

@WITTSTER : THE MATERIAL OF OUTCOMES

The Material of Outcomes

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1-100 of 348 < > Mail

Sender	Subject	Date
me_customer (1)	Re : company info ...	11:27 pm
email	(no subject)	11:15 pm
me_friends (1)	Re : 2 new notifica ...	10:45 pm
customer (1)	Re : company info ...	10:30 am
me_customer (1)	Re : company info	08:21 am
me_customer	Meeting today ...	Sep 24
Join us	New Sign-in on Computer ...	Sep 24
me_customer (1)	Re : On 23 October at 09:00 ...	Sep 24
email	What do you think so far?	Sep 24
customer no int	company info	Sep 24
customer	(no subject)	Sep 23
me_customer	we want some ...	Sep 23
me_customer (1)	Re : company info ...	Sep 23
email	(no subject)	Sep 23
me_friends (1)	Re : 2 new notifica ...	Sep 21
customer no int	Re : company info ...	Sep 19
me_customer (1)	Re : company info ...	Sep 19
me_customer	Meeting today ...	Sep 19
Join us	New Sign-in on Computer ...	Sep 19
me_customer (1)	Re : On 11 Sep at 11:00 ...	Sep 19
email	What do you think so far?	Sep 19
customer no int	company info	Sep 19

A crisis of confidence?

SDN Global: Designing to Deliver

Touchpoint: From Design to Implementation

Canadian Service Design Conference: Impact

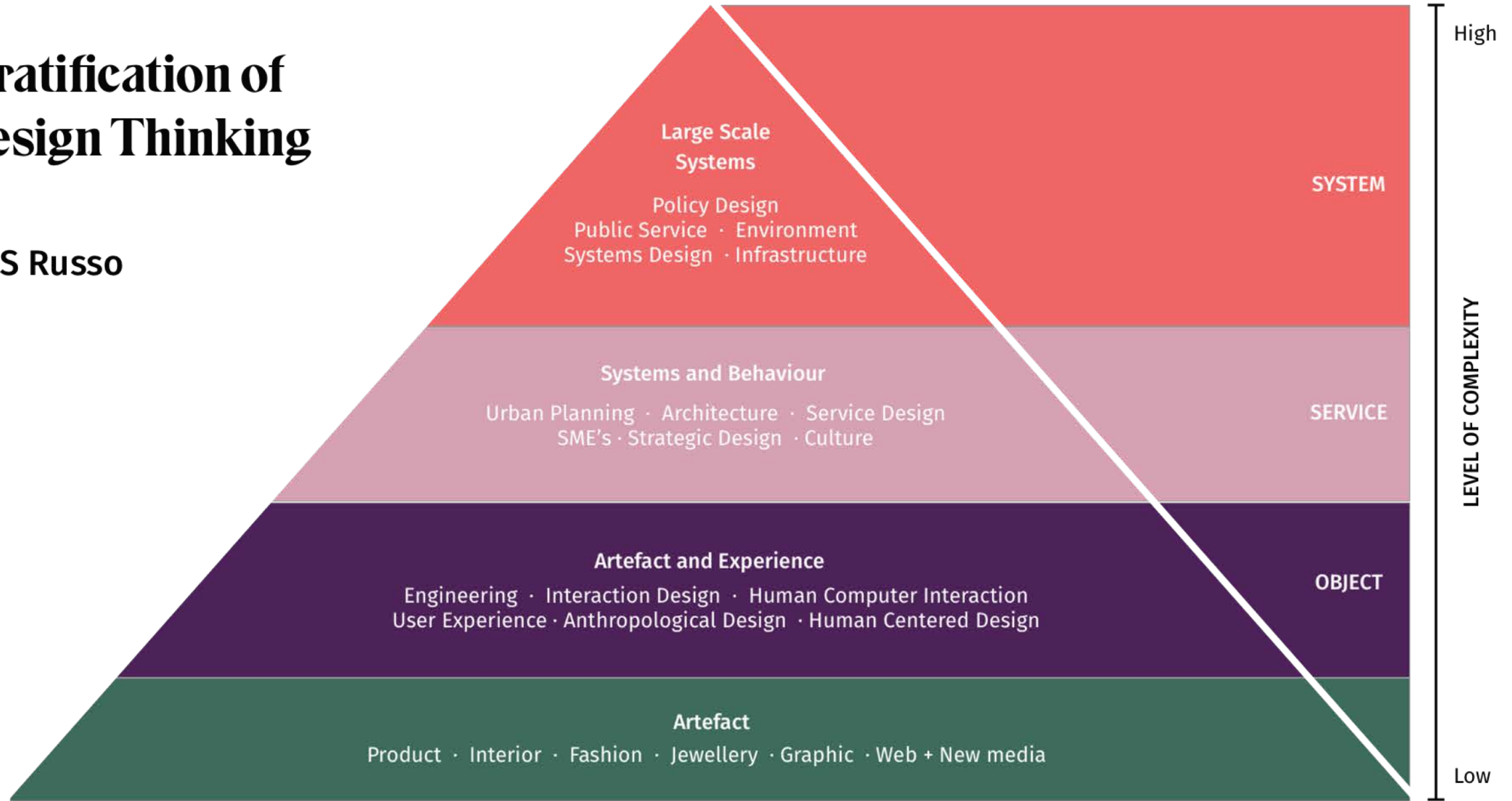
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Haus Auerbach, Jena, Germany
Walter Gropius and Adolf Meyer, 1924
Image Credit: Smithsonian Mag.com

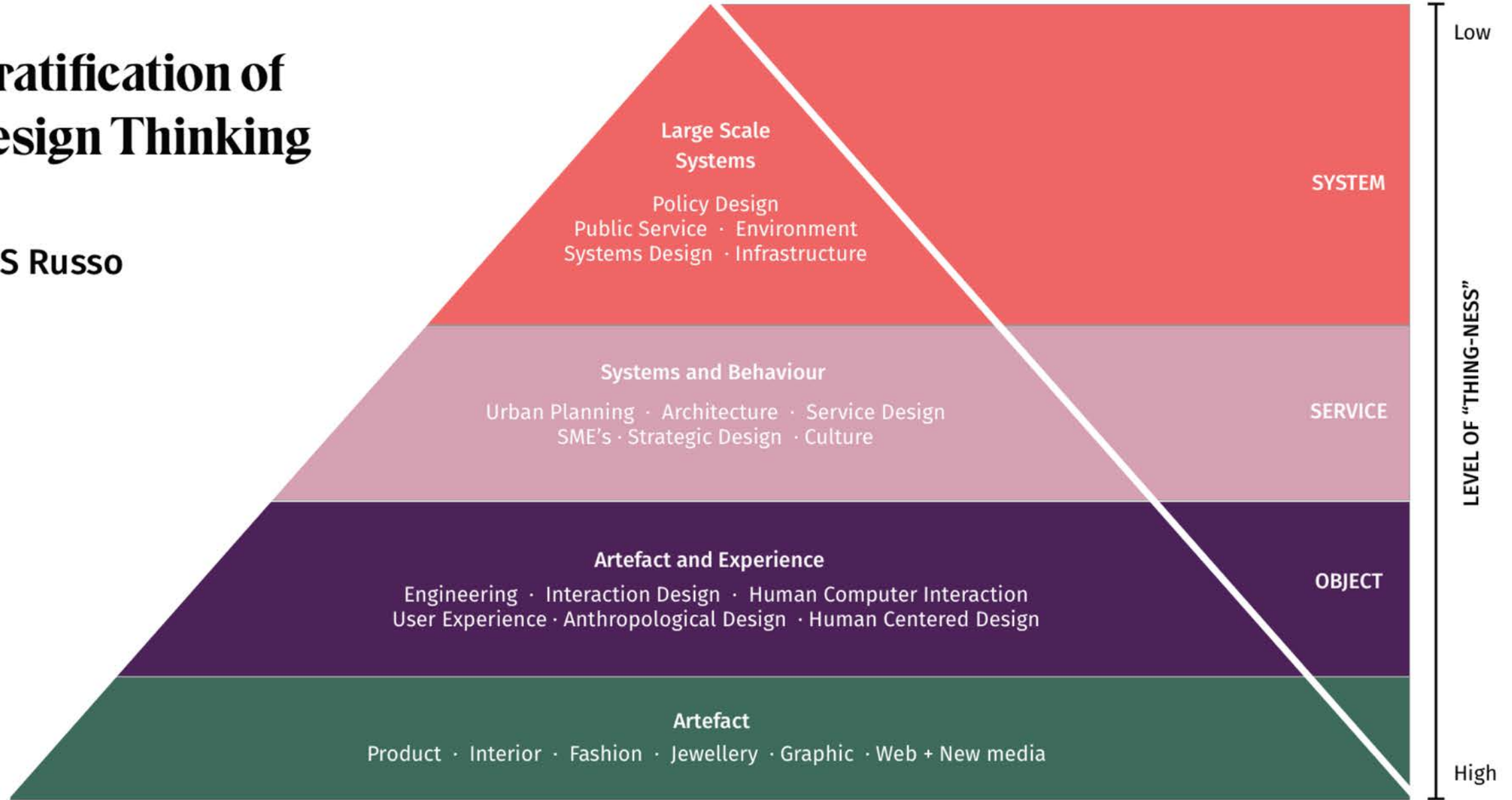
Stratification of Design Thinking

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?****

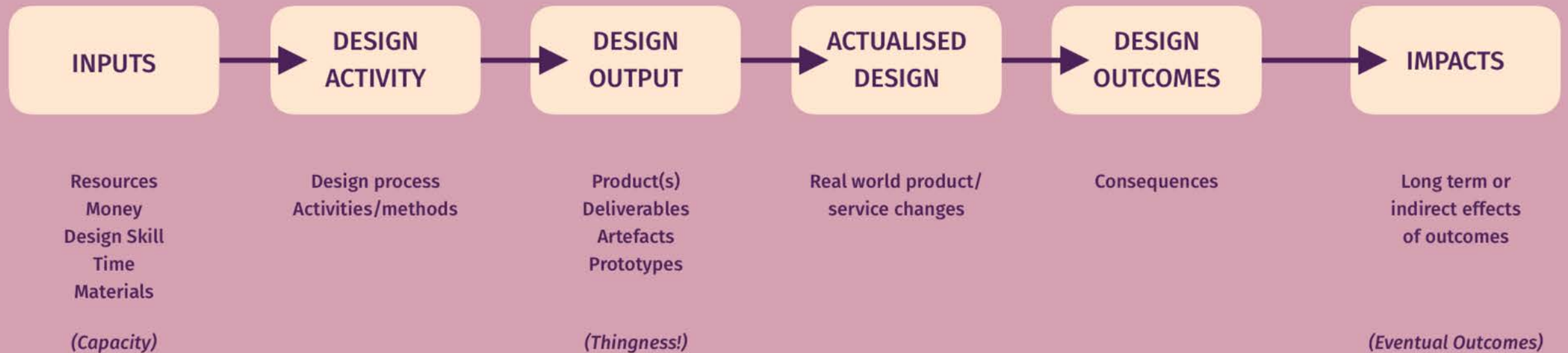


sit.sit

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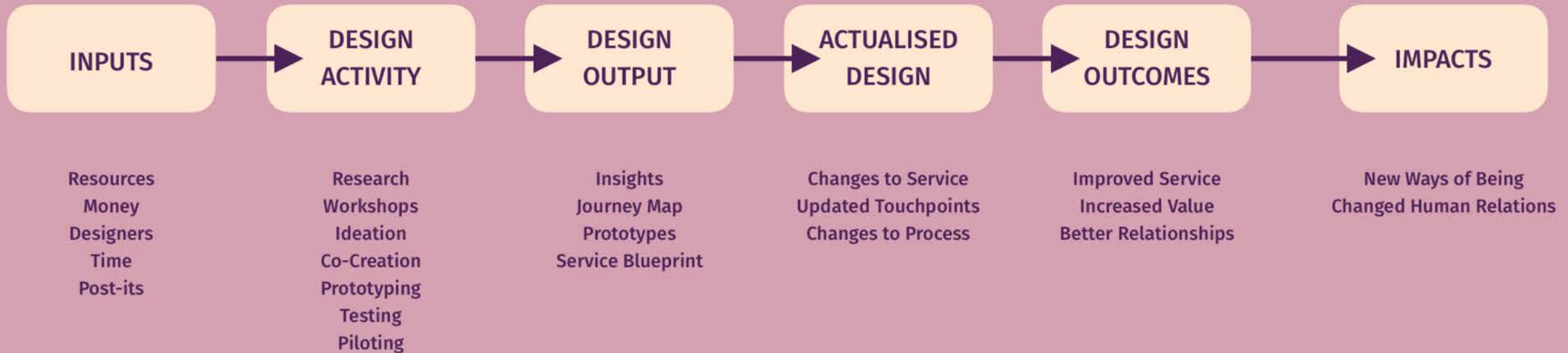
**Outcome: a direct,
intended beneficial effect.**

In design work...



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

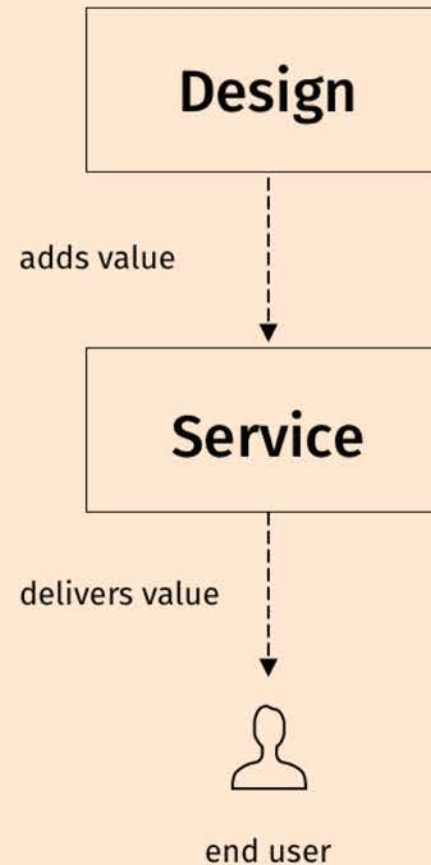
In a service design project..



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

Design of Services

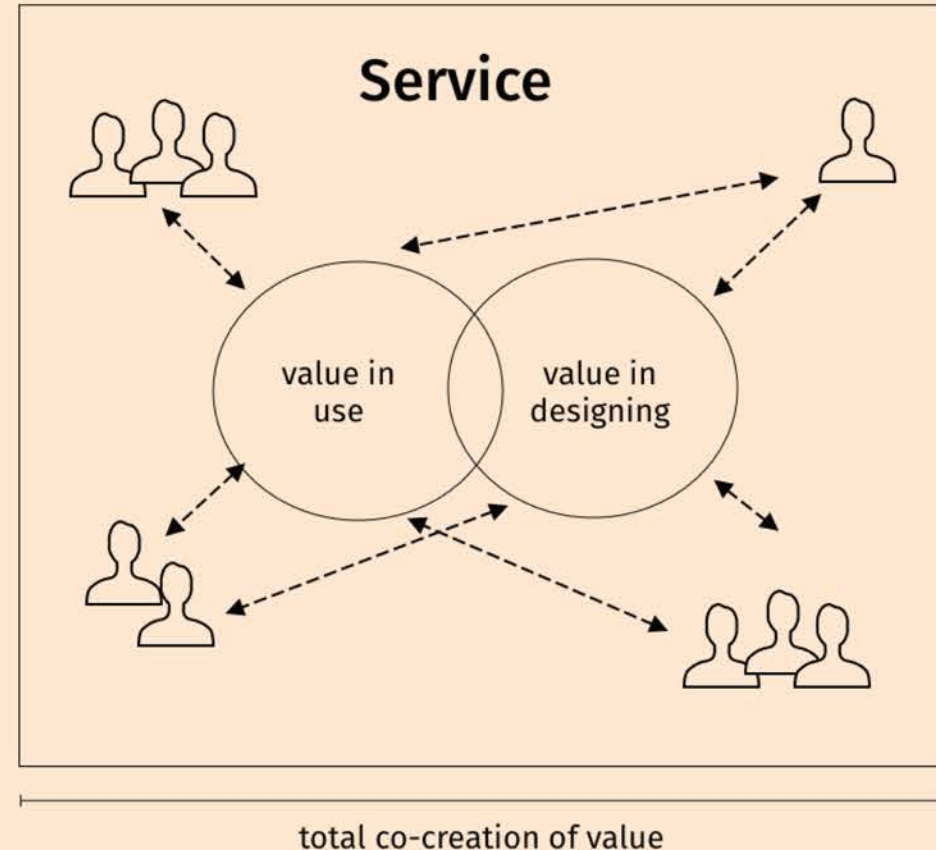
based on goods-dominant logic



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

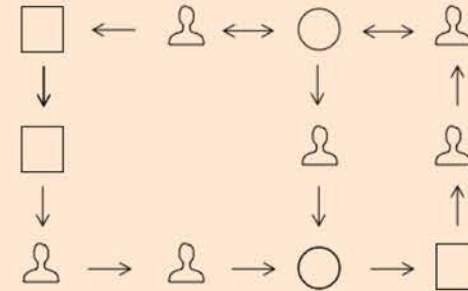
**“The material of service design
is the Organization.”**

Stephen Taylor, Harmonic Design

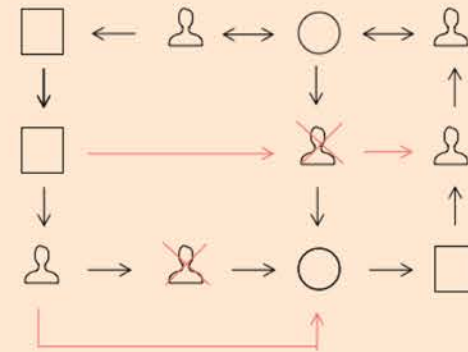
“As service designers we aim to shape organizations, and that cannot be controlled and prescribed in the same way as products can.”

Dr. Lotte Raun

Organizations as systems



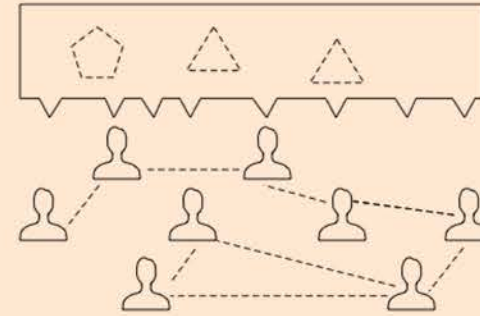
assumes that outcomes happen on the basis of a plan being implemented



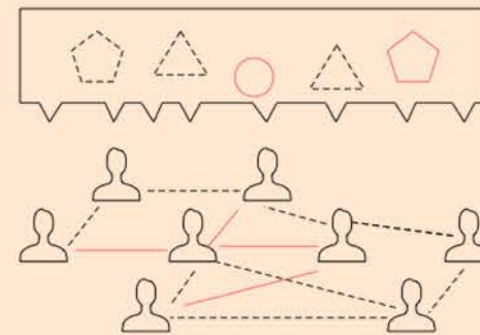
“As service designers we aim to shape organizations, and that cannot be controlled and prescribed in the same way as products can.”

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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A top-down view of a person's feet standing on a white, rectangular digital scale. The scale has a black rectangular display screen in the center. The person's feet are positioned on either side of the scale. The background is a light-colored, textured floor. The overall image has a soft, warm glow.

Measurement is a Proxy for Outcomes

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

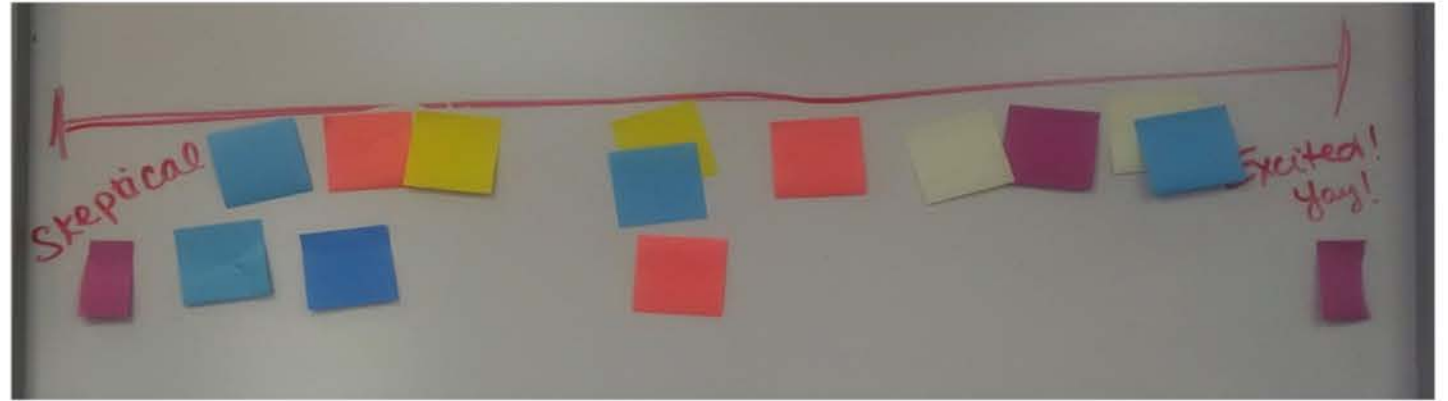
**“People will forget what you said,
people will forget what you did,
but people will never forget
how you made them feel.”**

Maya Angelou

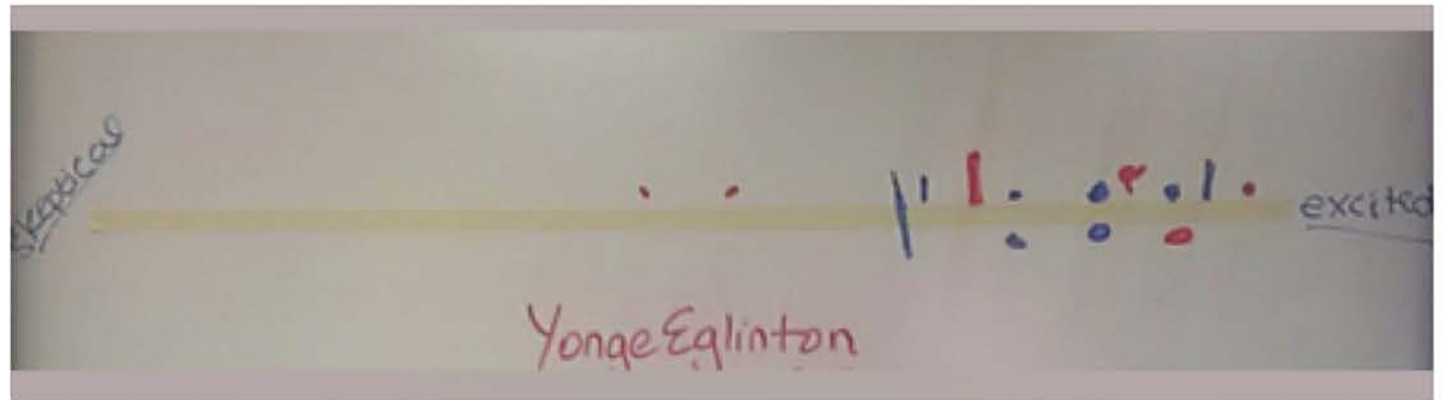
**Outcomes are changes to how and
what people think and feel.**

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

- future health plan
- county overall goals

connection
Local public health
Patient has bigger responsibility

Cost Covering

funders: 0 Producers 0 development unit

Learning 4 Stakeholders

low high

When do results show?

0 10yrs 20yrs 30yrs 40yrs 50yrs

Approach

Participation

stakeholder group	ownership (yr)	#s	level of participation (yr)	motivation (yr)
Midway	Yes	5	H	H
children	No	30	L	L
parents	No	30	H	H
Medical clubs	No	1	L	H
Apokal			L	H

* hard to know better-hand

Influence on Social Determinants?

Room 4 Experimentation

Bodily Reaction

Outcomes

Spread

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

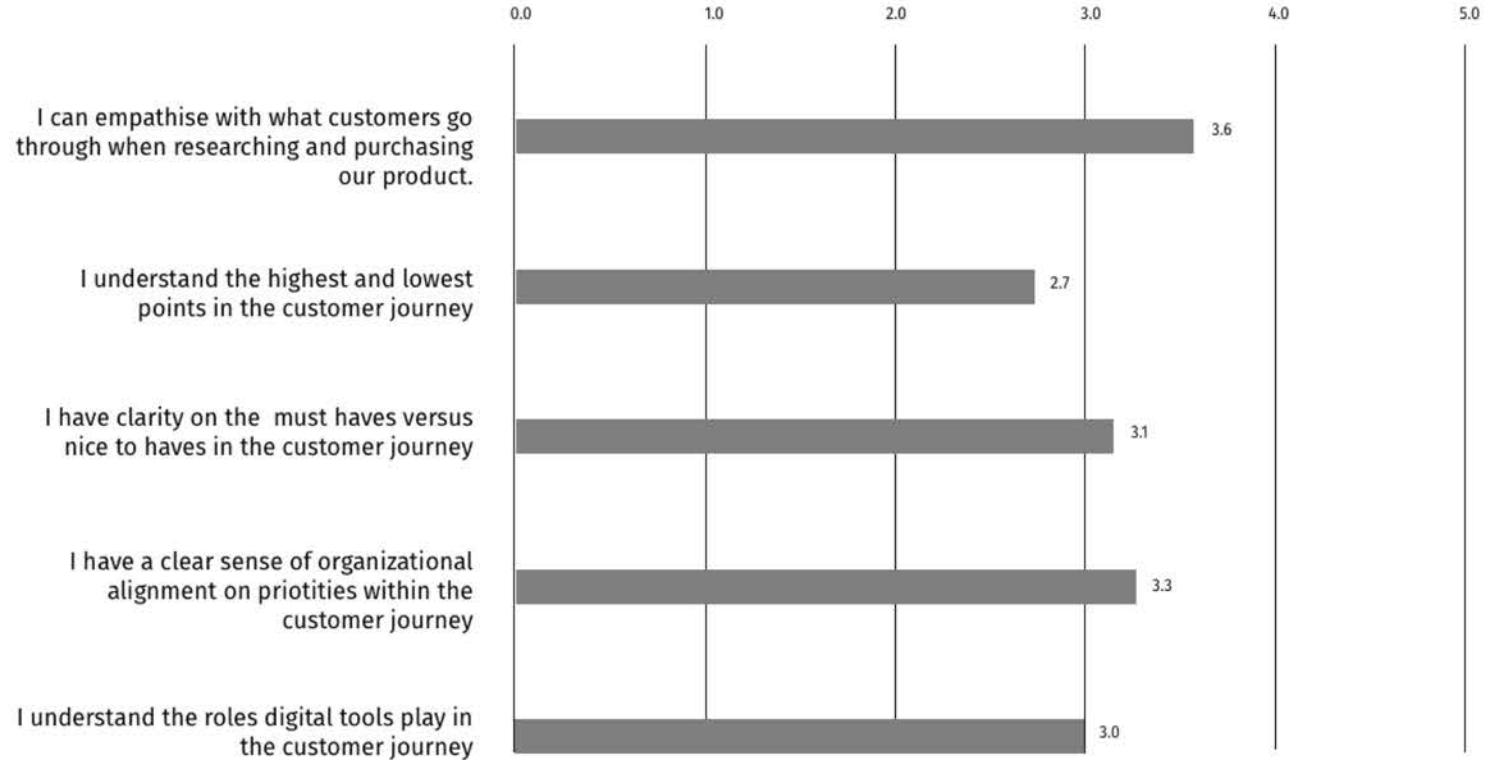
What will be most affected?

Reflections

Why do children need to eat vitamin D?

Take snapshots of change in people's perceptions.

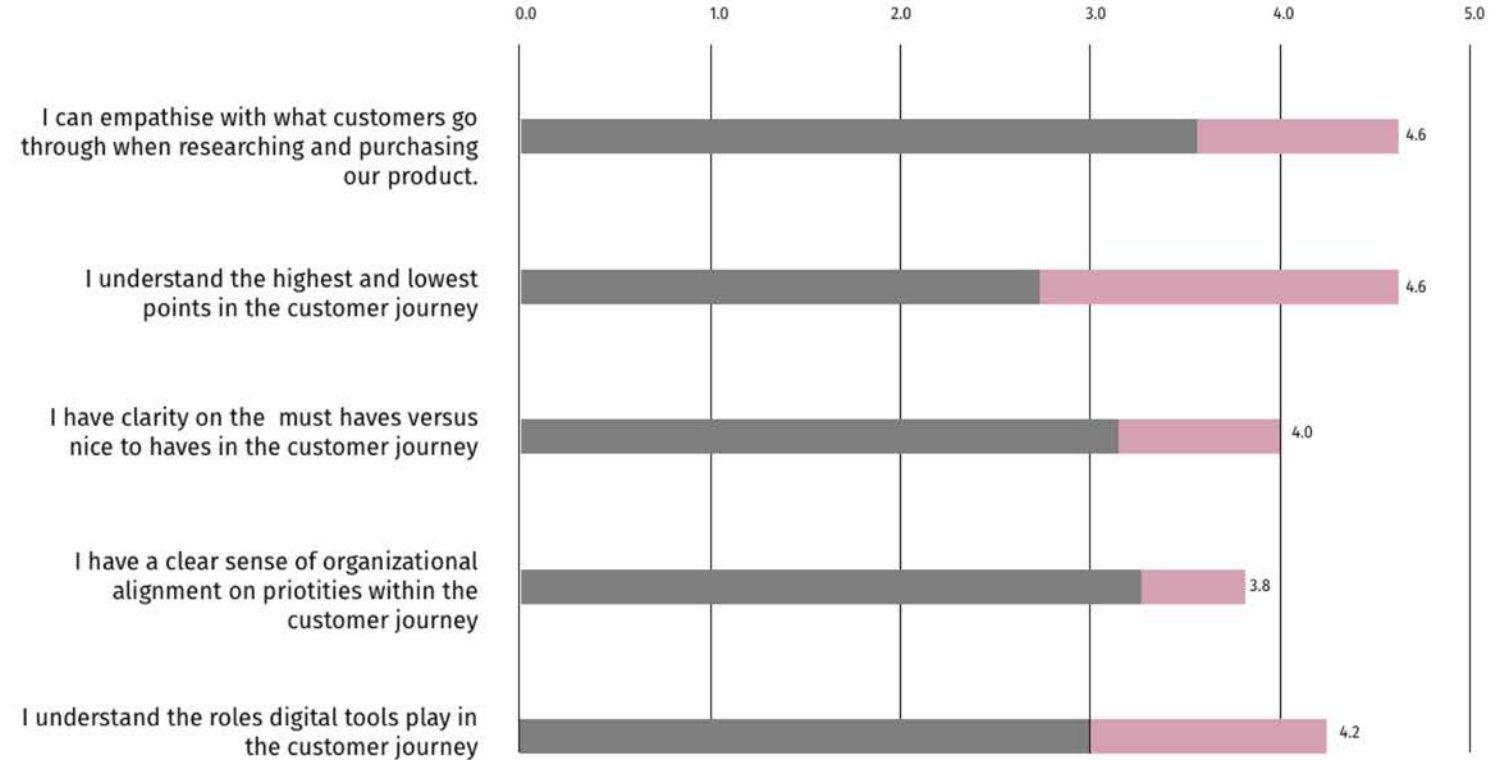
Start of Project



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

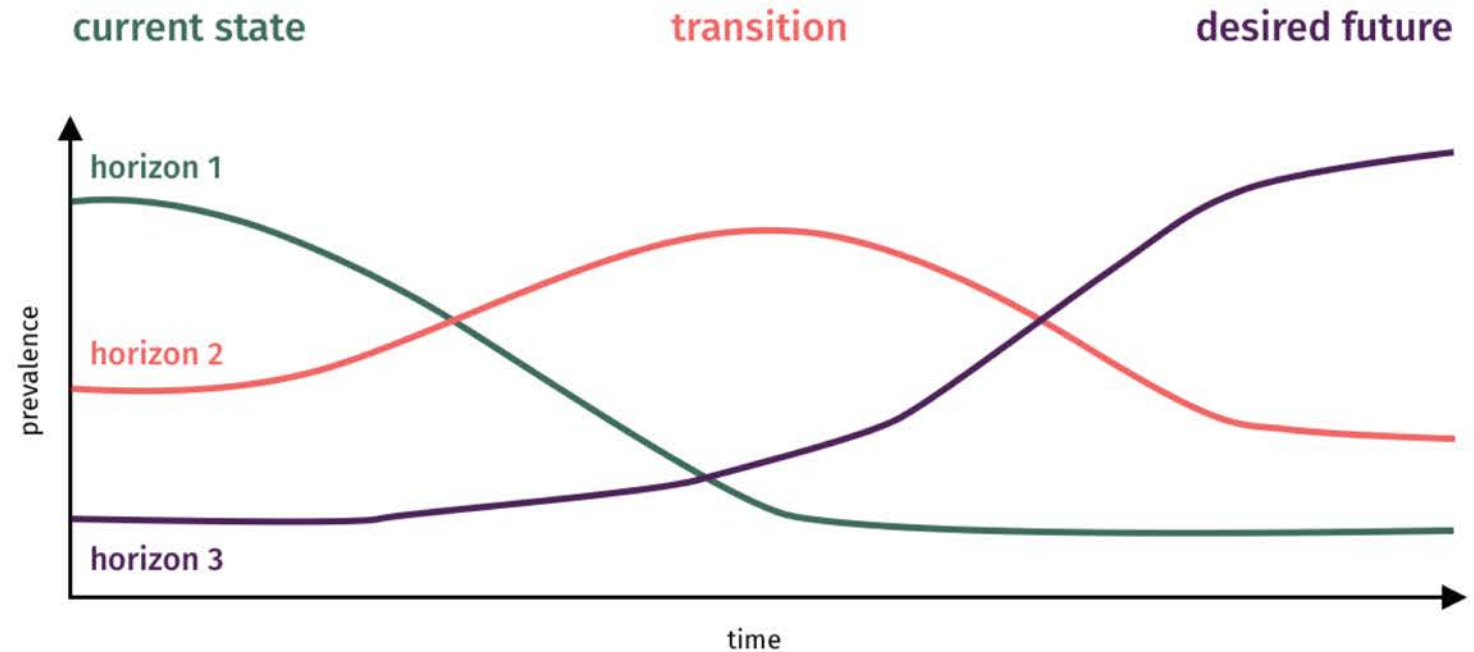


Conceptual recreation of project survey of large cross-functional team during a 6 month journey mapping research project.

~~—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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A long, straight road stretches into the distance through a hilly, grassy landscape. The road is flanked by yellow lines and a dashed center line. The surrounding terrain is covered in dry, golden-brown grass and scattered shrubs. In the background, there are rolling hills and a range of mountains under a clear sky. The overall scene is bathed in a warm, golden light, suggesting a sunrise or sunset.

Problem : Solution

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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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Thank you!

@wittster

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me thinking about outcomes ->



Questions?

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