



A Day in the Life of a Policy Designer



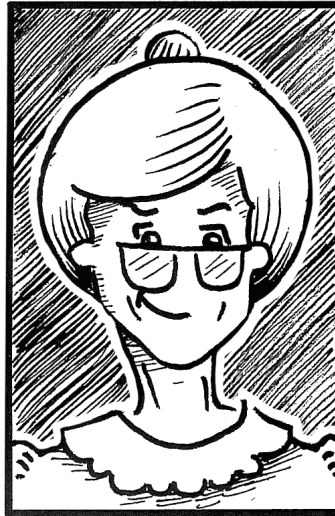
— THE CAST —

INSPIRATION



Christian Bason

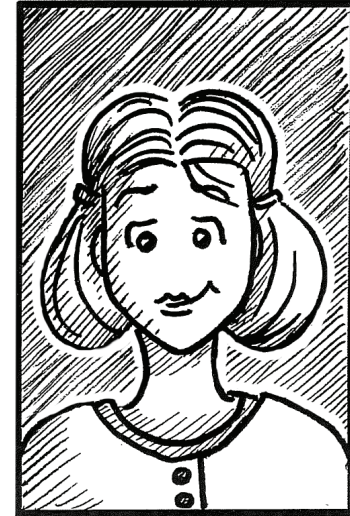
MAIN CHARACTERS



Doris



Anna



Cynthia

SKEPTICS



Todd



Yun



Conrad



Latif

Background

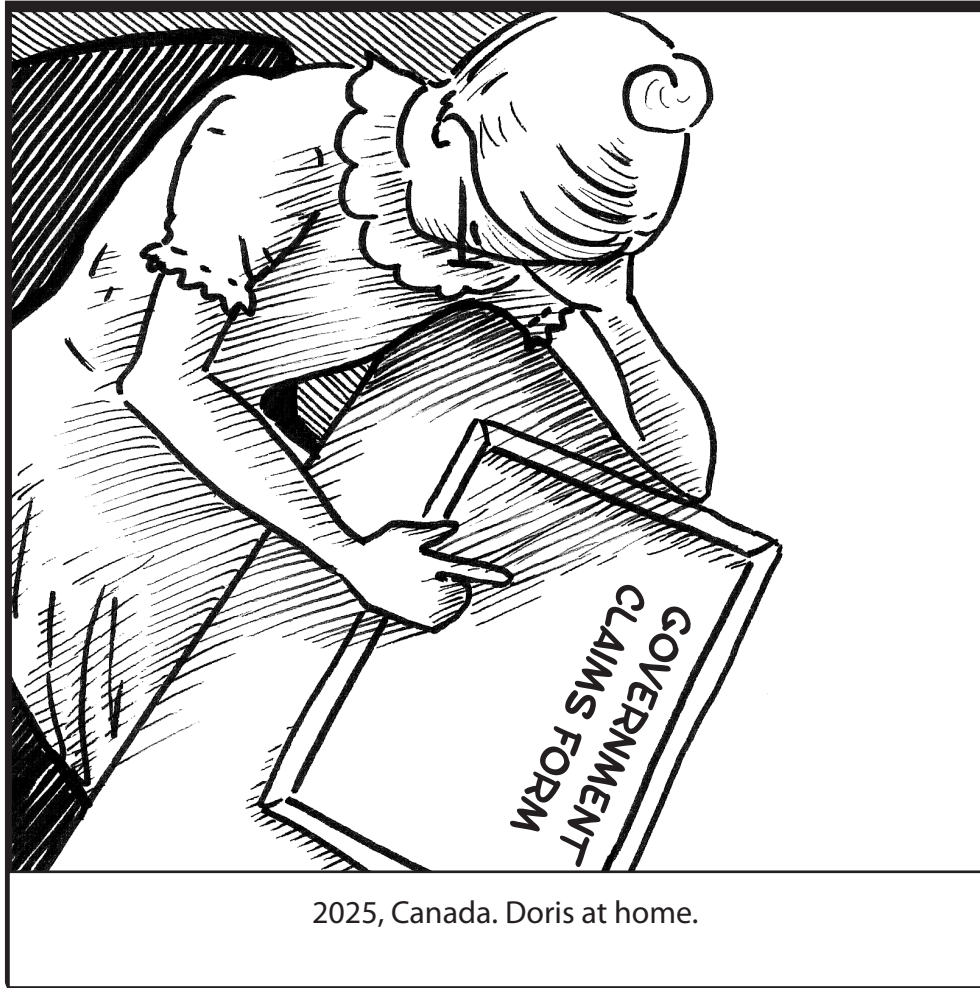
This piece is inspired by Christian Bason, Director of Innovation at MindLab, a cross-ministerial unit for citizen-centred innovation in the Danish government. On January 15-16, 2013, Mr. Bason led staff at Policy Horizons Canada, and attending staff from fifteen other federal departments through a Master Class on Design-led Innovation for public policies and services.

This fictional piece illustrates some of the key messages put forward by Christian Bason and other leading design thinkers. One of the key messages is the value of connecting directly with citizens to understand their experiences and improve the development and delivery of government policy and services. This requires that policy analysts apply design principles to develop solutions with citizens rather than for citizens. This piece uses design principles to tell the story of policy analysts in the year 2025, dealing with an emerging policy issue. It does not, however, attempt to represent the views of Christian Bason or MindLab.

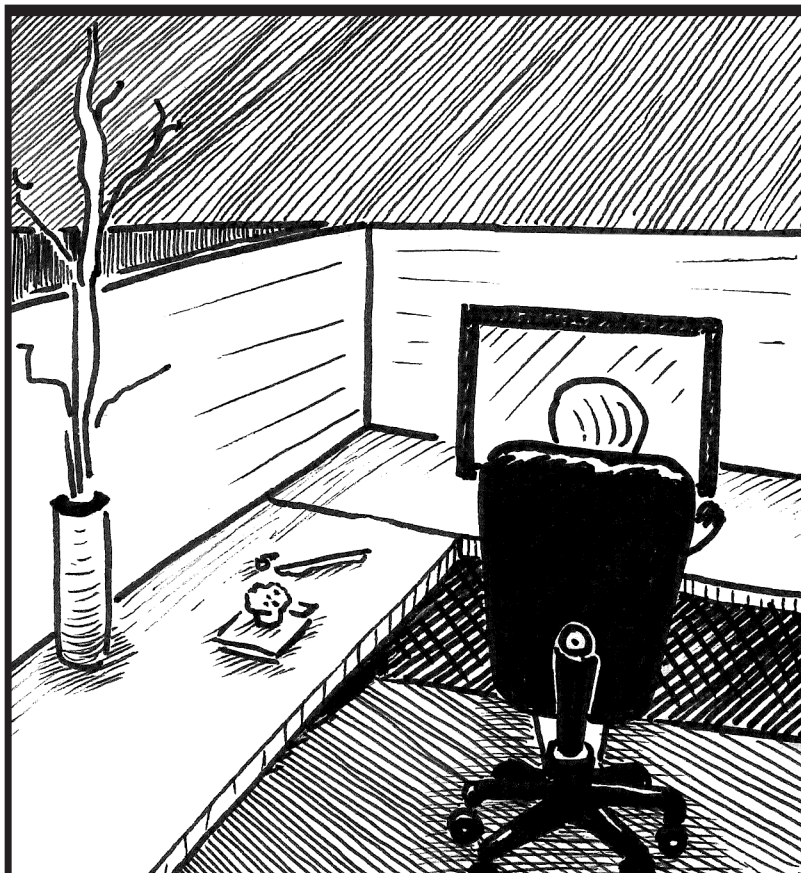
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2025, Canada. Doris at home.



Anna's Office, Year 2025, Interdepartmental Agency of Aging

Cynthia enters...

60 PEOPLE WENT OVERSEAS FOR VISION ENHANCEMENT SURGERY ALONE! THESE OUT OF COUNTRY BODY MODIFICATIONS ARE GETTING OUT OF HAND. WE DON'T KNOW HOW TO MANAGE IT AND IT'S COSTING US AN ARM-AND-A-LEG. WHAT SHOULD WE DO? ANOTHER INFORMATION CAMPAIGN?

WHAT IF WE TRY SOMETHING DIFFERENT

OUTSIDE OF THE BOX, EH?!

DESIGN TEAM

- 8-10 PEOPLE
- A DIVERISTY OF SKILL SETS
- FREEDOM TO MAKE RECOMMENDATIONS



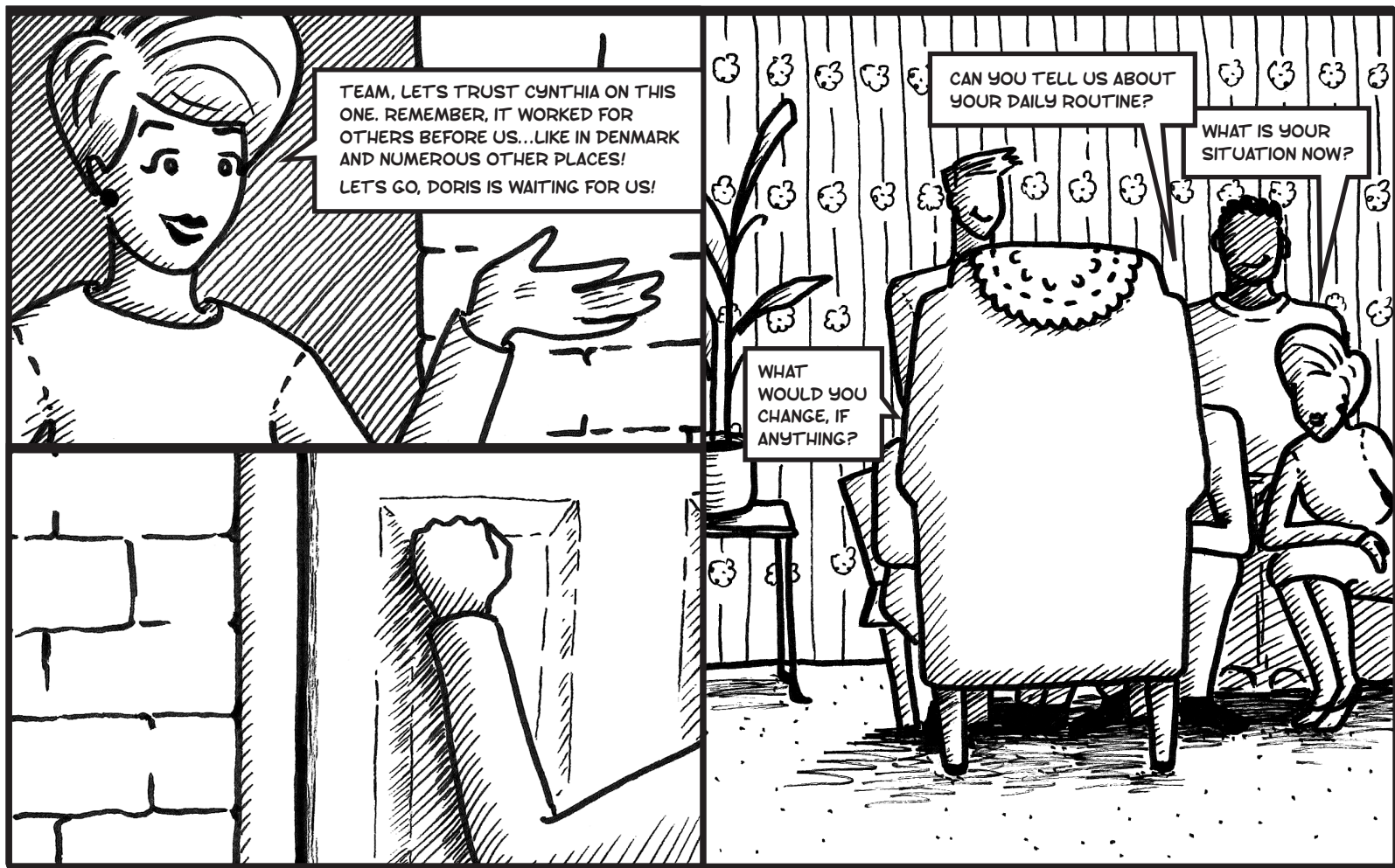


Introducing the Design Team!!

NOTHING BEATS A DAY IN THE FIELD

- OBSERVE AND LISTEN
- FOCUS ON BEHAVIOUR AND MOTIVATION
- ANALYZE RESULTS WITHIN 24 HOURS
- VIDEO IS A POWERFUL TOOL





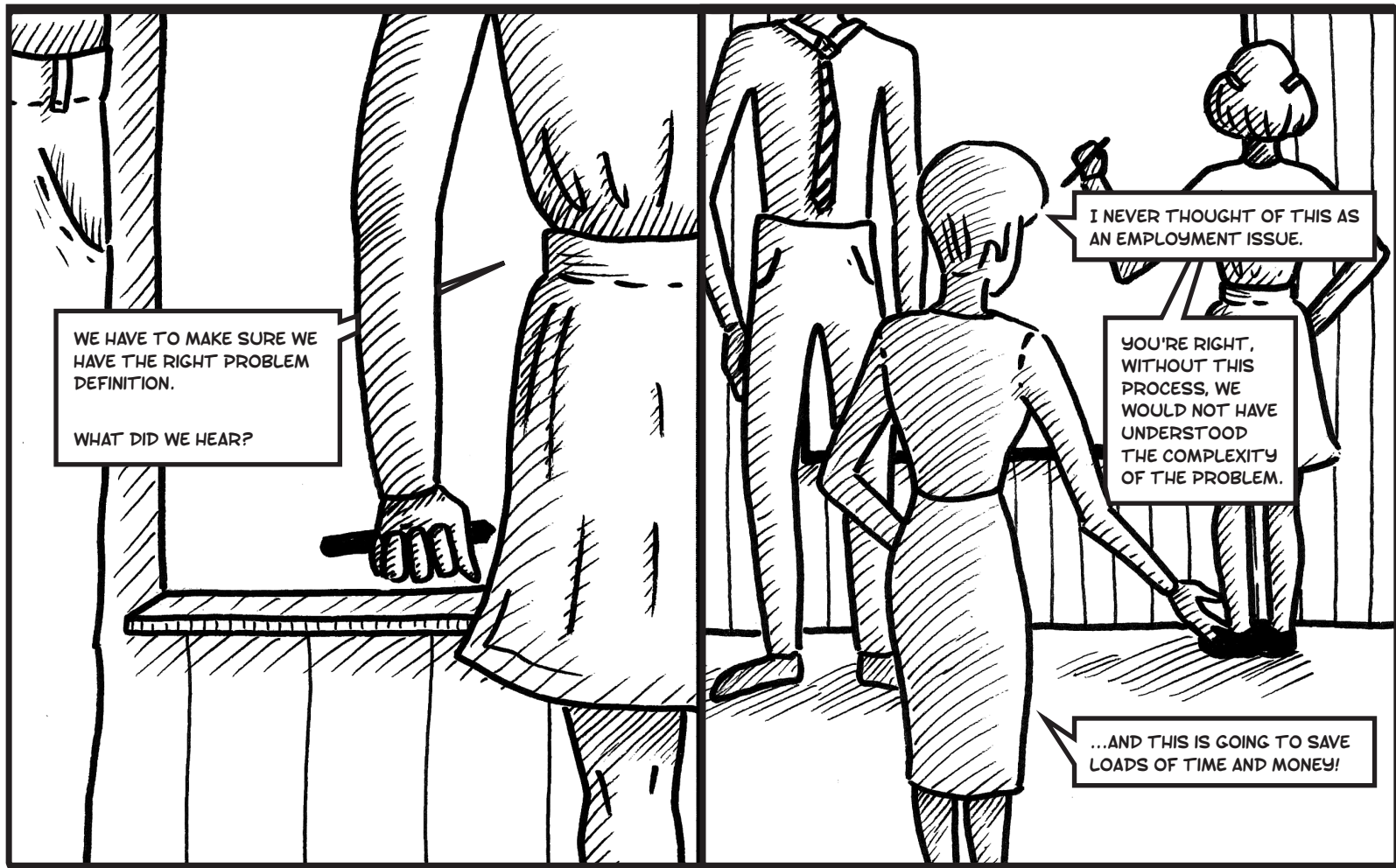
WHAT IS EVIDENCE?

- MEANINGFUL INSIGHT CAN COME FROM A SMALL SAMPLE
- HARD AND SOFT EVIDENCE WORK TOGETHER
- SPEND A DAY LEARNING FROM EXPERTS

BRAINSTORMING

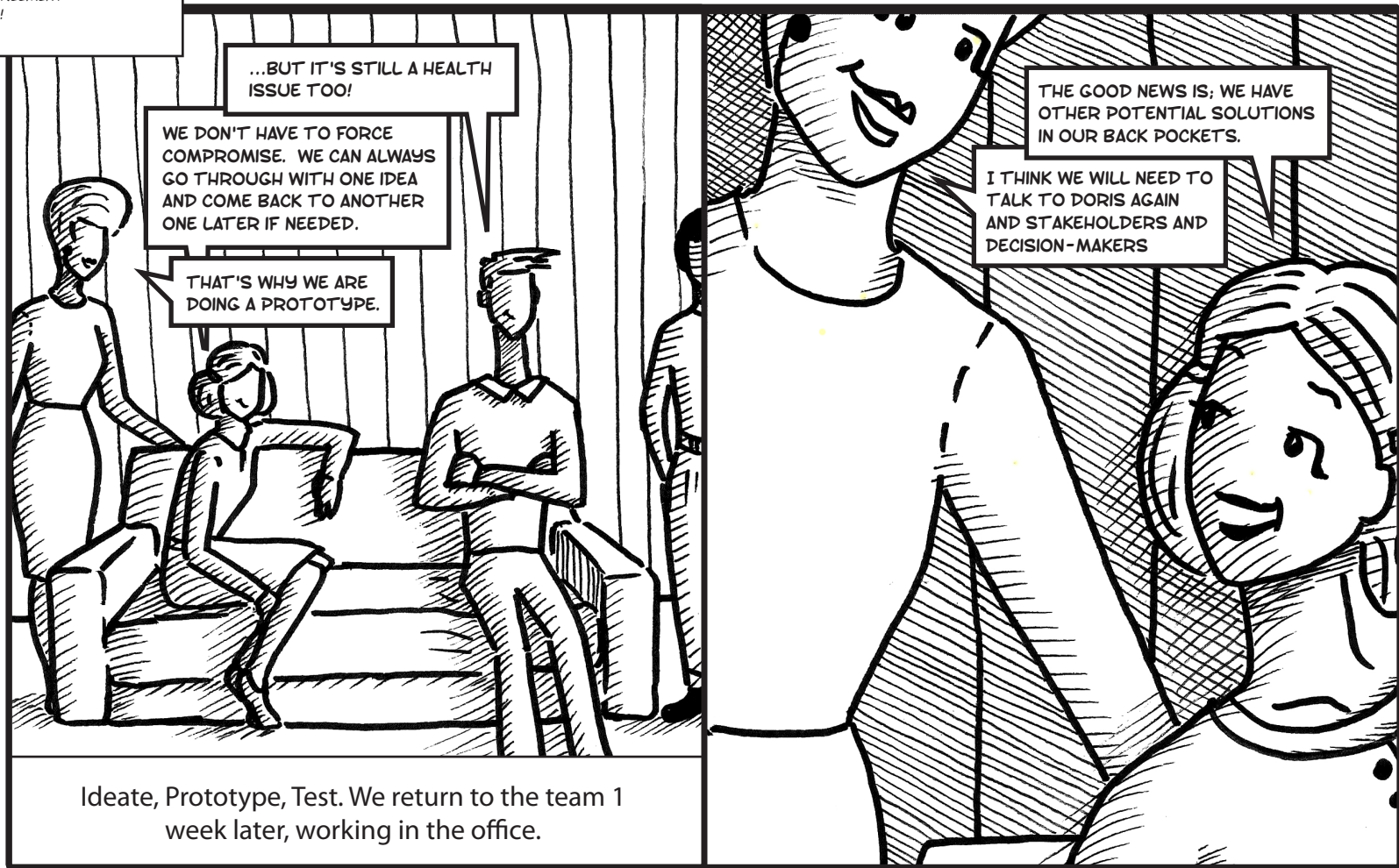
- QUANTITY IS MORE IMPORTANT THAN QUALITY
- EVERYONE IS EQUAL
- THERE IS NO ONE BEST SOLUTION
- AIM TO GET RELATIONSHIPS RIGHT





PROVISIONAL CONSENSUS

- AGREE TO DISAGREE
- DOCUMENT DISAGREEMENTS
- RETURN TO THEM IF YOUR PROTOTYPE DOESN'T WORK
- DISAGREEMENT IS GOLD!





BUT IT'S NOT DONE YET.

THAT'S THE WHOLE IDEA:
FAIL QUICK AND FAIL CHEAP

I LIKED DORIS. SHE'S A
GO-GETTER.

THIS IS WAY OUTSIDE MY
COMFORT ZONE... BUT
IT HAS WORKED SO FAR.

THIS IS THE
BEGINNING NOT
THE END...

- TEST BEFORE YOU ARE
WEDDED TO YOUR IDEA
- TEST WITH USERS



A few weeks later at Doris' desk...

**Special thanks to Christian Bason for his influence, suggestions
and support in the creation of this piece.**

Inspired by:

MindLab: www.mind-lab.dk/en
The Helsinki Design Lab: www.helsinkidesignlab.org
D-School: dschool.stanford.edu

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