Engine I Service Design

Designing the practice of service design

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twitter 🐦
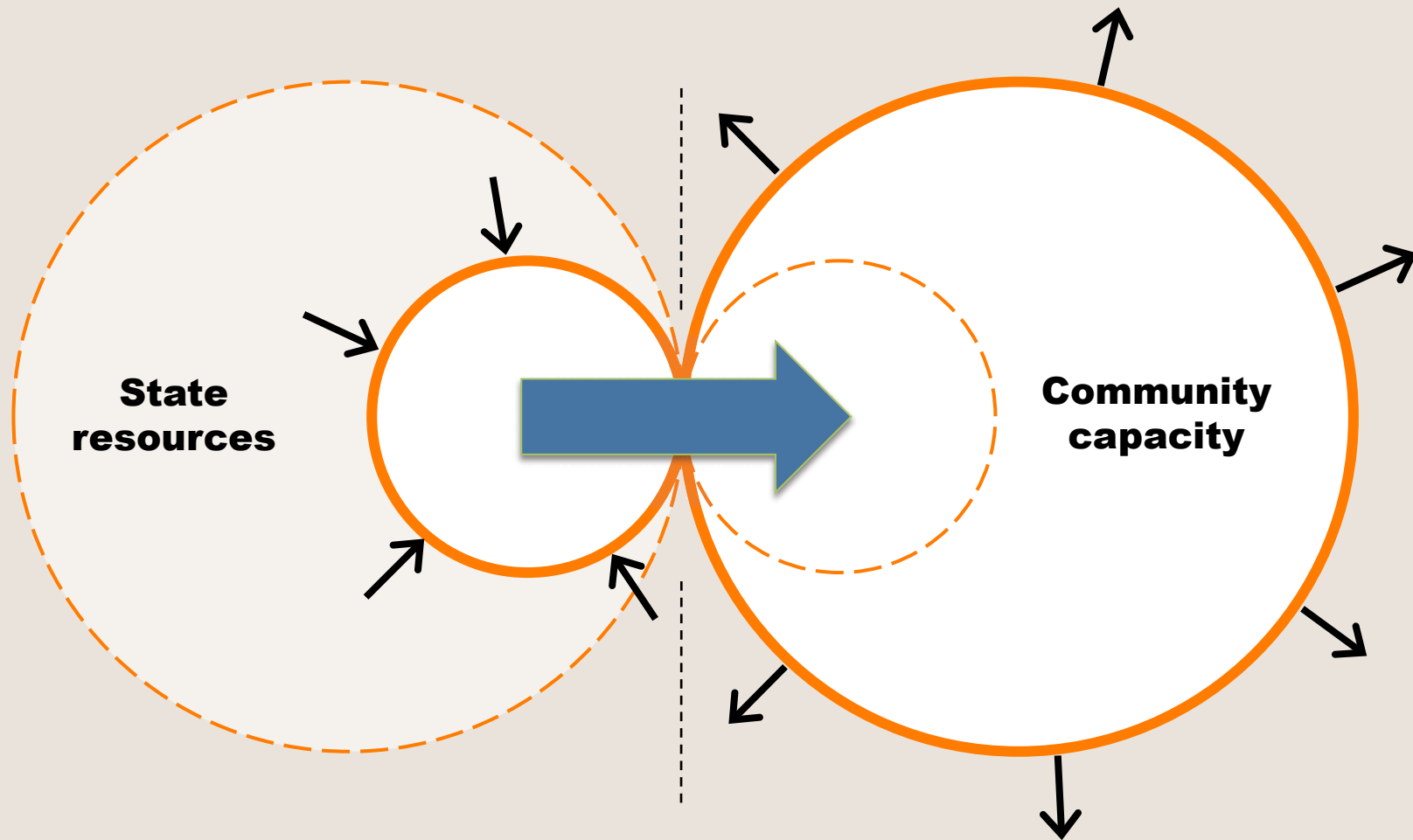hereatengine

"A participatory improvement model"

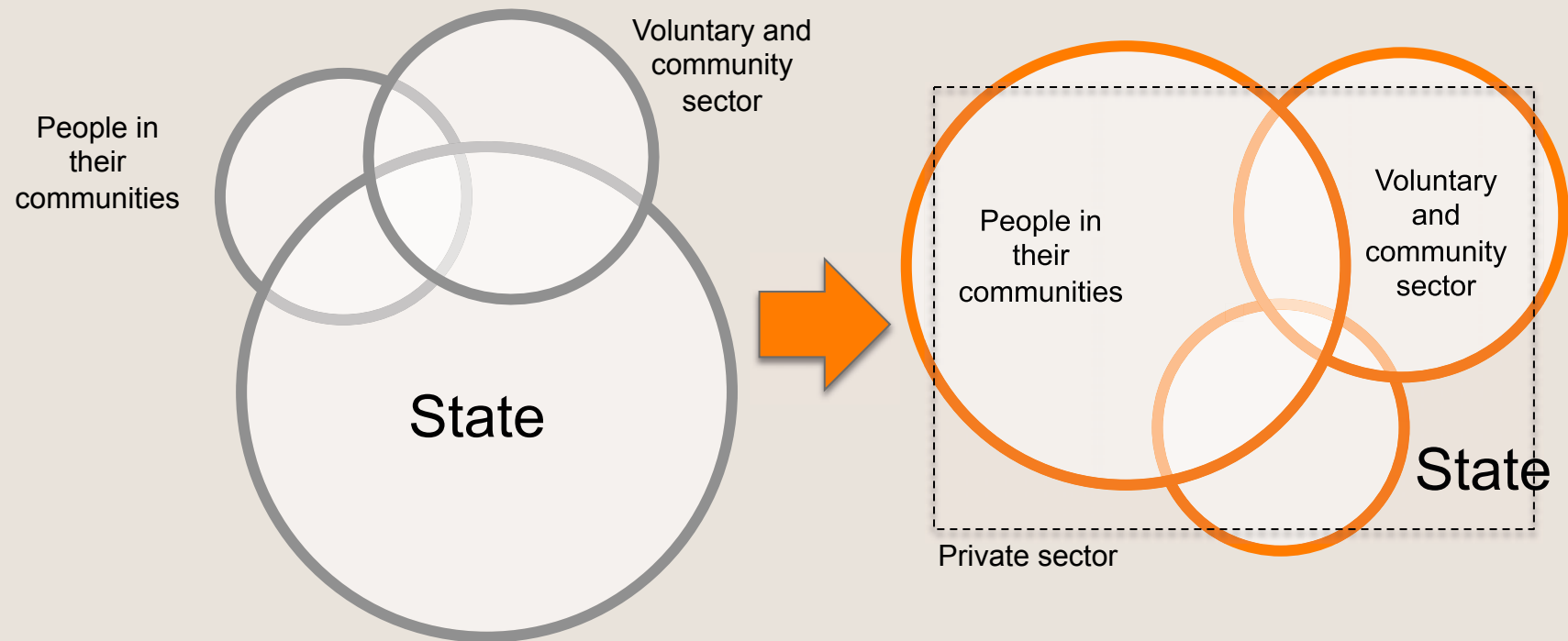(That borrows heavily from design-led approaches)

SILK

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Why are we having this conversation now?

Why are we here talking about Design?"

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What's driving the search for new ways of doing business in the public sector?

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State
resources

Community
capacity

Engine

People in their communities

Voluntary and community sector

State

People in their communities

Voluntary and community sector

State

Private sector

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What's needed?

1. Solutions to complex and particularly localised problems can't be discovered in isolation of service users and communities.

2. Value and outcomes are created in the experiences people have of services – in the moment and over the longer term.

3. Need to develop co-productive models of service and to unlock resources.

4. New and emerging models of service are inherently multi-sector.

5. Need greater confidence and the means to overcome key emotional obstacles to new ways of working.

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What characterises new ways of working in the sector?
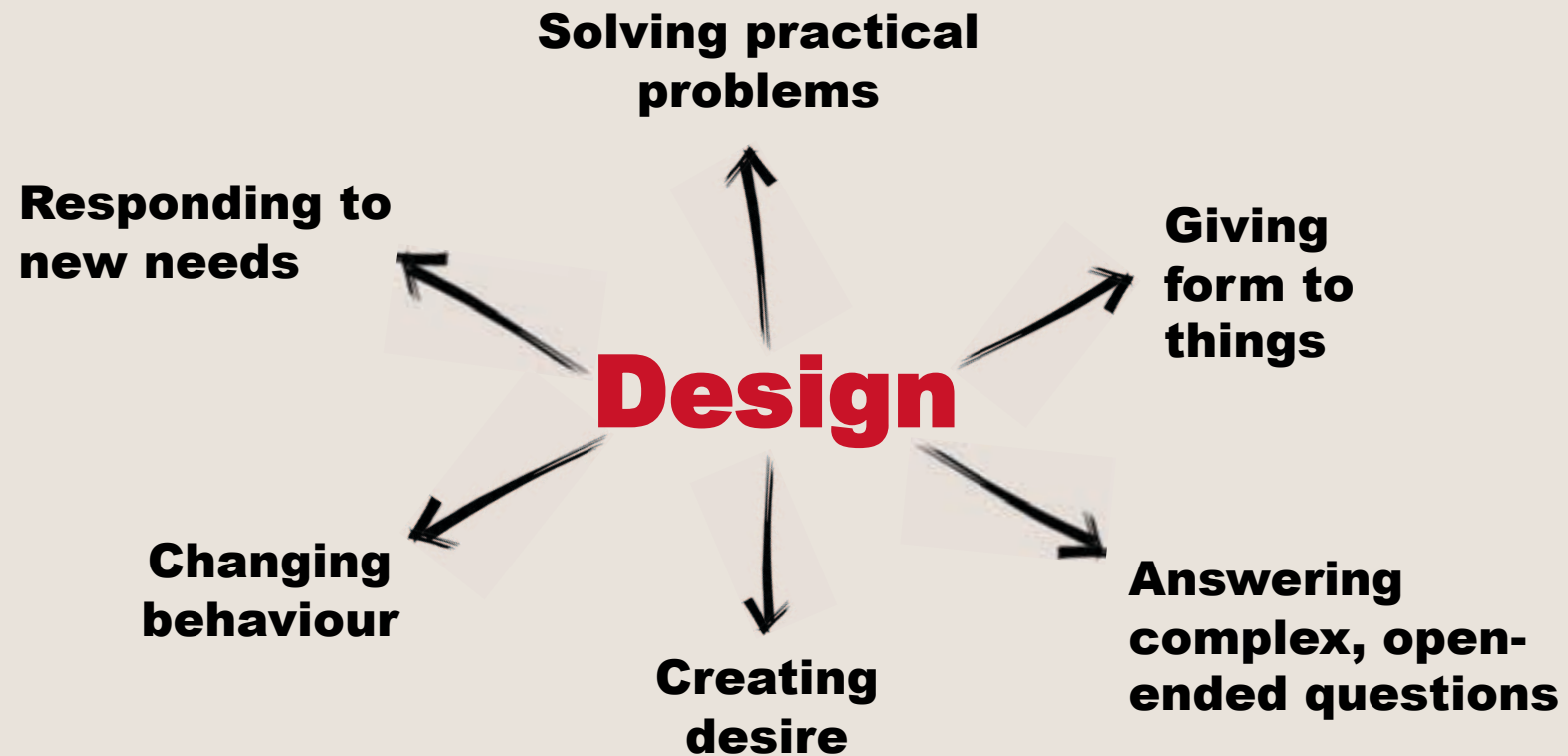
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Emergent practices

1. Optimistic and focused on tangibility.

2. Accessible and egalitarian – 'social design'

3. Just enough process and structure.

4. Creative enough to feel worthwhile, while being grounded in an understanding of real world constraints.

5. Values people's stories and experiences alongside other forms of evidence.

6. Understands 'desirability' and the need to change behaviour.

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We need a **shared practice** for services research and development

(Does the public sector do R&D?)

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Service design is a magpie practice …and there's something in it for everyone.

Service design: *Crafting and orchestrating the interactions between people and services to create the most value for both.*
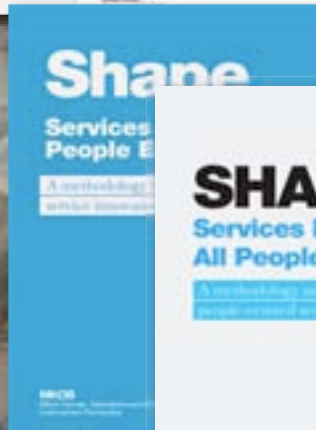
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Solving practical problems

Responding to new needs

Design

Giving form to things

Changing behaviour

Creating desire

Answering complex, open-ended questions

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Method clusters			
1. Insight	**2. Idea**	**3. Action**	**4. Sustain**
Insight gathering	Concept building	Service detailing	Service design tools
Opportunity mapping	Prototyping	Service specification	Management tools
Direction setting	Case making	Production	Collaborative platforms

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What actually gets designed?

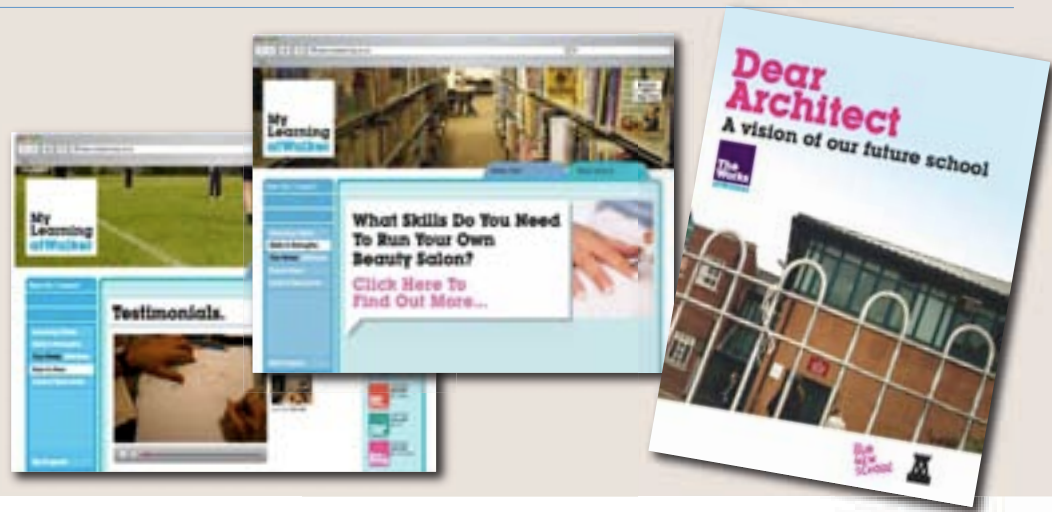|	
Purpose	The role a service or organisation wants to adopt in people's lives.
Proposition	How the purpose translates into something that can be built, offered and accessed – and that has real value and relevance.
Principles	Design principles to guide design and delivery. Design principles make the experience of a service recognisable to user.
Platform	Requirements for the target operating model and for the system of people of things that underpin provision.
Processes	The ways services are operated - and designed in response to need.
Products	The tangible things people actually buy, buy-into, do and experience and the tools that support services marketing, management and delivery.
People	The beliefs and behaviour of those delivering and using services.

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designer
'Ask me for
design support'

DESIGNED NETWORK FOR POSITIVE ENGAGEMENT OF OLDER PEOPLE

'Health Connect'
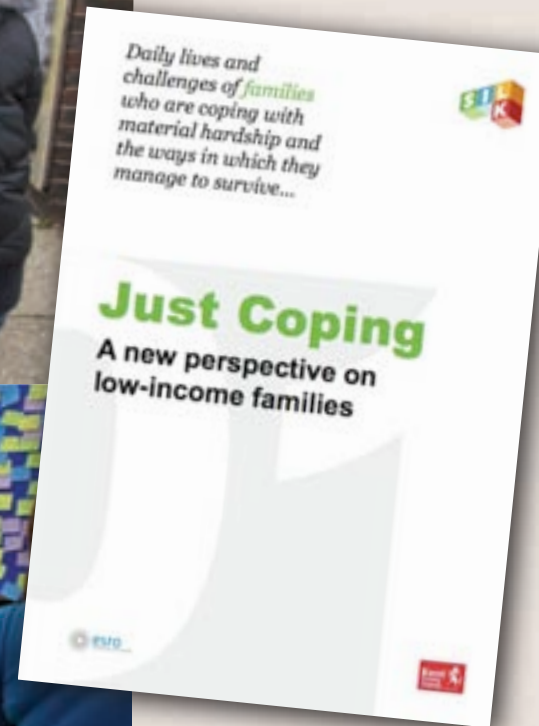
'The Works at Walker' Technology College

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New services for families on low incomes

Co-designing Sure Start services with fathers on Sheppey

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Building a culture of service

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Modeling a new approach in Southwark

SOUTHWARK RISE PROJECT

"Improve the Council's ability to build a more complete understanding of families and the support they require.

Help the Council to become smarter in the way they identify and act on opportunities to support residents.

Inspire the development of new services and improvements to the way that services are communicated and delivered."

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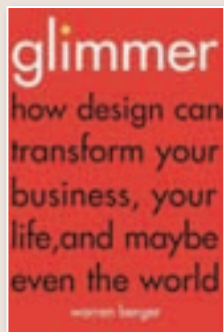# Modeling a new approach in Southwark

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State resources

Community capacity
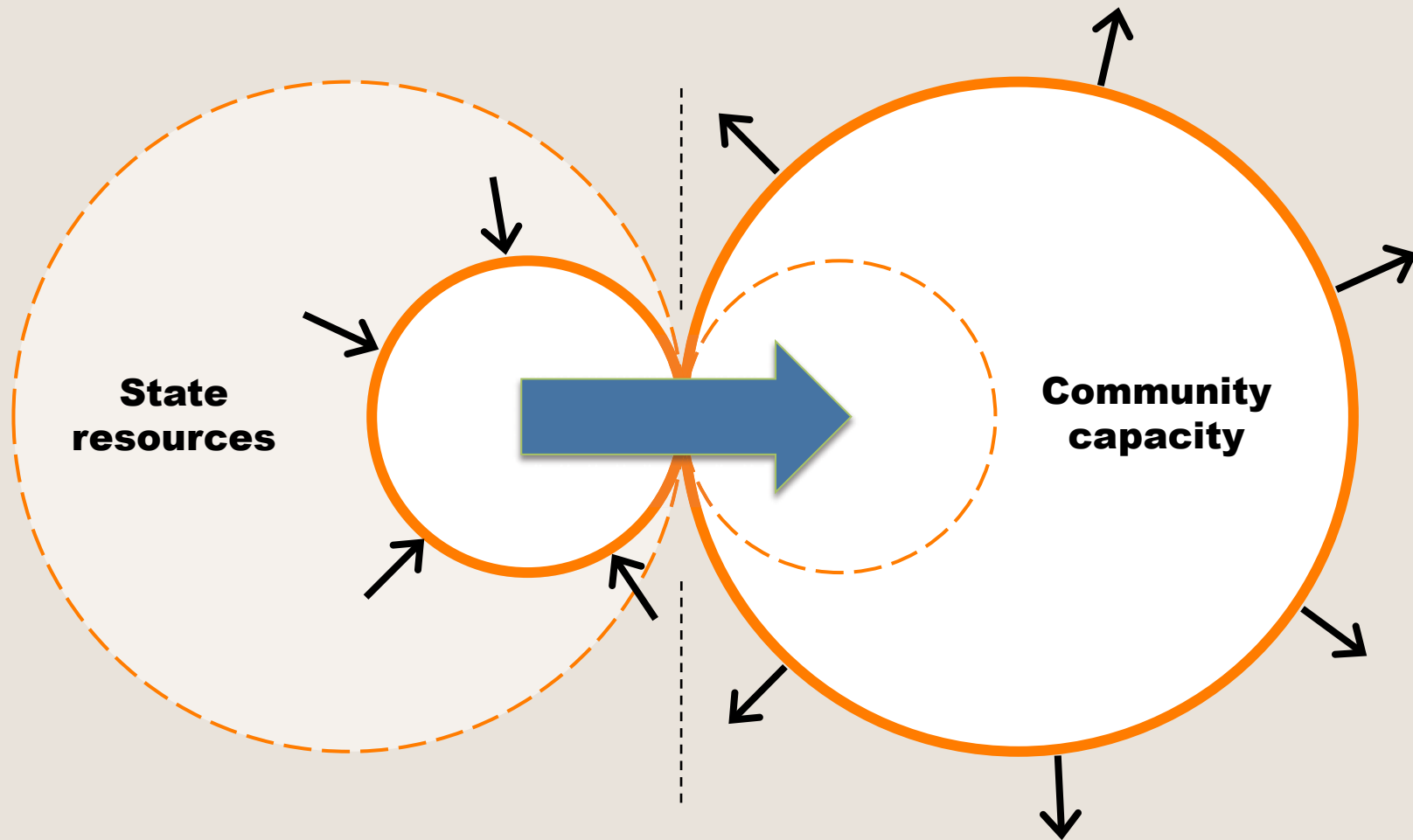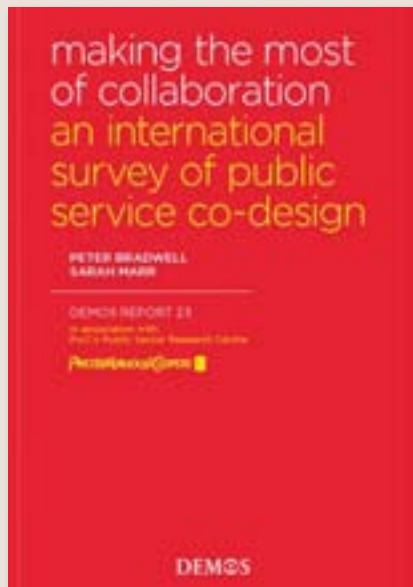
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"Question."
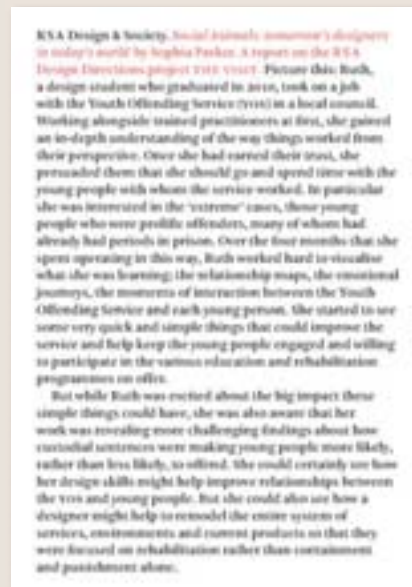# "Care."
"Connect."
"Commit."

Glimmer
Warren Berger

Warren Berger
Author and Editor of the online magazine *GlimmerSite.com*

Engine

Creative.
Collaborative.
Systematic.
User-centered.

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Making the most of collaboration: an international survey of public service co-design.
Demos 2008

Social Animals: tomorrow's designers in today's world.
RSA 2009

Prototyping Public Services: An introduction to using prototyping in the development of public services.
NESTA 2011

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Thank you

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