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**Injecting some science into the art of service design**

**Presenting Authors**

Dr Tim Hobbs1, Dr Aaron Lyon2, and Ailsa Swarbrick3

**Affiliation**

1. Dartington Service Design Lab (UK);
2. University of Washington (US);
3. Family Nurse Partnership National Unit (UK).

**Country of residence**

United Kingdom; United States of America

**Objectives/aims**

In this panel we will explore the benefits and limitations of traditional evidence-informed approaches to the design and testing of services for children, families and vulnerable adults. We will argue that current approaches can be too rigid and slow to develop, thus limiting the potential for impact at scale. In response we will explore the potential of blending science-based approaches with a user-centred design perspective, along with more nimble approaches to explore implementation and refine and improve practice (rapid cycle testing). Our aim is to prompt discussion about how to balance these more flexible approaches with sufficient rigour.

**Methods**

The format of this panel will be a series of four rapid-fire 'PechaKucha' presentations, in which presenters will present core ideas in 20 images presented on 20 slides, each for 20 seconds (so each input will last six minutes and 40 seconds). Each input will be following by a 15 minute chaired discussion with the audience, including some interactive voting to explore where the audience sits on the themes discussed.

**Main findings**

1. Tim Hobbs will first present an overview of some key limitations of purely evidence-informed or user-centred design (UCD) perspective, and will argue for the need to explore the intersections between both. He will also argue for greater attention on the systems in which services are situated within.

2. Aaron Lyon will describe the applicability of UCD in implementation science, drawing on data from two novel, mixed-methods approaches for evaluating the usability of complex practices. In each application, specific usability issues were identified – including some that were unanticipated – and prioritized for subsequent intervention/strategy revisions.

3. Tim Hobbs and Ailsa Swarbrick will describe a process of rapid cycle adaptation and testing of the Family Nurse Partnership in the UK, bringing together the rigour of research based evidence with the pragmatism of quality improvement approaches, and highlighting how nurses and clients informed and refined personalisation and clinical adaptations to the progarmme andthe importance of proactive emphasis on change management - the human factor in implementation science.

4. Ailsa Swarbrick will then further explore the value and importance of client/user voice in a design and test process for evidence based work which has relationships at its core, exploring themes of culture, power and what information is valued, . She will illustrate this with current, practical work seeking to develop innovative approaches for eliciting user feedback.