Greater Good Studio

GREATER GOOD STUDIO

Why Is Good Design So Hard to Do?

TAMARACK COMMUNITY CHANGE FESTIVAL

VANCOUVER

OCT 3, 2019

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Talk + Q&A

Facilitated Discussion on Power + Privilege

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+

Design changes behavior.
It matters who's asking for that change.

—

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We use design to elevate the voices of people with the least power.

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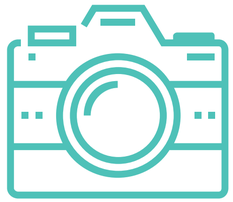
Human-Centered Design

FRAMING

Defining questions to answer and people to engage.

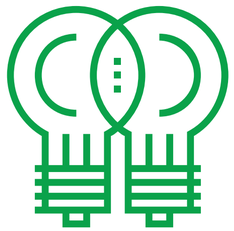


RESEARCH

Learning from people about their needs and values

SYNTHESIS

Finding patterns and areas of opportunity

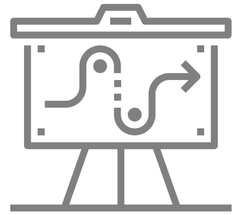


CONCEPTING

Creating a high volume of new ideas

PROTOTYPING

Making tangible mock-ups and gathering feedback



PILOTING

Refining solutions in order to pilot test

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But HCD is not inherently good.

FRAMING

Defining questions to answer and people to engage.

RESEARCH

Learning from people about their needs and values

SYNTHESIS

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PILOTING

Refining solutions in order to pilot test

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“Adam Bowen and James Monsees were pursuing master’s degrees in product design at Stanford when they decided to do something about their smoking addictions.”

https://www.bloomberg.com/news/articles/2018-11-01/stanford-pals-hit-the-jackpot-with-juul-s-meteoric-rise

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“Monsees and Bowen approached smokers on campus and asked them what they loved and hated about their habit.”

“The complaints were consistent: fear of being seen with a cigarette and paranoia about smelling of smoke on a first date.”

“Their first prototypes were ad-hoc assemblies of bespoke components and items found on drugstore shelves.”

https://stanfordmag.org/contents/vice-made-nice July 2012

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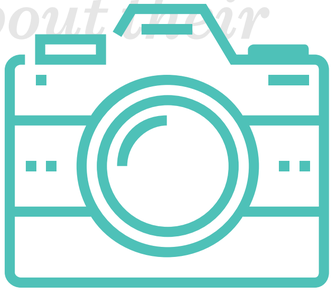

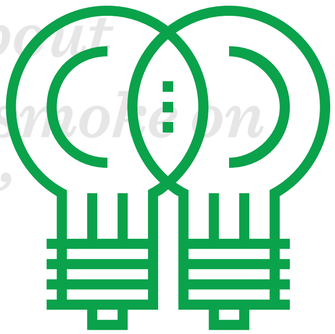
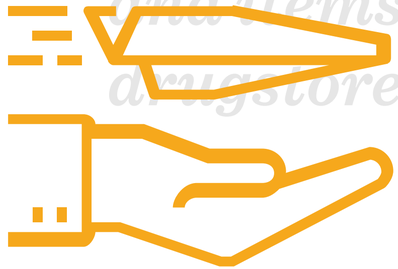
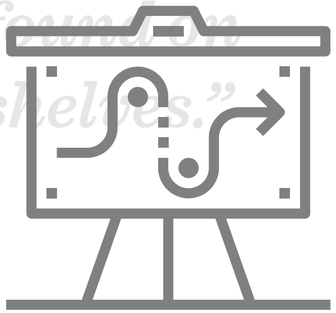

https://stanfordmag.org/contents/vice-made-nice July 2012

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Design does have conventional standards

1. *Good design is innovative*
2. *Good design makes a product useful*
3. *Good design is aesthetic*
4. *Good design makes a product understandable*
5. *Good design is unobtrusive*
6. *Good design is honest*
7. *Good design is long-lasting*
8. *Good design is thorough down to the last detail*
9. *Good design is environmentally friendly*
10. *Good design is as little design as possible*

Dieter Rams

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Form

How beautiful it looks

Function

How well it works

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https-//s.newsweek.com/sites/www.newsweek.com/files/2015/10/28/1028massincarceration01

What counts as good isn’t good enough.

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Design Observer

George Aye | Opinions

03.14.19

It's Time to Define What "Good" Means in Our Industry

George Aye co-founded Greater Good Studio with the belief that design can advance equity for all. Previously, he spent seven years at global innovation firm IDEO before being hired as the first human-centered designer at the Chicago Transit Authority. Since founding Greater Good, he has worked across complex social issues such as criminal justice, civic engagement, public education, public health and youth development. Greater Good Studio was awarded the TED Prize City 2.0 (2012) and recognized in the Public Interest Design 100 list (2013). The studio's work was featured in LEAP Dialogues: Career Pathways in Design for Social Innovation (published 2016) and Public Interest Design Practice Guidebook (published 2015). He is a frequent speaker and workshop facilitator. He presented on the topic of design and power at SXSW 2018 and the Service Design Global Conference 2017. George holds the position of Adjunct Full Professor at The School of the Art Institute of Chicago.

Jobs | July 31

Real Estate Arts
New York, NY
Senior Designer

?What If! Innovation
Brooklyn, NY
Lead Designer

Lumisource LLC
Elk Grove Village, IL
Product Design Intern

Slalom Consulting
San Francisco, CA
Experience Design Co

Post A Job View Al

What we celebrate shapes our culture.

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My conventional training gives me a conventional view of good.

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3 *principles for good design.*

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Anthropology *honors reality* .

Social Work *creates ownership* .

Organizing *builds power* .

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My training says:

Good design *honors the future* .

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Good design _*honors reality*_ .

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New Models of Care
Hennepin County Medical Center
Minneapolis, MN

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New Models of Care
Hennepin County Medical Center
Minneapolis, MN

© Greater Good Studio 2018

Lived experience

+

Learned experience

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My training says:

Good design *retains ownership*.

Good design _*creates ownership*_ .

Raising Places
Robert Wood Johnson Foundation
Six Communities Across US

Raising Places
Robert Wood Johnson Foundation
Six Communities Across US

People adopt the change that they are a part of making.

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My training says:

Good design *hoards power*.

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Good design *builds power*.

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Power:

the ability to affect an outcome

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Power asymmetry:
Power is often lopsided

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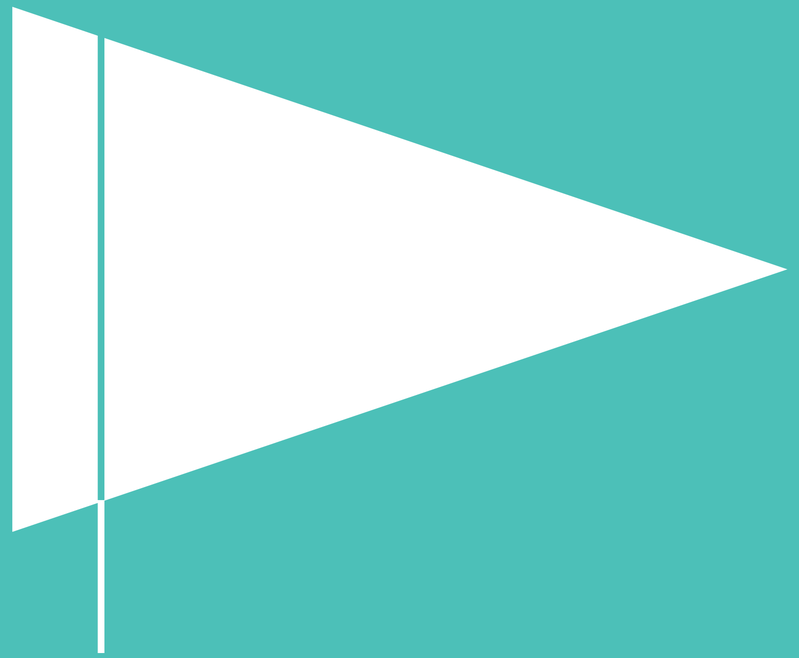
Power asymmetry

Law Enforcement
Doctors
Employers
Funders
Teachers
Landlords
Local Government
Leadership



Detainees
Patients
Employees
Grantees
Students
Renters
Community
Front line staff

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Years/Decades/Generations	*Time*	Days/Weeks/Months
The Opioid Epidemic	*Crisis*	The War on Drugs
Expatriate	*Migration*	Immigrant/Refugee
Learning Opportunities	*Mistakes*	Inherent Flaws
	VS	

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Squared Away
Metropolitan Tenants Organization
Chicago, IL

Squared Away
Metropolitan Tenants Organization
Chicago, IL

The people with the least power are often closest to the problem.

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1.

We value learned experiences but discount lived experiences.

How might your work honor reality?

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2.

People adopt the change that
they are a part of making.

How might your work create ownership?

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3.

The people with the least power
are often closest to the problem.

How might your work build power?

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Thank You

george@greatergoodstudio.com

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Reflections

Talk to the person seated next to you and develop a question.

Shout out to Eve Tuck | @tuckeve

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Talk + Q&A

Facilitated Discussion on Power + Privilege

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Facilitated Discusison on Power + Privilege

Shout out to Akaya Winwood

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Power in Identity

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What identity do you claim?

What identity was placed on you?

What identity did you earn?

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What identity do we claim?

What identity was placed on us?

What identity did we earn?

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Power Transfer

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When was the last time you gave away your power intentionally?

When was the last time you lost your power unintentionally?

When was the last time you took someone else's power?

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When was the last time we gave away our power intentionally?

When was the last time we lost our power unintentionally?

When was the last time we took another organization's power?

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Privilege in Context

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Privilege:

It's a gift that you did nothing to earn

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Ask for forgiveness, not permission.

Lean In.

Move fast and break things.

Go big or go home.

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+ privilege: assumption of good intent

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When was the last time you saw someone's privilege provide cover for their misstep?

When was the last time your privilege provided cover for your misstep?

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When was the last time you saw an organization's privilege provide cover for their misstep?

When was the last time our privilege provided cover for our misstep?

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