Designing Government

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Agenda

- Introductions, housekeeping, administrivia

- Design in government discussion

- Story harvesting

- Recap and reflection

Dana Chisnell

Brief factoids

That happened.

- Founder-Partner, Project Redesign at NCoC.org

- Co-Executive Director at Center for Civic Design

- U.S. Digital Service + USCIS

- Kickstarted Field Guides To Ensuring Voter Intent

- Seminal research about design in voting & elections

- Decades in the private sector doing design thinking before it had a name

- Wrote the first user-centered computer documentation

I miss being inside government.

Administrivia

Videos

You must log into the All You Can Learn library to watch many of the videos.

Go to https://aycl.uie.com/offer/hks20
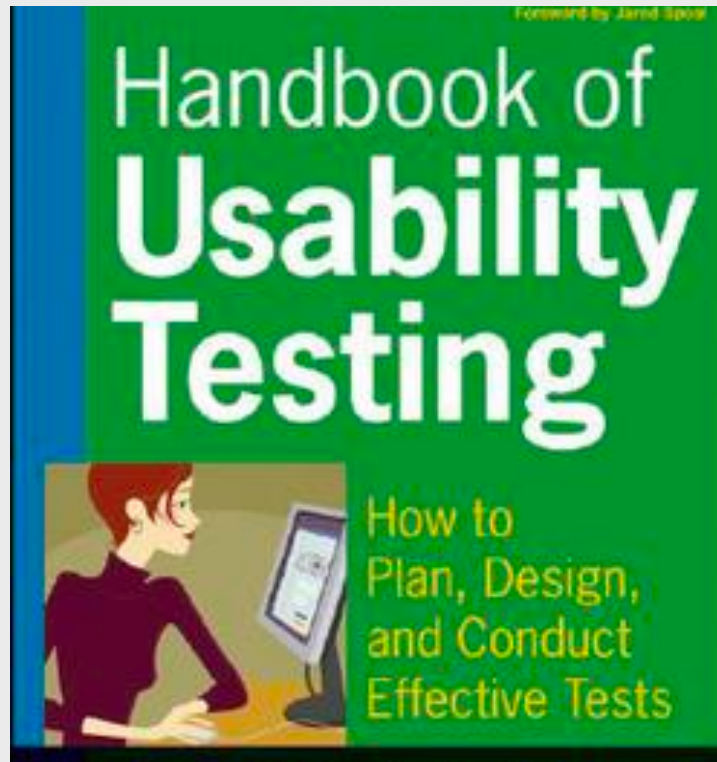
userid: ocm@hks.harvard.edu

password: HKSDPI-676

Books

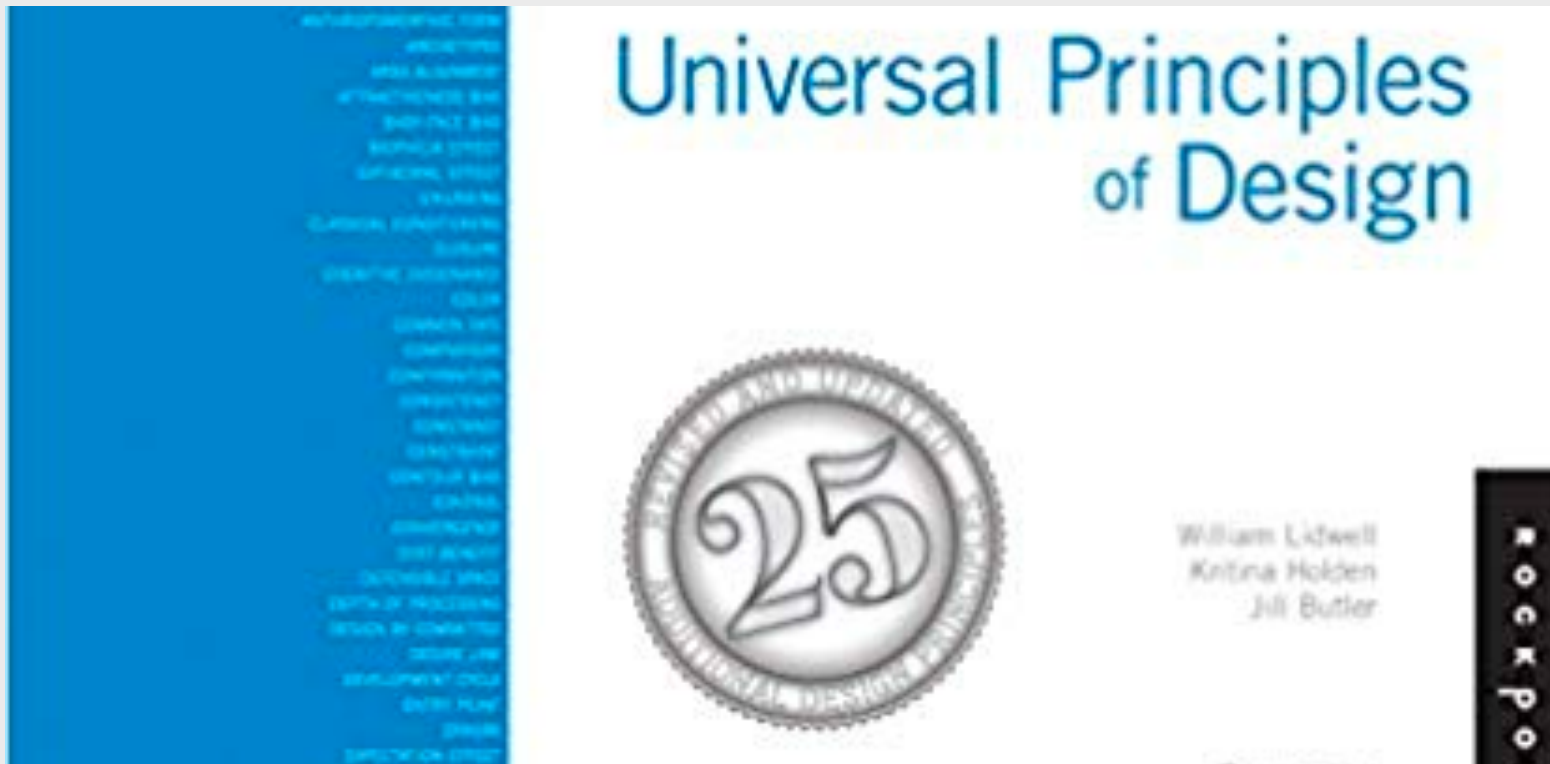# This is service design methods

Stickdorn, et al

Handbook of Usability Testing

Rubin and Chisnell

Universal Methods of Design

Martin and Hanington

Universal Principles of Design

Lowell, Holden, and Butler

There are many more books for this space

Administrivia: Grading

- 25% written reflections due at
  5pm on Saturday after class

- 25% written assignments due due
  at noon Wednesday

- 25% team work and participation
  — your peers will rate you

- 25% final team presentation

Design in government

What was your most recent interaction with government?
(draw a picture)

Please send me a video about you (5 minutes)

- Most of you have worked on some kind of project that has similar features to our challenge
- I want to hear about those
- These will help me deliver a better course for you

Some of the things you'll get out of this course

- Designing programs with multiple users
- Approaches for involving stakeholders
- Ways to test assumptions and theories
- How to make user-driven policy and programs
- Understanding root causes of problems

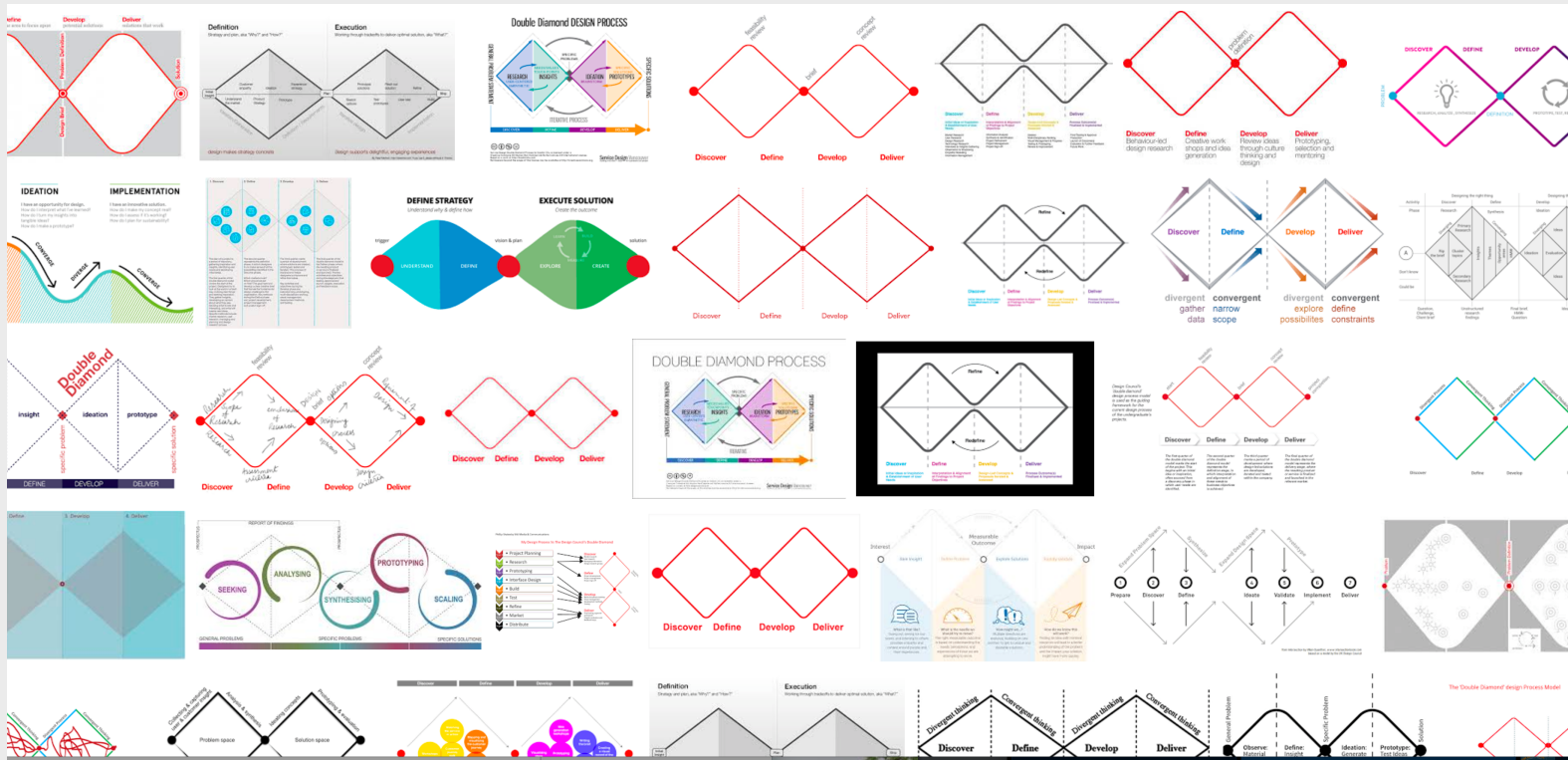# Some of the things you'll get out of this course

- Designing programs for realistic, context-specific constraints
- Real-world perspective
- Practice with methods and techniques
- Tools and better processes

Design in government is **hard**.
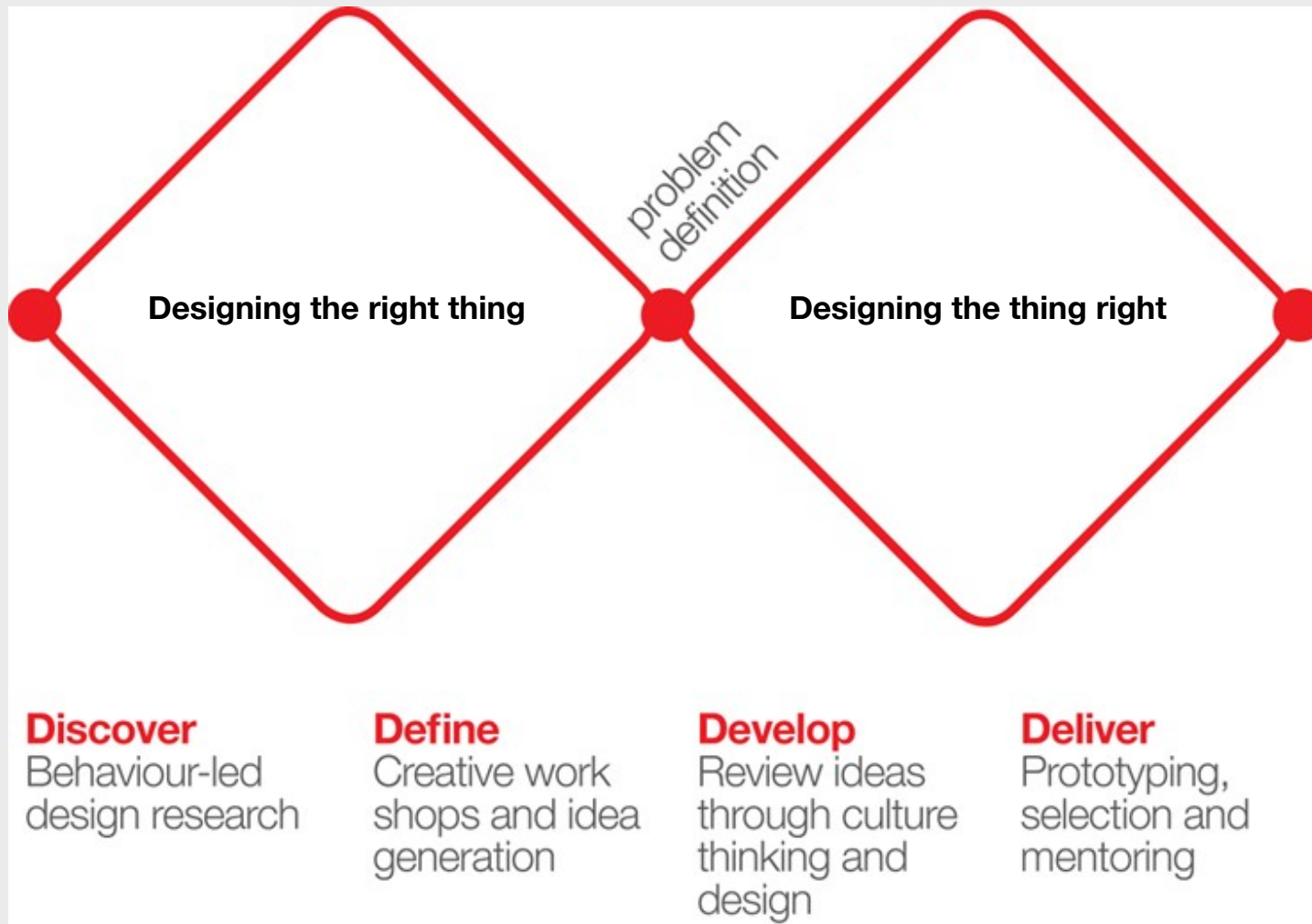
Design in government is **new**.

Design in government focuses on **digital**.

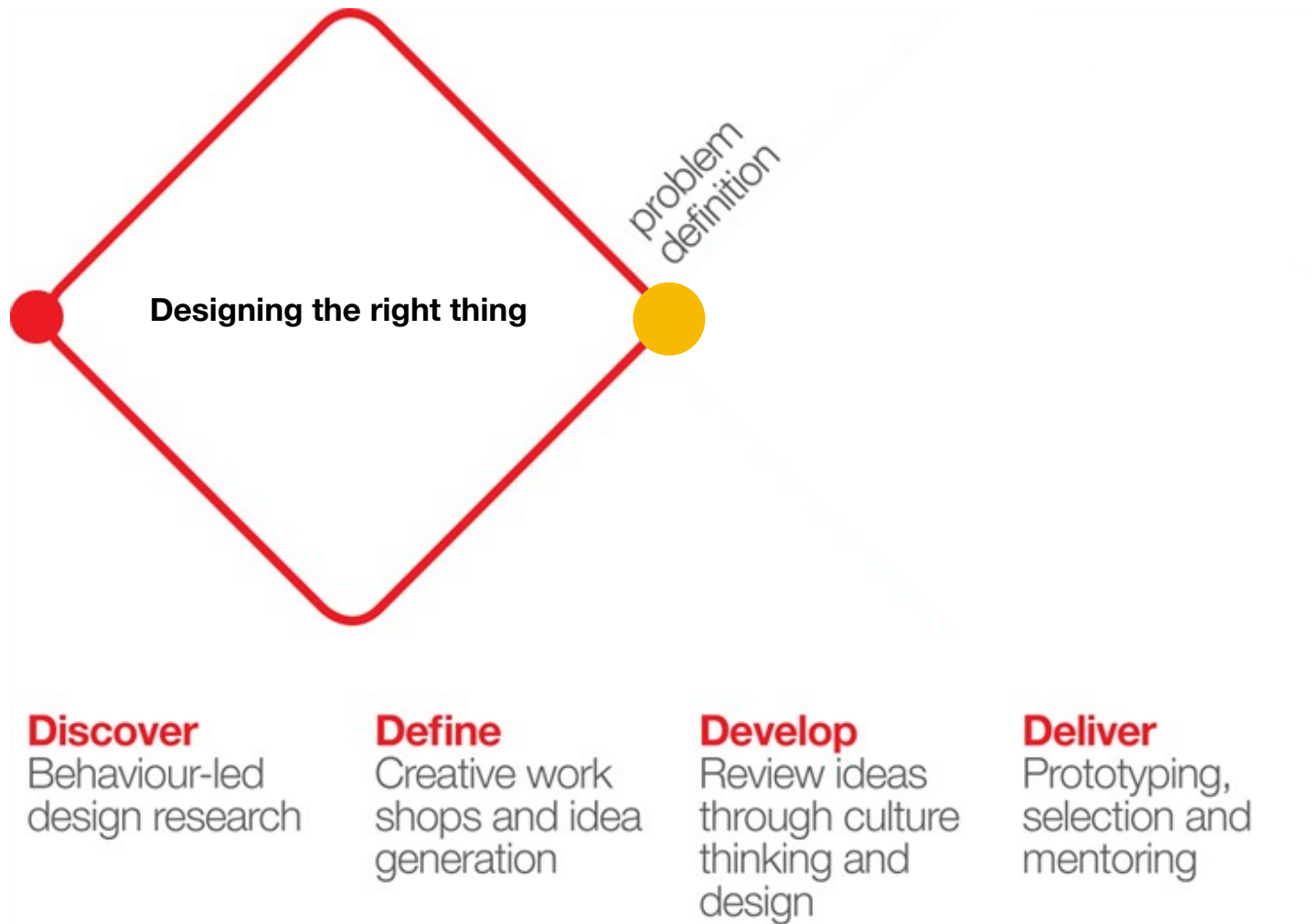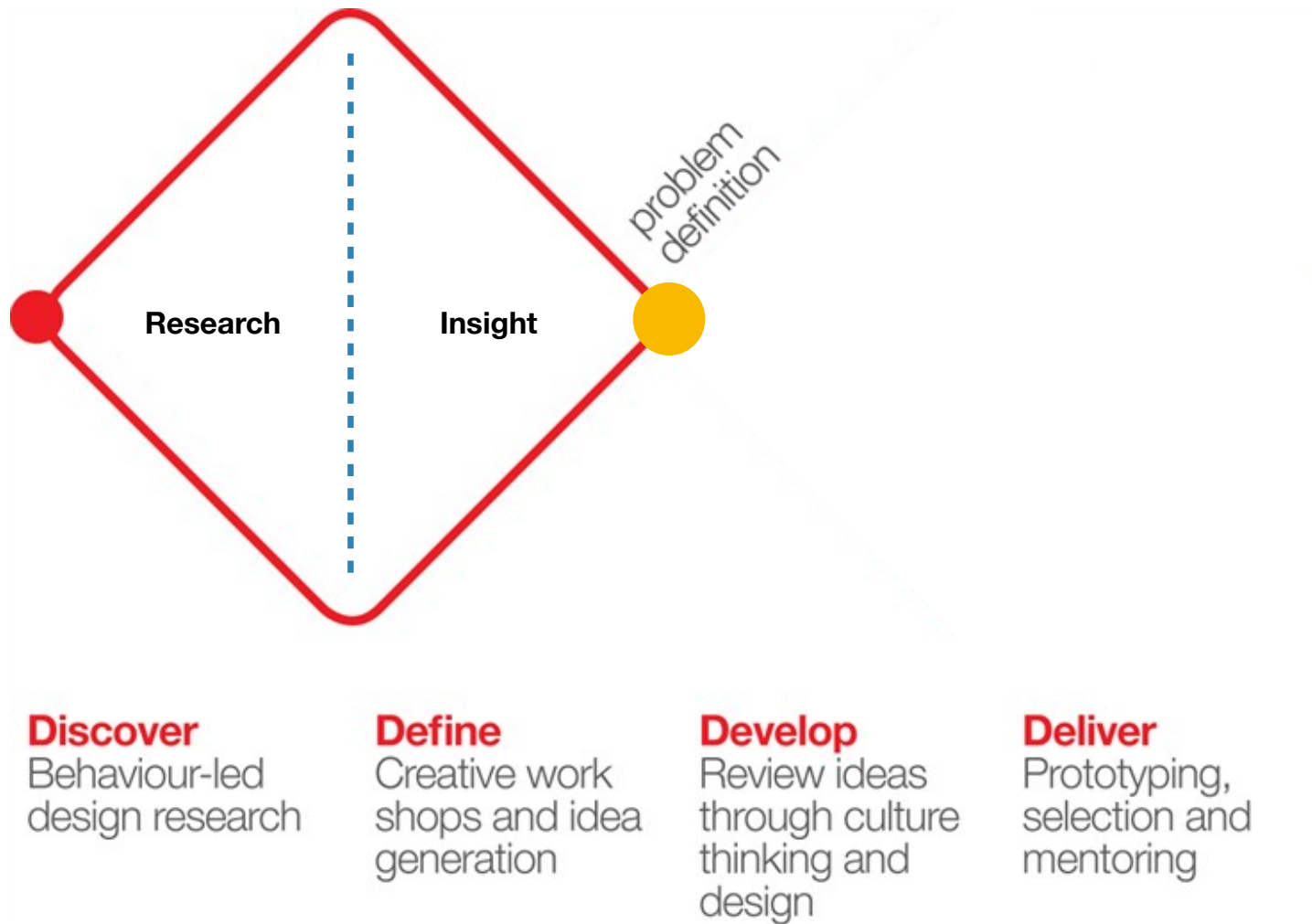It is what will make the difference for billions of people.

Design processes

Diverge, converge, diverge, converge

Research by the Design Council in the UK in 2007 found patterns in designers' processes

Designing the right thing

problem definition

Discover
Behaviour-led design research

Define
Creative work shops and idea generation

Develop
Review ideas through culture thinking and design

Deliver
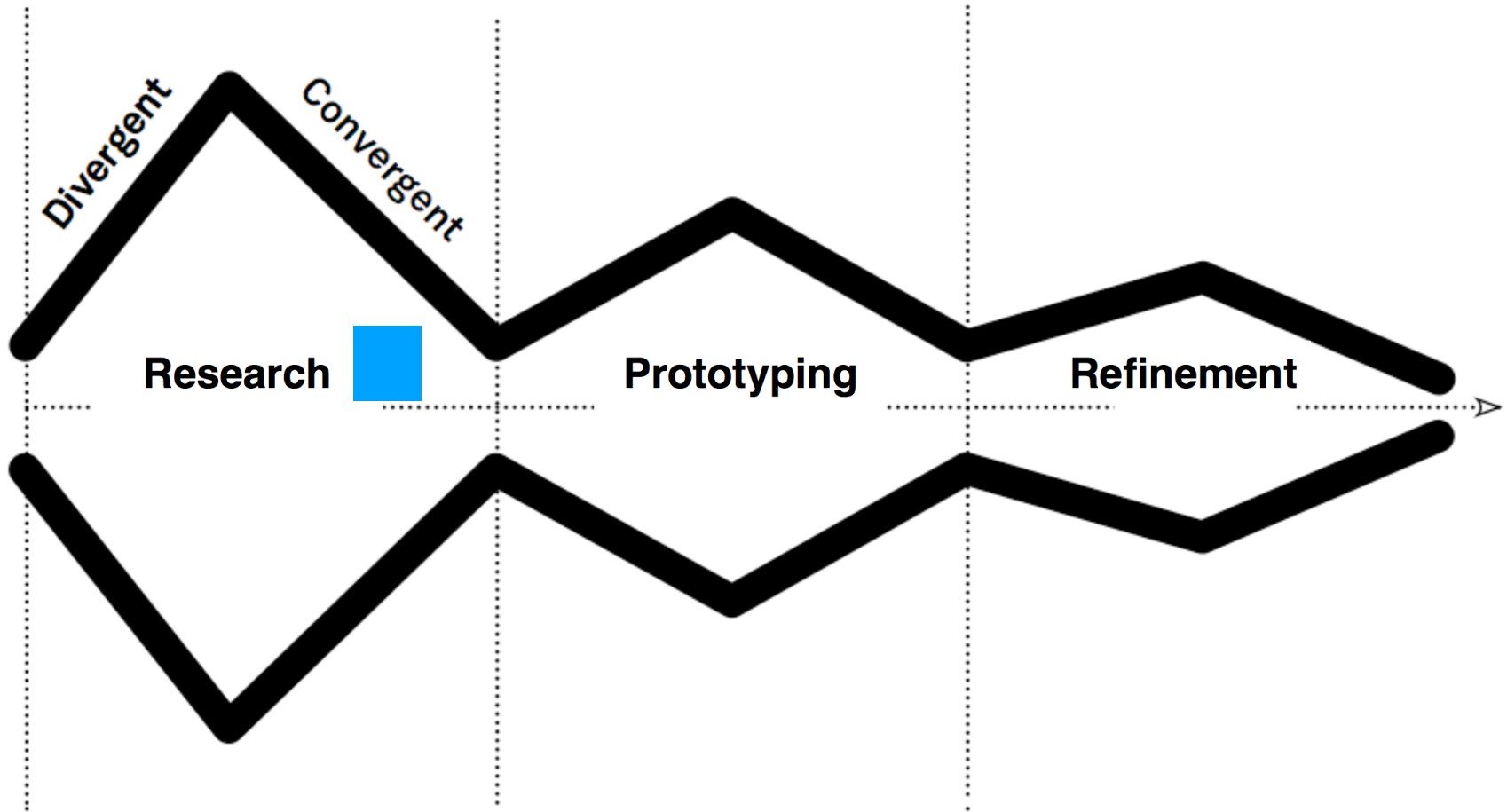Prototyping, selection and mentoring

Research by the Design Council in the UK in 2007 found patterns in designers' processes

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Discovery   Interpretation   Ideation   Experimentation   Implementation   Evolution

Divergent   Convergent

Research   **Prototyping**   **Refinement**

01
The process is iterative.
We'll diverge and converge.

02
Progress is
not linear

03
It will get foggy before
it gets clear

04
The abstract is
uncomfortable.

Why this matters for government

- The user experience spans departments, agencies, hierarchy.
- Users experience this as disparate silos.
- Design looks across the experience to close the gaps.

What challenges do people with disabilities face in a widespread health crisis?

This is a deep dive on problem definition.

To understand users' needs, you have to

- go where people are
- listen deeply
- listen openly
- listen until you keep hearing the same things.

What a project looks like

- Deeply informed problem definition
- Supported by defensible qualitative data
- Demonstrated in artifacts, models, maps, concepts, stories, and prototypes
- Theories about what might have to change

Teams

Introduce yourselves to one another
Say your name, your program, and your year
Name 2 skills you bring to the team

Each person gets 1 minute.

Next up:
Collective story harvest

Story tellers

Dorian

Joann

Collective Story Harvest

Ethnographic technique developed to learn about social problems

Collective Story Harvest

1. Team decides on listening lenses or themes
2. Recruit story tellers
3. Prep story tellers
4. Story teller tells focused story
5. Listen deeply, through themes
6. Reflect questions when the teller is done
7. Gather by themes to pull insights

Collective Story Harvest

Practice:

• deep, focused listening

• reflecting back based on what you heard

• collaboratively uncovering insights

Collective Story Harvest

In your teams:

- Go to Canvas and **download** the files in the **Collective story harvesting** folder. There are 3 files:
  - Covid session guide
  - Covid Storyteller information
  - Covid Themed notetaking

- **Read through** the session guide and the themes

- **Decide** among you who will do what

Storytellers and moderators start

5 min for introducing the session (moderator)

20 min for storyteller to tell the story

20 min for listeners to reflect and follow-up

5 min storyteller to make any last remarks

Story harvesting & synthesis

- Meet by themes
- Moderators pick a theme
- Storytellers can join in the harvesting, too

Story harvesting & synthesis

15 minutes:

Look for patterns and trends

Identify themes within the themes

Pull out guiding principles

Identify top 3 insights

Story harvesting & synthesis

15 minutes:

Each theme gets 3 minutes to present their top 3 insights

Wrap and reflection

Big idea
Big surprise
Big question

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Next week: service design and systems thinking