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<td><strong>The evolving Double Diamond:</strong> How Design Can Tackle Economic and Societal Changes</td>
<td><strong>Designing a Purpose-Driven Circular Economy</strong></td>
<td><strong>Designing Future Services Through Immersive Experiences</strong></td>
<td><strong>Inclusive Co-Design: Making Co-Design Processes Inclusive To People with Language Barriers</strong></td>
<td><strong>Service Design for Startups - Adapting our Practice for a New Frontier</strong></td>
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<td>Cat Drew, Design Council</td>
<td>Mark Kuznicki, The Moment</td>
<td>Christian Bason, The Danish Design Centre</td>
<td>Sara Gry Striegler, The Danish Design Centre</td>
<td>Hitomi Yokota, Bridgeable</td>
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<td>Christian Melander, The Danish Design Centre</td>
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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 organizations.

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.

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.

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.

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 Innovators’ canvas) that enable you to deliver value to startups.
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<td><strong>To Get The Right Answer Ask The Right Question</strong>&lt;br&gt;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.</td>
<td><strong>Building Bridges Through Music-Making</strong>&lt;br&gt;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 everyday 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, improve while at the same time; building group cohesion, releasing stress, developing communication, leadership skills and having FUN.</td>
<td><strong>Chatting Chatbots: Bringing Chatbots to Life</strong>&lt;br&gt;Chatbots are playing an increasingly important role in delivering stand-out 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.</td>
<td><strong>Designed Intelligence</strong>&lt;br&gt;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 more lectures.</td>
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<td>Cat Drew&lt;br&gt;Design Council</td>
<td>Roman Schoeneboom&lt;br&gt;Credit Suisse AG</td>
<td>Terri Segal&lt;br&gt;Rhythmic by Nature</td>
<td>Hudson Pridham&lt;br&gt;Bridgeable</td>
<td>Anna Skrypnychenko&lt;br&gt;Fjord</td>
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### DAY 2 | OCTOBER 11, 2019 | MORNING BREAKOUT SESSIONS
11:00 - 13:00

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<td><strong>Meters, Kilos, NPS... and Other Success Metrics</strong></td>
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| Antonio Iadarola  
Studio Wé | Laura Lorenzo  
Service Design  
Portugal | Renzo Vallejo  
Designit | Itziar Pobes  
Adevinta |
| Antonio Starnino  
Studio Wé | | | Silvia Calvet  
We Question  
Our Project |

**Track 03: Designing Innovation Spaces**

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 Wè’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.

**Track 04: Oh Boy! I’m in Trouble... Your Rescue Guide for Facilitating a Workshop on a Topic that is Considered a Taboo**

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.

**Track 05: All Work and No Play Makes a Service a Dull Job**

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 hierarchies and social barriers, while building physical, intellectual and emotional bridges between all the actors involved in the delivery of a service.

**Track 06: Meters, Kilos, NPS... and Other Success Metrics**

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.
### 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 workshop 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 Methodology for Inclusion**

Ben Kim

*TELUS*

**Linn Vizard**

*Service Design Paths*

> Participants will be able to understand how inclusivity and diversity benefit their service design projects and push 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 Cataniallo

*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.