design thinking in public engagement: two case studies

agenda

- today's questions

- the way we used to work

- what is design thinking?

- two case studies

- the c word

how do we ...

- move beyond consult?

- get people more engaged?

- deliver better results?

how do we reframe expectations?

the c word

"examples and samples of creative public engagement processes and reports of a similar nature that have been prepared by the team ..."

the c word

creative

spectrum

**< inform - consult - involve - collaborate - empower >**

my stuck story

< inform - consult >

agency days

our prevailing beliefs

clients aren't   trained   enough to do this

talented

innovative

smart

brave

our process

diagnose > brainstorm > *pitch* < feedback?

diagnose the client's problem

do some research
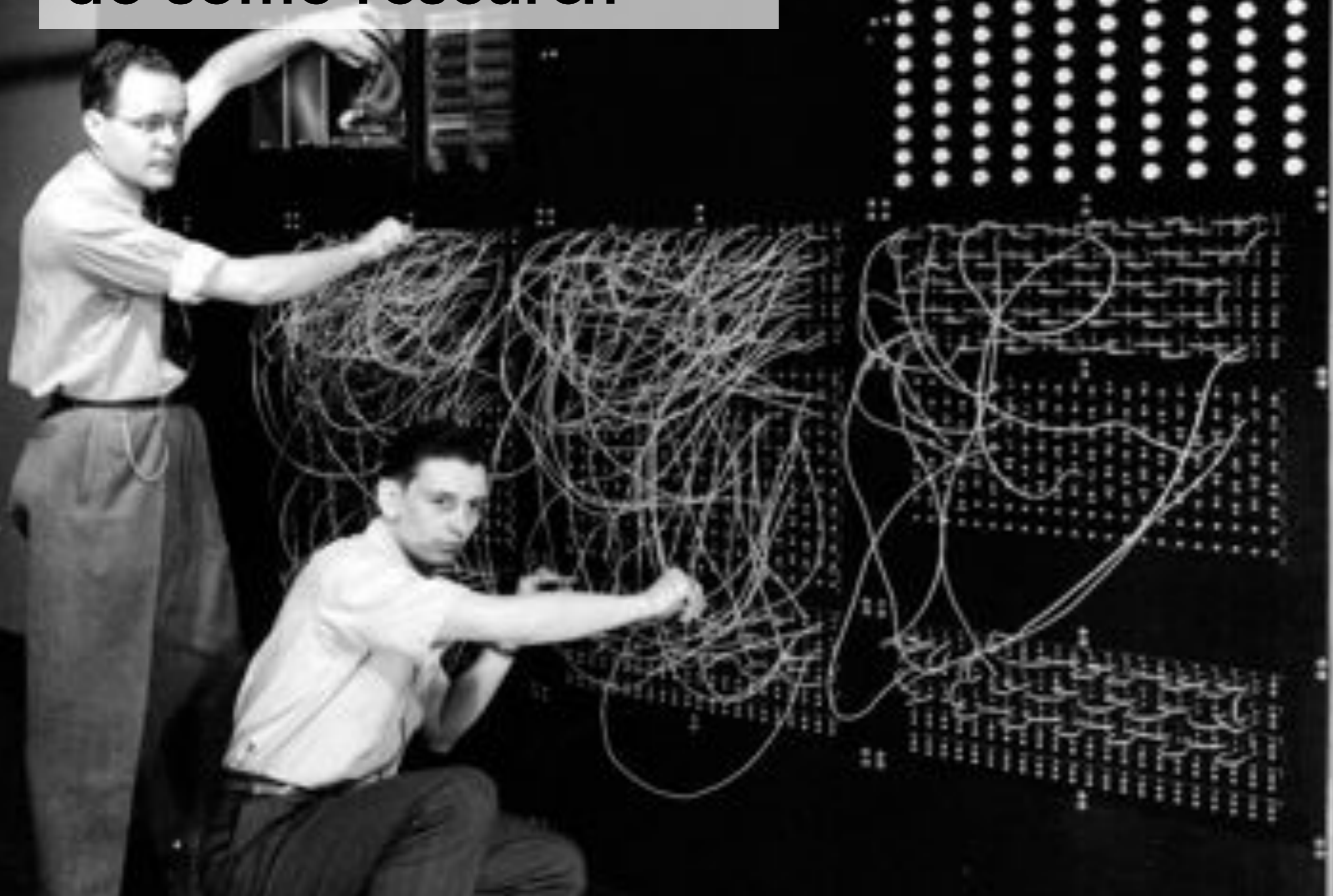
brainstorm with colleagues

pitch the solution

collect feedback

when it failed …

we blamed the client

- they couldn't describe their problems

- they kept changing their minds

- they didn't understand the bigger picture

we failed to realize …

the client

- knew things we didn't

- had their own insights and ideas

- had valid opinions

- was just as smart as us

relevant?

replace "clients" with stakeholders

citizens

co-workers

community members

why do we get stuck here?

< inform - **consult** >

victims of our own expertise

as experts, we feel obligated to

- demonstrate our skill

- act with authority

- show responsibility

- always deliver <u>predictable</u> results

victims of our own expertise

as experts, we feel obligated to

be the experts

victims of opinion

we think the public's only role is to

share their opinions

how do you like me so far?

an actual study

Unskilled and Unaware of It:

How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments

while we have many techniques ...

we don't have that much process

< inform - consult - involve - collaborate - empower >

we don't have that much process

< inform - consult - <u>involve - collaborate - empower</u> >

terra incognita

< inform - consult - involve - collaborate - empower >

meanwhile, back at the agency ...

we got this email ...

we got this email ...
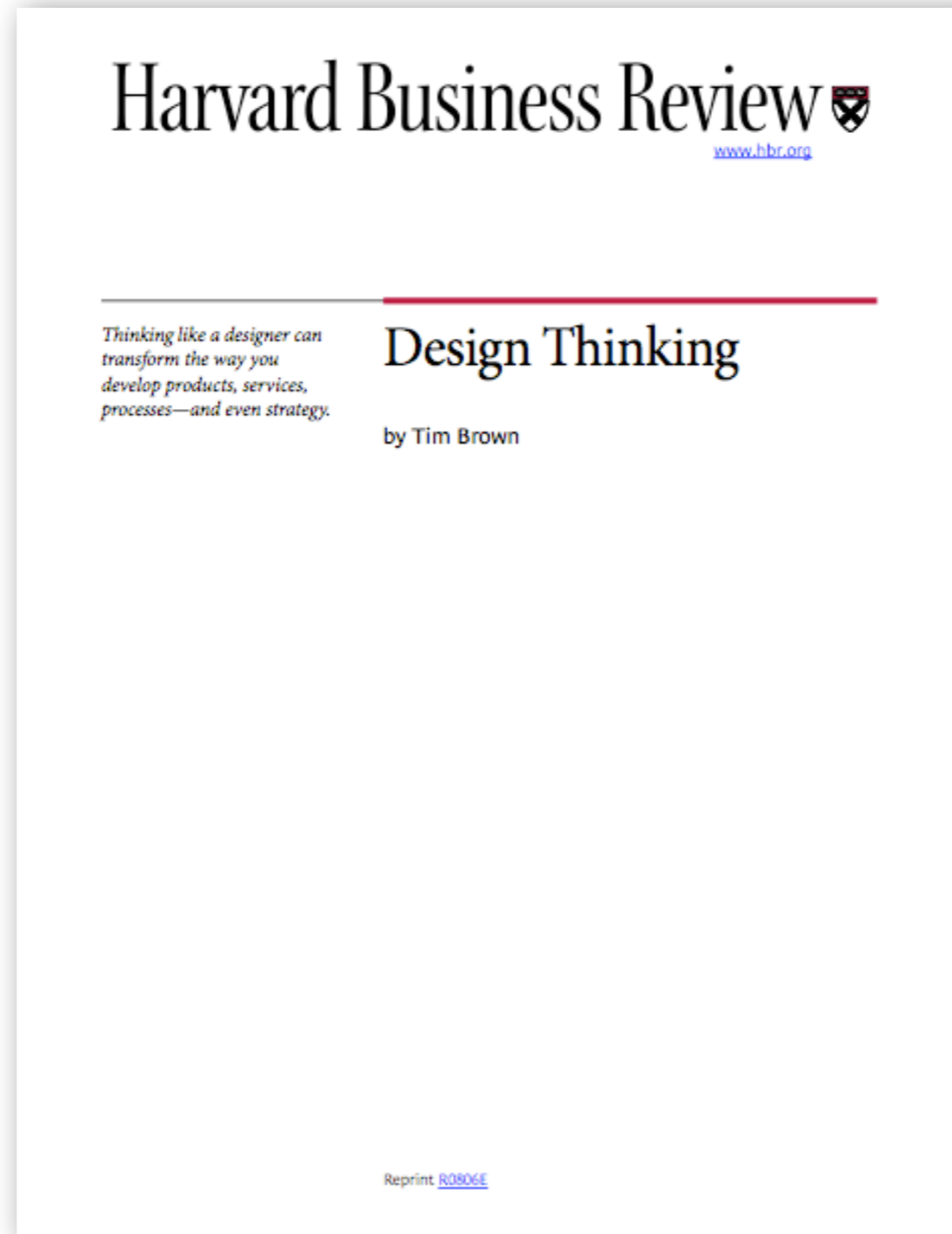
Harvard Business Review
www.hbr.org

Thinking like a designer can transform the way you develop products, services, processes—and even strategy.

Design Thinking

by Tim Brown

Reprint R0806E
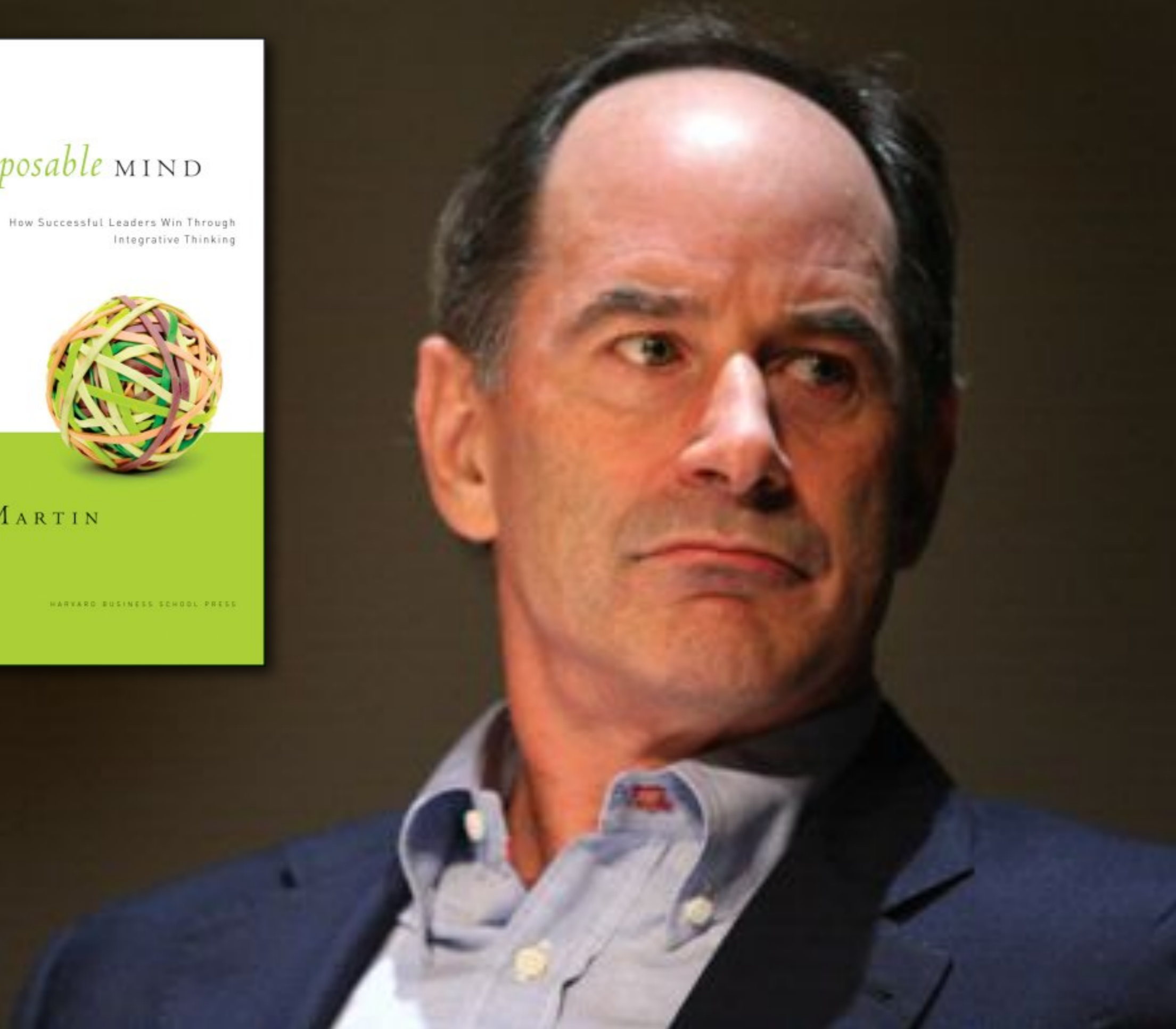
what is design thinking?

Wikipedia says "the ability to

- combine empathy for the context of a problem,

- creativity in the generation of insights and solutions,

- rationality to analyze and fit solutions to the context."

"enlightened trial and error succeeds over the planning of the lone genius"

David Kelley , IDEO

lessons from the deep dive

focus less on the perfect solution

focus more on a better process
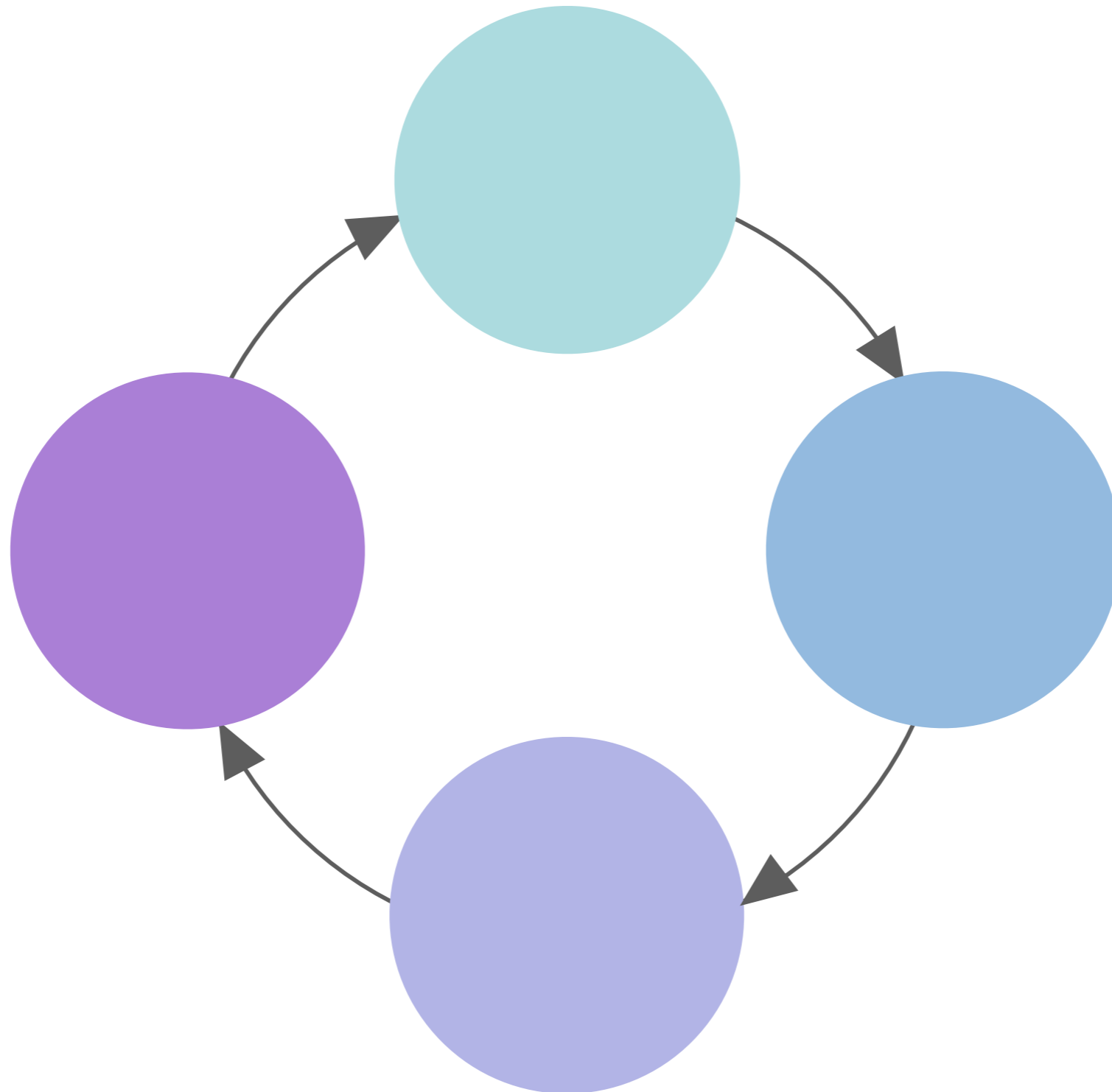
put people at the centre
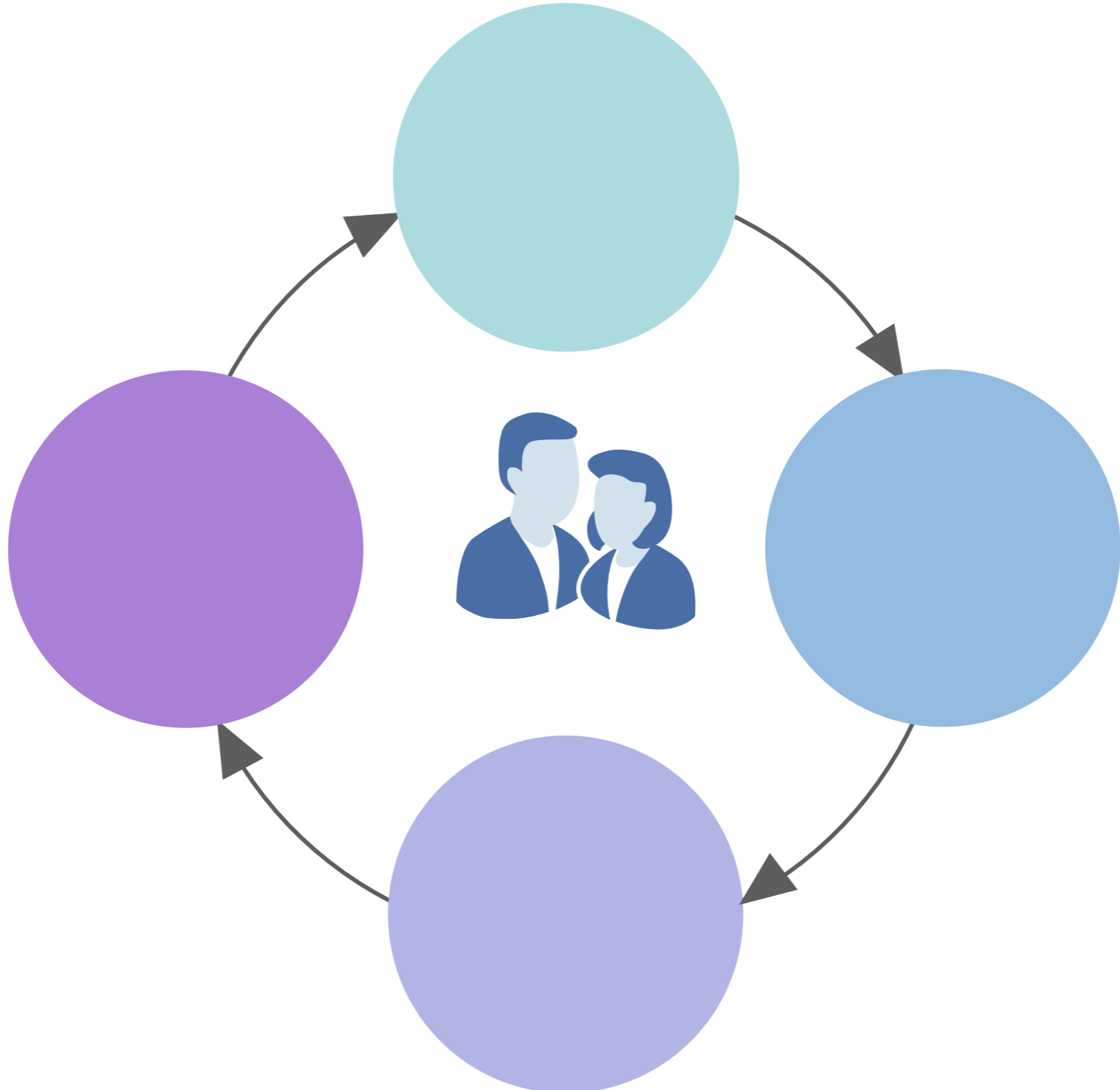
people?

- users

- customers

- beneficiaries

- stakeholders

- citizens

- people affected by the system you're creating

pledge to involve your colleagues

look beyond opinion

principles of design thinking

- share the process

- work across disciplines and roles

- build empathy for people

- seek paradox

- prototype & test with people

- iterate frequently

an iterative process

Research — people's, their context and their needs

Design — create prototypes with people as collaborators

Evaluate — prototypes with the people who will use the solution

Implement
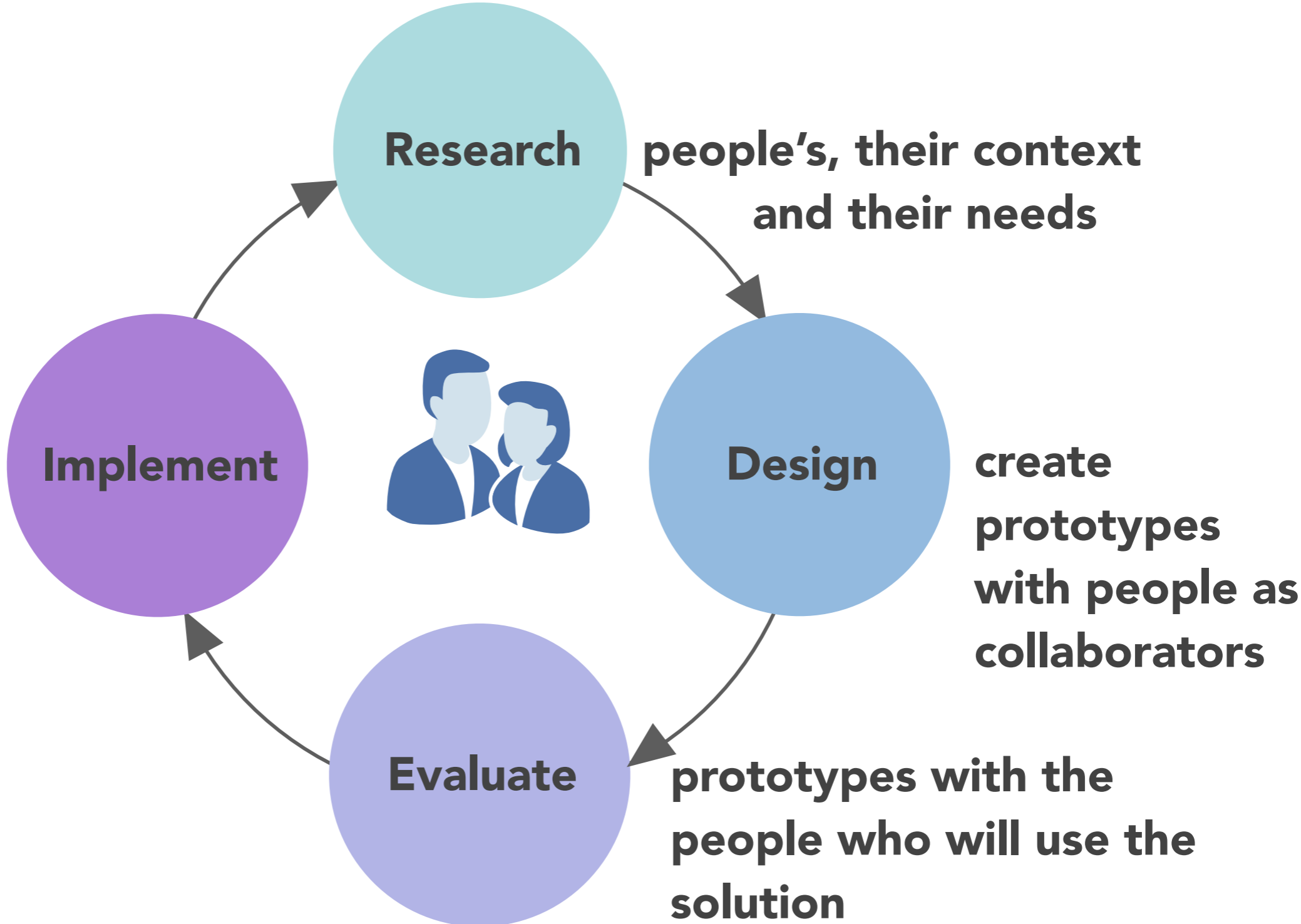
everyone's doing it

i think public

Anyone can change their world. Building belief. Giving people the tools. Inspiring, enabling and equipping. We work WITH. Creating something good. Telling stories. Entrepreneurial twist. Provoking curiosity. What is possible? Experiences that lead to opportunities. Making the magic to happen. Human understanding. Using compassion and sensitivity to make change happen. You can do anything. It's a balance of idealism and business. We make difficult things fun. We are about empowering as opposed to helping. It's not that I have all the answers, it's collectively we can get there.

today ...

mistri

better experience everywhere

participation for design projects

- the public realm

- processes, products & services

- strategy & design

two experiments

what happens if we tried applying the principles and process of design thinking to public participation?

bc ministry of transportation

problem:
web sites by public servants for public servants

assignment:
create a citizen-centered digital strategy

bc ministry of transportation

principles we tried

- expose the process to colleagues

- make engagement an experience

- observe the public realm

- build empathy through great stories

- design the strategy together

User
Profiles

expose the process to colleagues

make engagement an experience

observe the public realm

build empathy through great stories

design the strategy together

the results

bc ministry of transportation

the results

- the strategy was quickly adopted

- stories went upstairs in record time

- stories were used to rationalize other initiatives

- clients determined to engage again

bow to bluff sunnyside station

problem:
find a location for a traction power substation

assignment:
get public consensus about the placement

bow to bluff sunnyside station

principles we tried

- expose the process to the public

- be honest about constraints

- design the solution together

- find the paradox

expose the process to the public

be honest about constraints

design the solution together

find the paradox

bow to bluff sunnyside station

the results

- we found a desirable location

- public trust grew quickly

- acceptable designs were ready in weeks

- the stage was set for additional engagement

the obstacle

our colleagues and clients are uncomfortable with losing control

what can we them offer in return?

reframing creative engagement

is creative engagement the event?

or the result?

on creativity …

if your team is committed to creativity,

this is your opportunity to push past consult

on creativity ...

remind your clients and colleagues

creativity is not about acting creative

on creativity ...

creativity is about the act of creating

most creative solutions come from collaboration

on creativity ...

creativity comes from here

< inform - consult - <u>involve - collaborate - empower</u> >

mistri

better experience everywhere