TPXimpact

Public Policy Design / London Policy and Strategy Network

Multiplied: How can digital transformation deliver more impact for the public sector?

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HELLO

WITH YOU TODAY

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Introduction

tpximpact.com/multiplied-book

Multiplied: The belief that greater impact through organisations and services is possible using digital transformation

"Claiming that something is impossible is nothing more than a temporary working hypothesis. Two plus two can equal five if something changes."

– Arne Naess

Digital = Change + Technology

Multipliers

People

Knowledge

Teams

Design

Participation

Technology

Inclusion

Data

Research

Delivery

Themes

Future digital transformation

Exploring what becomes possible when we bring together modern design, digital technologies, and innovative change programmes.

Lessons from the pandemic

Learnings from the public sector's response to the pandemic, and why things shouldn't revert back to how they were before.

Making more possible

How organisations are rethinking the relationships they have with society, working more closely with local communities.

Hyper-local futures

Understanding the need to fundamentally reshape our public institutions, delivering better outcomes for people and the places they live.

A new mindset

The need for a new mindset, as well as new skill sets to deliver policy and joined up services.

Value multiplied

Demonstrating that better value for money is possible, and that we should expect wider benefits for society.

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Multiplied by design

tpximpact.com/blogs/design

A design philosophy

1 ## People focused

We put people at the centre of all of our work. Good design creates positive outcomes for the citizens and organisations we work with.

2 ## Diverse reach and thinking

We encourage diverse thinking through well targeted user research and co–design work. Good design should work for everyone.

3 ## Visual and creative

We create explorative, visual artefacts to support change. Good design should be creative — making our work engaging and enjoyable.

4 ## Ideas made real

We learn by doing and prototyping. Good design is something people can directly interact with.

5 ## Bold and ambitious

We challenge ourselves and others to be bold and ambitious. Good design is about what can be made possible.

Multiplied: The impact of our work has the potential to be far greater through visual, creative, approaches, and learning by doing

Multiplied: <u>Design</u> is good at making something that can be imagined, a new scenario or future, real now

X

"...we build our identity and our beliefs about what's possible on the back of stories we take as true [but] we can control our stories, even when we can't control the circumstances."

– Dr Pippa Grange (Fear Less)

Design methods for policy teams

1 Understanding different types of user needs

Using ethnographic tools and methods to understand the needs of service users, professionals, and stakeholders in a system. Also, including the needs of other civil servants and staff in our organisations.

Includes understanding needs through life events, individual context and scenarios to bring continuous user-focus.

2 Framing the policy challenge or problem space

Asking the right questions to frame the problem, bringing user focus, and also constraints within the work (constraints can support increased creativity and diverse thinking).

Includes ensuring teams and stakeholders have a shared understanding of a problems space, and goals around work that's commissioned.

3 Visualisation of a system, service, or journey(s)

Using design approaches to visualise/understand how services and systems work now, and to visually represent and explore how they could work in the future.

Includes all types of visual artefacts and tools that enable teams to agree priorities, and to focus on what can be made possible.

4 Rapid ideation, prototyping and testing

Using design approaches for rapidly creating and exploring new ideas.

Includes creating working prototypes, enabling people to directly interact and feedback on solutions.

Also, includes roleplay and simulation to explore different types of business change, including non-digital components and service interactions.

User-centred approaches are another way to gather evidence, evaluate options and build certainty in a policy intervention, rather than a new a separate process to be followed...
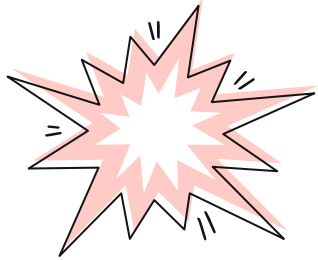
Case study

The challenge

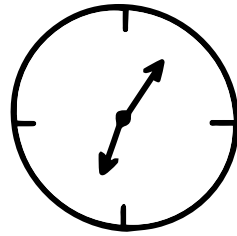# How can we support policy makers in DHSC to use UCD skills and approaches in the policy making process?
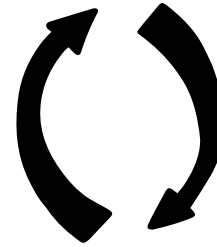
Department of Health & Social Care

WHAT WERE THE BARRIERS?

Perceived tension between ways of working

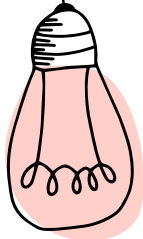Not enough time to do fixed design processes

Policy areas are too constrained

Lack of access to skills

DEMONSTRATING FLEXIBILITY..

If you're short on time..

What could you do in **one day?**

What could you do in **one week?**

...HIGHLIGHTING BENEFITS

Illustrating the ways design can help to..

| Reduce risk | Open opportunities | Learn quickly | Build confidence |

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EXAMPLES IN PRACTICE

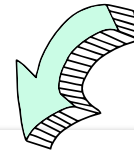Using existing delivery formats to embed with policy community

Addressing areas of overlap and language challenges directly

User Centred Policy Making

Designing effective policy by engaging users

Policy certificate training prototype
April 2023

Pilots or prototypes?

A pilot is likely to be a finite process where your ideas are well established. be implementing the change in a real working service on a small scale. The a pilot phase will be to learn how to make your idea work, confirming the pr and outcomes, and showing how to put it into action. The intention behind or the approach for implementation is not expected to change through this

A prototype is likely to be a cyclical process, where ideas are much less fin tested on a smaller scale. With a prototype you are unlikely to be working w things – it's a representation of the idea or service, meaning you can test in environment without impacting on real services. It's designed to learn more

1 Understanding different types of user needs

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3 Visualisation of a system, service, or journey(s)

4 Rapid ideation, prototyping and testing

For example, providing templates and tools to map assumptions

For example, teaching different non–digital prototyping methods

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![TPXimpact]

Activity

Exercise

10 mins in breakout Rooms

Introduce yourselves and use the following questions to lead a discussion.

We will then come back together and share 2 points from your discussion with the whole group in the chat.

Using the design methods we presented:

1. How might these apply or be useful in your current or future work?

2. Are there any challenges or blockers to using these types of design methods and approaches?

Activity feedback

An an opportunity to score a free book