



This project is co-financed by the
European Union and the Republic of Turkey
Bu proje Avrupa Birliđi ve Türkiye Cumhuriyeti tarafından
finanse edilmektedir



Technical Assistance for Turkey in Horizon 2020 Phase-II
EuropeAid/139098/IH/SER/TR

Setting up a Co-Design Workshop

How to design and implement Co-Design Workshops

Odysseas Spyroglou, KE2

Zoom, 19 Oct 2022

Photo by Christian Lue on Unsplash



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY



What is Co-Design?

And why it is so important in Horizon Europe

Co-Design or Collaborative or Participatory Design

A methodology for **actively engaging a broad range of people** directly involved in an issue, place or process in its design and sometimes also in its implementation.

Not just listening end-users BUT building mutual understanding across.

Co-Design of Strategic Plan

The participatory design process of EC



- Enlarge ownership of the programme
- Optimize effect of HE investments



8000 Responses

In Horizon Europe survey,
(28 June - 4 October 2019)



Physical (2019) & Online (2020, 2021)

Bringing together policymakers, researchers,
entrepreneurs & public

Mindsets for co-design

A mindset is a way of being and thinking rather than a tool or method.

Elevating the voice and contribution of lived experience

Too often we speak about people, instead of with them. Telling our story often isn't enough. Sometimes we want a seat at the table - we must make more seats available.

Valuing many perspectives

Understanding diverse views helps uncover the systemic causes of issues and overlooked resources within people, families, neighbourhoods, organisations and systems.

Curiosity

Deferring judgement to learn. Asking quality questions and resisting resting in our professional knowledge.

Learning through doing

Learning through doing is a preference for trying things out, over talking about them in meetings. It can move us out of '*planning paralysis*' and at the other end - avoid premature implementation.

Being in the grey

We need to grow our willingness to be uncomfortable, unclear and confused while learning and opportunities emerge.

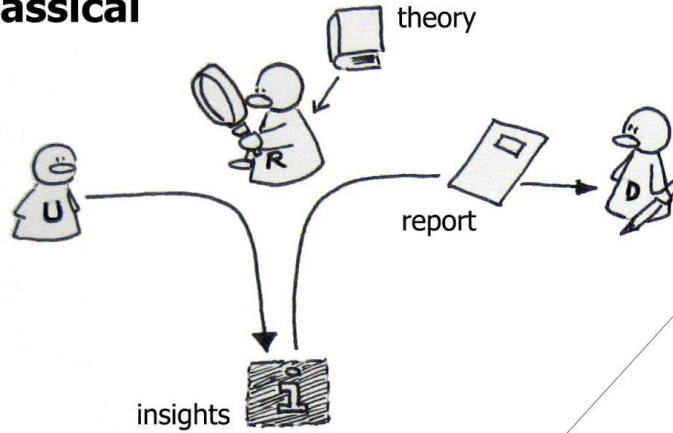
Hospitality

Our capacity to care about and for others, be present and pre-empt other's needs affect the quality of our relationships. There is no Co-design without relationships.

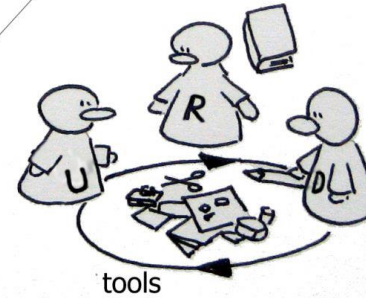
Classical vs. Co-design

From User Centric design to co-design

classical



co-design

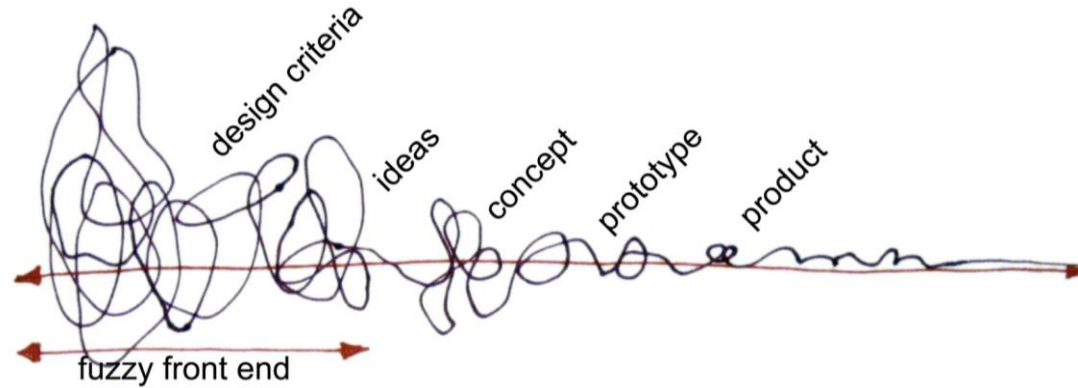


3 Roles:

User | Researcher | Designer

From Participatory design to Co-design

From doing to creating



- front end of design process growing
- designers move closer to future users
- Participatory Design = practice of collective creativity in design (1970s)

Levels of Creativity

From doing to creating



<i>Level</i>	<i>Type</i>	<i>Motivated by</i>	<i>Purpose</i>	<i>Example</i>
4	<i>Creating</i>	<i>Inspiration</i>	<i>'express my creativity'</i>	<i>Dreaming up a new dish</i>
3	<i>Making</i>	<i>Asserting my ability or skill</i>	<i>'make with my own hands'</i>	<i>Cooking with a recipe</i>
2	<i>Adapting</i>	<i>Appropriation</i>	<i>'make things my own'</i>	<i>Embellishing a ready-made meal</i>
1	<i>Doing</i>	<i>Productivity</i>	<i>'getting something done'</i>	<i>Organizing my herbs and spices</i>

People can be at all levels of creativity in different parts of their daily lives.

*Co-creation and the new landscapes of design
Elizabeth B.-N. Sanders & Pieter Jan Stappers*

The role of the researcher

From translator to facilitator

Researchers need to



- **lead** people who are more passive users (consumers)
- **guide** those who are open to adaptations and new uses
- **provide support frameworks & tools** that are more creative and can help in the design process
- **offer a clean slate** for creatives that can bring new ideas to the table.

Key components of Co-Design

What the process must include

	<h2>End Users</h2>	<ul style="list-style-type: none"> • Actively involve end users in the process • Provide the framework for better understanding • Be inclusive • Increase participation
	<h2>Feedback collection process</h2>	<ul style="list-style-type: none"> • Establish a process for collecting feedback • Make it as simple and self explanatory as possible • Support targets, stakeholders in the process • Do not take decisions before feedback is collected
	<h2>Synthesis of opinions and ideas</h2>	<ul style="list-style-type: none"> • Allow time for feedback analysis • Establish the model, communicate feedback • Create feeding loops to validate ideas • Synthesizing feedback into insights
	<h2>Informed suggestions</h2>	<ul style="list-style-type: none"> • Compile ideas and suggestions • Develop solutions based on feedback • Allow discussion on final suggestions • Clearly communicate decisions

Co-Design Process

A participatory Design process worth examining

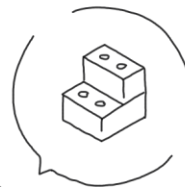
implement and learn

Are we 'biodegrading' as conveners?
What messages are we getting, and
how do we learn from them?

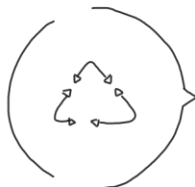


build the conditions

Are we the right people for this work? is it needed?
What's in it for others?
Who are we working with? What matters to them?
Who can take part?

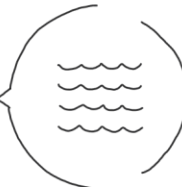


What appears promising in the context?



immerse and align

Should we be doing this?
What do we already know?
Who should we partner with?
Where are the gaps?



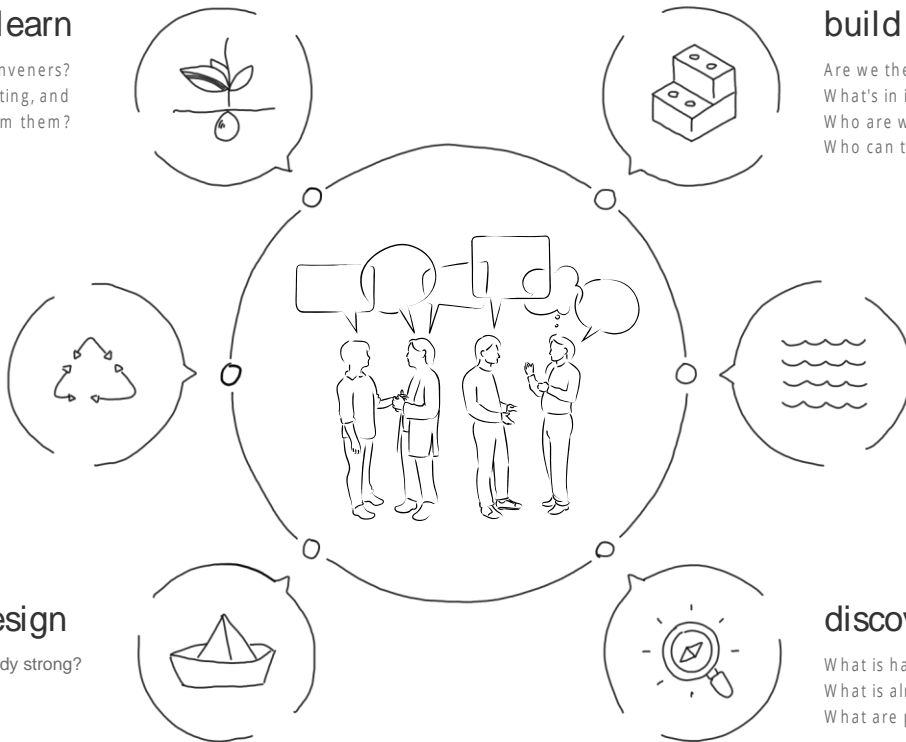
design

How do we build on what is already strong?



discover

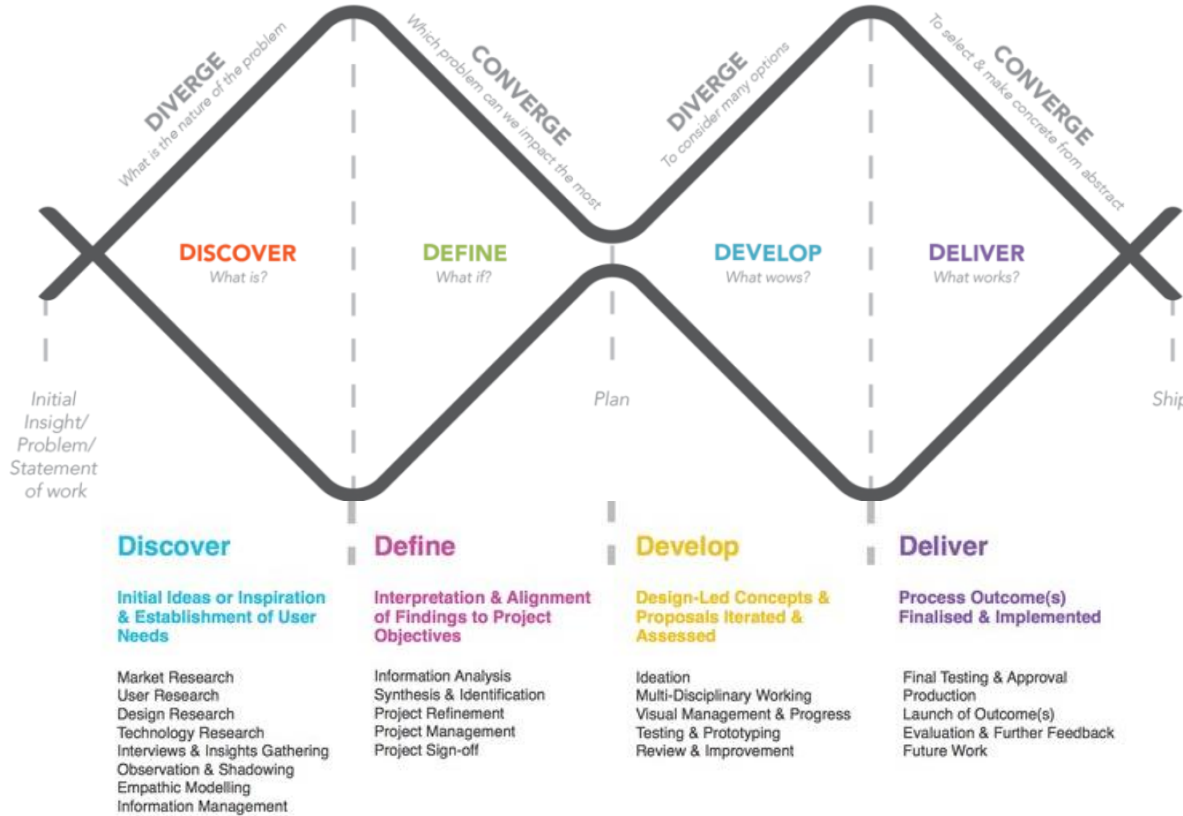
What is happening in the context?
What is already strong?
What are people longing for?



<https://www.beyondstickynotes.com/what-is-codesign>

Stages of Co-Design

The Design Process



Research >> Ideation >> Prototyping >> Implementation

Definition

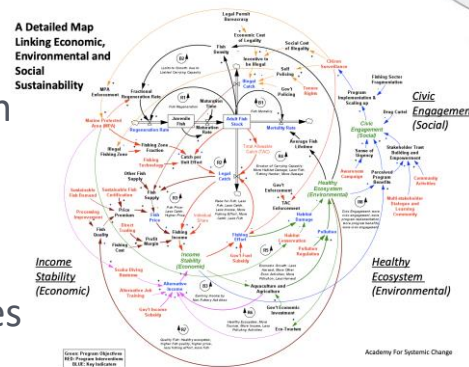
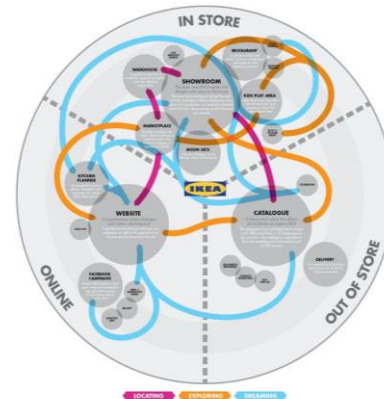
Research



- **Define:** make sense of all possibilities identified in the Discover phase.
 - Importance of issues?
 - Prioritisation?
 - Feasibility of actions?
- **Methods:**
 - Information Analysis
 - Scope, Vision
 - Description of Action
 - Project Plan
- **Goal:** Develop a clear spec that frames the problem/issue.

Tools:

- Card Sorting
- Ecosystem Loops
- Future Backcasting
- Brainstorming
- Concept Walkthrough
- Dynamic Personas
- Evaluation Matrix
- Mindmap
- Tomorrow's narratives



<https://pin.it/6xlDo5T>

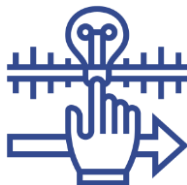
PERSONA PROFILE



<https://pin.it/6xlDo5T>

Develop

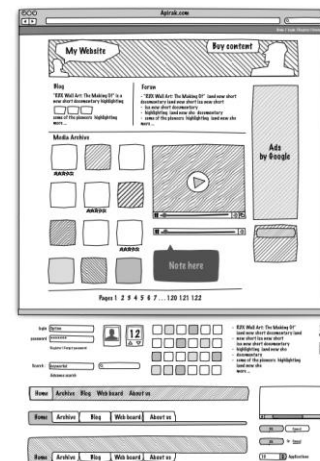
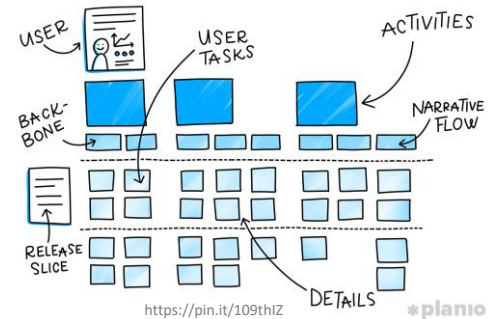
Prototyping



- **Develop:** solutions or concepts are created, prototyped, tested and iterated. This process of trial and error helps designers to improve and refine their ideas.
- **Methods:**
 - Ideation
 - Visual Management & Progress
 - Agile Project Management
 - Review Procedure
- **Goal:** Iterate, test and review. Validate assumptions. Showcase.

Tools:

- System Scenario
- **Concept Walkthrough**
- Tomorrow's narratives
- **User Scenarios**
- **User Stories**
- **Service Prototypes**
- Role Playing



Delivery Implementation



- **Deliver:** resulting project (a product, service or environment, for example) is finalized, produced and launched.
- **Methods:**
 - Final Testing Methodology
 - Evaluation & Approval Guidelines
 - User Acceptance
- **Goal:** Start deployment of the final output.

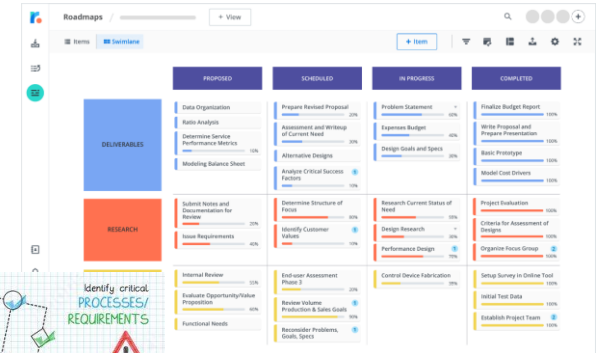
Tools:

- Ecosystem Loops
- Future Backcasting
- Impact Journey
- Business Model Canvas
- Service Blueprint
- Service roadmap
- Success Metrics

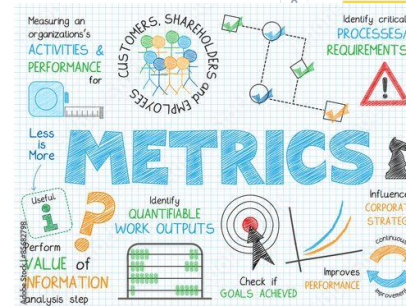


Key Partners <ul style="list-style-type: none"> Record companies Right holders Independent musicians 	Key Activities <ul style="list-style-type: none"> Maintenance of PC software program / web / mobile app Management of music library Content acquisition Contract negotiations Marketing 	Value Proposition <ul style="list-style-type: none"> Subscribers/free users <ul style="list-style-type: none"> Access to a library of millions of songs for cost effective fee / free (with ads) Instant access to music through streaming service Advertisers <ul style="list-style-type: none"> Effective advertising platform i.e. marketers can utilise the emotive power of music Ability to reach active "free user" base of around 40 million 	Customer Relationships <ul style="list-style-type: none"> Website, WordPress, Facebook, Twitter Spotify's streaming platforms 3rd party APIs 	Customer Segments <ul style="list-style-type: none"> Advertisers Subscribers Free users
Key Resources <ul style="list-style-type: none"> Contracts with key partners Brand Content Employees 		Channels <ul style="list-style-type: none"> PC software program Web app Mobile app 		
Cost Structure <ul style="list-style-type: none"> Music royalties Salaries Operation costs related to service delivery 		Revenue Streams <ul style="list-style-type: none"> Subscription fees Advertising revenue 		

<https://pin.it/109thiZ>



<https://pin.it/109thiZ>



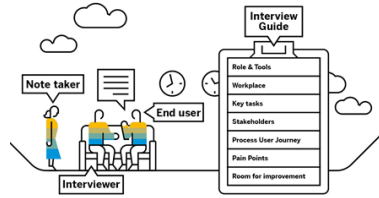
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Co-Design Tools

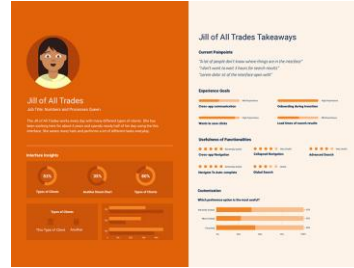
Simple Text



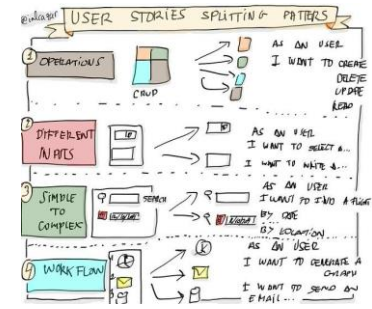
Card sorting
Organize content in a way that suits users' mental models
<https://pin.it/109thIZ>



Interview Guide
Get ready for user research by listing all the questions you want to ask.
<https://pin.it/109thIZ>



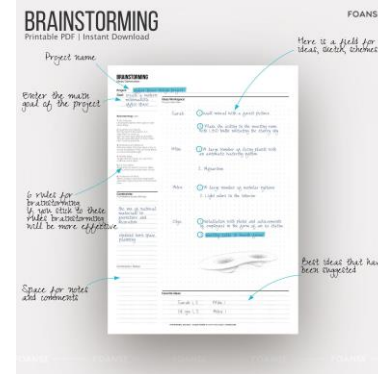
Personas
Narrate the different types of users, based on clusters of behaviours and needs.
<https://pin.it/3oYfSc0>



User Stories
Detail the features that need to be developed in the form of user interactions
<https://pin.it/109thIZ>



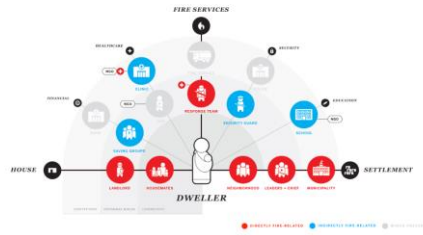
Research Plan
Define how to conduct a research activity by writing the protocol before starting.
<https://pin.it/109thIZ>



Brainstorming
First diverge and generate as many idea as you can, then converge around solid concepts.
<https://pin.it/109thIZ>

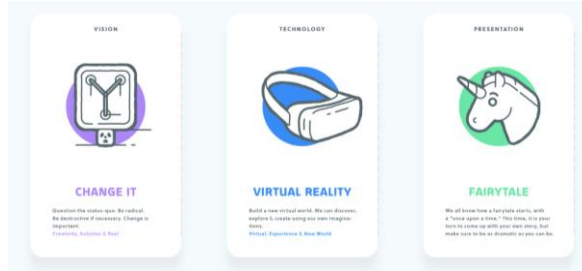
Co-Design Tools

Building a narrative



Ecosystem Loops

Describe a system in its entire complexity by visualizing flows and relationships, while considering different levels of scales: users, stakeholders, connected ecosystems as well as objects and environment.
<https://pin.it/3oYfsc0>



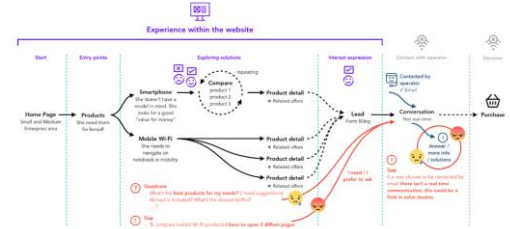
Signal cards

Support the ideation around new service scenarios by using provocative cards that depict possible future situations and events.
<https://pin.it/17ZOMET>

Age 27
Location Firenze & London
Status Single
Job Freelance translator
Employees None

KATE Davis

Current user journey & pain points

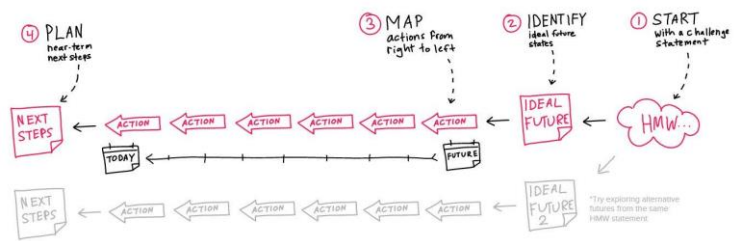


Dynamic Personas

Focus on possible evolution of the user behaviour in order to identify opportunities that could support their transition.
<https://pin.it/5lxhloc>

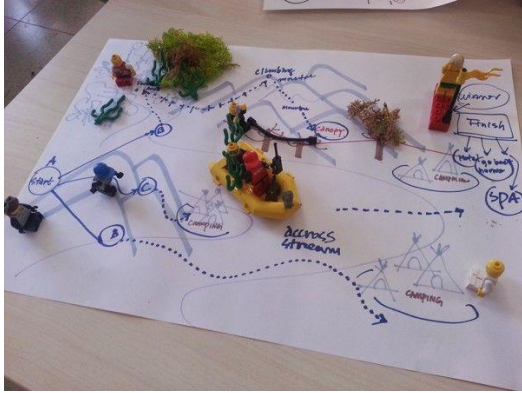
Future backcasting

From the future to the present to understand how our today's actions affect our tomorrow, and gain design inspirations.
<https://pin.it/5lxhloc>



Co-Design Tools

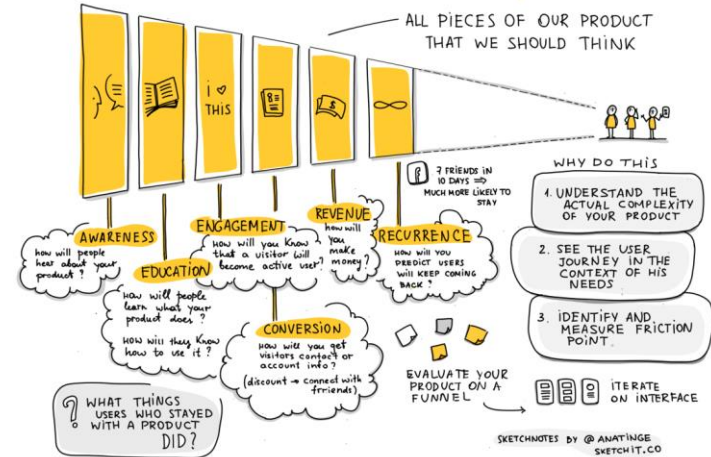
Using Simulations



Service Prototype
Test the service by simulating a real interaction with one or more touchpoints
<https://pin.it/17Z0MET>

Experience Prototypes
Simulate the service experience by prototyping one or more touchpoints
<https://pin.it/17Z0MET>

THE PRODUCT LIFECYCLE FOR A USER (by @IMRANKLEIN)



Concept Walkthrough
Show a service idea to its potential users or providers through a step-by-step imaginary tour.
<https://pin.it/17Z0MET>

Find out more

Where to look next

- <https://www.beyondstickynotes.com>
- <https://www.boardofinnovation.com>
- <https://servicedesigntools.org/>
- <https://cos4cloud-eosc.eu>
- <https://www.coacch.eu>
- <http://ingridburkett.com/wp-content/uploads/2017/09/Introduction-to-Codesign-2.pdf>
- <https://www.imaginarycloud.com/blog/participatory-design/>

A collection of sites and
references for Co-
Design

Teşekkür ederim!



Thank you!

Q&A

Time to ask your
questions!

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