

User-led innovation - a community based perspective

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Topline on us: our purpose

We are the UK's national strategic body for design. We inspire and enable the best use of design to make the UK a more competitive, creative and sustainable nation. We are government backed but independent of government.

Current projects include:

Business: SME support, technology transfer.

Healthcare: patient dignity, preventative services, infectious diseases.

Security: crime prevention, neighborhood cohesion, hot product theft, alcohol related crime.

Communities: adult social care, children's services, welfare to work, urban regeneration. **Environment:** sustainable water consumption, transport, waste, sustainable living.

Skills: good design practice, design challenge for schools.

Topline on us: our approach



Think



Do

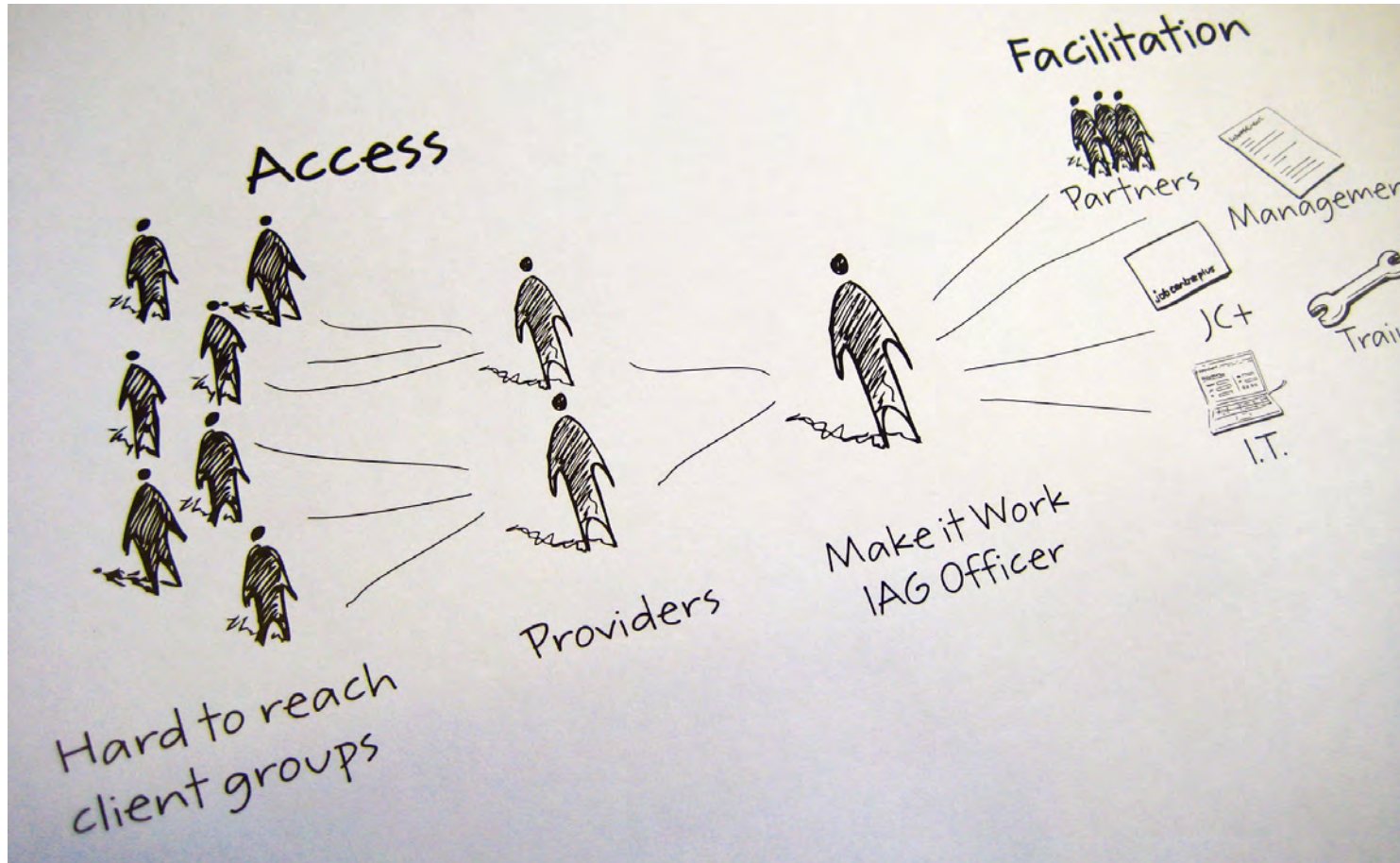
Design?



People focused



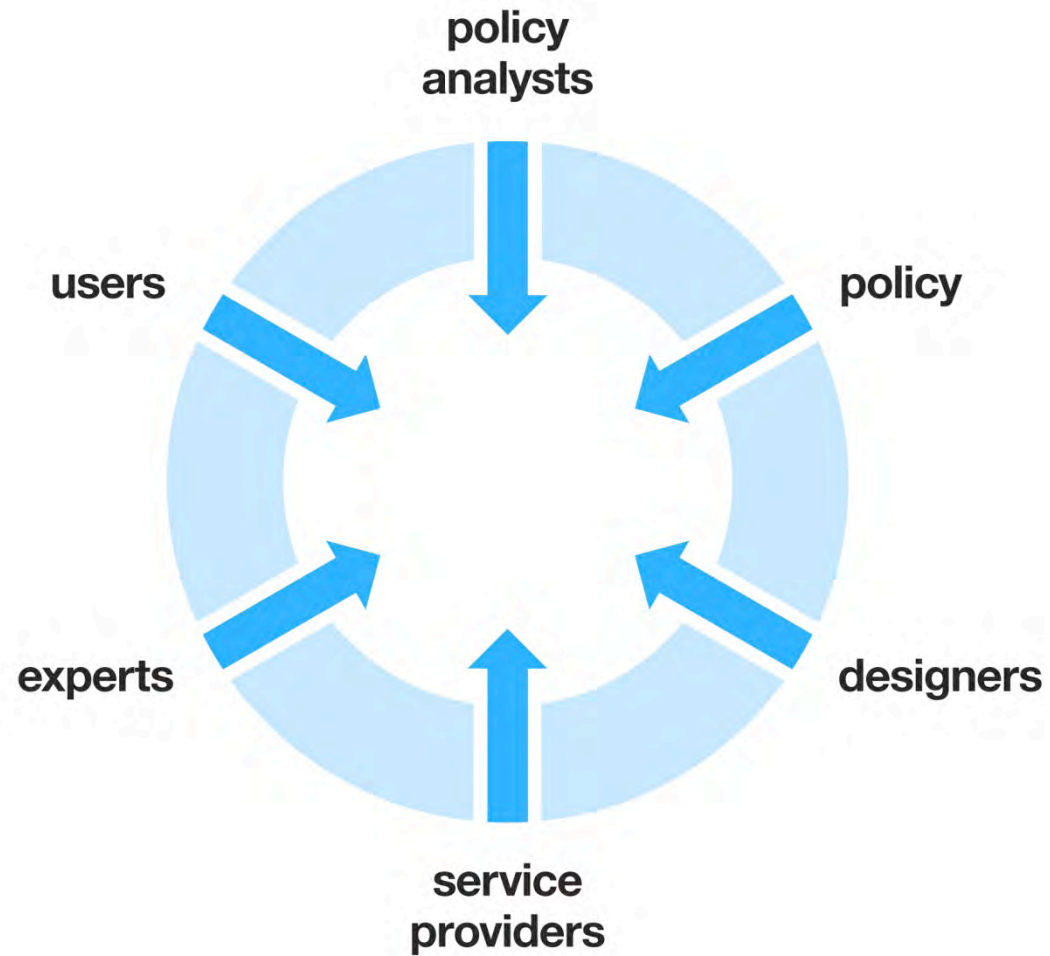
Visual



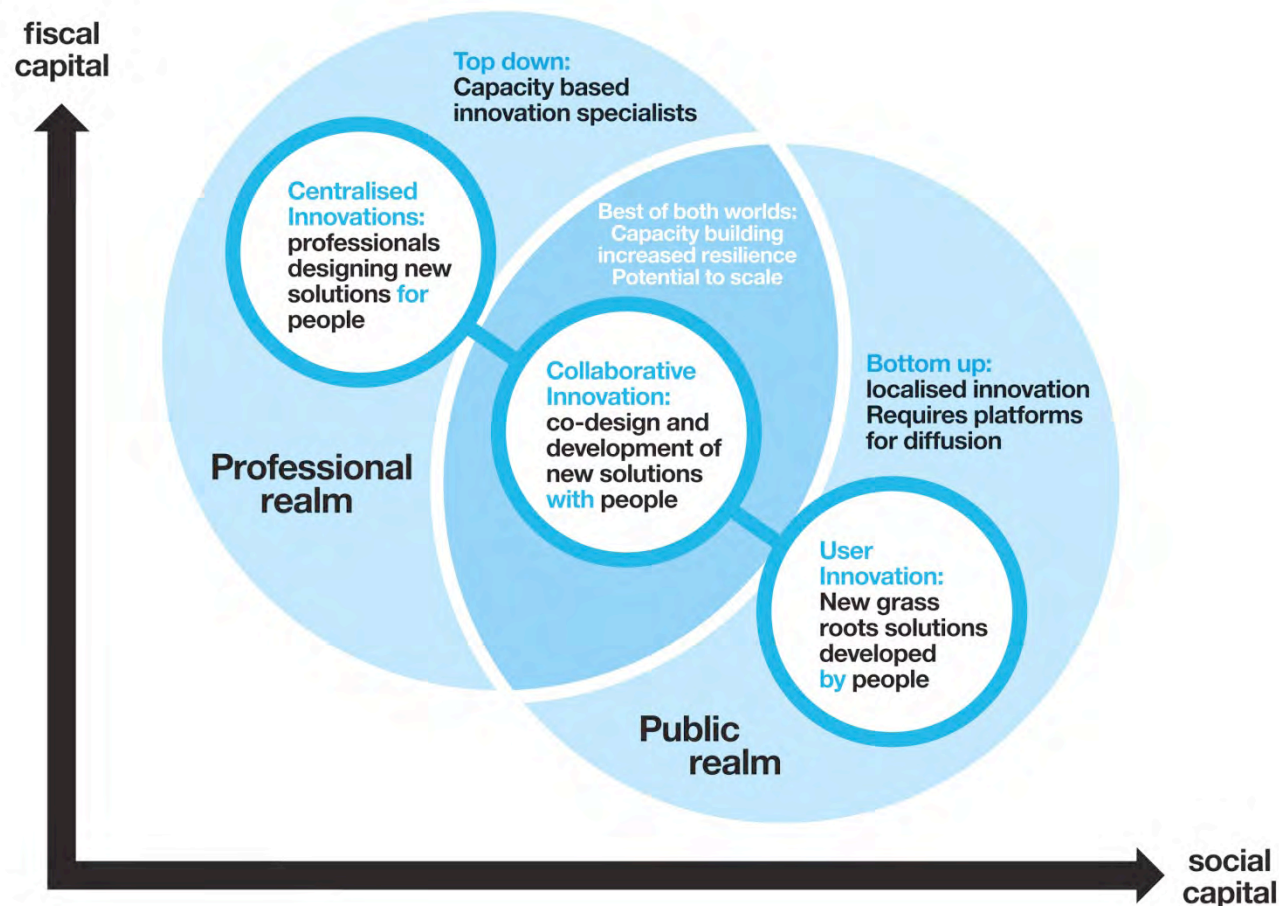
Prototypes solutions in context



Our approach



Design for, with and by people



Case Study – Alzheimer's 100

Background: Dementia already affects 750,000 people in the UK and it is anticipated that within 40 years it could affect 2 million people. Carers spend in the region of 80 hours a week providing care

Why: Relationships between patients and their carers, as well as the individual needs of both, are seldom a primary consideration in the development of healthcare systems

Aim: To develop practical steps to improve daily life for people with dementia and their carers

Discover



Define



Key challenges identified

Difficulty in navigating the wide array of support services

The long hours worked by carers on their own and without support

Lack of public awareness and the stigma attached to the subject

Social isolation, both of people with dementia and their carers

The tendency of carers and services to be over-protective of people with dementia

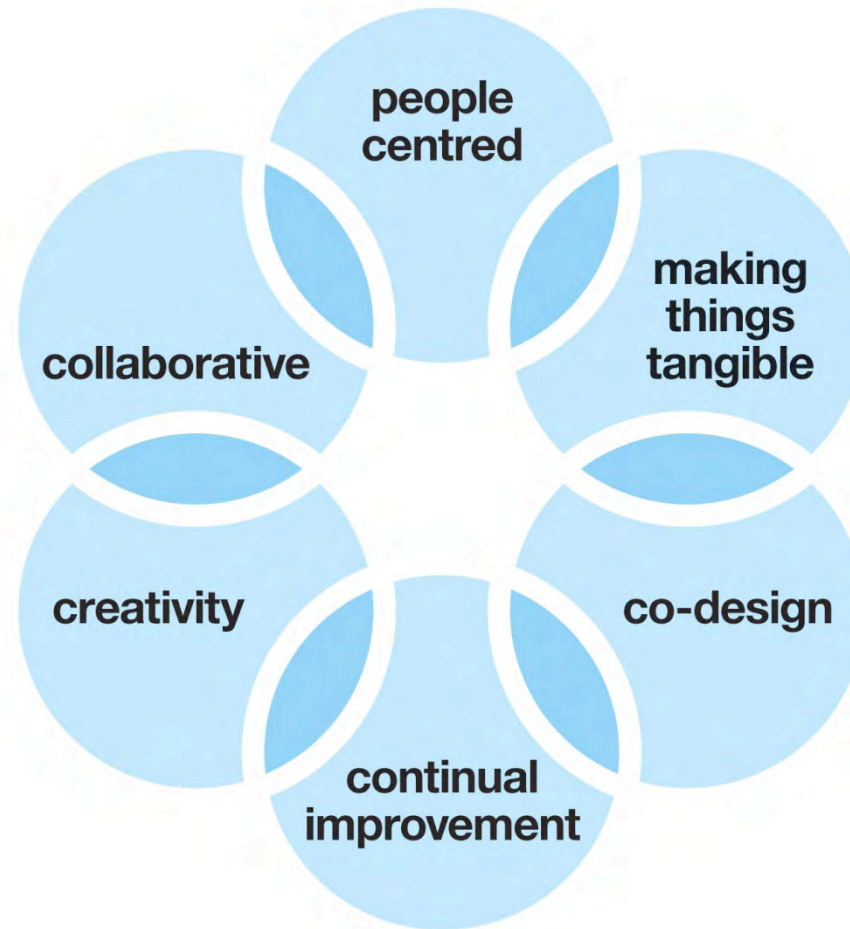
Develop



Detail



Design methodology



Design tools – what works well

Discover: observe, interview and record.
A picture or video is worth a thousand words.

Define: the user, the stakeholders and the experience. User journey mapping works well as it makes touch points visual and allows designers and stakeholders to ‘see the same picture’.

Develop: explore many ideas, co-create.
Involve users and service providers.

Deliver: Test using small scale prototypes. Helps turn the tested ideas into a service blueprint.

DOTT Cornwall new work



DOTT Cornwall Works 50+



Independence Matters



Involving users and other stakeholders from the start

13 experts in the area were interviewed

Interviews and observations were conducted with older people from a range of different backgrounds



Workshops



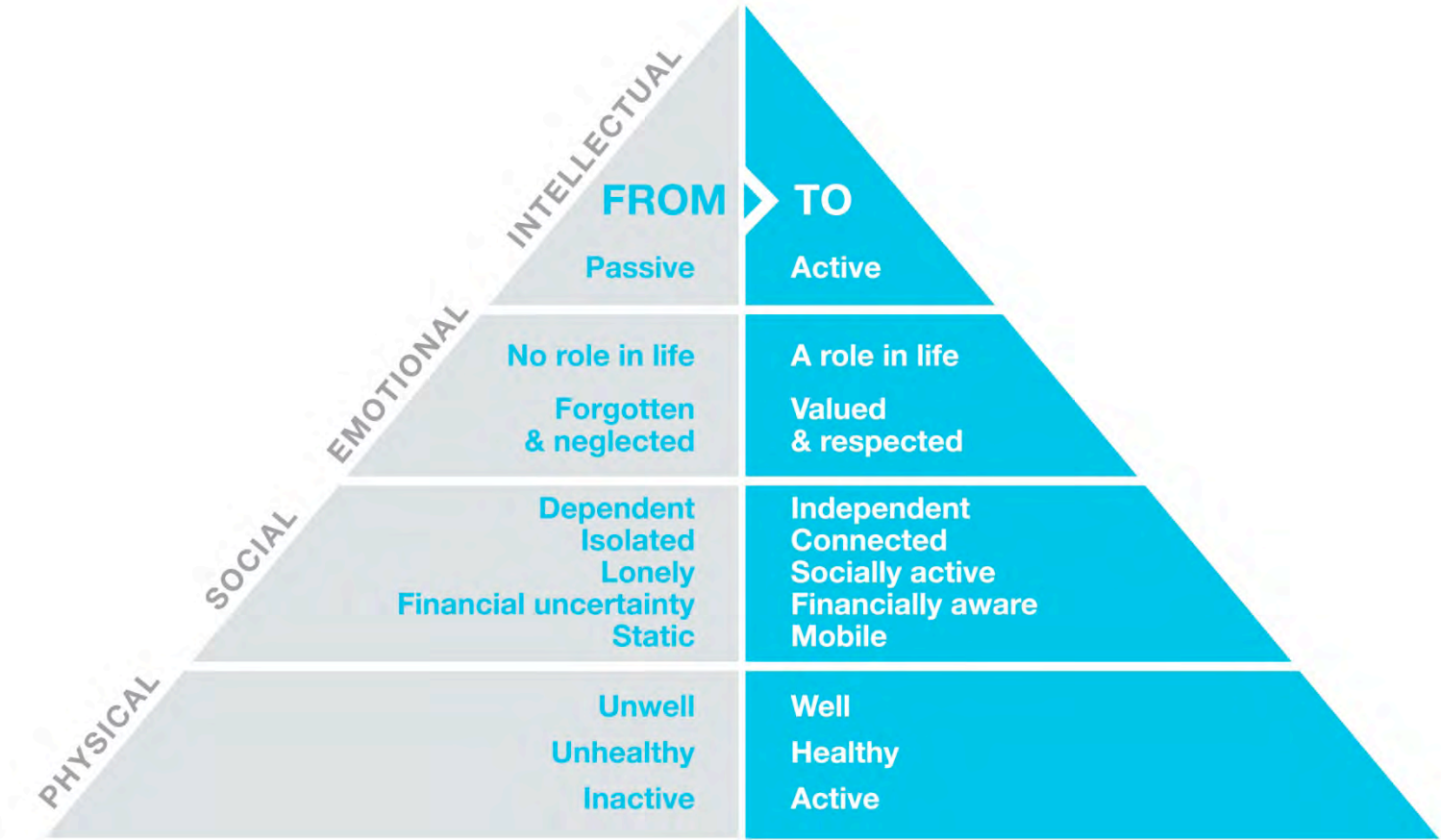
intune
Baroness Sally Greengross
House of Lords
Director of Financial Services
Mark Gattinby
Intune Group
Professor Dr Sanjay Mazumdar
UCT
Professor Mary Gilbody
Brunel
Co-Director Sue Dunkerton
TIV & KTV

Head of Older People's Well-Being
Bina
Public County Council
Professor Roger Coleman
RCA
President Pam Moore
MooreDesign Associates
Assistant Director General
Marja Vanama
National Institute for Health and Welfare
Chief Executive Stephen Burke
Council and Care

DH Department of Health
Chief Executive Imelda Redmond
Carers UK
Chief Research Officer for Public Health
Dr Alison Howarth
Department of Health
Research & Policy Officer
Claire Nindon
Independent Age

Gracie
Mrs. Williams
Mary
Rachel
Rachel
Alie and
Daniel
Sarah and
Steve
Jim and
Wendy

The 'Needs' Journey



Keeping Connected

Technologies and services
to combat isolation and
loneliness

Intergenerational
and peer-to-peer
connectivity

Volunteer systems
and networks



Home and Away

Empowering and enabling older people to do things for themselves.

Facilitating older people's safe mobility in the community.

Ensuring that food remains at the centre of health and wellbeing.



**Involve people throughout the process;
not just at the start or end.**



**Be both passionate and practical;
Focus your effort on what is desirable
as well as what is technically possible.**



Trust the process; you can't get to new destinations by old paths. Ambiguity is an essential part of reframing questions.



Get out;
**Design in the real world; it is an infinite source
of inspiration, opportunity and fun.**



Get it going;
it is not enough to have a great idea,
it is more important to start to make it happen.



Get it wrong;
in the current climate it is more important
to fail fast than succeed slowly.



Thanks – Q&A