Design Guidebook session

Q Lab on reducing waits
30 November 2023

The Health Foundation

Q is led by the Health Foundation and supported by partners across the UK and Ireland
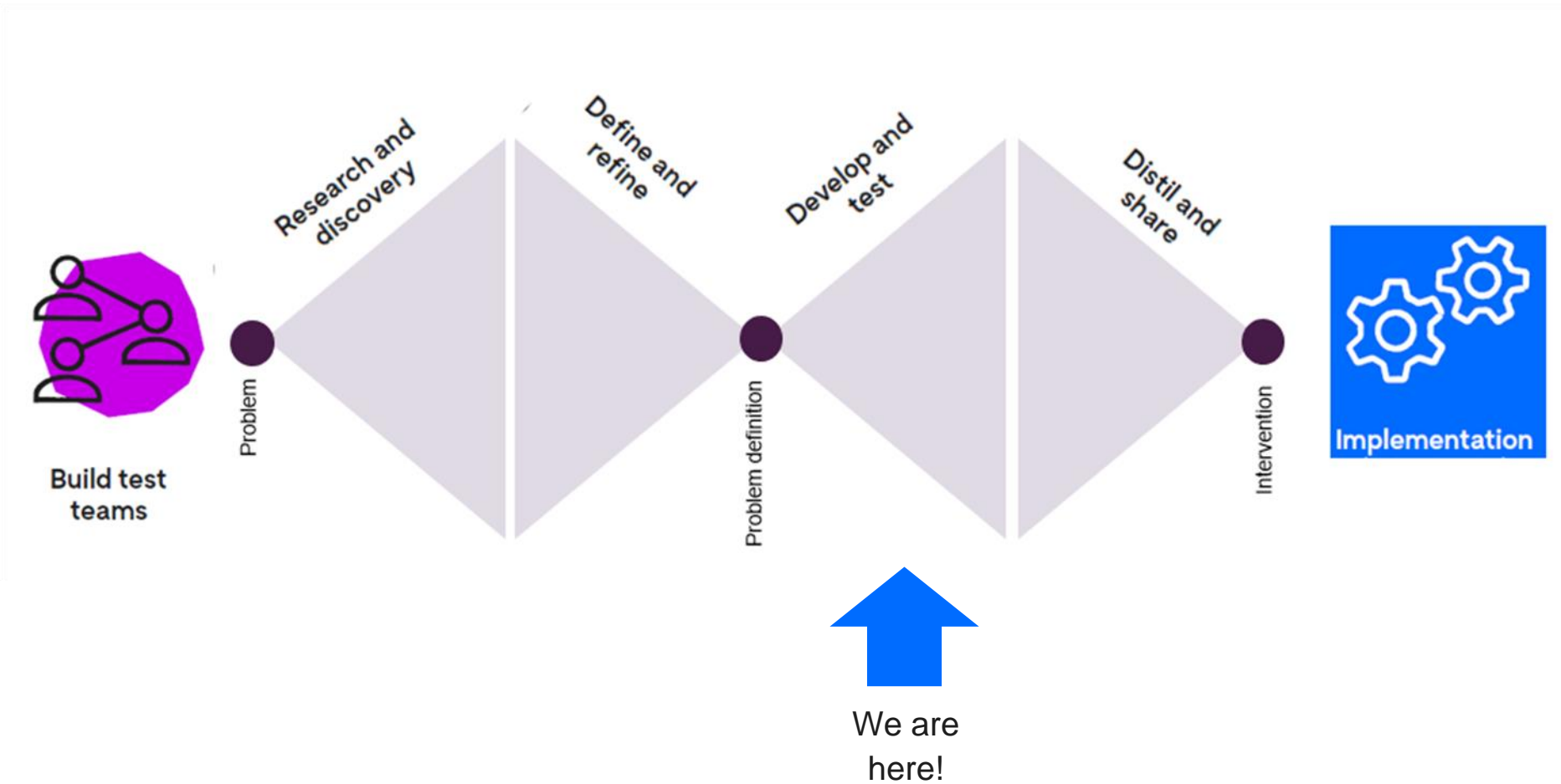
Objectives & Agenda

Support you to generate and select improvement ideas

Agenda

- Introduction to ideation and methods you can use

- Using the iceberg model to support decision making

- Team time in breakout groups to practice what we've covered

- Share reflections

- Introduction to concept sketching and prototyping

Where are we in the Lab process?

Build test teams

Problem

Research and discovery

Define and refine

Problem definition

Develop and test

Distil and share

Intervention

Implementation

We are here!

The Design Guidebook

The design guidebook brings together tools and methods you can use when following the Q Lab systemic design process to develop and test ideas.

It presents activities and approaches that have been used in many different industries, and presents them as a potential journey that you can follow.

Activities menu

Build test teams	Research and Discovery	Define and refine	Develop and test	Distil and share
Build your team, agree a shared vision and define how you will work together.	Gather data and insight to build understanding of how to address your challenge.	Analyse and make sense of insights to identify areas amenable to change.	Generate and develop ideas to improve the situation and begin prototype testing.	Continue prototyping and testing, collect data to understand the impact and learning.
1. Develop a shared vision 2. Consider power, control and engagement 3. Agree decision-making responsibilities 4. Map your stakeholders 5. Assess your skills for collaborative change	1. Ethnographic research 2. Understand demand, capacity and variation 3. Journey mapping 4. Develop a systemic understanding	1. Extract learning 2. Identify themes 3. Create personas 4. Identify opportunity areas	1. Generate and filter ideas 2. Create concepts 3. Develop prototypes 4. Test prototypes with stakeholders	1. Test your idea in practice 2. Analyse findings and decide how to proceed 3. Consolidate and share learning 4. Consider your plans for implementation

Warm up activity

30 Circles Challenge
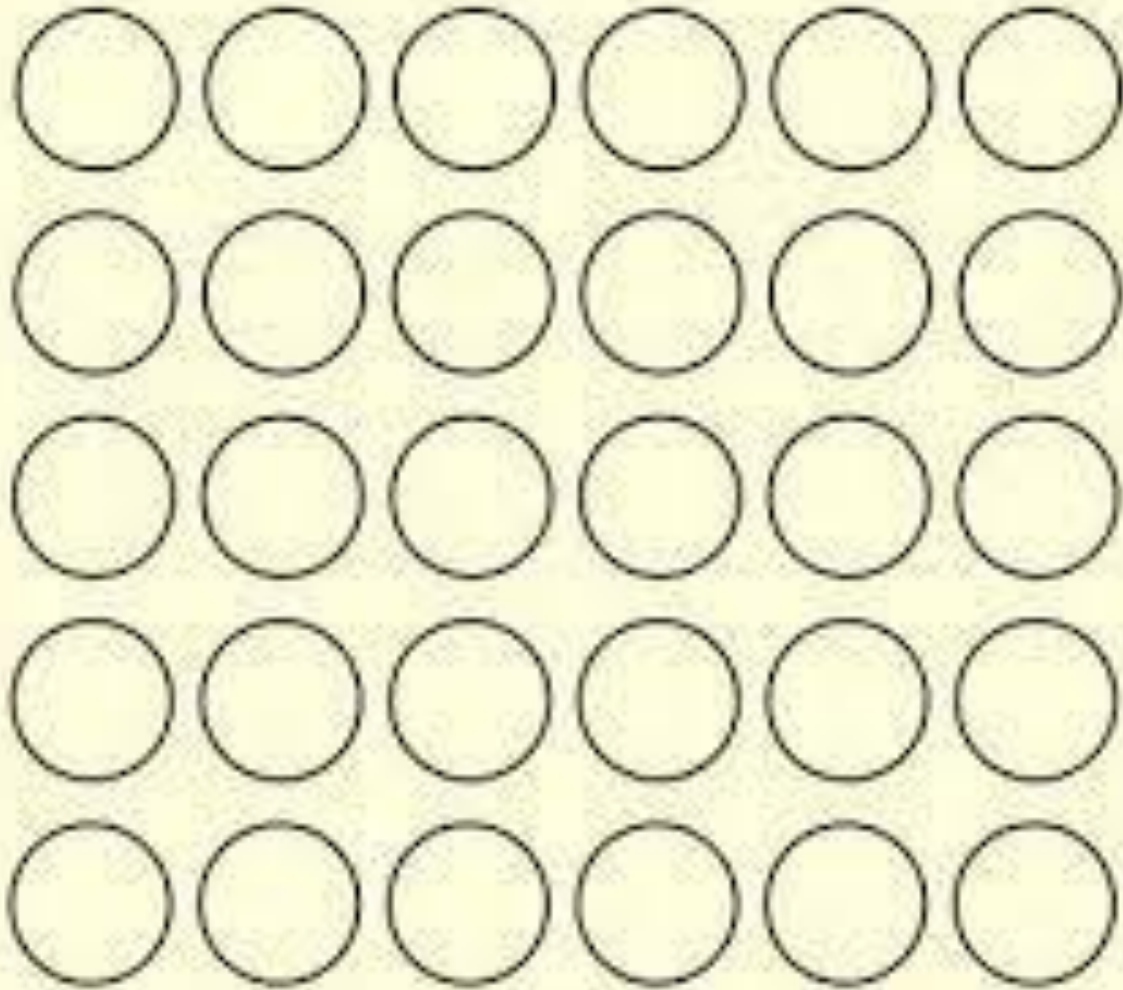
30 Circles

3 mins

- On a blank sheet draw 30 circles

- Turn as many of the blank circles as possible into recognizable objects

Introduction to Ideation

What is Ideation?

Ideation is a creative process where we generate ideas in sessions through activities such as Brainstorming, Sketching, Dot Voting….

The purpose is to generate a large quantity of ideas that you can then filter and cut down into the best, most practical or most innovative ones to inspire new and better design solutions and products.

When ideating remember…

- **Aim for quantity over quality**. Defer judgment. There are no bad ideas

- Push past obvious first ideas.

- **Think broad**. Welcome the unusual. It's not about the 'right' idea.

- Building on the ideas of others. Yes and…

- Design isn't about artistic ability, **express your ideas in whatever way works for you**
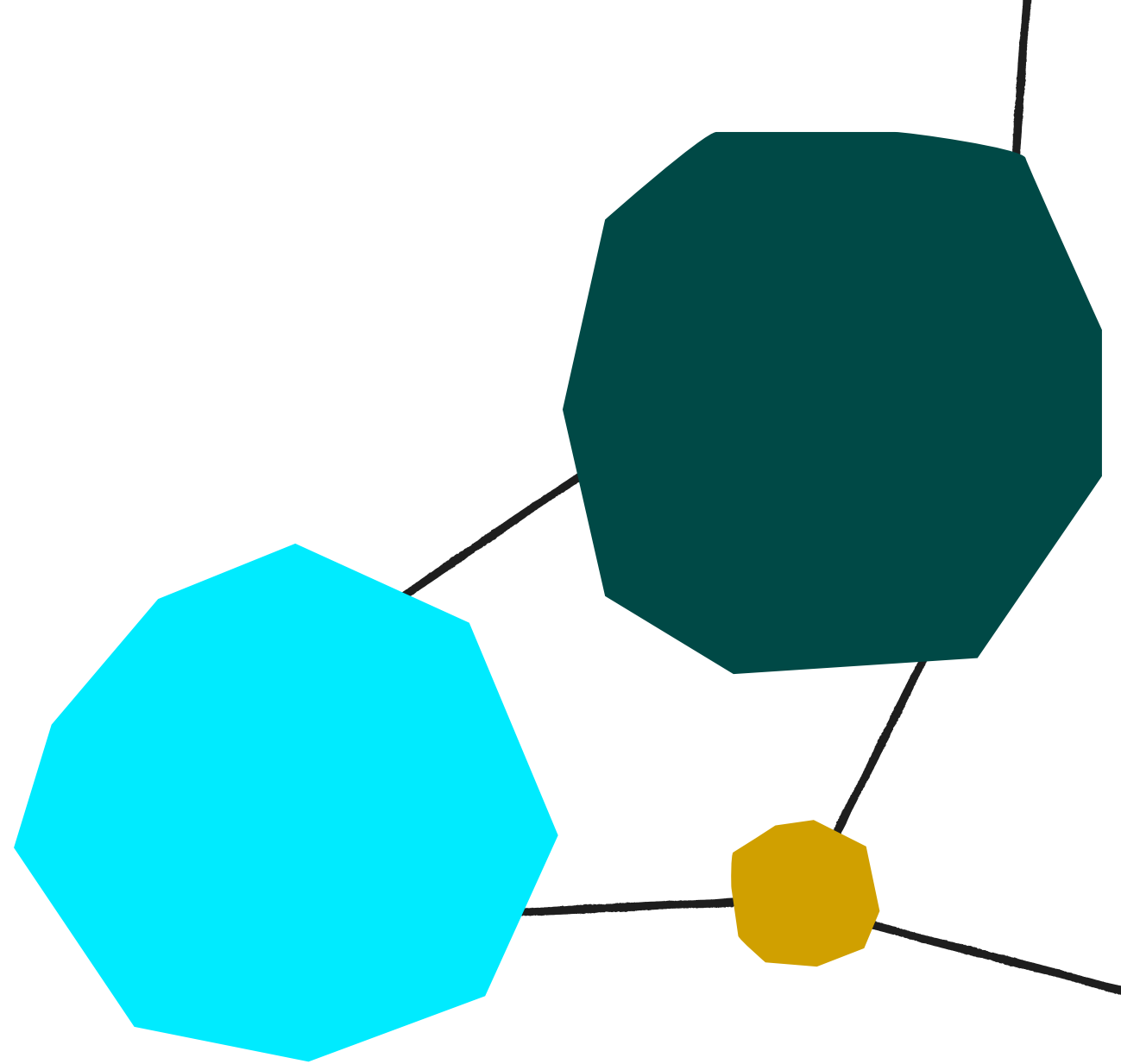
Brainstorming

Often uses 'How might we' questions to help generate 100s of ideas quickly.
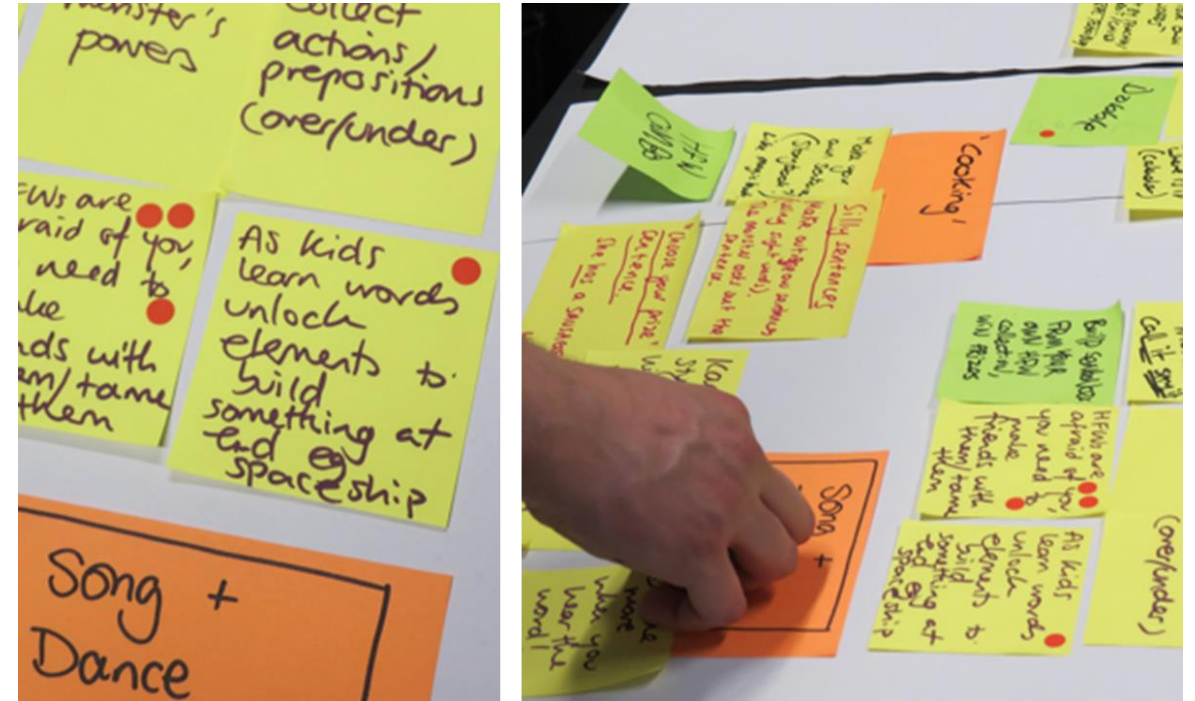
The focus is on quantity over quality.
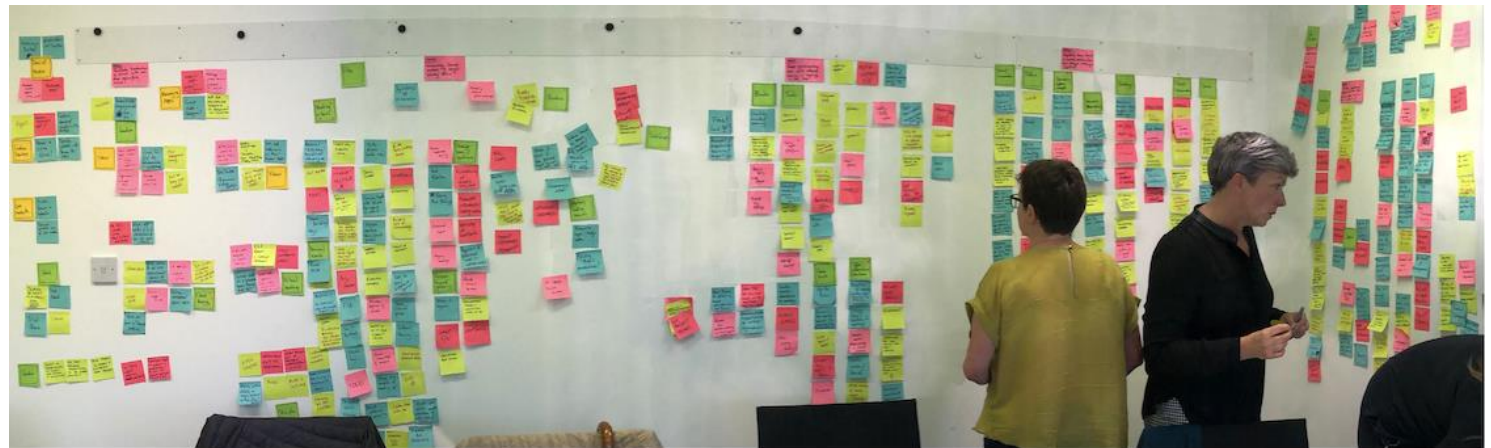
Dot Voting

A democratic way of seeing which ideas are popular and could be taken forward.

Enables everyone to contribute equally.

Concept Sketching

A good way to explain an idea in more detail and think about how it might function in the world.

Easier to communicate an idea to others with a supporting image.

IDEA CARD

Name of the idea
Booklet For Continued Care

Target audience
Elderly patients

Description
Providing better care experiences to patients through the use of a care booklet. The booklet helps medical personnel track the patients' health over time, and allows elderly diabetes patients to capture their health issues. The booklet can be used to guide conversations & monitor any symptoms.
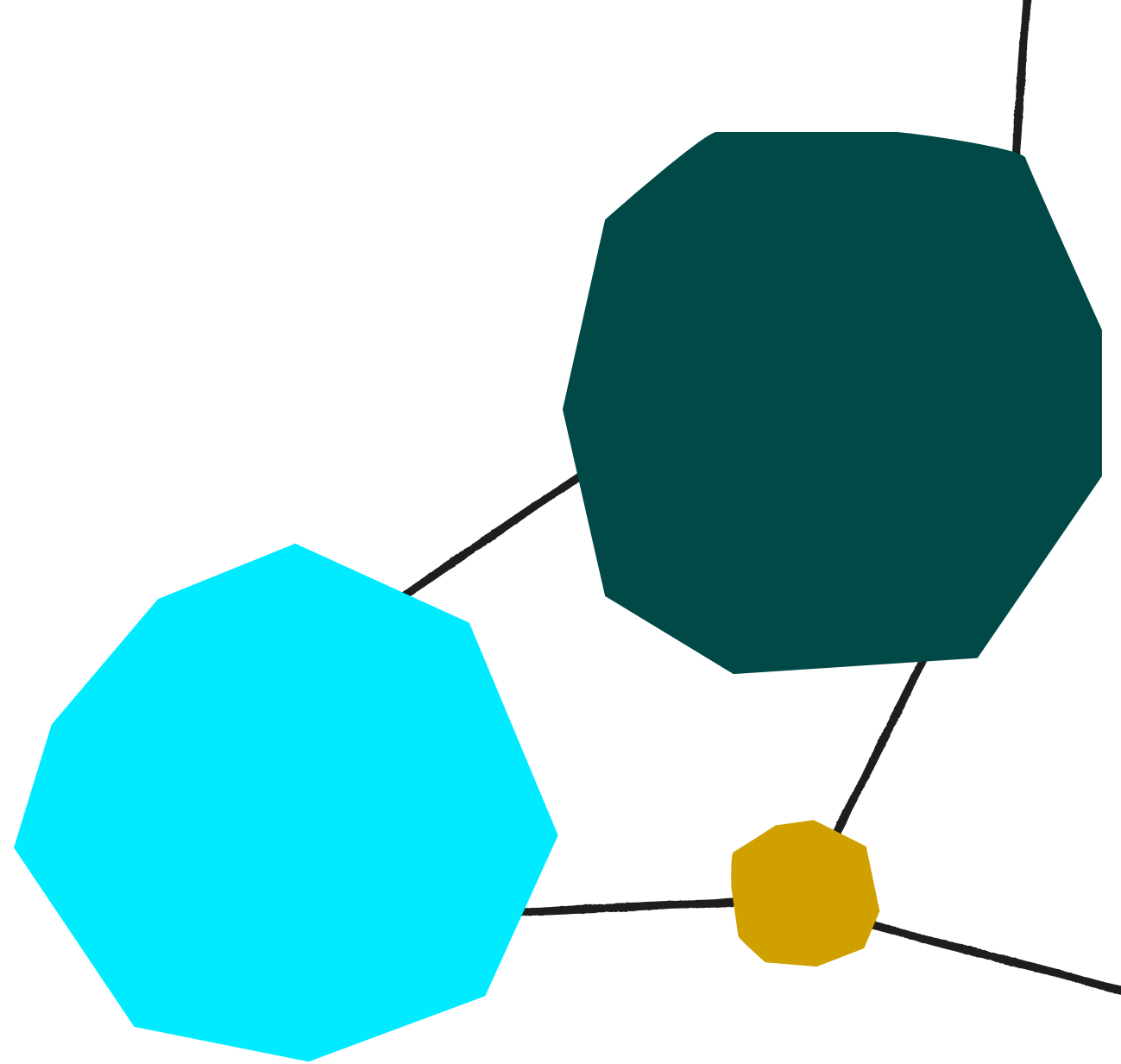
Illustration

Ideating

Yes And…

5 mins

- Ask one person to start by proposing an idea to answer our question:

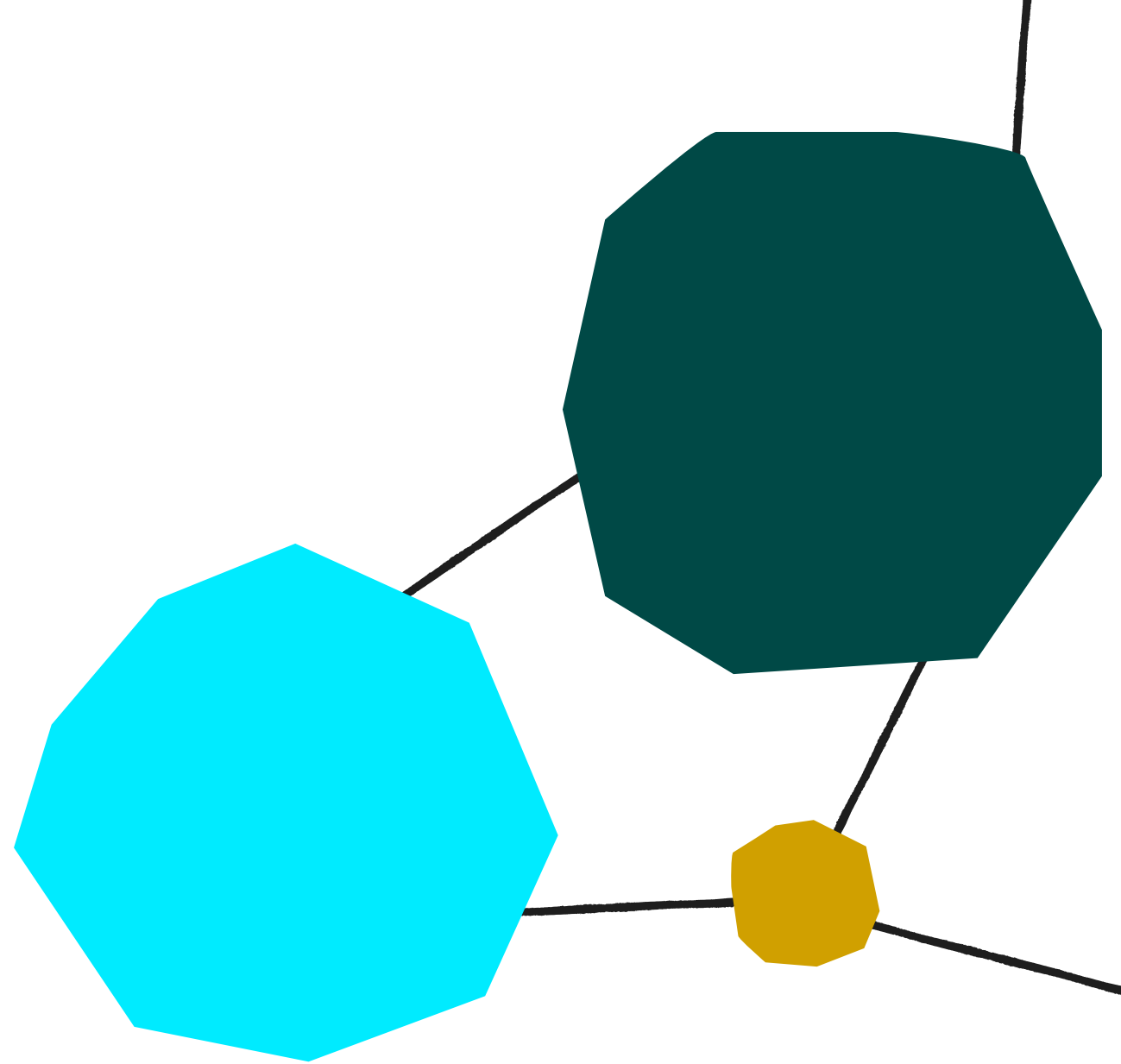 ***How might we encourage people to cut their carbon footprint?***

- The next person adds to the idea, starting by saying "Yes, and...", continuing around the circle in the same fashion
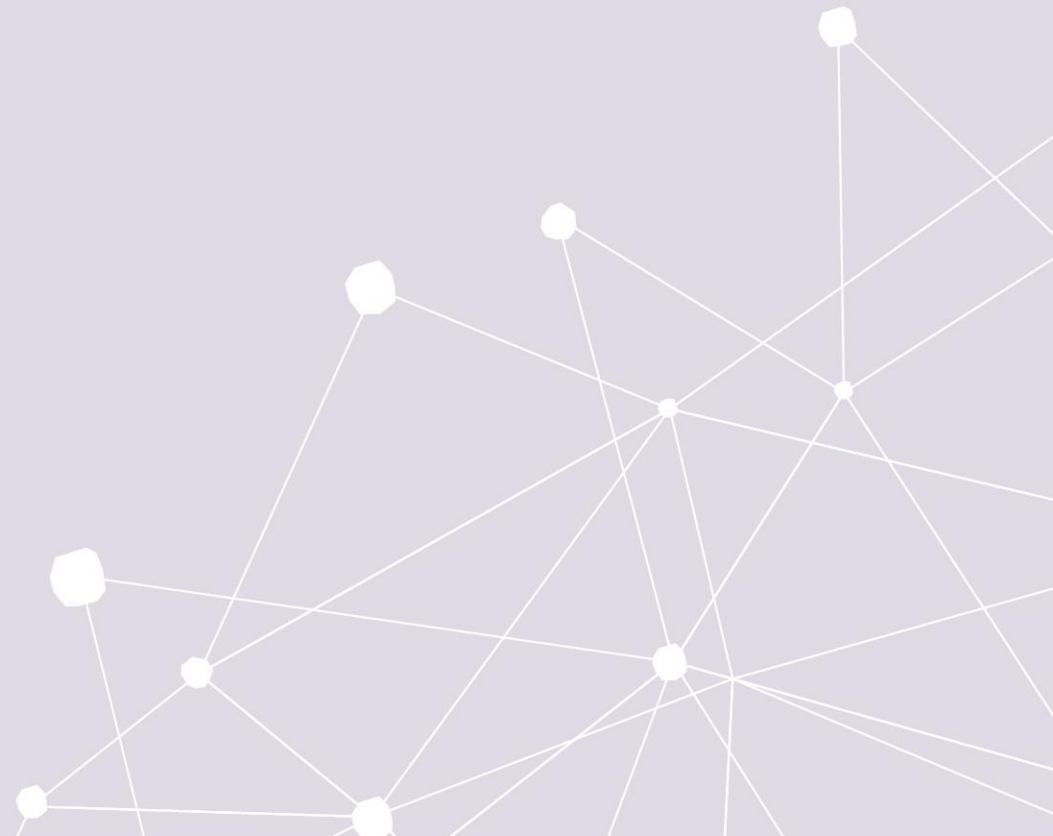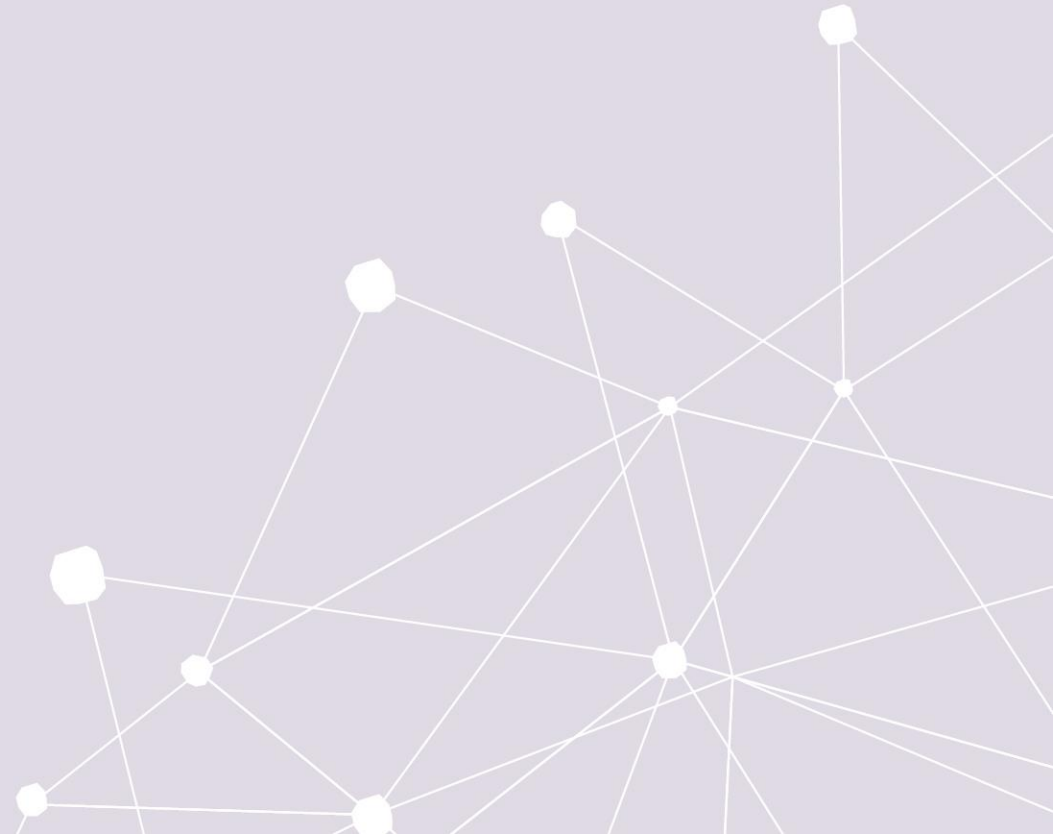
Crazy 8s

8 mins

- Fold a piece of paper into eight sections

- Individually, reflect on the question:

  How might we encourage more people to use public transport?

- Sketch one idea in each rectangle, until all sections are filled

Break

Iceberg model

Iceberg Model

The iceberg: a tool for guiding systemic thinking

Events — React
What just happened?

Patterns/trends — Anticipate
What trends have there been over time?

Underlying structures — Design
What has influenced the patterns? What are the relationships between the parts?

Mental models — Transform
What assumptions, beliefs and values do people hold about the system? What beliefs keep the system in place?

Using the iceberg to guide idea selection

Iceberg Model

The iceberg: a tool for guiding systemic thinking

What is your idea?

How does it respond to the patterns or trends?

How is it challenging prevailing patterns?

What new mindset or belief underpins the idea?

Events
What just happened? — React

Patterns/trends
What trends have there been over time? — Anticipate

Underlying structures
What has influenced the patterns? What are the relationships between the parts? — Design

Mental models
What assumptions, beliefs and values do people hold about the system? What beliefs keep the system in place? — Transform

Team Time

How Might We…

Using previously developed how might we statements, work in teams to…

- Brainstorm on ideas

- Reflect on the ideas using the iceberg model

- Select the 'most promising' ideas

- Theme and Cluster

- Share back in plenary

Solo Generation

Individual ideation
5'

Share & Reflect

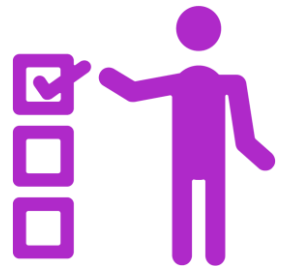*Quick share out and constructive feedback*
5'

Round of Pitches
Each person gets one minute to share their ideas

Vote

Select the ideas that resonate

Voting
Each person tags their favorites

Reframing the Problem – How Might We…

This method allows us frame a problem statement as an opportunity question that could be answered in many different ways, thereby emphasising possibility rather than certainty.

Guidelines

- Start with the problems (or insights) you've uncovered

- Avoid suggesting a solution

- Keep it broad

- Focus on the desired outcome

- Phrase it positively

Problem statement: **People who like to listen to podcasts** need to be able to **easily bookmark or save interesting parts** of podcasts **while commuting** because **having to find these points afterward is time-consuming and difficult**.

- **Amp up the good:** HMW make an entire podcast interesting for users?
- **Remove the bad:** HMW present interesting parts of podcasts to users?
- **Explore the opposite:** HMW make finding interesting parts of podcasts the most exciting part of listening to podcasts?
- **Go after adjectives:** HMW make bookmarking or saving easy instead of difficult?

Discussion

Concept Sketching

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Easier to communicate an idea to others with a supporting image.

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Illustration

Prototyping

Crafting a simple experimental model of your proposed solution so you can check how well it matches what users want through the feedback they give.

During the prototyping phase ideas are brought to life quickly, cheaply and safely on a small scale, to see what works and doesn't work in practice.

This enables rapid change and refinement of ideas for potential solutions before investing lots of time and money in fully developing them for implementation
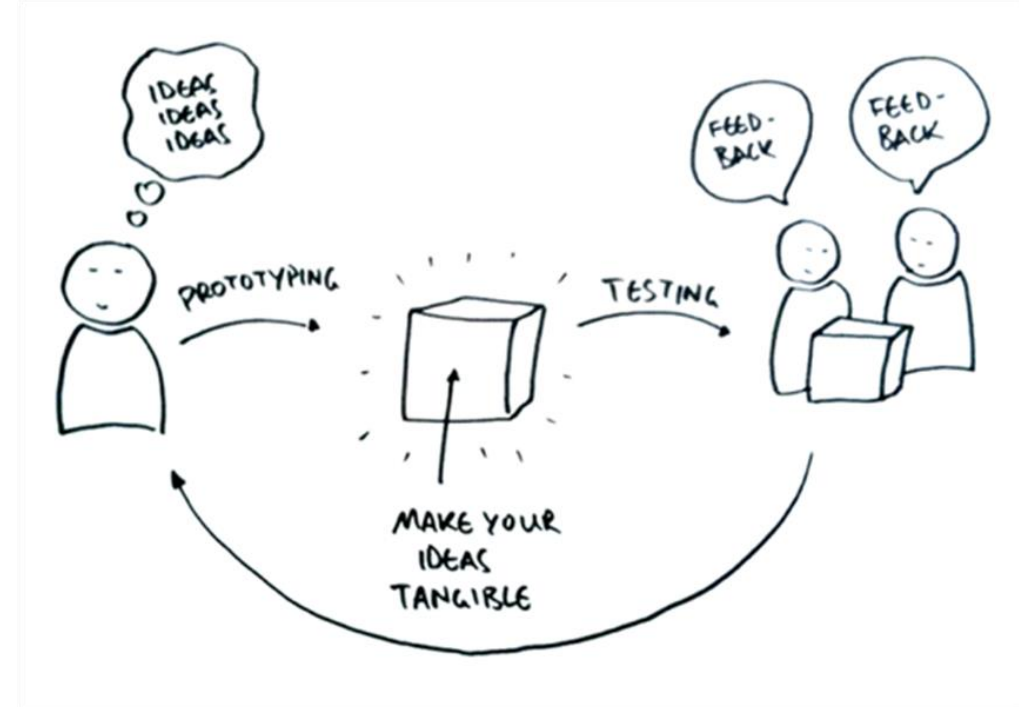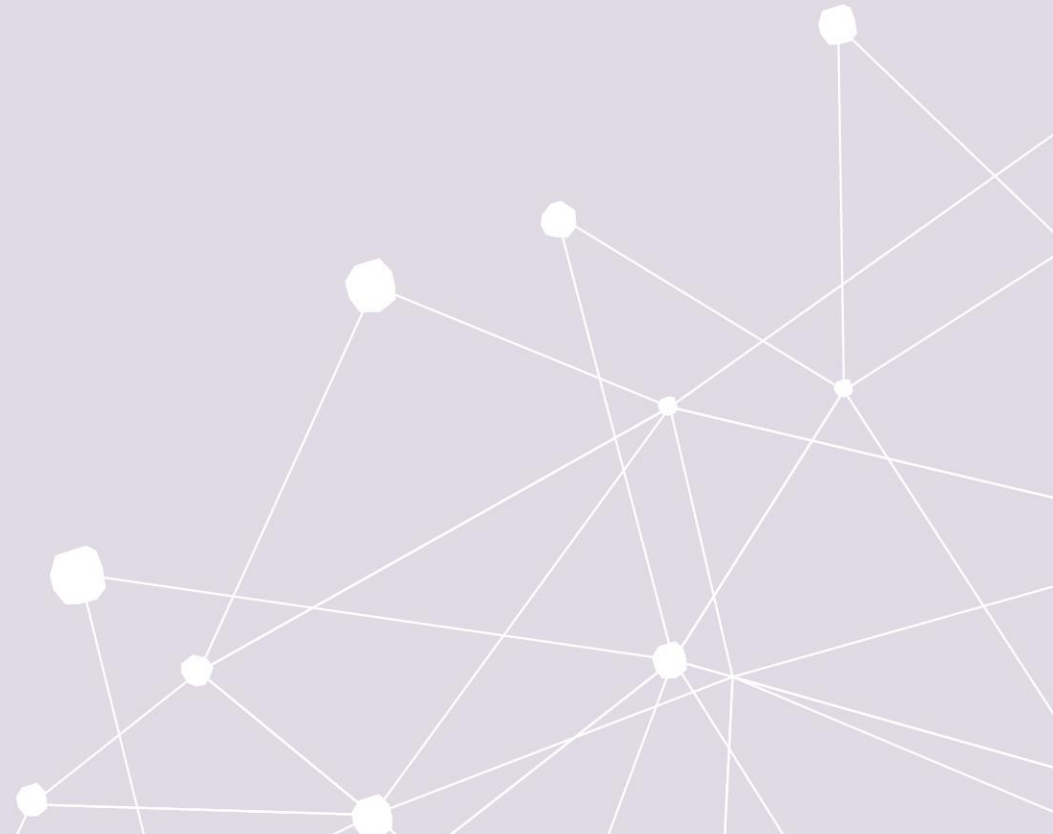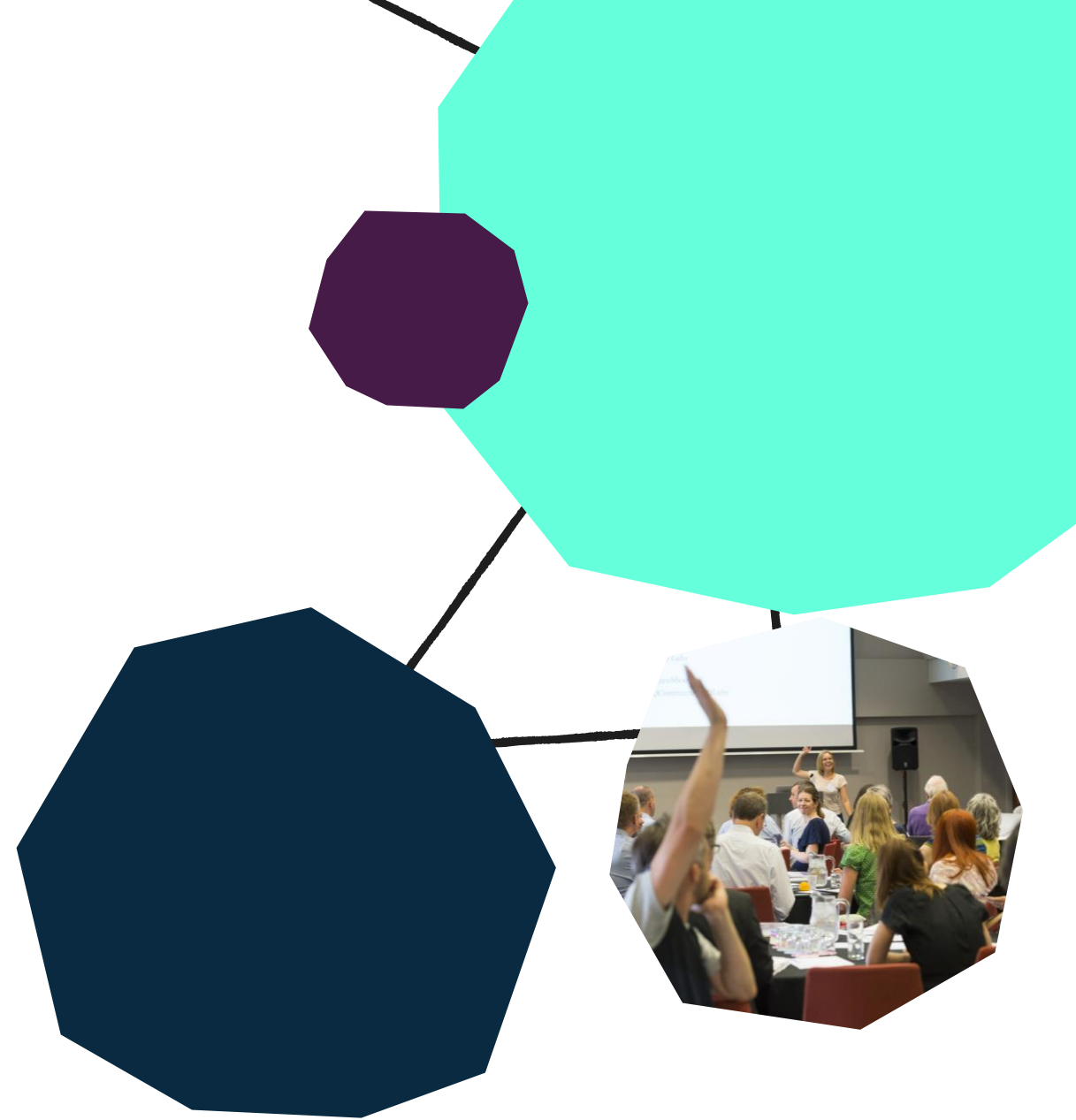

Image: University of St.Gallen

Next Steps

Your reflections from today

I liked…

I wish…

I wonder…

Next steps

Start concept sketching for your ideas

Book in your December coaching session

Save the date for February workshop (Feb 1st)