



COMMUNITY CHANGE FESTIVAL

#communitychange festival



Empathy, Ideation, and Experimentation

Design Thinking, Human- Centered Design and Community Change

Goals for this Skills Session

1. Be able to explain what design methods are
2. Unpack how these methods can be used to further community change efforts
3. Leave with tangible tools to apply to your changemaking practice

10 mins Introductions

40 mins Introducing Design Thinking

20 mins Play!

20 mins Share and Reflect

What is Human-Centred Design / Design Thinking?

Does this lens help us see **new ways to approach innovation?**

Do the principles of this approach feel **appropriate and inspiring?**

Can this **augment and support community wisdom?**

What types of problems is this **not well-suited for?**



Source: Australian Broadcasting Corporation News


MYTH

You need to learn Design Thinking to do Design Thinking

POSSIBILITY

Drawing upon Design Thinking approaches can help you create, test, and build community change.

What is Human-Centred Design / Design Thinking?

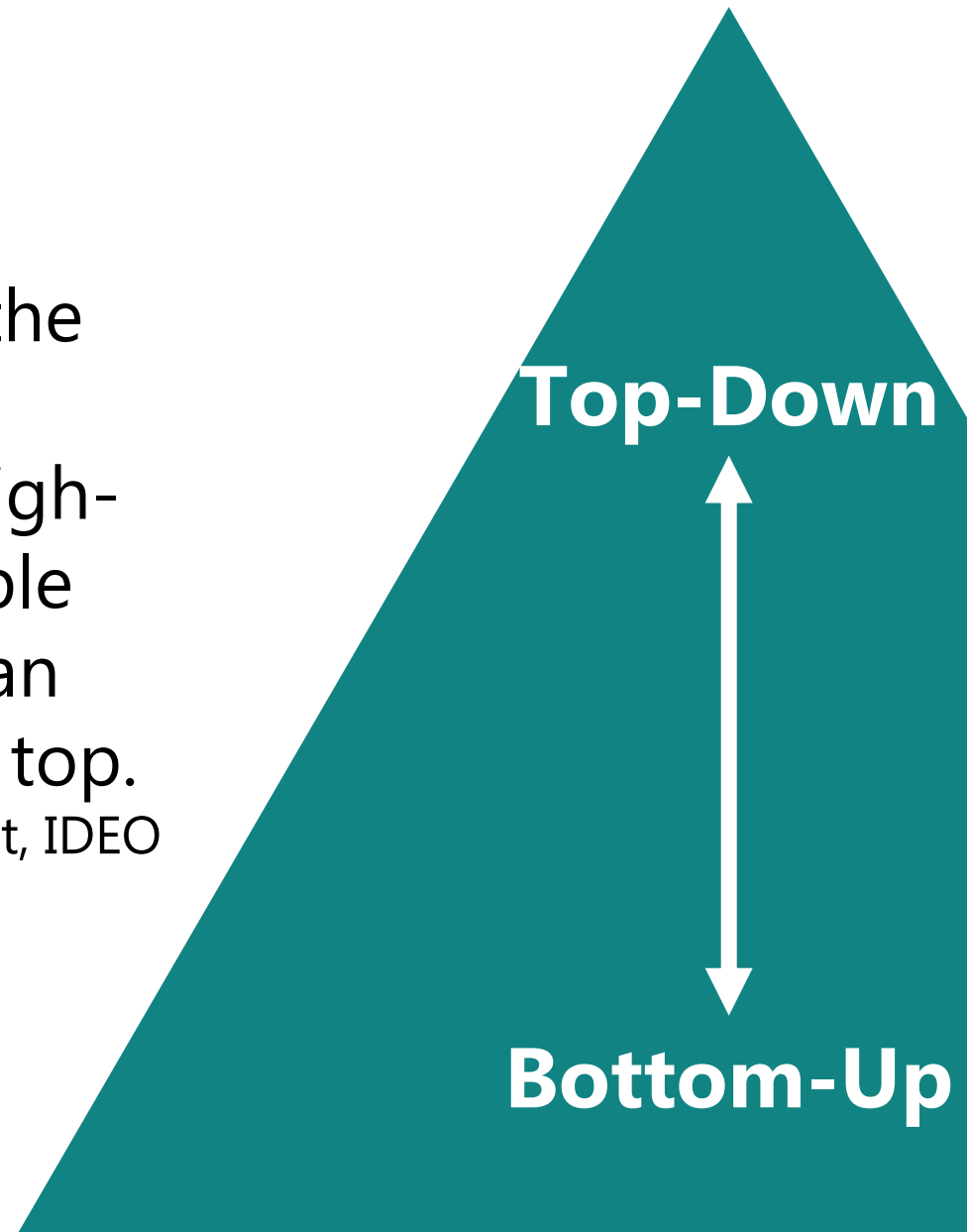


Design thinking is a process for creative problem solving. **Design thinking** has a human-centered core. It encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes.

-IDEOU

By working closely with the clients and consumers, design thinking allows high-impact solutions to bubble up from below rather than being imposed from the top.

-Tim Brown and Jocelyn Wyatt, IDEO



A process for creative problem solving.

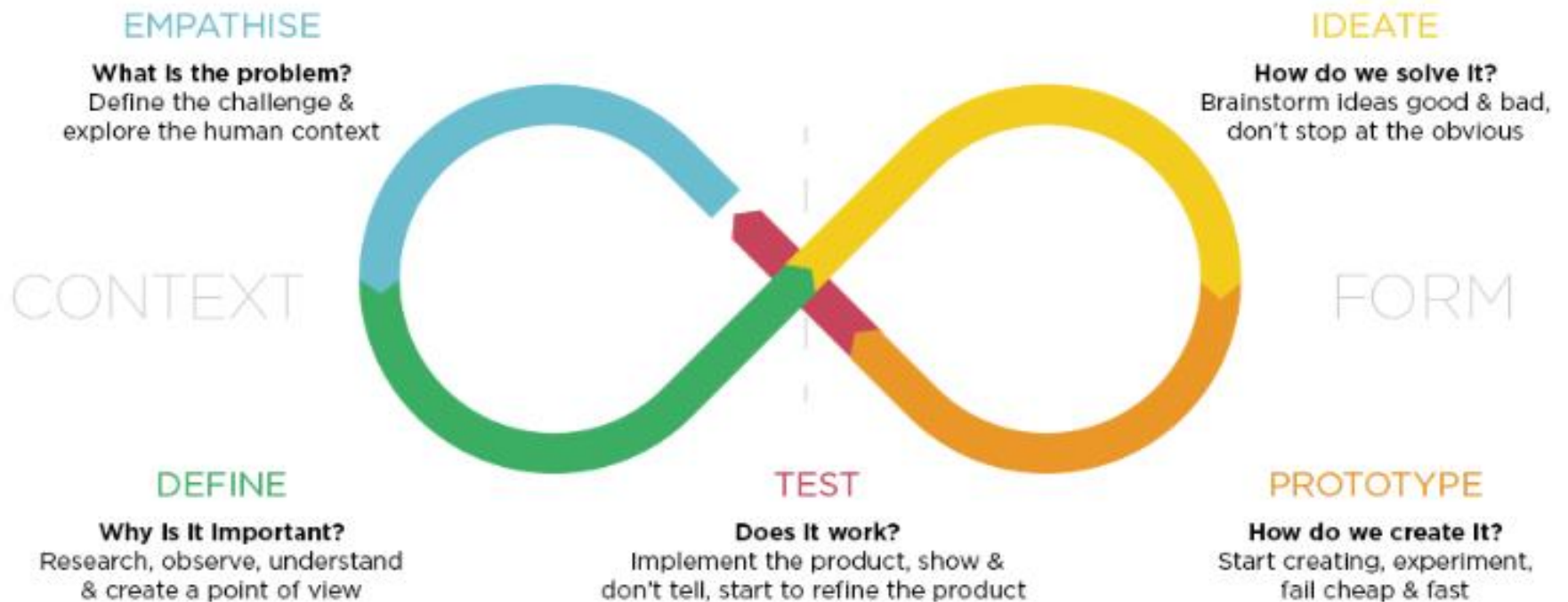


Diagram by Billy Loizou www.billyloizou.com

A **(loose, iterative)** process for creative problem solving.

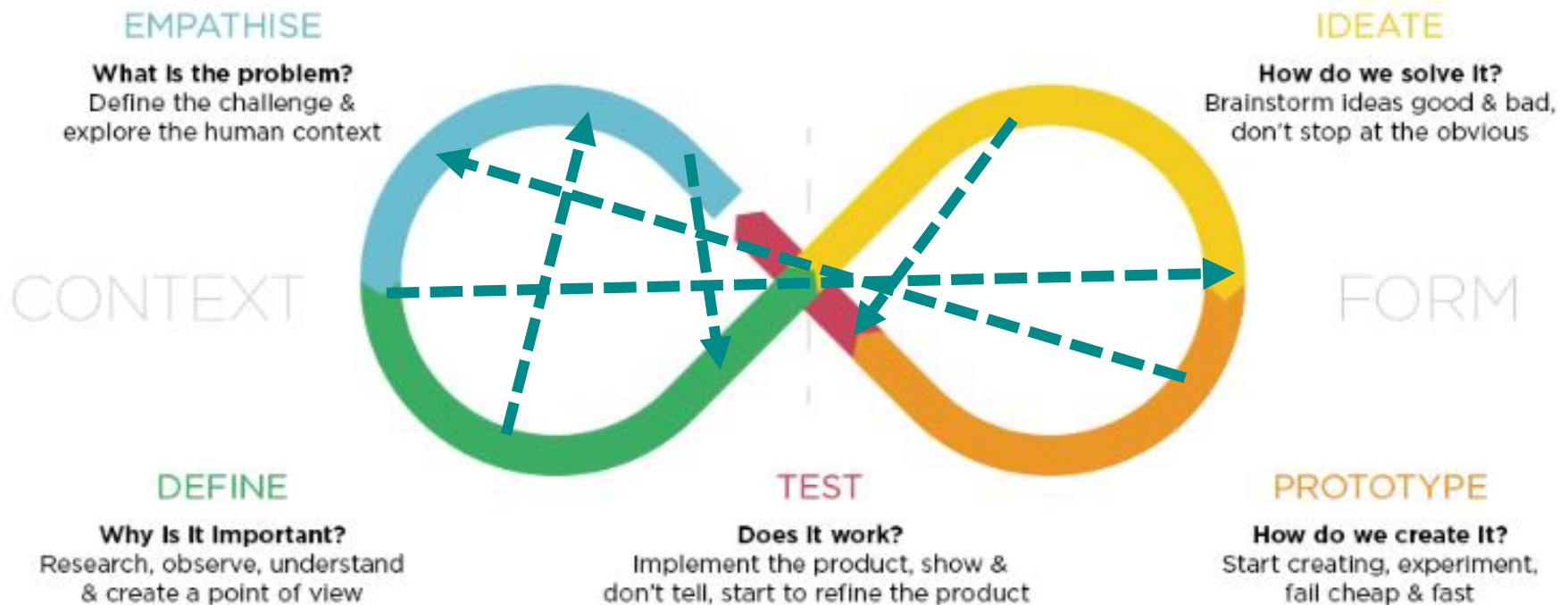


Diagram by Billy Loizou www.billyloizou.com



Source: Roundabout water solutions

4x more expensive than a regular water pump
Not easily maintained by locals
Mixing play and work –
“kids would have to play for 27 hours a day”

Kenny and Sandefur, ForiegnPolicy.com

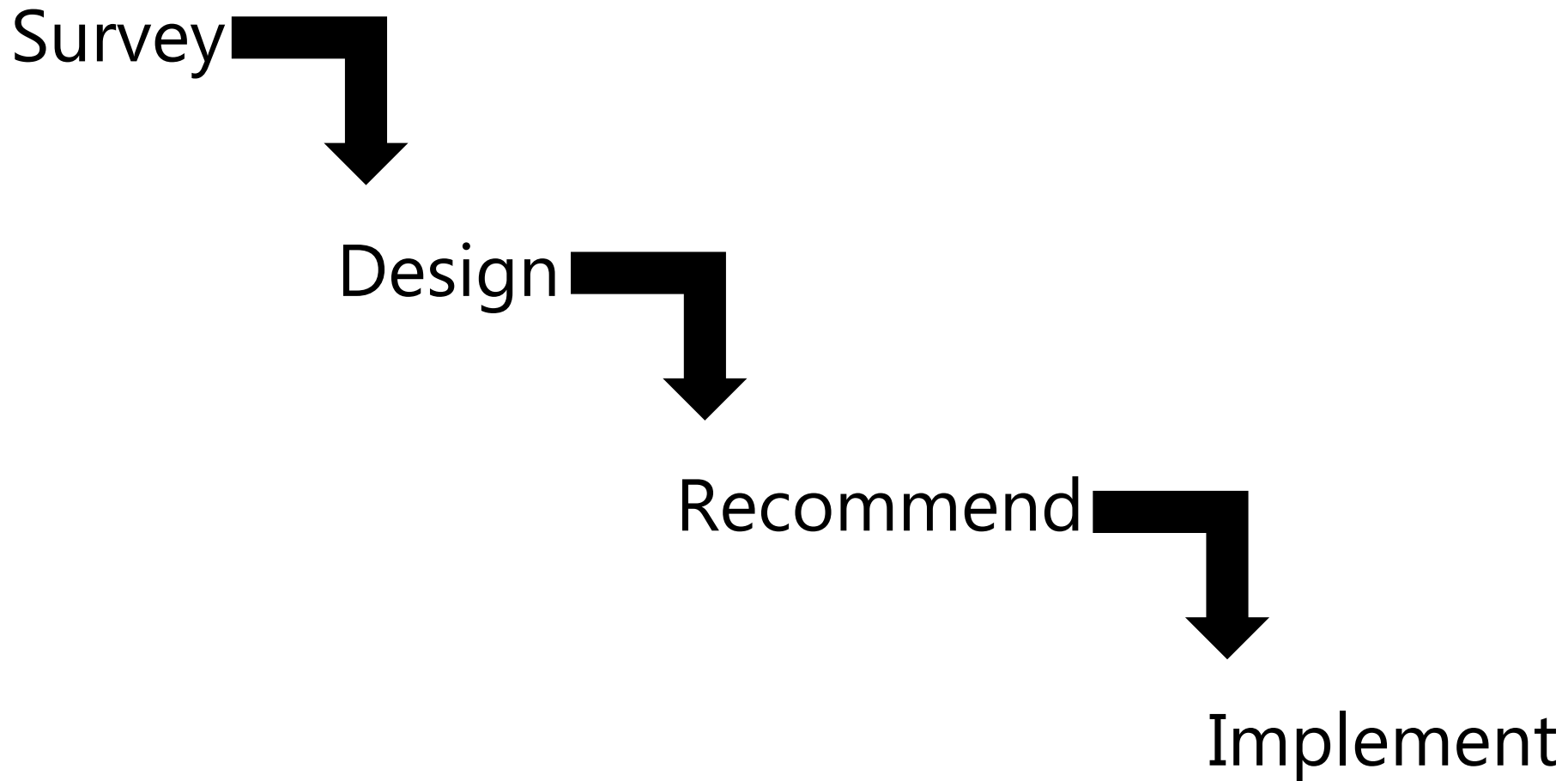
Need for large supplies of high-quality groundwater, close to the surface



**Failure to reflect
local needs, context,
constraints, and
assets in design**



Building an app to help residents connect



Building an app to help residents connect

What are people's needs?

- Community conversations
- Co-generate initial ideas
- Share ideas and get feedback

Where should we focus our efforts?

- Build prototypes with community
- Share and get feedback
- Refine our understanding

What haven't we anticipated?

- Small scale pilot
- Measure and explore

Empathy

Putting the perspective of people who are impacted at the centre of your process

Ideation

Creating space for new ideas and approaches that focus on actual people's needs and perspectives

Experimentation

Testing to see how real people react, not to prove or disprove

REFLECTION QUESTION 1

How well do you know the people who are impacted by your work? (on a scale of 1-5)

*Knowing about \neq knowing

Empathy

Incorporating the perspective of
context experts

Involving context experts in design
work

Acknowledging that we can never truly
'know' someone other than ourselves
(but we can learn from them)

A man with short grey hair is shaving his face with a safety razor. He has a thick layer of white shaving foam on his beard. Another person's hand is resting on his neck, suggesting a supportive or caring interaction. The scene is set in a bright, clean environment, possibly a bathroom, with a potted plant visible in the background.

An **Empathy** Story

Empathy

It's hard to tell the difference between what we know and what we think we know.

Fortunately, Design Thinking draws on many tools to resolve this.

Empathy

TOOLS

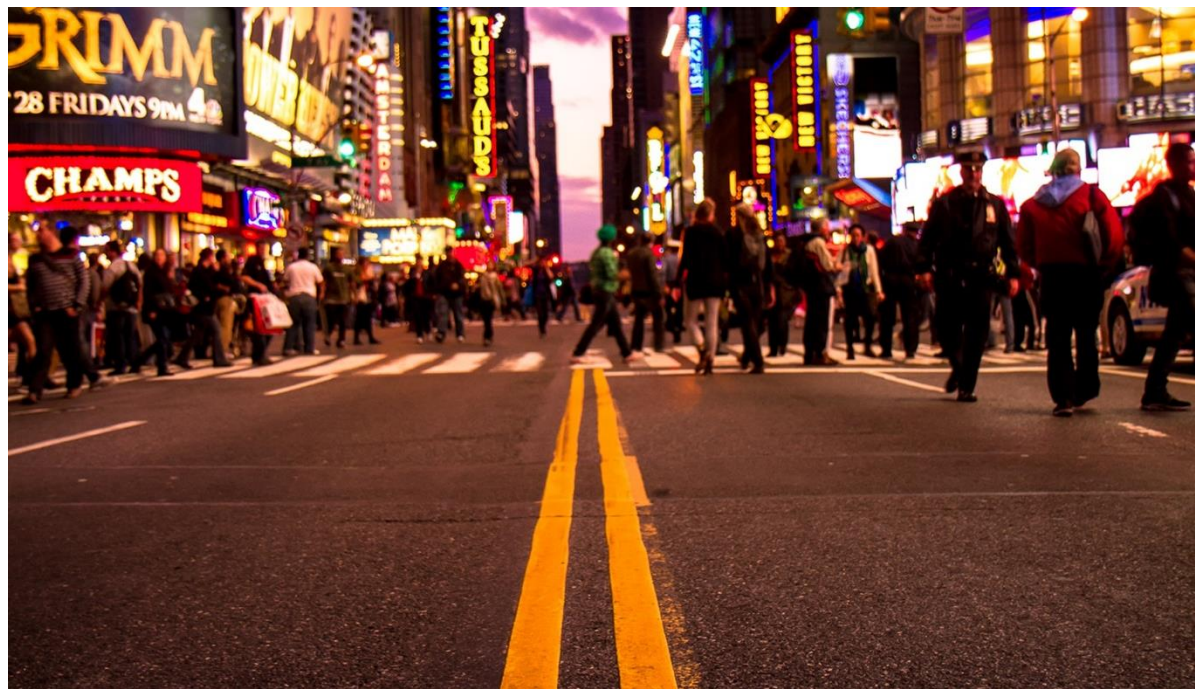
Ethnography

Observation

Co-Creation

Interviews

Empathy Maps



Empathy

Be with people

Be open to learning from people

REFLECTION QUESTION 2

How easy is it for you to generate creative, new approaches to the challenge(s) you're working on (scale of 1-5)?

Ideation

Unblocking common creativity blocks

fear of failure, taboos, default solutions, using few thinking languages, perceptual blocks, lack of rewards, and so on...

Carving out time, space, and safety for new ideas

Ideation

TOOLS
Rules of Brainstorming
Design Principles
“How Might We” Questions
Journey Maps
Personas



RULES FOR BRAINSTORMING



DEFER JUDGMENT

Separating idea generation from idea selection strengthens both activities. For now, suspend critique. Know that you'll have plenty of time to evaluate the ideas after the brainstorm.



ENCOURAGE WILD IDEAS

Breakout ideas are right next to the absurd ones.



BUILD ON THE IDEAS OF OTHERS

Listen and add to the flow of ideas. This will springboard your group to places no individual can get to on their own.



GO FOR VOLUME

The best way to have a good idea is to have lots of ideas.



ONE CONVERSATION AT A TIME

Maintain momentum as a group. Save the side conversations for later.



HEADLINE

Capture the essence of an idea quickly and move on. Don't stall the group by going into a long-winded idea.

(How many of your meetings break at least one of these rules? How many don't?)

From Stanford d. School

#communitychange festival
www.tamarackcommunity.ca

Ideation

Separate generation from judgement

Play

REFLECTION QUESTION 3

How often do you experiment and test ideas **before** the final deadline / launch?
(Scale of 1-5)

Experimentation

Make it real

“Sketch”

“Mockup”

“Pilot”

An Experimentation Story

(REPUBLICAN)
GEORGE W. BUSH - PRESIDENT 3 ➔
DICK CHENEY - VICE PRESIDENT

(DEMOCRATIC)
AL GORE - PRESIDENT 5 ➔
JOE LIEBERMAN - VICE PRESIDENT

(LIBERTARIAN)
HARRY BROWNE - PRESIDENT 7 ➔
ART OLIVIER - VICE PRESIDENT

(GREEN)
RALPH NADER - PRESIDENT 9 ➔
WINONA LaDUKE - VICE PRESIDENT

(SOCIALIST WORKERS)
JAMES HARRIS - PRESIDENT 11 ➔
MARGARET TROWE - VICE PRESIDENT

(NATURAL LAW)
JOHN HAGELIN - PRESIDENT 13 ➔
NAT GOLDHABER - VICE PRESIDENT

(REFORM)
← 4
PAT BUCHANAN - PRESIDENT
EZOLA FOSTER - VICE PRESIDENT

(SOCIALIST)
← 6
DAVID McREYNOLDS - PRESIDENT
MARY CAL HOLLIS - VICE PRESIDENT

(CONSTITUTION)
← 8
HOWARD PHILLIPS - PRESIDENT
J. CURTIS FRAZIER - VICE PRESIDENT

(WORKERS WORLD)
← 10
MONICA MOOREHEAD - PRESIDENT
GLORIA La RIVA - VICE PRESIDENT

WRITE-IN CANDIDATE
To vote for a write-in candidate, follow the directions on the long stub of your ballot card.

Experimentation

TOOLS
Wizard of Oz
Roleplay
User Testing
Sketching
Prototyping

Experimentation

You don't know what you don't know

The true test is **what happens when your idea is in the world**

It doesn't need to be perfect to learn from it (in fact it's better that way)

Time to Play

Empathy

Empathy Map

Ideation

Generating How Might We Questions

Experimentation

Planning a Prototype Test

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Do the principles of this approach feel **appropriate and inspiring?**

Can this **augment and support community wisdom?**

What types of problems is this **not well-suited for?**



SHORT VIDEO (5 MINUTES)

What is Human-Centred Design? by IDEO.org

MEDIUM (30 MINUTES)

Community Innovation Trends: Design-Based Approaches by Galen MacLusky

LONG (~10 HOURS)

Change by Design by Tim Brown