

@WITTSTER : THE MATERIAL OF OUTCOMES

The Material of Outcomes

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Compose	1-100 of 348	Mail
<input type="checkbox"/> me_customer (2)	Re : company info	11:27 pm
<input type="checkbox"/> email	(no subject)	11:15 pm
<input type="checkbox"/> me_friends (1)	Re : 2 new notifica...	10:45 pm
<input type="checkbox"/> customer (no. 1)	Re : company info	10:30 am
<input type="checkbox"/> me_customer (2)	Re : company info	10:01 am
<input type="checkbox"/> me_customer	Meeting today	Sep 24
<input type="checkbox"/> Join us	New Sign-in on Computer...	Sep 24
<input type="checkbox"/> me_customer (1)	Re : On 23 October at 09:00...	Sep 23
<input type="checkbox"/> email	What do you think so far?	Sep 23
<input type="checkbox"/> customer (no. 1)	company info	Sep 21
<input type="checkbox"/> customer	(no subject)	Sep 18
<input type="checkbox"/> me_customer	we want some	Sep 16
<input type="checkbox"/> me_customer (1)	Re : company info	Sep 15
<input type="checkbox"/> email	(no subject)	Sep 13
<input type="checkbox"/> me_friends (1)	Re : 2 new notifica...	Sep 11
<input type="checkbox"/> customer (no. 1)	Re : company info	Aug 27
<input type="checkbox"/> me_customer (1)	Re : company info	Aug 25
<input type="checkbox"/> Join us	Meeting today	Aug 22
<input type="checkbox"/> me_customer (1)	New Sign-in on Computer...	Aug 21
<input type="checkbox"/> email	Re : On 11 Sep at 11:00...	
<input type="checkbox"/> customer (no. 1)	What do you think so far?	
<input type="checkbox"/> customer	company info	

A crisis of confidence?

SDN Global: Designing to Deliver

Touchpoint: From Design to Implementation

Canadian Service Design Conference: Impact

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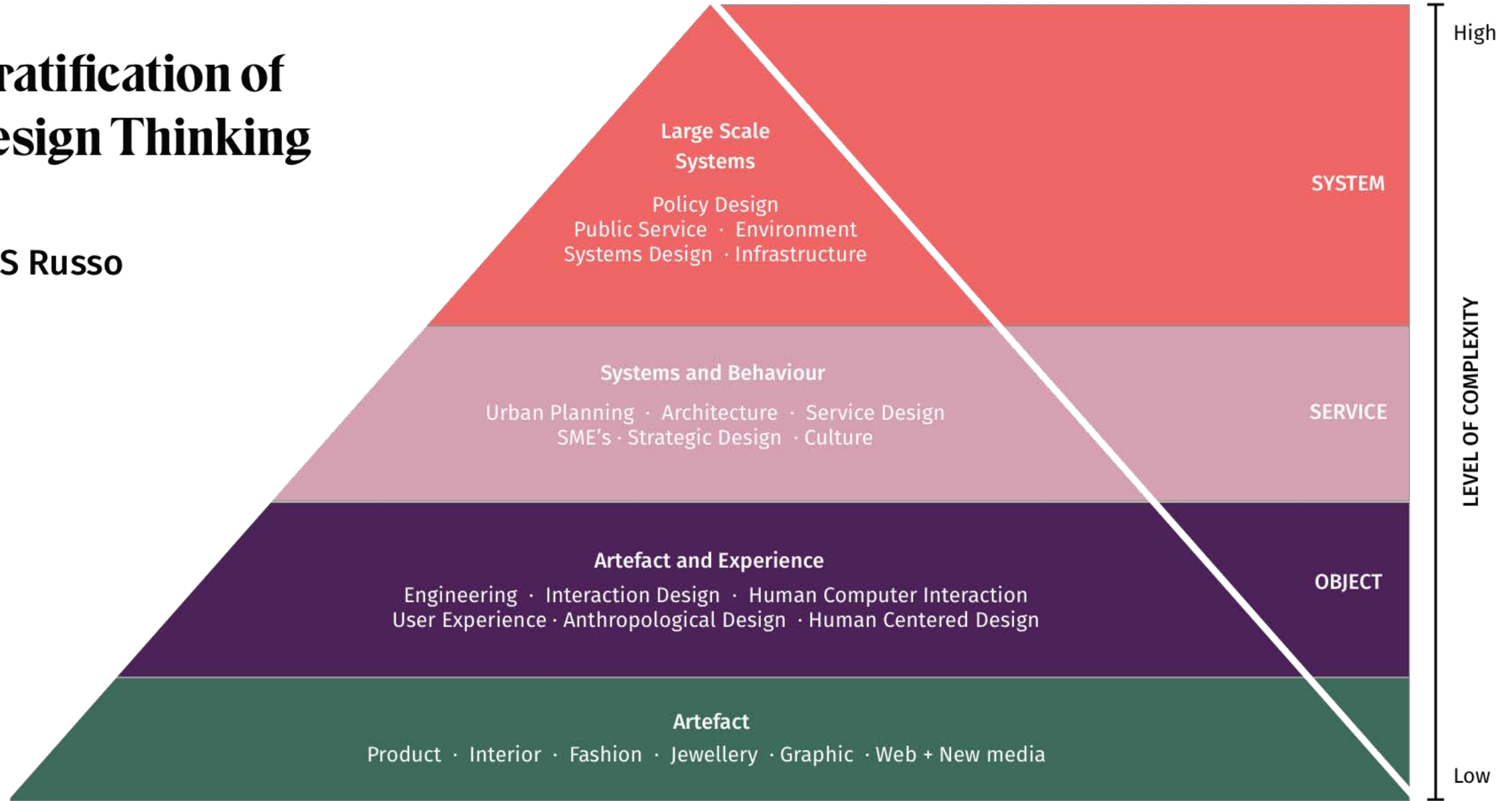
Haus Auerbach, Jena, Germany
Walter Gropius and Adolf Meyer, 1924
Image Credit: Smithsonian Mag.com



LINN: That's all about that picture.

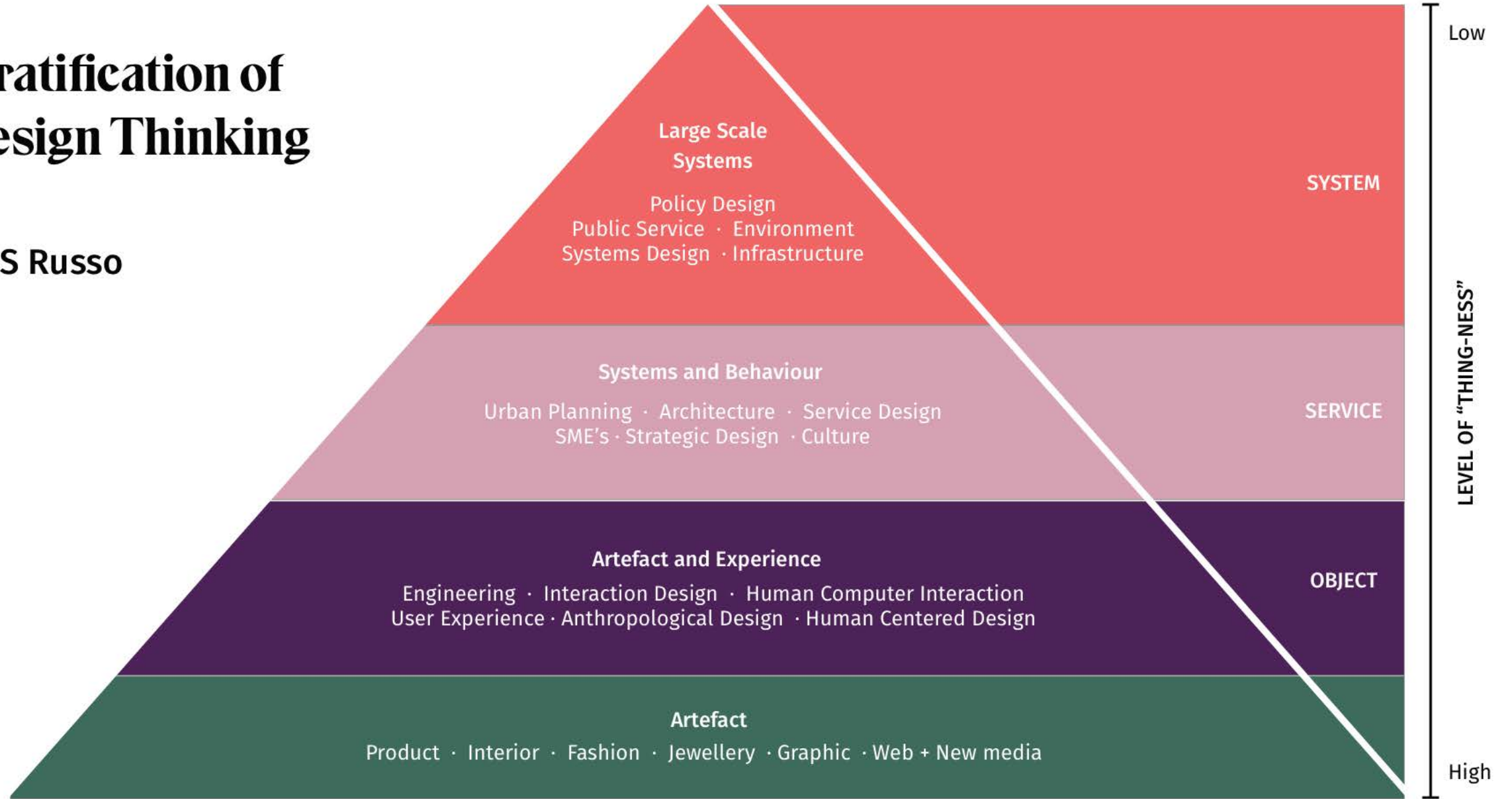
Stratification of Design Thinking

Dr. S Russo



Stratification of Design Thinking

Dr. S Russo



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**‘Things’ win awards.
We attach inherent
value to ‘thing-ness’.**



reddot



Alba Armchair

Design: Alexander Gufler Product
Design Studio, Vienna, Austria

We need to resolve the tension between being a designer who makes things and one that impacts human relations.

**The trick is, it was
never about the thing.**

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**The tangible things
are only a means
to an end.**



sit.sit

My Industrial Design
Degree Project 2010

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**So what is the end?
How do we start
framing our work
around **outcomes?****

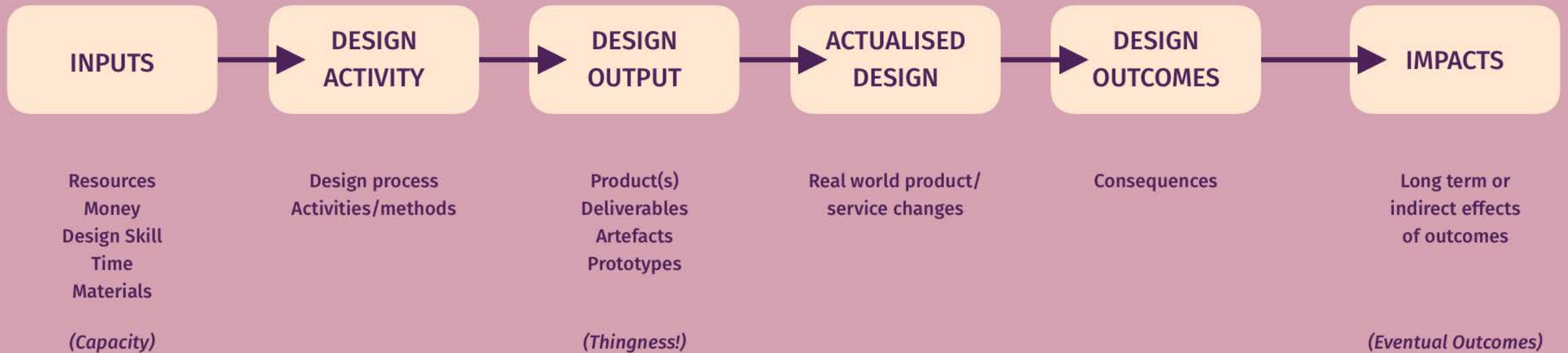


sit.sit

My Industrial Design
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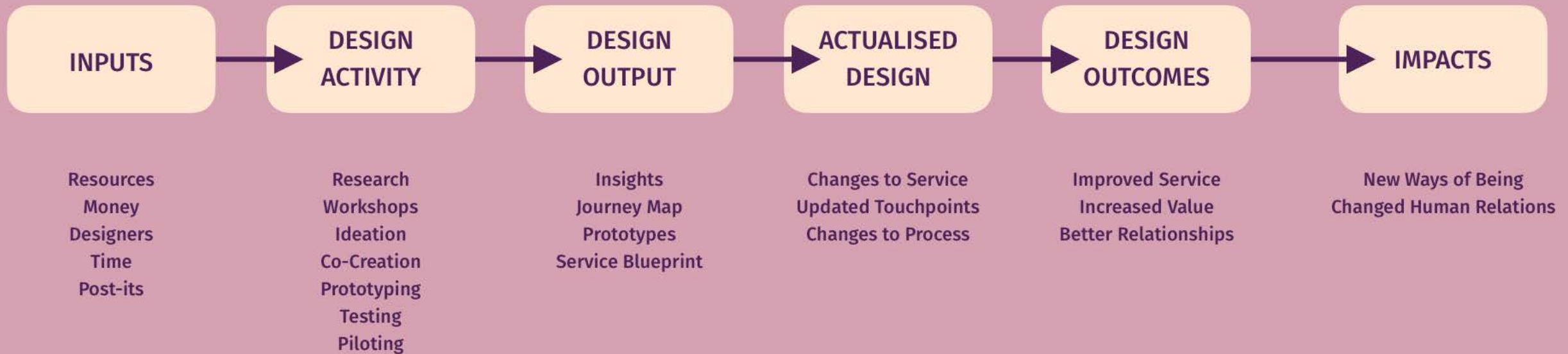
**Outcome: a direct,
intended beneficial effect.**

In design work...



**We often confuse outputs and
outcomes in design work.**

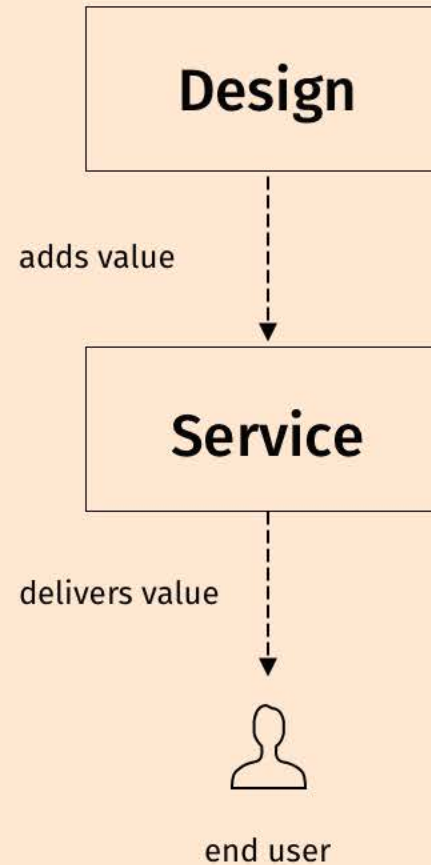
In a service design project..



Outcomes are not linear; they are dynamic, and are being produced at all stages of design process.

Design of Services

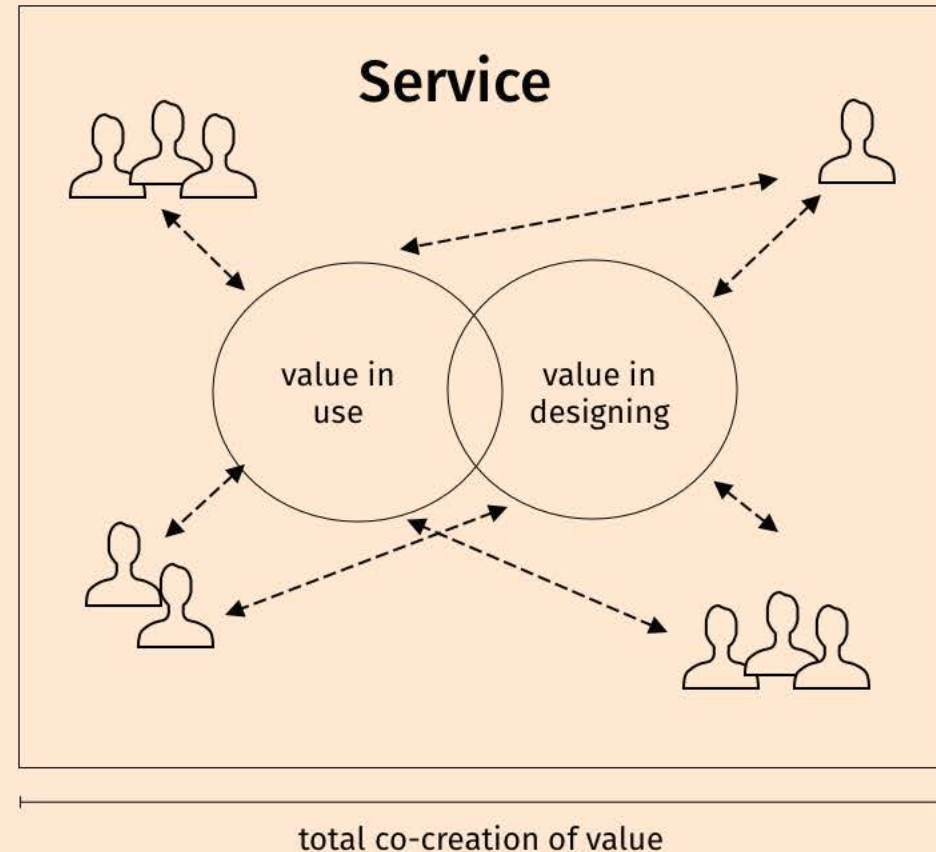
based on goods-dominant logic



Outcomes are not linear; they are dynamic, and are being produced at all stages of design process.

Design as Service

based on service-dominant logic



**Outcomes as co-created
value throughout the
service design process.**

Service Design Outcomes

New services

Improved services

Changes to touchpoints

Changes to service interactions

New service artifacts

Increased service efficiency

Reduced waiting times

Higher quality service

Improved service relationships

In order to achieve service level outcomes, we have to achieve organizational outcomes.

Service Design Outcomes

Capability building/capacity building

Creation of 'value'

New perspectives on something

New conversations

Convening (new) relationships

Enabling a different problem solving process

Adoption of a new set of words/language

Change in behaviour

Adoption of new mindset

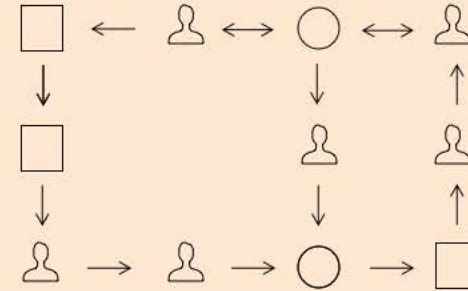
**“The material of service design
is the Organization.”**

Stephen Taylor, Harmonic Design

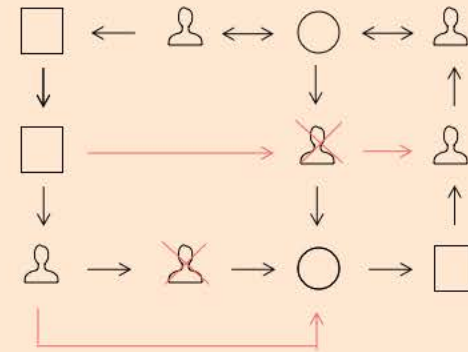
“As service designers we aim to shape organizations, and that cannot be controlled and prescribed in the same way as products can.”

Dr. Lotte Raun

Organizations as systems



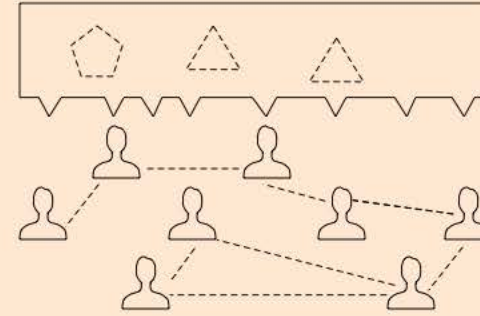
assumes that outcomes happen on the basis of a plan being implemented



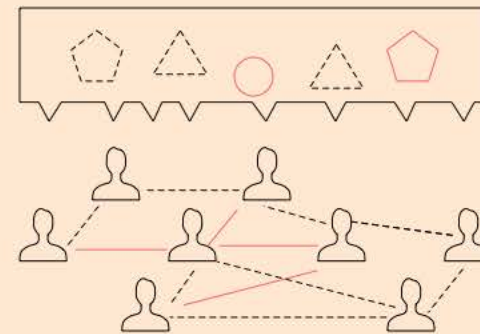
“As service designers we aim to shape organizations, and that cannot be controlled and prescribed in the same way as products can.”

Dr. Lotte Raun

Organizations as conversations



assumes that outcomes happen when we join and affect the ongoing conversations within the organization



**Outcomes are changes to
conversations throughout the
service design process.**

**So how do we know we are
going in the right direction
- towards desired outcomes?**

Feeling self assured?

Touchpoint Vol. 9 No. 2 Measuring Impact and Value

dmi: Design Value Index

McKinsey: The Business Value of Design

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Measurement is a Proxy for Outcomes

A top-down view of a person's feet standing on a white digital scale. The scale has a dark rectangular display screen in the center. The background is a light-colored tiled floor. The image is overlaid with a semi-transparent purple and pink gradient.

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**How do you know
you're in love?**

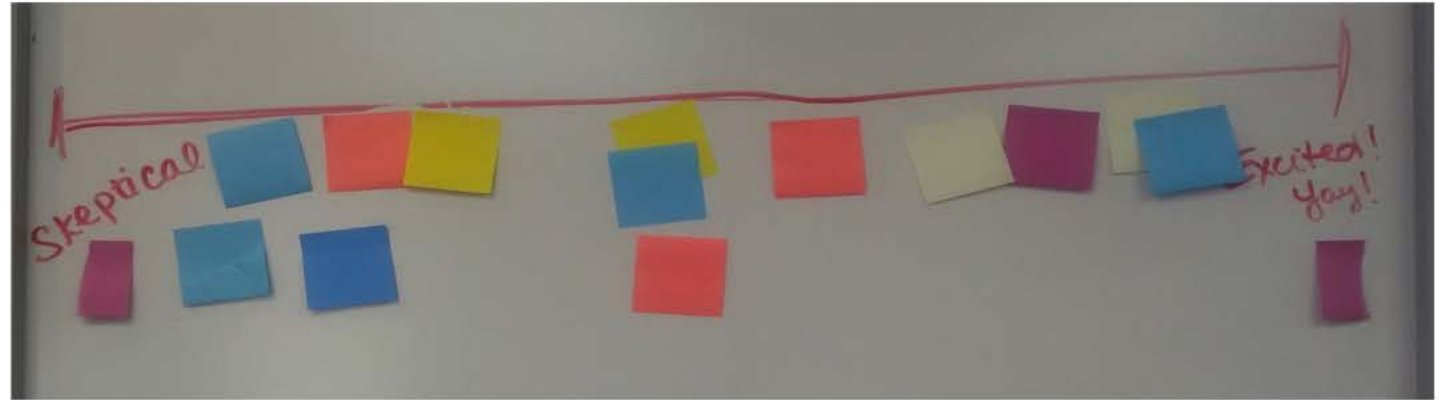
**“People will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”**

Maya Angelou

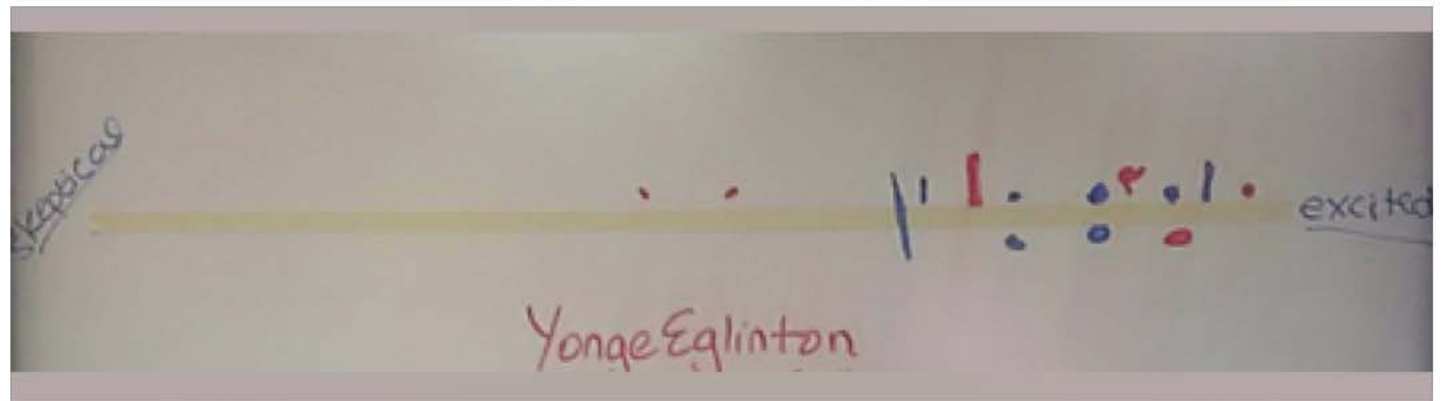
**Outcomes are changes to how and
what people think and feel.**

Show change in feeling over time.

December 2015



March 2016



Dashboards that incorporate other ways of knowing.

Project Reflection Sheet Project: D-vitamin Date: 29/5-2018 Evaluator(s): Felicia + Per

Alignment with LiV Goals *everything goes*

- future health plan
- county overall goals

Cost Covering

Learning 4 Stakeholders

low ————— high

When do results show?

0 10yrs 20yrs 30yrs 40yrs 50yrs

Approach

Participation *hard to know better hand*

stakeholder group	ownership (yr)	#s	level of participation (yr)	motivation (yr)
Midlife	Yes	5	H	H
children	No	30	L	L
parents	No	30	H	H
Primary care	No	1	L	H
Medical centres	No	1	L	H
Apohi			L	H

Influence on Social Determinants?

Room 4 Experimentation

Bodily Reaction

Outcomes

Spread

Spread	#s
hyperlocal	
local	
regional	
inter-regional	
<u>national</u>	
international	
global	

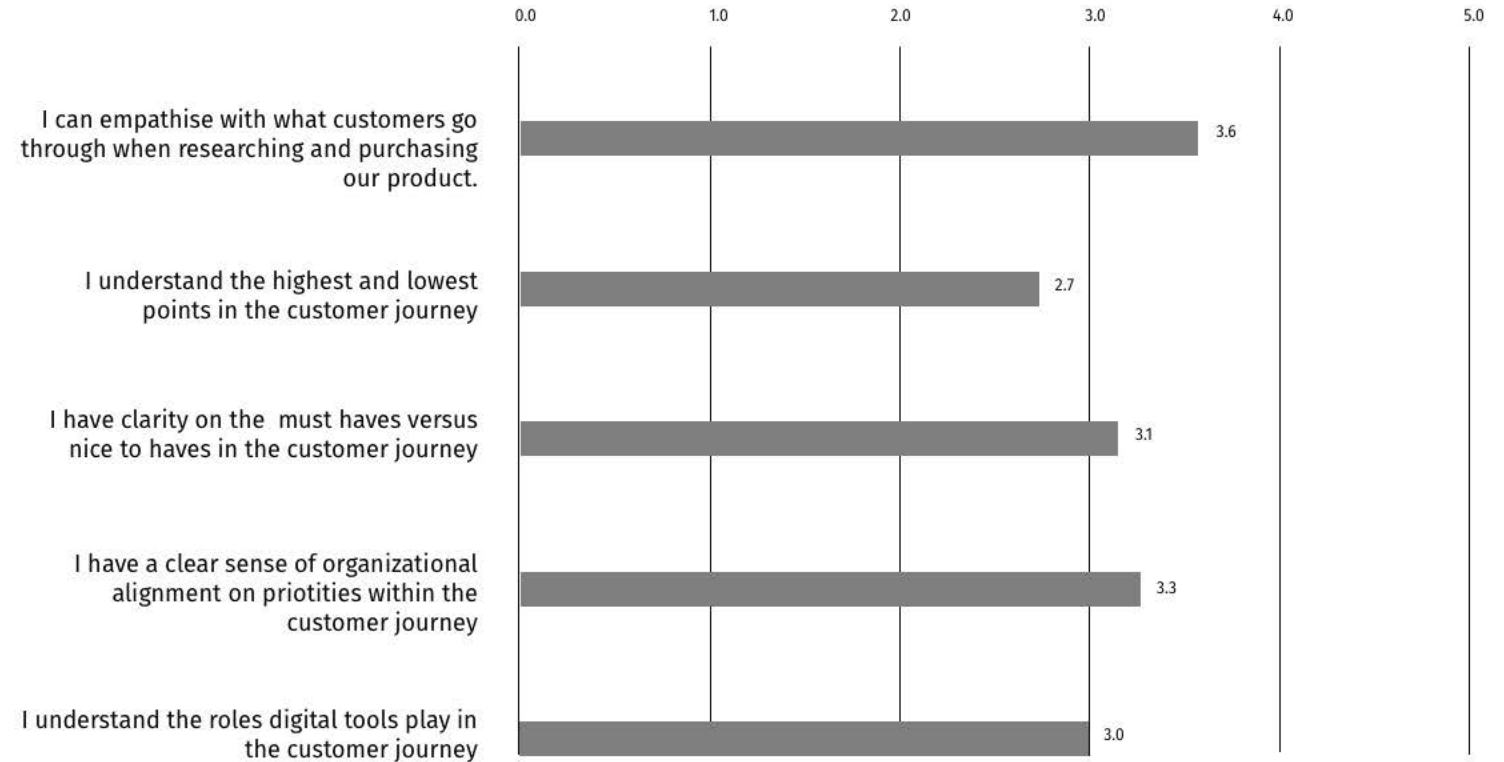
What will be most affected?

Reflections

Why do children need to eat vitamin D?

Take snapshots of change in people's perceptions.

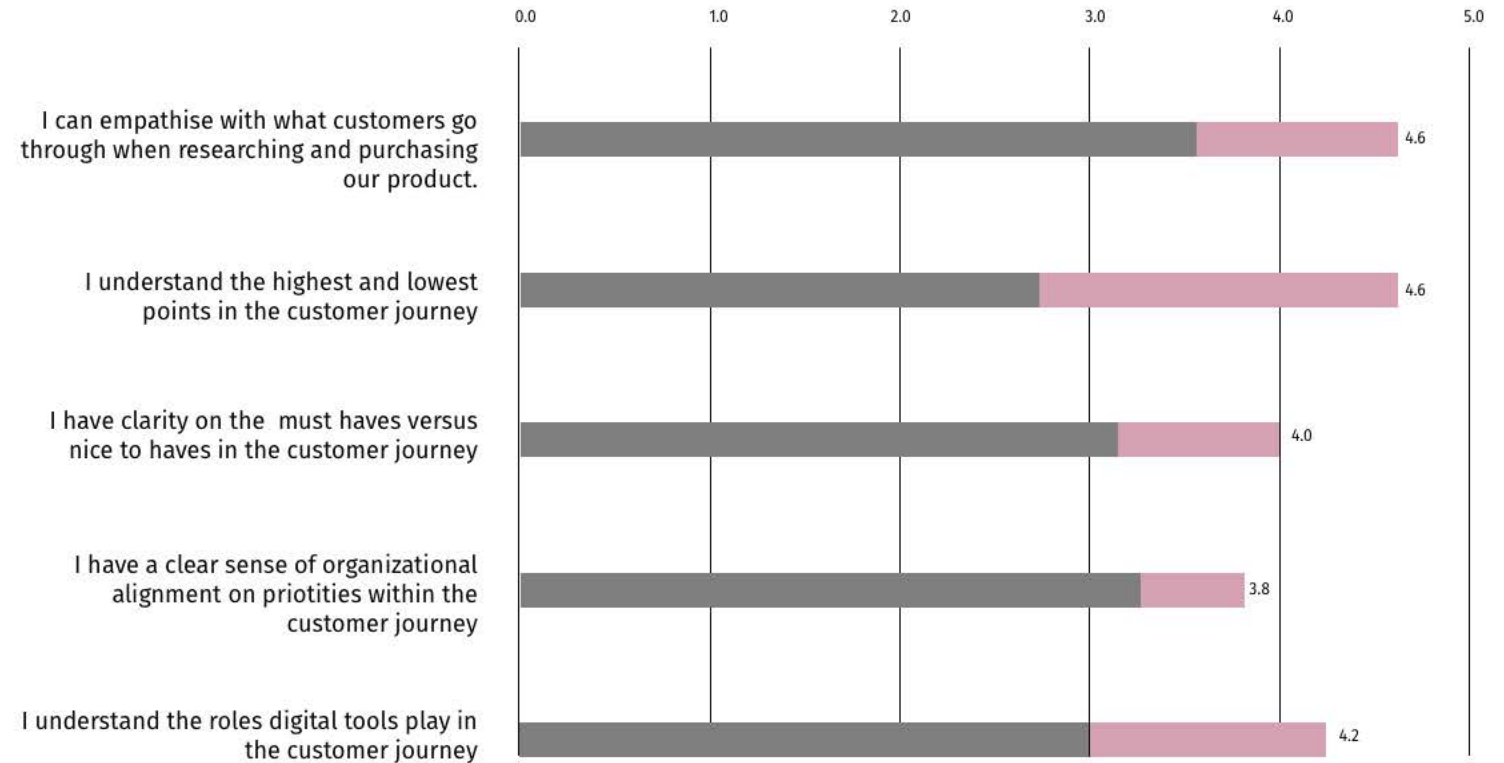
Start of Project



Conceptual recreation of project survey of large cross-functional team during a 6 month journey mapping research project.

Take snapshots of change in people's perceptions.

End of Project

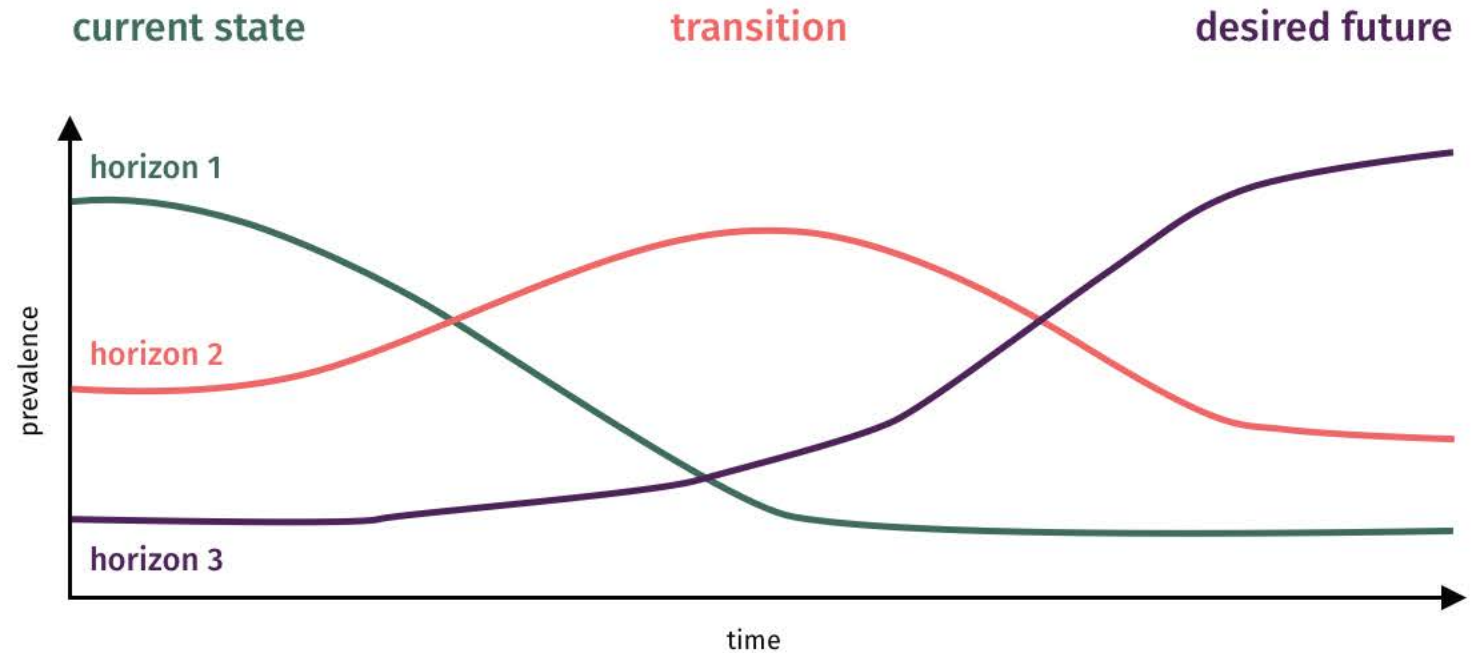


Conceptual recreation of project survey of large cross-functional team during a 6 month journey mapping research project.

~~—It's the final outcome!~~

Complex systems and service work is never done. There is no mission accomplished.

What if...
our outcomes are
bridging narratives
to horizon 3?



Three horizons model developed by International Futures Forum members and other futures practitioners (see Hodgson & Sharpe, 2007; Curry & Hodgson, 2008; Sharpe 2013)

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Problem : Solution

A landscape photograph showing a paved road that curves from the bottom center towards the middle ground. The road has a dashed white center line and solid yellow edge lines. The surrounding terrain is a mix of dry, golden-brown grass and patches of green. In the background, there are several large, flat-topped mountains under a hazy, overcast sky. The overall color palette is muted and earthy.

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Complexity & Unintended Consequences

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**“To avoid missing
unintended consequences
of their tools and
platforms, social media
companies should hire
worryers and neurotics.
That would help, right?”**

Charlie Brooker
Photo and quote in a tweet
by Ken Banks (@kiwanja)



**We need to get better at exploring
possible outcomes and unintended
consequences...**

...while also recognizing that the outcomes of our work as service designers are emergent, hard to control, and intangible.

N.A.T.O.

(not attached to outcomes)

**What if the solution to our
existential fixation on 'impact' is
to let go of design's attachment to
control over outcomes?**

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Takk!

@wittster

linnvizard@gmail.com

me thinking about outcomes ->



Questions?

@wittster

linnvizard@gmail.com

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