



A Tamarack Workshop

Design Production and Solutions

With Cameron Norman and Liz Weaver

Gratitude & Acknowledgement

We begin this workshop by acknowledging that we are meeting on Indigenous land. As settlers, we are grateful for the opportunity to meet, and we thank all the generations of Indigenous peoples who have taken care of this land.

As settlers, this recognition of the contributions and historic importance of Indigenous peoples must be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.

Please share in the chat box your name and location.

Technical Considerations

- **We've got you covered** - You will receive a full recording of the call, the slides as well as a collection of links & resources.
- **Join the conversation** - Use the Q&A panel on your Zoom client to submit and vote for questions you'd like us to discuss.
- **Technical Support** - You can use the chat panel to ask for technical support throughout the webinar.



Cameron Norman



Liz Weaver

Poll Question #1

Pick a challenge you are looking to tackle in the coming year within your organization, network or community. What is the principal design issue you're most struggling with?

1. Identifying specific problems and areas that can be improved (research)
2. Generating good ideas for how to address the problem (ideation)
3. Translating our ideas into viable solutions (prototyping)
4. Producing workable products, services, or policies (implementation)
5. Understanding the impact of our new initiatives in addressing needs (evaluation)
6. Knowing where to start (problem framing)

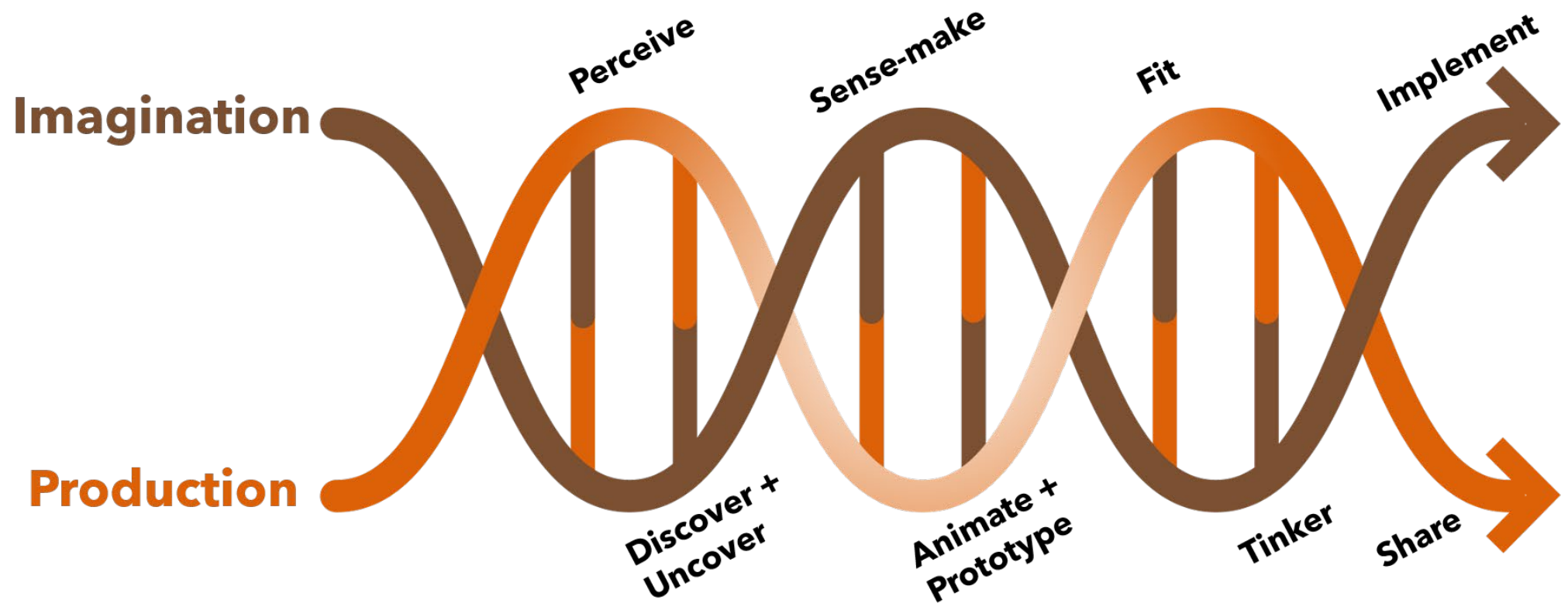
Poll Question #2

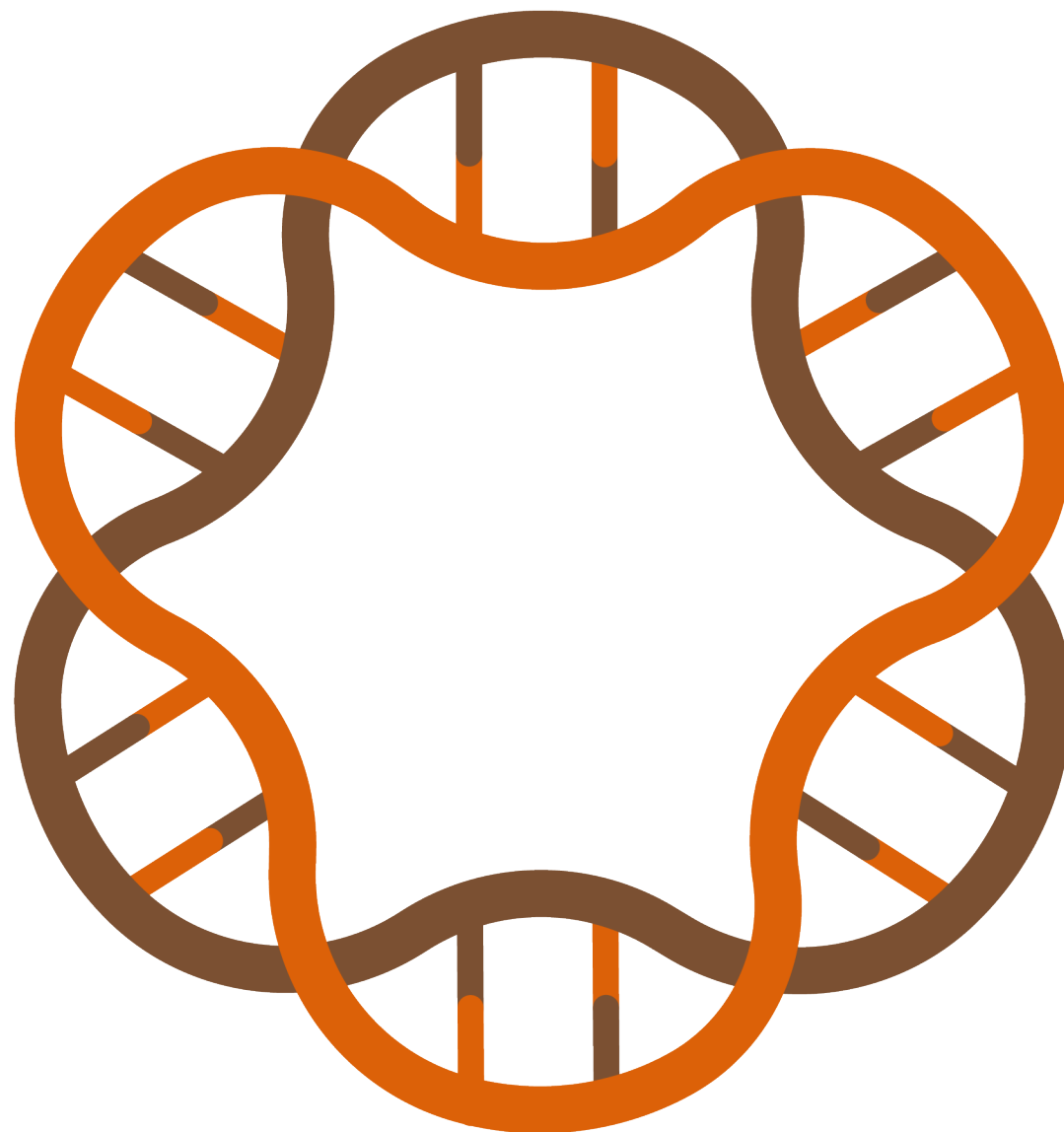
What best describes your situation when it comes to taking ideas and transform them into workable, useful, and impactful products, services, or policies?

1. I feel lost
2. I feel stuck taking ideas on paper and transforming them into real things
3. I know a lot of theory, but don't know how to apply it in practice
4. I know what to do, but don't have the design tools or techniques to take action
5. I have design tools and techniques but don't have confidence in using them
6. I'm worried my ideas will look good on paper but fail in real life
7. I don't have the necessary support to apply design thinking and practice in my work

The Design Helix

Let's review the design helix





Design Production and Solutions

Describe the key elements of the design production thread.

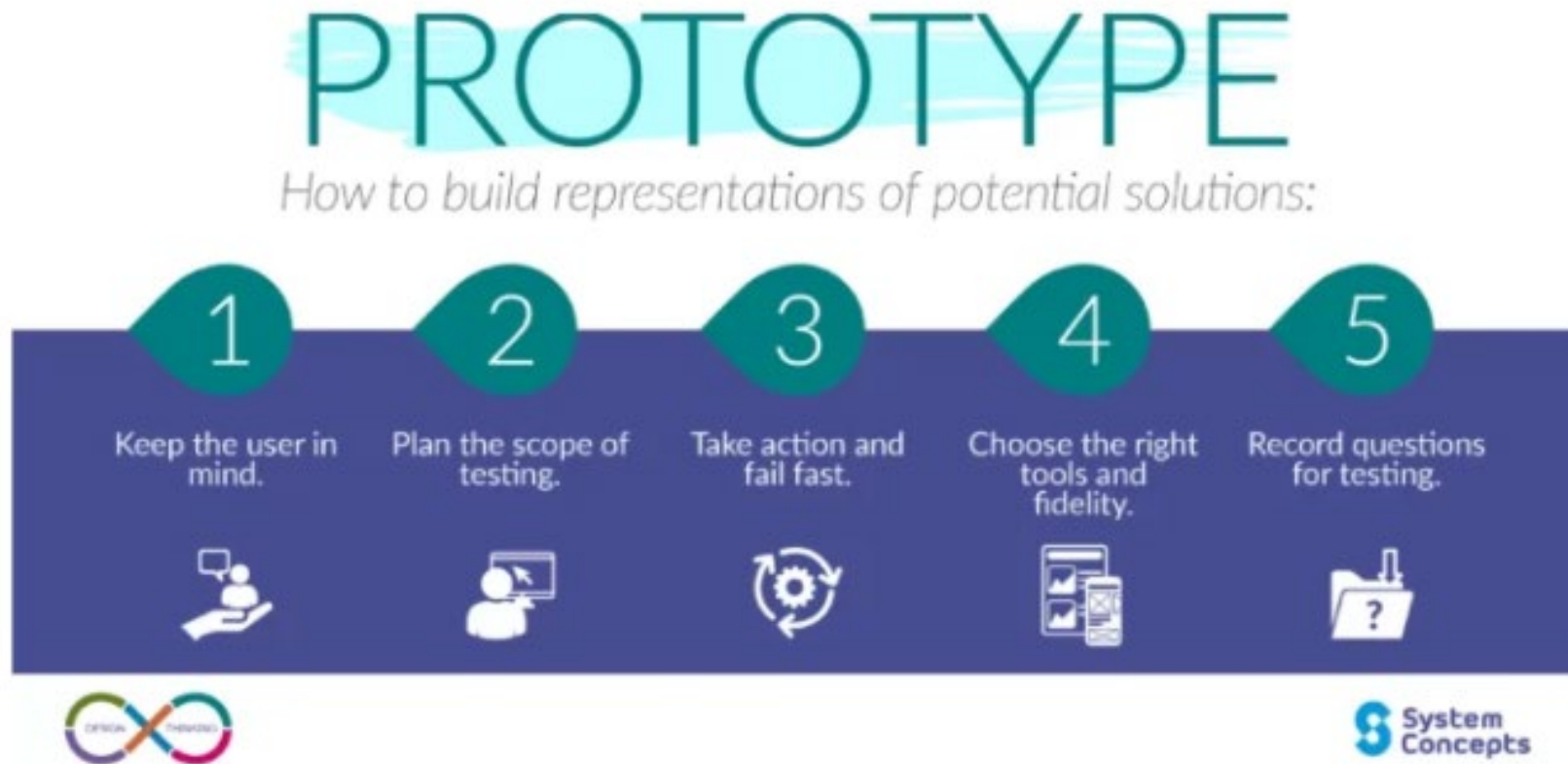
What Design Production processes have you encountered that have created blocks to the production and solution process?

Perceiving

Why is spending time perceiving so relevant to design production?

Prototyping

What are the key steps in the prototyping process?



Source:
<https://www.system-concepts.com/insights/design-thinking-prototype/>

Design Fit

What does fit mean in the design process? Where have you seen fit not work and what happened?

Sharing Design Results

Can you describe the sharing stage of the design production process?

Design Production and Solutions

**What advice do you have about the design
production and solution thread of the design helix?**

Resources For Design & Prototyping

1. **Prototype Death Rate**. A simple measurement for assessing your attempts and success in translating ideas into action (<https://www.cense.ca/prototype-death-rate/>)
2. **Concept Scenarios & Storyboarding** – How to create a story ahead of generating a product (<https://www.cense.ca/storyboards-for-service-design/>)
3. **Service Design Doing (Method Library)**
<https://www.thisisservicedesigndoing.com/methods>
4. **Visual Thinking** – The foundation for prototyping is seeing things and this article shows how to build visual thinking skills (<https://www.cense.ca/visual-thinking/>)
5. **10 Methods to Help you Innovate** – This resource provides a useful list of innovation and design tools ([\(47\) 10 Methods to Help You Innovate Online | LinkedIn](#))

QUESTIONS?

Closing Poll Question

What best describes your situation when it comes to taking ideas and transform them into workable, useful, and impactful products, services, or policies?


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The Webinar Series

1. Imagination and Design – December 7, 2021
2. Design Production and Solutions – January 12, 2022
3. Design: Application and Lessons Learned – February 2, 2022

Sign up for the final webinar in this [webinar series](#).

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THANK YOU