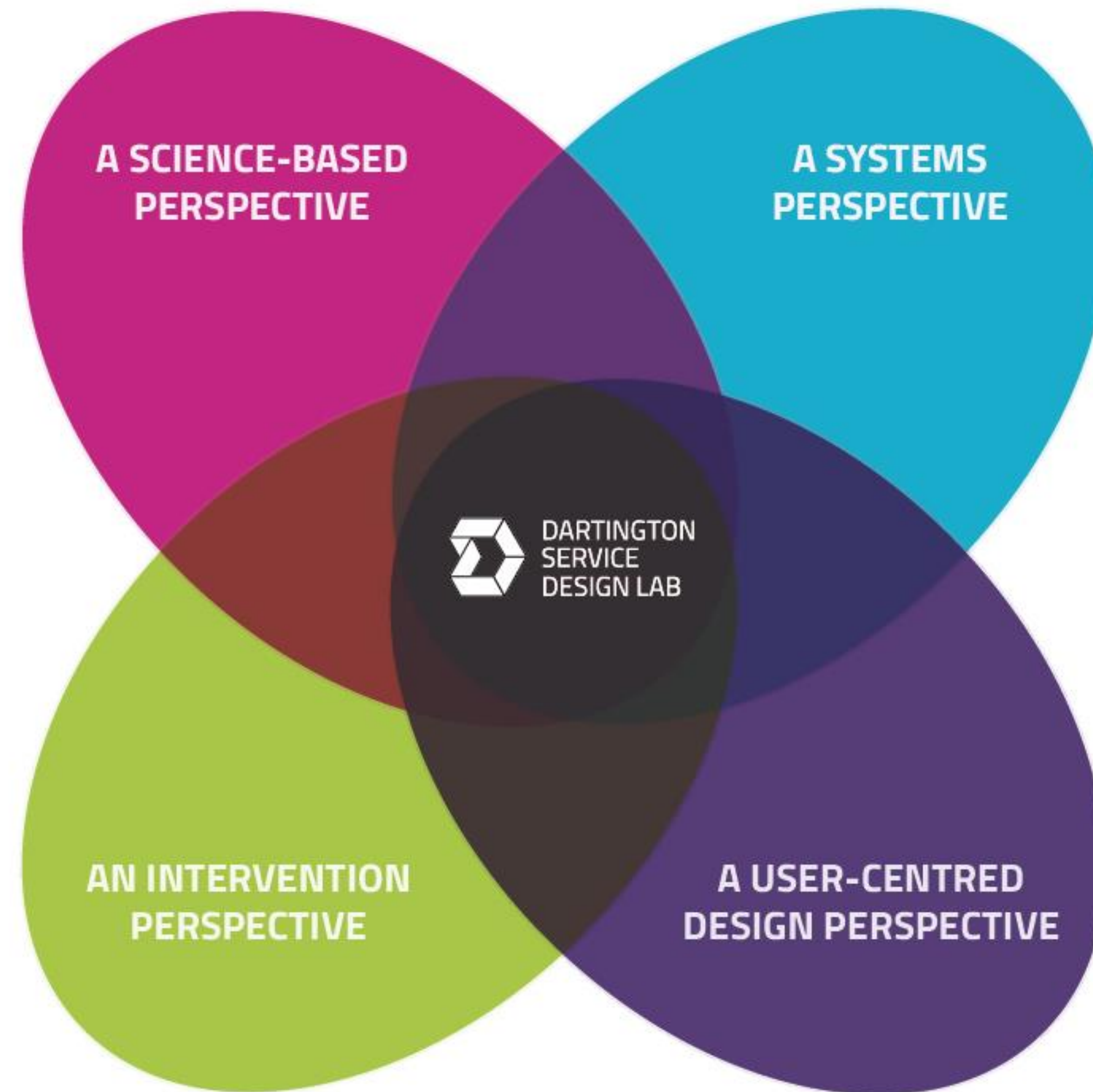




Injecting some science into the art of service design



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Need Want Impact



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Complex-adaptive systems

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Accident & Emergency

Ambulance Entry Only



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Systems Thinking System Dynamics

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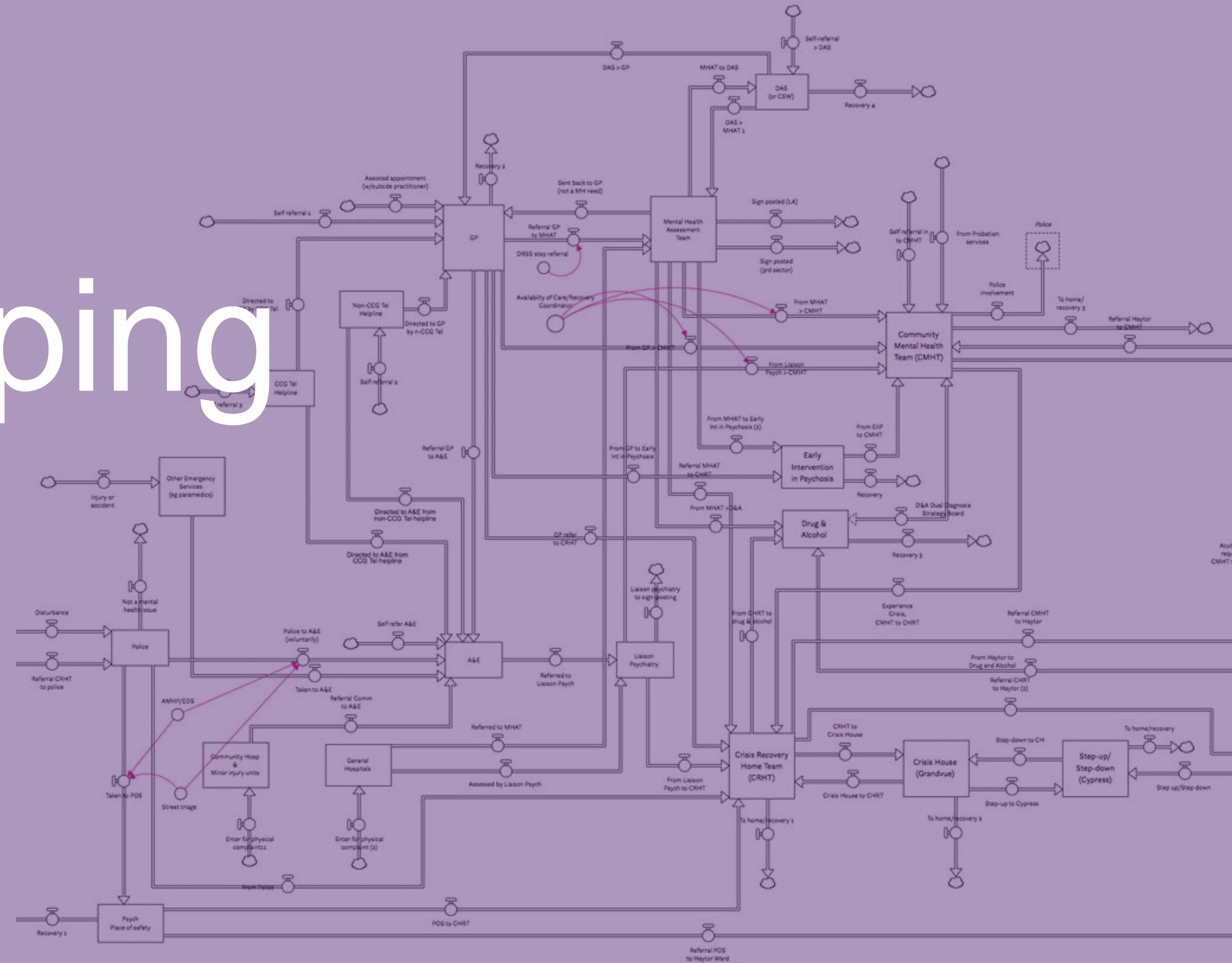
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Feedback loops
Stock and flows
Trends over time
Mental models



System mapping



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Service perspective

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Science perspective
Rigorous evaluation
Validate opinions

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Overengineered
Appear resource intensive
Top-down
Slow to adapt

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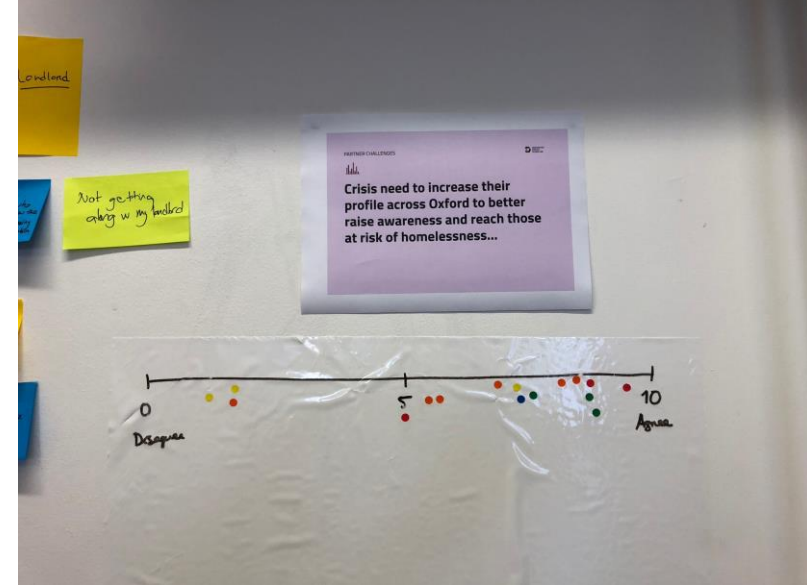
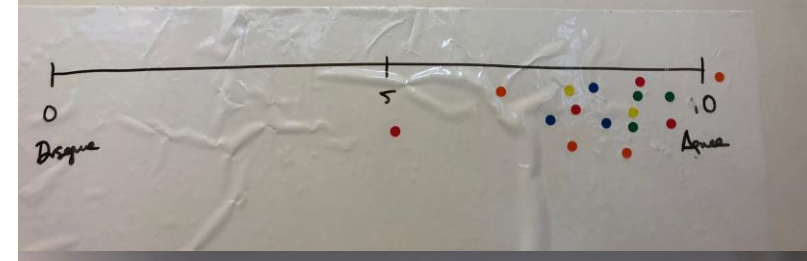
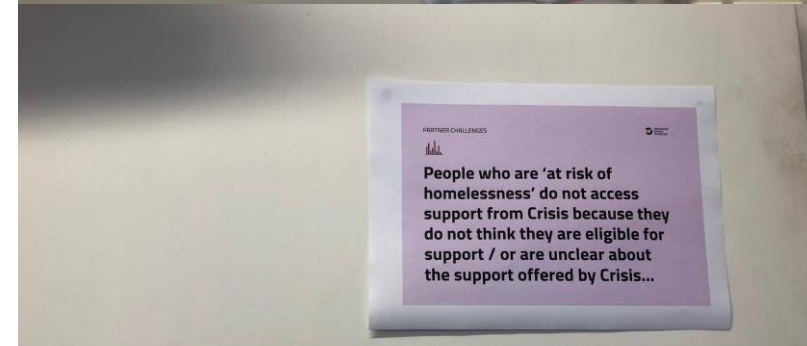
User-centred perspective

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Insight generation and challenge ratings



Personas



Name: Joanna
Age: 18
Gender: Female
Ethnicity: British
Living situation: Homeless (street)

My situation
E.g. what is their living and financial situation, their emotional and physical health, their relationships and connections to family etc.
She is a positive individual who has helped herself homeless. She has started with finding work since she moved, she had council flat but lost it due to parking. She has been dealing with public bikes on her bikes - she also bikes - she did her exams at school and passed them.

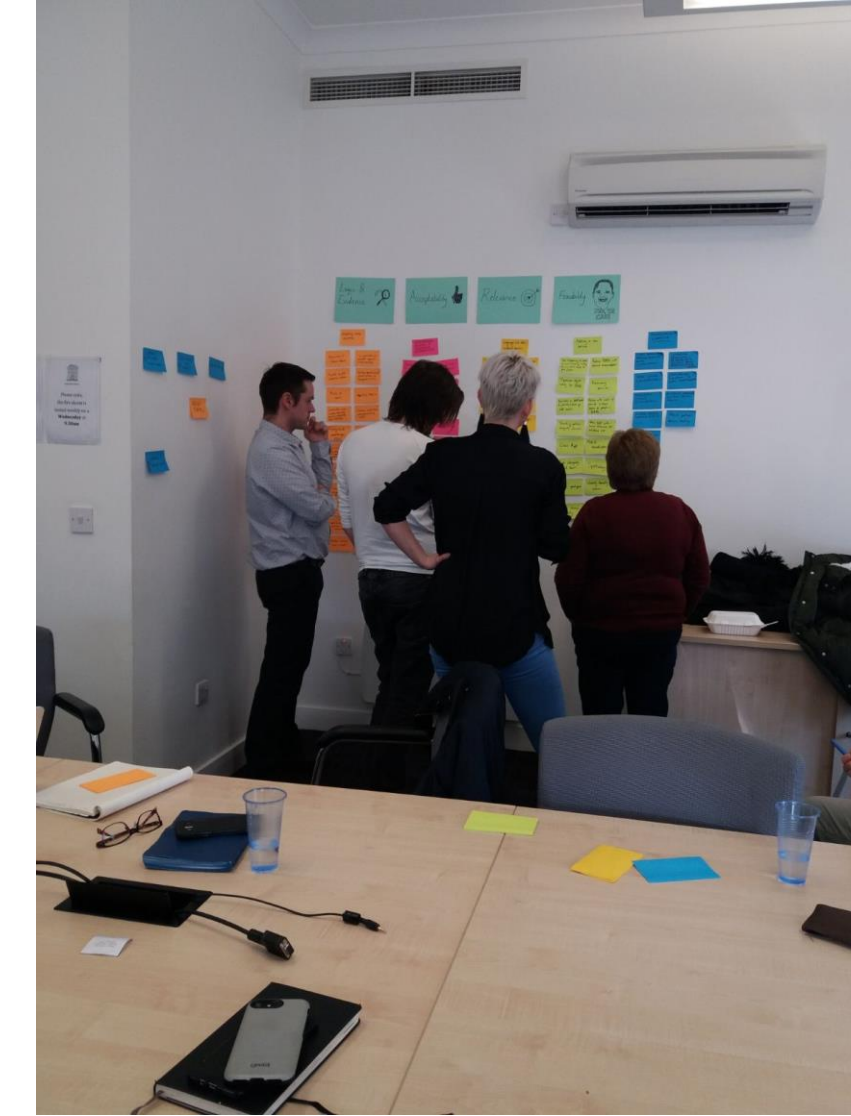
My skills
E.g. qualifications, experience, any employment history or results in employment, vocational experience, talents and in writing, drawing, singing, etc.
- She can sing
- Confident
- Customer service
- Good at handling me

My interests and goals
E.g. things for the future, things they enjoy doing or previously enjoyed things.
- She wants a home
- She wants a job
- She's a good singer
- She wants to rebuild bridges with family / friend
- She wants to be a singer
- To have savings
- To get a partner
- She wants to be ready with crisis

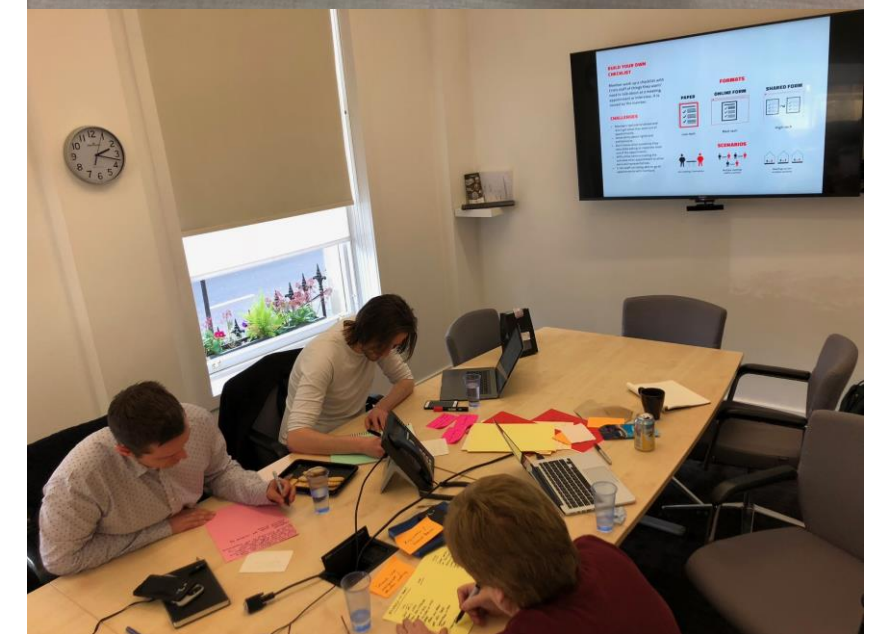
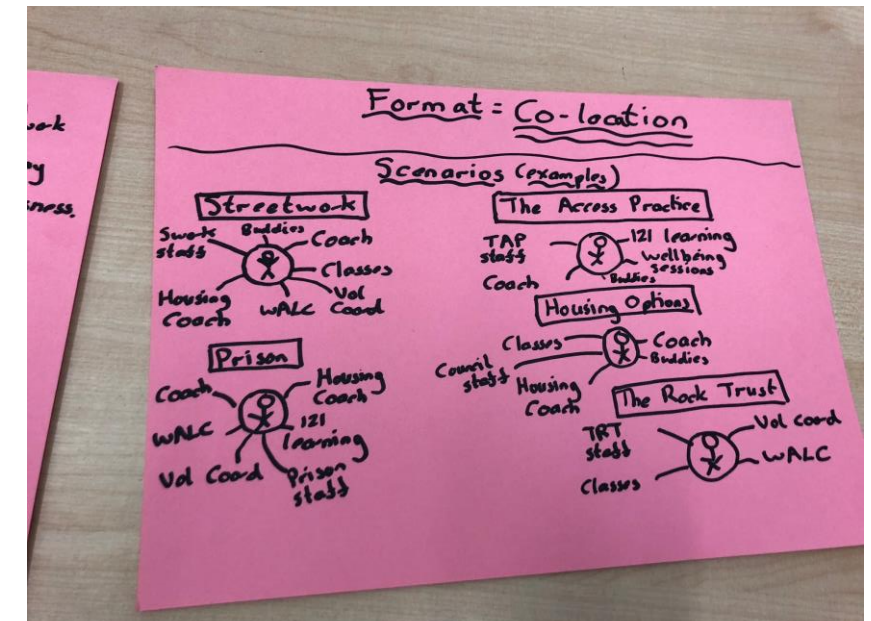
Rip & Mix exercises



Ideas rating



Story boarding and role play





512 x 312

Reinvent the wheel Where is the evidence?

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Design for everyone
is design for no one

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MEMBER CHALLENGES



To me 'at risk of homelessness' means...

Rapid Cycle Testing for service improvement

End of tenancy

Isolation/
loneliness

Genderification

Migration/
trafficking

Low Wages

Lack of legal representation support.

Relationship breakdown.

Debt

Unaffordable rents

Health (physical & mental)

Prison (leaving / record)

Losing a job

Leaving institutions (army, care)

Lower literacy skills

Youth unemployment

Unsecured credit. (terms/online)

Lack of employment opportunities.

Social exclusion of some groups.

~~Thrown out~~ Leaving from community

Concentration of jobs in one location. (cities)

Employment bureaucracy / inflexibility

Pensioners

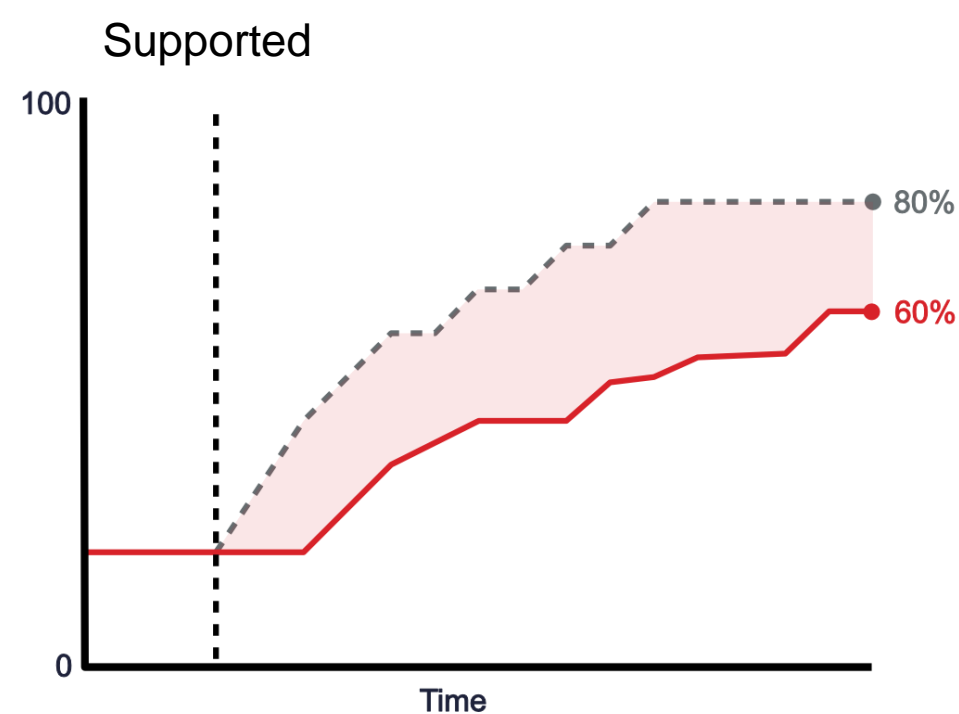
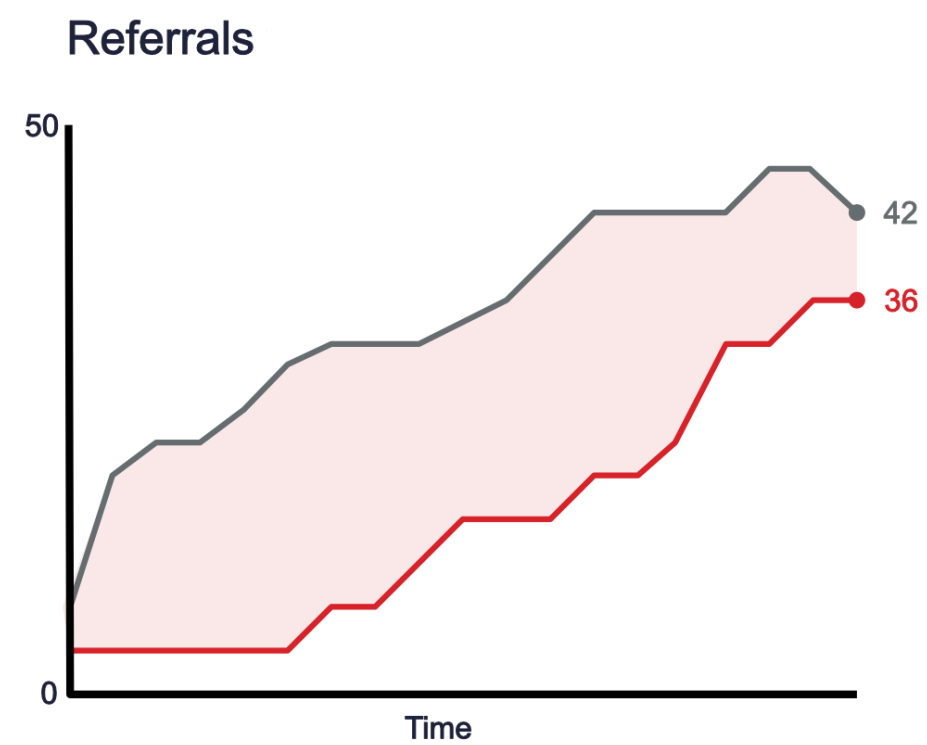
Death of

Lack of legal aid/

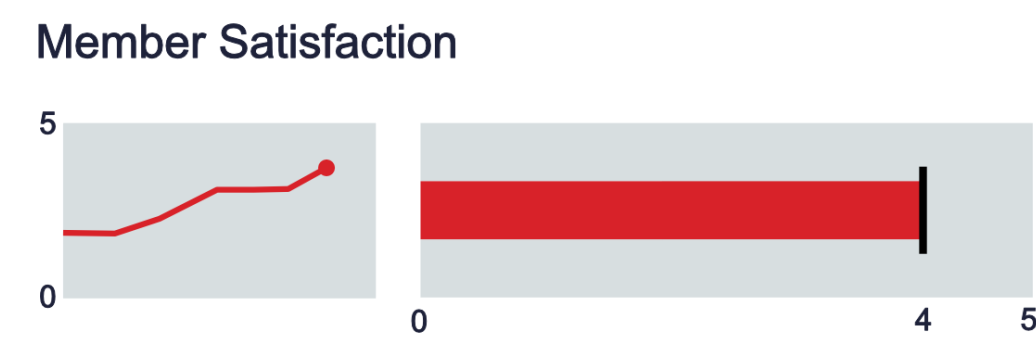
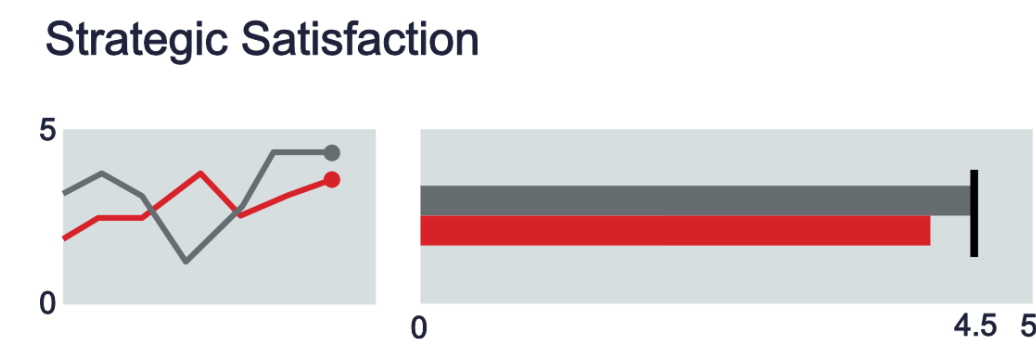
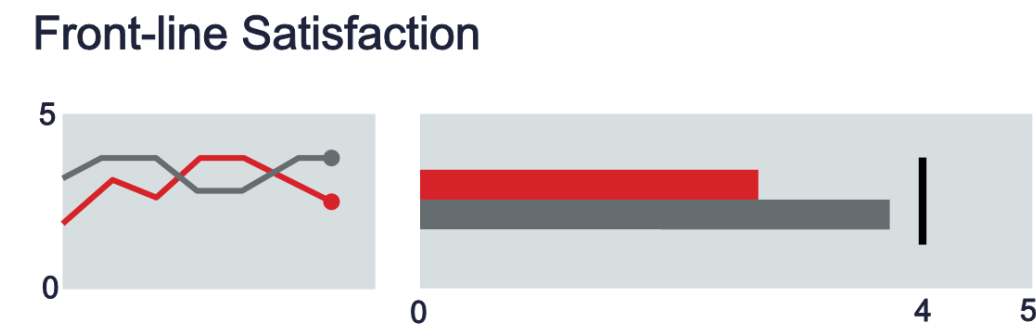
Learning

Example improvement dashboard

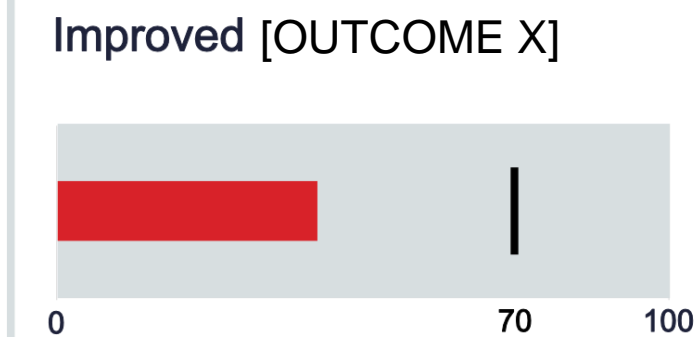
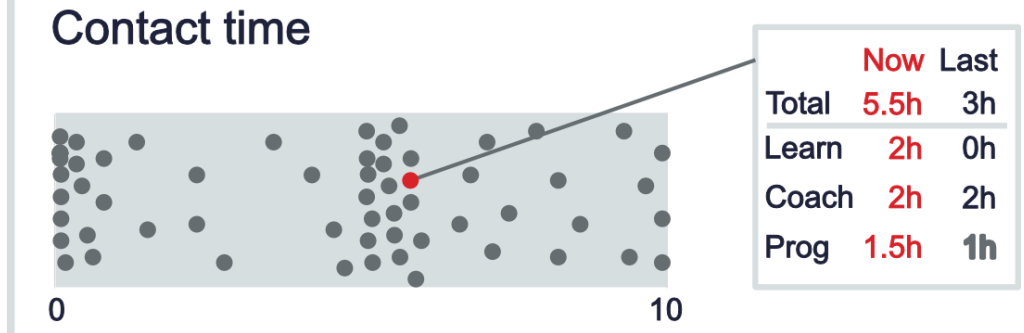
1. Practical delivery



2. Acceptability



3. Outcomes



4. Qualitative Insights

Opportunities

- These can't be long observations but can be
- Short little insights that come from the monthly
- Implementation catch-up calls.

Risks

- Same goes for the risk
- These short be the most pressing issues only.
- Title should link through to monthly summary.



To me 'at risk of homelessness' means...

1. Accountability

2. Improve

3. Prove

4. Inquiry

End of
Tenancy

Isolation/
Loneliness

Genderification

Migration/
trafficking

Low
Wages

Lack of
legal representation
support.

Relationship
breakdown

Debt

Eviction
threats

Health
(physical &
mental)

Prison
(leaving/
record)

Losing
a job

Leaving
institutions
(army, care)

Lower
literacy
skills

Youth
unemployment

Universal
credit.
(apps/online)

Lack of
employment
opportunities

Social
exclusion
of some
groups.

~~Thrown out~~
Leaving
from
community

Concentration
of jobs in
one location.
(cities)

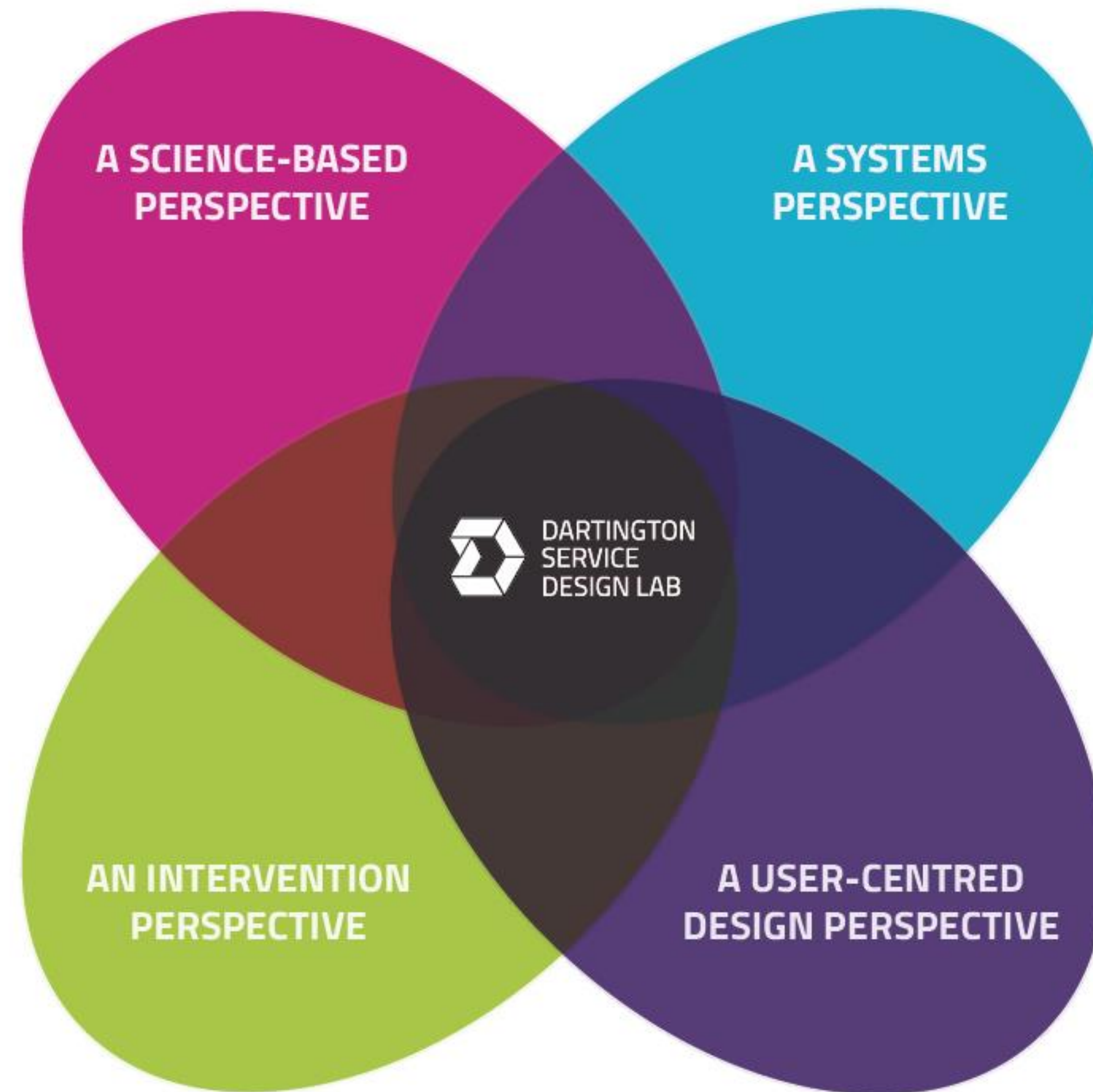
Employment
bureaucracy/
inflexibility

Pensioners

Death of

lack of
legal aid

Learning



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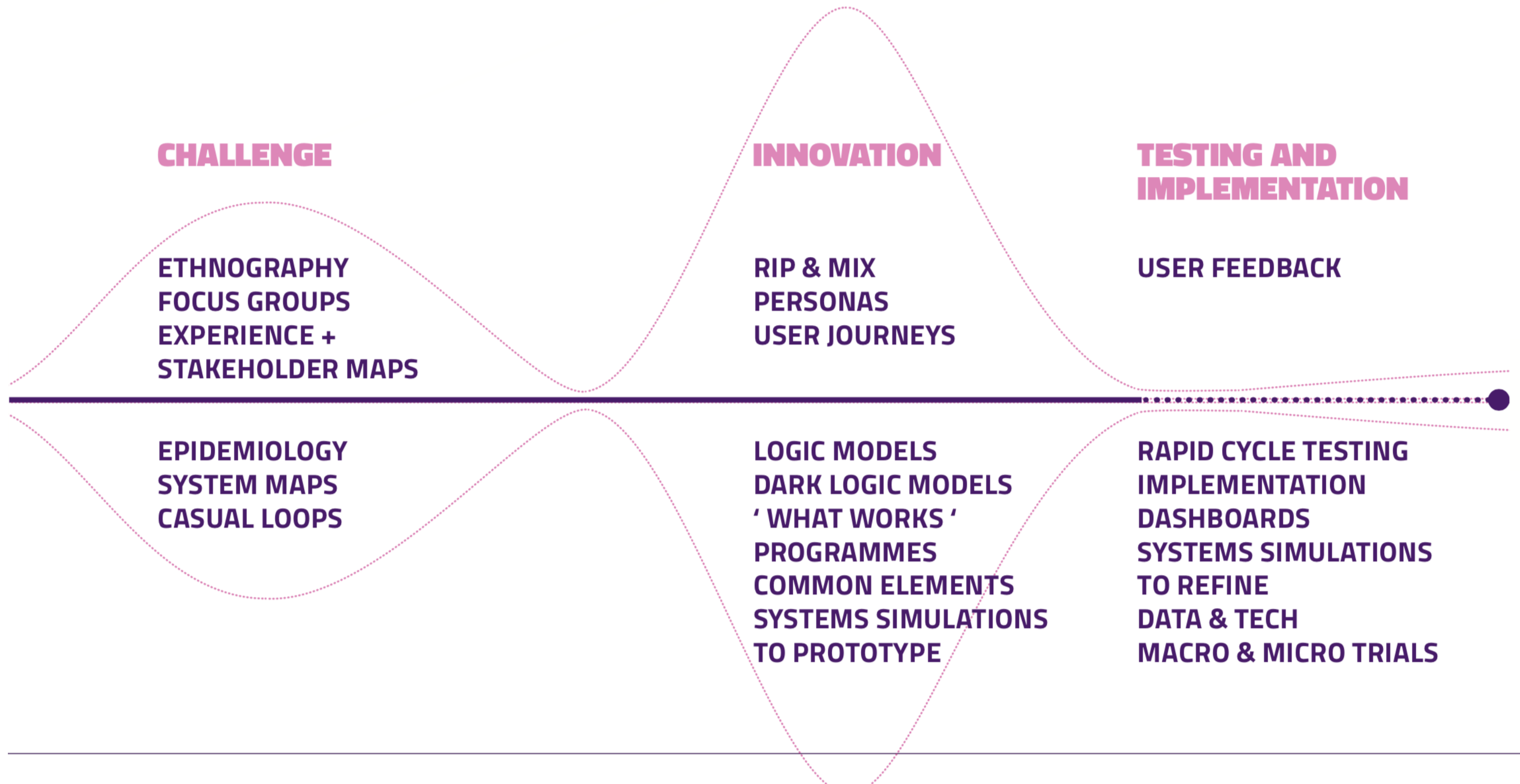
Back pocket

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Influence Accountability

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Different perspectives

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Kate Tobin
Service Design Specialist,
Dartington Service Design
Lab, UK

[@katetobin_](#)



Aaron R. Lyon, Ph.D.
Associate Professor, University of
Washington & Director of the
SMART Center

[@Aaron_Lyon](#)



Ailsa Swarbrick
Director, Family Nurse
Partnership National Unit,
UK

[@ailsa_swarbrick](#)

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You are not a McDonald's cheese burger

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Mental models

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5 CHALLENGES

1. How can Crisis work in partnership with other organisations to better support members with multiple and complex needs?

2. How can Crisis better support homeless people from outside the UK?

3. How can Crisis support homeless people to gain a voice and influence local and national policy that affects them?

4. How can Crisis increase and maintain member engagement?

5. How can Crisis develop innovative partnerships to explore and identify alternative models for accessible, affordable and quality housing?

**ONE DAY
ONE WORKSHOP**
37 PEOPLE

1 DAY APPROACH TO SERVICE DESIGN

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5 CHALLENGES

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1 PRIORITY CHALLENGE

How can Crisis Skylight Edinburgh increase and maintain member engagement, particularly those with complex needs?

**ONE DAY
ONE WORKSHOP**
37 PEOPLE

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5 CHALLENGES

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1 PRIORITY CHALLENGE

How can Crisis Skylight Edinburgh increase and maintain member engagement, particularly those with complex needs?

61+
IDEAS

**ONE DAY
ONE WORKSHOP**
37 PEOPLE

7 DAY DESIGN SPRINT
9 WORKSHOPS
54+ PEOPLE

AN APPROACH TO SERVICE DESIGN

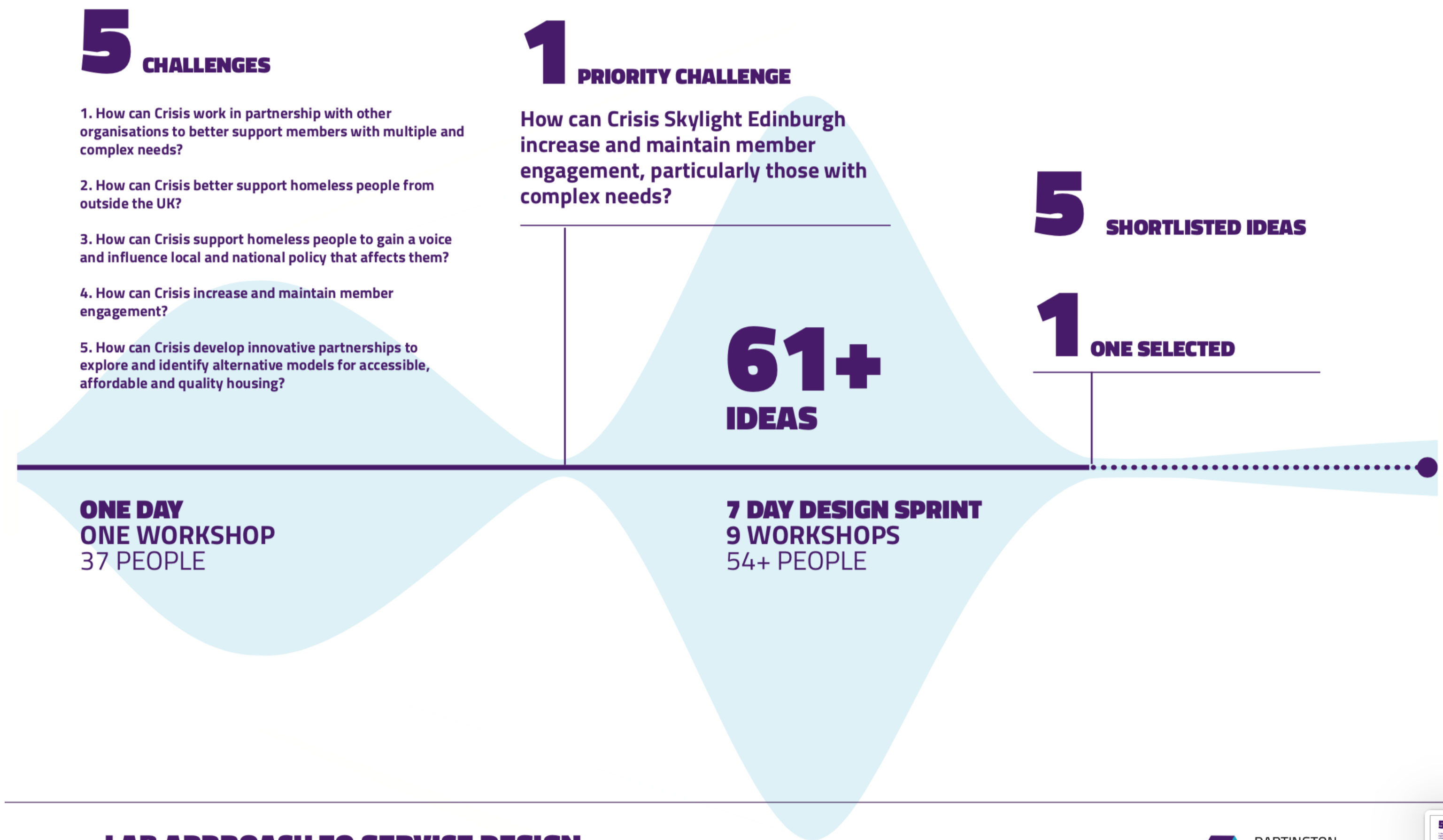
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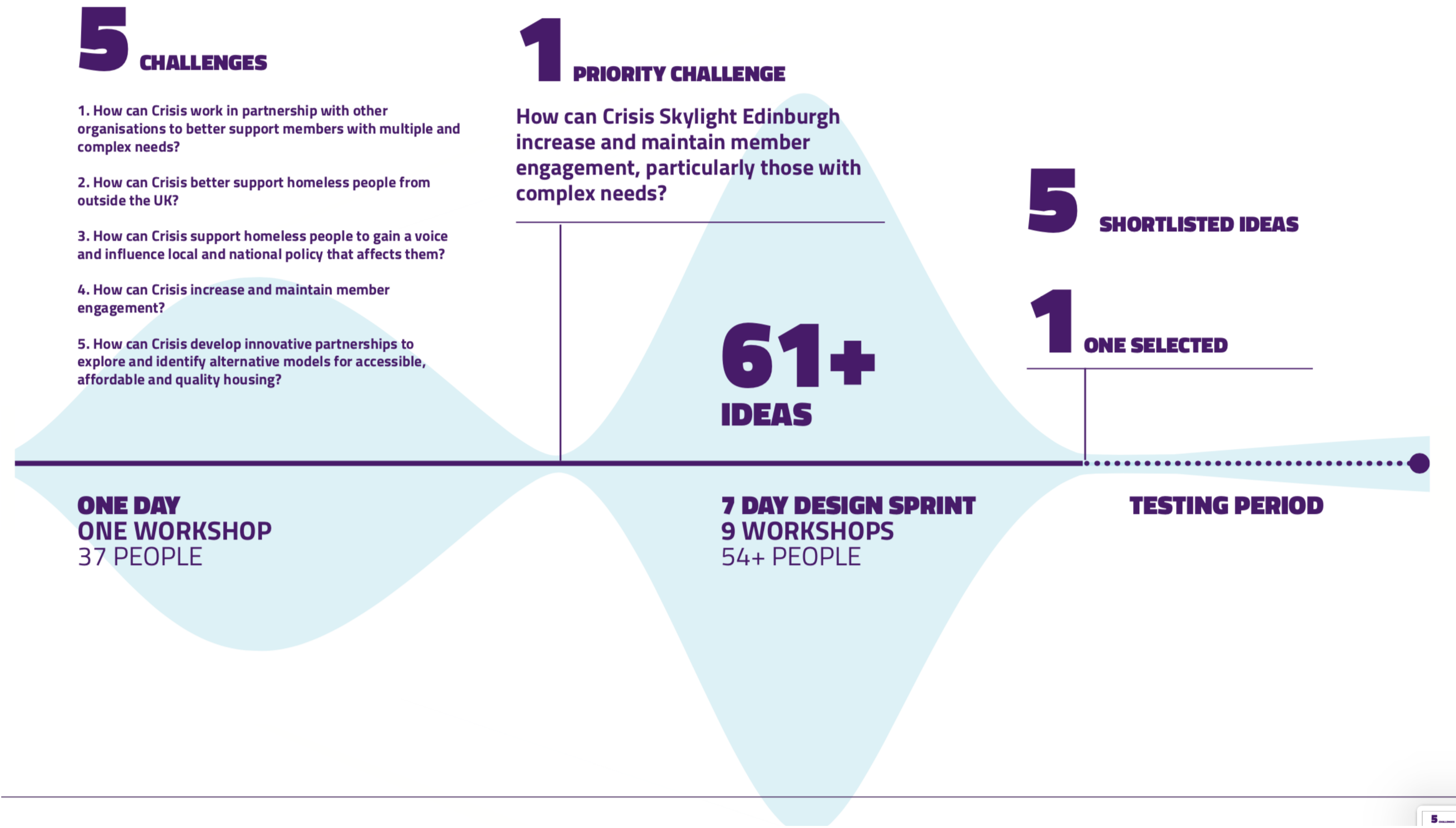




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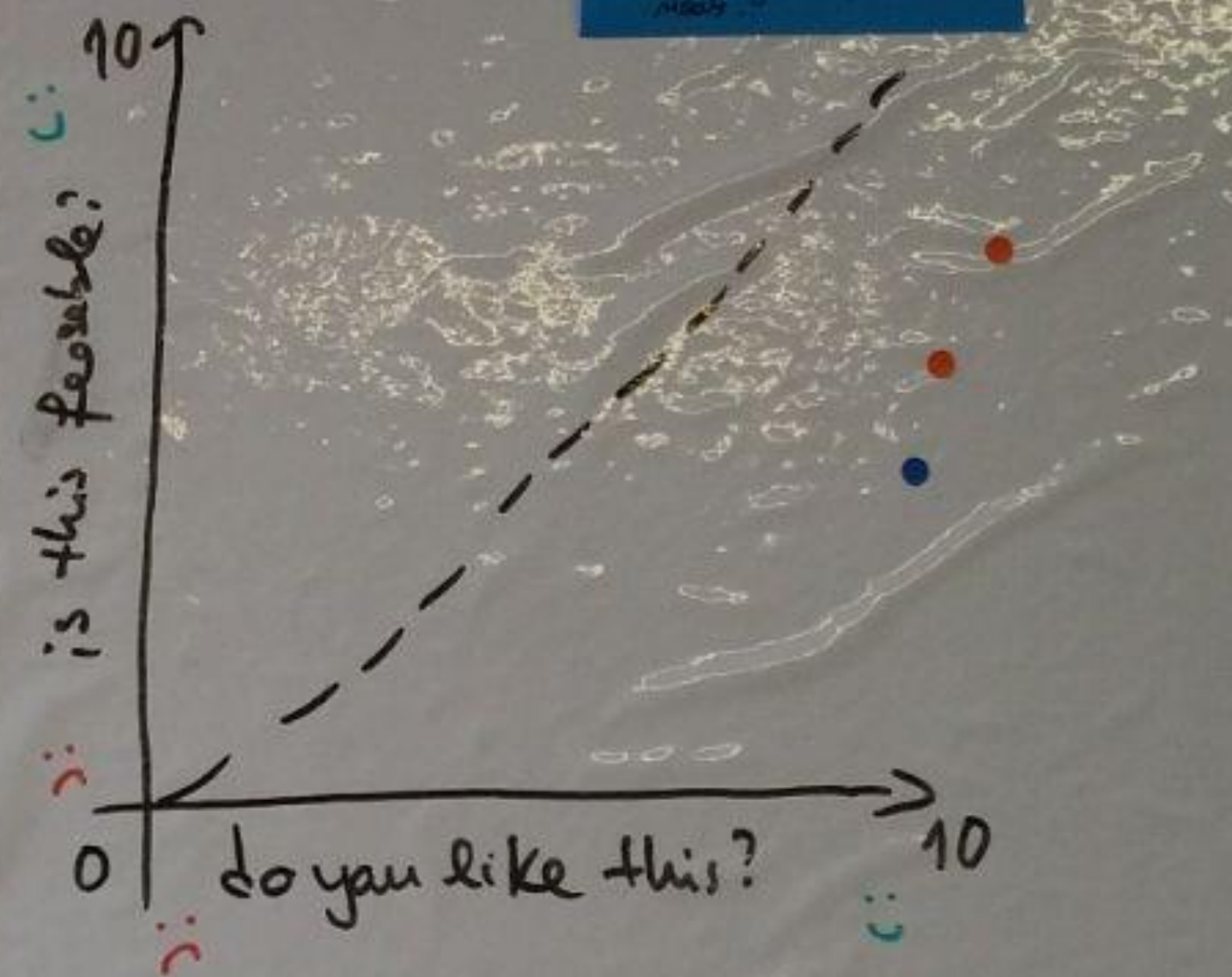
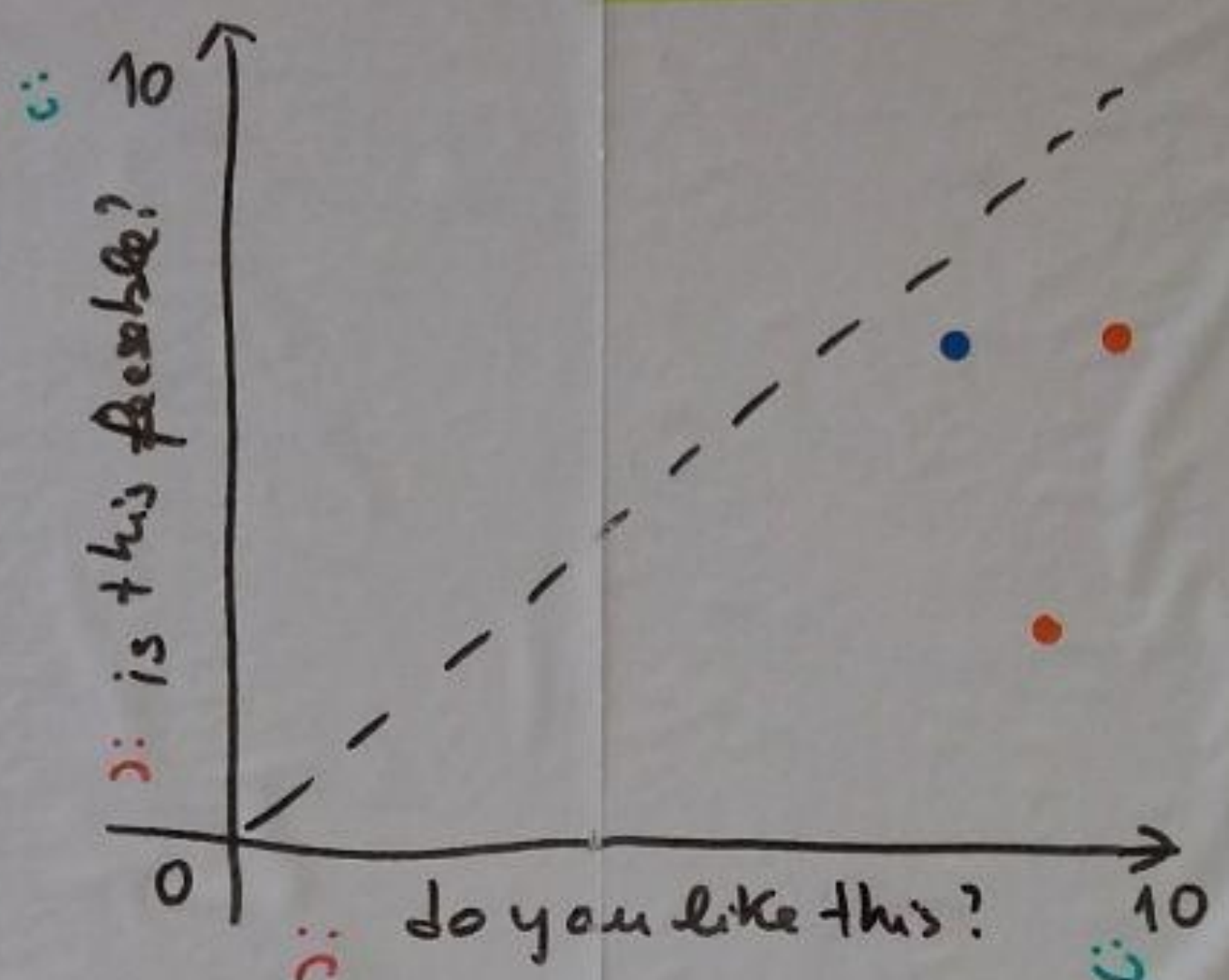
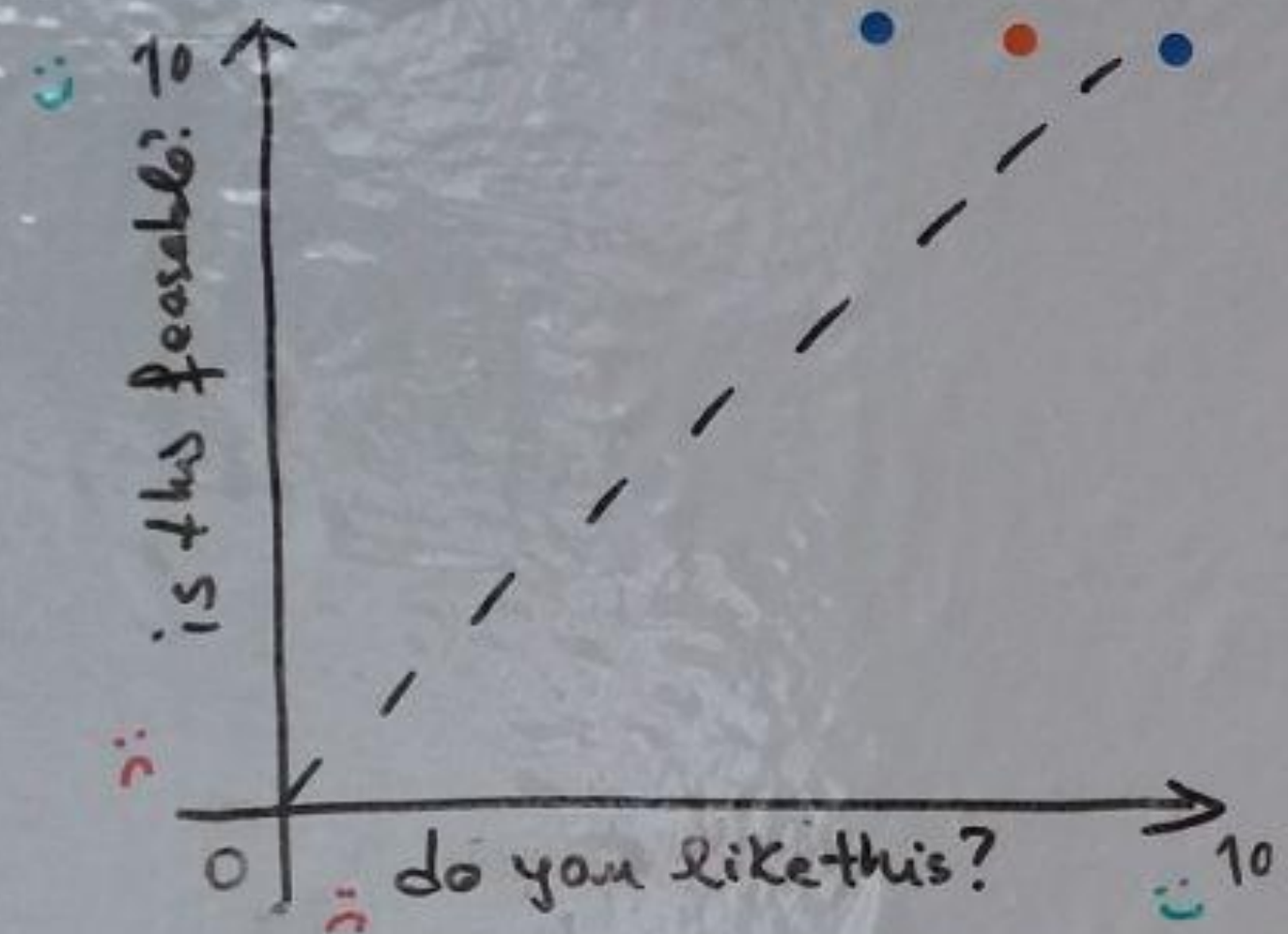


Shelter / optional data / research / prison

Service / organisation

Wall bang
HRA pilot

wild? one
- for people getting
near?

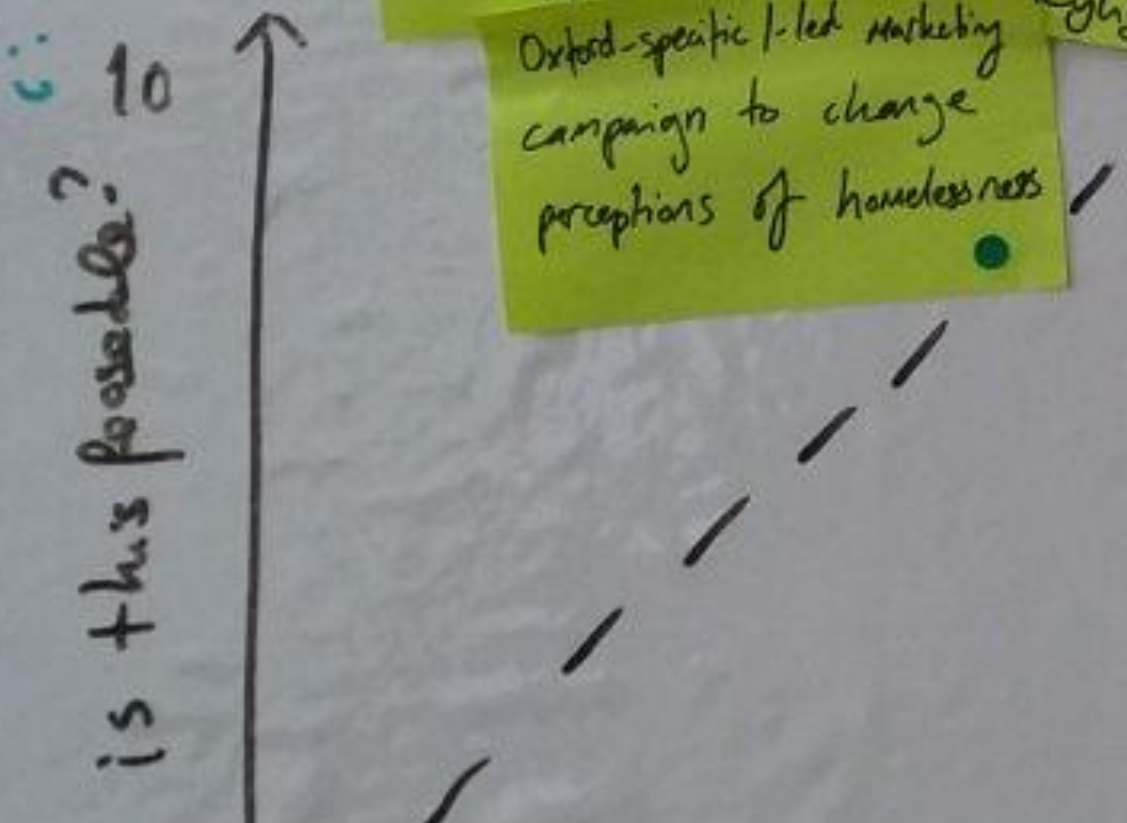


IDEA 2:

Crisis marketing highlights prevention work

Crisis marketing more accurately reflects the work done by the highlight.

Orford-specific led marketing campaign to change perceptions of homelessness

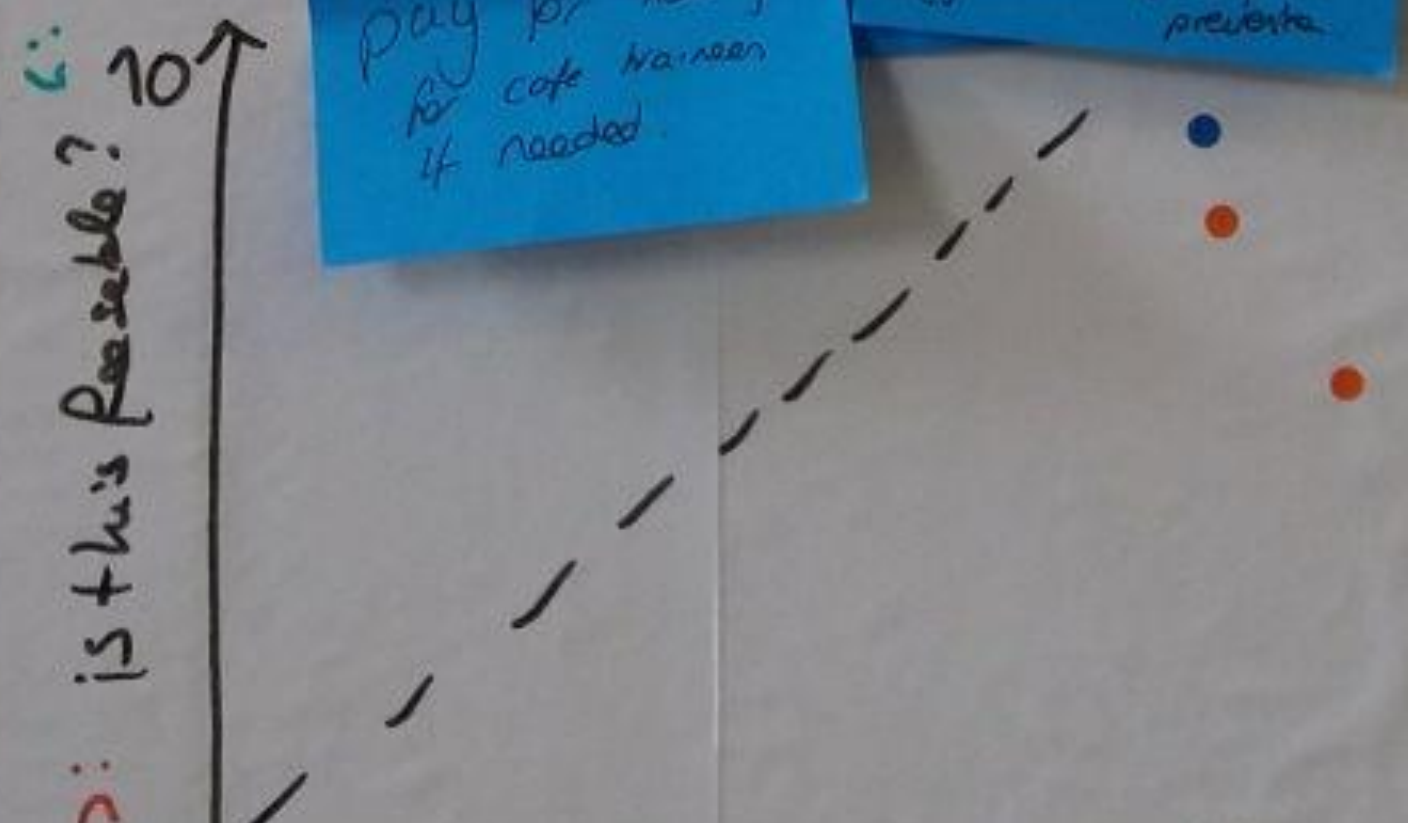


IDEA 4:

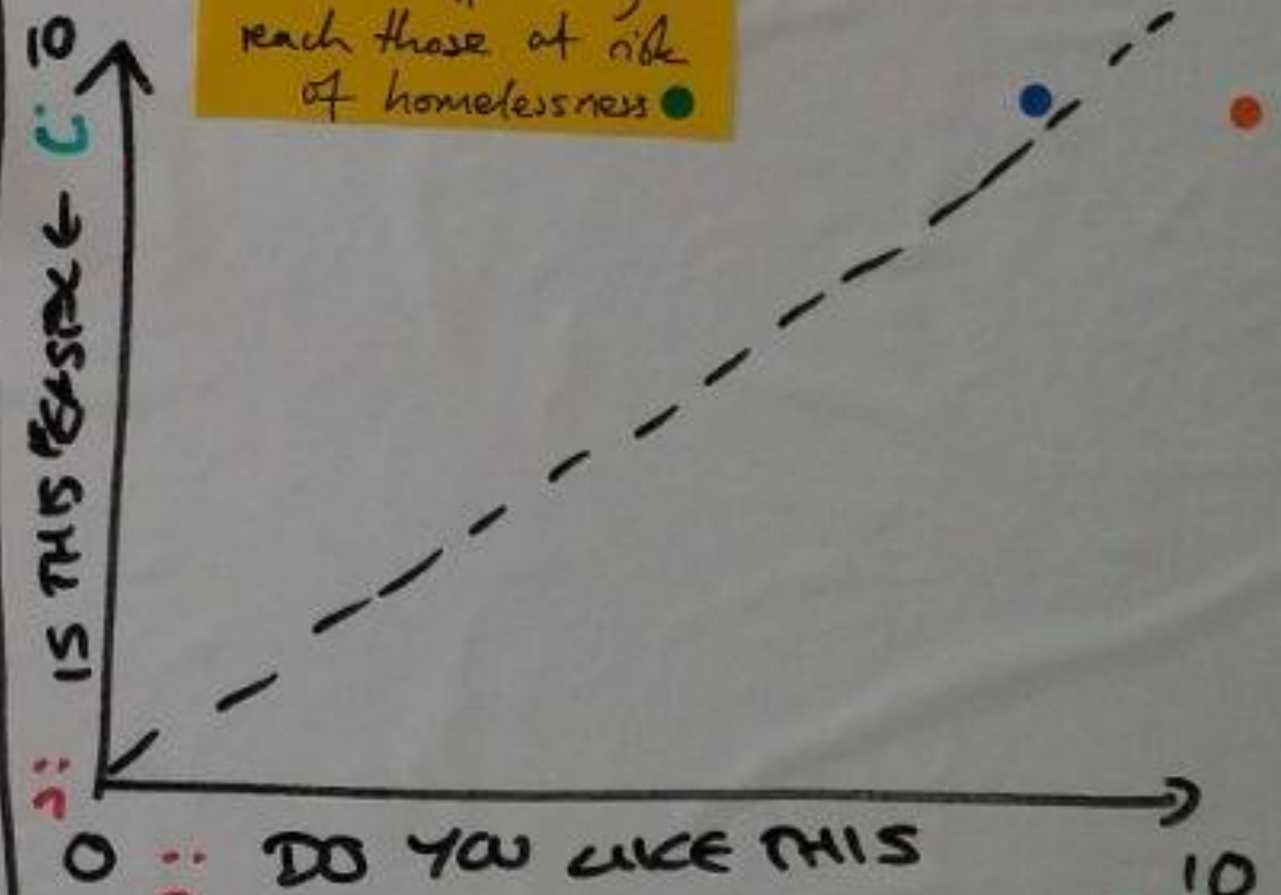
buy beds

£££ - what can we do bigger with deposits / prevention

pay for housing for care leavers if needed



New engagement tools to more effectively reach those at risk of homelessness



MEMBER CHALLENGES



To me 'at risk of homelessness' means...

Embrace complexity Bringing together different perspectives

End of
tenancy

Isolation/
loneliness

Genderification

Migration/
trafficking

Low
Wages

Lack of
legal representation
support.

Relationship
breakdown.

Debt

rents

Health
(physical &
mental)

Police
(criminal
record)

Leaving
a job

Leaving
institutions
(army, care)

Lower
literacy
skills

Youth
unemployment

Universal
credit.
(bank/online)

Lack of
employment
opportunities

Social
exclusion
of some
groups.

Thrown out
Leaving
from
community

Concentration
of jobs in
one location.
(cities)

Employment
bureaucracy/
inflexibility

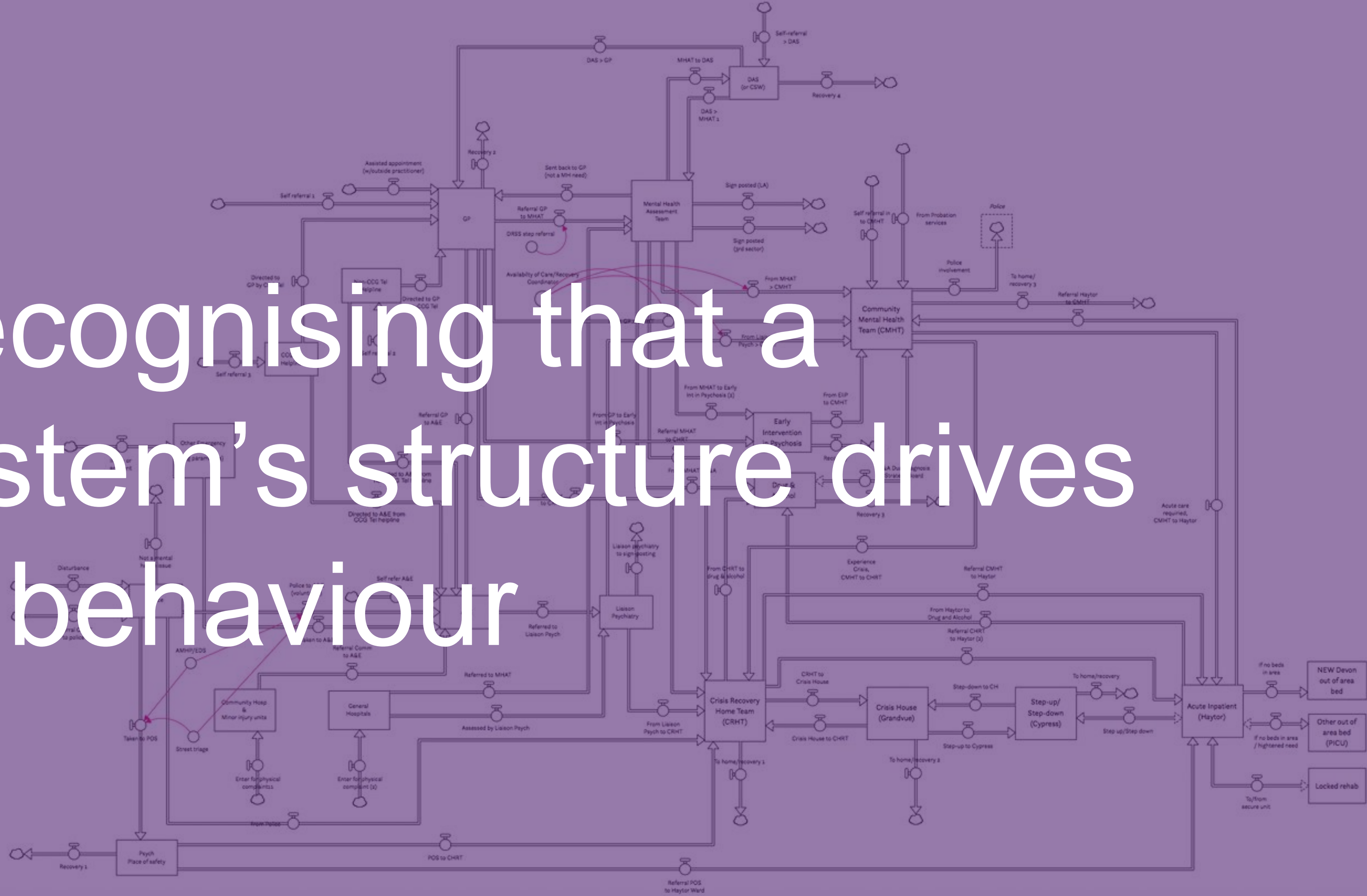
Pensioners

Death of

Lack of
legal aid/

Learning

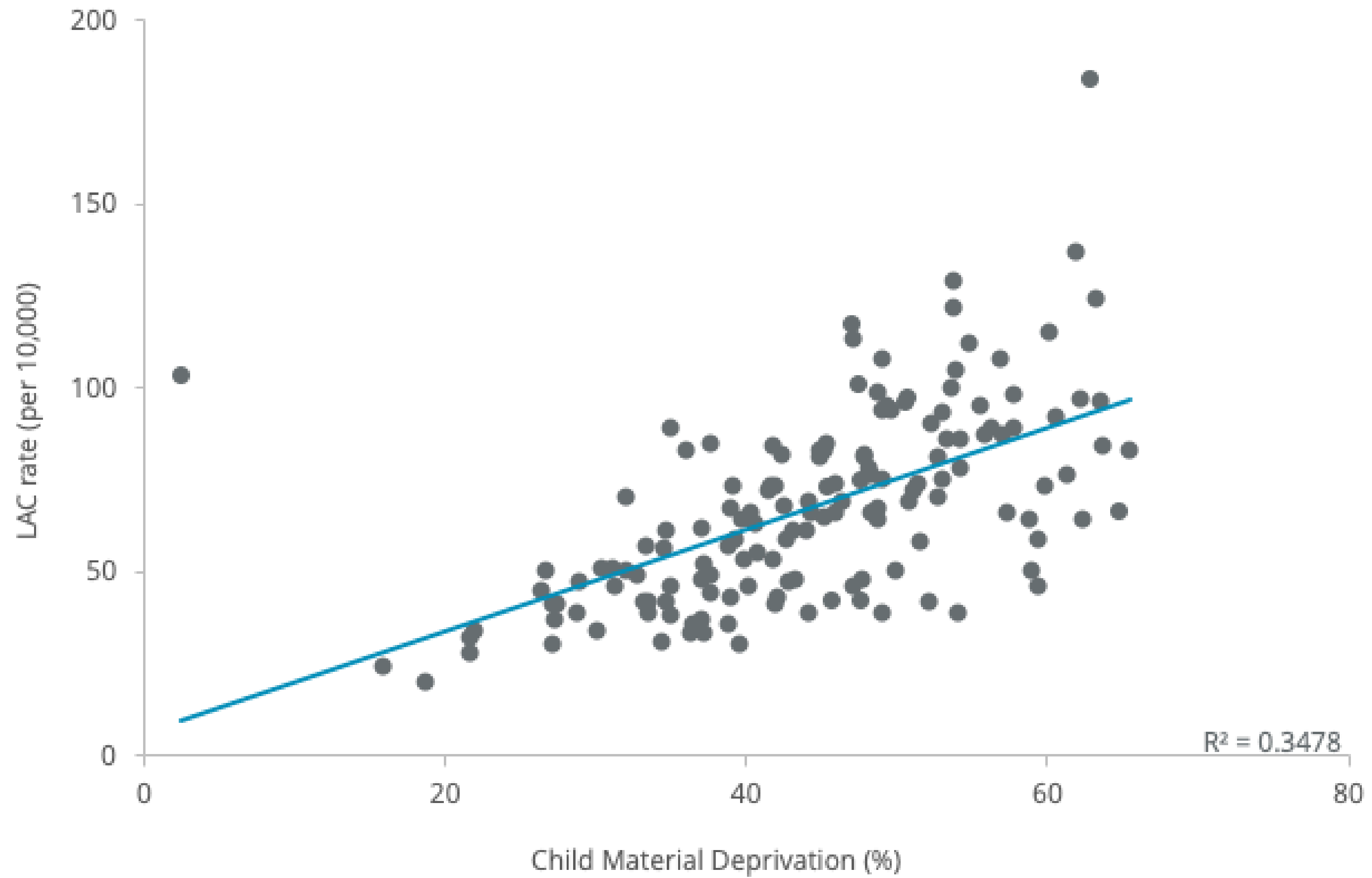
Recognising that a system's structure drives its behaviour



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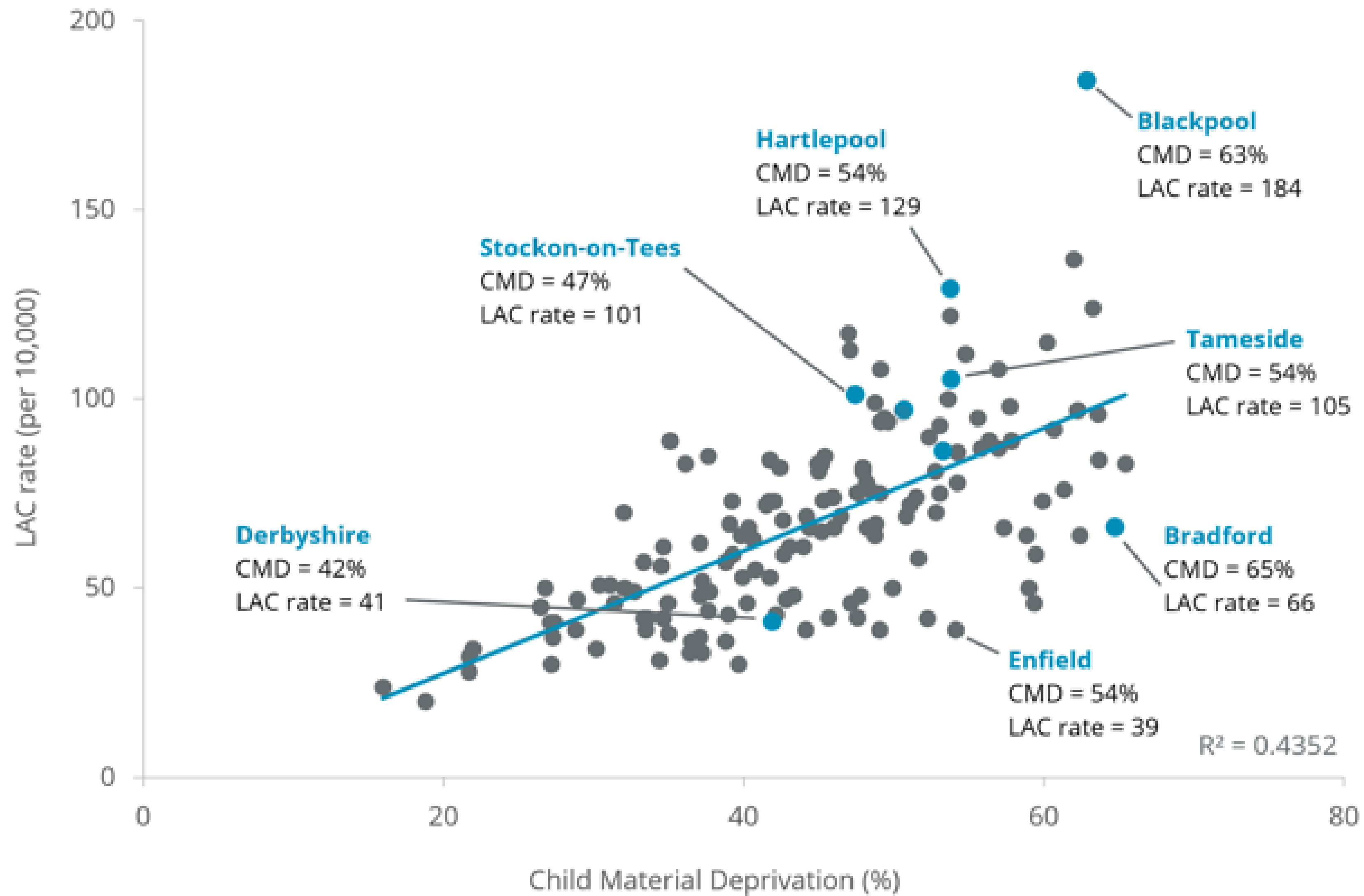


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Conflicting paradigms of politics & science

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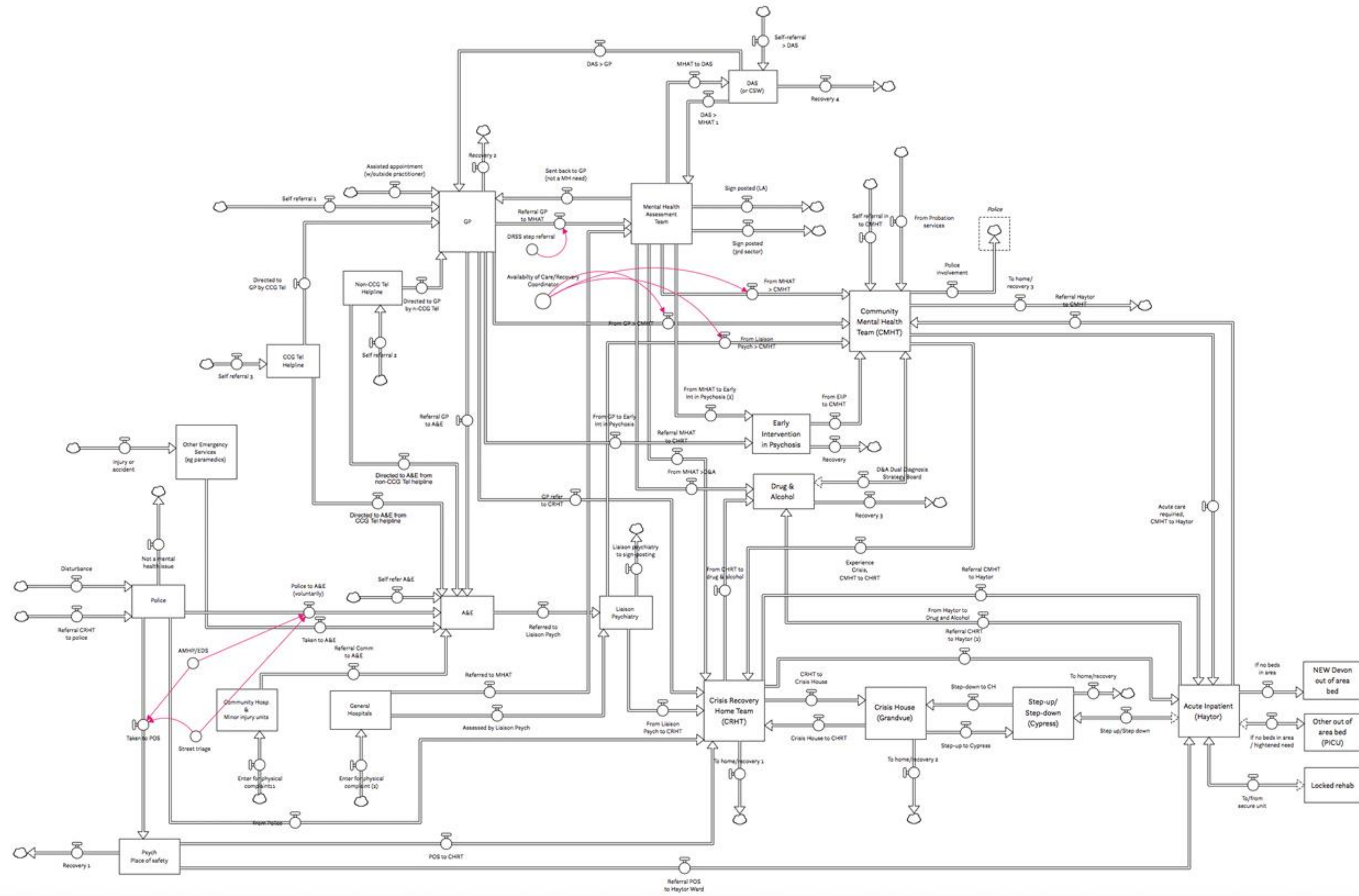
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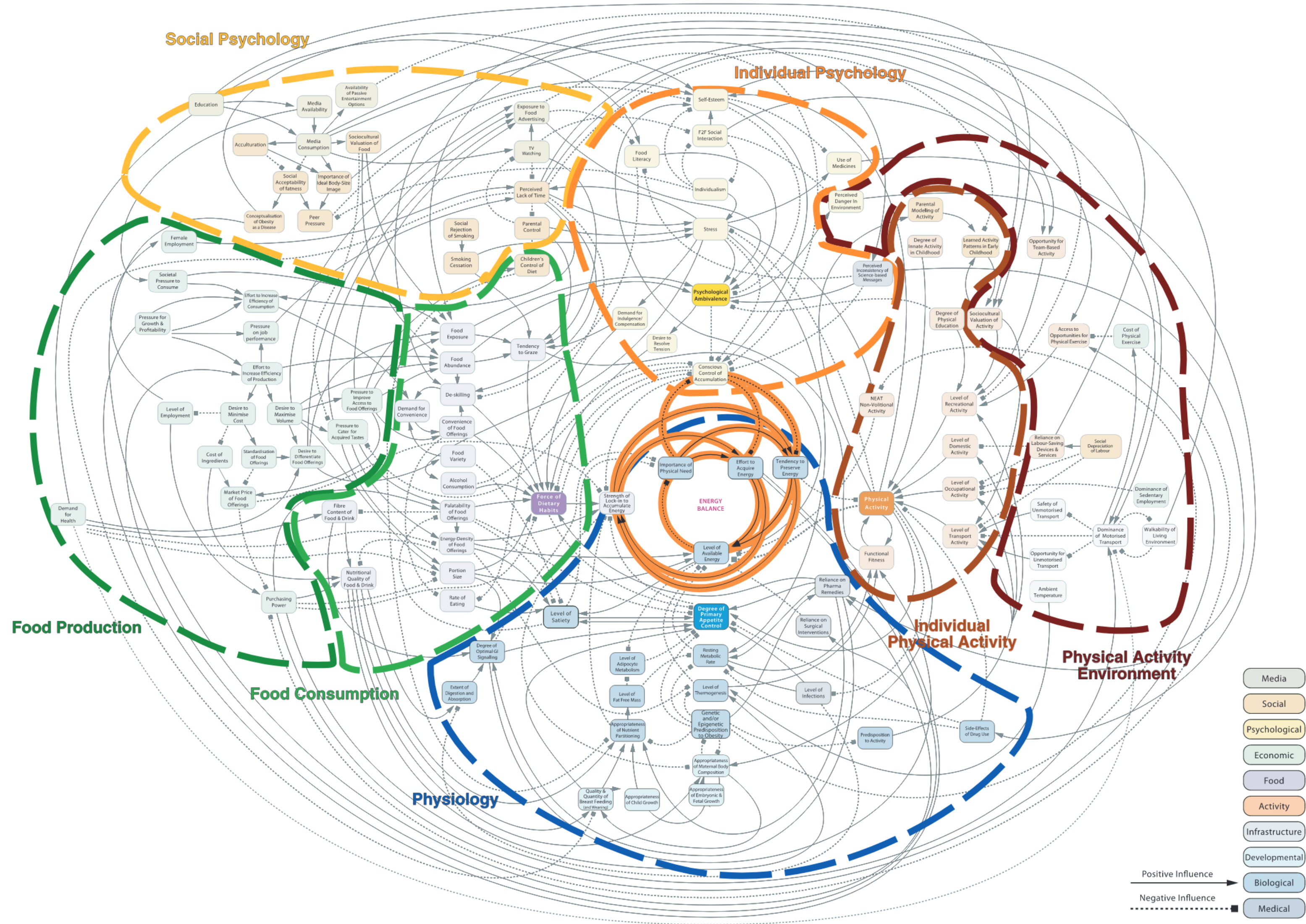
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Vandenbroeck, P., Goossens, J. and Clemens, M. (2007), Foresight Tackling Obesities: Future Choices – Building the Obesity System Map, London: Government Office for Science,

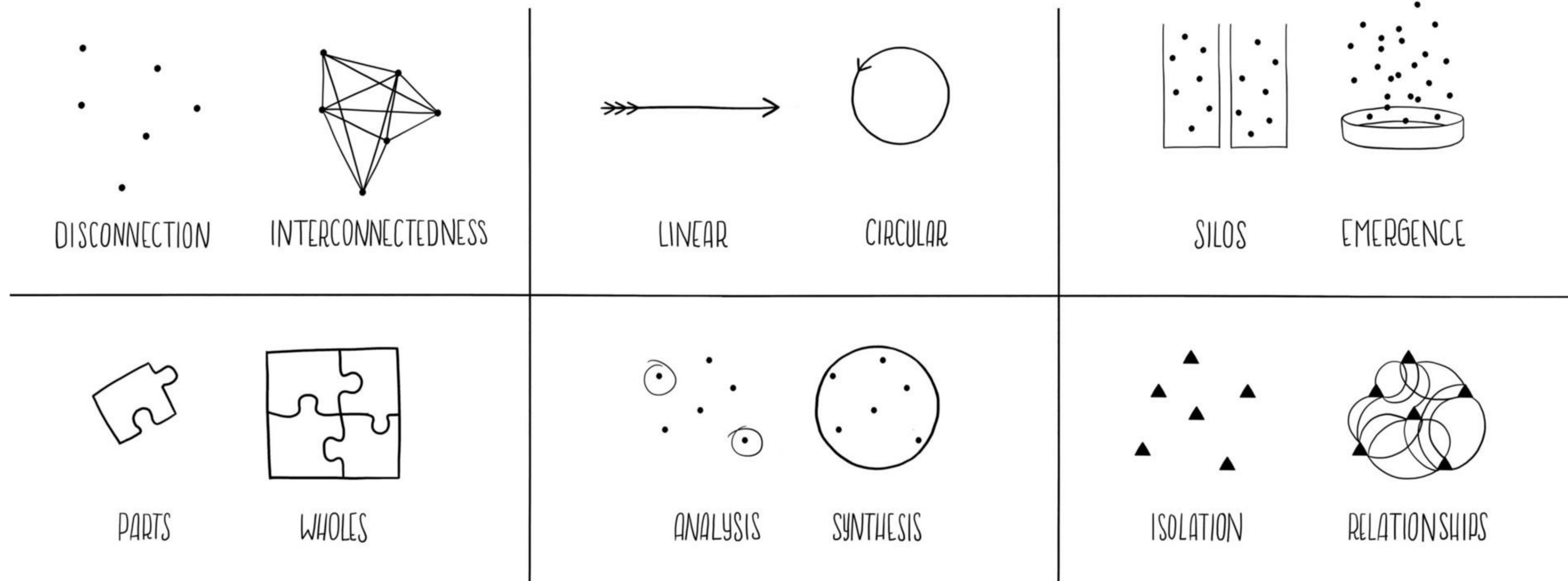
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TOOLS OF A SYSTEM THINKER



<https://medium.com/disruptive-design/tools-for-systems-thinkers-the-6-fundamental-concepts-of-systems-thinking-379cdac3dc6a>



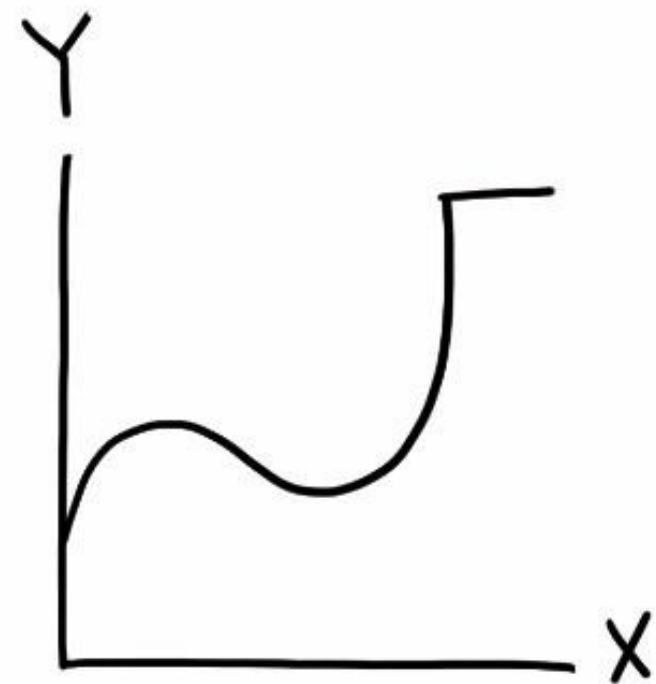
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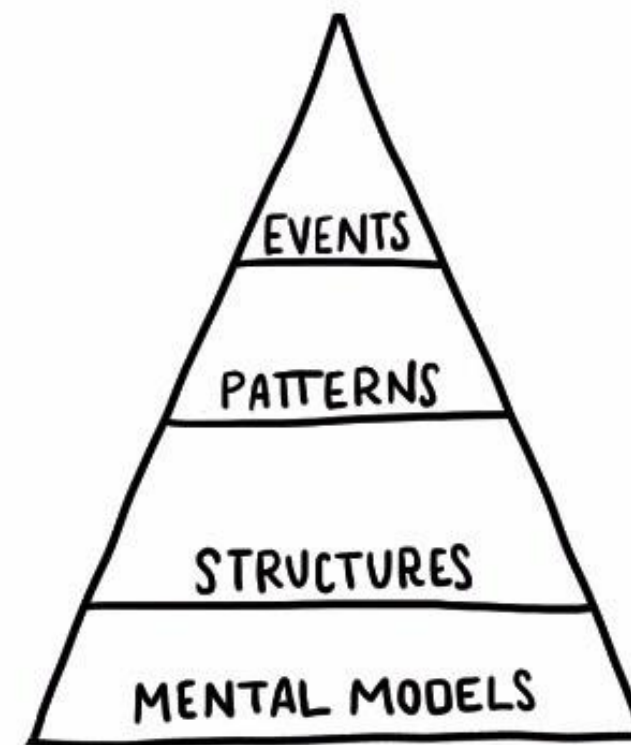
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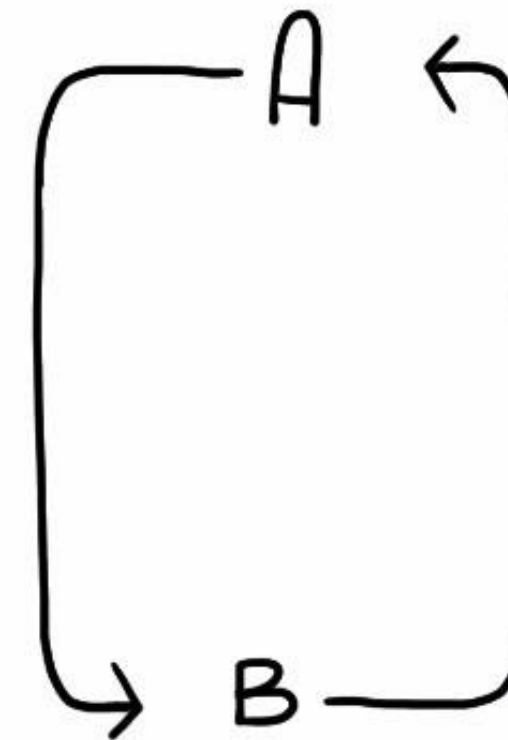
TYPES OF SYSTEM MAPPING



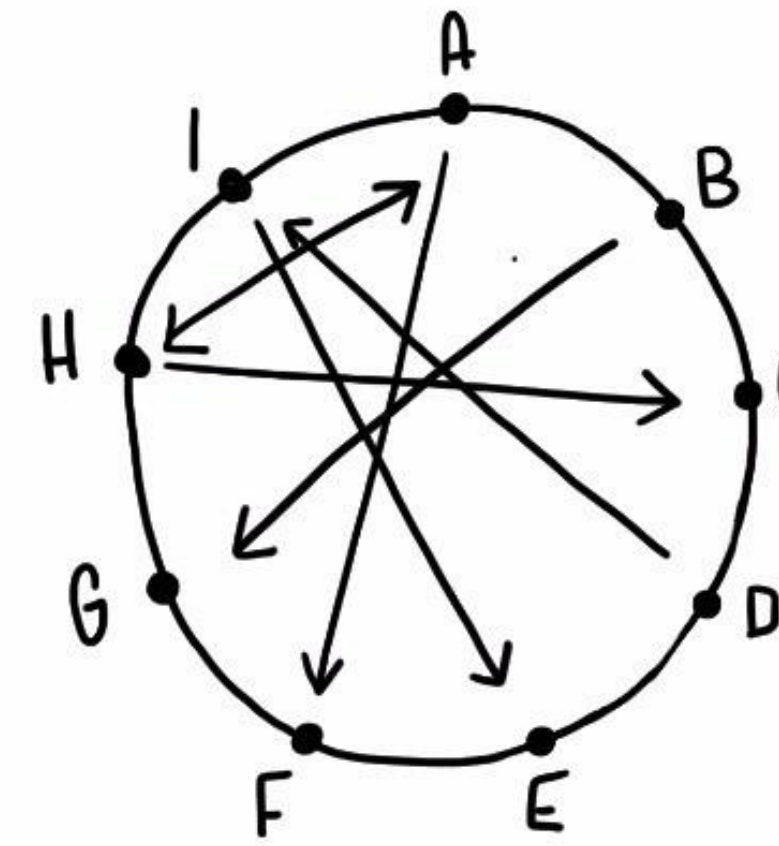
BEHAVIOUR OVER
TIME GRAPHS



ICEBERG
MODEL



CAUSAL LOOP
DIAGRAMS



CONNECTED
CIRCLES



<https://medium.com/disruptive-design/tools-for-systems-thinkers-the-6-fundamental-concepts-of-systems-thinking-379cdac3dc6a>

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