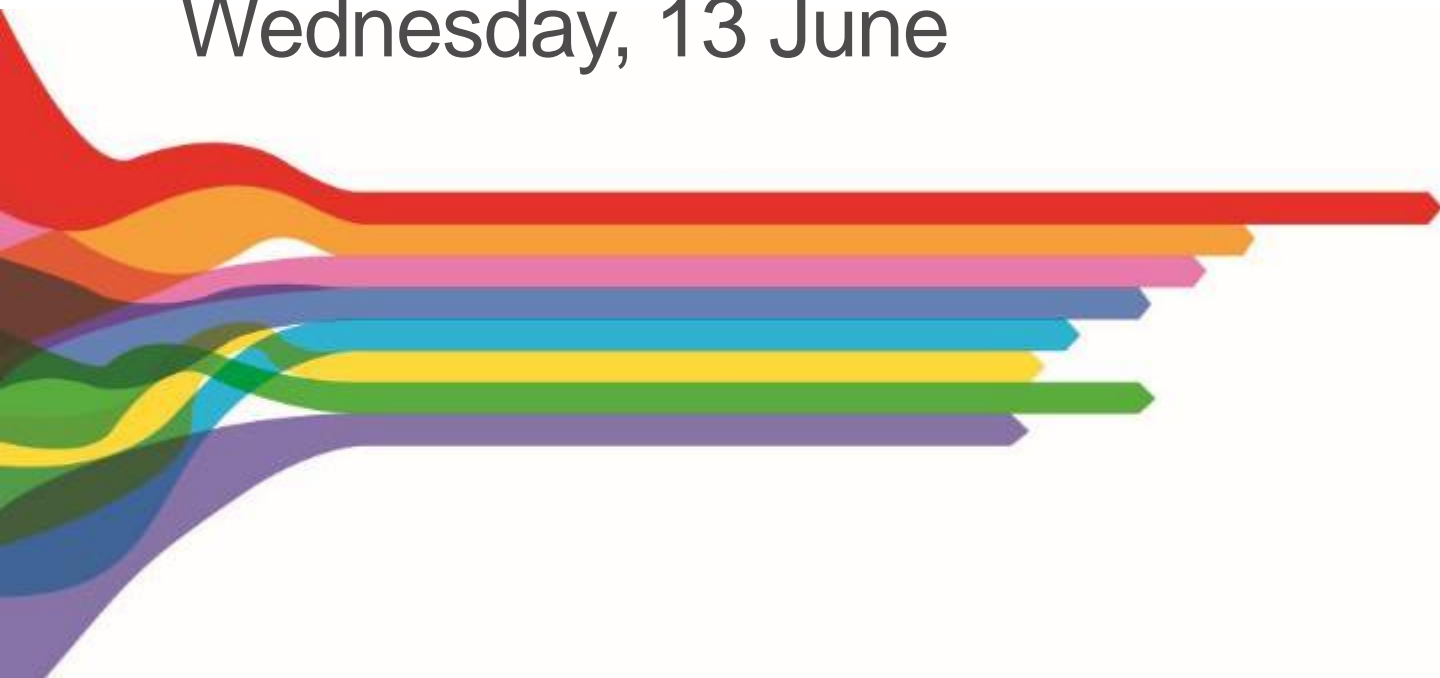


# Trent Institute for Learning & Teaching

Wednesday, 13 June



**Jonathan Ball**

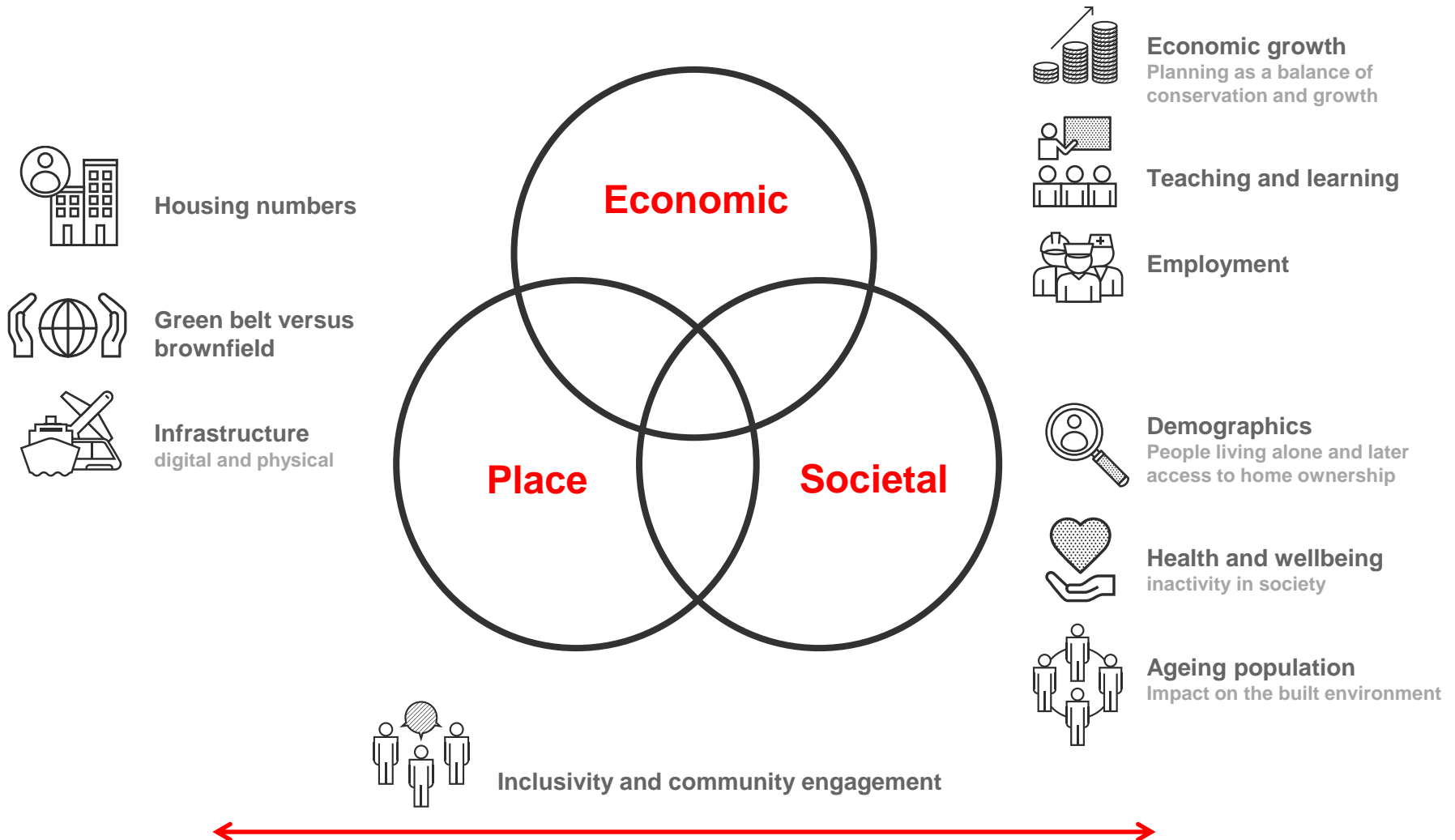
**Jessie Johnson**

# Agenda

1. An introduction to design	15 minutes
2. Alternative Worlds	15 minutes
3. Framework for Innovation	20 minutes
4. Exploring your challenge	30 minutes
5. Identifying Stakeholders	30 minutes
<i>Break</i>	15 minutes
6. Your vision	20 minutes
7. Pitching and Critiquing	15 minutes
8. Open discussion	20 minutes
9. Wrap up	5 minutes

**Design  
improves lives**

# Responding to national challenges















# **Case study: Whittington Hospital Pharmacy**

# The challenge

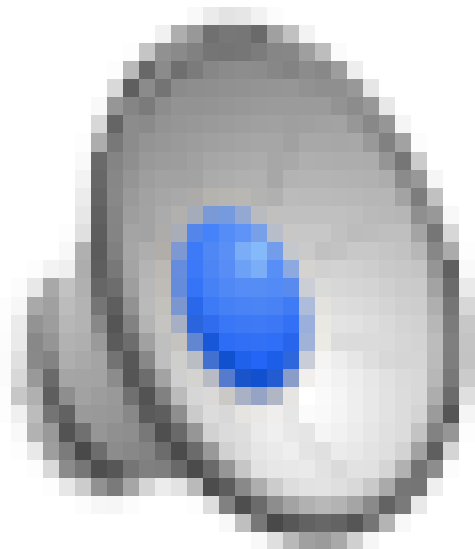
***“We knew the experience of our pharmacy could be improved, and that it was vital to involve the hospital’s patients in that process.”***

Chief Pharmacist, Dr. Helen Taylor

**Patient experience:** Entered the pharmacy often feeling unwell and anxious; feelings only exacerbated by long waiting times and lack of communication.

**Clinician experience:** Under pressure, out of sight, with limited patient interaction, creating low morale and lack of confidence in making an impact on patient’s health.







# Before...



# After



## **2. Alternative Worlds**







# Activity

**Design Method: Alternative Worlds**



# What?

Alternative worlds

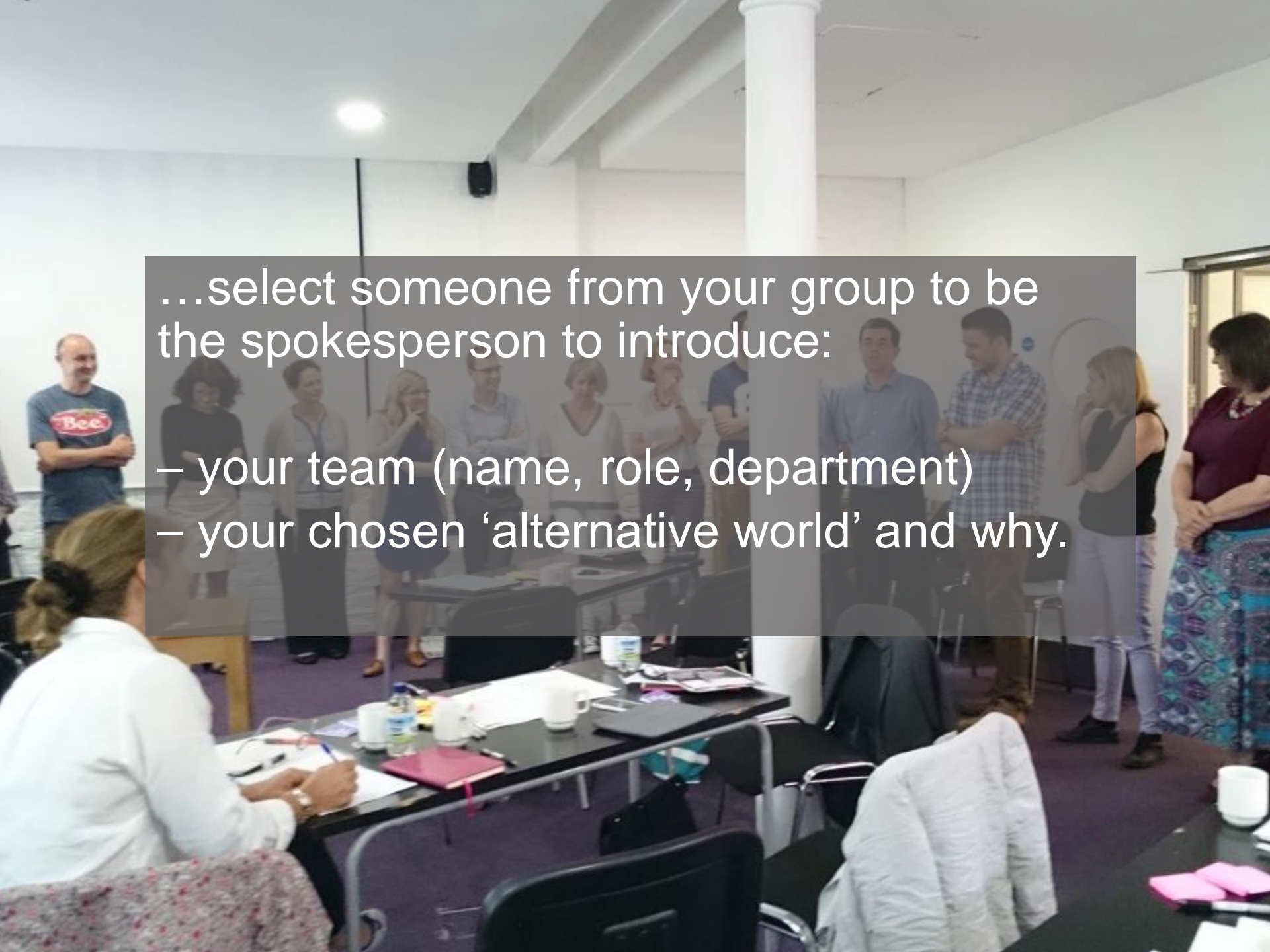
# Why?

Challenges you to look at other successful organisations, groups and how they would approach a given issue.

# How?

As a team: Choose and discuss one service experience you love, something that is not in your domain. An 'Alternative World' that you think could inspire you.

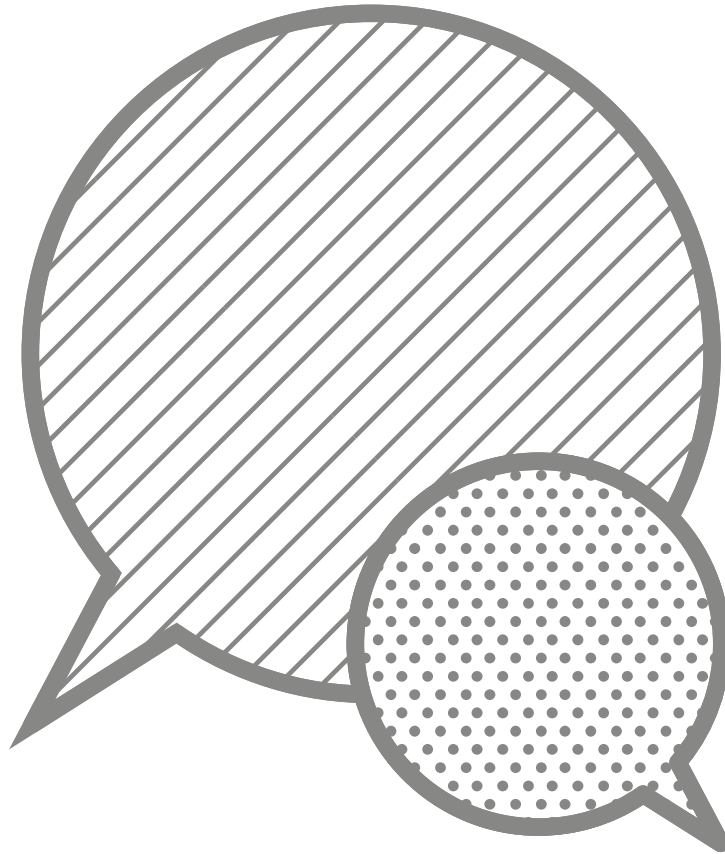
Selection one person in your team as your spokesperson.



...select someone from your group to be the spokesperson to introduce:

- your team (name, role, department)
- your chosen ‘alternative world’ and why.

# Feedback





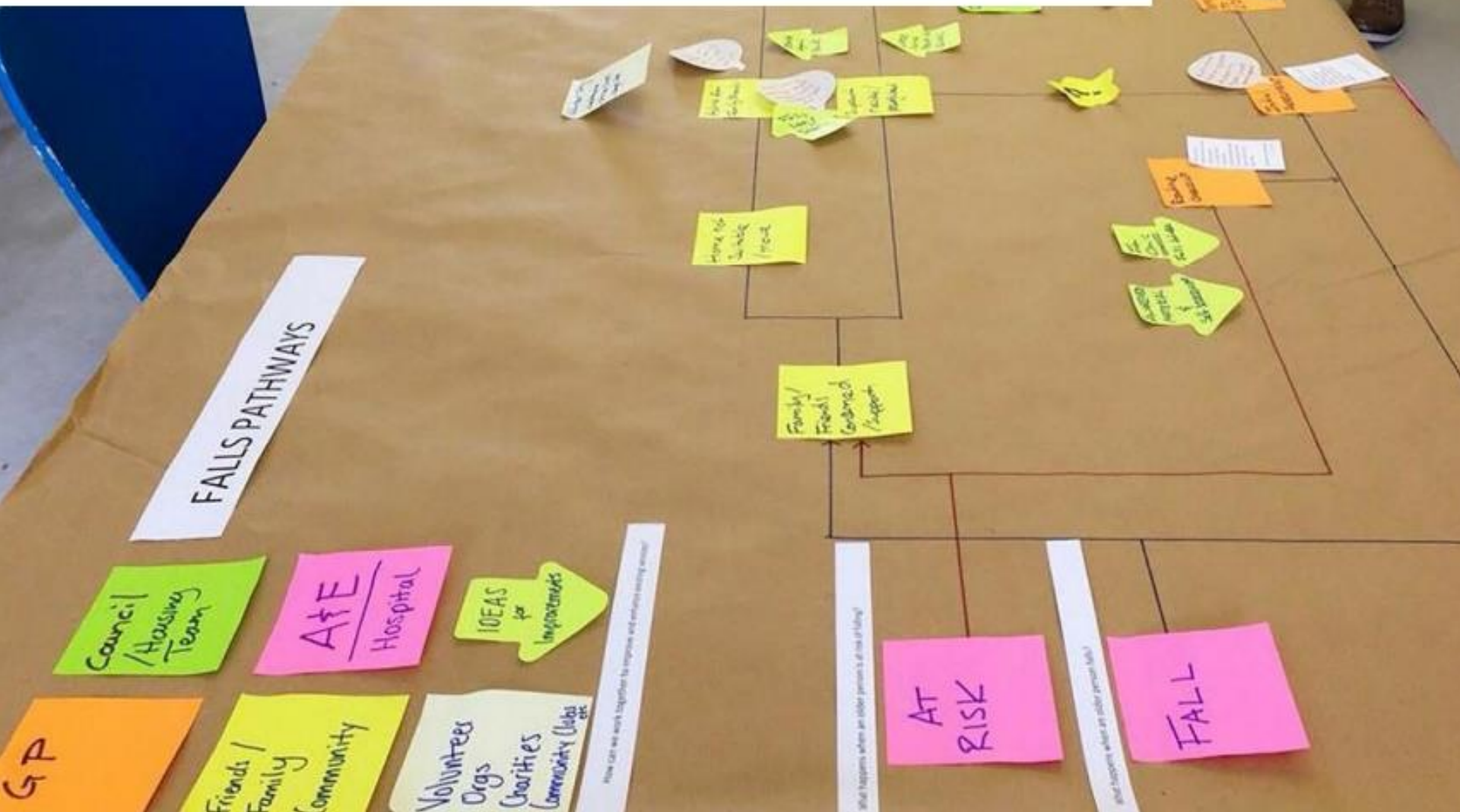
# 3. Framework for Innovation



# 1. Being people centred

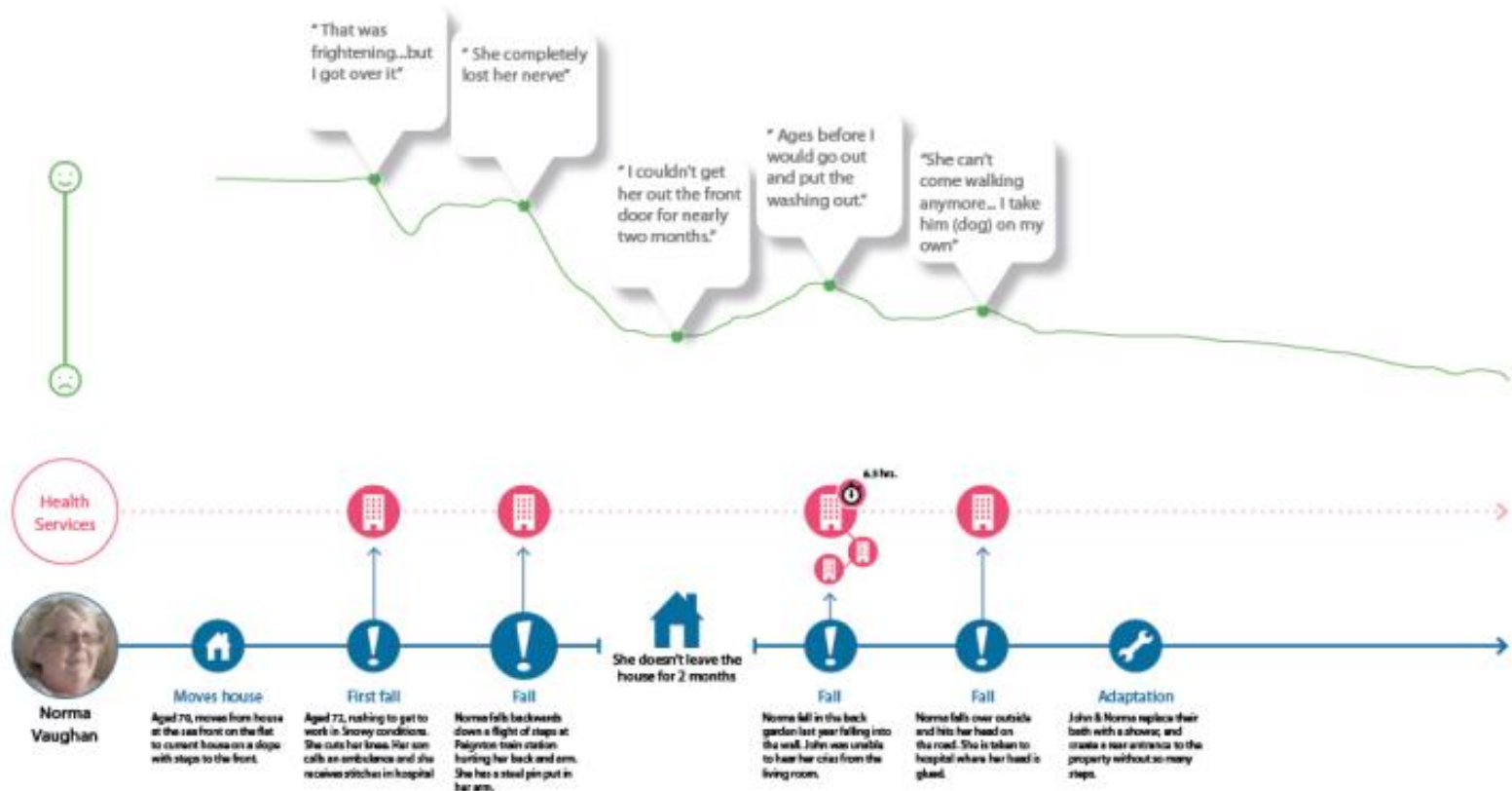


## 2. Communicating (visually)



# 2. Communicating (visually)

## User Journey



### A bit about Norma

Age: 80 yrs young  
Home: Lives in a small bungalow with her husband John (82).  
Health: Arthritis & Emphysema



# 3. Collaborate & Co-create



# 4. Iterate, iterate, iterate...



# **4. Exploring the Challenge**

# Activity

**Design methods: Whys & Hows?**  
**Problem Statements**





# What?

A way of testing that a challenge is the right one to address

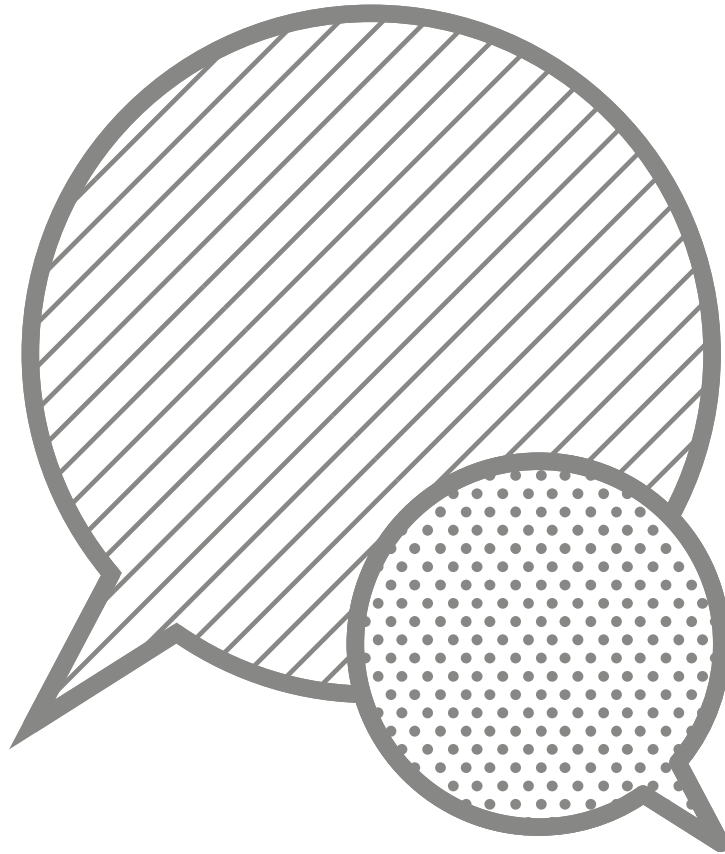
# Why?

Often projects begin without first checking that the challenge is the right one to address or well described

# How?

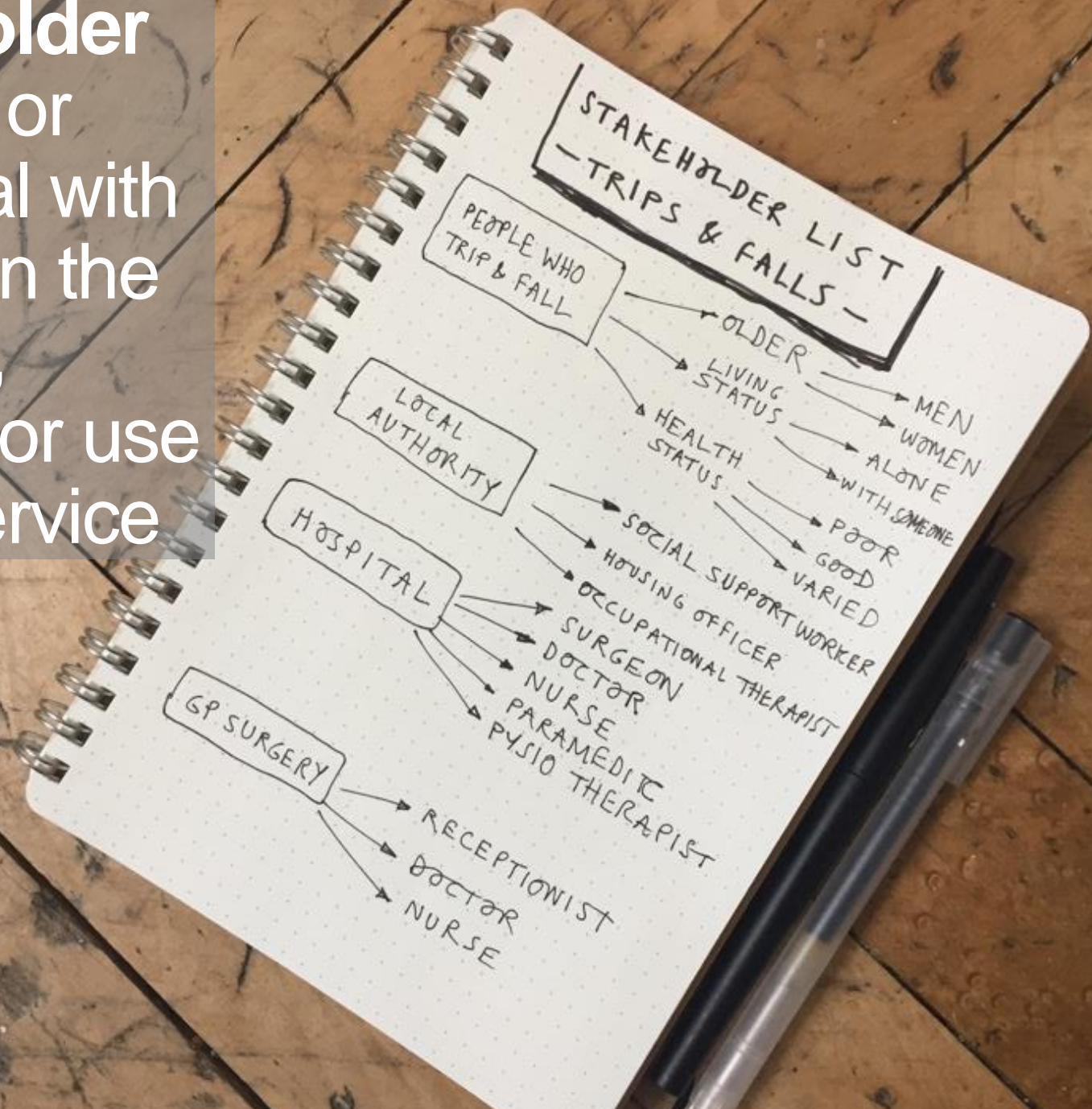
1. Bearing the challenge statement in mind;
2. Ask “Why?”; write the response on a Post-it; repeat
3. Ask “How?”; write the response on a Post-it; repeat
4. Cluster the Post-its
5. Write three problem statements, with a small, medium, long term goal

# Feedback



# **5. Identifying Stakeholders**

**Stakeholder**  
any role or  
individual with  
a stake in the  
creation,  
delivery or use  
of the service

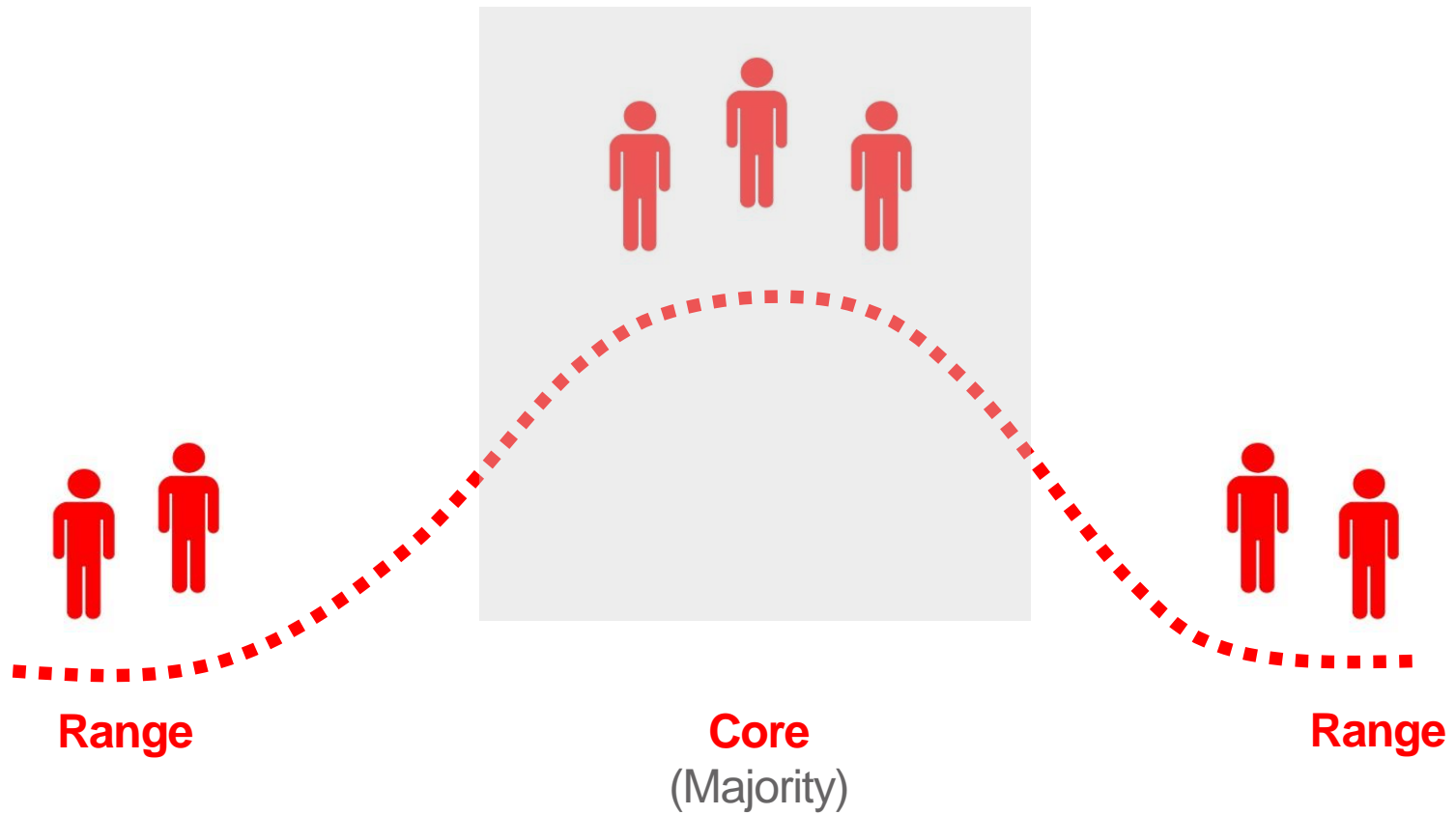




# People in the System

- Who pays for it?
- Who uses it that day?
- Who delivers it to the customer?
- Who explains it to the customer?
- Who commissioned it?
- Who designs it?
- Who distributes it?
- Who installs it?
- Who looks after it if it goes wrong?
- Who updates it?

# Extreme users



# Activity

**Design Method: Stakeholder list**



# What?

A complete list of any role or individual with a stake in the creation, delivery or use of the service

# Why?

Helps develop a common understanding within your team of the full breadth of stakeholders, to help identify the focus of user research

# How?

1. Discuss who you think your stakeholders might be.
2. Use one Post-It note for each stakeholder – draw pictures, not words
3. Identify any extreme users



# 6. Your Vision

# Activity

**Design Method: Cover story mock-up**



# What?

A 'made-up' newspaper front page describing the successful implementation of an idea and the impact it had in the future

# Why?

A great way to build excitement around your idea and explain the need or benefit by imaging the impact of its creation

# How?

1. Create a Cover Story Mock-up for one of your ideas
2. Give your idea a catchy title
3. Give it a one sentence headline to grab everybody's attention
4. Draw an image to describe your vision – how success will be reported in five to ten years time
5. Describe the
  - challenge overcome
  - description of the solution
  - impact and a personal quote

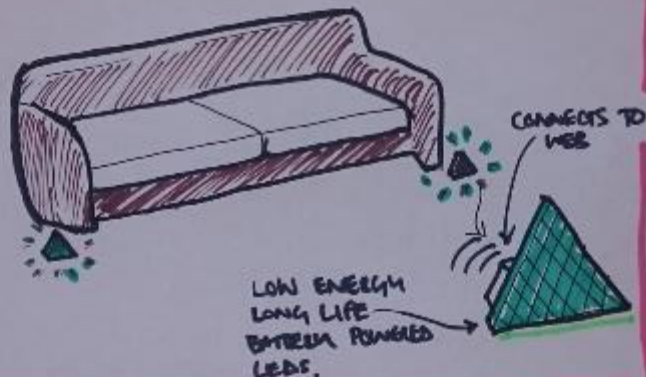
**Choose one person in your team to give a 1 minute pitch of your cover story**

# theguardian

23.06.27

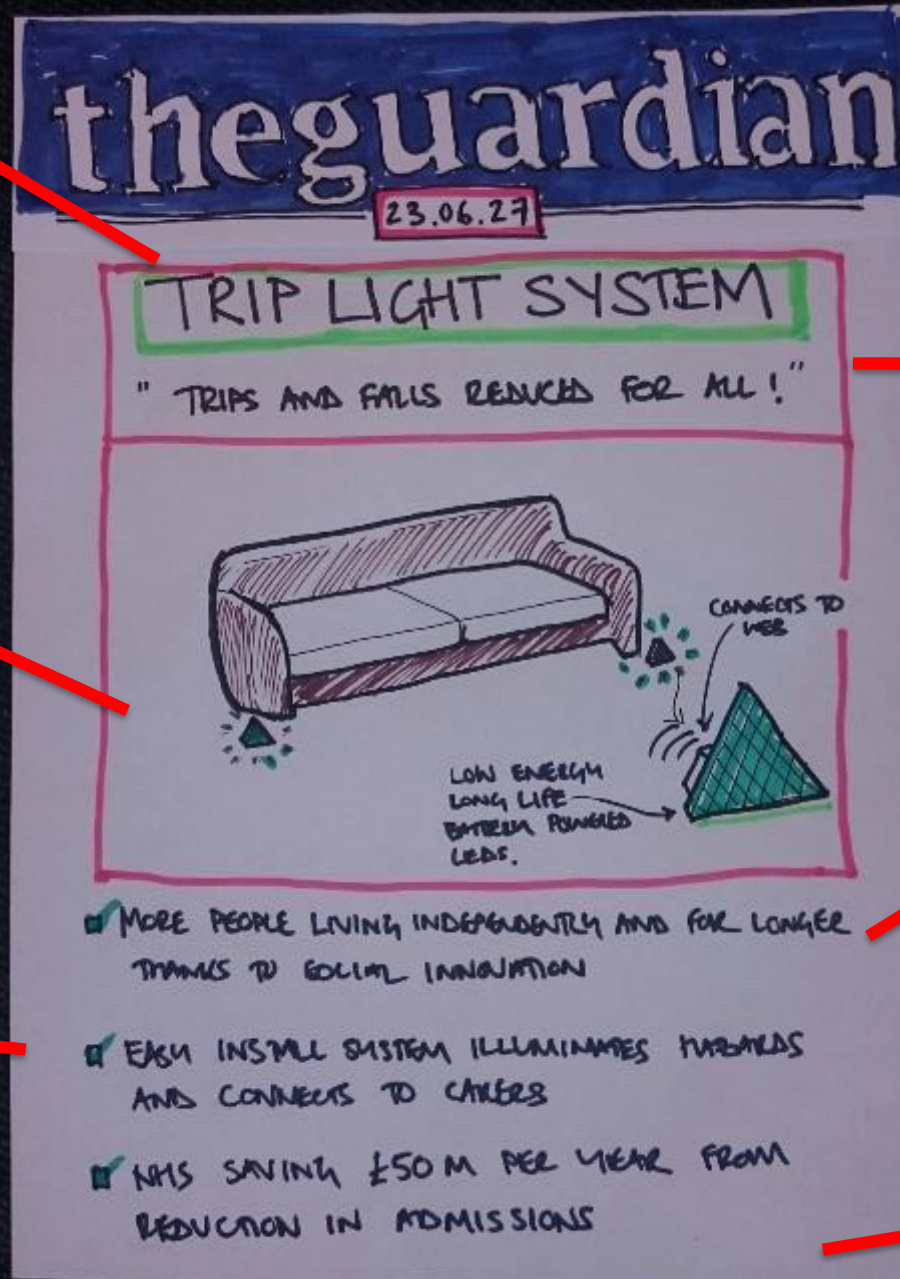
## TRIP LIGHT SYSTEM

"TRIPS AND FALLS REDUCED FOR ALL!"



- ✓ MORE PEOPLE LIVING INDEPENDENTLY AND FOR LONGER THANKS TO SOCIAL INNOVATION
- ✓ EASY INSTALL SYSTEM ILLUMINATES HAZARDS AND CONNECTS TO CAMERAS
- ✓ NHS SAVING £50 M PER YEAR FROM REDUCTION IN ADMISSIONS

'Catchy' Idea  
Name



Headline  
Grabber

Explanatory  
Image(s)

Challenge  
tackled

Overview of  
solution

Impact



# **7. Pitching and Critiquing**

# Activity

Design Method: Rose Thorn Bud



ROSE, THORN, BUD



= POSITIVE  
OR  
STRENGTH



= NEGATIVE  
OR  
WEAKNESS / THREAT



= HAS POTENTIAL  
OR  
OPPORTUNITY

# What?

A way of visually categorising feedback as positive, negative and has potential.

# Why?

Accelerates the organising, sharing and interpretation of information.

# How?

1. Using the ROSE/THORN/BUD technique, capture relevant feedback on the appropriate coloured post-it
2. Remember one idea per post-it

ROSE, THORN, BUD



= POSITIVE  
OR  
STRENGTH



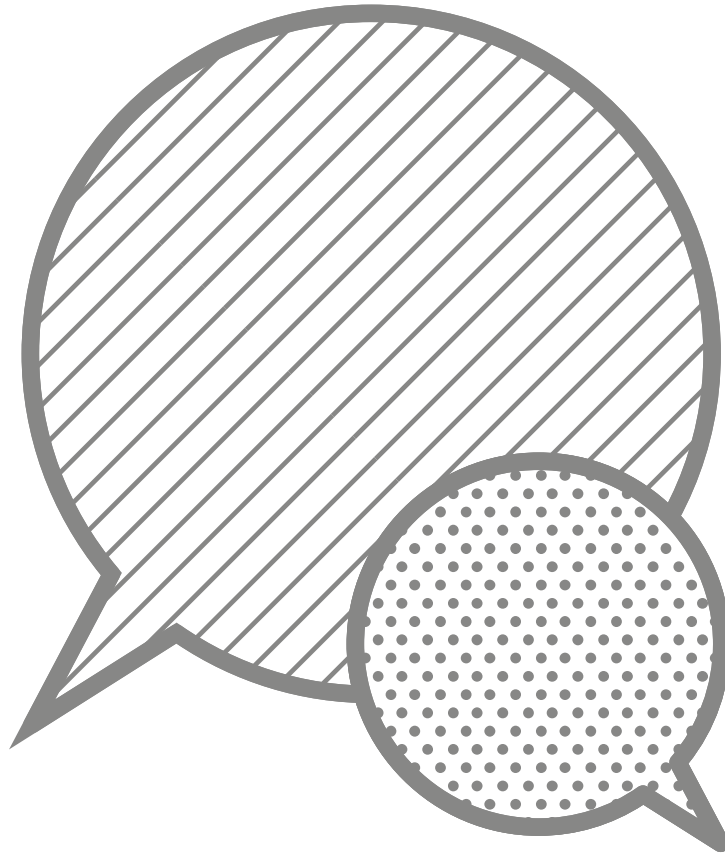
= NEGATIVE  
OR  
WEAKNESS / THREAT



= HAS POTENTIAL  
OR  
OPPORTUNITY



# Feedback



# **8. Open discussion / Q&A**

# How can design help NTU?

# 9. Wrap Up

# Thank you!

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