

# DEEPENING COMMUNITY ENGAGEMENT THROUGH DESIGN

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ARTPLACE

# DESIGN IMPACT

**Design Impact** is a social innovation nonprofit that designs inclusive and creative approaches to complicated social problems. **We use design to create social change.**



## WE BELIEVE...

### CURIOSITY

inspires us to deeply understand the people and places around us.

### COMMUNITY

changes outcomes by including those most affected.

### CREATIVITY

unlocks new possibilities within all of us.

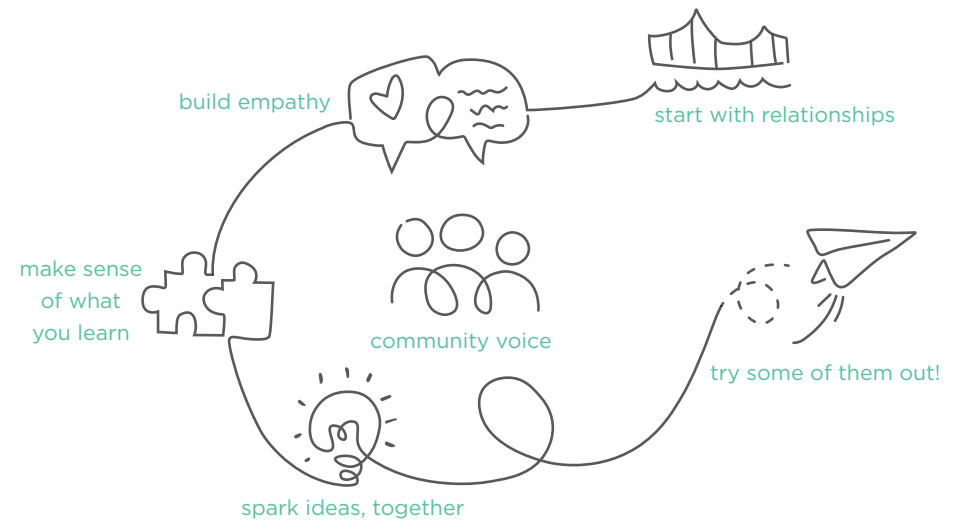
### COURAGE

drives us to act even when the path isn't clear.

# THE DESIGN THINKING PROCESS

Design thinking is a powerful tool. The practice of design thinking empowers us to take something that is, look at it in a new way, and make it how it ought to be.

## THE PROCESS





# BEGINNERS' MIND

## **This is the most important part of observation.**

Not being critical and having an open mind are essential to seeing new solutions and understanding issues. When you are interviewing and observing it is important to keep an unbiased mind. Some people think of this as seeing like a child—without prejudice or assumptions to why things are.



## STEPS

- 1. Go where the stakeholder is:** The best way to observe people is in their natural environment. Find out where people live, work, and play and go there!
- 2. Observe:** You want to look for shifts in behavior, homemade or workaround solutions to problems, body language, wasted time, repeated patterns or breaks in them, and anything that surprises or inspires you. Make an effort to blend into the background.
- 3. Find the extreme:** It will help you to find extreme users, outliers, and experts. These people will have a more intimate engagement with the environment you are considering and often their habits are more fruitful when looking for inspiration or innovation.
- 4. Record and discuss:** When you observe, take notes and when you are done observing, discuss those notes with another member of your team, immediately. Take it a step further and graph or chart out your observations. Have different observers watch the same event and share notes.

# EMPATHIC INTERVIEWING

Interviewing for empathy focuses on getting the subject to deeply engage with the topic, thus revealing the motivation, meaning and values behind their actions. Getting to this deeper level is essential, because it is where we build understanding and gain insights that can inspire our process.

## STEPS

### PLANNING THE INTERVIEW

- 1. Find the right person:** Who is an influencer or heavily influenced by your system? Who will tell the best stories, who will be the most inspirational, who will uncover the most unmet needs?
- 2. Make an interview guide:** Use it as an outline for a conversation with your stakeholder. The guide creates a semi-structured conversation. It provides prompts so that you can control the flow of the conversation and cover all the topics that you need, without having to focus on structure.

### DURING THE INTERVIEW

- 3. No more than three people at the interview:** One to ask questions, one to record the conversation, and one to observe the non-verbal cues.
- 4. One at a time:** Generally, it is best to interview people one at a time, at a time convenient for them, in an environment they feel comfortable in.
- 5. Be attentive:** The interviewee is the expert, make eye contact and pay attention. Have someone take notes, so the interviewer can focus entirely on the conversation. Don't correct the interviewee.
- 6. Ask open ended questions:** Don't ask yes or no questions. You are looking for inspiration—knowing that someone doesn't like a service doesn't tell you much.



# ARTIFACT INTERVIEWING

Adding artifacts to an interview is a simple way to get people to engage at a deeper level with the questions. There are a number of ways that artifacts can be introduced into an interview, but at a basic level, the artifacts are simply used to help the subject answer questions.

## STEPS

1. Identify the focus of the interview
2. Assemble a group of inspirational or representative images or objects
3. Ask the interviewee a question related to the topic
4. Ask them to select an object that represents their response
5. Have the user explain why they chose the object and what it means
6. Repeat with other questions

## Helpful Hints

- Use images instead of objects
- Ask people to create complex stories with multiple objects

# JOURNEY MAPPING

A journey map is an opportunity to visualize somebody's journey throughout their day, their week, or even a specific task or experience. When used in an interview, the routine map can lead to additional learnings about the interviewee's unique perspective when going through a particular activity or experience.

## STEPS

1. Find the person/user you'll be interviewing
2. Identify a journey that this person goes through that you'd like to learn more about
3. Ask your interviewee to map their journey along a timeline
4. Encourage the interviewee to share:
  - A beginning and an end
  - People and places involved
  - Emotions experienced
  - Positive moments
  - Challenges or pain points
5. Notice body language and facial expressions to indicate emotional levels at various points in the journey.
6. Take notes and record your learnings: *Where is there an opportunity to improve the interviewee's experience?*

# OBSERVATION

Allows us to see behaviors and actions.

## OBSERVATION TIPS

### 1. *Beginner's mind*

- Don't be critical; have an open mind.
- Remain unbiased.

### 2. *Go where the stakeholder is*

- Observe people in their natural environment.

### 3. *Observe*

- Look for shifts in behavior.
- Notice body language.

### 4. *Record and discuss*

- Take notes.
- Discuss them with team.

### 5. *Find the extreme*

- Find extreme users, outliers, and experts.

### 6. *Build empathy*

- Always assume they know more than you do.
- See through their eyes.

### 7. *Self documentation*

- Give people camera or have them keep a diary.

### 8. *Do it yourself*

- Go beyond watching and try/experience the service or product.

# 3-2-1 REFLECTION

**What are 3 things that stood out to you from this material?**

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**What are 2 questions that this material has provoked?**

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**What is 1 way you will use this material next week?**

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THANK YOU!

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