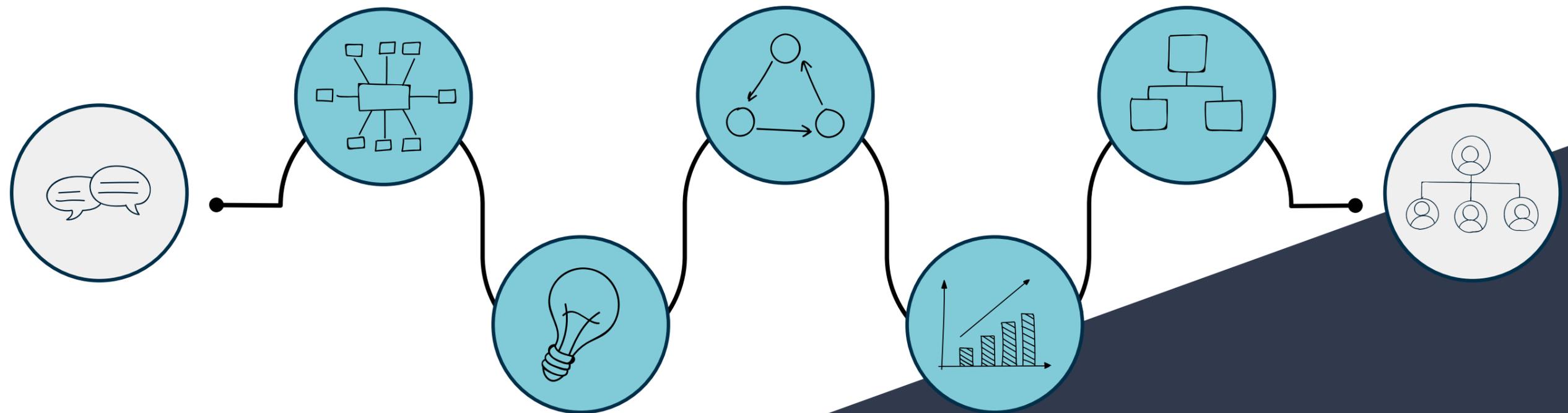


Design tools for change

Considered simple & clear editable templates.



Georgina Lewis
@Design_Applied

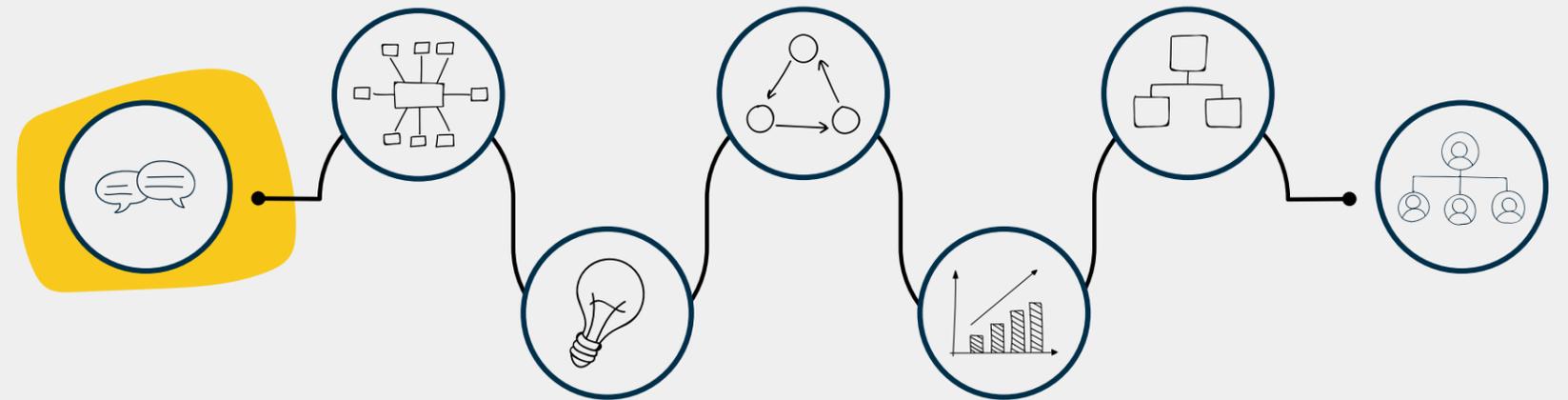
Design Applied.

Driving change...to make positive impact.

Prepare



It is essential that people understand what the project goals are, and they're willing to work towards them.



Communicating the project plan requires an articulate vision and clear outline of how it will be achieved.

- *Support the business with a road map*
- *Encourage the business to participate*
- *Ensure those impacted are involved*

Prepare

It is essential that people understand what the project goals are, and they're willing to work towards them.

Plan

Define goals and get agreement across the business. This buy-in will be foundational to your success.

Collect

Research user as well as business requirements by gathering information surrounding the problem.

Validate

Design what is both feasible and viable not simply desirable.

Build

Deliver as you go along. The cost benefit analysis of learning lessons before they cost too much is clear.

Implement

You'll need some help to bring your concept to life. Build the Partnerships for success..

Support

Communicating the project plan requires an articulate vision and clear outline of how it will be achieved.

1 Who Is Involved

4 Asses Where To Start

7 Build Simplest Idea

10 Who Benefits

2 How They Contribute

5 Uncover Insights

8 Test With Audience

11 How Delivery Works

3 What Will Be Explored

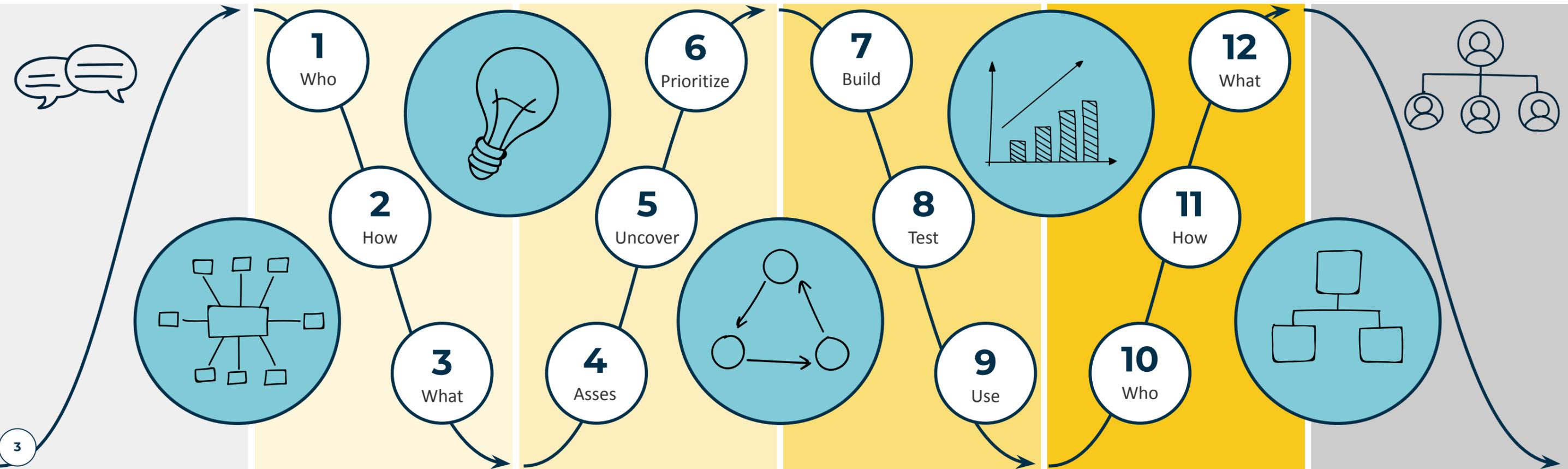
6 Prioritise Feasibility

9 Use Insights

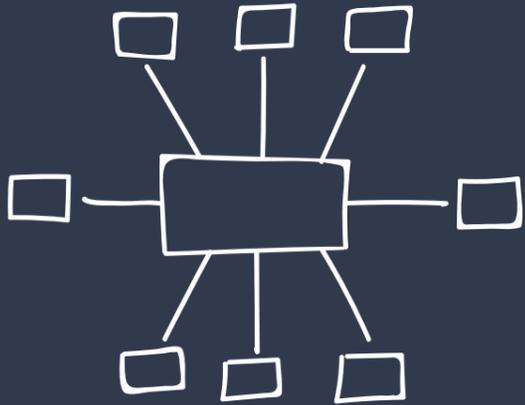
12 What Is Needed

Empower

Where business teams take over from design teams is critical to the sustainability of a product or service.



Plan



Define goals and get agreement across the business. This buy-in will be foundational to your success.

Define Phase

- 1 Who Is Involved
- 2 How They Contribute
- 3 What Will Be Explored



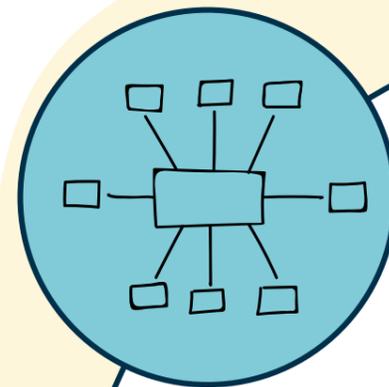
Plan For Who Is Involved

Define Phase

Defining

Who knows about the problem to be solved?

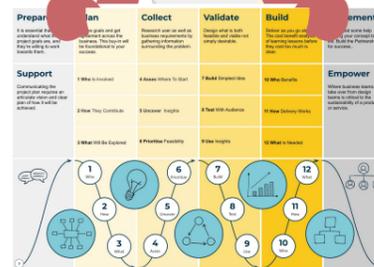
Understanding who's involved, what their perspectives are and where they fit in the project.



How to outline who will be involved & how they might contribute

KICK-OFF WORKSHOP

Align On Your Impact Goals



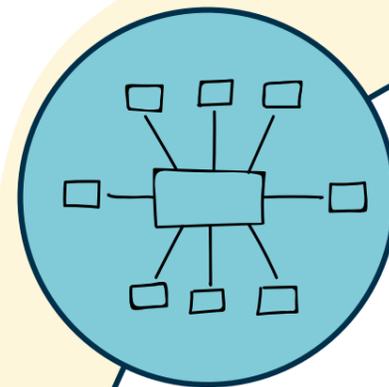
Plan For How They Contribute

Define Phase

Defining

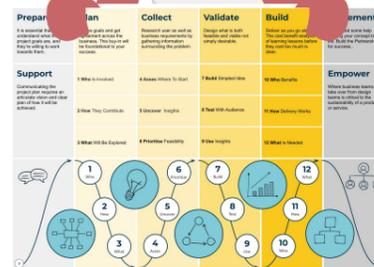
How can we work with given capability and resources?

Recording each person's role and how teams will work together means that you start off on the same page.



How to understand how people contribute
STAKEHOLDER MAP

Relationship Mapping



Plan For What Will Be Explored

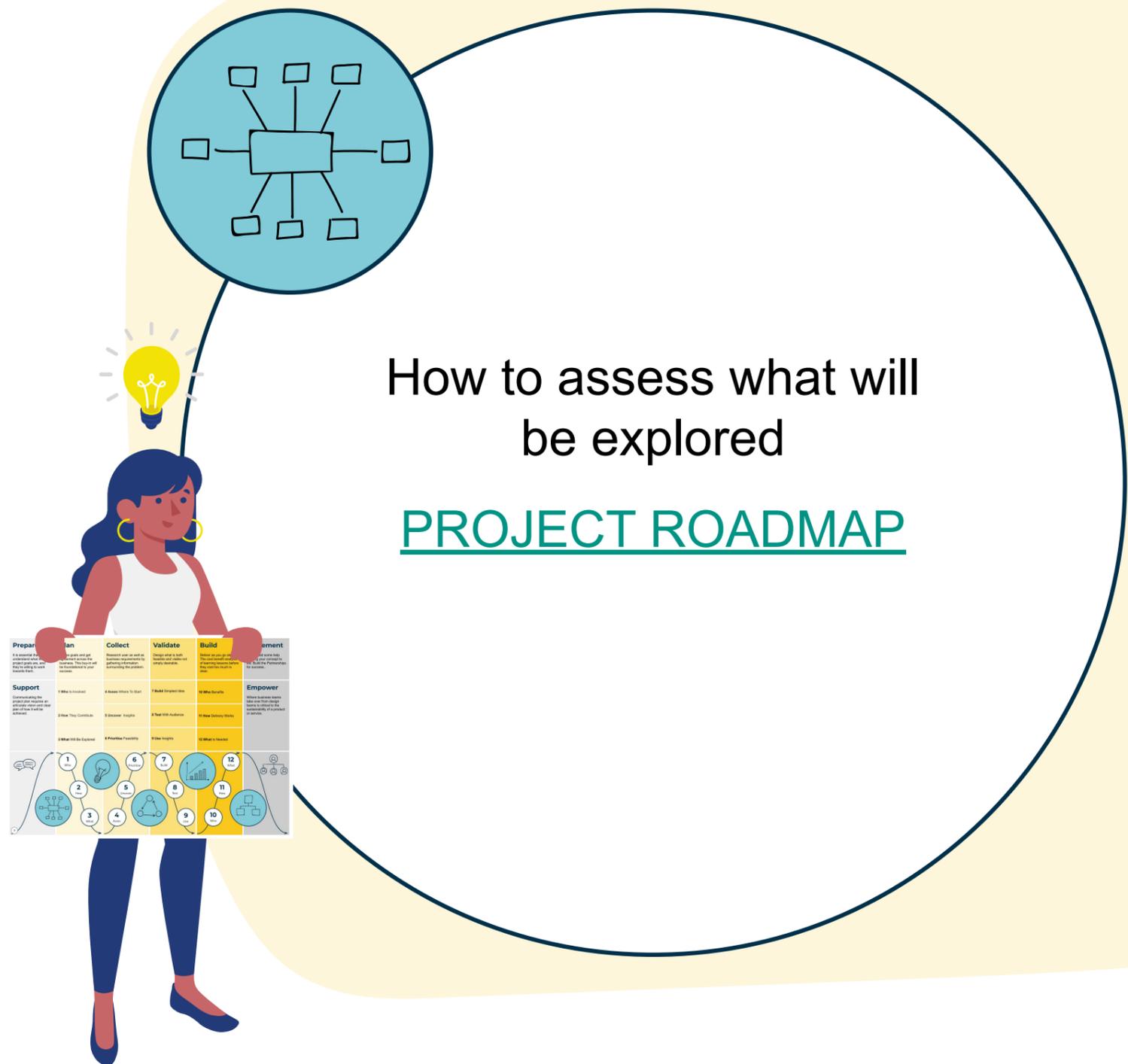
Define Phase

Defining

What does done look like?

Start by talking to those closest to the problem, the service, or the consumers.

Create A Project Plan



Collect



Research user as well as business requirements by gathering information surrounding the problem.

Research Phase

4 **Asses Where To Start**

5 **Uncover Insights**

6 **Prioritise Feasibility**



Collect & Asses Where To Start

Research Phase

Researching

Asses the current state via research in a number of ways.

Specify user and business requirements by gathering information surrounding the problem.

Understand Comparable
Products/ Services



How to learn from similar
products & services

LANDSCAPE REVIEW

Collect & Uncover Insights

Research Phase

Researching

Uncover avenues of intervention.

Analyse your data and synthesise them in order to uncover the most logical course of action.

Understand Desires Of Whom
Solution Is For



Collect & Prioritise Feasibility

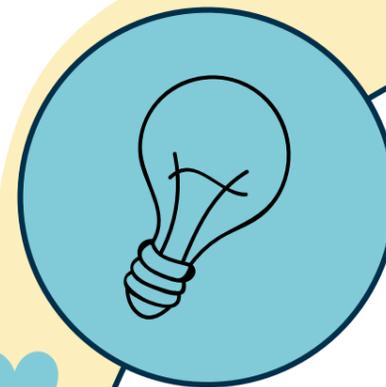
Research Phase

Researching

Prioritize what can be done in time frame.

Not all great ideas are implementable.
Define high value activities to be carried out.

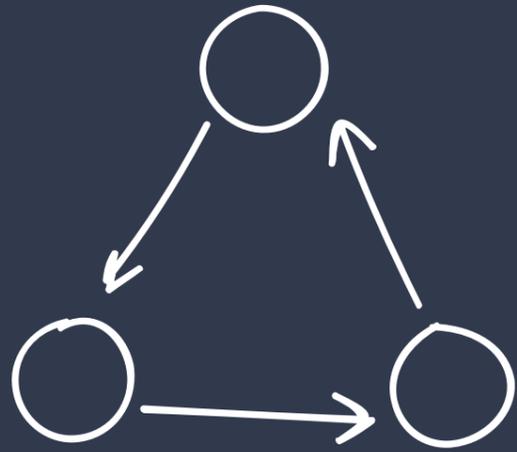
Turn Data Into Designs



How to make sense
of design research

DATA SYNTHESIS
& THEMING

Validate



Design what is both feasible and viable not simply desirable.

Design Phase

7 **Build Simplest Idea**

8 **Test With Audience**

9 **Use Insights**



Validate & Build Simplest Idea

Design Phase

Designing

Build the smallest scenario of the product or service.

Analyse your data and synthesise them in order to uncover the most logical course of action.

Draw Out Access & Analyse



How to illustrate all the steps or elements of a product or service

SERVICE BLUEPRINT &
JOURNEY MAP ANALYSIS

Validate & Test With Audience

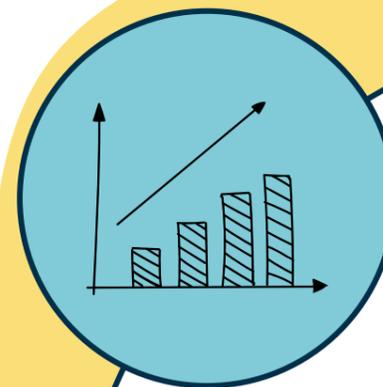
Design Phase

Designing

Test it in real life.

Critical assessment at the define stage will save you wasted time in the future.

Build & Run Prototypes



How to build your ideas quickly, improve & keep learning

MINIMUM VIABLE PRODUCT



Validate & Use Insights

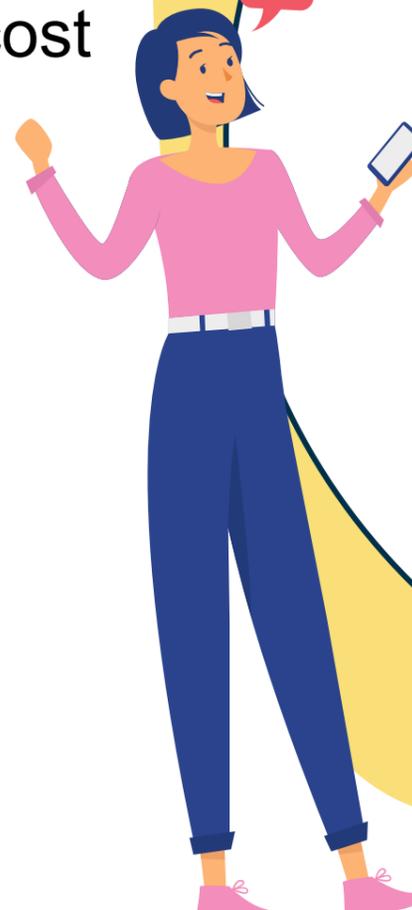
Design Phase

Designing

Use what you find out to plan viable improvements.

Learn as you go along. The cost benefit analysis of learning lessons before they cost too much is clear.

Develop Strategic Recommendations



How to test your solution longer-term prior to implementation

PILOT

Build



Deliver as you go along.
The cost benefit analysis of
learning lessons before they
cost too much is clear.

Deliver Phase

10 **Who Benefits**

11 **How Delivery Works**

12 **What Is Needed**



Build For Who Benefits

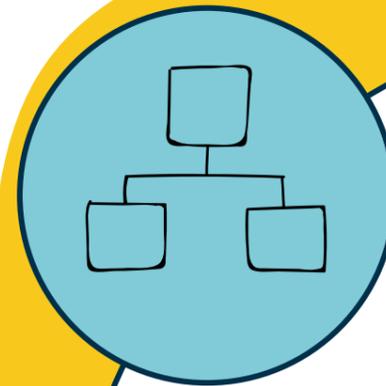
Deliver Phase

Delivering

Who benefits from the improved product or service?

Check how people respond to your service or product. Reduce the risk of building the wrong thing.

Co-creation Session



How to incorporate end users into implementable changes

FOCUS GROUP



Build For How Delivery Works

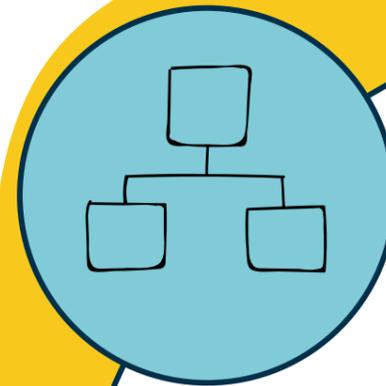
Deliver Phase

Delivering

How can we show the solution created?

By making small parts of a product or service you can make stronger parts of the whole. Learn as you build.

Roadmap For Success



How to articulate a clear timeline with a plan of action

IMPLEMENTATION PLAN



Build For What Is Needed

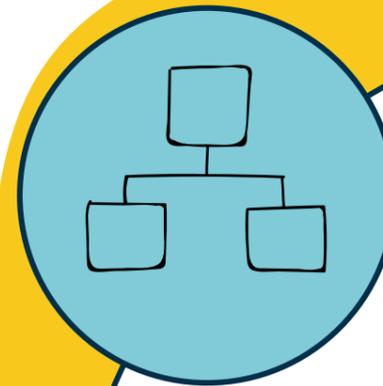
Deliver Phase

Delivering

What is the ongoing cost?

Give life to the ideas that are the strongest.
It's about practical, repeatable approaches.

Sustainable Revenue

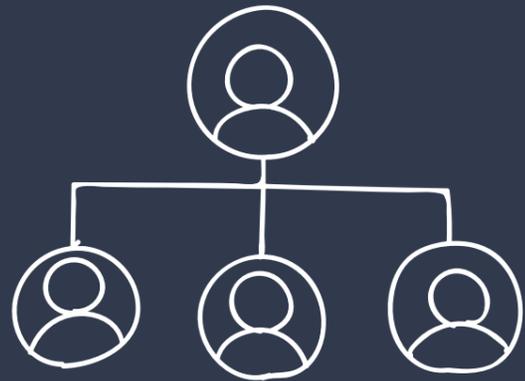


How to ensure there
is a funding strategy
for product or service

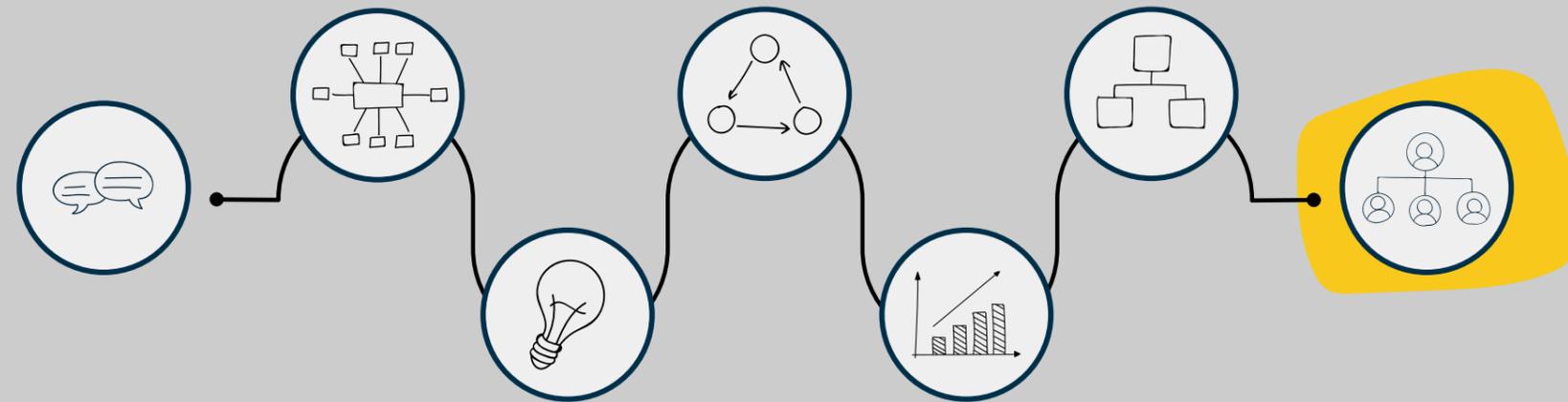
COST BENEFIT ANALYSIS



Implement



You'll need some help to bring your concept to life. Build the Partnerships for success.



Where business teams take over from design teams is critical to the sustainability of a product or service.

- *Empower the business with recommendations*
- *Support the business to make change*
- *Ensure the change is maintained*

Appendices

Thank you

Resources:

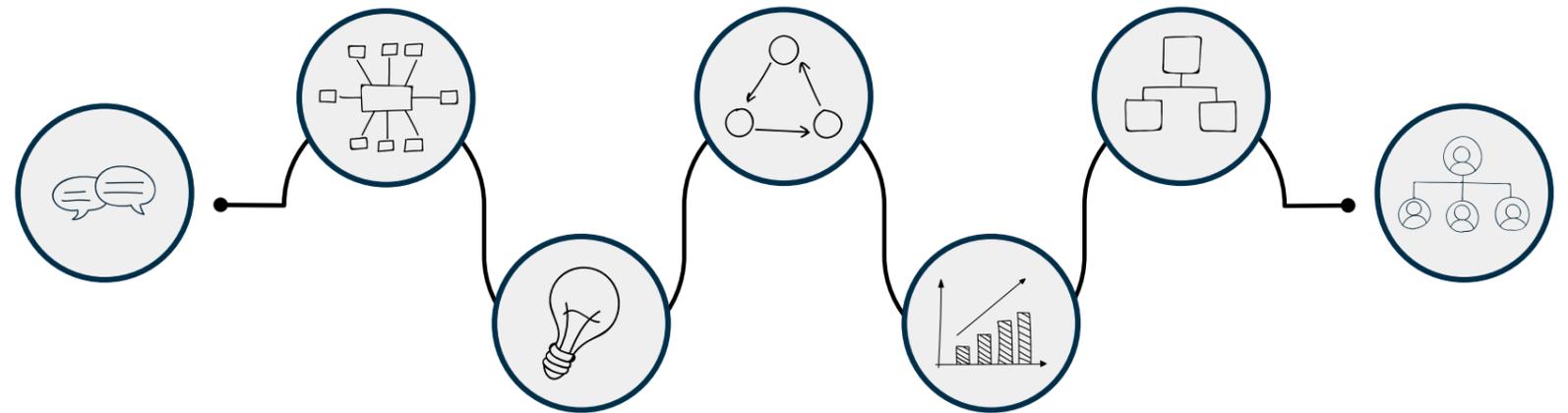
[Ideo Methods Design Kit](#)

[Methods & Tools curated by
Hyper Island](#)

[Service Design Tools](#)

[The Problem Solvers Toolkit
Australian Red Cross](#)

[Victorian Government
Human-centred design](#)



The Design for Change approach was developed via experimentation.

The language used to communicate with decision makers and advocate for design research was created overtime, with feedback across government, corporate and not for profit organisations by Georgina Lewis.

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