

DAY 1 | OCTOBER 10, 2019 | MORNING BREAKOUT SESSIONS

11:00 - 13:00

Track 03	Track 04	Track 05	Track 06	Track 07
<p data-bbox="193 742 546 827">The evolving Double Diamond: How Design Can Tackle Economic and Societal Changes</p> <p data-bbox="289 1127 446 1183">Cat Drew Design Council</p> <p data-bbox="126 1301 613 1521">Led by Cat Drew, Chief Design Officer at Design Council, this interactive session tells the story of the Double Diamond's evolution and its varied uses. Returning to the way the Double Diamond was originally created, through observing how businesses were using design, the workshop invites participants to share their experiences of using and adapting the methodology to bring about lasting, positive change within their organisations.</p>	<p data-bbox="852 742 1152 799">Designing a Purpose-Driven Circular Economy</p> <p data-bbox="749 1127 1269 1211">Mark Kuznicki The Moment Christian Bason The Danish Design Centre</p> <p data-bbox="756 1301 1256 1521">Global trends point to a growing need for change in how we create value. We have entered the anthropocene - and with this new epoch, there are calls to design a circular economy and for business to focus on purpose as the path to long-term value creation. This workshop offers a provocative exploration sharing emerging practices across multiple disciplines of design - product and service design, organizational design, and systemic design - that may provide pathways for this transition.</p>	<p data-bbox="1469 742 1835 799">Designing Future Services Through Immersive Experiences</p> <p data-bbox="1396 1127 1915 1211">Sara Gry Striegler The Danish Design Centre Christina Melander The Danish Design Centre</p> <p data-bbox="1396 1301 1915 1521">The demographic development, alongside the hasty rise of new technologies and structural changes means that it is time to consider the future possibilities for growth and welfare: Danish Design Centre has developed a future lab Boxing Future Health, enabling us to not only predict, but shape the future. Combining methodologies of scenario planning and design Danish Design Centre will give a taste of the framework, to inspire participants to explore hands-on what different scenarios would mean.</p>	<p data-bbox="2135 742 2469 827">Inclusive Co-Design: Making Co-Design Processes Inclusive To People with Language Barriers</p> <p data-bbox="2235 1127 2392 1183">Hitomi Yokota Bridgeable</p> <p data-bbox="2045 1301 2565 1521">This workshop is for designers and researchers who practice co-design and aim to be more inclusive of diverse cultural groups. Too often, we design with and for the majority of the community and adapt outcomes to fit the needs of the minority. The Inclusive Co-design Toolkit was developed with 30 stakeholders to provide best practices in co-designing with language minorities. By attending the workshop, you will gain hands-on experience applying inclusive principles from the toolkit.</p>	<p data-bbox="2802 742 3102 827">Service Design for Startups - Adapting our Practice for a New Frontier</p> <p data-bbox="2902 1127 3058 1183">Jesse Grimes Kolmiot</p> <p data-bbox="2692 1301 3212 1521">In this workshop, you'll learn why startups represent a very different way of working than your typical large organization, what drives them, and the exciting opportunities they offer for service designers in dynamic, fast-paced and often young environments. Discover how to adapt and apply your skills, language and value proposition, as well as familiar tools (CJ's, personas) and new ones (the 'Service Design for Innovation' canvas) that enable you to deliver value to startups.</p>

DAY 1 | OCTOBER 10, 2019 | AFTERNOON BREAKOUT SESSIONS

13:30 - 15:30

Track 03	Track 04	Track 05	Track 06	Track 07
<p data-bbox="183 742 559 827">The Evolving Double Diamond: How Design Can Tackle Economic and Societal Changes</p> <p data-bbox="293 1127 449 1183">Cat Drew Design Council</p> <p data-bbox="109 1301 633 1502">Led by Cat Drew, Chief Design Officer at Design Council, this interactive session tells the story of the Double Diamond's evolution and its varied uses. Returning to the way the Double Diamond was originally created, through observing how businesses were using design, the workshop invites participants to share their experiences of using and adapting the methodology to bring about lasting, positive change within their organisations.</p>	<p data-bbox="876 742 1136 799">To Get The Right Answer Ask The Right Question</p> <p data-bbox="892 1127 1119 1183">Roman Schoeneboom Credit Suisse AG</p> <p data-bbox="746 1301 1269 1527">If the problem statement is not strong enough to be the focal point of the problem-solving efforts, it will cause serious issues during the work process. Meaning: the quality of the solutions we come up with correlates to the quality of the description of the problem we're trying to solve. Workshop participants will learn how we define a problem, and where the framing sits within a design process, learn about examples and frameworks, and get their hands on framing a problem statement in 4 steps.</p>	<p data-bbox="1529 742 1779 799">Building Bridges Through Music-Making</p> <p data-bbox="1596 1127 1712 1211">Terri Segal Rhythmic by Nature</p> <p data-bbox="1402 1301 1905 1602">In this interactive, inclusive and fun Drumming Workshop, participants will engage their senses in a completely new, nonlinear experience that will ignite their creativity, inspire new ideas and fresh perspectives that can be applied back to design projects and every day professional and personal lives. Through collaborative rhythm-based activities, an introduction to basic African hand drumming (Djembe) techniques, learning and playing a multi-part ensemble rhythm attendees will have the opportunity to play, take risks, experiment, fail, improvise while at the same time; building group cohesion, releasing stress, developing communication, leadership skills and having FUN.</p>	<p data-bbox="2169 742 2435 799">Chatting Chatbots: Bringing Chatbots to Life</p> <p data-bbox="2059 1127 2232 1183">Hudson Pridham Bridgeable</p> <p data-bbox="2385 1127 2558 1183">Max Silverbrook Bridgeable</p> <p data-bbox="2052 1301 2565 1527">Chatbots are playing an increasingly important role in delivering standout experiences that deepen customer relationships. Building successful chatbots requires more than technical expertise. To create engaging and valued chatbots, we must understand customer needs, behaviours, and service interactions, while leveraging best practices in conversation design. In this workshop, participants will apply service design techniques to design, build, and test interactive chatbot prototypes.</p>	<p data-bbox="2835 742 3068 771">Designed Intelligence</p> <p data-bbox="2702 1127 2912 1183">Anna Skrypnichenko Fjord</p> <p data-bbox="3025 1127 3168 1183">Connor Upton Fjord</p> <p data-bbox="2712 1301 3198 1527">Artificial intelligence is more than just a technology. Beyond the algorithms AI drives services that are rapidly changing our work and personal lives. This workshop introduces AI concepts and explores Human/AI collaboration. We will introduce the audience to a range of design considerations that can increase the adoption and resilience of AI powered services. The material is delivered through a series of practical activities and micro lectures.</p>

DAY 2 | OCTOBER 11, 2019 | MORNING BREAKOUT SESSIONS

11:00 - 13:00

Track 03	Track 04	Track 05	Track 06
<p data-bbox="313 742 613 771">Designing Innovation Spaces</p> <p data-bbox="226 1127 703 1183">Antonio Iadarola Studio Wé Antonio Starnino Studio Wé</p> <p data-bbox="226 1301 703 1549">In this workshop we explore how to design spaces to run successful Design Thinking workspaces. Organising and managing the space we use for Design Thinking, allows the choreography of people moving and interacting in collaborative sessions with material and facilitation techniques. Using Studio Wé's work design methodology, we will guide participants through the prototyping of innovation spaces to use for practicing Design Thinking in permanent studio and client on-site workshop settings.</p>	<p data-bbox="1062 742 1446 827">Oh Boy! I'm in Trouble... Your Rescue Guide for Facilitating a Workshop on a Topic that is Considered a Taboo</p> <p data-bbox="1152 1127 1309 1211">Laura Lorenzo Service Design Portugal</p> <p data-bbox="996 1301 1512 1474">What do you do, when you have to lead a Service design project that pivots around a taboo topic? How do you give voice to the elephant in the room? How do you create a comfort zone for all participants so you actually are able to get genuine insights? In this workshop you will get the theory and the practice you need to design and run workshops that allow the elephant to walk without harm.</p>	<p data-bbox="1909 742 2185 799">All Work and No Play Makes a Service a Dull Job</p> <p data-bbox="1979 1127 2119 1183">Renzo Vallejo Designit</p> <p data-bbox="1792 1301 2309 1525">Could play be as valuable –or even more– in later stages of the design process? In this workshop, participants will learn how to embed play into frontline service delivery. From empowering employees to create their own games to achieve certain tasks, to creating reward and recognition schemes, play has the power to break hierarchical and social barriers, while building physical, intellectual and emotional bridges between all the actors involved in the delivery of a service.</p>	<p data-bbox="2718 742 3002 799">Meters, Kilos, NPS... and Other Success Metrics</p> <p data-bbox="2628 1127 3078 1211">Itziar Pobes We Question Our Project Silvia Calvet Adevinta</p> <p data-bbox="2602 1301 3118 1525">Join us to explore the bridge between digital product and service design. Today organizations make decisions based on indicators. However, metrics are tricky: they tend to focus on what is easily measured. As a result, decisions are biased towards technology and optimization. We propose a hands-on workshop to redefine which data need to inform your strategy. After this workshop you will shift how decisions are made in product organizations based on a value in context approach.</p>

DAY 2 | OCTOBER 11, 2019 | AFTERNOON BREAKOUT SESSIONS

13:30 - 15:30

Track 03

Unintended Consequences

Lizzie Abernethy
Andthen

While we have a tendency to view progress and change as linear, the world is complex, non-linear, and interconnected. Nothing exists in isolation, and one small change has a knock-on effect across an entire system. Unintended Consequences is an exploratory workshopping tool which aims to extrapolate from a specific change or innovation, and anticipate its effects on specific sectors, categories or systems — in this case on different types of design practice.

Track 04

Look Before You Leap: A Foresight Primer

Shelley Evenson
Fjord

Amy Sullivan
Fjord / Accenture

Foresight is the early detection of anything that is likely to disrupt business, social, or technological continuity. Foresight and design are inherently complementary practices, as foresight helps us see that there is a range of possible futures while design helps make those possibilities tangible. The foresight workshop will equip participants with a disciplined approach to detect signals of change, identify possible futures, and assess the implications for future state experience design.

Track 05

Designing with Diversity: How to Adapt Your Design Methods for Inclusion

Ben Kim
TELUS

Linn Vizard
Service Design Paths

Participants will be able to understand how inclusivity and diversity benefits their service design projects and pushes their capacity to become better service designers. Through an experiential activity participants will feel first hand the challenges associated with some of the traditional service design methods and generate alternative approaches to overcoming barriers to inclusion in teams.

Track 06

Service Rollercoasters: How to Build Services Using Storytelling Elements

Daniele Catanalotto
Swiss Innovation
Academy

Often, Service Designers want to remove as much friction as possible and create the smoothest experiences possible. What if friction was necessary for great experiences? Based on findings from neuroscience, about the power of storytelling, we propose to bring friction and storytelling elements in the service experience. We believe that good services should feel more like stories or emotional rollercoasters. In this workshop we will share insights about how great stories are built. And how service designers can use such storytelling tools to create more memorable customer experiences.