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..”

– http://www.creativityatwork.com/2014/02/17/what-is-creativity/
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?
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?
Birthday cake (and candles)
"I have not failed I have just found 10,000 ways which wont work"

Thomas A Edison
Service Prototyping
How to get to ECG/Cardiology

Part 2 - B Floor

We are testing this map, please tell us how helpful it was:
Not at all  ☐  ☐  ☐  ☐  ☐  Very

Any comments:

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Thank you.
NOTIFIED OF SERVICE
SEE VALUE/ SIGN UP.
RECEIVES WELCOME KIT IN MAIL
PARENT INTRODUCES MONEY TO CHILD WITH COLLABORATING GAMES/TEACHING TOOLS
Parent becomes aware of learning opportunity (birthday)
Child turns 10. Receives check and cash presents
Invite and birthday card from bank
Bank visit: They visit kid teller and take tour
WANT/ NEED
First debit card. Independent access to $
What design can do for you?