Invest Northern Ireland

COVID-19 RESPONSE

In partnership with BIG MOTIVE

European Union

European Regional Development Fund
Investment for Growth and Jobs

COVID-19
RESPONSE

Covid-19:
Design Thinking

DATE: 08 JUL 2020

PRESENTED BY: Damian Cranney, Managing Partner, Big Motive

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BIG MOTIVE

Big Motive is an experience design & strategy studio.

We collaborate with ambitious teams to design digital products and services that address their biggest challenges.

Increasingly, we also help our clients to build design capability and nurture a culture of innovation.

- → Digital products
- → Service design
- → Strategy
- → Design capability

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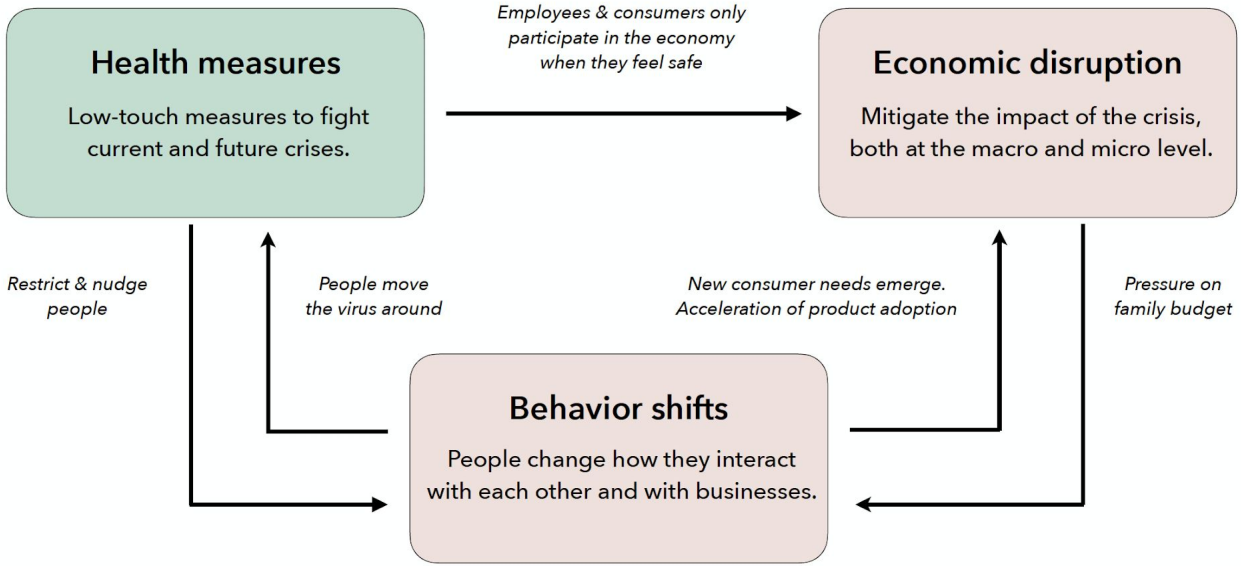
Let’s talk about design

- ➔ What's happening in the world of design?
- ➔ How are design teams responding to the pandemic?
- ➔ What can we learn from this and what can we do?

A Global Pandemic and emergence of the 'Low Touch Economy'



Source: **'The Winners of the Low Touch economy',** Board of Innovation, 2020

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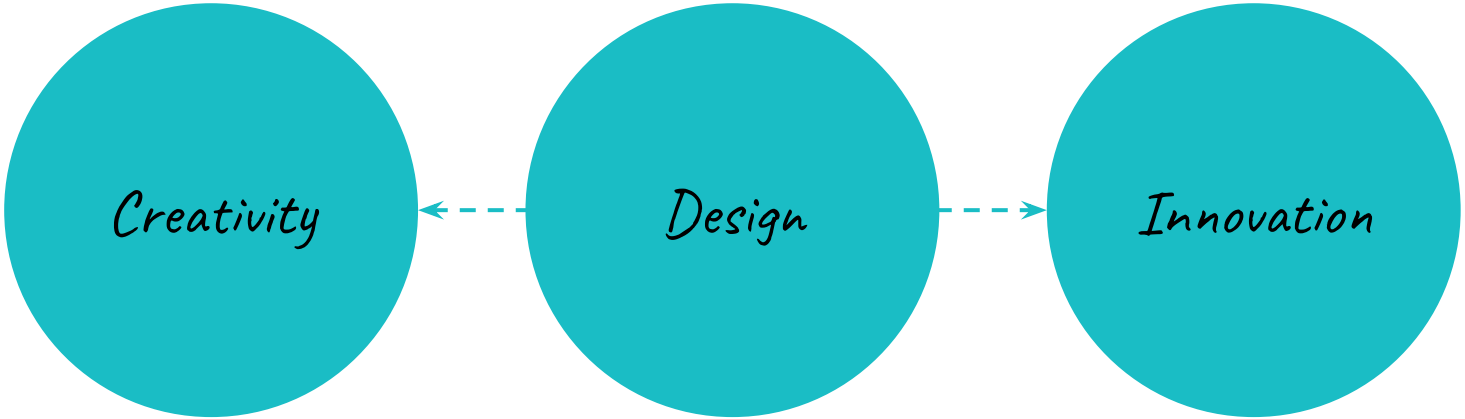
Let’s talk about design

What is Design?



Generation of new ideas

Linking creativity and innovation, design shapes ideas into practical / attractive propositions for customers. Design is creativity deployed to a specific end

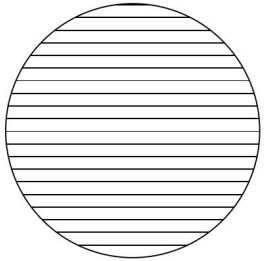
Successful exploitation of new ideas and process that carries them through to new products, new services, new ways of running the business or new ways of doing business

Source: **Understanding design-intensive innovation**, Design Council, 2017

There are three kinds of design.

01 There's a right way to make what is perfect, crafted, and complete.

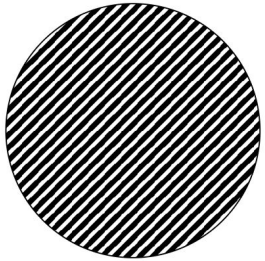
Classical Design



Driver/ the Industrial Revolution, and prior to that at least a few millennia of ferment.

02 Because execution has outpaced innovation, and experience matters.

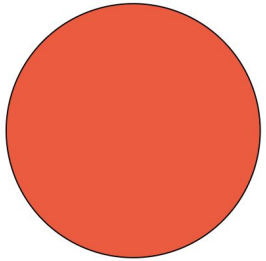
Design Thinking



Driver/ the need to innovate in relation to individual customer needs requires empathy.

03 Design for billions of individual people and in real time, is at scale and TBD.

Computational Design



Driver/ the impact of Moore's Law, mobile computing, and the latest tech paradigms.

Source: **Design in Tech Report,** John Maeda, 2018

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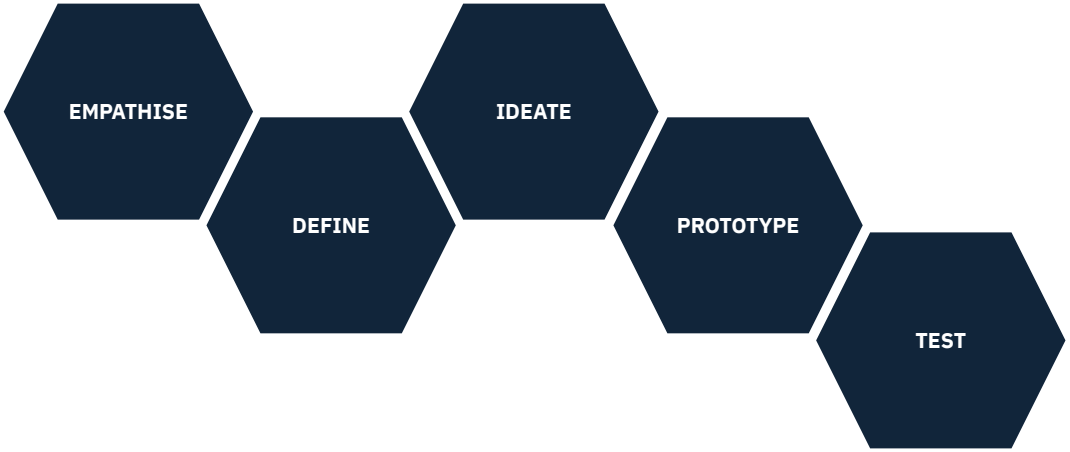
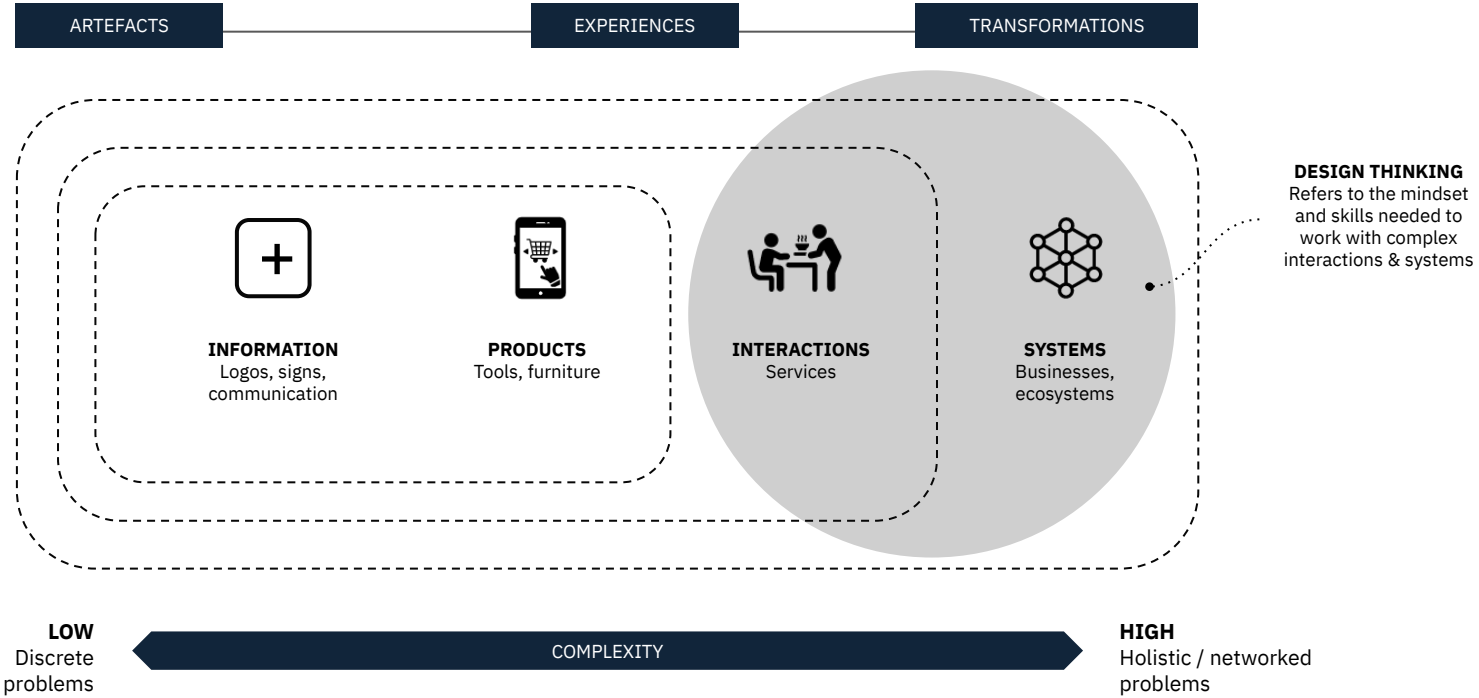
Design Thinking



Designing Thinking



Source: Four Orders of Design: *'Design for Europe': Richard Buchananm Bas Leurs and Isobel Roberts from Nesta*

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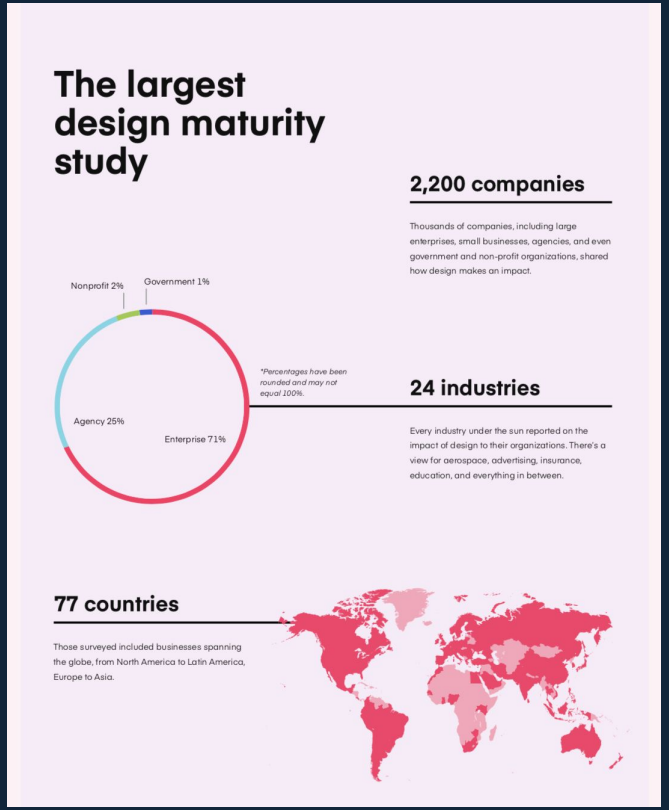
Why design?

The New Design Frontier

InVision surveyed thousands of companies to explore the relationship between design practices and business performance. The report found that those dominating their industries are the ones treating the screen like the most important place on Earth.



Source: **The New Design Frontier** Invision, 2018

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Design Maturity Model

We identified five natural levels of design maturity, with Level 1 being the least mature and Level 5 employing the most mature design practices...

1. Design is what happens on screens — **PRODUCERS**
2. Design is what happens in a workshop — **CONNECTORS**
3. Design is a standardized scalable process — **ARCHITECTS**
4. Design is a hypothesis and an experiment — **SCIENTISTS**
5. Design is business strategy — **VISIONARIES**

“

Good design is good business

THOMAS J. WATSON JR.
CEO AND PRESIDENT, IBM 1956–1971

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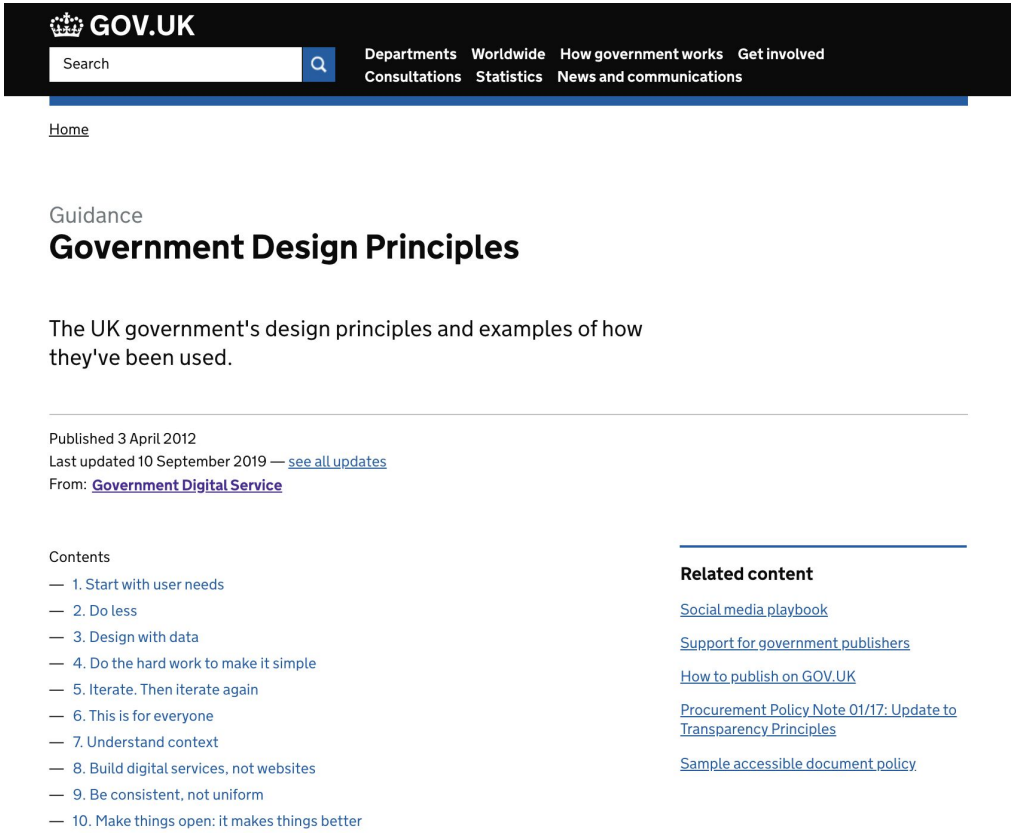
Retail analysts are citing Apple's reopening strategy as the future of retail. Like everything Apple does, the strategy has been **designed**.

Designing change

COVID-19 RESPONSE



GOV.UK

Search

Departments Worldwide How government works Get involved
Consultations Statistics News and communications

Home

Guidance

Government Design Principles

The UK government's design principles and examples of how they've been used.

Published 3 April 2012
Last updated 10 September 2019 — see all updates
From: Government Digital Service

Contents

— 1. Start with user needs
— 2. Do less
— 3. Design with data
— 4. Do the hard work to make it simple
— 5. Iterate. Then iterate again
— 6. This is for everyone
— 7. Understand context
— 8. Build digital services, not websites
— 9. Be consistent, not uniform
— 10. Make things open: it makes things better

Related content

Social media playbook

Support for government publishers

How to publish on GOV.UK

Procurement Policy Note 01/17: Update to Transparency Principles

Sample accessible document policy

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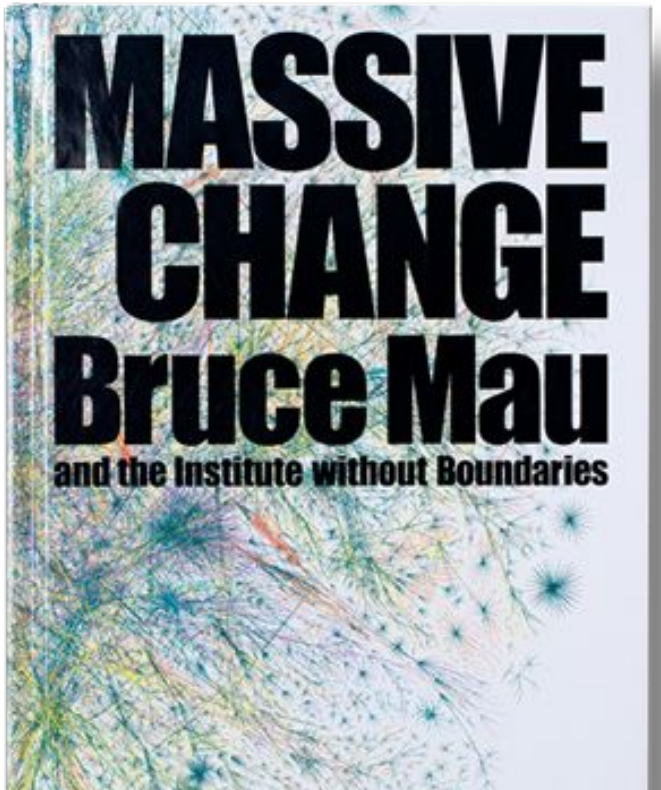
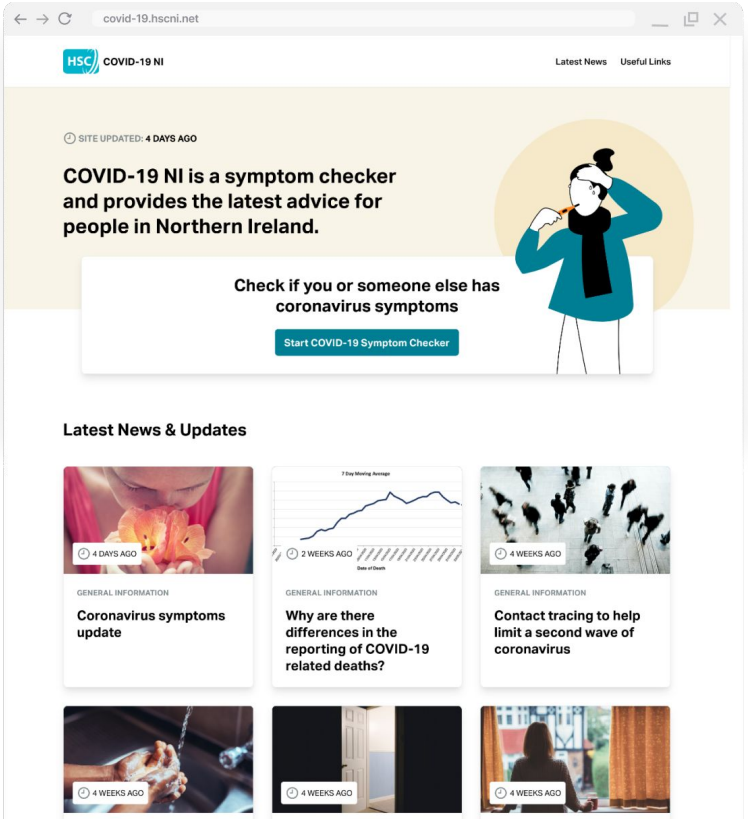
Designing change



Design in Crisis

COVID-19
RESPONSE



- Start with **empathy**
- **Define** the problem
- Develop a **creative** approach
- Build a **prototype**
- **Test** the hypothesis

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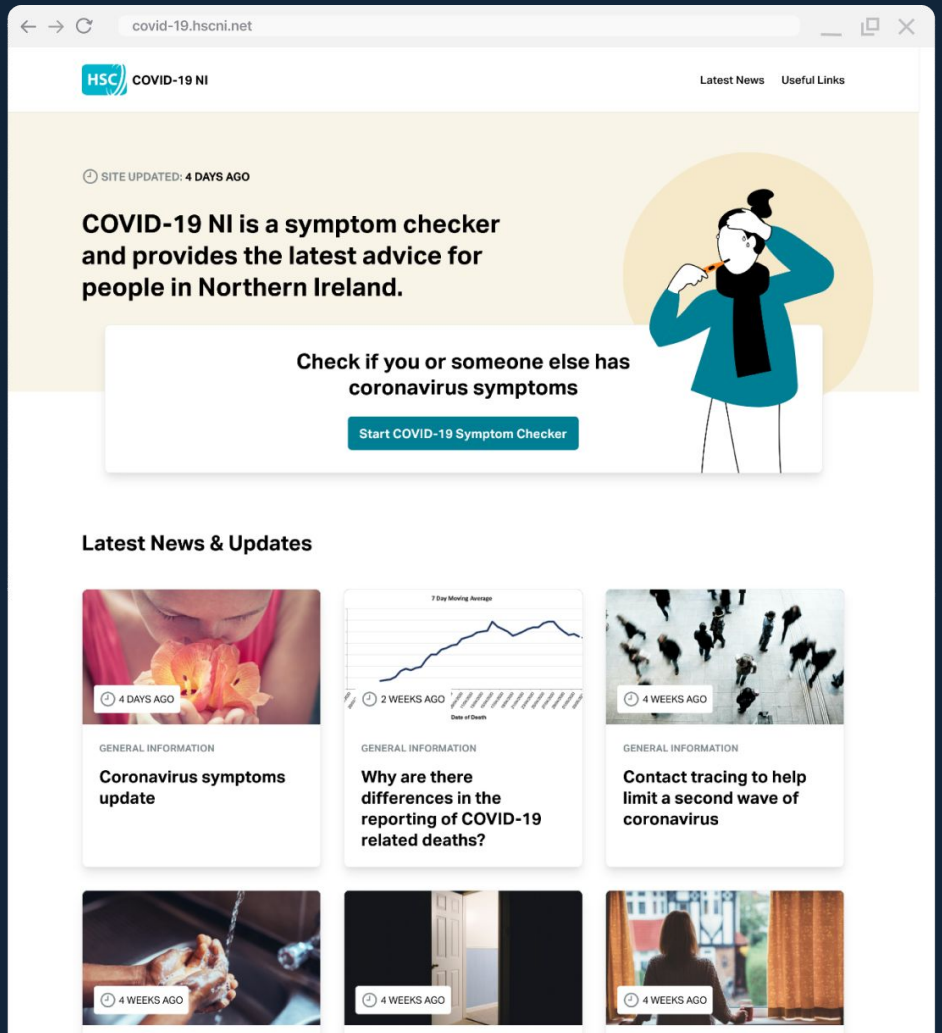

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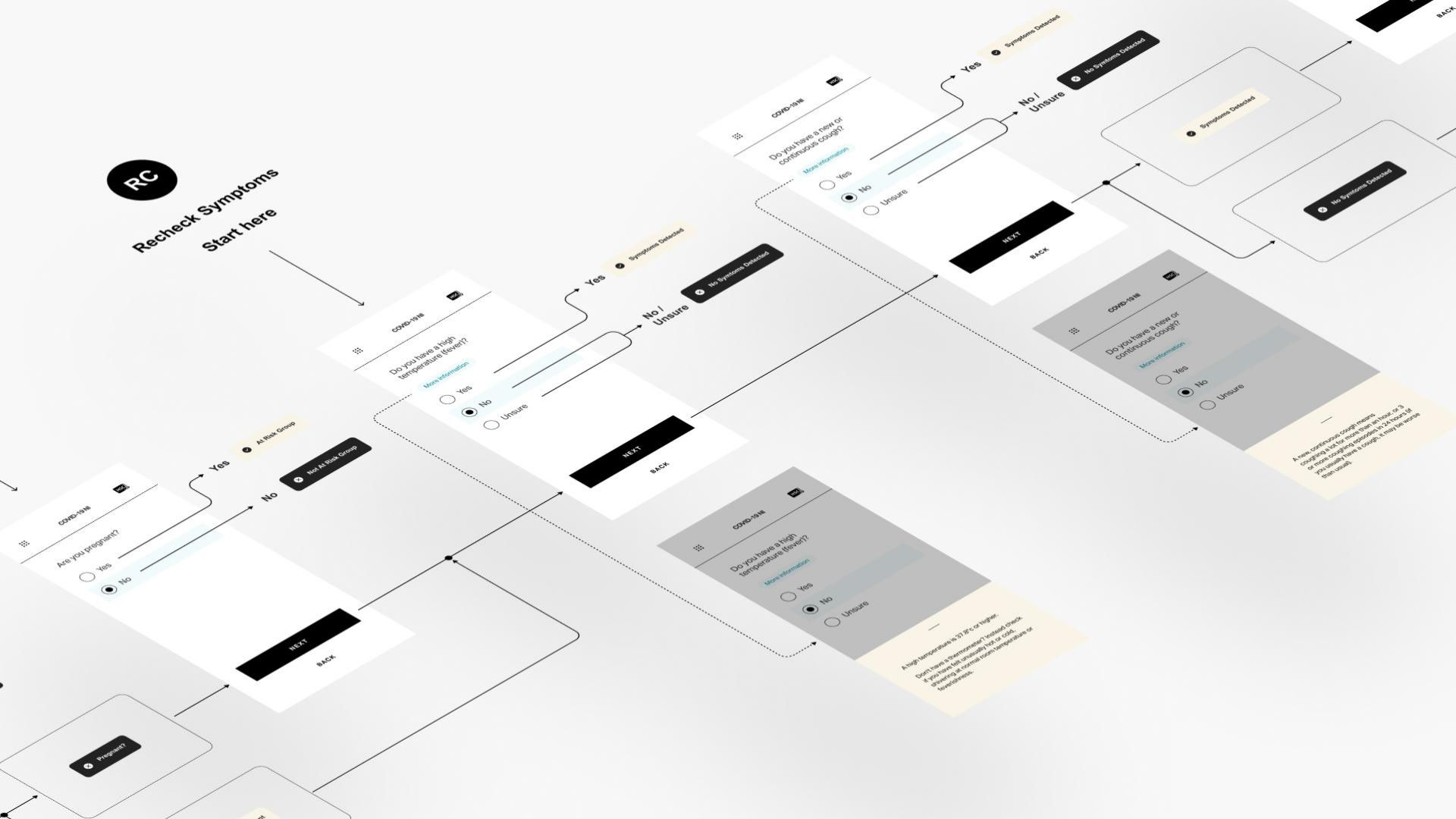
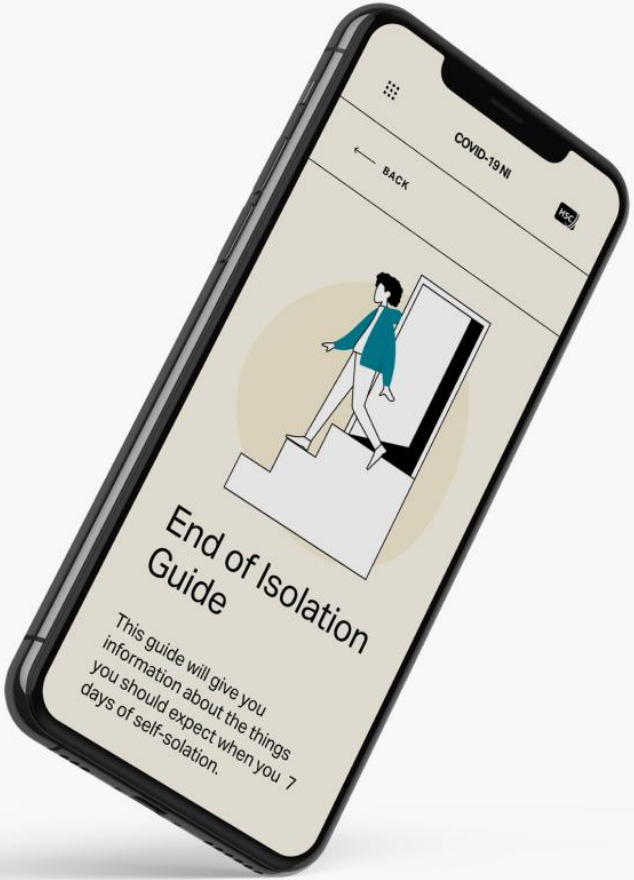
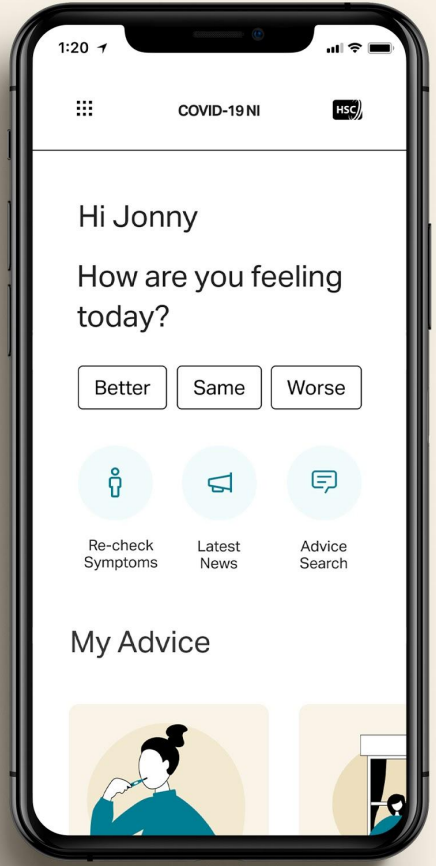
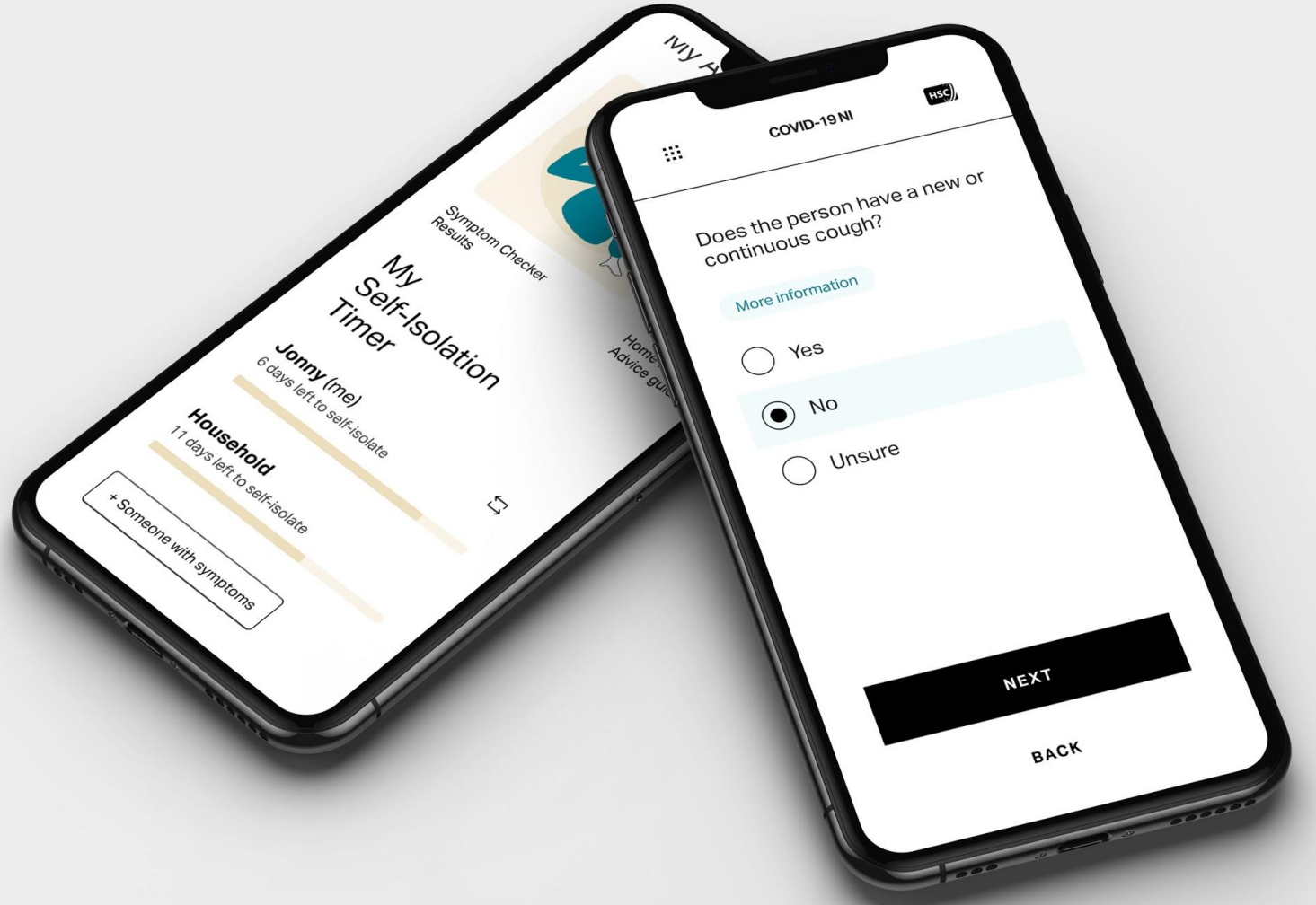
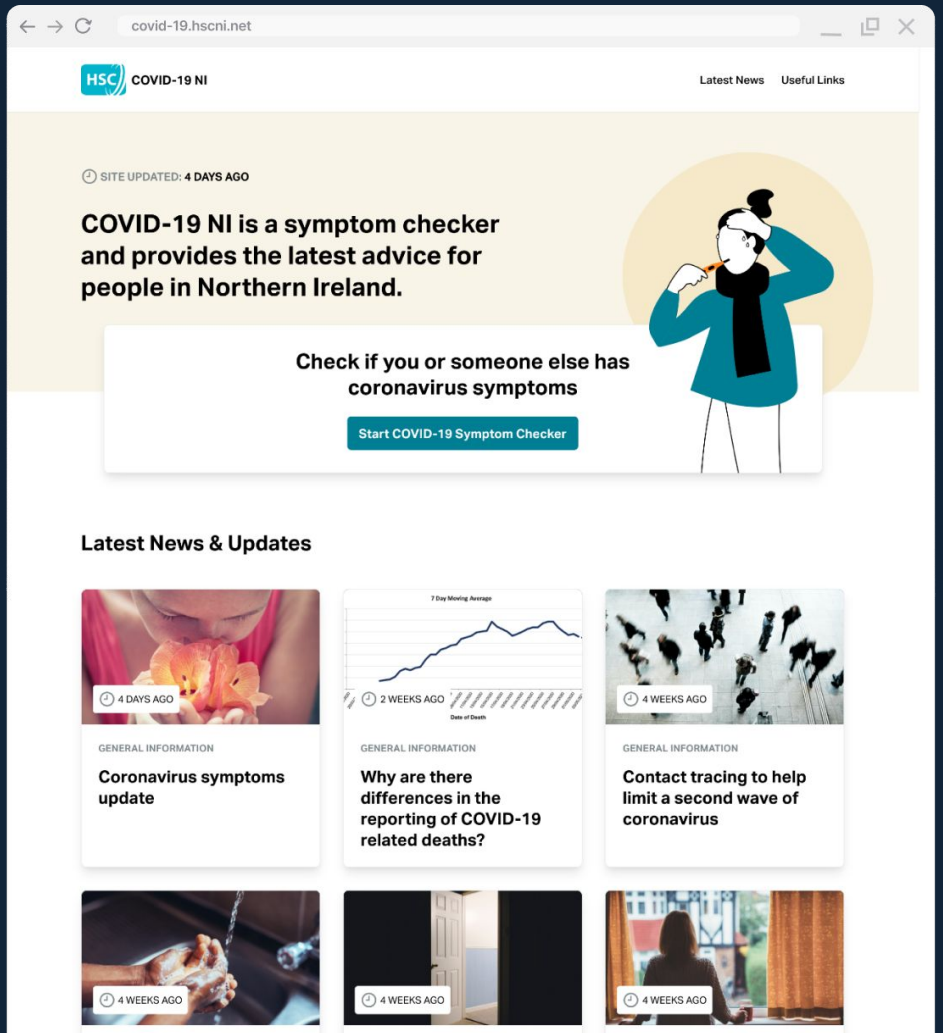
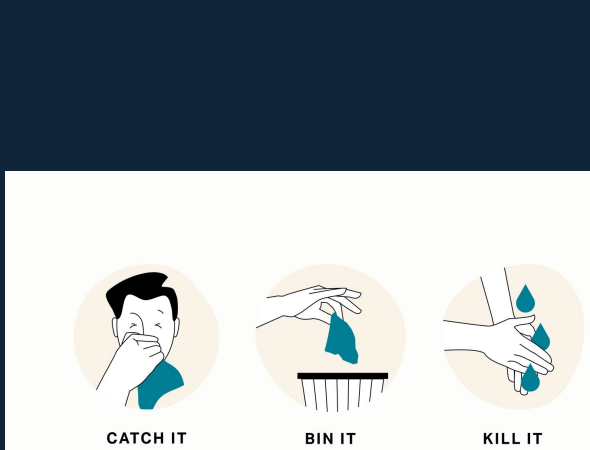

RC
Recheck Symptoms
Start here
COVID-19 NI
Are you pregnant?
Yes
No
NEXT
BACK
At Risk Group
Not At Risk Group
Pregnant?
Do you have a high temperature (fever)?
More information
Unsure
Symptoms Detected
No Symptoms Detected
No / Unsure
Do you have a new or continuous cough?
A high temperature is 37.8° C or higher. Don't have a thermometer? Instead check if you feel hot (usually hot or cold), sweating at normal room temperature or feverishness.
A new, continuous cough means coughing a lot for more than an hour, or 3 or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual).


COVID-19 NI
BACK
End of Isolation Guide
This guide will give you information about the things you should expect when you 7 days of self-solation.


1:20
COVID-19 NI
Hi Jonny
How are you feeling today?
Better
Same
Worse
Re-check Symptoms
Latest News
Advice Search
My Advice


Symptom Checker Results
My Self-Isolation Timer
Jonny (me)
6 days left to self-isolate
Household
11 days left to self-isolate
+ Someone with symptoms
COVID-19 NI
Does the person have a new or continuous cough?
More information
Yes
No
Unsure
NEXT
BACK





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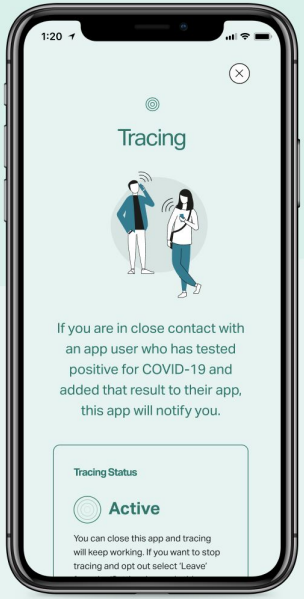
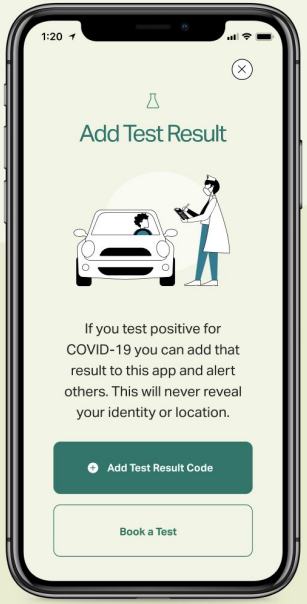
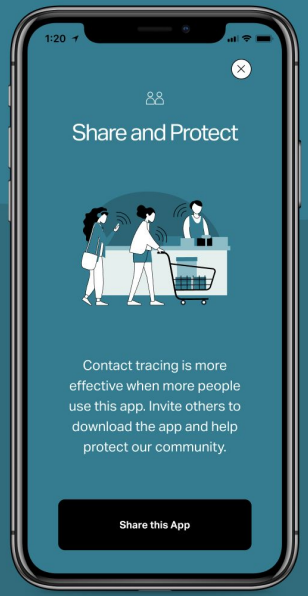
Your data stays on your device. This app will never reveal your identity or location.



If you test positive for COVID-19 you can add that result to this app.



Help your community by inviting others to join and take part.



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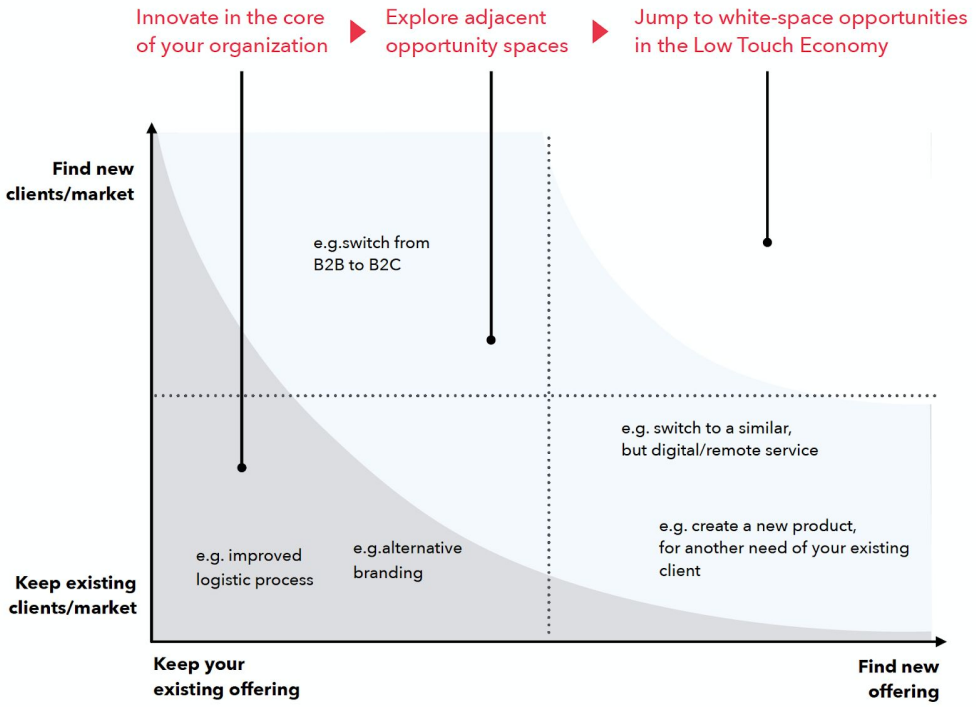
Why design, now?

The opportunity for innovation



Source: **'The Winners of the Low Touch economy',** Board of Innovation, 2020

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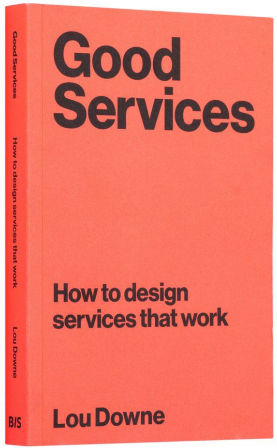


10 principles for design in a crisis

Design is vital in a crisis, without it we make mistakes, risk lives, and ultimately, waste valuable time that we don't have. But making the voice of design – and user needs – heard at a time when everyone around us is sacrificing speed for haste can be difficult.

This year I published Good Services containing 15 principles of good service design, and whilst the principles are hugely relevant to services undergoing a crisis (people still need to find your service and understand what to expect!) there are a new set of needs emerging when an entire nation, and the world,

Design in crisis principles

1. Do no harm

Do not take actions that actively put your staff or users in harm's way

2. Speak the truth

Be open and honest, using only verified facts from trustworthy sources

3. Be clear, and actionable

Give your users clear, actionable instructions on what to do

4. Go to where people are

Understand where your users are accessing information and how they are able to access your service

5. Prioritise the most vulnerable

Make sure that people who are most at risk, or most in need, can use your service

6. Give power back

Provide people with the tools to enable them to support themselves

7. Encourage the right behaviours from users and staff

Help your users and staff to work in a way that benefits themselves and those around them

8. Respond to change quickly

Respond to the changing crisis and your user's changing needs quickly

9. Scale responsibly

Make sure you're able to meet demand by p lanning affordances in the way you scale

10. Remove barriers to ask for help

Make it easy for your users to ask you for help, when, where and how they need it

Five ways to leverage design in recovery

1. Start with empathy
2. As yourself How Might We?
3. Dive in to digital tools
4. Cultivate an experimental mindset
5. Optimise your team

1. Start with empathy

- ➔ Have you spoke to your best customers lately
- ➔ How well do you understand their needs
- ➔ You personas and storyboards to empathise with customers

Source: **Scenes from the Host Experience,** Nick Sung, Airbnb

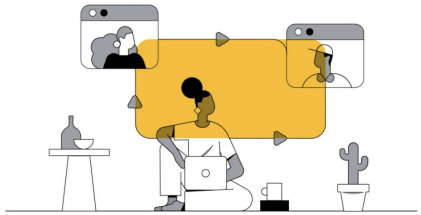
2. Ask yourself ‘How Might We’

- ➔ What problem are you trying to solve?
- ➔ What problem could you solve
- ➔ Frame your problem by turning it into a question

Think with Google

What design thinking can teach us about teamwork in a world on pause

Dr. Frederik G. Pferdt / June 2020 / Organizational Culture



Think with Google

How might we create trust and psychological safety in teams when some of the assumptions of being and working together

Let's frame good questions using a design- thinking tool called the "How might we" (HMW) question. For example:

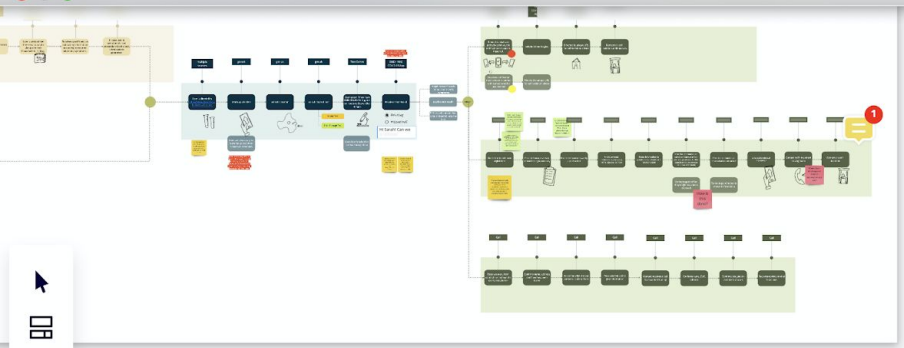
- Problem: We are required to work from home and training sessions might not establish that crucial human connection. HMW: How might we make training via video conference even more useful than those delivered in person?
- Problem: Working from home is tough for me. I struggle to stay focused and I'm distracted by family. HMW: How might we help people at home accommodate a range of working styles?

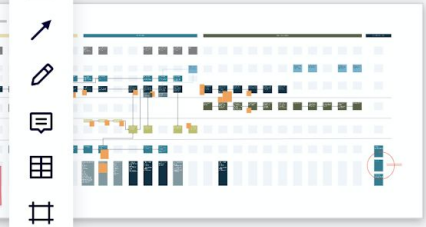
3. Dive into digital tools

- ➔ The pandemic has lead to mass acceleration of a 20 year trend
- ➔ Virtual meetings, whiteboards and collaborative design tools will help you to build better, safer culture
- ➔ And to quickly create, launch and iterate better services

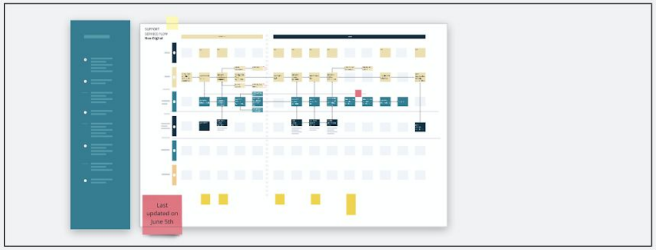
Source: '**New Human Truths that Experiences need to Address',** Accenture

Chrome File Edit View History Bookmarks People Tab Window Help
100% Mon 13:25

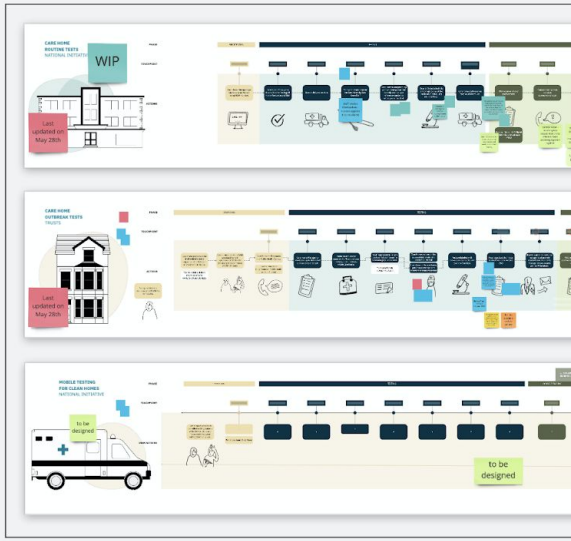




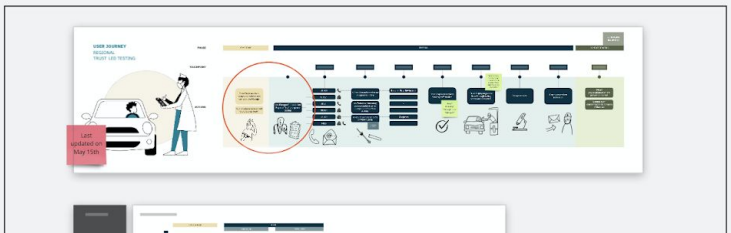
4. **Non-digital Service Flow**



5. **Care Home Flows**

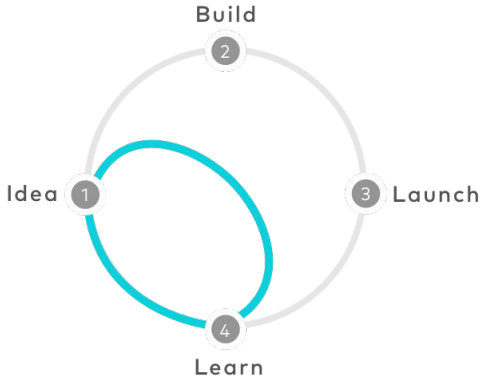


6. **Trust Employee Journey** and **Trust Led Testing Blueprint**



4. Cultivate an experimental mindset

- ➔ Get started by reframing ‘innovation’ as ‘experimentation’
- ➔ Learn from failure by practicing ‘design sprints.
- ➔ Find out what works and build toward a solution

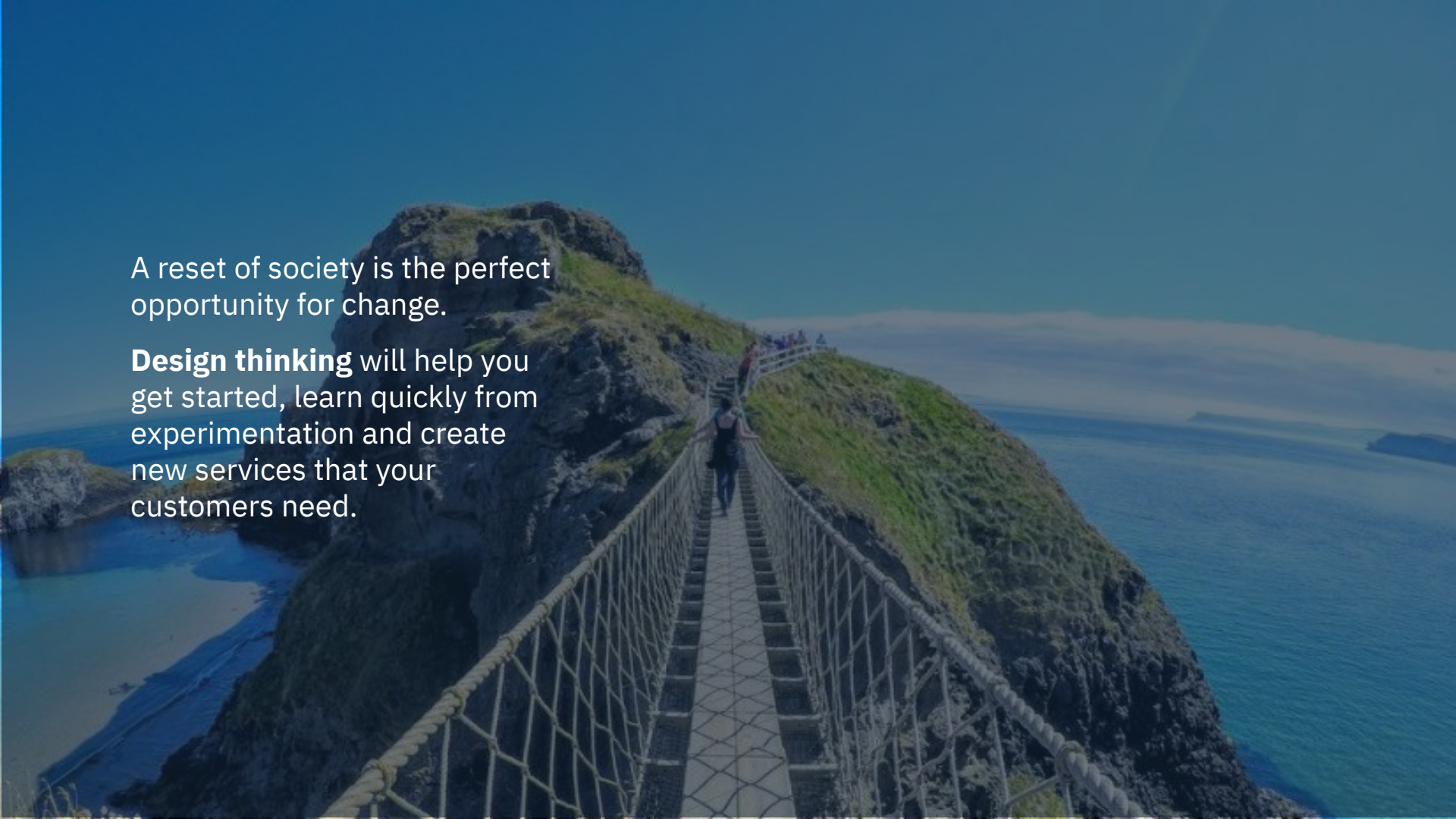


Source: The Design Sprint, gv.com

5. Optimise your team

- ➔ How can you reorganise to support innovation
- ➔ Take the opportunity to define and prioritise roles
- ➔ Use your new tools to design new ways of working

Source: **'The Winners of the Low Touch economy',** Board of Innovation, 2020



A reset of society is the perfect opportunity for change.

Design thinking will help you get started, learn quickly from experimentation and create new services that your customers need.

References

- ‘The Winners of the Low Touch economy’: Board of Innovation
- ‘From thinking about the next normal to making it work’: McKinsey
- covidinnovations.com, Trend Watching
- COVID-19: The Ultimate Design Thinking Use Case, Miklos Philips
- Design for Covid-19, The Design Vanguard
- ‘What design thinking can teach us about teamwork in a world on pause’, Think with Google
- New Human Truths that Experiences need to address, Accenture
- ‘Sprint’, Jake Knapp

Thank you

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