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The hitch-hiker's guide to human-centred design

Tech4Good, Brighton
3 December 2018

Richard Rutter
Cofounder, Clearleft

THE HITCH HIKERS GUIDE TO THE GALAXY

By DOUGLAS ADAMS

Earth

From Wikipedia, the free encyclopedia

This article is about the planet itself. For its human aspects, see World. For other uses, see Earth (disambiguation) and Planet Earth (disambiguation).

Earth is the third planet from the Sun and the only astronomical object known to harbor life. According to radiometric dating and other sources of evidence, Earth formed over 4.5 billion years ago.[24][25][26] Earth's gravity interacts with other objects in space, especially the Sun and the Moon, Earth's only natural satellite. Earth revolves around the Sun in 365.26 days, a period known as an Earth year. During this time, Earth rotates about its axis about 366.26 times.[n 5]

Earth's axis of rotation is tilted with respect to its orbital plane, producing seasons on Earth.[27] The gravitational interaction between Earth and the Moon causes ocean tides, stabilizes Earth's orientation on its axis, and gradually slows its rotation.[28] Earth is the densest planet in the Solar System and the largest of the four terrestrial planets.

Earth's lithosphere is divided into several rigid tectonic plates that migrate across the surface over periods of many millions of years. About 71% of Earth's surface is covered with water, mostly by oceans.[29] The remaining 29% is land consisting of continents and islands that together have many lakes, rivers and other sources of water that contribute to the hydrosphere. The majority of Earth's polar regions are covered in ice, including the Antarctic ice sheet and the sea

Earth ⊕

The Blue Marble photograph of Earth, taken during the Apollo 17 lunar mission in 1972

Orbital characteristics	
Epoch J2000[n 1]	
Aphelion	152 100 000 km[n 2]
	(94 500 000 mi; 1.017 AU)

Earth

From Wikipedia, the free encyclopedia

This is an **old revision** of this page, as edited by **lboughttoomanygames** (**talk** | **contribs**) at 02:29, 14 May 2017 (*←Replaced content with 'Mostly harmless. Also a miserable little rock that's now a concrete parking lot.'*). The present address (URL) is a **permanent link** to this revision, which may differ significantly from the **current revision**.

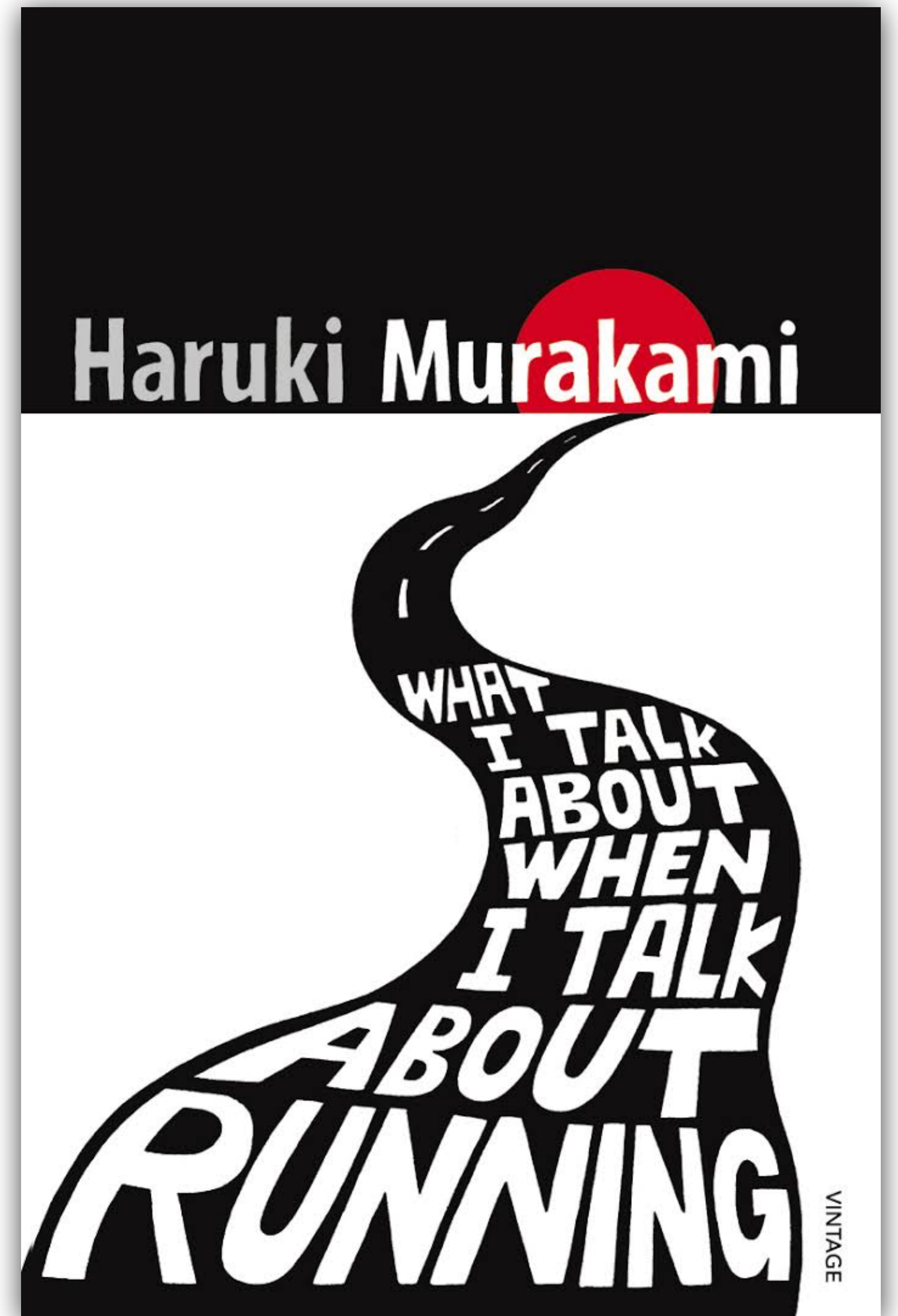(diff) ← Previous revision | Latest revision (diff) | Newer revision → (diff)

Mostly harmless.

Haruki Murakami

WHAT I TALK ABOUT WHEN I TALK ABOUT RUNNING

VINTAGE

"Pain is inevitable. Suffering is optional."

Haruki Murakami

WHAT I TALK ABOUT WHEN I TALK ABOUT RUNNING

VINTAGE

Bigbelly

80% of litter in the sea comes from land

Brighton & Hove
#StreetsAhead

Brighton & Hove
City Council

Report a problem

Problem type *

- ⚪ Broken street furniture
- ⚪ Cleaning / fly-tipping
- 🔵 Dead animal
- ⚪ Graffiti or fly-posting
- ⚪ Problem with gully or drain
- ⚪ Street lamp

Please tick all that apply:

Priority statements

- ☐ There is a serious risk to public safety
- ☐ There is an obstruction to traffic
- ☐ This is a health hazard near a school or playground

Other statements

- ☐ The animal is a badger
- ☐ The animal is a cat
- ☐ The animal is a deer
- ☐ The animal is a dog
- ☐ The animal is a fox
- ☐ The animal is a reptile
- ☐ The animal is a rodent
- ☐ The animal is a seagull
- ☐ The animal is a sheep
- ☐ The animal is an other bird
- ☐ The animal is an other farm animal
- ☐ The animal is an other mammal

[Next] [Cancel]

Nearest street *

Please give us the street, or the nearest street, to where the problem is.

Previous   Next   Cancel

Please select a point on the map

Nearest street *

You must enter a value for this field

Please give us the street, or the nearest street, to where the problem is.

Please complete the form below to register your request, enquiry, praise or feedback. This information will be used to process your report and will not be used for any other purpose.

Your details

Title

Select... ⌄

First name *

Last name *

Postcode or building and street

Search

Email address *

Mobile phone number

Report a problem

Problem type *

- ○ Broken street furniture
- ○ Cleaning / fly-tipping
- ● Dead animal
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- ☐ The animal is an other bird
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- ☐ The animal is an other mammal

[Next] [Cancel]

The question protocol

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The Question Protocol

1. Why do you need this information?

2. Who will use the information, and what decision will be made or action taken based on the information collected?

3. How will you validate the information that is submitted?

4. What happens if the submitted information is false or made up?

5. What's the impact of the information not being submitted?

6. What happens if the information goes out of date?

7. Can a customer update their submitted information? Should they be able to?

8. Are you allowed (legally and ethically) to collect this information?

9. How is it shared? With whom? What are the privacy implications?

10. How securely does it need to be stored?

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The Question Protocol

Is the question really *necessary?*

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The Question Protocol: costs

1. An impairment to accurate completion of the process

2. Collecting, storing and processing any additional information

3. Handling situations where the information is missing, false or inconsistent.

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Champions grease the wheels of change.

They are obstacle clearers, problem insulators and praise singers.

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Help your champion:
Get the design message across
Tell a convincing story
Look good

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Report a problem

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[Next] [Cancel]

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Priority statements

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[Next] [Cancel]

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Please give us the street, or the nearest street, to where the problem is.

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Your details

Title

Select... ⌄

First name *

Last name *

Postcode or building and street

Search

Email address *
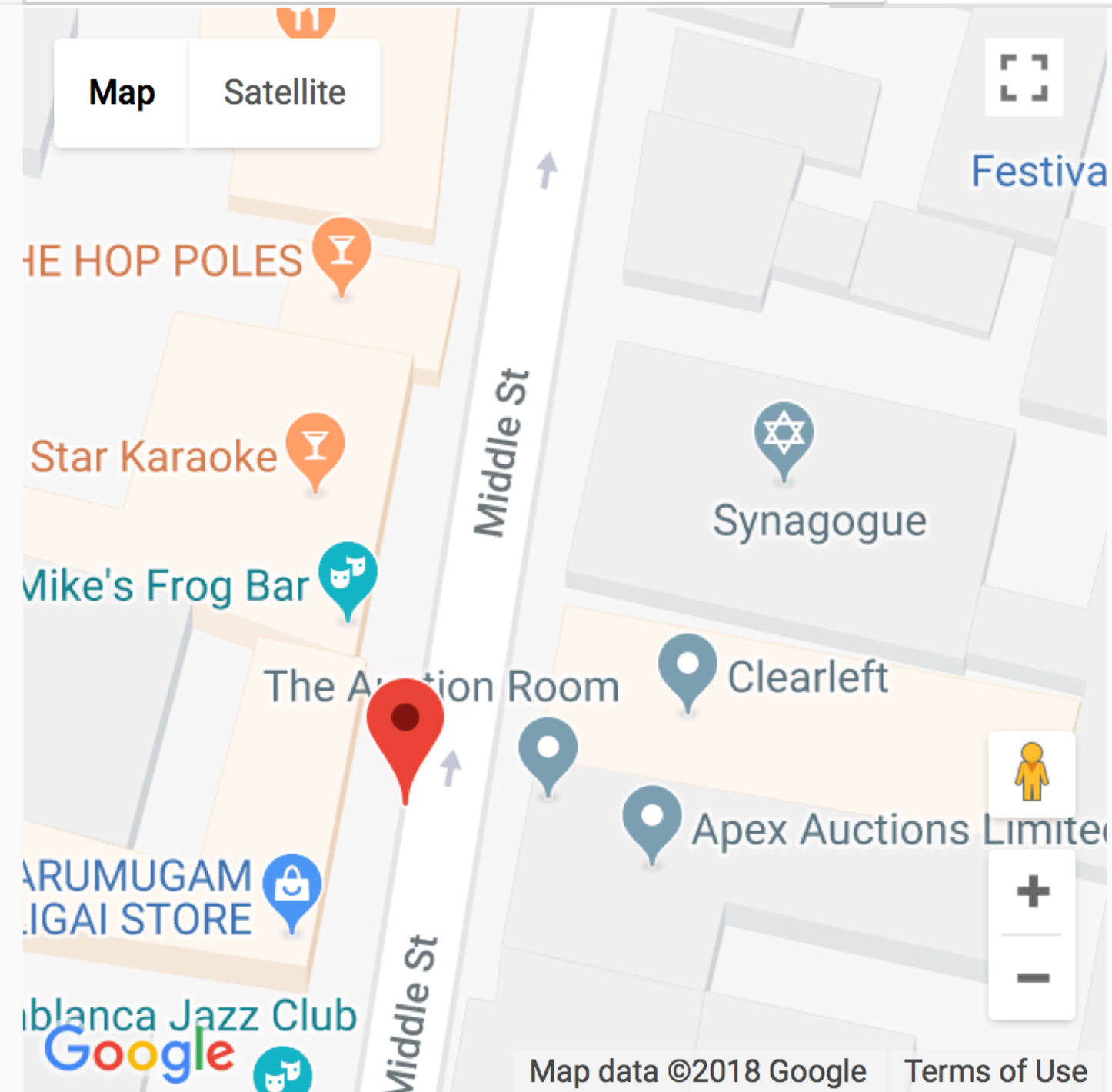
Mobile phone number

Locate on map

○ Yes   ○ No

Use the search box below to find an address or landmark. Please help us out by dragging the marker to the location where the problem is.

Search address

	Search

Use current location

Do you think the problem is hazardous or an emergency? *

(●) Yes   (○) No

What is the problem?

- [ ] Needles and/or drugs litter
- [ ] Asbestos
- [ ] Spilled blood
- [✓] Broken glass
- [ ] Spilled oil or fuel
- [ ] Dead animal
- [ ] Offensive Graffiti
- [ ] Other

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Report a problem and request a clean-up

Contact details

You do not have to provide your contact details. However, if you do we can:

- let you know when we have fixed the problem
- contact you if we need to find out more about the problem

Full name

Email

Brighton & Hove
City Council

Cityclean system blueprint

CITIZEN

Report
Citizen reports a problem in the street, eg. fly tipping or offensive graffiti.

Progress notification
Citizen receives notification that their case has been assigned (or can't be fixed)

Resolution notification
Citizen receives notification that their case has been fixed (or reasons for transferring or not fixing).
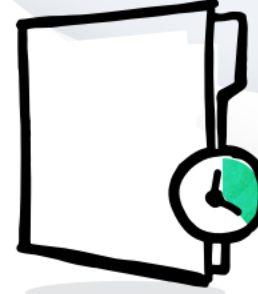
SUPERVISOR

Dashboard
Report added to backlog of cases on a digital dashboard.

Clarification
Supervisor is notified of issues and confirms whether further should be taken.

Case resolved
Supervisor marks case as fixed (or can't fix).

Case assignment
Case is prioritised and assigned to a street team (or transferred to another dept).

STREET TEAM

Case received
Team receive the case details on a mobile device in their truck.

Problem addressed
Crew go to the case location and fix the problem if they can, sending supervisor details of any issues, and when the problem is fixed.

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Brighton & Hove City Council

Dashboard

Report cases o

Clarification

pervisor is notified of
and confirms whether
her should be taken.

blem addressed

the case location and fix the
can, sending supervisor deta
and when the problem is fixe

Case #2541

Status: IN PROGRESS

Hazardous: Broken glass

Problem:
Smashed bottles and pint glasses on the pavement and in the gutter.

Location:
By the communal bins near Wetherspoons on West Street.

cklog of
ashboard.

Case assignment

Case is prioritised and assigned to a street team (or transferred to another dept).

Clarification

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Case resolv

Supervisor mar as fixed (or can'

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ss notification

...eceives notification
...r case has been
... (or can't be fixed)

Resolution notification

Citizen receives notification that
their case has been fixed (or reasons
for transferring or not fixing).

COMPLETE

Clarification

Supervisor is notified of
issues and confirms whether
further should be taken.

Case resolved

Supervisor marks case
as fixed (or can't fix).

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Cityclean system blueprint

CITIZEN

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Citizen reports a problem in the street, eg. fly tipping or offensive graffiti.

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SUPERVISOR

Dashboard
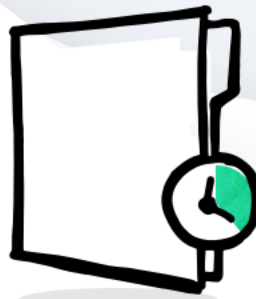Report added to backlog of cases on a digital dashboard.

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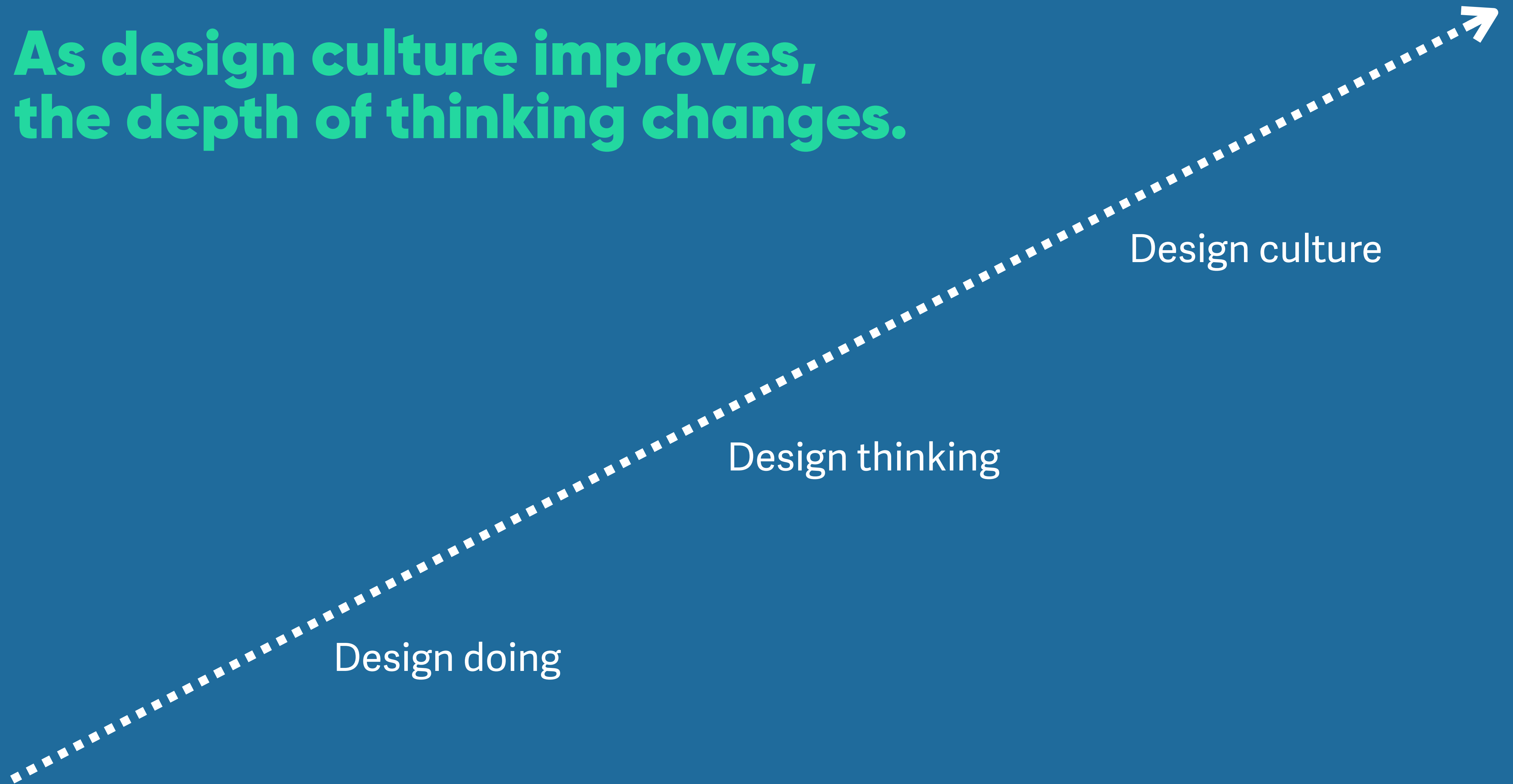**STREET TEAM**

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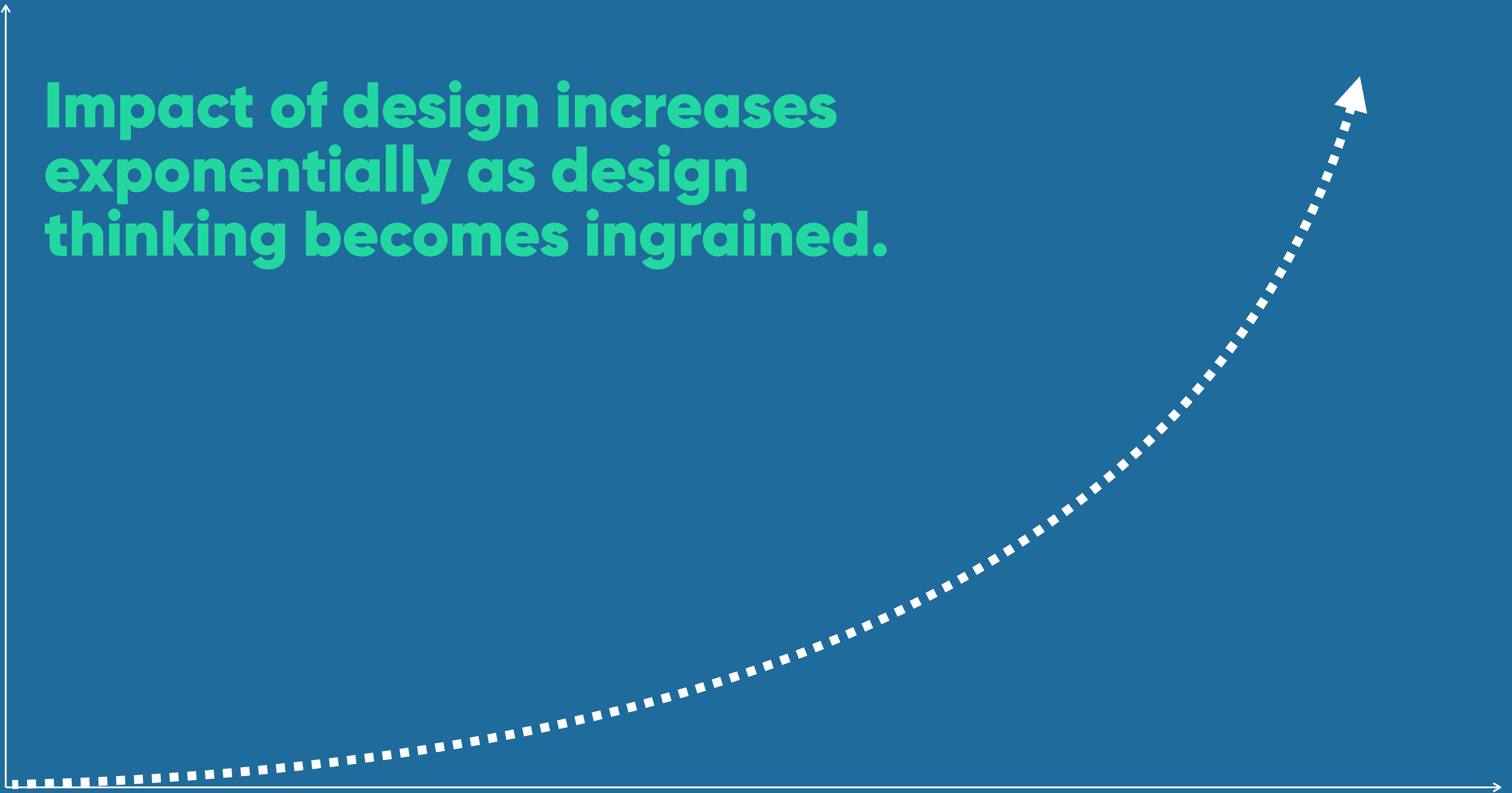Crew go to the case location and fix the problem if they can, sending supervisor details of any issues, and when the problem is fixed.

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Brighton & Hove City Council

As design culture improves,
the depth of thinking changes.

Design culture

Design thinking

Design doing

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Impact of design increases exponentially as design thinking becomes ingrained.

Impact

Design doing   Design thinking   Design culture

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