OPPORTUNITIES & OBSTACLES



<6 people



30 mins



Paper

AIMS

To identify the opportunities and obstacles with undertaking the project based on the experience of the project team.

OBJECTIVES

To articulate, share and discuss different viewpoints on the challenge within the project team

To stimulate teamwork and conversation

To begin to frame the challenge from the users perspective



CHALLENGE DEFINITION



<6 people



45 mins



1 tool

AIMS

To develop a clearer understanding of the challenge with defined stakeholders, outcomes and metrics that can be taken forward through the process.

OBJECTIVES

To develop a 'how might we' question that will form the starting point for the process

To understand who might be involved with this at all levels to provide a list of relevant stakeholders for later tools

To interpret outcomes for not only users but the organisation implementing the service

To propose a series of key metrics that success can be measured against

HOW TO USE IT

In your groups, create a '**how might we...?**' that focuses on your challenge.

Once you know this you then can figure out the stakeholders involved and the outcomes required. These outcomes need to have measurable elements for the success (or failure).

CHALLENGE DEFINITION



How might we ...

Stakeholder groups:

Outcomes for...

Users	Organisation
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>
<div></div>	<div></div>

Metrics:

REFLECT & MOVE FORWARD

HINTS & TIPS

- Using ideas from the 'opportunities and obstacles' tips to generate the 'how might we...' question
- Break these down a bit - think of sub sections within key groups
- Users could be both internal and external
- When measuring successes and failures, think about what these can be measured against.

NOTES



DATA SAFARI



<10 people



1 hour



data
sources

AIMS

To collate all existing quantitative and qualitative data on the policy challenge to understand the current state of play.

OBJECTIVES

To bring the policy team and wider teams up to speed on the current state of play around the policy issue.

To build an empirical picture of the policy challenge and ensure the point of departure for the project is evidence-based.

To immerse the team in the statistical data to identify gaps in knowledge where design research might be able to build a more insightful picture of the real lived experiences of policy users/beneficiaries.



STAKEHOLDER MAP



<6 people



30 mins



1 tool

AIMS

To review all stakeholders and place them in order of involvement with the service around the mapping tool.

OBJECTIVES

To develop a better understanding of stakeholder engagement

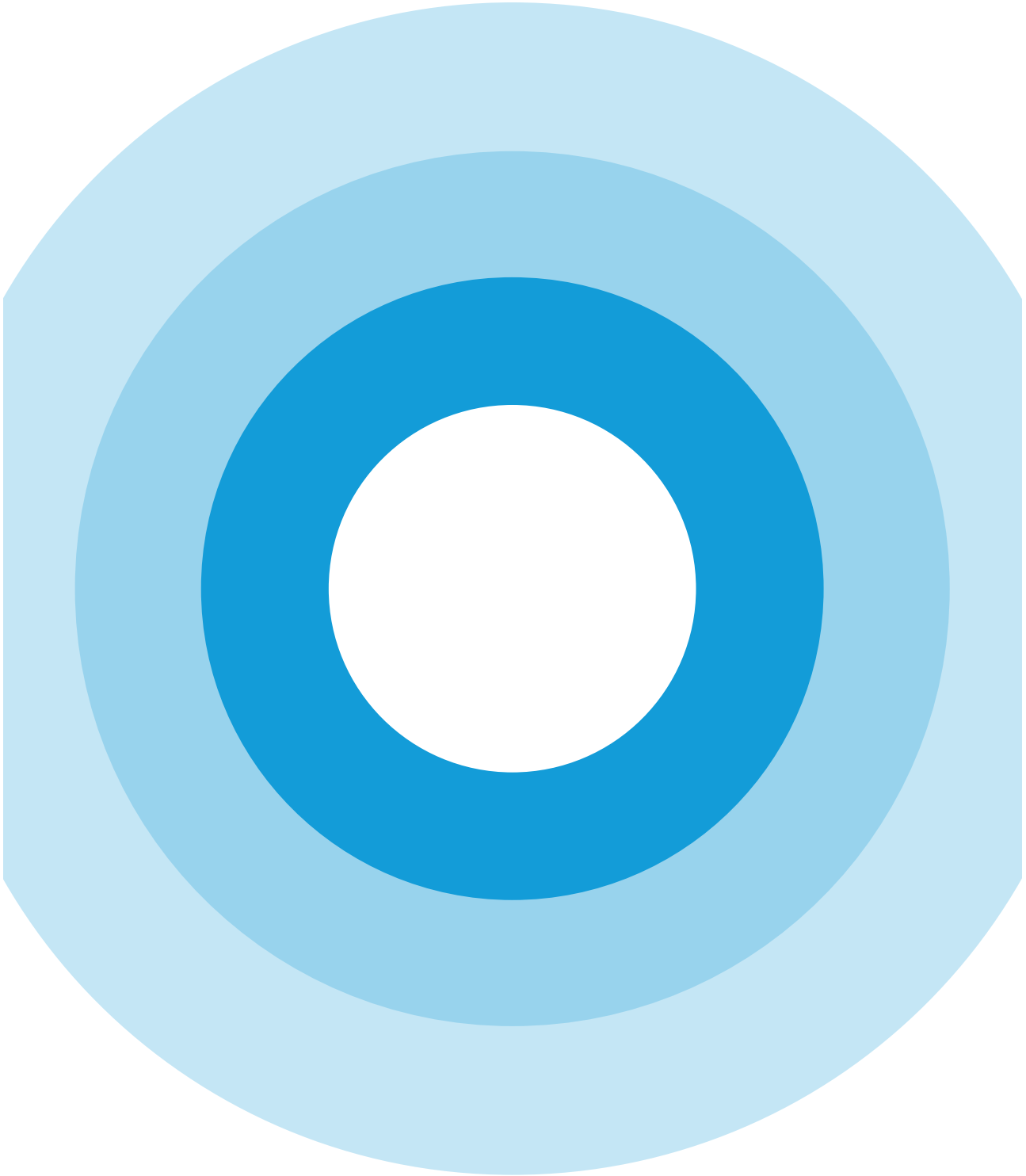
To understand who might be involved within stakeholder groups by breaking them down as much as possible

To organise the stakeholders according to their engagement levels

HOW TO USE IT

Using post-it notes, get down as many people/groups as you can possibly think of. The more broken down they are, the better.

Place them into categories, with the most involved closest to the centre of the tool.



REFLECT & MOVE FORWARD

HINTS & TIPS

- Include everyone you can think of – no matter how small their part in the process
- Place the stakeholders with the most interaction / influence closer to the middle and work your way out
- You can categorise these groups in the middle

NOTES







RESEARCH FRAMEWORK



<6 people



30 - 45 mins



1 tool

AIMS

To prepare a methodology for undertaking stakeholder / user research

OBJECTIVES

To identify where the research should be undertaken

To understand what users need to be involved

To explore the value incentives and if they are needed for participation

To discuss what are the appropriate questioning styles that could be used and how to capture and analyse that data

To question the moral and ethical grounds for research

HOW TO USE IT

Using post-it notes answer each segment. You could colour code it with 'what you want to do' and 'what you think you can achieve' or by timescale.

There is no set order for how you should fill this in so go with your flow.

**Who do you want
to speak to?**

**Where are you going
to speak to them?**

**What do you want
to know?**

**How are you going to
capture the data?**

**How are you going to
encourage participation?**

**What are the moral &
legal implications?**

**Who will do
the research?**

**What are realistic timeframes
for planning and conducting
the research?**

REFLECT & MOVE FORWARD

HINTS & TIPS

- You may need to go to more remote locations or think of other ways to get the information from people
- Do you need external expertise or can you do this in house?
- Identify your research methods and how you will record the data

NOTES

OVER
 A SMALL COMPANY WANTS TO WORKING ON TECHNICAL PROJECTS AND TO OPEN UP THE COMPANY TO COLLABORATION INNOVATION

Put a face to the name

WHO CAN HELP ME BRING MY IDEAS TO LIFE

HE NEEDS A SPECIALIST TO KICK-START HIS NEW KNOWLEDGE AND FINANCING PRODUCT

Service attitude:
 Do it myself ☒

Do it with some help ☐

Get someone else to do it ☐

Type(s) of support needed:
 X marks the spot Experience of...

Applying for funding ☒

Collaborative projects ☒

Using R&D services ☒

Support services ☒

3 things would make it a great experience?

FINDING FINANCE OFFER

PERSONA



2 - 3 people



30 mins



2 - 3 tools

AIMS

To develop a series of personas that build empathy for the user

OBJECTIVES

To interpret user needs and requirements for the service

To understand what makes the user tick and why they use the service

To measure the user's level of interaction experience with the service

To create empathy for the user in order to develop and deliver a better service

HOW TO USE IT

A persona aims to gain a more rounded impression of the user.

Using interview techniques, each section is filled in with the information about the user, their background and their experiences.

Try get as much information you can to gain the best understanding.

PERSONA



Name

Put a face to the name

Description

Describe this person; who they are in context of the future service, their objectives and other relevant characteristics.

Service attitude:

Do it myself

Do it with some help

Get someone else to do it

User needs:

X marks the spot. Experience of...

What 3 things would make it a great experience?

REFLECT & MOVE FORWARD

HINTS & TIPS

- Understand who the person is in order to humanise them
- Create an image of the user and be creative. You could use drawings, collage, photographs or anything you think best!
- Sliding scale - where do they stand on their experience?
- When thinking about making it a great experience - investigate what would make it their dream service

NOTES



USER JOURNEY MAP



<6 people



60 mins



1 tool

AIMS

To present an accurate depiction of the pressure point of a service through the eyes of the service users

OBJECTIVES

To identify all the stages within a service, no matter how small

To understand what users experience

To assess user reactions to the different service elements and their positive or negative experiences

To identify how much time is taken for each service element

To develop understanding of how users interact with a service

To develop empathy for users

To locate points in the service that provide particularly poor interaction experiences to look at ways these can be improved

HOW TO USE IT

Firstly, address the service touch points. Using post-it notes, break it down as small as you can – even just sending an email.

Then start mapping out your user's interaction experience. Rate it on a scale of 1-10 (1 being poor and 10 being positive.) Then join up the dots. If there are multiple journeys just colour code it.

The timescale could be the amount of time needed to perform you needed to perform the service or legal timeframe.

USER JOURNEY MAP

٥٥

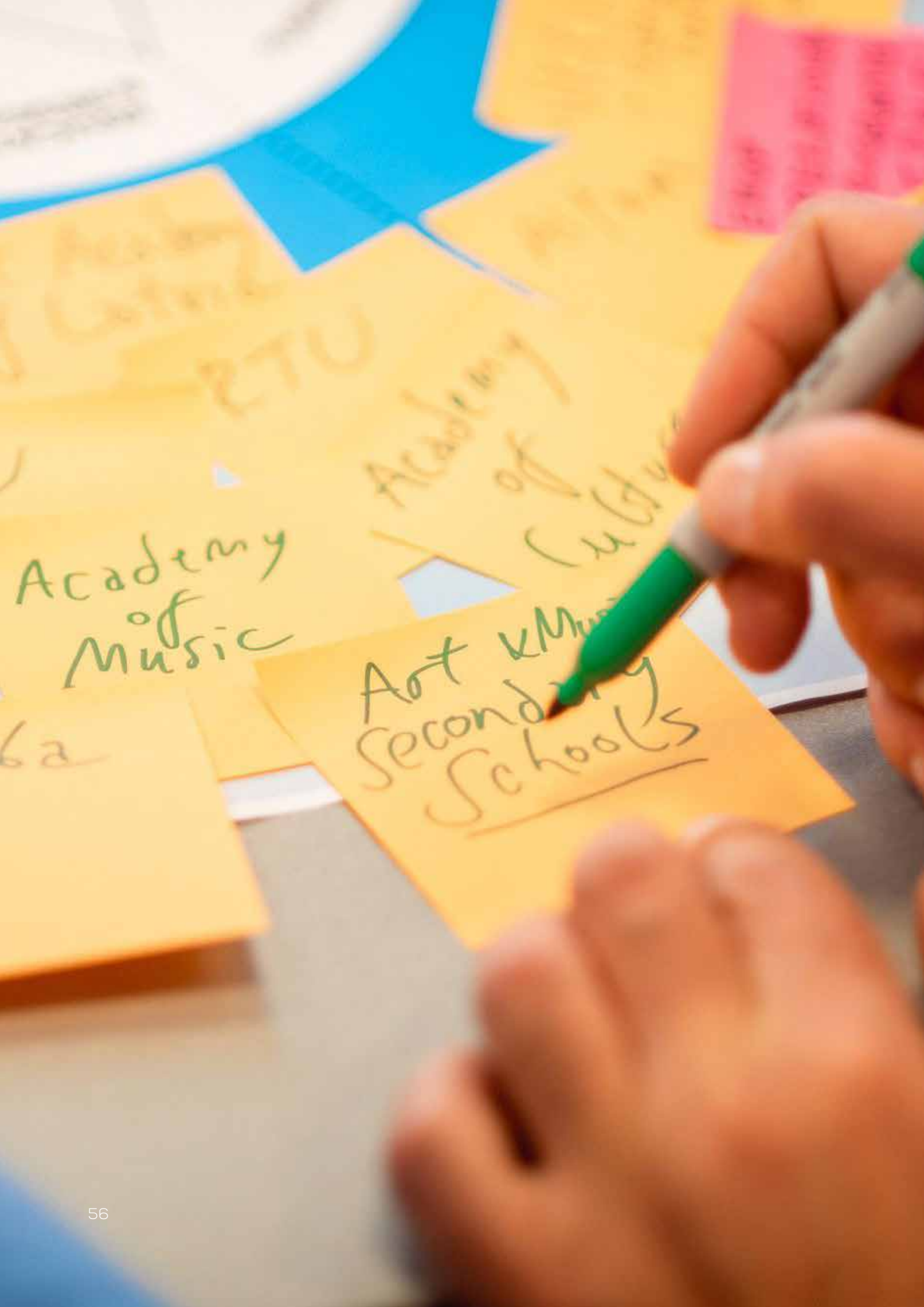
[illegible]

REFLECT & MOVE FORWARD

HINTS & TIPS

- Break it down and go into as much depth as possible. No matter how small the element of the process is.
- Not each step will have interactions. Just get them down anyway.
- Map multiple journeys and use different colours to show interaction points.

NOTES



IDEATION

AIMS

To create / co-create ideas based around pre-selected themes

OBJECTIVES

To develop a more creative approach to challenges

To analyse problems for different perspectives

To apply different methods to creating ideas

To organise these ideas for clustering

IDEATION TECHNIQUES

You can use 1, 2 or as many methods or rounds of ideation as you like. Its up to you! After completing your desired number of rounds, finish up with a clustering activity or game.

Here are a few examples of ideation and clustering methods to choose from.

BRAINSTORMING

Classic form of ideation which promotes a flow of ideas. These ideas are then placed on wall/board.

6 - 5 - 3

6 people, 5 minutes, 3 ideas. Once the 5 minutes are up, you move onto the next station and build 3 new ideas to add to the 3 the previous person has written. You keep going until all 6 stations have been visited.

BIG BRAND VALUES

A method that puts you in the shoes of another organisation. Removing the traditional ways of thinking as your organisation, and instead thinking of a well-known brand (like Apple) then approaching the situation from their point of view.

WHAT IF

Utilising possible futures to project possible solutions. Some of these are fairly predictable, some are more extreme. For example, What if aliens needed to gain security access to government application portals? By dealing with the issues in a more expansive way, we can then modify these ideas to make more viable options.

Google
search

Meet up
with B.D

emojis were the only way
to communicate?

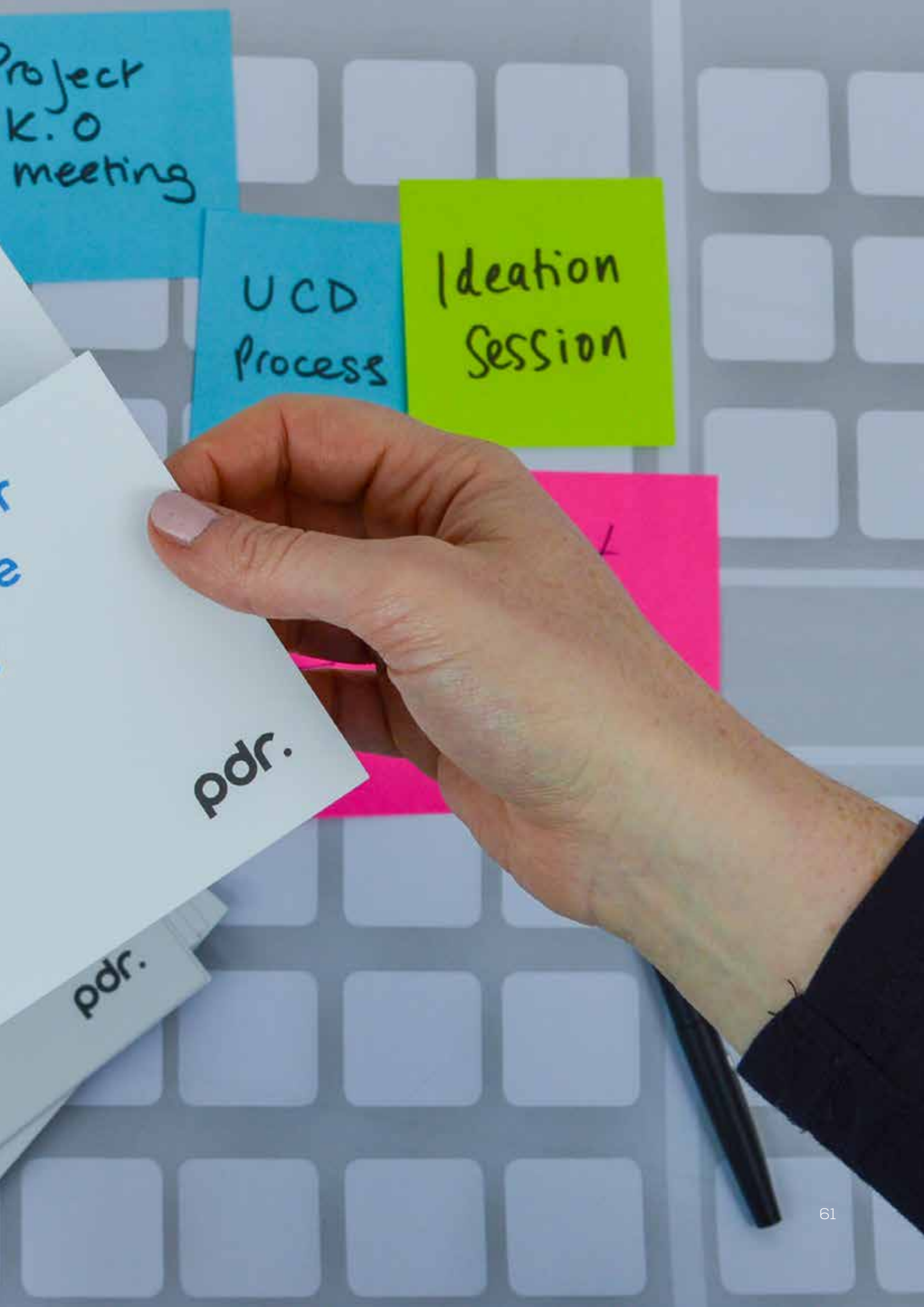
you couldn't access it
over the internet?

you couldn't use your
hands to access the
product/service?

website
after
facebook
to pack

Website
designer

Material
roots



Project
K.O
meeting

UCD
Process

Ideation
Session

pdr.

pdr.

IDEA SELECTION

After you have created your ideas, it's a good idea to sort and cluster them into similar themes. You could sift through them and discuss as you go but why not make it a bit more fun?

CLUSTER GAME

Everyone takes a stack of ideas which have been written on post-it notes. In groups or as a whole, 1 person reads out the idea on the top of the stack and places it a board / wall.

The next person then reads out there idea and if its within the same theme as the previous idea, you place it next to it. If it is different, then stick it away from the first idea.

Clusters should form.

Make it quick!

IDEA SCORE CARD

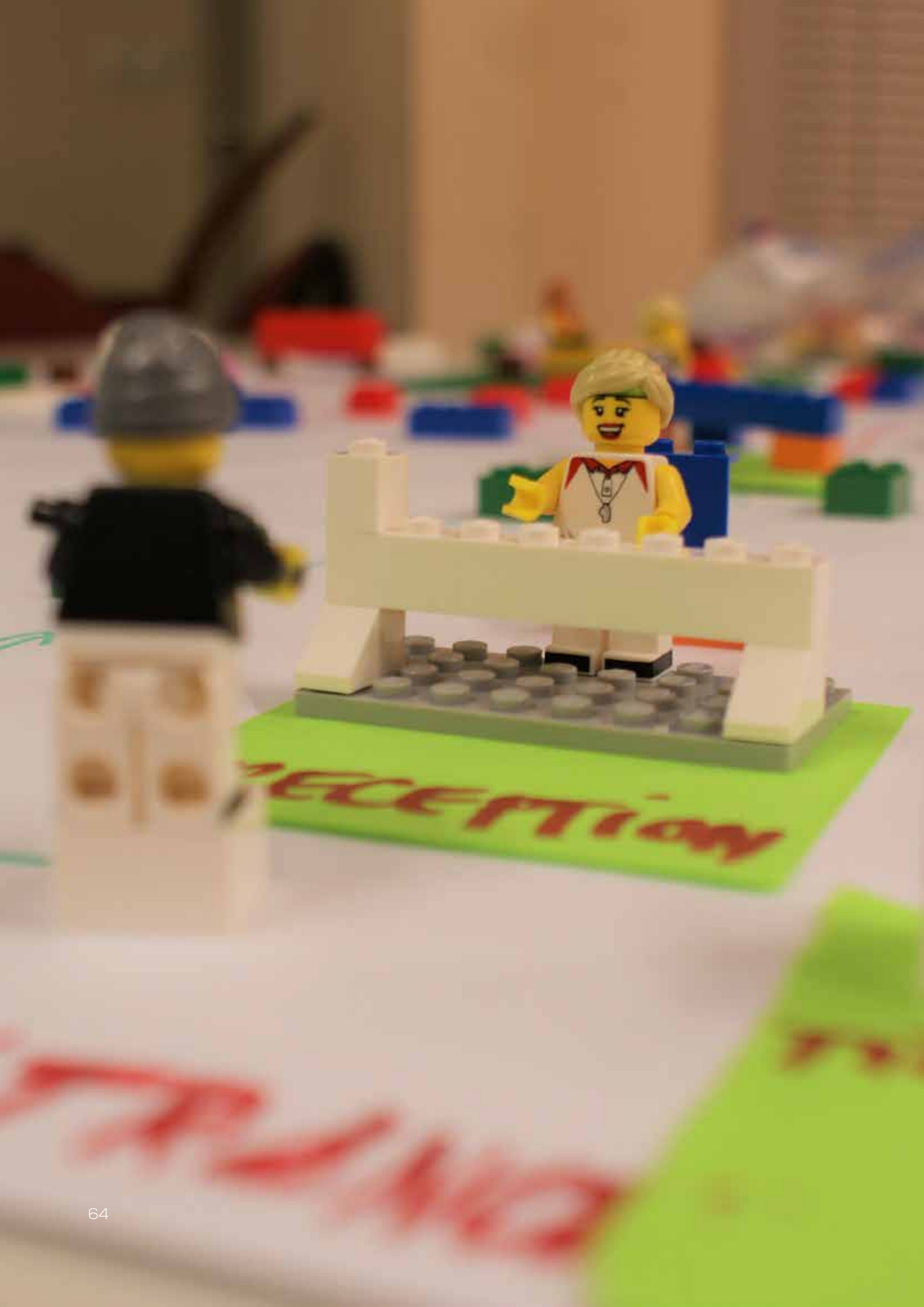
As a group, co-create a series of principles to score (1-5) for each of your ideas. Place the idea's at the top of the card and mark it against each of your pre-determined criteria. The higher the score, the better it is.

REFLECT & MOVE FORWARD

HINTS & TIPS

- Remember, no idea is a bad idea
- You may think some ideas won't work - but by looking at it from a more realistic point of view afterwards, there may be transferable thoughts

NOTES



PROTOTYPE

AIMS

To understand how to create a prototype that tests physical / digital interactions

OBJECTIVES

To create a prototype

To explore interactions people would have with the space and the people in the service

To demonstrate these interactions

To be able to clearly communicate the service to others



WHAT IS PROTOTYPING

Prototyping is the action of making a concept real. The term can cover getting that idea sketched out, made into a tangible object or creating a space to observe interaction.

They help us look at risk, understand user interaction or even spark dialogue (like in the case of prototypes) between stakeholders, by developing understanding, communicating the ideas and testing the concept to gain feedback.

PILOT VS PROTOTYPE

Pilots are used when you believe you know the answer, they are used to iron out the final creases with a product / service and are measured in their success or failure to achieve the outcome. This is for something you want to test with a small population before scaling up and allows you to observe behaviours around the solution.

Prototypes are more experimental as you have an idea of what could be a solution and so a prototype aims to test whether this is right for users. Its an iterative process that helps you learn if your concept fulfills user needs.

The prototypes aim to identify any issues with the solution in order for changes to be made based on user feedback.

PROTOTYPE - PHYSICAL

DESKTOP WALKTHROUGH

WHAT IT IS

Envisioning a future service using off the shelf miniature props, building environments, spaces and flows for a new service.

HOW YOU USE IT

Use a combination of craft materials and miniature models to very quickly build a prototype. Aim to create things that are moveable, and accept that things will be changed multiple time.

As you build, discuss the concept and then 'act out' the service using the models, then suggest improvements.

WHY YOU USE IT

It allows the plan of spaces and flows of people to be communicated internally and externally without big financial or time investment. This approach is engaging and allows for collaborative changes to be made.

BODYSTORMING / ROLE PLAY

WHAT IT IS

Envisioning a future service through people acting out all aspects of the service, role playing people, interfaces, products and any other touch points.

HOW YOU USE IT

Plan the number of touchpoints in your service and find enough people to act each role. You'll also need someone to be the 'user'. The user starts with a goal and the other members of the team must help them achieve that goal by being a touch point in the service. You might want to make props to help the user fulfill their needs.

WHY YOU USE IT

It allows the plan of spaces and flows of people to be communicated internally and externally without big financial or time investment. This approach is engaging and allows for collaborative changes to be made.



SERVICE WALKTHROUGH

WHAT IT IS

A high fidelity mock-up of your service concept including designed touch points within the service e.g. digital, printed literature, physical products, designed spaces and the people, staff or actors with defined roles to play.

HOW YOU USE IT

More planning and design work is required to prepare for a full service walkthrough. Make sure you have a space that will make up your service. This might be multiple rooms in the same building designed to represent a living room or office waiting room. Then ask users to use the service, interacting with the relevant touch points at each location and each stage of the service.

WHY YOU USE IT

This can be used to assess the usability of the proposed users through asking potential users to walkthrough the service, interacting with each touch point. This can identify problems with any of the touch points which then can be changed.



PROTOTYPE - DIGITAL

PAPER PROTOTYPING

VISIT:

<http://marvelapp.com/pop/>

DESCRIPTION:

If using 'pop' on your smartphone, take photos of sketches and hot spot between them. For paper, cut out the different sections and physically control the hot spots.

BEST FOR:

Communicating within teams, creating user flows and people who are 'not designers.'

AXURE

VISIT:

<http://www.axure.com/>

DESCRIPTION:

High fidelity / 'feels live' prototyping

BEST FOR:

Usability testing - ensuring a digital service is easy to use for representative users.

INVISION / POWERPOINT

VISIT:

<http://www.invisionapp.com/>

DESCRIPTION:

Design stills and link between them

BEST FOR:

More visual mock-ups & collaborative comments between teams

FREE ONLINE BLOGS/TOOLS

EXAMPLES:

Wordpress / Trello / Typeform / Google Docs, Form, Sheets & Analytics

BEST FOR:

Moving towards a pilot - represents an opportunity to capture, share and manage real data.



REFLECT & MOVE FORWARD

HINTS & TIPS

- Be creative! LEGO is a great way of bringing your service to life
- It doesn't matter how rough the prototype looks as long as it is getting you the feedback you need

NOTES



STORYBOARD



<6 people



60 mins +



1 tool

AIMS

To visually depict an action, process or implementation of a service

OBJECTIVES

To assess what is needed to achieve the teams goal

To identify potential pressure points

To summarise and prepare each stage with text and images

To construct a visually engaging dialogue

HOW TO USE IT

Utilising the format used for film making, with a series of frames and captions, you can plan out how a service could be used, or the steps needed in order to set it up.

Draw, sketch or use photographs to fill each step to illustrate the story of your service. Keep text underneath short and sweet, to give more context to each section.

STORYBOARD

pdr.

<div>1</div> <div></div>	<div>2</div> <div></div>	<div>3</div> <div></div>	<div>4</div> <div></div>
Description	Description	Description	Description
<div>5</div> <div></div>	<div>6</div> <div></div>	<div>7</div> <div></div>	<div>8</div> <div></div>
Description	Description	Description	Description

REFLECT & MOVE FORWARD

HINTS & TIPS

- Don't over think it – keep it simple!
- Create an image of the user for the visual of the journey
- Keep text short and sweet.

NOTES



ACTION PLAN



<6 people



30 - 45 mins



1 tool

AIMS

To create a detailed plan of what will be needed in order to launch an operational service

OBJECTIVES

To create measurable and tangible targets

To allocate implementation bodies

To allocate specific timeframes

HOW TO USE IT

Using the clusters identified, go through and form an action plan for each.

Identify who will be responsible for implementing it and consider is their more than one person responsible. Identify the time frame of how long the plan would take to do. Learn about the actions you would need to make this happen.

ACTION PLAN

pdr.

CLUSTER NAME	ACTIONS	IMPLEMENTATION BODY	TIME FRAME	TARGETS

REFLECT & MOVE FORWARD

HINTS & TIPS

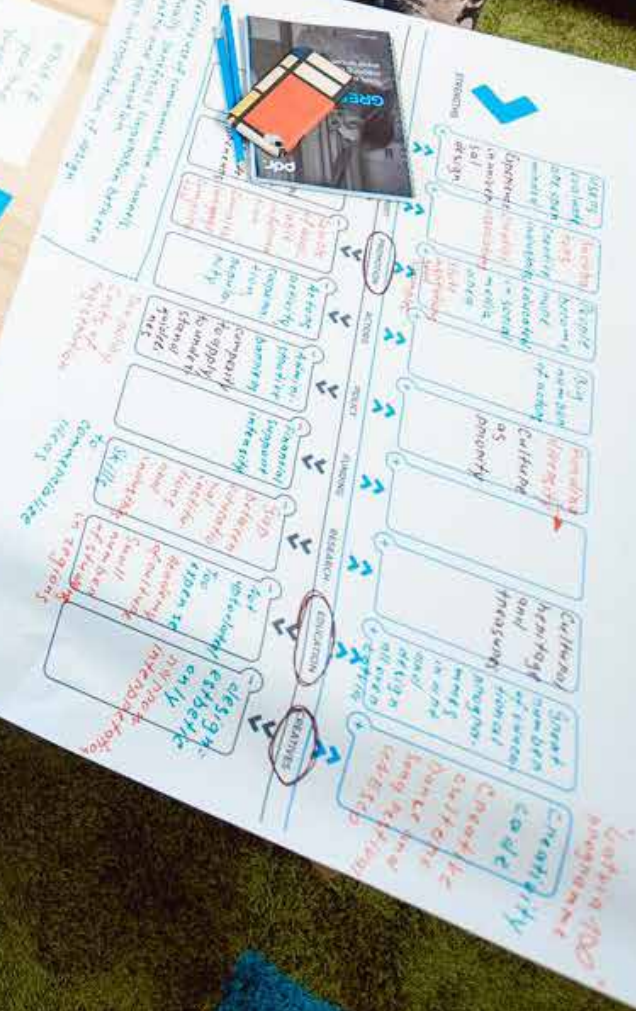
- Always consider there may be more than one implementation body - you'll want to consider them all
- Be realistic with your targets and ask yourself is this action achievable?

NOTES





STRENGTHS AND WEAKNESSES OF YOUR CREATIVE ECOSYSTEM





THANK YOU

Design is not about the tools. Design is about how the tools enable you to collaborate effectively with users and stakeholders as well as your team and wider colleagues. If you would like any assistance in using these tools please get in touch with PDR. We would like to thank all of the organisations that were involved in developing, testing and refining the models and tools as well as the AHRC for financing the initiative.

CONTACT US

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