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Training
Tools & Methods for Design Enabled Innovation

Webinar and discussion

Timing…

- **09.30:** start / hello / intro (Kirs) ==10 min==

- **09.40:** Question to you: how are the projects going? ==5 min==

- **09.45:** Process & show the toolbox vs 2. (Kirs) ==15 min==

- **10.00:** Questions so far?

- **10.05:** Leading Change theme (Kirs) ==10 min==

- **10.15:** Working Together theme (Nicola) ==10 min==

- **10.25:** Viability Theme (Luca) ==10 min==

- **10.35:** Discussion / open the floor for questions ==25 min==

- **11.00:** End of the training

Service Design Lab: we research and apply service design as an exploratory, co-creative and empowering approach to address issues of societal concern. https://servicedesignlab.aau.dk

This webinar...

- **Process** on how we got here: the logic of this toolbox

- Toolbox vs2: a **guide** of the expanded Designscapes Toolbox

- **Highlight**s of a couple of tools

- **Discussion** open the floor for questions

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How To Work Together When We Can't Be Together?

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See *link* on our Facebook Page from Designscapes Community
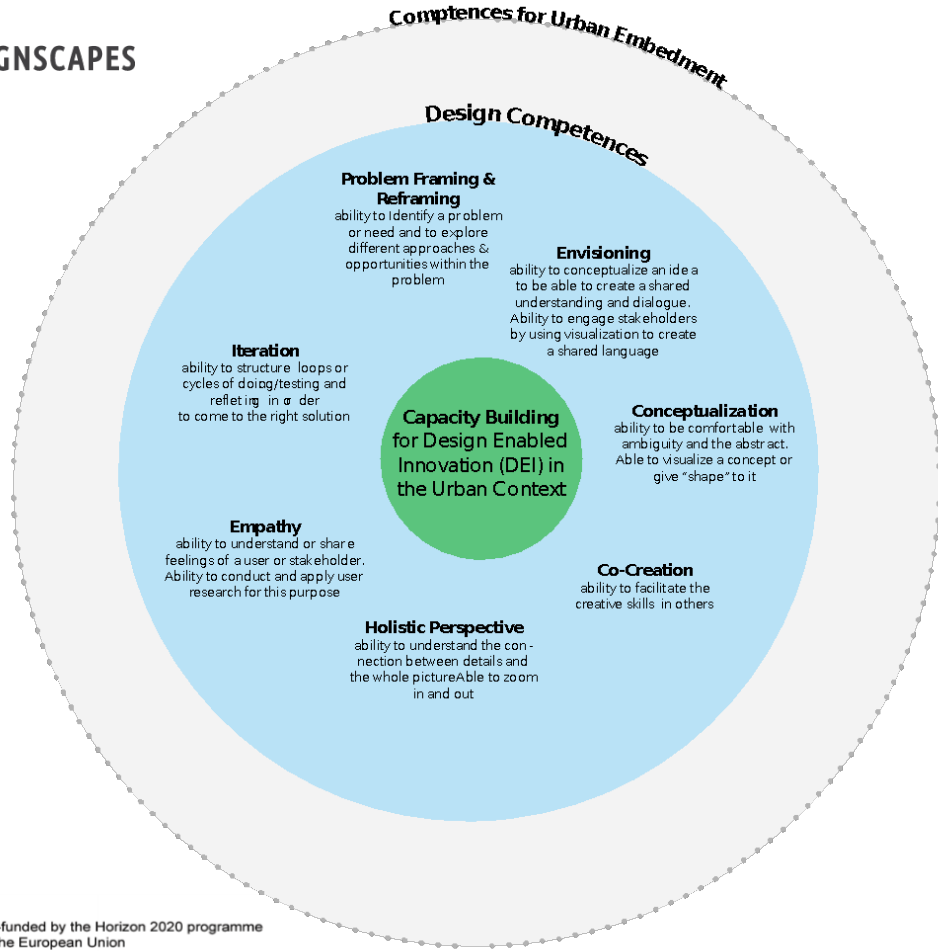
But first, how is your project going?

Process.

https://designscapes.eu/resources/

- Selection of tools & methods, but **<u>not</u>** the ultimate toolbox …

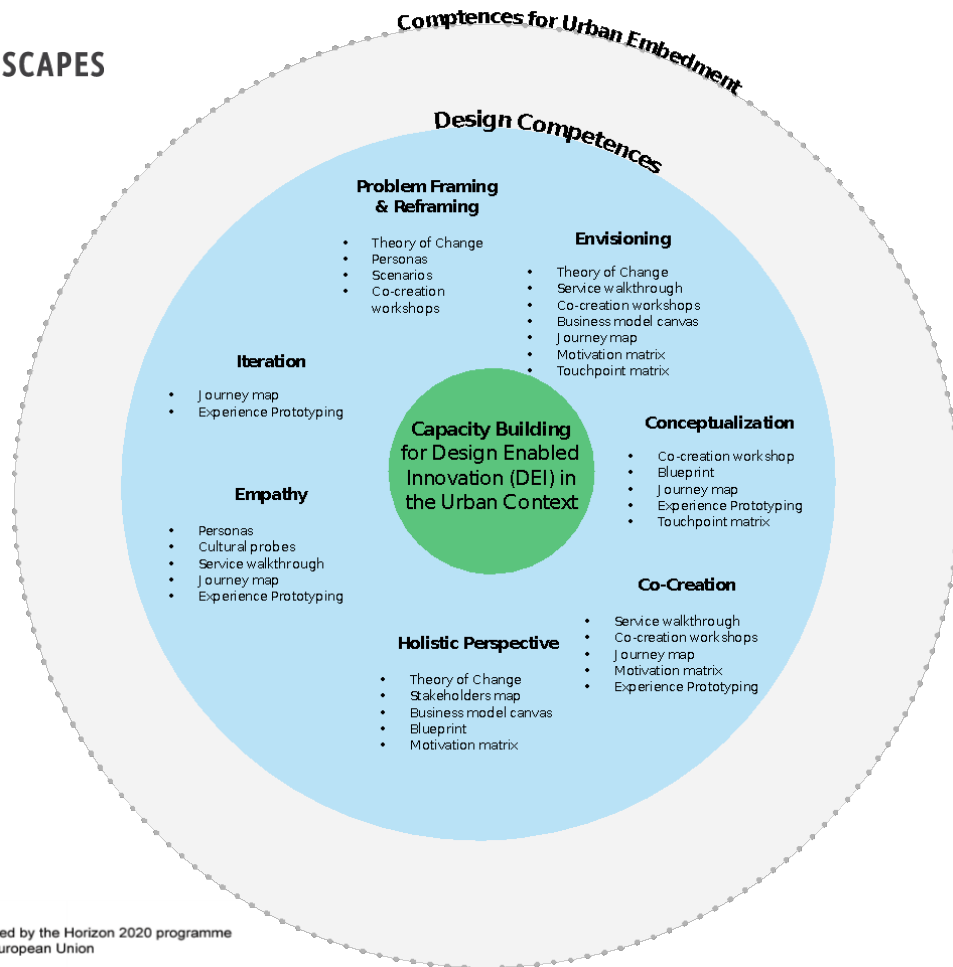- First iteration (15) **-> Second iteration (30)**

Process.

Methods:

- Literature/ desk research

- Semi-structured interviews

- Co-creative workshop

- Feedback from you

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Toolbox (vs1).

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Comptences for Urban Embedment

Design Competences

Problem Framing & Reframing
- Theory of Change
- Personas
- Scenarios
- Co-creation workshops

Envisioning
- Theory of Change
- Service walkthrough
- Co-creation workshops
- Business model canvas
- Journey map
- Motivation matrix
- Touchpoint matrix

Iteration
- Journey map
- Experience Prototyping

Empathy
- Personas
- Cultural probes
- Service walkthrough
- Journey map
- Experience Prototyping

Capacity Building for Design Enabled Innovation (DEI) in the Urban Context

Conceptualization
- Co-creation workshop
- Blueprint
- Journey map
- Experience Prototyping
- Touchpoint matrix

Co-Creation
- Service walkthrough
- Co-creation workshops
- Journey map
- Motivation matrix
- Experience Prototyping

Holistic Perspective
- Theory of Change
- Stakeholders map
- Business model canvas
- Blueprint
- Motivation matrix

DESIGNSCAPES TOOLBOX

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Toolbox (vs2).

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- Strategic Leadership
- Understanding Complexity

- Measuring Impact
- Business Acumen
- Communication & Storytelling

Comptences for Urban Embedment

Design Competences

LEADING CHANGE
Ability to create meaningful change by leading and creating the conditions that allow innovation (culture change, skills and mind-set…)

Problem Framing & Reframing
ability to identify a problem or need and to explore different approaches & opportunities within the problem

Envisioning
ability to conceptualize an idea to be able to create a shared understanding and dialogue. Ability to engage stakeholders by using visualization to create a shared language

WORKING TOGETHER
Ability and knowhow for collaborating and networking (building relationships) in the urban context.

Iteration
ability to structure loops or cycles of doing/testing and refleting in order to come to the right solution

Capacity Building for Design Enabled Innovation (DEI) in the Urban Context

Conceptualization
ability to be comfortable with ambiguity and the abstract. Able to visualize a concept or give "shape" to it

Empathy
ability to understand or share feelings of a user or stakeholder. Ability to conduct and apply user research for this purpose

Co-Creation
ability to facilitate the creative skills in others

Holistic Perspective
ability to understand the connection between details and the whole pictureAble to zoom in and out

VIABILITY
Ability to understand concepts of feasibility, business acumen and long-term sustainability

- Stakeholder Engagement
- Community Building & Local knowledge
- Network for Support

Guide:

- 15 more tools

- Focused on various themes

- Still in development

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Working document: list of skills clustered in overarching capabilities and themes.

LEVEL 1 - Personal Competencies
KEY ATTITUDES
- Passion and drive
- Willingness to share and be open
- Commitment and follow-through
- Persistence

LEVEL 2 - Design Capabilities
DESIGN
1. Problem Framing & Reframing
- Identify a problem or need
- Explore different approaches & opportunities within the problem
1. Conceptualization (creating something concrete from the abstract)
- Comfort with ambiguity and the abstract
- Ability to visualize a concept or give "shape" to it
1. Envisioning
- Conceptualizing an idea for the purpose of shared understanding and dialogue
- Engaging stakeholders by using visualization to create a shared language
1. Co-creation
- Facilitation of creative skills in others
1. Holistic Perspective
- Understand the connection between details and the whole picture
- Zooming in and out
1. Empathy
- Understand or share feelings of a user or stakeholder
- Ability to conduct and apply user research for this purpose
1. Iteration
- Structuring loops or cycles of doing/testing and reflecting in order to come to the right solution

LEVEL 3 - Urban Embedment
3.1 WORKING TOGETHER
Stakeholder Engagement & Management
- Stakeholder Mapping
- Negotiation
- Building consensus
- Co-ownership models
- Leadership skills
- Building Trust & Transparency
- Facilitation

Community Building & Local Know-How
- Building & mobilizing an on the ground network
- Building trust & Transparency
- Being accessible to the community
- Being an Ally (eg. Social Inclusion, Anti-Oppression Training, Understanding other perspectives)
- Embedding in the local urban context
- Understanding the current context

Network for Support and Connections
- Peer support
- Mentorship
- Inspiration from others
- Network or contacts in the field
- Attending conferences
- Connection to an established urban leader or institution in the field (legitimacy)

3.2 LEADING CHANGE
Strategic Leadership
- Theory of Change
- Strategy
- Organizational Management
- Stakeholder Management
- Time and Project management
Systems Thinking and Understanding Complexity
- Systems mapping
- Landscape mapping
- Systems thinking

3.3 VIABILITY
Business Acumen
- Co-ownership models
- Business model innovation
- Sustainable value models (eg. public or non-profit)
- Financing and investment (how to attract funding)
- Financial understanding
- Validating an idea
- Conducting a feasibility study
Communication & Storytelling
- Narratives & storytelling
- Pitching
Impact Measurement
- Social Return on Investment
- Demonstrating Value

Tools (vs1).

1. Personas
2. Scenarios
3. Cultural Probes
4. Service Walkthrough
5. Co-Creation Workshops
6. Stakeholder Map
7. Business Model Canvas
8. Journey Map
9. Blueprint
10. Motivation Matrix
11. Touch Point Matrix
12. Experience Prototyping
13. Theory of Change
14. Key Performance Indicators (KPI) tool
15. Replication Analysis tool

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Added Tools (vs2).

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1. Personas
2. Scenarios
3. Cultural Probes
4. Service Walkthrough
5. Co-Creation Workshops
6. Stakeholder Map
7. Business Model Canvas
8. Journey Map
9. Blueprint
10. Motivation Matrix
11. Touch Point Matrix
12. Experience Prototyping
13. Theory of Change
14. Key Performance Indicators (KPI) tool
15. Replication Analysis tool

1. Trend analysis
2. Causal loop diagram
3. Six thinking hats
4. Mind maps
5. The Five Whys
6. Jobs-to-be-done
7. SWOT
8. Value proposition canvas
9. Idea evaluation matrix
10. Use Cases
11. Design-orienting future scenarios
12. WISA strategy canvas
13. How might we?
14. Card sorting
15. Multifactor analysis tool (for sustainability)?

Draft Toolbox.

Please find here the draft version of the second iteration of the DESIGNSCAPES Toolbox. Note that this is still work in progress and the document has not been proofread. However, Wwe would like to share this with you, as we are eager to receive your feedback and suggestions.

https://docs.google.com/document/d/1k4yo3lZw_gsO-6hHk70gAW_ASkB1dK-ADvI6L0_HnaE/edit#heading=h.sva397j7q36w

Tools (vs2).

LEADING CHANGE

Ability to create meaningful change by leading and creating the conditions that allow innovation (culture change, skills and mind-set…)

- Strategic Leadership
- Understanding Complexity

Why?
The global context we're in means we need to bridge the various gaps between worldviews, engage stakeholders at political levels, communicate with a variety disciplines to address change

How?
Methods and tools to navigate complexity & uncertainty in 'wicked' contexts. spanning fields such as systems thinking, futures studies etc.

Tools (vs2).

Toolbox v1
- Theory of Change
- Scenarios
- Stakeholder Map
- Motivation Matrix

LEADING CHANGE
Ability to create meaningful change by leading and creating the conditions that allow innovation (culture change, skills and mind-set…)

Toolbox v2
- Trend Analysis
- Causal Loop Diagram
- Design Orientating Future Scenarios
- Multifactor analysis tool
(for sustainability)

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What is it?

A Trend analysis is useful method when we want to design services for a future that we do not know yet. Incorporating trends helps you to observe weak signals that might give you a clue about new needs and helps you to anticipate changes.

P	political
E	economical
S	social
T	technological
E	ecological
D	demographical

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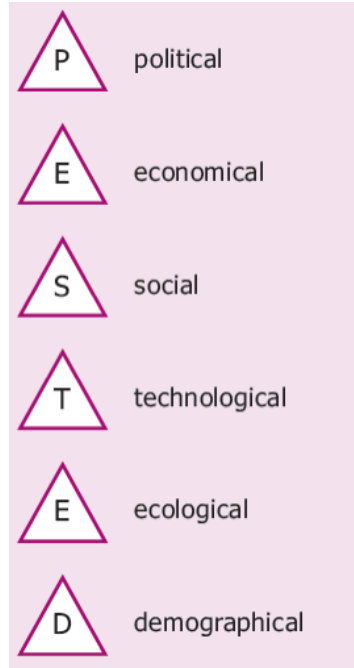
Causal Loop Diagram

What is it?
A visual representation of any given system, its key variables (i.e., factors, issues, processes) and how they are **interconnected.** CLD's are easy to understand and gives a quick understanding of the complexity of dynamic wicked problems.
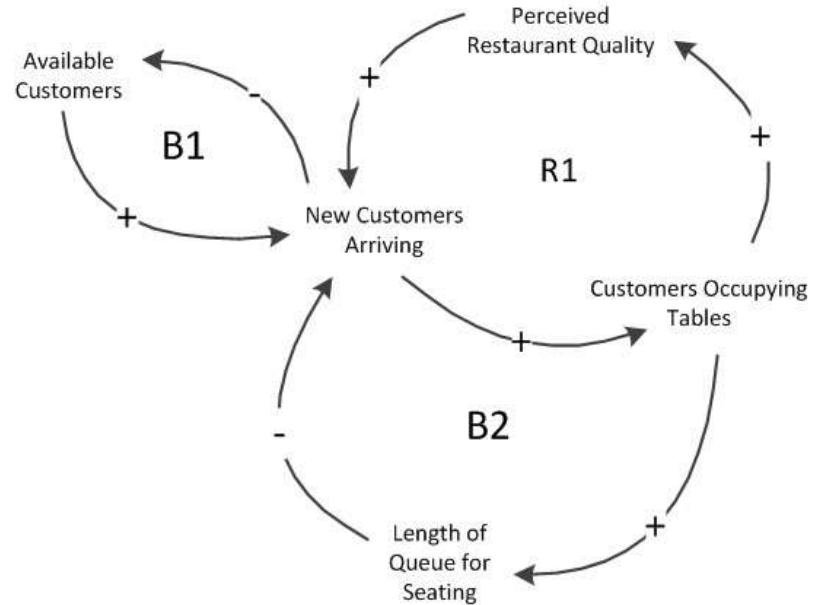
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Tools (vs2).

WORKING TOGETHER
Ability and knowhow for collaborating and networking (building relationships) in the urban context.

- Stakeholder Engagement
- Community Building & Local knowledge
- Network for Support

Why?
Design driven innovation in urban context is also based on citizens' engagement and participation. Citizens bring their social skills, their problem solving strategies and their local culture.

How?
Facilitation and engagement tools, that support citizens' participation and social creativity

Tools (vs2).

Tools V1
- Personas
- Cultural Probes
- Service Walkthrough
- Co-Creation Workshops
- Journey Map
- Blueprint
- Touch Point Matrix
- Experience Prototyping

WORKING TOGETHER
Ability and knowhow for collaborating and networking (building relationships) in the urban context.

Tools V2
- 5 whys
- Jobs-to-be-done
- Idea evaluation matrix
- Use Cases
- How might we?
- Card sorting

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Journey Map

What is it?

A customer journey map is a step-by-step description of a sequence of events, interactions, and the customer's mood in each of the events and the touchpoints that support the interaction between the customer and the service. It can be as simple as a story board, or a more complex matrix reporting a number of additional factors in a service

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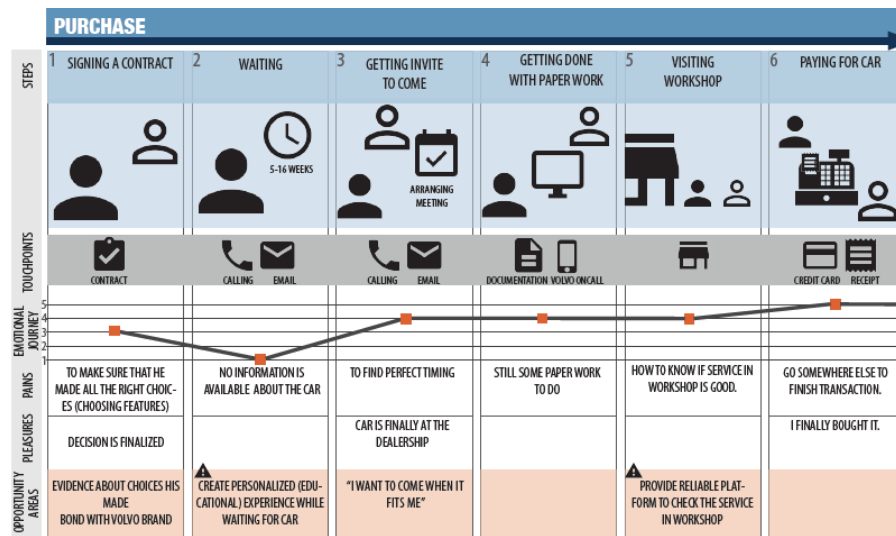
What is it?

Card sorting is a method to help facilitate co-creation of a service. A deck of cards, each with a word or an image, can help sparking a deeper conversation with your user. The easiest way is to put a deck of cards, each with a word or single image, in someone's hands and then asking them to discuss it

Use cases
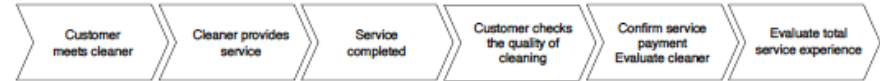
What is it?
consist of a very detailed description of an interaction between a customer and a service, through the description of the sequence of actions during the interaction, a list of actors involved and the description of pre- and post-conditions for the interaction

In most of the case the description is textual, but can also include some graphic representations (similar to a journey)

USE CASE	Samantha receives the cleaning service for the first time and evaluate the experience
ACTORS	Archibald and Samantha
FLOW OF EVENTS	Samantha awaits for the cleaner showing up to their appointment The cleaner arrives and greets Samatha when she opens the door Samantha shows the cleaner the rooms that needs to be cleaned and gives addtional comments of her needs Samantha can stay or leave for work while cleaners provides the service The cleaner cleans her home When the cleaner is done cleaning, he/she log into the app and register the task has been completed Samantha receives a notification in the app, that the cleaner has fulfilled their task Samantha checks the quality of the cleaning Samantha logs into the app and pays for the service and rates the cleaner Depeding on the experience, Samantha will give her review of the total experience on the company's website using her smartphone
PRE-CONDITIONS	Samantha is a registered user of the service (she has a login and a password that allow her to acces the company's network)
POST-CONDITIONS	Samantha has received a receipt agreement from the company that the service has been fullfiled and they have registered her payment

Tools (vs2).

VIABILITY
Ability to understand concepts of feasibility, business acumen and long-term sustainability

- Measuring Impact
- Business Acumen
- Communication & Storytelling

Why?
A good number of design-driven innovation projects do not pay enough attention to strategic, managerial, organizational and financial components

How?
In the toolbox, we provided an array of tools that can be used to look at these components

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Tools (vs2).

Toolbox v1
- Business model canvas
- Motivation matrix
- Theory of Change
- KPI tool
- Replication analysis tool

VIABILITY
Ability to understand concepts of feasibility, business acumen and long-term sustainability

Toolbox v2
- WISA canvas
- SWOT analysis
- Value proposition canvas

WISA canvas

What is it?

A tool to analyse the strategic components of design / innovation projects

Strategy is about finding a balance between **ends**, **means**, and **ways**
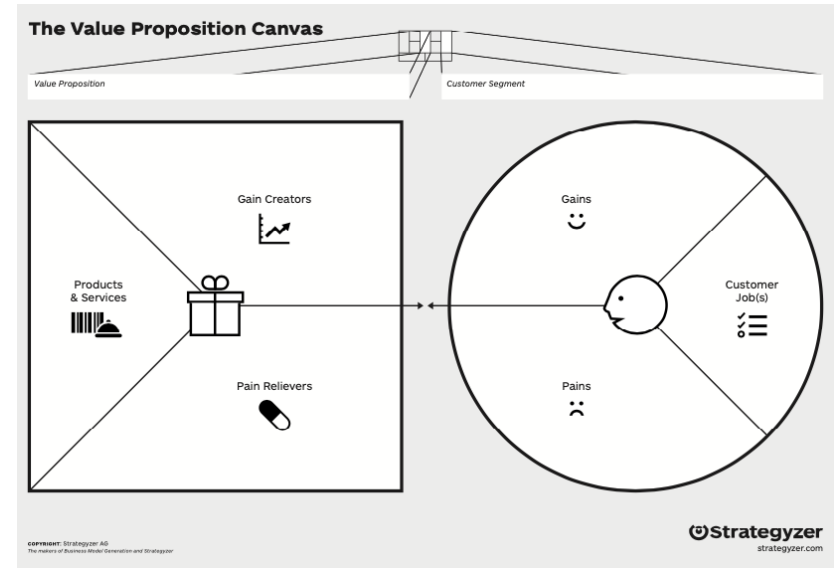
SWOT analysis

What is it?
The SWOT analysis is a strategic planning tool that examines **Strengths** and **Weaknesses** of an organization in light of the **Opportunities** and **Threats** in the environment.

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Value proposition canvas

What is it?
The Value Proposition Canvas is a tool developed by Alexander Osterwalder - one of the original proposers of the Business Model Canvas. In a way, the Value Proposition Canvas provides an **integrative perspective**, in which a more **granular analysis of the customer profile** is **paired with** the **value proposition offered by an organization**.

The Value Proposition Canvas

Value Proposition — Customer Segment

Gain Creators

Products & Services

Pain Relievers

Gains

Customer Job(s)

Pains

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Discussion.

Thank you &
Questions