

Design Hop

Building better digital services



CAST
Driving social change
with digital technology

The *elle*
Community
Foundation
Northern Ireland



Catalyst



Set up
Onboard
Share
Wrap up



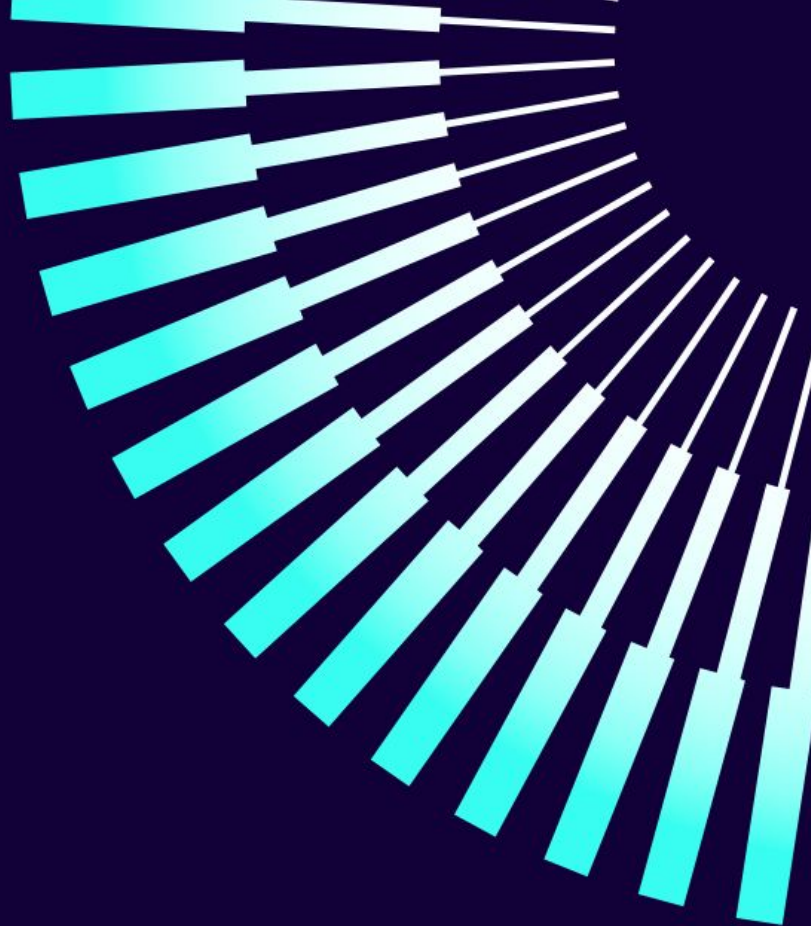
CAST

Driving social change
with digital technology



Catalyst

UK collaborative to
bring a social purpose
to the digital revolution



Design Hops

Introduction to digital service delivery

Explore a 'user centred' design process to see how it's used in practice

Try it out with a framework for ourselves

Today

Context setting and examples

Discovery phase - understanding the problem

In those two weeks

Complete your user research!

Have a chance to mull this way of working over

11th August

Understanding our user research

Generating ideas to test in the real world

First reflections

Reflections (7 mins)

What are your hopes and fears about digital?

What stood out from the pre-reading articles?

An introduction to 'digital' processes and service design for charities



CAST [Follow](#)
Sep 5, 2019 · 6 min read



CAST is running more [free Design Hop workshops](#) across the UK over the coming months, in partnership with regional networks. [Here's some context.](#)



Drafting and role-playing user research questions at a Design Hop follow-on event

What we're learning about how the sector understands "digital"



Cassie Robinson, [Follow](#)
Apr 30, 2019 · 9 min read



If "Digital" is the answer, then...?

Imagine we are cafe owners, a small place on the edge of a small town, selling popular home-roasted coffee and simple sandwiches and cakes.



What a digital organisation looks like



Janet Hughes [Follow](#)
Jun 6, 2017 · 10 min read



There's been a lot of work to define what a good digital service looks like (see for example the government's [Digital Service Standard](#)). It's less obvious what to do if you want to make your whole organisation digital, and there are even fewer success stories to model yourself on.

This lack of clarity breeds indecision, risk aversion and a lack of confidence, which results in poor leadership and bad outcomes for users and sometimes also for society in general. Even when organisations want to become digital, it's hard to know where to start. We [@doteveryoneuk want to try to help fix that.](#)

Here's where we've got to so far in our thinking — we'd love to hear what you think.

Digital is something you are, not something you do

Digital isn't a list of things to do. It's about how you think, how you behave, what you value, and what drives decisions in your organisation. Or, to put it

Introduction to digital development

1,400,000,000,000

400



Parent Talk

Down-to-earth parenting
advice you can trust

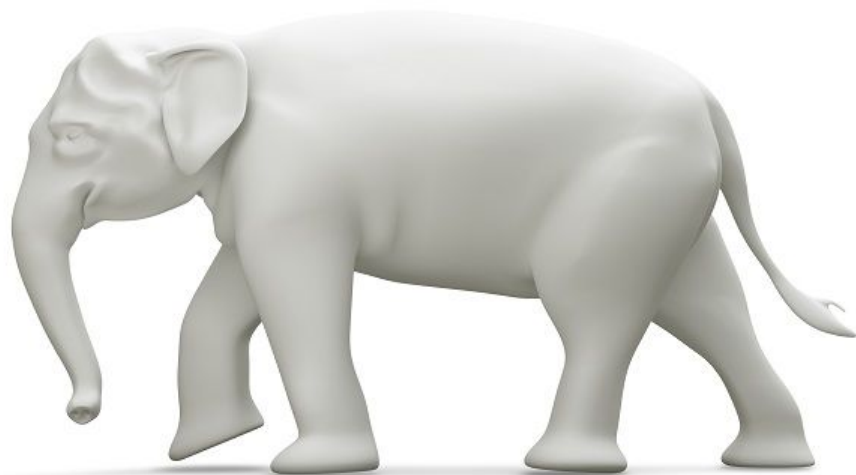


What is 'digital'?

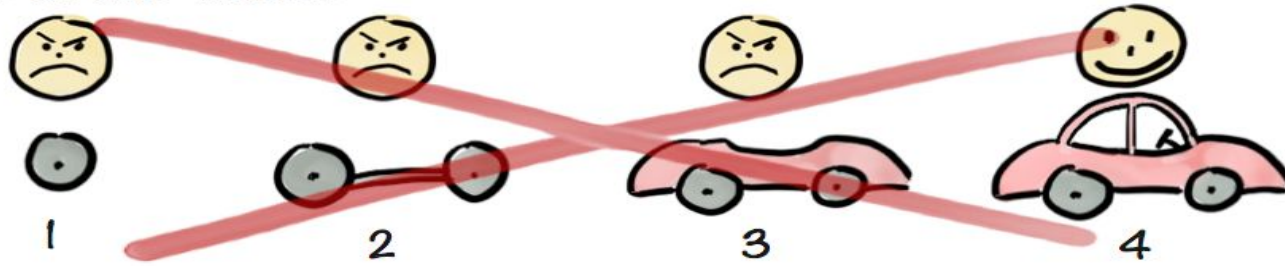


What is 'digital'?

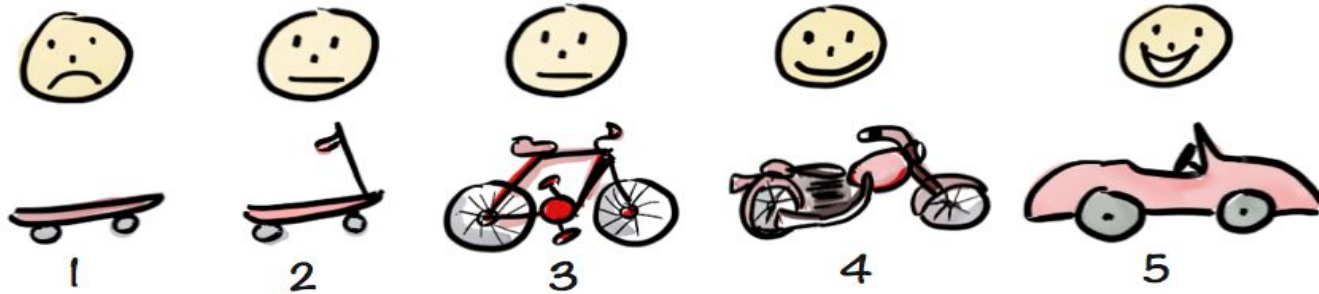
Applying the **culture** and **technologies** of the Internet-era to make our organisations more **resilient** and **responsive** to the changing expectations, needs and behaviours of the people we support.



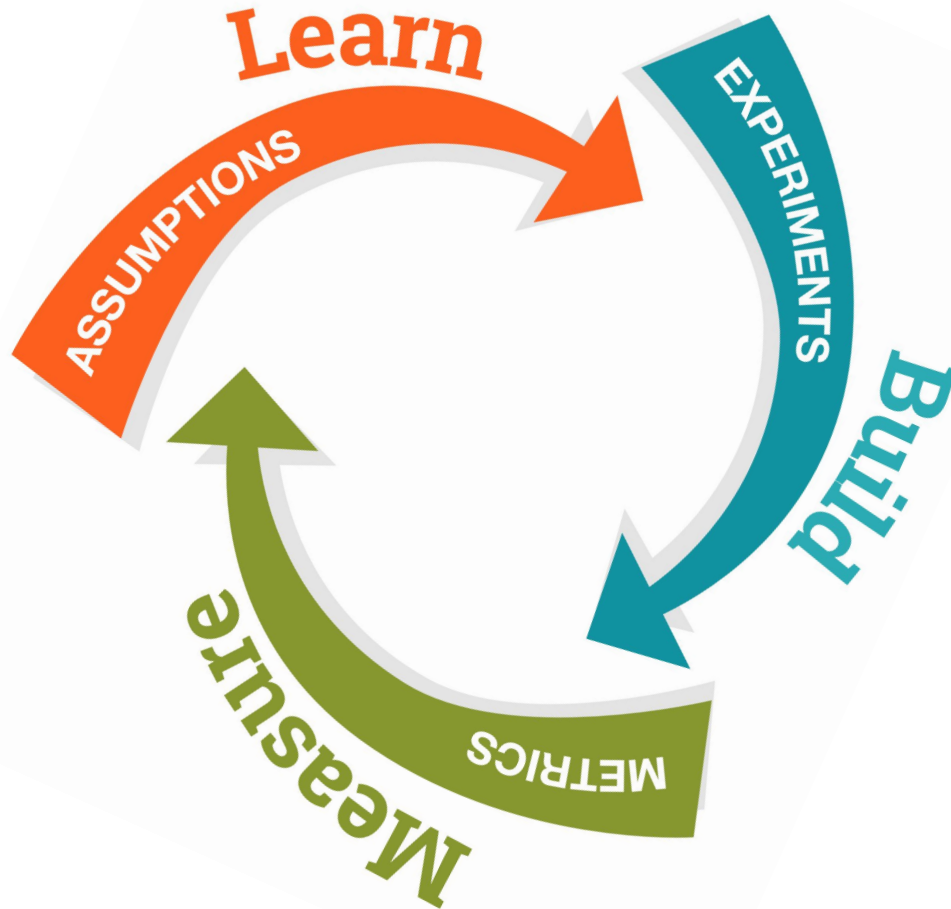




Constant iteration



Test
driven



User
centred

Examples

Student Hubs

Core Challenge

- Need a straightforward and attention-keeping volunteer sign up process for students, whilst collecting the crucial information that we needed.

Solution

- Link to an external form with a fun user experience, prompting them to continue.

Next steps

- Add ability to join multiple projects to all project sign-up forms
- Link with Zapier and Trello to better manage volunteers.

1 → Hi Brookes Hub! My name is...

Type your answer here...

2 → And my email is...

abbrightman.business@gmail.com|

OK ✓

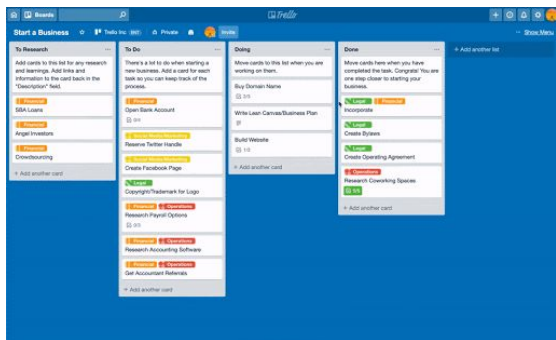
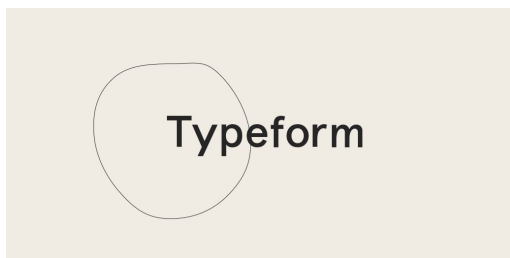
press ENTER

3 → And I want to sign up to volunteer for

☐ A Schools Plus

☐ B Barton Homework Club

☐ C Homeless Action Group



Tech

- Typeform: interactive online forms
- Zapier: creates automatic functions between tools
- Trello: visually organises columns and cards
- Cost: Free

Law Centres Network

Core Challenge

- Reducing missed appointments in law centres

Solution

- Appointment reminder SMS tool
- Easy-to-use for law centre staff

Next steps

- Launched the service with 6 law centres
- Granted \$75,000 funding to continue development.

The screenshot shows a web application interface for the Law Centres Network. At the top left is the logo, and at the top right is the user name 'Andrew Sprinz at Live Law Centre' with a settings gear icon. A teal navigation bar contains links for 'Clients', 'Received messages', 'Sent messages', and 'Manage your centre'. The main heading is 'Send SMS', followed by the instruction 'Pick a message template and then send the message to Andrew Flett'. Below this are four template cards: 'Appointment Confirmation' (for creating appointment confirmations), 'Appointment Reminder' (for creating appointment reminders), 'Document Reminder' (for creating document reminders), and 'Key Date Reminder' (for creating key date reminders). Each card has a 'Use template' button.



Tech

- Off-the-shelf SMS tool
- £20 per month during the three-month trial
- Additional digital design for admin and client versions

“The speed at which you can develop something using this approach has been an eye-opener, it makes things seem more possible.

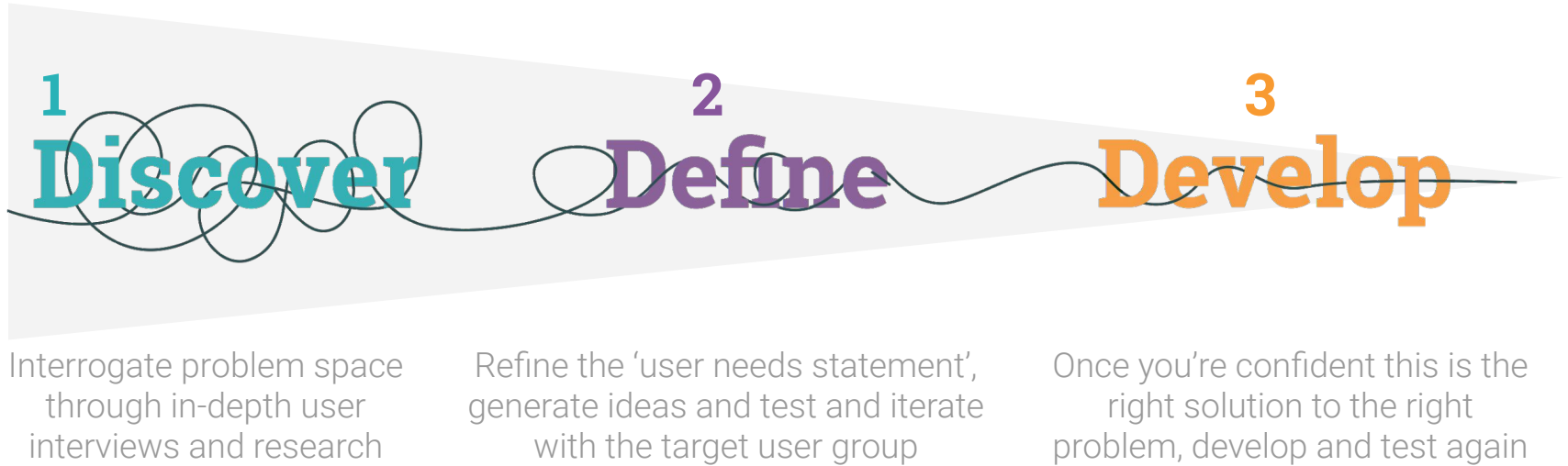
Breaking things down opens the door to a potential solution. I am now saying day to day ‘tell me what the problem is, not what the solution is’.”

- *Julie Bishop, CEO, Law Centres Network*

Any thoughts/questions?

Process

The user at the heart of the process



Phase 1: Discover – Understand the problem

1 Knowledge Board (see template)	2 What's your desired outcome?	5 What you already have	6 What's out there
3 User needs	4 What user research will you do?		

Phase 2: Define – Generate early ideas

7 Solution storyboard (see exercise)	8 Your solution in a sentence
---	--------------------------------------

Phase 3: Develop – Build & test a skateboard

9 What's your skateboard?	10 How will you test it?
----------------------------------	---------------------------------

Let's try it!

1. Discover

Understanding the problem space (5 mins)

Bring out the Knowledge Board you worked on.

Which of these problems/big unknowns would you like to focus on today?



What's the outcome you have? (3 mins)

Thinking of the problem or frustration you'd like to tackle, what is the outcome once it's solved?

Write the outcome onto your canvas.



Outcome example:

Clients arrive on time for their appointments with the correct documents.



What's the outcome you have? (3 mins)

Thinking of the problem or frustration you'd like to tackle, what is the outcome once it's solved?

Write the outcome onto your canvas.



User Research

It's crucial you conduct research with your service users directly. It means you:

1. Understand what their problems are, for example either by interviewing them and seeing things from their perspective.
2. Understand their behaviours. So you make something they'll actually use.
3. Can articulate what the common needs are (it's not about individual opinions, it's about common needs).

User needs statements

As a... [the people affected by the problem]

When I... [the situation in which problem occurs]

I need...

So that [outcome I need]

A good example...

As a person seeking legal support

When I am making an appointment to speak to a lawyer

I need to be reminded of the date, and which documents I need to bring, a week before

So that I turn up at the right time, with the right things.

A not so great example...

As a staff member

When I want to source interviewees

I want to have a database of volunteers whom I can contact to speak on inequalities.

A not so great example...

As a young person

When I feel isolated and frustrated

I need a space to belong in which I can be valued, listened to and supported

So that I can feel better about myself and my community.

User needs statements (8 mins)



As a... [the people affected by the problem]

When I... [the situation in which problem occurs]

I need...

So that [outcome I need]

User Research

It's crucial you conduct research with your service users directly. It means you:

1. Understand what their problems are, for example either by interviewing them and seeing things from their perspective.
2. Understand their behaviours. So you make something they'll actually use.
3. Can articulate what the common needs are (it's not about individual opinions, it's about common needs).

Law Centres Network

User insights

- Users lead chaotic lives
- Many don't have English as their first language
- 93% of adults have a mobile phone with SMS messaging capabilities
- Some clients had requested SMS reminders
- Law centres are time-poor so need ready-made templates

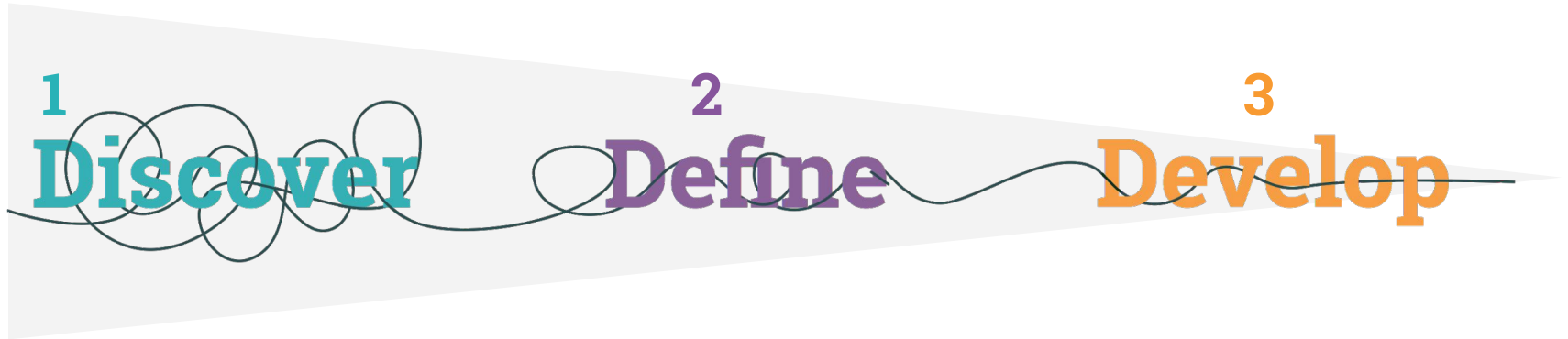
The screenshot shows a web application interface for the Law Centres Network. At the top left is the logo, and at the top right is the user name 'Andrew Sprinz at Live Law Centre' with a settings gear icon. A teal navigation bar contains links for 'Clients', 'Received messages', 'Sent messages', and 'Manage your centre'. The main content area is titled 'Send SMS' with a sub-instruction: 'Pick a message template and then send the message to Andrew Flett'. Below this are four template cards, each with a 'Use template' button: 'Appointment Confirmation' (for appointment confirmations), 'Appointment Reminder' (for appointment reminders), 'Document Reminder' (for document reminders), and 'Key Date Reminder' (for key date reminders).

User Research (10 mins)



- Are user research interviews appropriate?
 - Who do you need to speak to and how can you get hold of them?
 - How can you make it as easy as possible?
 - What is the best method to conduct the interview?
 - What 3 things do you most need to know?
-

The user at the heart of the process



Interrogate problem space through in-depth user interviews and research

Refine the 'user needs statement', generate ideas and test and iterate with the target user group

Once you're confident this is the right solution to the right problem, develop and test again

We'll start this on the 11th August!

What you'll get next from us:

- **Calendar invite to next session ✓**
- **Invitation to Design Hop On Demand**
- **Slides**
- **Digital worksheet**
- **Any questions answered over email**

Techies In Residence

Techies in Residence is aimed at supporting VCSE organisations to explore digital innovation solutions to challenges they are trying to address.



Desgin Hops
Idea Refinement & Selection ←
The Techies in Residence programme

3 Stages

www.communityfoundationni.org

Application opens 28th July 2020
Closes 10th September 2020 at 1pm



Thank you

ab@thecatalyst.org.uk



CAST
Driving social change
with digital technology

The *elle*
Community
Foundation
Northern Ireland



Catalyst

The user at the heart of the process



User Research

It's crucial you conduct research with your service users directly. It means you:

1. Understand what their problems are, for example either by interviewing them and seeing things from their perspective.
2. Understand their behaviours. So you make something they'll actually use.
3. Can articulate what the common needs are (it's not about individual opinions, it's about common needs).

User needs statements (8 mins)



As a... [the people affected by the problem]

When I... [the situation in which problem occurs]

I need...

So that [outcome I need]

Understand what's out there.

Internal: think about what you've got already.
Skills, resource, buildings, network...

External: What about what's out there already
(there's no point duplicating or reinventing the
wheel)

Market Scanning & Asset mapping (10 mins)

On your sheet is a circle. Your circle of influence.

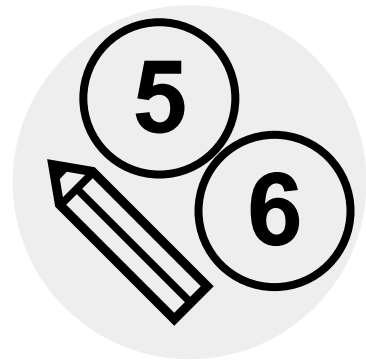
Inside the circle, write what you have already.

Outside the circle, write what's out there that you could build on. Or things that you risk duplicating!

What is out there
already that could
be useful or
inspiration?

What we have in the organisation.
E.g. skills, staff, space, resources,
existing websites, forums etc.

E.g. Existing tools or
services that try and
solve similar
problems, networks of
partners...



A resource that should help...

10 Design Principles

to create better digital services

www.BetterDigital.Services

Principles

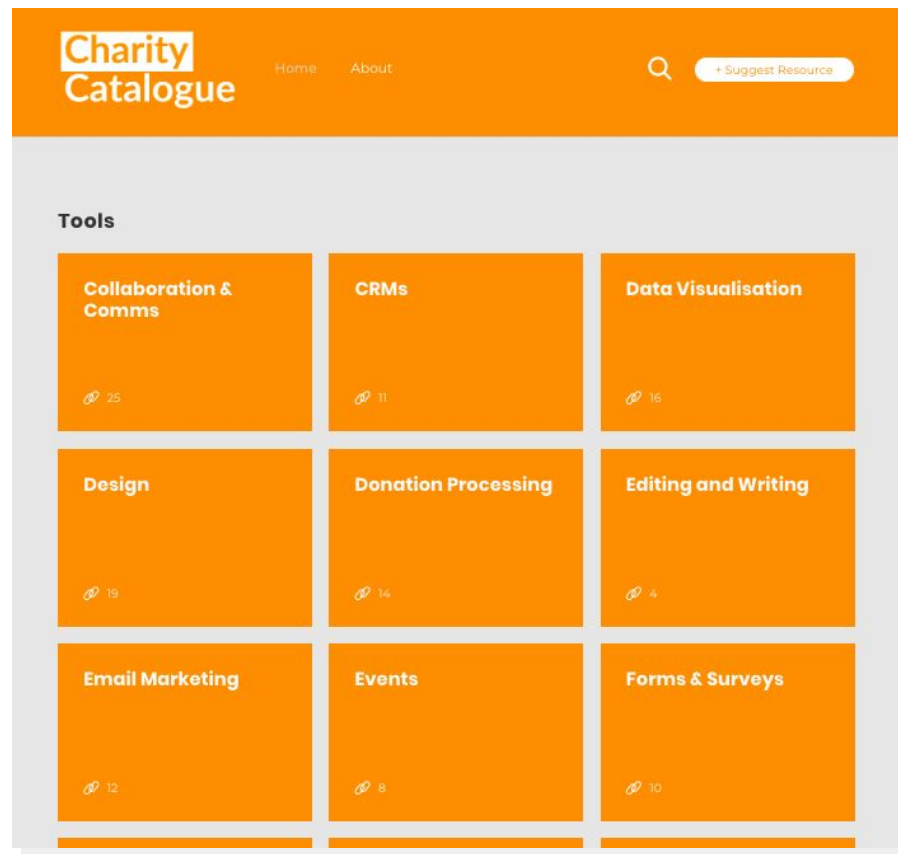
10 design principles to help charities build better digital services:

- 1 Start with user needs, and keep them involved
- 2 Understand what's out there first
- 3 Build the right team
- 4 Take small steps and learn as you go
- 5 Build digital services, not websites
- 6 Be inclusive
- 7 Think about privacy and security
- 8 Build for sustainability
- 9 Collaborate and build partnerships
- 10 Be open

Charity Catalogue

*Tech tools other charities
have used, including their
nonprofit discounts*

CharityCatalogue.com



Charity Digital Code of practice

Helps build shared
understanding of what
'good' looks like (good for
trustees)

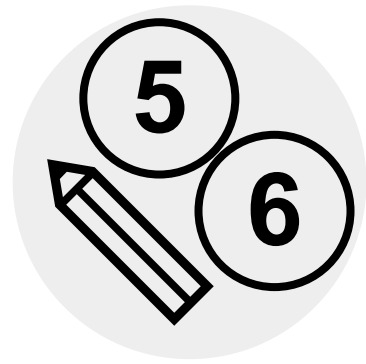
digital-charity.wpcreative.io

</CHARITY
DIGITAL
CODE >

What is out there
already that could
be useful or
inspiration?

What we have in the organisation.
E.g. skills, staff, space, resources,
existing websites, forums etc.

E.g. Existing tools or
services that try and
solve similar
problems, networks of
partners...



2. Define

You should have...

A knowledge board.

Some user research, with assumptions tested.

A user needs statement.

Some understanding of your assets and the landscape.

Idea generation

Fold your paper in half, then half again, then half again (you should have 8 rectangles).



Designing Solutions (4 mins)

Look at your user
needs statement

Look at your
research from the
discovery phase
and your asset
mapping

Create
8
possible (different)
solutions

Pick



Choose something that's manageable and
achievable but also ambitious!

Storyboard

Flip your paper over and write on the back



Storyboard

Fold your paper in half, then half again, then half again.

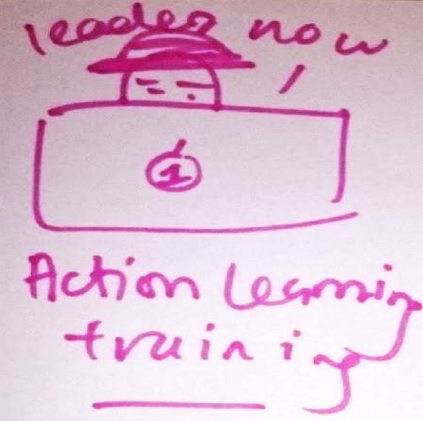
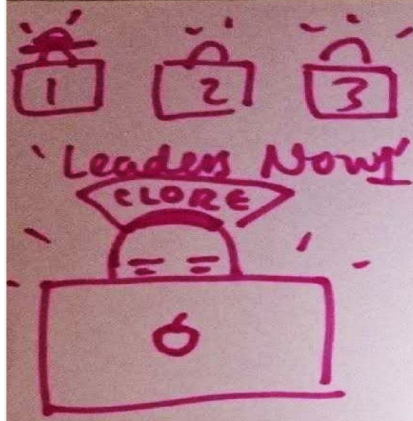
Each panel is a story of your user using the solution, and their different steps

Storyboard (5 mins)

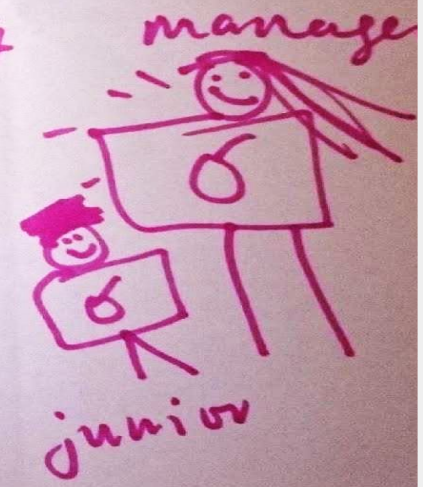
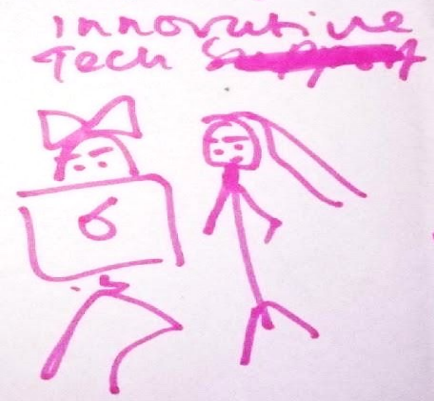
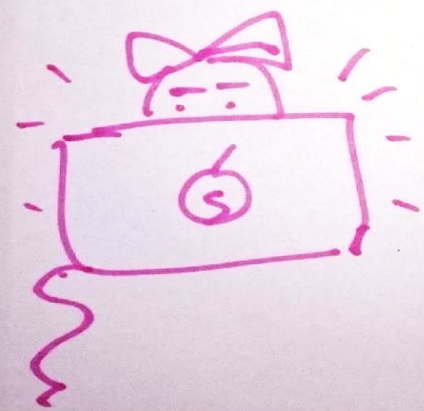
Fold your paper in half, then half again, then half again.

Each panel is a story of your user using the service and the different interaction points

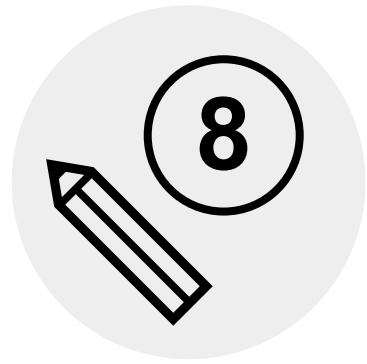
Fill your paper with an 8-step story of your solution working.



lanessa



Share and feedback to 1 other person (5 mins)

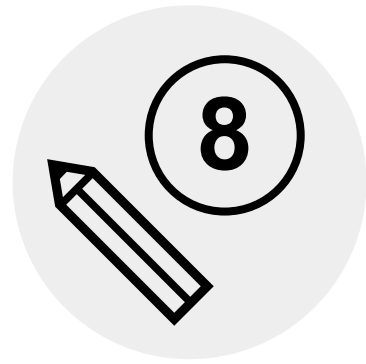


In pairs. Each person has 1 minute to tell their story.

Other person has 2 minutes to feedback on:

- What helped them to understand it?
- What confused them?

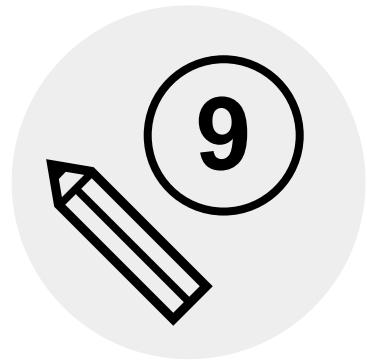
Then write your 1-line story summary on your canvas.



Write your 1-line story summary on your canvas.



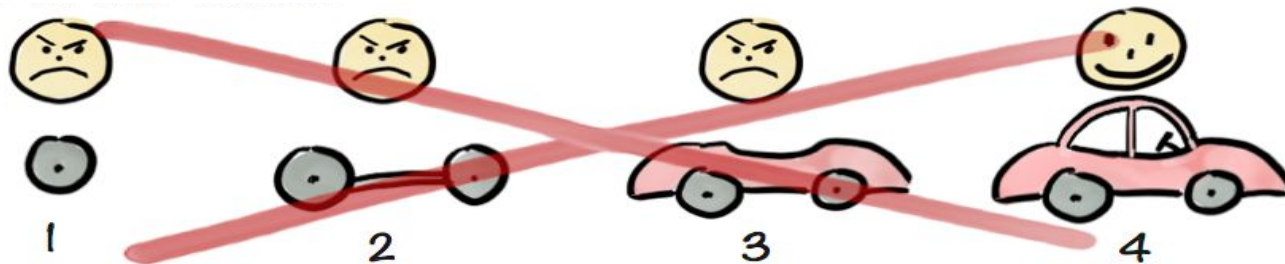
3. Develop



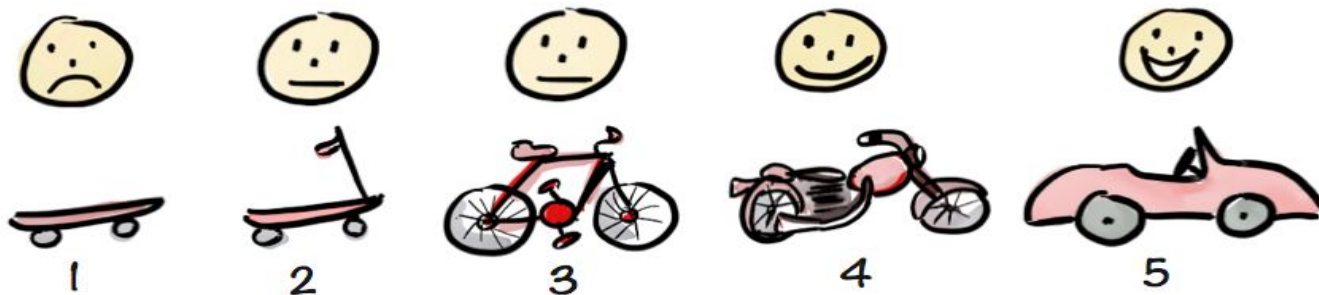
Design (2 mins)

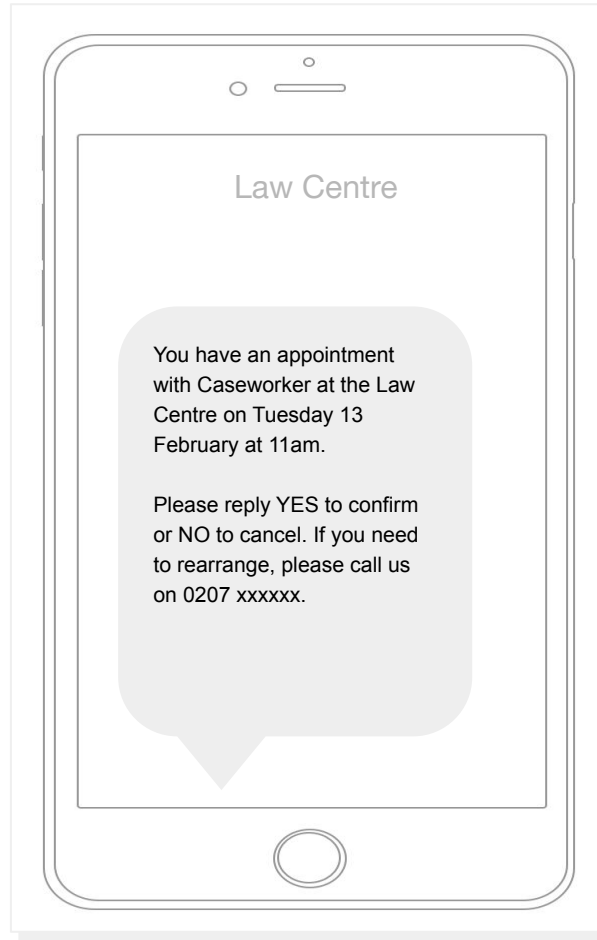
What's the cheapest, quickest way you could test to see if your idea solves the problem for your users?

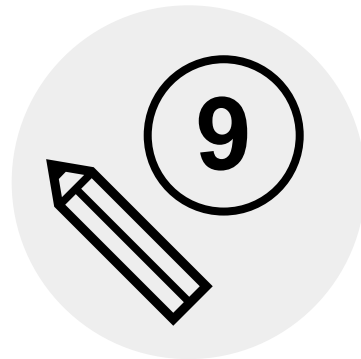
(What's the skateboard?)



Constant iteration







Design (2 mins)

What's the cheapest, quickest way you could test to see if your idea solves the problem for your users?

(What's the skateboard?)



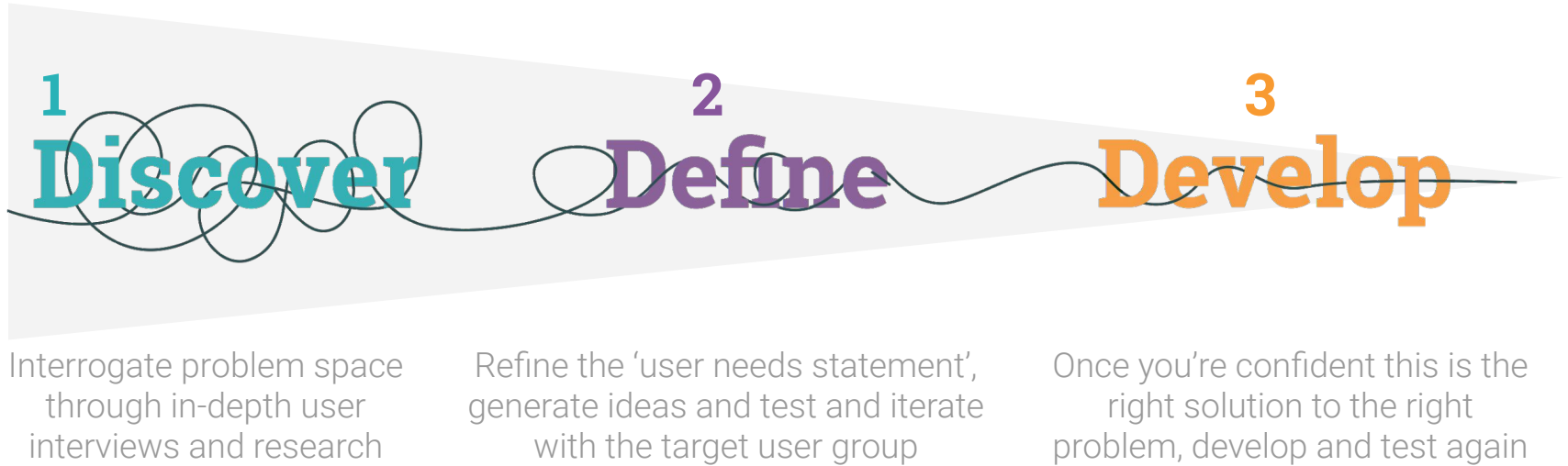
Test (5 mins)

What's the one thing you'd want to test first?
How could you do that in the next week?

Who do you need to speak to (inside and outside your organisation) to make this happen?

What's your mini action plan?

The user at the heart of the process



What you'll get next from us:

- Resend below
- Invitation to Design Hop On Demand
- Slides
- Digital design project planner
- 'Your story' planner
- Any questions answered over email

Techies In Residence

Techies in Residence is aimed at supporting VCSE organisations to explore digital innovation solutions to challenges they are trying to address.



Desgin Hops
Idea Refinement & Selection ←
The Techies in Residence programme

3 Stages

www.communityfoundationni.org

Application opens 28th July 2020
Closes 10th September 2020 at 1pm



Thank you

ab@thecatalyst.org.uk

