A Research Initiative for Policy Design Synthesis
What is it?

Developing a set of guidelines/solutions to bring Design Thinking into policy making.
“Design makes things visual - probably the only thing unique to design and valuable if working with complex systems or multiple stakeholders.”
“Design prototypes things in context - both physical and social prototypes, quick and dirty.”
“Design has the ability to look from the perspective of the individual and to rapidly turn these insights into practical solutions.”
“Designers do not have all the answers - but they do have all the questions.”
The ‘transformational design’ principle is concerned with ensuring that all tools, structures, and processes are optimized for continually meeting the user communities evolving learning needs and aspirations.
Policy Making Process

Standard Process:
- Define Problem
- Apply Policy Tools
- Implement Policy

Improved Process:
- Generate Goals
- Model Causation
- Select Intervention
- Map Delivery
- Implement Policy

A Research Initiative for Policy Design Synthesis
Gaps in Policy Making Process

- Generate Goals
- Model Causation
- Select Intervention
- Map Delivery
- Implement Policy

Feedback
- Evaluate Policy
- Draft Prototype
Tools for Policy Design

Research Team → Research Initiative → Policy Design Toolkit

Tools
Policy Design System

Promotion

Transformational Design

Adaptation

Communication
Transformational Design
**Policy Protocol**

**Transformational Design**

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**Properties**

- Map of design thinking and the design process
- Outline and checklist of recommended procedures
- Preferred prototyping techniques
- Evaluation techniques
- Relevant policy tools
- Standardized formats for documentation of procedure and drafting of policy

**Features**

- Introduces non-designers to design thinking and the design process
- Streamlines the iterative prototyping process
- Provides a complete list of possible prototyping methods
- Provides a detailed evaluation process to check for weaknesses and viability
- Provides a standard documentation form for the creation and revision of drafts

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**Description**

A protocol for guiding the research and iterative prototyping processes by providing a standard procedure and general outline of the steps involved.
Solution Engine
Transformational Design

Properties

• Collection of frameworks and methods to identify areas of opportunity
• Tools to verify strategic fit
• Process for developing realistic targets

Features

• Uses preliminary research to set goals and direct the approach to making policy
• Ensures elements of a policy are aligned toward a common end
• Eliminates extraneous elements of policy

Description

A process to map out the scope and direction for the policy given the problem that must be addressed.
Causation Analysis
Transformational Design

Properties

- Tools to examine relationships
- Counterfactual Checker
- Software to examine probabilistic causation
- Analysis tool for existing policies

Features

- Directs the policy making team in finding and ranking all causes for a problem
- Helps to eliminate policies that do not have the intended effect
- Identifies mode of failure for existing policy

Description

A process for examining the cause and effect relationships relevant to the problem the policy seeks to address.
**Properties**

- Research template for investigating interventions
- Collection of methods for intervention generation
- Framework for analyzing future effects of intervention
- Criteria for selecting the best intervention strategy

**Features**

- Uses the output from the causation analysis process to direct intervention research
- Generates broad spectrum of intervention strategies
- Directs policy writers in selecting the ideal strategy

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**Description**

A process for determining the most effective intervention strategy for the policy being designed.
The Policy design scorecard is a system that helps the policy makers to make assessments on the success and the performance of the policies.

**Description**

- **Relative performance**
- **Areas where the policy failed to achieve its goals**
- **Tracking trends in performance**
- **Absolute performance**

**Properties**
- Assessment and evaluations tools
- Qualitative and quantitative analysis
- Policy performance database

**Features**
- Evaluates issues and causes
- Selects Criteria
- Assesses system
- Evaluates decision
- Evaluates implementation process
- Documents performance trends
Policy Promotion
Litigation Team
Policy Promotion

Properties
- Team of lawyers and other personnel used on a per case basis
- Searchable database of existing case law
- Database of opportunities to provide expert witnesses

Features
- Finds new ways to interpret existing policy
- Finds connections with existing case law where a suit could be created
- Used to choose an appropriate court in which to bring forth litigation
- Tracks judge's decisions and lawyer's arguments to identify potential allies & opponents
- Identifies opportunities for designers to provide witness and expertise

Description
A team of litigation experts to perform the various legal tasks required for getting our agenda heard. Includes finding a case in which to bring suit, and finding venues in which to provide witness.
**Partnership Analyzer**

**Policy Promotion**

**Properties**
- Relationship analysis and evaluation tool set
- Heuristic tools
- On-line database of prospective partners
- Feasibility analysis tools

**Features**
- Helps in exploring new partners for forming alliances
- Analyzes partnership scenarios with respect to the world of policy formulation
- Helps in evaluating partner capabilities and compatibilities
- Identifies areas for toolkit applicability
- Plans for future alliances within the partnership

**Description**

It is a comprehensive toolset designed for exploring, analyzing and evaluating probable partners for forming alliances.

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**Policy Monitor**
- Generate a list of partners

**Ishikawa Analysis**
- Analyze Partners

**Policy fit**
- Evaluate Compatibility

**Relationship Mapper**
- Check for implementation Feasibility
Description

A system of tools for analyzing potential partners and mutual benefits for creating alliances. After exploring potential partners, the strategy of how to best approach, establish, and maintain a relationship is analyzed and implemented.

Properties

- Future benefits balancer
- Description of the benefits of a partnership
- Alternative point of view presentation
- Facilitator role to manage meetings

Features

- Demonstrates potential areas for growth
- Compares organizations’ areas of expertise and determines potential contributions
- Maps relationships and emphasizes benefits to each partner
- Encourages study of partner’s point of view
- Facilitates effective meetings
Properties

- A collection of analytic and social tools
- Exercises for producing more effective communications

Features

- Develops effective communication strategy
- Manages conflict resolution
- Aids in establishing implementation plans
- Develops road maps for future collaborations

Description

A toolset for aiding the process of negotiations during the formation of alliances with partners.
Policy Design Mentor

Description

Online post training guidance system helping new users in the application of the toolkit.

Properties

- Database of mentors
- Web based tool for contact and referral
- Multimedia interaction and communication pathway

Features

- Maintains and updates a searchable mentor database
- Places mentors with new users
- Initiates and maintains contact between the new users and their mentors
- Encourages active participation by users
- Archives interaction for future reference
Communication
Participatory Design

**Description**

A method of designing with potential clients and/or partners to get them involved with and explain the design process and its value outside of the traditional design world. Often used as a recruiting tool.

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**Properties**

- Immersive, multi-day, team design projects
- Public exhibition of policy design work

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**Features**

- Demonstrates to potential participants the power and value of design in policy creation
- Teaches rudimentary design skills
- Strengthens public ties and generates support from interested parties
Professional Advice
Communication

Properties

• A system for gathering expert opinions and advice on policy design
• A group discussion among design and policy experts
• A tool for identifying and evaluating policy design tools

Description

A technique which assists in problem identification and evaluation of policy design tools by a group of advisors and experts in policy-making. It is a short-term session dedicated to evaluating and creating innovative tool solutions.

Features

• Assists toolkit users with difficult policy design issues
• Identifies potential problems with policy design tools
**Policy Server**

**Description**

A web-based archive which consists of policy design tools, its usage and case studies of policy making.

**Properties**

- Standardized forms for use documentation
- Archive of toolkit use reports and case studies
- Tutorial for basic toolkit instruction
- Policy design dictionary

**Features**

- Standardizes documentation for easy indexing and improved communication
- Provides successful cases of policy design
- Develops common policy design language improving shared understanding among toolkit users
- Provides tutorials for self-learning
Community Network

Description

A community building system which includes forums for discussion and a network map feature. The objective is to promote integration among designers and policy makers. This is also a venue for designers and policy makers to network.

Properties

• Community website linking designers, policy makers, and researchers around the world
• Bulletin boards for topics related to policy design and the toolkit
• Support groups which provide advice and relate personal experiences
• Discussion forums promoting progressive ideas and hosting debate

Features

• Facilitates dialogue among professionals across the world
• Fosters sense of community
• Integrates designers and policy makers
• Provides networking opportunities
• Promotes debate and shared ideas
**Properties**

- A group of "all-star designer" consultants
- A panel of experts in various design disciplines

**Features**

- Create tools to fulfill a need
- Adapt existing tools to improve effectiveness or alter usage.
- Add tools to the existing set on the Policy Server

**Description**

Innovation Inventors are a group of expert designers used to create new tools and methods whenever there is an unfulfilled need.
Properties

- A prototype evaluation method for policies
- Heuristic Evaluations
- Cognitive walkthroughs

Features

- Evaluates the usability of policy design tools
- Finds problems with designed policy before action is taken

Description

A method for testing potential tools' effectiveness by putting it through a mock policy model. It is shared motivational alternatives based on a hypothetical sequence of events constructed for the purpose of focusing attention on casual processes, relationships and decision points.
## Toolkit Test

**Description**

After the toolkit has been developed and in use, the Toolkit Test evaluates the Toolkit and makes improvements when needed.

### Properties

- Tool use monitor for unused or overextended tools
- Community board for tool use feedback
- Tool targeting for new tools
- PESTE analysis of external issues
- Usage trend analysis

### Features

- Evaluates toolkit
- Checks for unused or overextended tools
- Looks for new tools
- Compares tools
- Selects and weighs areas for change
- Makes revisions
- Implements changes
Modes of Use

For

With

Away
Policy Design Synthesis

- Research
- Campaign
- Education

Success Stories
Funding, Reputation
Toolkit, Adaptation

Students, Faculty, Staff
Funding, Reputation

Students
Thank You