PhD by Design Workshop: Improving Creative engagement tools
Monday 25th June 2018 at ImaginationLab

Research question: How can creative engagement tools be improved?
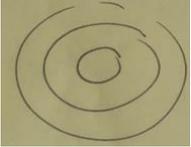
Contents

Task 1 – Instruction

	Can you critique the instructions on how you address the challenge with the tool? Highlight where you wish you could change it.	Can you reimagine the instructions and give suggestions to improve it?
Comms stretcher & Comms	1. Restrictive in terms of brainstorming opportunities - An ability to contextualize based on Audience 2. Limiting the primary research needed to speak ot a specific group 3. Lacks ability to synthesis communication strategy 4. Language might alienate 5. Needs to be more generative	1. Don't put media channels before the user 2. 3. 4. Prompt cards to stimulate discussions 5. Add Multimedia features (photos, words, moods, coments etc)

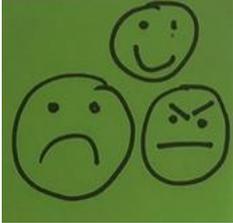|		
Customer flow tools	Critique: Community map = <u>Extra</u> rigid (linear) [Would benefit from more open // flexible system (<100% 'boxed in') Critique: Intuitive design Isn't100% intuitive Ex.. We had to figure out how to use these 'intuitive' tools Critique: - Diversity of personas ("character icons") is good, but possibly not optimal for personal representation. (reinforce bias)	Sketch The Person (yourself) - Represent yourself somehow - (or anonymous drawing // signature)
Building success	❖ Building bricks guidelines need more instruction ❖ "Team activity example" is a confusing heading	❖ Provide inspiring examples ❖ Use more images of how this might work ❖ Review language used in guidelines ❖ Provide more instruction on activity ❖ Redesign brick template ❖ Improve visual design of building template

Task 2 – Design concept

	Can you explore the design concept? highlight where you wish you could change it	Can you give suggestions for the redesign of the tool?

Comms stretcher & Comms	A. Critique: Design to have most important notes at centre? But group dynamics suggest that people input most important parts at random locations B. <u>Connections one seen</u> C. - The layout might be overwhelming chaotic	A. Extra clear <u>verbal</u> + Oral introduction // explanation for lofic of tools (E.g. Circular // Central for reason of ….) B. But if it was more fulid, drawing → And participants are drawing connections themselves (E.g. tool doesn't assume → Restricting
Customer flow tools	❖ Provide instruction on when/how long to use tools ❖ Give overview of tools	❖ Think about how to share "flow customer map" across other services ❖ Improve visual design of tools ❖ Provide role descriptions for those using the tool within the team

Building success	- Seems one step removed – Buildings need to be experienced directly - Not embodied interaction with place - Building may not look like this Purple – designer has coloured the view of building - People live relationally in this space – Too abstract - The analogy of bricks don't work – They are external - No clearly defined roles for individuals - Some steps are confusing - not about an actual physical space or location	- Draw the map collaboratively – of the space - SENSING CARDS with words + colours to suggest places in the building that have different moods - TEMPLATE of people in the space Take picture with a comment area to build feelings + expression about place - Prime exercise w/ various activities Or - Brainstorm w/group Activities which take place in the shared space - Giving a clear indication about each steps - Assume different roles to build shared understanding

Task 3 – Reslience (Flexibility)

	Can you explore unexpected applications of the tool. Describe different ways the tool could be applied if you could change it.	Can you give suggestions on how you could redesign the tool to accommodate many different uses
Comms stretcher & Comms	❖ Could also be used to communicate within / across organisations (not just general community) ❖ Create digital version of tool Connect communities/organisations that are far apart	❖ Provide sticker to change 3 headings to use it for other's idea collection

Customer flow tools	❖ Personas could have arrows between each other ❖ Doesn't take into account non-human actors ❖ Too-human centred ❖ Time based customer flow within a shared space ❖ To experience difficult roles and extend empathy	❖ Add time or other constraints to contextualise the tool ❖ Have figures / Caricatures of non-human stuff ❖ Persona's flatten people, this is a tool for real people in real places ❖ Different moods of people – Too happy
Building success	A. Idea generator B. Ice-breaker C. Understanding other people's perspective (and priorities) D. Teaching tool Universal Pedagogy	[A – D] There could be an additional digital equivalent // version where people not physically able to attend workshop can participate. Pack → Share of Data after workshop

RE-EVALUATION: TRANSCRIPTION PER TOOL/Presentation

Comm Stretcher

Score	Improvement	Presentation transcription
Instruction 3	Wasn't delivered or explained well enough for us to unpack. Drowning in a	Same comments

	pile of papers confusing and prescriptive for us service users	
Design concept 3	Scales of impact + interconnections between various channels Lacks fluidity + Ability to be expressive generative	The Scales of impact and interconnections between various channels that would be a really nice addition Lack fluidity and ability to be generative
Resilience 3	Could be tool for intersectoral communication + not just one way communication strategy development Underestimate creativity of service users	Same Underestimate creativity of service users

Building success

Score	Improvement	Presentation transcription
Instruction 3	Gave practical instructions on how to improve	We had this tool to imagine the services in the building, with the building blocks and something. I don't know if it was the first tool we looked at, I think I found the most confusing. The other two are more straightforward so when we first worked with instruction, it needs more of work and visual design, and instruction for users, and the concept here comes back to this steps, because of a lot of interesting things here
Design concept 5	Very innovative and actionable ideas on how to improve tool	This 's really interesting this task two. We came up with really specific actionable and innovative ideas, so for example, we've got an issue with the template, that it's design-wise is intuitive, attractive or doesn't really work, that you stick these and this, it does really make sense but there is really nice ideas about how to address that, like collaboratively making this map, I thought it is really a nice idea of the space, doing stuff like, in the actual space, having templates for people can a, have comment areas, make pictures like this, and they are really nice ideas, or there. And also have a digital platform. I guess the issue of having a digital platform, it's disconnects this and somebody actually be in where they work, somebody's space where they work, so how actually connect those.
Resilience 2	Not sure how the tool would be used as ice-breaker Needs to give users more control	In terms of resilience, users having more control of the whole thing, as opposed of this template

Discussion

- Yea, I agree It kinda of undersestimates the creativity of the people who were in the space, but really issues with the bricks, because of (insocket), [Yea] It's not inside. And people have their own ideas, why the colour is purple. So I think you have to give more space, for people to think about the space. [Yea I agree]

- We were discussing that there will be pieces, blocks, physical elements that would help to, figure out the spaces they have to stay in. And also changing the base of media, just paper. Specially they are involved with tools, so how to change it.
- Yes, we also talked about embodiment, so you embody the space, you need performers and this could be one step removed [Yea]

Customer Flow

Score	Improvement	Presentation transcription
Instructions 4.7	More flexibility in (1) personal understanding + (2) of how to use tool [rigidity can be reduced slightly and//or include extrar 'non' defined section\ Lack of solution suggestions by us (ran out of time)	Part of the critique was that I needed more flexibility on personal understanding of how the tool is used, or personal understanding of it, but specifically how this tool is used. For example, like some people feel like quite rigid, and like obviously the more people understand how to use the tool, and all the different aspects like the more you get out of this at the first place, sitting down at the end of task 3, I understand that if I'm working to figure task 1. Somehow we realised was after intuitive design had to be figured out, and therefore was intuitive despite the kind of graphic approach it has. Have a _____ and accessibility that was very important. We felt that like it could have been further for that reason, if you started you guys exactly how to use it, even the term consent that we weren't aware of, and where we invite for the start.
Design of material 3.2	Overall need for • Explanations to improve usability of tools (how, how long, who, why, etc.) • Suggestion for improve visual design of tools can/needs to be more specific (what/how)	Now I will speak our second point for the task 2. That would makes you draw on explanations to improve the usability of tools, like specific things like how, how long, who, why, etc. None of them were on the explanation sheets, there is some examples, and then Something we realised for each of us that there was a common theme that emerged in the understanding of how each of these tools were to be used
Flexibility 3.1	• Understanding of all aspects of tool required to get most benefit out of it • Extended + Deeper levels of design exercise. E.g. Extending empathy Possibly be *while of course x beneficial + needed_ • Require more optimal exercise for this level of engagement • 1-2 + stage of same exercise (?)	in terms of extended applications, we've found out that instead of solve a one size fits all scenario, where we adopt this tool for this regional thing and this potential application. It could in some scenarios here like it could be more beneficial to have two probs for the same exercise, like we saw some very good suggestions here related to deeper levels of design and understanding, such as deep input, whereas possibly, categorise boxes in a preconceived template is a way to actually engage in that exercise.

For that reason, that (inaudible) in two phases
1 – It's very similar to this, but for (2) the empathy aspect it could be something very very different. So not forcing you to one size fits one scenario, for something that is graphically intuitive but in practice. |