A holistic process that identifies and analyzes system level problems and then develops creative, overarching solutions that satisfy human needs and improve lives in an environmentally responsible way.
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Historical Reference
Current Policy Development Process

 ISSUES

 POLICY DEVELOPMENT

 EXTERNAL FORCES

 POLICY

 PROGRESS
Ideal Policy Development Process

A Campaign for Policy Design Synthesis | Chung, Greene, MacDonald, Ouyang, Nyberg | Systems Workshop, Fall 2005 | Institute of Design
System Elements Overview

- Partner Pool
- ΔP
- Content Kangaroo
- Stylus Operandi
- Soapbox
- Recon

TARGET AUDIENCE

DESIGNED MESSAGE

PERCEIVED MESSAGE

Media dashboard

Outreacher
System Elements Overview | Partner Pool

Partner Pool

Campaign Team

ΔP

Designed Message

Perceived Message

Target Audience

Impresario

Cross Trainer

Content Kangaroo

Stylus Operandi

Soapbox

Media dashboard

Recon

Outreach

ΔP

Partner Pool
- Online request buttons and banners, paper mail and email request forms, telephone information/solicitation service.

- Allows parties to contact campaign staff about partnering or volunteering.
Partner Pool | D-friend Yellow Pages

- A spreadsheet that provides contact details for people, companies, and institutions
- Allows categorization of design friends according to different sorting criteria
• Strategic partnership with specialized media companies

• Helps identify and select appropriate media channels/technologies
• Identifies desirable Advisory Board members, their contact details, whether or not they have been contacted, their willingness to participate, and the areas where they would like to provide assistance
• Online grading system that identifies staffers by relevant skill, ability level, and availability

• Facilitates trading of staffers between teams
Locates talented volunteers and staff with appropriate skills to fill open campaign staff slots quickly and cost effectively. Highlights include:

- **Contact Database** – contains contact info for potential staff and volunteers as well as retired specialists.

- **Talent Database** – contains skills needed by each team and current team skills

- **Smart Match Database** for submitted resumes, Personal Info Questionnaires, E-Harmony Work results, indicating tentative matches to open positions as well as a “fit” ranking

- **RecruitID Cocktail Party** for meeting potential candidates for more senior level positions
System Elements Overview | Recon
Recon | Current Issue Search

- Identifies “hot” issues relevant to an individual, organization, or nation through an intelligent multimedia keyword search
- Populates searchable database in Content Warehouse with multimedia results
- Retrieves relevant news and periodical information based on frequency of mentions and keywords
Choose-Your-Own-Campaign

- Categorizes visitors into an audience type
- Presents visitors with different campaign videos
- Asks visitors to select video most associated with their perception of design
- Measures the effectiveness of the video message after viewing
Recon | Research & Analysis Toolbox

- Links to free quantitative/qualitative research tool sites
- Excel for quantitative data and statistics analysis
- Video software and analysis tools
- Templates for all major research documents
- Word for qualitative data
Recon | Remote Usability Testing System

- Automatically annotates collected data, indicating web page changes, mouse clicks, and keystrokes
- Allows viewers to watch remote usability testing live, over a network, and add notes
- Allows searching of test data to look for error messages or text while reviewing the associated video to determine user responses.
System Elements Overview | Stylus Operandi

Campaign Elements Overview

Partner Pool

Delta P

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Content Kangaroo

Recon

Outreach

Media Dashboard
• A compact and dedicated team with solid mastery of style guidelines

• Produces for the campaign a variety of communications materials including webpages, brochures, and banner ads
• An internal manual dictating the design language of the campaign through guidelines

• A set of standard communications templates

• Aligns disparate teams with the campaign vision
• Web-based assessment tool to examine campaigners’ knowledge of the Style Guide

• Builds campaigners’ comprehension of the style guidelines through progressive online training
• StoryBoard Quick software

• SureAids which uses “actors” and digital stills to create quick storyboards

• Web-based application for case study submission

• Style templates library for various media types

• Drop-and-drop document creation software

• Techniques for focused brainstorming
• Architecture which relies on object-oriented code to enable plugging relevant content modules into a skeletal template

• Imports content from Content Creator

• Leverages skeleton templates for web content and animations to encourage compatibility and consistency

• Utilizes common integration connectors to simplify integration process
Properties

Content Kangaroo | Content Warehouse

- Database that contains research and analysis data
- Repository of presentations, presentation modules, press releases, and white papers
- Articles of Design Thinking and policy
- Search capabilities for message generation
- Imports relevant audience information from CurrentIssue Search
- Images and examples of Design Thinking
Soapbox | Design Policy Synthesis Conference

• Conference that showcases the possibilities of design policy synthesis through lectures, workshops, and social events with influential Design Thinkers and policy makers

• Workshops to teach and demonstrate tools and frameworks
• Plan to send knowledgeable staff/partners on lecture tours to present the need for policy design synthesis

• Would target educational institutions, corporations and non-profits
Soapbox | Design Policy Synthesis Book

- Plan to write, edit and publish book on design policy synthesis

- Defines policy Design Thinking and its relevance for today’s problems

- Promotional instrument of the campaign to disseminate its vision, goals and philosophy

- Database that contains relevant articles, sources, images and examples for writing a design policy synthesis book

- Plan to determine cost to publish book and the distribution channels that will be required to get the book to the target audience
Soapbox | Design Policy Synthesis Workshop

- 2-3 day course taught at conferences or independently with designers and policy makers as participants

- Set of activities to demonstrate design policy thinking

- Set of tools, frameworks and insights designed to educate prime participants on design policy development
Soapbox | Success Story Sheet

• Single page case study detailing successful use of design policy thinking by a nation or company

• Appearing in relevant national and international publications to promote design thinking
• Promotes campaign mission, vision and philosophy

• Provides contact and recruiting information

• Increases campaign legitimacy
Soapbox | Forums for Discussion

• Allows for the exchange of communications and information between campaign and target audiences

• Utilizes new media technology such as podcasting, streaming video, and blogs to spread campaign message and educate audience

• Utilizes innovating tools such as virtual teleconferencing
Soapbox | Powerful Articles

- Initiative to write articles and papers on policy Design Thinking to be published in distinguished publications

- Increases campaign legitimacy and recognition

- Alters target audiences’ perceptions toward policy Design Thinking

- Improves understanding of how policy design synthesis can solve problems
Soapbox | Creative Messages

- Creates buzz and interest through excellent, unique or whimsical use of media channels
- Endorses good design and demonstrates the power of Design Thinking
State-of-Affairs

- Presentation to management on status of the campaign
- Includes resources available and projected resources
- Provides updated time schedule
- Includes current staff, skills, morale and compensation
- Considers mistakes and successes of campaign
- Reflects on progress made by campaign
Monthly newsletter which provides updates on campaign progress including news, opinions and analysis

- Keeps interested parties engaged in the campaign

- Provides educational information to increases knowledge about new developments in the policy and design fields.
Status Checking Bulletin Board

- Electronic bulletin board for tracking progress of campaign
- Provides news, opinions and analysis on the campaign
- Updates what has been accomplished and what did get accomplished
• On-line survey which measure impact of campaign on audience members
Δ | Change-In-Action-Database

• Database used to document policy, cultural, or societal shifts occurring as a result of campaign.

• Allows interested parties easy access to data on campaign progress
• Documentary film about campaign
• Illustrates campaign success and failures.
• Provides promotional content to further feedback into campaign
Change Agent Monitor

- Volunteers recruited from various industries tasked to monitor and report policy, cultural, or societal changes resulting from campaign
• Turnover training session which provides tools, frameworks, and information from the campaign for the maintenance team
System Elements Overview
A Cause for Hope