

What motivates us as designers?

- Creativity**
 - creativity + skills
 - creativity + personality
 - where the creative processes
 - Creativity: program and environment
- People**
 - help enable people
 - helps to create a better world
 - helps to create a better world
 - helps to create a better world
- problem solving**
 - problem solving
 - problem solving
 - problem solving
- learning**
 - learning
 - learning
 - learning
- the role of self**
 - the role of self
 - the role of self
 - the role of self

Design work and contributions - Mapping activity

The diagram is a 2x2 matrix with the following axes:

- Vertical Axis:**
 - Top: Design that are only important for us
 - Bottom: Design that are more important for us
- Horizontal Axis:**
 - Left: Design that we do not want
 - Right: Design that we do want

The quadrants and their associated design activities are:

- Top-Left (Design that we do not want and are only important for us):**
 - Designing a new product
 - Designing a new service
 - Designing a new process
 - Designing a new system
 - Designing a new interface
 - Designing a new user experience
 - Designing a new business model
 - Designing a new organization
 - Designing a new culture
 - Designing a new strategy
 - Designing a new vision
 - Designing a new mission
 - Designing a new purpose
 - Designing a new identity
 - Designing a new brand
 - Designing a new logo
 - Designing a new website
 - Designing a new app
 - Designing a new game
 - Designing a new film
 - Designing a new book
 - Designing a new magazine
 - Designing a new newspaper
 - Designing a new television show
 - Designing a new radio show
 - Designing a new podcast
 - Designing a new YouTube channel
 - Designing a new Instagram account
 - Designing a new Twitter account
 - Designing a new Facebook page
 - Designing a new LinkedIn profile
 - Designing a new resume
 - Designing a new cover letter
 - Designing a new CV
 - Designing a new portfolio
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 - Designing a new portfolio

How we feel we contribute?

The following insights describe the things we think we contribute as service designers to a problem, a project, a team, or an organisation. However, not every contribution might be recognised by other people. How can we make our contributions understandable, visible and tangible to people?

	How we feel we contribute?	Mind	Eye	Hand
How we feel we contribute?	<ul style="list-style-type: none"> Helping people to understand the problem Helping people to understand the solution Helping people to understand the process Helping people to understand the outcome Helping people to understand the impact Helping people to understand the value Helping people to understand the cost Helping people to understand the risk Helping people to understand the time Helping people to understand the effort Helping people to understand the resources Helping people to understand the constraints Helping people to understand the opportunities Helping people to understand the challenges Helping people to understand the goals Helping people to understand the objectives Helping people to understand the results Helping people to understand the feedback Helping people to understand the learning Helping people to understand the improvement Helping people to understand the innovation Helping people to understand the creativity Helping people to understand the collaboration Helping people to understand the communication Helping people to understand the coordination Helping people to understand the cooperation Helping people to understand the contribution 	<ul style="list-style-type: none"> Helping people to understand the problem Helping people to understand the solution Helping people to understand the process Helping people to understand the outcome Helping people to understand the impact Helping people to understand the value Helping people to understand the cost Helping people to understand the risk Helping people to understand the time Helping people to understand the effort Helping people to understand the resources Helping people to understand the constraints Helping people to understand the opportunities Helping people to understand the challenges Helping people to understand the goals Helping people to understand the objectives Helping people to understand the results Helping people to understand the feedback Helping people to understand the learning Helping people to understand the improvement Helping people to understand the innovation Helping people to understand the creativity Helping people to understand the collaboration Helping people to understand the communication Helping people to understand the coordination Helping people to understand the cooperation Helping people to understand the contribution 	<ul style="list-style-type: none"> Helping people to understand the problem Helping people to understand the solution Helping people to understand the process Helping people to understand the outcome Helping people to understand the impact Helping people to understand the value Helping people to understand the cost Helping people to understand the risk Helping people to understand the time Helping people to understand the effort Helping people to understand the resources Helping people to understand the constraints Helping people to understand the opportunities Helping people to understand the challenges Helping people to understand the goals Helping people to understand the objectives Helping people to understand the results Helping people to understand the feedback Helping people to understand the learning Helping people to understand the improvement Helping people to understand the innovation Helping people to understand the creativity Helping people to understand the collaboration Helping people to understand the communication Helping people to understand the coordination Helping people to understand the cooperation Helping people to understand the contribution 	<ul style="list-style-type: none"> Helping people to understand the problem Helping people to understand the solution Helping people to understand the process Helping people to understand the outcome Helping people to understand the impact Helping people to understand the value Helping people to understand the cost Helping people to understand the risk Helping people to understand the time Helping people to understand the effort Helping people to understand the resources Helping people to understand the constraints Helping people to understand the opportunities Helping people to understand the challenges Helping people to understand the goals Helping people to understand the objectives Helping people to understand the results Helping people to understand the feedback Helping people to understand the learning Helping people to understand the improvement Helping people to understand the innovation Helping people to understand the creativity Helping people to understand the collaboration Helping people to understand the communication Helping people to understand the coordination Helping people to understand the cooperation Helping people to understand the contribution

Most work on your behalf. Most is financial success. It's hard.

What are your personal takeaways from this workshop today?

- 1. I will be able to identify my own strengths and weaknesses
- 2. I will be able to identify the strengths and weaknesses of my team
- 3. I will be able to identify the strengths and weaknesses of my organization
- 4. I will be able to identify the strengths and weaknesses of my industry
- 5. I will be able to identify the strengths and weaknesses of my market
- 6. I will be able to identify the strengths and weaknesses of my competitors
- 7. I will be able to identify the strengths and weaknesses of my customers
- 8. I will be able to identify the strengths and weaknesses of my suppliers
- 9. I will be able to identify the strengths and weaknesses of my partners
- 10. I will be able to identify the strengths and weaknesses of my stakeholders

How can we improve our workshops?

- 1. I would like to see more focus on the practical application of the concepts discussed
- 2. I would like to see more time spent on the discussion of the challenges faced by the participants
- 3. I would like to see more time spent on the discussion of the opportunities available to the participants
- 4. I would like to see more time spent on the discussion of the risks associated with the project
- 5. I would like to see more time spent on the discussion of the resources available to the project
- 6. I would like to see more time spent on the discussion of the timeline of the project
- 7. I would like to see more time spent on the discussion of the budget of the project
- 8. I would like to see more time spent on the discussion of the communication plan of the project
- 9. I would like to see more time spent on the discussion of the risk management plan of the project
- 10. I would like to see more time spent on the discussion of the project closure plan

How would you like to see this project moving forward?

- 1. I would like to see the project completed by the end of the year
- 2. I would like to see the project completed by the end of the quarter
- 3. I would like to see the project completed by the end of the month
- 4. I would like to see the project completed by the end of the week
- 5. I would like to see the project completed by the end of the day
- 6. I would like to see the project completed by the end of the hour

Giving credit - Networking

We will share the findings from this workshop. It might be an *Anonymous post* or a *Twitter* entry and you might add them to the *mainline Board*.

We would like to thank you and mention your participation.

If this is ok with you then please:

- add your name (as you would like it to be displayed publicly)
- If you want a *hard-hat* or another like, it is available as well
- you would like to be on and link your name to. Your phrase about it if you want
- If you are ok with your real name added, I will add it. If you are not

Thank you for taking the time to contribute to this project!

Gaps in design practice

Inclusivity, Accessible & Ethical Responsibilities

- Organizational responsibilities for stakeholders** (4 icons)
 - Establish a system of accountability
 - Establish a system of accountability
 - Establish a system of accountability
 - Establish a system of accountability
- Individual responsibilities for stakeholders** (4 icons)
 - Establish a system of accountability
 - Establish a system of accountability
 - Establish a system of accountability
 - Establish a system of accountability
- Organizational responsibilities for stakeholders** (4 icons)
 - Establish a system of accountability
 - Establish a system of accountability
 - Establish a system of accountability
 - Establish a system of accountability
- Working with stakeholders** (4 icons)
 - Establish a system of accountability
 - Establish a system of accountability
 - Establish a system of accountability
 - Establish a system of accountability

The diagram is divided into two main sections: 'THE ROOTS OF THOSE PROBLEMS' on the left and 'THE IDEAL SITUATION' on the right. A central vertical column contains three blue boxes representing challenges. The left section has two yellow boxes representing the current state, and the right section has two orange boxes representing the ideal state. Arrows indicate a flow from the current state, through the challenges, to the ideal state.

THE ROOTS OF THOSE PROBLEMS		THE IDEAL SITUATION	
What is causing these issues?	Challenge	What would make things work easier?	
how to really allow users to be enabled?	giving ownership to the communities	putting people together to connect	
understand what people need and what they want	Capacity building of communities	get everything in one package across health, social and education	
		co-production	

THE IDEAL SITUATION

What would make design work easier?

putting people together to connect

get everything in one package across health, social and education

co-production.

Organisational
barriers, maturity,
& legacies

Expand with your own insights &/or vote which ones you want to discuss next

Add challenges you experienced that that are not represented

Time & Resources

Lack of coordination

Current ways of working

Trust

Relationship between the public and the third sector

Legend:

- Red dot: Challenge you experienced that that are not represented
- Green dot: Challenge you experienced that that are not represented
- Blue dot: Challenge you experienced that that are not represented

AWARENESS,
EXPECTATIONS &
COMMUNICATION

Expand with your own insights &/or vote which ones you want to discuss next

Add challenges you experienced that that are not represented

Lack of Awareness & Wrong expectations of design and designers

Research the understanding of impact on service design

Design integration of service design

Vote on what insights you would like to further discuss

How we talk about and present service design

The diagram is divided into two main sections: 'THE ROOTS OF THOSE PROBLEMS' on the left and 'THE IDEAL SITUATION' on the right. A central box labeled 'Challenge' sits between them.

THE ROOTS OF THOSE PROBLEMS

- What is causing these issues?**
 - 'Think that SD is Digital' (in a blue box)
 - 'Digital by default' (in a blue box)
 - Senior role trump and
- Senior role gap** (in a blue box): Senior role gap is widening from the start and throughout
- Linking with important change in the org.** (in a blue box)

Challenge

THE IDEAL SITUATION

- What would make design work easier?**
 - Senior people being involved in digital projects
 - Senior role gap is narrowing from the start and throughout
 - Senior role gap is widening from the start and throughout
- Senior role support** (in a blue box): Senior people being involved in digital projects
- Work with all part of the organization, not only the digital dept.** (in a blue box)
- Lead by senior managers** (in a blue box)

THE IDEAL SITUATION

What would make design work easier?

- Senior people being involved in the design process
- Senior role support
- Senior role playing the part of the promoter and the controller and the evaluator
- Senior role just being involved from the start and throughout
- Work with all parts of the organization, not just in the design days
- Work with senior managers to enable organizational wide change
- Led by senior managers