

00:16:35.000 --> 00:16:40.000

I'm i'm really delighted to be part of today's workshop about how to use design methods in the public service.

00:16:40.000 --> 00:16:52.000

We'll be talking about how specific did I methods can be used to innovate and tackle complex challenges from homelessness to reducing, offending all sorts of different issues for those of you joining us for the

00:16:52.000 --> 00:17:01.000

first time apolitical, is a network and learning platform used by over a 170,000 public servants and policymakers from 170 different countries.

00:17:01.000 --> 00:17:11.000

So our mission is to build 20 first century government that works for people and the planet by putting the best knowledge and skills at the fingertips of public servants around the world.

00:17:11.000 --> 00:17:18.000

We do this through events like this one courses and our knowledge sharing platform and network.

00:17:18.000 --> 00:17:31.000

I'll also tell you a bit about telescope the organization We've partnered with to bring you today's workshop before we jump in good policy making starts by bringing in the right people together

00:17:31.000 --> 00:17:40.000

telescope helps them to collaborate effectively and change society from policymakers and charity workers to people delivering services, and those who use them.

00:17:40.000 --> 00:17:46.000

Telescope connects people with the different perspectives to tackle the issues they care about.

00:17:46.000 --> 00:17:55.000

Telescope challenges them to step outside their comfort zone, understand each other, and find creative solutions to have lasting impact.

00:17:55.000 --> 00:17:58.000

So just again around reminder for you who've just joined us.

00:17:58.000 --> 00:18:07.000

If you haven't yet please introduce yourself in the chat so who you are, where you're joining us from, and what organizational hat?

00:18:07.000 --> 00:18:14.000

So and thank you, Melie Mcdonald, from Webinar, New Hampshire.

00:18:14.000 --> 00:18:26.000

Thank you so much for joining us. I see here more people from Toronto, from New York, Tony Young from Northern Ireland,

00:18:26.000 --> 00:18:35.000

I have someone here, Dylan from Cape Town. People from all over the world who joined this year, so first I'll get a few technical notes out of the way.

00:18:35.000 --> 00:18:40.000

We're gonna be recording this session and we'll host it online on a political website.

00:18:40.000 --> 00:18:50.000

Via Vimeo. We're doing this so that participants and apolitical members can review the content and demand at on demand to further their learning.

00:18:50.000 --> 00:18:56.000

It will also enable us to share the content with any participant who any participants who are unable to make it.

00:18:56.000 --> 00:19:07.000

To this session who's been aware that the viewers of this recording may be able to see your zoom use your name if you come off mute, if you have your camera on they may also be able to see your

00:19:07.000 --> 00:19:21.000

face, in addition to any information contained in your background, Please let me, or one of my colleagues know if you have any questions or concerns about a political making, the recording available in this manner, if you have any further questions, you can find the

00:19:21.000 --> 00:19:26.000

contact details of our data protection officer on the footer of our homepage.

00:19:26.000 --> 00:19:31.000

We've live transcription available on this call that you will see on your screens.

00:19:31.000 --> 00:19:39.000

If you would like to turn this off, you can locate the setting at the bottom of your screen by clicking on the live transcript and selecting hide.

00:19:39.000 --> 00:19:45.000

Today we're fortunate to have Heb Foster and Sir Holiday joining us for our conversation.

00:19:45.000 --> 00:19:48.000

But before we introduce everyone, it would be great to see who else

is in the room.

00:19:48.000 --> 00:19:56.000

If you're comfortable. doing. So please go into the gallery view at the top left hand the corner and then turn in your camera and give everyone a big Nice?

00:19:56.000 --> 00:20:01.000

Wave,

00:20:01.000 --> 00:20:05.000

Oh, look at all those smiling faces! This is so exciting, hey?

00:20:05.000 --> 00:20:10.000

Everyone,

00:20:10.000 --> 00:20:15.000

So many people,

00:20:15.000 --> 00:20:23.000

Alright. So we're gonna start with some pull questions as our last few participants are joining to get some sense of how everyone is approaching the workshop.

00:20:23.000 --> 00:20:33.000

If you've joined zoom using your web browser, you may not be able to see the pull questions, so I will read them out, and you can respond using the chat window if you can see the poll and We'd like to

00:20:33.000 --> 00:20:38.000

add extra comments in the chat. Please feel free to do so.

00:20:38.000 --> 00:20:45.000

Okay, So poor question number one: Where do you sit on the policy frontline?

00:20:45.000 --> 00:20:54.000

Spectrum in policy in the middle on the front line or I'm. Not sure.

00:20:54.000 --> 00:21:04.000

Please let us know in the chat if you can't fill up the pool

00:21:04.000 --> 00:21:22.000

So where do you sit on the policy? frontline spectrum policy in the middle frontline, where i'm not sure I mean if someone here, Meg just mentioned that it? That's true.

00:21:22.000 --> 00:21:26.000

I see can fit into a lot of these different buckets.

00:21:26.000 --> 00:21:43.000

Alright. So it looks like we have about 53% to our right in the middle. So, branching across a bunch of these different areas, 23% who are policy, 5% who are on the front line and 19% who are

service, i'm

00:21:43.000 --> 00:21:48.000
not sure. Section

00:21:48.000 --> 00:21:57.000
Alright, question number 2: How much do you use design methods in your work all the time?

00:21:57.000 --> 00:22:10.000
Sometimes not at all, or i'm not sure

00:22:10.000 --> 00:22:14.000
So how much do you use design methods in your work all the time?

00:22:14.000 --> 00:22:34.000
Sometimes not at all, or i'm not sure

00:22:34.000 --> 00:22:40.000
Okay, So looks like about half the people here use design methods sometimes, and another 20.

00:22:40.000 --> 00:22:49.000
1% use it all the time so it's about 70 75% of people who've used it at least some time, if not all the time, that's 9% who have not used it at all this is brand new

00:22:49.000 --> 00:22:58.000
exciting, and about 20% who are not sure

00:22:58.000 --> 00:23:04.000
Alright. and finally, question number 3: How How much do you engage with end users in your work? A.

00:23:04.000 --> 00:23:18.000
What sometimes not at all. Well, i'm not sure

00:23:18.000 --> 00:23:23.000
So you think about the products, the services, the policies that you work with?

00:23:23.000 --> 00:23:30.000
How much do you engage with the end users of those product services and policies in your work?

00:23:30.000 --> 00:23:41.000
A lot sometimes not at all, or i'm not sure

00:23:41.000 --> 00:23:45.000
Okay, So the most common one is sometimes so 54%.

00:23:45.000 --> 00:23:48.000
Sometimes I have the chance to engage with their end users in their work.

00:23:48.000 --> 00:23:53.000

40 or 38%, almost 40% a lot, 6%, not at all.

00:23:53.000 --> 00:24:03.000

And 2% i'm not sure

00:24:03.000 --> 00:24:08.000

Alright, thank you your own for filling up those poll questions, to give us a good idea of where everybody sits and enter into this workshop.

00:24:08.000 --> 00:24:11.000

We have 2 fantastic speakers who are leading our discussion today.

00:24:11.000 --> 00:24:23.000

I'm super excited to introduce them today. so first off Heb Foster is the co-founder of telescope and leads on business development and sales alongside her work with telescope She runs

00:24:23.000 --> 00:24:31.000

post investment support for early stage impact ventures in emerging markets through her role at the Mercy Corpse venture.

00:24:31.000 --> 00:24:37.000

Her background is in French and Russian languages and literature, and she has experience in financial services.

00:24:37.000 --> 00:24:47.000

And women's charities in the uk and abroad so thank you, Hub, for joining us, and we have Sarah Holiday, who's a research scientist by background.

00:24:47.000 --> 00:24:55.000

As well as having diverse experiences across public, private, and nonprofit sector as co-founder and director of telescope.

00:24:55.000 --> 00:25:02.000

She is responsible for program design, drawing on materials from social innovation, design and systems thinking.

00:25:02.000 --> 00:25:14.000

She's also a researcher at social innovation nonprofit Nesta researching and designing challenges, prizes to enable diverse to designing challenge prizes to enable diverse innovators in

00:25:14.000 --> 00:25:17.000

developing smart solutions to systemic, social and environmental problems.

00:25:17.000 --> 00:25:23.000

Welcome, Sarah, and I think now I hand it over to 2 of you.

00:25:23.000 --> 00:25:27.000

Thank you very much, Derek, and thank you all for being here today.

00:25:27.000 --> 00:25:32.000

It's lovely to see so many of you turning up all from different times, zones across the world.

00:25:32.000 --> 00:25:39.000

It's fantastic and so we had i'm Sarah I've got called apologies a bit sniffly today, and i'm joined with Hebey.

00:25:39.000 --> 00:25:44.000

Hi: Yeah, Nice to see you all and Then We're also joined today with special guest.

00:25:44.000 --> 00:25:47.000

Sarah Edwards, who's going to be joining us and for the journey.

00:25:47.000 --> 00:25:51.000

Mapping activity that will be doing later, sir, I don't see a quick alone as well.

00:25:51.000 --> 00:26:01.000

Yeah, hi, Everyone great, Thank you. And so it seems, like most of you have some experience, at least, and using design methods and design thinking already.

00:26:01.000 --> 00:26:07.000

So today is going to be a bit of background and talking about design.

00:26:07.000 --> 00:26:14.000

Thinking principles approaches, but also focus in particular how on how they are relevant in the public service.

00:26:14.000 --> 00:26:26.000

So we will be testing some of these tools live We'll be doing some active listening and some journey mapping with Sarah Edwards, as I mentioned, and this is a bit of an experiment for us, and for April I know that normally,

00:26:26.000 --> 00:26:31.000

that political workshops are, and you know a speaker in Q.

00:26:31.000 --> 00:26:35.000

And a we're gonna be doing some as a bit more interactive, and for us it's also bit of an experiments.

00:26:35.000 --> 00:26:39.000

We normally work with much smaller group, so we usually use a lot of breakout rooms.

00:26:39.000 --> 00:26:51.000

We do all sorts of stuff in person, so we're trying at this new way of doing things that's kind of allowing us to work with with a

bigger group of people. so bear with us, and there will be an opportunity for a couple of people

00:26:51.000 --> 00:26:55.000

to participate directly, so we'll be asking for a couple of people to bring themselves off from me.

00:26:55.000 --> 00:27:04.000

So please do volunteer for that, and obviously if you don't then you will still be able to take part and live there and learn from that activity.

00:27:04.000 --> 00:27:17.000

So we're gonna give you a better background first about telescope from what we do. So telescope is a social enterprise, and we basically aim to connect policymakers and people who are working on the

00:27:17.000 --> 00:27:21.000

frontline of social challenges, so that could be future in central and local government.

00:27:21.000 --> 00:27:33.000

And then people who are working in charities, and the public or private or third sector who are working on the front line, and we basically deliver learning journeys and workshops that help these different sectors to kind of build

00:27:33.000 --> 00:27:43.000

collaboration build meaning from relationship, and we use various design leds and tools to problem, solving to do that.

00:27:43.000 --> 00:27:53.000

And and design thinking so. So design really is a process and I know lots of you have a background in that already, and you're probably familiar with the Double Diamond.

00:27:53.000 --> 00:28:02.000

There's various different versions of this there are out there. but essentially we have these 4 separate divergent and convergent phases where the the first step is really around discovery.

00:28:02.000 --> 00:28:09.000

This is our main feature phase it's around gathering insights and really trying to understand the problem that we have.

00:28:09.000 --> 00:28:12.000

We're approaching that with quite an open mind you know we don't know what we're gonna find out.

00:28:12.000 --> 00:28:17.000

And it's a really kind of stage of curiosity and kind of moving through the fog as it were.

00:28:17.000 --> 00:28:28.000

And then this next in convergent feed is really by defining. So we're trying to make sense of everything that we've learned from that first phase we're trying to focus in on a specific problem definition which we

00:28:28.000 --> 00:28:34.000

want to arrive at when we have that specific problem definition. that's our kind of design brief as it were.

00:28:34.000 --> 00:28:39.000

We then want to again diverges and start to develop and create lots of different solutions.

00:28:39.000 --> 00:28:46.000

We're testing them. We're ideating we're coming up with all the different possible ways we could solve this problem.

00:28:46.000 --> 00:28:50.000

And then finally, we go through another process we've kind of explored these different options.

00:28:50.000 --> 00:28:58.000

We've hopefully come to some that work better than others and we're able to kind of focus on it and deliver our final product or service.

00:28:58.000 --> 00:29:10.000

And yeah, we can design, you know, Traditionally, we might think about designing a product, you know, a vacuum cleaner computer, you know, an iphone, but we can really design any kind of public services.

00:29:10.000 --> 00:29:17.000

Then any kind of experiences. we even design policies and some of you be so.

00:29:17.000 --> 00:29:34.000

It's the same kind of concept that we can take that to design many different things in reality, of course, it's a much more messy and iterative process than the neat diamonds that we showed so it's about testing

00:29:34.000 --> 00:29:45.000

things. it's about failing it's about you know feeling fast and feeling often, and it's about being comfortable to to exist in that fold where we don't know the answers where we're figuring things like

00:29:45.000 --> 00:29:59.000

we're asking questions as I said we're kind of approaching things with an open mind and curiosity, and that's why we design it so important to be communicating things and regularly and facially, and clearly to make sure that

00:29:59.000 --> 00:30:06.000

with all of whether that's a client or end users any other stakeholders to make sure that we're making sense of what we're doing as we go along.

00:30:06.000 --> 00:30:13.000

So there are various different tools and methods that we can use in each of these stages, and then that first discover stage.

00:30:13.000 --> 00:30:18.000

We might use a lot of end user interviews and workshops moving up to define.

00:30:18.000 --> 00:30:25.000

We would do some journey mapping, making processors and some network mapping, and we'll be doing some journey mapping in a few minutes.

00:30:25.000 --> 00:30:29.000

Let me move on to develop. We would be doing ideation.

00:30:29.000 --> 00:30:37.000

We would be developing prototypes and then finally we not only died on whatever and product or service we're developing, and then, as I said, it's really iterative.

00:30:37.000 --> 00:30:46.000

So we'd be going back to start you know continuously replaying what we are doing, and what we're learning with our end uses and our stakeholders.

00:30:46.000 --> 00:30:51.000

So talking of end users, And you may have heard about user centric design.

00:30:51.000 --> 00:30:57.000

So user center design is really it by putting users at the the top of the design process.

00:30:57.000 --> 00:31:03.000

So by kind of bringing the focus back to the experience and the emotions of the person who's using that part of their service.

00:31:03.000 --> 00:31:16.000

And it's really kind of a pushback against the way that lots of things are designed really not with those end users in mind, and you've all probably familiar with things products and services that you've used that you're really

00:31:16.000 --> 00:31:22.000

question. You know whether any end user was ever consulted in that in the process of that.

00:31:22.000 --> 00:31:31.000

And and I love this quote from from Prab Drop, saying, We spend a lot of time designing the bridge, but not enough time thinking about the people who are crossing it.

00:31:31.000 --> 00:31:40.000

So for that, we really need to understand what those different users segments are, and the different meets, the different abilities, the different expectations.

00:31:40.000 --> 00:31:46.000

And we need to be collecting feedback from them as we go along to make sure that that's continuously relevant for them.

00:31:46.000 --> 00:31:53.000

And and fundamentally user center design is really about empathy it's about kind of stepping into the shoes of someone else.

00:31:53.000 --> 00:31:58.000

It's about understanding their emotions and their needs so about listening to them.

00:31:58.000 --> 00:32:07.000

And in a few minutes we'll be doing a little exercise that helps us to do that to to do that for active listening that we need to do.

00:32:07.000 --> 00:32:11.000

They're happy criticisms of user center design so you know.

00:32:11.000 --> 00:32:26.000

Let me think about it is quite an individualistic kind of approach to things, whereas in reality we're all complex beings, we're all in relationship with one another and within wider systems communities and the planet that we're part of

00:32:26.000 --> 00:32:33.000

And so we can take this concept of user center designer and even kind of think about applying that at different scales.

00:32:33.000 --> 00:32:41.000

So thinking about users into design from an individual scale, but also from a street, a community, you know, doing that for an organization.

00:32:41.000 --> 00:32:53.000

Even an ecosystem. And then we were thinking that about the different interdependencies and i'm a link in the in the follow-up to this great article by Casta Robinson, where she discusses

00:32:53.000 --> 00:32:58.000

these levels of design. If you're not familiar with her work and she should check it out.

00:32:58.000 --> 00:33:02.000

So it's really about balancing those individual user needs with the

needs of the writer.

00:33:02.000 --> 00:33:09.000

Community in society and the planet, and I I guess that can lead us on quite nicely to participatory design.

00:33:09.000 --> 00:33:23.000

So that's the idea of moving from designing just for your user to designing with them and participate to design is a discipline that grew out of this Scandinavian cooperative design movement in the

00:33:23.000 --> 00:33:30.000

eighties. So the goal was really about giving users a voice when they were bringing computer systems into the workplace.

00:33:30.000 --> 00:33:37.000

And it's really about the idea that people have the democratic right and the duty to participate in decisions that concern them.

00:33:37.000 --> 00:33:42.000

And the idea that when they do that the outcomes are actually better for everyone.

00:33:42.000 --> 00:33:54.000

And fundamentally that is really what we're about to tell us We we exist to kind of try to lift up the voices of people who are living and working on the frontline social challenges, and we try to enable them to

00:33:54.000 --> 00:34:12.000

participate in the decisions that affect them. So our programs and workshops and sort of secondarily through the tools and learnings that any policymakers or people in government or others, would be able to take away and use in their work to engage with

00:34:12.000 --> 00:34:17.000

people in the front line to learn from them and to to really enable their voice to be heard.

00:34:17.000 --> 00:34:22.000

So it's a participatory process it's kind of links the idea of participatory democracy.

00:34:22.000 --> 00:34:29.000

It's all kind of connected and that's kind of part of the movement that we are in, So with that

00:34:29.000 --> 00:34:37.000

We want to start to give you a bit of a taste of some of the the methods that we use in our in our programs using some of this inaction.

00:34:37.000 --> 00:34:46.000

So so she's in 2 chosen we've only got an aristy, obviously. so.

it's quite a short workshop, and we've chosen 2 short identities that should be relevant.

00:34:46.000 --> 00:34:52.000

We hope for everyone. The first is, I said is around this principle of active listening.

00:34:52.000 --> 00:34:56.000

So it's a really key thing of building empathy with another person.

00:34:56.000 --> 00:35:02.000

Whether that's your colleague whether that's the services, or or some of the different sector, anyone Really, it could be a family member.

00:35:02.000 --> 00:35:07.000

Active listening is really the principles of the firstly, pay attention, So focus on your partner.

00:35:07.000 --> 00:35:14.000

Statements focus on their emotions. What are they saying Make sure that you're fully present in that conversation.

00:35:14.000 --> 00:35:23.000

Secondly, with whole judgment be open to new ideas be open to the perspectives don't shut down what they're saying, because you don't agree with it initially.

00:35:23.000 --> 00:35:35.000

Come up that conversation with an open mind and really actively listen to what they're saying that's true a technique that's quite helpfulness is summarizing. so as you're listening you want to be restating what are

00:35:35.000 --> 00:35:40.000

those key themes. What are the kind of what are you hearing?

00:35:40.000 --> 00:35:43.000

Play it back to them? Does that resonate them with them?

00:35:43.000 --> 00:35:49.000

Does it make sense, and ask clarifying open-ended questions to really probe what they're saying?

00:35:49.000 --> 00:35:54.000

And then, lastly, allow time to reflect so as you're active listening.

00:35:54.000 --> 00:35:58.000

Don't jump straight in. give that little pause sometimes that feels uncomfortable.

00:35:58.000 --> 00:36:04.000

But that's sometimes what these conversations need is that little

pause time before you jump in and respond.

00:36:04.000 --> 00:36:09.000

So these are the principles of active listening we want to share with you.

00:36:09.000 --> 00:36:11.000

And now what we want to do this is the business of experimental.

00:36:11.000 --> 00:36:19.000

We want a couple of you to volunteer to bring yourselves off you meet, and we're gonna do just a little one in one interview.

00:36:19.000 --> 00:36:27.000

It's only going to be 5 min to so but we want to just demonstrate for the rest of the group what this activity entails.

00:36:27.000 --> 00:36:39.000

I have a couple of people put their hand up in the so if you know, put the raise hand function, pop your hand up in the chat

00:36:39.000 --> 00:36:46.000

And if we don't get any raise tons and i'm gonna pick on some people, hey?

00:36:46.000 --> 00:36:52.000

Jen got 1 one volunteer chance to bring yourself off me and introduce yourself. Hi!

00:36:52.000 --> 00:36:57.000

I'm Jenny Hamilton i'm with the Ministry of C.

00:36:57.000 --> 00:37:03.000

Y Ssc. Great thanks, Jin and Anisa, was you put your hand up there?

00:37:03.000 --> 00:37:09.000

Any Sebastian

00:37:09.000 --> 00:37:22.000

I know actually it was just getting to us May has brought her hands up, though. Hi i'm I'm.

00:37:22.000 --> 00:37:24.000

Mike Jarvis. I work for the Ontario public service.

00:37:24.000 --> 00:37:29.000

I actually work with Jen Hamilton. Oh, fantastic Jen and Meg!

00:37:29.000 --> 00:37:33.000

Well lovely to you both to volunteer and that's great that you already know each other.

00:37:33.000 --> 00:37:41.000

A bit that'll be hopefully put you both at ease So what we want to

do is you're going to practice active listening.

00:37:41.000 --> 00:37:45.000

You're going to take it in terms and you ask each other.

00:37:45.000 --> 00:37:51.000

The question, Why do you do what you do? What is your drive and motivation?

00:37:51.000 --> 00:37:56.000

What attracted you to your role. So the real question is why do you do what you do?

00:37:56.000 --> 00:38:00.000

So you'll probably get that idea of like what's the What's the major motivation?

00:38:00.000 --> 00:38:06.000

What's your drive? what's what's what attracted you to to this part of public service.

00:38:06.000 --> 00:38:14.000

And you will have 2 min each to to talk to each other, and then afterwards. You just can ask you to reflect on how that film.

00:38:14.000 --> 00:38:18.000

So I don't know who wants to go first jen why do you do what you do?

00:38:18.000 --> 00:38:25.000

Well, well, you know what I'm motivated for by helping the people of Ontario.

00:38:25.000 --> 00:38:34.000

I come from working with service and working with families and children, and so to have a a big part, I think.

00:38:34.000 --> 00:38:41.000

And how information is documented, and and how people work with families.

00:38:41.000 --> 00:38:52.000

I I feel like that really for me, having that kind of an impact on on families and children just makes it a big difference.

00:38:52.000 --> 00:38:59.000

So so I like to try to make people's lives easier whenever I can.

00:38:59.000 --> 00:39:10.000

Right. so you can keep going. So is it supposed to just be done talking?

00:39:10.000 --> 00:39:17.000

Or should I be reflecting on on what Yes, so you can like play back what you've heard asks?

00:39:17.000 --> 00:39:25.000

, , questions. Yeah. Okay, So like Jen, I I mean, I I know you personally as well.

00:39:25.000 --> 00:39:30.000

But but I know that you have the background and service which you mentioned.

00:39:30.000 --> 00:39:36.000

Can you tell me more about how the work that you do really has an impact on that?

00:39:36.000 --> 00:39:40.000

Yeah, So I mean i'm so i'm a project lead in our technology.

00:39:40.000 --> 00:39:45.000

Side of things in trial protection. and i've worked frontline in child protection.

00:39:45.000 --> 00:39:51.000

So I see how technology can take time away from families, and children.

00:39:51.000 --> 00:40:01.000

And also it helps to, you know, I think, prevent people from having to tell their story over and over again, which can re-traumatize people.

00:40:01.000 --> 00:40:07.000

So having that information available, I think, makes people better workers.

00:40:07.000 --> 00:40:16.000

By allowing them to have the information at the fingertips that they need to help support them as well still in service.

00:40:16.000 --> 00:40:28.000

Have you? Have you ever seen any direct impacts from the work that you do like with with an it with the government on the service work that you do like?

00:40:28.000 --> 00:40:35.000

Have you been able to make that direct connection before? Yeah, Yeah, the direct changes and like, Oh, yeah, we did this.

00:40:35.000 --> 00:40:46.000

So I like this feature. Oh, I don't like this one So so, being able to use the product that we design is is really kind of a unique experience for me.

00:40:46.000 --> 00:40:57.000

So. yeah. I think it also helps me on on our end with you know, having a a bit of a voice for the sector.

00:40:57.000 --> 00:41:01.000

And what would make sense, and what I would see is higher priority.

00:41:01.000 --> 00:41:08.000

But also, I think the other pieces having that frontline experience also can make it.

00:41:08.000 --> 00:41:22.000

I also have to really watch that because I don't want to be a voice for everybody when i'm not and I may have a you know a particular view on something that might not be everybody Else's so it's also something you

00:41:22.000 --> 00:41:30.000

know I need to be careful of right. Thank you. That was a beautiful, beautiful questioning.

00:41:30.000 --> 00:41:33.000

Make 2 min is up, so time to swap brain.

00:41:33.000 --> 00:41:36.000

So January, taking the role of asking me question.

00:41:36.000 --> 00:41:41.000

So, Meg, Why is it that you Do What you do I'm?

00:41:41.000 --> 00:41:57.000

Not nearly as altruistic as as your agenda and you're in your why, I do what I do because I find it just really interesting, like from a technical perspective to do the work that I do I love my working with

00:41:57.000 --> 00:42:03.000

spreadsheets. and I I get the opportunity to do that fairly often.

00:42:03.000 --> 00:42:10.000

And I just really enjoyed the the challenge of learning new things all the time being being in practice work like there's.

00:42:10.000 --> 00:42:19.000

There's just constantly new things to learn how to do and and that's the main reason that I do what I do.

00:42:19.000 --> 00:42:34.000

So you'd mentioned your work with spreadsheets and how you love doing that, And I know that's one of your unique qualities about you and your absolute love for excel, which is amazing and what you're able to

00:42:34.000 --> 00:42:38.000

do with that? What? What would you say like? Where do you think that came from?

00:42:38.000 --> 00:42:46.000

Like the cause. you all. you have this really unique ability to balance that humanity with the technology.

00:42:46.000 --> 00:42:52.000

Where do you think that comes from? How do you think you honed in on that?

00:42:52.000 --> 00:43:06.000

Well, like the the love for spreadsheets I think I think it just comes down to just kind of the way different people's lines work right and and my i'm very analytical and like process driven and and

00:43:06.000 --> 00:43:12.000

I really like anything, anything that you can break down into an algorithm and it doesn't have to be from a technical perspective.

00:43:12.000 --> 00:43:20.000

Any like a recipe. For example, you could break that down into an algorithm of the algorithm of very basic steps.

00:43:20.000 --> 00:43:27.000

And and if you repeat those steps in the exact same order, and follow them perfectly every time you'll have the same result every time.

00:43:27.000 --> 00:43:33.000

For the most part and so like, though that kind of thing really speaks to me.

00:43:33.000 --> 00:43:44.000

And so I I like to be able to use that that skill in that, that enjoyment in my work awesome.

00:43:44.000 --> 00:43:53.000

And then, because I mean there's so many places in the ups that you could work, Why, the ministry with community and social services.

00:43:53.000 --> 00:44:05.000

Because it's work I have a job like I said at the beginning, like it like I I I genet like i'm i'm interested in so many things like i'm i'm not i'm not

00:44:05.000 --> 00:44:11.000

tied to children in social services. I started to make her in the Government in court services.

00:44:11.000 --> 00:44:17.000

And I found it fascinating and i'm i'm very interested over all to to be anywhere in the Government.

00:44:17.000 --> 00:44:23.000

Really thank you both. That was such a beautiful L and T.

00:44:23.000 --> 00:44:27.000

And you did actually this thing just really, nicely. Those questions.

00:44:27.000 --> 00:44:32.000

How did you find that? Is it? Is that just like any other conversation that you might have?

00:44:32.000 --> 00:44:43.000

Or did that feel any different? Well, Dennis, a really good, active listener, always sorry like this, was a classic example of how how wonderful she is!

00:44:43.000 --> 00:44:48.000

All the time

00:44:48.000 --> 00:45:02.000

Same for Meg. and really I thought you. you. damage those principles really. Well, i'd love it if anyone else has kind of reflections on how they find listing to that.

00:45:02.000 --> 00:45:10.000

And please do put it in the chat also. have you got any thoughts about how you might use this in your work.

00:45:10.000 --> 00:45:20.000

How might be relevant i'd love to keep that conversation going in the chat, and we will now move on to thinking about the next 2 which is going to journey mapping.

00:45:20.000 --> 00:45:24.000

So he be. Do you want to take the rans? Know I do? Yeah.

00:45:24.000 --> 00:45:31.000

Hi, everyone. thank you, Megan jen for your contribution. it's great to have a bit of interactivity at this stage.

00:45:31.000 --> 00:45:46.000

Well, very well, demonstrated so yeah we're gonna assess we're gonna just run through and so very in a quick, very quick way a journey map journey mapping tool normally, we you could spend hours on this kind, of

00:45:46.000 --> 00:45:48.000

thing, and and I know that Sarah Edwards are guest.

00:45:48.000 --> 00:45:59.000

Speaker has has kind of interacted with this tool. in the past, and we spent a lot longer building them out. So we're gonna this is a high level thing. But hopefully, we'll give you some proof of thought going forward

00:45:59.000 --> 00:46:07.000

So a journey map is basically a really useful service design tool

that helps you to visualize the process that someone goes through.

00:46:07.000 --> 00:46:10.000

And so in this case we will be looking at a user.

00:46:10.000 --> 00:46:19.000

So someone on on probation. and usually it's shown chronologically to help us understand what this person's experiences of the service or product.

00:46:19.000 --> 00:46:22.000

And what is it isn't working well we can use it in different ways?

00:46:22.000 --> 00:46:30.000

It can be something we do to pull together lots of information that we have from interviews and other user research, or it can be participatory.

00:46:30.000 --> 00:46:39.000

So constructing these maps, together with your service users or other stakeholders, as relevant either to map their existing journey, or perhaps to map the way they want it to be.

00:46:39.000 --> 00:46:42.000

So you can. It can be used in a really creative way.

00:46:42.000 --> 00:46:47.000

As you can see here. This is an example from a previous piece of work that we've done.

00:46:47.000 --> 00:46:57.000

What we'll do and we'll work through this is so shortly, but starts by walking through a series of steps and actions that are user might take when interacting with a with a service in chronological order So here we were

00:46:57.000 --> 00:47:05.000

looking at a particular program. So we started just before kind of engagement with the program, working through the program, and then the implementation afterwards.

00:47:05.000 --> 00:47:08.000

How, and we were looking at literally. What did that person do then?

00:47:08.000 --> 00:47:12.000

We might kind of dig down the deeper look at touch points.

00:47:12.000 --> 00:47:16.000

So who are the different people, the services, technologies that they interact with along the way.

00:47:16.000 --> 00:47:20.000

Though, that can there's often not actually very tangible.

00:47:20.000 --> 00:47:23.000

So I had a phone call with X person or I used a Google form at this stage.

00:47:23.000 --> 00:47:32.000

There's a really useful because they can often be the main ways in which people are either kept engaged with the service or kind of fall off that journey.

00:47:32.000 --> 00:47:43.000

Then there's an emotions piece where are the sort of high points and low points, and what are the what's this person experiencing as they go through the process for mapping these kind of steps, and then also the highs and lows we

00:47:43.000 --> 00:47:45.000

can then start to identify the pain points or the pain points.

00:47:45.000 --> 00:47:49.000

As it is here. These are the real sticking points in the journey.

00:47:49.000 --> 00:47:56.000

Which also I mean if you flip around they're the biggest opportunity to improve that person's experience with that service or product.

00:47:56.000 --> 00:48:05.000

And so that's what we're gonna be trying to do in in a sort of short quick far way today to help us with this help.

00:48:05.000 --> 00:48:15.000

Help us with this journey mapping we're delighted that Sarah Edwards has been able to join us to help us demonstrate sarah's a probation officer. she's also a published author of a

00:48:15.000 --> 00:48:21.000

book called Successful Probation, a step-by-step system to reform your life and release yourself in your mental jail.

00:48:21.000 --> 00:48:31.000

She's worked for agent pbs the the prison information service for 10 years working with offenders who have committed serious crimes, and since November 2,020 she's also been a psychology and

00:48:31.000 --> 00:48:36.000

criminology tutor helping students succeed in their exams and move into this field of work.

00:48:36.000 --> 00:48:45.000

She's a member of telescopes Advisory Board, who was super grateful for her support, and also previously took part in one of our early programs in the criminal justice sector.

00:48:45.000 --> 00:48:51.000

Just after Covid hit. So she was a real. The have still work for

taking part in some of our early online tests.

00:48:51.000 --> 00:49:03.000

We use journey mapping during that program. to help as a way for Sarah to share her experience as a probation officer for the benefit of the policy maker from the Ministry of justice, who was also on that program.

00:49:03.000 --> 00:49:08.000

So, Sarah, can I invite you to come off and say Hello, Anything I've missed that you'd like to add to that introduction.

00:49:08.000 --> 00:49:12.000

Thank you for the introduction. He B. Thank you for having me.

00:49:12.000 --> 00:49:17.000

This is so nice to be among so many different people from all over the world.

00:49:17.000 --> 00:49:31.000

So thanks for being here, everyone yeah, Of course I got a little bit of a cold going on in England right now, just by a big summer.

00:49:31.000 --> 00:49:39.000

Awesome. Well, Sarah, if as as so that we can kind of show show, the people how this works, what we're gonna do is just walk through this mirror board.

00:49:39.000 --> 00:49:49.000

That is is on the screen here, if that's okay and we might just start, I think, with kind of thinking about the persona that we might be looking at from your perspective as a permission. officer.

00:49:49.000 --> 00:49:57.000

Do you think you could talk us through just in a few lines yeah, who might be a zone that you could highlight, and i'll pop on the mirror as we go?

00:49:57.000 --> 00:50:06.000

Yeah, So it's actually a recent person who i've worked with in the last 2 weeks, who has just come out of prison.

00:50:06.000 --> 00:50:17.000

He is 21, and has been in prison since he was 15, , So he spent a lot of time in terms of family context.

00:50:17.000 --> 00:50:24.000

His whole family Well, majority of his family were heavily involved in the criminal justice system.

00:50:24.000 --> 00:50:30.000

So his dad is currently in prison. A couple of his brothers he was offending with.

00:50:30.000 --> 00:50:39.000

He was offending with his dad a lot of violent offenses. So the current offenses that he's on probation for is Gbh.

00:50:39.000 --> 00:50:48.000

So stabbing violent fights all look in terms of loyalty and sticking up for his family and friends.

00:50:48.000 --> 00:50:58.000

Okay? and what's he like as a person? kind of aside from from the the criminal justice system?

00:50:58.000 --> 00:51:04.000

Yeah. So at at the point that i'm meeting him because obviously people change.

00:51:04.000 --> 00:51:08.000

So I never knew him. And this is another thing with the journey.

00:51:08.000 --> 00:51:15.000

I never knew him when he was 15 i've literally just met him in the last 2 weeks, because he is quite young.

00:51:15.000 --> 00:51:22.000

He's quite keen to never want to return to prison so he's quite optimistic.

00:51:22.000 --> 00:51:26.000

Obviously he's come out of prison he's still young he's 21.

00:51:26.000 --> 00:51:32.000

He can see how his family were a negative influence and he doesn't want to go back there.

00:51:32.000 --> 00:51:38.000

So you know he's only on week too He's very motivated.

00:51:38.000 --> 00:51:58.000

So So as a person at the moment, he is very aware that he is responsible for his offenses, he's responsible for making for you to change and I say at the moment, because it's very much early days,

00:51:58.000 --> 00:52:03.000

early stages at the moment Thank you.

00:52:03.000 --> 00:52:12.000

Great question, Absolutely. Yeah. So do that. you can zoom in on the screen that perfect.

00:52:12.000 --> 00:52:21.000

There we go. He also had a bit of time in care, because I think, , , So his dad was in prison.

00:52:21.000 --> 00:52:26.000

His mom experienced domestic violence, so he spent a bit of time in care.

00:52:26.000 --> 00:52:30.000

So he has a leaving care worker as well. Okay, cool.

00:52:30.000 --> 00:52:32.000

So this is gonna definitely feed into the journey a bit here.

00:52:32.000 --> 00:52:38.000

So we're gonna move down into looking at some of the events and kind of I guess this will be from your engagement with him.

00:52:38.000 --> 00:52:43.000

Anyone who's watching if you have questions or comments you want to put in the chat as sir, and I work through this journey.

00:52:43.000 --> 00:52:46.000

Please feel free and we'll we'll tackle those at the end, if we can.

00:52:46.000 --> 00:52:53.000

So yeah. Sorry to you you could just talk through kind of this person's journey. sort of to you as it works it interpretation.

00:52:53.000 --> 00:52:56.000

And then where you are at the moment at home, you know.

00:52:56.000 --> 00:53:00.000

So at 15 he would have been with these offending service.

00:53:00.000 --> 00:53:05.000

And he had a leaving Well, he had a care workers who was involved in the social care system.

00:53:05.000 --> 00:53:20.000

So then, at the time of the offense he would have gone to a youth offenders prism , Then, when he was 18, he would have been transferred to an adult prison and now that he's released when

00:53:20.000 --> 00:53:26.000

he's 21 because of his sentence that he got he didn't get automatic release.

00:53:26.000 --> 00:53:37.000

He needed to go before the parole board, so that means The parole panel needs to decide if his risk as reduced, and he's no longer a risk to the public, and it can be released.

00:53:37.000 --> 00:53:45.000

The probation officer, then, has an input in that, and I believe he had some psychology, assessments and reports as well.

00:53:45.000 --> 00:53:52.000

So there would have been a forensic psychologist. involved in that

decision and the prison probation of the Star.

00:53:52.000 --> 00:53:57.000

So there's a lot of people involved wherever this person can be released.

00:53:57.000 --> 00:54:03.000

Sorry the role of probation is to put together a release plan.

00:54:03.000 --> 00:54:07.000

So we need to know specifically we can't just be vague.

00:54:07.000 --> 00:54:18.000

You need to know specifically where are you gonna come out and so he's actually come out to a probation hostile, which is for high risk, violent and sexual offenders.

00:54:18.000 --> 00:54:23.000

And so he's been released there. but also at the parole hearing they need to know.

00:54:23.000 --> 00:54:28.000

Okay, Well, when that placement Ends It's typically 3 months, where is it going to go next?

00:54:28.000 --> 00:54:36.000

And when somebody is released you need to consider all their risks to their victims.

00:54:36.000 --> 00:54:43.000

So with this person. The victims will also known offenders. he was offended with his family.

00:54:43.000 --> 00:55:00.000

So. you have to consider him being moved far enough away from his family, but close enough that he still has some level of support, because just from the my experience when you just move someone to the completely different place they don't have any

00:55:00.000 --> 00:55:05.000

support network , and just the structure of how systems work.

00:55:05.000 --> 00:55:17.000

You have to have a local connection to somewhere and it just There's a lot of failings in terms of systemic processes of releasing someone to a completely different area .

00:55:17.000 --> 00:55:25.000

To consider that. So yeah. So now that he is out he again.

00:55:25.000 --> 00:55:33.000

He's considered quite at risk, because he is at the younger age in a probation hostile with a lot more older men.

00:55:33.000 --> 00:55:39.000

And this that period when you first come out of prison, it is such an adjustment.

00:55:39.000 --> 00:55:44.000

In terms of expectations. you know they've been in prison such a long time.

00:55:44.000 --> 00:55:51.000

The culture change and just access to support , again it's a kind of systemic issue.

00:55:51.000 --> 00:55:55.000

Things like getting your benefits set up getting a bank account.

00:55:55.000 --> 00:56:02.000

Having some structure in your day getting work because if you're left.

00:56:02.000 --> 00:56:11.000

We've nothing to do. it's gonna be easier to go back into those behavior , and lifestyle that got you in prison in the first place.

00:56:11.000 --> 00:56:23.000

So it's quite crucial the first what's the first 3 months after coming up for isn't really crucial, because that is where most people re offend and end up getting recalled back to prison and is it

00:56:23.000 --> 00:56:29.000

your response to the role to to try and help him manage that process now that he's come to you 2 weeks post release.

00:56:29.000 --> 00:56:40.000

Yeah, Yeah. So we kind of provide like a supportive but empowering position, Because we don't want to do everything for that person.

00:56:40.000 --> 00:56:44.000

We want to give them the tools to say okay here's what we need to do.

00:56:44.000 --> 00:56:57.000

So you've got to find the balance between the probation officer doing everything for them, but also being aware of that person's individual situation, and they haven't had access to these things you know I don't know if

00:56:57.000 --> 00:57:08.000

anyone's been through the benefit system, but just all these processes dealing with government organizations that have their own systems and processes and timeframes.

00:57:08.000 --> 00:57:14.000

Are quite difficult to navigate, and that kind of that can trigger

the internal things, you know.

00:57:14.000 --> 00:57:20.000

If you are quick to anger, if you are, find it difficult to cope with things.

00:57:20.000 --> 00:57:36.000

These are barriers that you can come up against just by dealing with that. Okay, So that's an emotion, I guess. yeah, potential frustration that this person might feel , Okay, And you say that he's he's at the moment.

00:57:36.000 --> 00:57:40.000

Quite so motivated and optimistic, and and wants to stay out of prison.

00:57:40.000 --> 00:57:48.000

I mean, if you maybe drawing? on a couple of other experiences that you've you've had with other with on people in probation, what might it look like?

00:57:48.000 --> 00:57:51.000

Maybe, that the kind of next 3 steps over the next 3 months.

00:57:51.000 --> 00:57:57.000

What are the key touch points that so for him it's finding employment so already.

00:57:57.000 --> 00:58:06.000

He has he's found employment it's not stable employment, but he's found somewhere that are gonna take him on.

00:58:06.000 --> 00:58:15.000

So when you consider employment, you have to consider, is that employment gonna put them at risk to the public.

00:58:15.000 --> 00:58:21.000

So because of his fallen offenses, you have to again, way up.

00:58:21.000 --> 00:58:27.000

What is the benefit of him working versus the benefit of restricting his employment because of his offenses.

00:58:27.000 --> 00:58:35.000

, Okay. And this sorry, much research out there that talks about the benefits of employment.

00:58:35.000 --> 00:58:46.000

So. it's important to really consider your decision that you are doing it to benefit him, because if he's got that structure, he's got that money.

00:58:46.000 --> 00:58:53.000

It's not only gonna help him practically it's gonna help with his

self-esteem with his confidence, with finding different people to associate with.

00:58:53.000 --> 00:59:03.000

So you have to think about the long term that person deployment just a quick question from the chat here, about education.

00:59:03.000 --> 00:59:08.000

And what role education could play in this yeah so again that's Another key point.

00:59:08.000 --> 00:59:18.000

So we have education and training advisors that work with probation so like contracted in so as much as getting employment is important.

00:59:18.000 --> 00:59:23.000

Getting education. so in prison he would have done, because I think he left school.

00:59:23.000 --> 00:59:27.000

He got excluded from school, so he didn't have any qualifications.

00:59:27.000 --> 00:59:36.000

So he managed to get, like certain qualifications in prison maths, English loads of others, things like construction, different courses.

00:59:36.000 --> 00:59:48.000

So we would just be encouraging him to continue that. So this particular person he either wants to go into plumbing or personal training. So both of them he can do alongside college, get an apprenticeship.

00:59:48.000 --> 00:59:53.000

So yeah, we would always encourage education, and there are resources out there to help.

00:59:53.000 --> 01:00:00.000

Is there a potential kind of I think that could be a drop off point? perhaps.

01:00:00.000 --> 01:00:04.000

If people aren't able to get the education they want I don't know.

01:00:04.000 --> 01:00:10.000

How does that I'm just trying to think of I think it affects long term prospects.

01:00:10.000 --> 01:00:20.000

So the majority of a lot of people that are on probation they'll come out of prison, and they just want to get into that structure as soon as possible.

01:00:20.000 --> 01:00:26.000

They want to be earning money as soon as possible. Obviously, to get into education we have to wait for open in times.

01:00:26.000 --> 01:00:30.000

You may have to wait till September, and then you.

01:00:30.000 --> 01:00:33.000

It is more of a long-term thing where it's just going.

01:00:33.000 --> 01:00:46.000

Get a job. Seems like a good short time option. but in terms of longtime career prospects it Yeah, it can be difficult for them to like a majority of people.

01:00:46.000 --> 01:00:55.000

I see go into just work instead of yeah, just to find a jump in.

01:00:55.000 --> 01:00:58.000

This is an amazing conversation. I just wanna do a quick time.

01:00:58.000 --> 01:01:06.000

Check . yeah, absolutely . just about to wrap up. Thanks. Thanks.
Derek: So yeah, we've we've kind of this.

01:01:06.000 --> 01:01:10.000

Is A. This is us is clear there's so much depth that you can go into on this kind of user journey.

01:01:10.000 --> 01:01:22.000

Mapping system. approach and as a sarah's been talking I've added a couple of the pain points that she highlighted, and the key challenges at the bottom and in that time design method the double diamond that sarah

01:01:22.000 --> 01:01:26.000

talk to at the beginning. Those are the points of which you can.

01:01:26.000 --> 01:01:34.000

You might be able to kind of jump off an idea and think about how we might solve those pain points and prevent more people falling off the journey at that stage.

01:01:34.000 --> 01:01:39.000

So we're gonna yeah we'll pause that cause definitely one. Answer some questions for everyone, and then what we will do is

01:01:39.000 --> 01:01:42.000

Let's have everyone you'll have access to the journey map.

01:01:42.000 --> 01:01:46.000

You can use the template if you Want and and i'm. Sure you can find other examples out there to sort of map over.

01:01:46.000 --> 01:01:55.000

If you wanted to expand that bit further. So yeah, durk over to you, I know, probably got some questions that we wanted to jump into.

01:01:55.000 --> 01:02:01.000

And thank you, Sarah, for your input that's amazing yes, thank you so so much.

01:02:01.000 --> 01:02:04.000

At. Yes, we're now in the queue Q.

01:02:04.000 --> 01:02:07.000

A section of this workshop. So if you have questions just put them into the chat.

01:02:07.000 --> 01:02:13.000

I do have a couple seated questions start the conversation with people submitted ahead of time.

01:02:13.000 --> 01:02:15.000

So i'll go through that and we'll see if We can.

01:02:15.000 --> 01:02:25.000

I mean we only got about 5 min. we'll see how many questions we can get through one thing I did. My note is there's a question, I think, Sarah, in your presentation earlier on you mentioned article by

01:02:25.000 --> 01:02:30.000

cast and there's a request , , we'll be sharing that.

01:02:30.000 --> 01:02:37.000

And yeah, we'll be sharing that in the fall up and Kelsey Robinson's her name Excellent!

01:02:37.000 --> 01:02:42.000

Perfect that we should. Excellent. Okay. So question here.

01:02:42.000 --> 01:02:53.000

What exactly are design methods can you tell us about the different methods that can be used. Yeah, I mean I hope we kind of given obviously a very high level overview of that.

01:02:53.000 --> 01:03:00.000

But essentially the the methods are part of the process, Different tools that you might use as a wearing on that journey.

01:03:00.000 --> 01:03:11.000

So, as you said in in that can early discover phase, you might do a lot of zoom choosing workshops, and the journey mapping might be something need to do at that stage as a sort of research too.

01:03:11.000 --> 01:03:14.000

Almost to try and understand the journey, doing that in the participatory way.

01:03:14.000 --> 01:03:17.000

But it also might be something that you do so obviously he'd be ran through that very quickly.

01:03:17.000 --> 01:03:23.000

But that that would be something that and Sergeant designs in the call.

01:03:23.000 --> 01:03:31.000

No, we would spend a lot longer on that process, taking together lots of different interviews and kind of information from people to create that personal.

01:03:31.000 --> 01:03:38.000

Another persona should be more like an average user. So no, on this study, based on just one person, they should be trying to make sense of lots of data.

01:03:38.000 --> 01:03:43.000

With course, to see what a typical journey would men look like.

01:03:43.000 --> 01:03:54.000

But yeah, lots of the tools we didn't have time obviously to cover things like ideation and prototyping which are over the important part of design, thinking that we might talk about when I think I think i'm just looking at some of

01:03:54.000 --> 01:03:59.000

the questions here. I think that one of the questions is so hard here is there's so many different methodologies and tools.

01:03:59.000 --> 01:04:04.000

It's overwhelming So I think the big question is like what do we even start?

01:04:04.000 --> 01:04:13.000

I think That's a really fair question and I think the way that I suppose the way that we tend to look at it is always to put the like.

01:04:13.000 --> 01:04:16.000

What's the voice Whose voice is it that we want to hear?

01:04:16.000 --> 01:04:20.000

Essentially I think, in the in large part that's often what we're looking at.

01:04:20.000 --> 01:04:22.000

And so I know there's all sorts of different there's lots of different design methods.

01:04:22.000 --> 01:04:25.000

There's journey mapping tools there's network mapping those process mapping tools.

01:04:25.000 --> 01:04:30.000

There's all sorts of stuff and I think the way that we try and look at it.

01:04:30.000 --> 01:04:37.000

Is that, and like filter, I suppose, is that where we might have a sort of set that we're looking at, and we think right.

01:04:37.000 --> 01:04:41.000

We we are not looking to improve organizational processes or efficiencies.

01:04:41.000 --> 01:04:55.000

We're looking to understand from a user perspective what the problem is that we're trying to solve. and then how we might go about solving that I guess remote from the where we sit between the kind of policy and frontline

01:04:55.000 --> 01:05:06.000

groups where we're always trying to use tools that are as collaborative as possible, that allow for the 2 groups to share their insights in a way that kind of brings it all together into one thing so they can see the overlap and see the

01:05:06.000 --> 01:05:09.000

inserts that they that they brought to each other.

01:05:09.000 --> 01:05:20.000

But if you are for yeah, for example, if you're designing a service within your within like a design team in a local authority or central government, and you want to design I don't know what it might be like a new day

01:05:20.000 --> 01:05:25.000

center in your local area. The best you, the best question to ask yourself is like, Who do I need to ask about this?

01:05:25.000 --> 01:05:31.000

And what are the what are the kind of tools that will help me get their insights in a in an inclusive and participatory way?

01:05:31.000 --> 01:05:34.000

So a question from from Hannah here, and I think it.

01:05:34.000 --> 01:05:47.000

It flows a bit from what you were saying earlier in your presentation, Sarah, are on the different levels, but like the question is really, you know, when you're doing this process and making it use having a user center design how do you

01:05:47.000 --> 01:05:57.000

not fall into the trap of being too individualistic or listening to just the loudest voices. So how to be inclusive and also systemic,

We'll also having users the center of the process?

01:05:57.000 --> 01:06:11.000

Like, What does that look like? Yeah, I mean it's a fantastic question, Hannah and I think it's one that a lot of people are grappling with And I think really answers around situating that that evidence that we have

01:06:11.000 --> 01:06:15.000

from the users within a wider context, and we might want to use so wider.

01:06:15.000 --> 01:06:26.000

I'm sure that when you're making policies you want to draw on wider evidence that maybe statistics that may be sort of wire data that you might be able to situate alongside that So it's about really

01:06:26.000 --> 01:06:35.000

starting with the user and their experience, but also seeing that in context of the relationships that they're part of, and and the systems that they within.

01:06:35.000 --> 01:06:40.000

So you might, for example, identify pain point for your user.

01:06:40.000 --> 01:06:53.000

But then, when you actually not map the system and see the different interrelated factors of so do some systems mapping alongside that kind of journey mapping, then we might see that in fact, that pain point that particular the problem for that user is part of

01:06:53.000 --> 01:06:57.000

a wider sort of systems issue. a user is to be honest.

01:06:57.000 --> 01:07:12.000

And then identifying the leverage points that you have within that system and trying to map up match together the the interventions you might make for user with the interventions that might have the most leverage. So seeing what's going to

01:07:12.000 --> 01:07:16.000

be the the impact versus feasibility of those is what is one way to approach that.

01:07:16.000 --> 01:07:21.000

But yeah, doing that in policy, making and design thinking, this basic policy making is tricky.

01:07:21.000 --> 01:07:34.000

I mean, I think we always try to say with our participants that the the ideation and prototyping step can seem quite scary when you're dealing with very important you know you're dealing with the lives of of your

01:07:34.000 --> 01:07:38.000

citizens. and the idea of just, you know, doing things will fail fast.

01:07:38.000 --> 01:07:48.000

Approach like your in Silicon Valley just doesn't seem compatible but really prototyping is about trying to find the the lowest risk We to test an idea.

01:07:48.000 --> 01:07:59.000

And, in fact, that's sometimes the most responsible way that we can do it is to try and find a way to test something where we can get feedback from our citizens or end users, and and do that in a way that you're

01:07:59.000 --> 01:08:04.000

not gonna just rule that and new policy or a new intervention. and but I know in them whether it works or not.

01:08:04.000 --> 01:08:14.000

So it's a by getting kind. of quick feedback so that we can iterate and change so I wanna squeeze one last question, and I just know no we're type for time for so quick you know 30 s response.

01:08:14.000 --> 01:08:21.000

But martin's got a good question here? about you know this idea of is this skill here identifying the user needs rather than a user wants.

01:08:21.000 --> 01:08:29.000

And then balancing that against the system needs. And what can realistically be delivered?

01:08:29.000 --> 01:08:34.000

Yeah, I think that's that's a really kind of nice way of putting it.

01:08:34.000 --> 01:08:38.000

I think. Yeah, there's I remember someone telling us back in our design kind of training days.

01:08:38.000 --> 01:08:49.000

People often don't know what they want necessarily and I think that is, that is something that some of these tools try and enable stakeholders to do is to like think outside the box a little bit, and think of it creatively I think There

01:08:49.000 --> 01:08:52.000

is a balance between. I I notice, the use of the word realistically in that question.

01:08:52.000 --> 01:09:03.000

I think that is that's absolutely something to to bear in mind the feasibility of what's possible at the same time, I think what's really exciting about design tools is that they give that space for

really broad ideation so once you've kind

01:09:03.000 --> 01:09:14.000

of got a sense of using needs and and the problems they're encountering it gives that space to really creative, and actually perhaps think of ideas and solutions that you might not have identified had you come the other way if that makes

01:09:14.000 --> 01:09:15.000

sense, but I guess i'm throwing my own question here?

01:09:15.000 --> 01:09:23.000

I know we're like how how do you manage expectations I think this is one thing we we run to this problem with timing government is like, How do you manage the expectations of those involved?

01:09:23.000 --> 01:09:29.000

The process. So we don't get people's hopes too high to deliver on something different.

01:09:29.000 --> 01:09:37.000

Yeah, I mean it's a great question again. and It's just about communication communication communication is that let me part of the whole design thing, as I said at the start clear communication.

01:09:37.000 --> 01:09:52.000

That's why there's often a lot of visualizations or drawings, or bringing things to life, as it were, and so, making sure that you are, and your expectations are set by you know, you set the expectations by by being

01:09:52.000 --> 01:09:58.000

clear about what that means. Excellent? Well, I thank you so much for for making time for us here.

01:09:58.000 --> 01:10:02.000

I I know there's lots of questions we didn't get to There's a just remind people we have a Q and A.

01:10:02.000 --> 01:10:09.000

On a website. it's a great to those questions that we didn't have time to get to here.

01:10:09.000 --> 01:10:12.000

So that there thank you for pasha it's in the chat.

01:10:12.000 --> 01:10:17.000

So there you can put your question on there. and we'll make sure they make sure that they are answered.

01:10:17.000 --> 01:10:19.000

But yeah, thank you all for joining us A master.

01:10:19.000 --> 01:10:30.000

Thank you to our speakers to Heb to sarah and Sarah for helping us out today, and and and bring us your insights and teaching us so much just before we finish.

01:10:30.000 --> 01:10:35.000

And do our takeaway. we'd love to get a sense of how you felt about the workshop.

01:10:35.000 --> 01:10:39.000

So we're gonna put a quick survey in the chat so please please fill out that survey.

01:10:39.000 --> 01:10:42.000

We won't share the results of the survey this is just for us to help improve our workshop.

01:10:42.000 --> 01:10:52.000

So please fill this out. excellent. So take a minute for people to fill out the survey.

01:10:52.000 --> 01:10:59.000

And the other thing that we as you feel the survey the fun thing is, while we're wrapping up, please share a one word.

01:10:59.000 --> 01:11:12.000

Take away from today's workshop in the chat so one word that describes you know your big takeaway from this discussion here today

01:11:12.000 --> 01:11:27.000

And just as a final wrap up we will be setting everybody an email, So it'll be a follow up email for everyone who's registered that will have the recording as well as resources from today's conversation

01:11:27.000 --> 01:11:34.000

so once again a big thank you so so much for joining us today, and hoping you have a great rest of your day.

01:11:34.000 --> 01:11:45.000

So. Thank you so much,