Service improvement by design

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Service Improvement by Design

Joe Langley, Rebecca Partridge & Dan Wolstenholme
Turn as many of the 30 circles on your sheet into recognisable things in 2 minutes
stigmas

HEARSAY

Hearing loss can lead to social isolation with interventions needed to enhance communication. Hearing loss can lead to depression, anxiety, and frustration.

OUT OF REACH

Engagement with objects and living spaces becomes confined. Changing needs and physical changes mean previously useful and desirable products become redundant.
What design can do for you?
“Creativity is the **act** of turning new and imaginative ideas into reality.

Creativity is **characterised** by the ability to *perceive the world in new ways*, to *find hidden patterns*, to *make connections* between seemingly unrelated phenomena, and to *generate solutions*.

Creativity involves two processes: thinking, then producing.

If you have ideas, but don’t act on them, you are imaginative but not creative..”

Defer judgement
Encourage wild ideas.
Build on the ideas of others.
Stay focused on the topic.
One conversation at a time.
Be visual.
Go for quantity.
future bathroom & loo lab

Sheffield, UK

Taipei, Taiwan

China
Germany
Netherlands
Switzerland

Istanbul, UK
How many uses can you think of?
00:00:00
Child
Elderly person
Animal
Astronaut
Bathroom
Kitchen
Car
Garden
1. What else could you use this object for?

2. What would you add or change about this object to make it better?

3. What is the object for? How else could you achieve this?
00:02:11

Hours  Minutes  Seconds
Prototyping
Birthday cake
(and candles)
"I have not failed I have just found 10,000 ways which wont work"

Thomas A Edison
Service Prototyping
What design can do for you?