

Unblock the tension during the implementing Service Design

AUTHORS

Arthur Yeh
Independent Service Design
Facilitator, Taiwan

Yvonne Yam
Meaning at Work Limited,
Hong Kong

KEYWORDS

integral operating system,
AQAL map, co-sensing,
co-design

ABSTRACT

The value of excellent service design can only be realized when it has an organization's buy-in and is being implemented. Service Designers not only need to focus on designing excellent service but also to concern about the implementation of our design, smoothly and sustainably.

In this highly practical and interactive workshop, we will introduce Ken Wilber's Integral Framework and AQAL map to service design practice for a smoother implementation.

We encourage all participants to bring in your real-life client's/own scenario(s). We will uncover blind spots and explore new possibilities for creating project buy-in. At the end of the workshop, we will co-create a working template/checklist as a reference that helps us proactively address the potential and actual issues we will face during implementation.

BIOGS

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Arthur Yeh

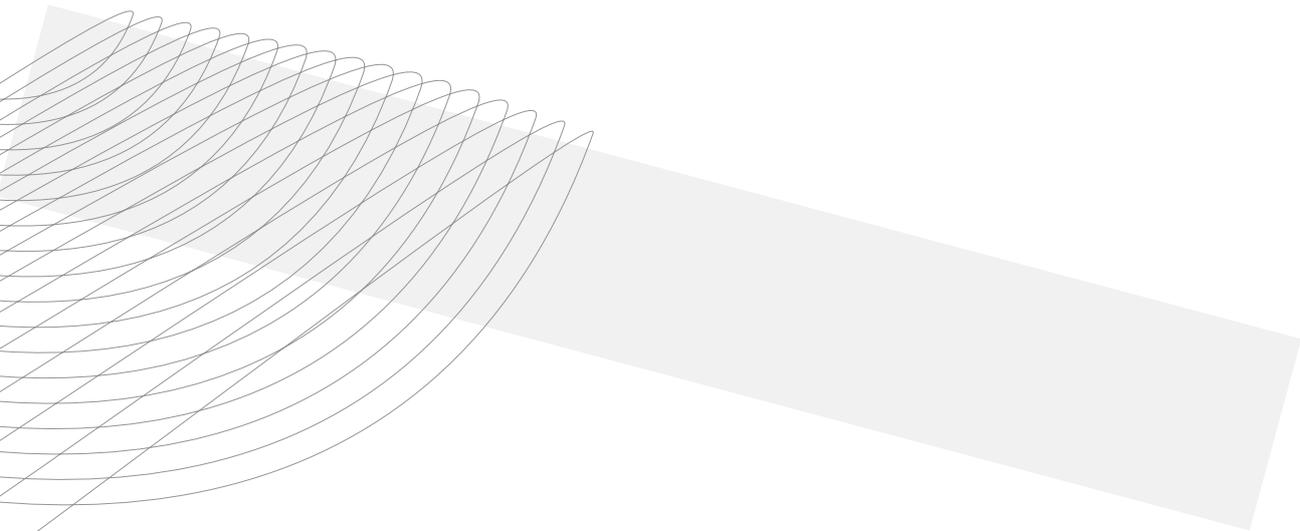
Director of Service Innovation & Design Facilitation | Service Science Society of Taiwan
September 2011 – March 2017 Executive Editor of CROSS Magazine September 2011 – March 2017



Yvonne Yam

Born in Shanghai, raised in Hong Kong, educated in the United States and Japan, Yvonne is an award-winning executive coach, change facilitator and change agent developer. With more than 18 years of experience, Yvonne is passionate about supporting leaders and managers through change. In her previous role as an in-house APAC Change Manager, focusing on SAP implementations, Yvonne coached and trained 60+ leaders and 100 + change agents/trainers in ANZ, Southeast Asia, Greater China and Japan to transform the APAC business from “local” to “global”, to drive engagement, and to facilitate cross-team/cross-geographic collaboration. Yvonne is also the winner of The Hong Kong Management Association “Trainer of the Year Award” and “Bronze Award – Skill Category”, granted to her in 2014. Yvonne does a number

of executive coaching sessions, facilitates strategic alignment and management, cross-team collaboration, communication and presentation skills training, and team building interventions for MNCs and NGOs. Coming from her Business Development and Consultancy background, she is known for her “holistic” style in coaching, facilitation and training. In her practice, she leverages on a wide range of methods/ tools depending on the client’s needs, e.g. 360-degree feedback, psychometric assessment, integral change model, stakeholder analysis, influencing and Robert Kegan’s adult development stages. When Yvonne is not facilitating, training or coaching, she enjoys travelling, spending time with family and friends, and trying new cuisines!



**ABSTRACTS
WORKSHOPS
(DRAFT JUNE 2020)**

**SERV20
DES20**

Strengthen emotional skills for service designers as a facilitator

AUTHORS

Mariluz Soto
University of Lapland, Finland

KEYWORDS

emotions, service designers skills, co-creation, exploration

ABSTRACT

A workshop for service designers to develop and strengthen emotional skills, especially to facilitating co-creation processes. Through exploration methods, we seek to broaden or induce the awakening of the sensibilities of service designers in their role as workshop's facilitators. Emotional skills could help to facilitators to recognize their own emotional process and to develop the ability to distinguish from the people's interaction. A training on emotional skills contributes to identify the most subtle and the most visible factors that influence in collective creation in a service context. This ability gives to facilitators more support to decide the best strategy according their knowledge improving the experience and the outcomes from co creation.

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BIOGS

Mariluz Soto

Researcher in Co-Stars the Service Design Research Group at University of Lapland and PhD candidate at Culture-based Service Design Doctoral Programme of the University of Lapland, Finland. She focuses on creating new knowledge and connections between emotions and service design with an emphasis on experiences and communities.

Addressing tensions and paradoxes of my data: A Service Design perspective

AUTHORS

Alessandro Carelli
NTT Data, Italy

#66

ABSTRACT

With personal data being recognised as the engine of digital economy and digital contact tracing systems being placed at the core of the national strategies for containing the spread of the Covid-19 pandemic, addressing tensions and paradoxes affecting the personal data management landscape has never been so urgent.

Contributions from a number of research fields including Human-computer interaction, Behavioral economics and Social psychology have highlighted and offered interpretations to many of these underlying tensions and paradoxes. Furthermore MyData, a global non-profit organisation underpinned by a global selforganised community, sets out six overarching principles¹ grounded on the idea that the ethical use of data is always the most attractive option for both businesses and society.

By drawing upon this knowledge, the present workshop seeks to engage the Service Design community to join the global effort for the empowerment of individuals and society through their personal data.

The workshop will propose a specific context of investigation based on a real industry case study concerning the design of a Personal Data Store to engage attendees in mapping out issues, opportunities and future directions for the involvement of the Service Design community on this field.

Workshop's attendees will benefit from taking part to this workshop by becoming more aware of the underlying tensions and paradoxes of the personal data management landscape and contributing to identify future directions for addressing them.

BIOGS

Alessandro Carelli

Alessandro Carelli is a Service and UX designer and researcher at Digital Entity, an NTT Data Design Studio. Awarded PhD at Loughborough University (UK), his research addressed the user experience aspects of privacy technologies, in order to make them more human. As a MyData activist, Alessandro is among the initiators of MyData Design, a thematic group committed to the advancement of design culture and its practices within the MyData global community.



Quo vadis? Exploring the future of service design

AUTHORS

Martina Čaić
Hanken School of
Economics, Finland

Ana Kuštrak Korper
Linköping University, Sweden

Vanessa Rodrigues
Linköping University, Sweden

Josina Vink
Oslo School of Architecture
and Design, Norway

Stefan Holmlid
Linköping University, Sweden

#105

ABSTRACT

Is service design dying or morphing? What will the future role of service designers be - data scientists, business optimizers, public servants, sustainability advocates, ethicists, politicians? What changes need to be made in educating future service designers to take on such roles? Which trends (e.g., digitalization, viral epidemic outbreaks, climate change, aging populations, refugee crisis) deserve particular attention in the service design community? Where and how can the service design mindset, process, methods and tools contribute the most in leading us towards preferred futures? Addressing the tensions topic of this conference, this workshop tackles existential questions about service design and aims to collaboratively explore the potentially conflicting ways in which service design researchers, practitioners, and educators foresee the future landscapes of service design.

In this hands-on workshop, participants will be guided through four group activities. First, mapping the status quo of service design, where different teams will share their perspectives on the current state of the field. Second, assessing the status quo, where different teams will be evaluating the field's pains and gains to identify opportunities and threats. Third, anticipating relevant trends, where participants will be sensitized to the burning challenges from the external environment. Fourth, envisioning and discussing potential futures of service design, where participants will identify priorities for service design research, practice, and education. We invite participants of varied backgrounds to join us and share their experiences and views in this lively discussion on the future of service design.

BIOGS

Martina Čaić

Martina Čaić is a post-doctoral researcher at CTF - Service Research Center at Karlstad University in Sweden and Aalto University, School of Arts, Design and Architecture in Finland. She is also an associate researcher at Hanken School of Economics in Finland. She received her PhD from Maastricht University in the Netherlands, where she was a Marie Curie Fellow funded by the Service Design for Innovation Network (SDIN). Her research addresses customer experiences in value networks, with a particular focus on robotic and ambient assisted living technologies. Specifically, she conducts research in healthy aging contexts, employing a service design mindset, tools, and methods to understand consumers' perceptions of disruptive technologies. Her research has been published in the Journal of Service Management, Journal of Services Marketing, International Journal of Social Robotics, and International Journal of Design.





Ana Kustrak Korper

Ana Kustrak Korper is a PhD candidate at the Linköping University, Sweden. She was an early-stage researcher at the EU fellowship Service design for innovation network (SDIN), part of Marie Curie Innovative Training Programme, starting her PhD at the Faculty of Engineering, University of Porto in Portugal and continuing it at the Linköping University. Her educational background is in business and management, and musicology. Her research focuses on service design as an innovation practice especially in technology-driven organizations.



Vanessa Rodrigues

Vanessa Rodrigues is a doctoral student in design at Linköping University, Sweden and a former Marie Sklodowska – Curie research fellow within the Service Design for Innovation Network. Her PhD research focuses on fostering a more nuanced understanding of resilience in service systems that better accounts for how to enable much needed service system resilience through service design. Other areas of research interest include the future of service design as well as designing for service systems, social impact services, nomadic welfare, healthcare and policy. She holds a M.Sc. in International Business from Maastricht University, The Netherlands and has prior work experience in hospitality and consulting.



Stefan Holmlid

My research focus on what happens to design when it meets new theoretical or practice areas, and seeks to integrate with these, such as the practices of service design, design for policy, and design for service.



Josina Vink

Josina Vink is an Associate Professor in service design at the Oslo School of Architecture and Design (AHO) and Design Lead within the Center for Connected Care (C3) in Norway. Josina's research explores how design can create profound and significant change in healthcare by reshaping social structures. She recently finished her PhD on service ecosystem design at the Service Research Center (CTF) in Karlstad University, Sweden as a Fellow of the European Union's Marie Curie Horizon 2020 program within the Service Design for Innovation Network (SDIN). In addition, she has worked for ten years as a service and system designer in health and care, including at the Mayo Clinic Center for Innovation in the United States and the Center for Addition and Mental Health in Canada. In her practice, she has developed new services, supported policy change, facilitated shifts in practices across sectors, and led social lab processes.

**ABSTRACTS
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Real-time co-analysis: Probing lived experiences and analysing material data

AUTHORS

Kelly Anderson
WonderLab, Monash
University, Australia

Yi Zhang
WonderLab, Monash
University, Australia

KEYWORDS

data, material thinking,
reflection, co-analysis, co-
design, workshops, user
research, user insights

ABSTRACT

How might real-time co-analysis be utilised to produce new knowledge for both designer and participant? Often in workshops that surface participant insights, the analysis of the artefacts and remnants are left for the workshop facilitators, usually back at a desk and with little time. For sharing the results, even if a report is written, it's typically long after the participants and others can access the trends and insights. This workshop starts with generating data through reflecting on an aspect of your creative practice using materials, followed by experiments in co-analysis of the data we generate.

This *Workshopping Workshops* session offers an opportunity to explore real-time co-analysis of data in material and visual forms. We invite creative practitioners who work with non-numerical data (visual/material/embodied/intuitive, etc.) as well as those who are interested in new ways to integrate co-analysis activities into their practice.

BIOGS

Kelly Anderson

Kelly has spent most of her professional and creative career within the non-profit sector (education, namely). Whether finding ways to communicate complex systems, or designing for learning, she works to surface people's stories throughout the design process. With a background in Industrial Design, Kelly has also completed a Masters in Transdisciplinary Design at Parsons in New York, where she was awarded several distinctions including the John L. Tishman Scholarship for her commitment to sustainable development, design, and construction, and the IDEO & Knight Foundation Civic Design Fellowship to explore how design may be used to strengthen community identity and resilience within the city of Detroit. Kelly is currently completing her PhD with WonderLab at Monash University, while also teaching. Originally from The States, she now calls Melbourne home.

Yi Zhang

I lead design-thinking workshops and design sprints to help individuals and organizations tap into their changemaking potential. I love supporting mission-driven individuals and organizations in the U.S. and Asia, with audiences across industries and age ranges. I've also have worked in a variety of formats :

- Crash-course workshops for personal & social innovation
- Tailored introductory design-thinking workshop series
- Board/Staff daylong retreat

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A tarot deck as a critical tool for designer worker solidarity

AUTHORS

Lara de Sousa Penin
Parsons School of Design,
The New School, US

Antonia Yunge Sorucu
Parsons School of Design,
The New School, US

KEYWORDS

service workers, tarot,
prefiguration, future
practices, solidarity

#71

ABSTRACT

The COVID-19 pandemic is forcing a shift in the public's perception of workers with displays of appreciation for essential workers who are paradoxically confined to low paid and precarious conditions. Hospital janitors, cleaning personnel, meat pack workers, groceries cashiers, public transit workers, warehouse workers, a largely immigrant, black and Latino "essential" work force does not have the choice of working from home. Meanwhile, user-centric service designers remain dangerously close to being complicit in perpetuating systems of oppression at the root of social inequality and racism, still largely oblivious to the workers doing the invisible work of food delivery.

We invite participants to reckon with the politics of their practices by playing with the Workers Tarot (COVID edition) to share stories of recent projects they have worked on, and consider how designing (for) services is in great part designing service work. We will use the Workers Tarot deck to talk about ethical dilemmas of service designers and envision practices based on solidarity with service workers.

The Workers Tarot builds upon the visual/semiotic system of Jodorowsky's "Tarot de Marseille" and its structure in five card categories: Worker Archetypes (Major Arcana) and the four suits (Minor Arcana): Things (diamonds), Theories (spades), History (hearts), and Trends (clubs). The cards portray real workers' stories rather than fictitious personas and consider COVID-related implications. Testimonials/stories of ethical dilemmas from practitioners inform the workshop prompts. The Workers Tarot wants to trigger intuitive/sensitive/emotional thinking elicited by the Tarot's mystique of divination and future projections of the self.

BIOGS

Lara de Sousa Penin

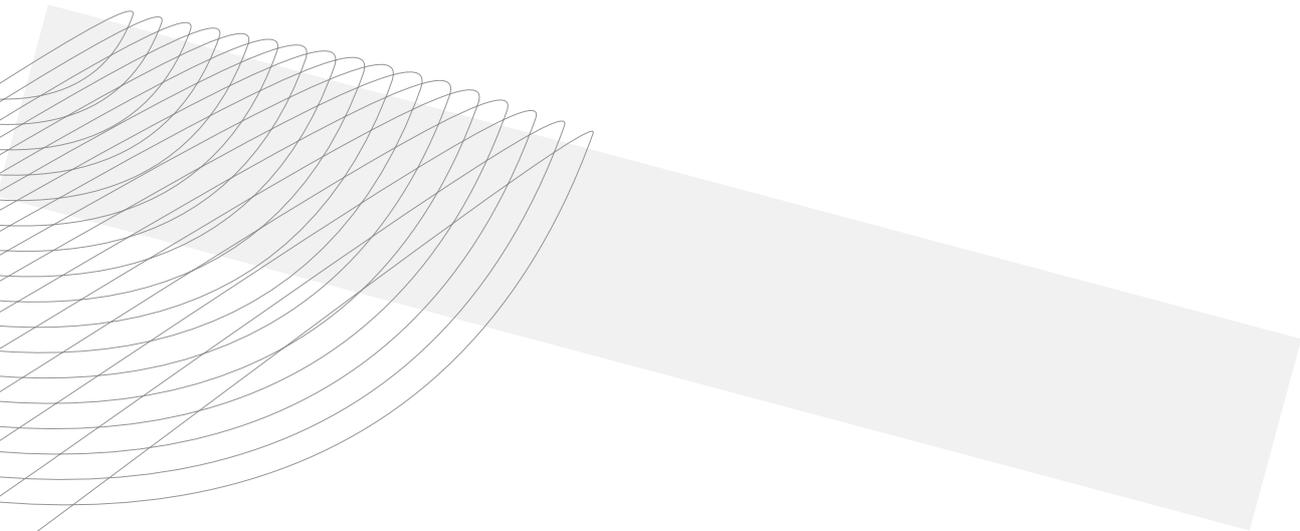
Lara De Sousa Penin is an Associate Professor of Transdisciplinary Design at Parsons School of Design, where she has been director of the Transdisciplinary Design graduate program from 2015 to 2019. A full-time faculty in the School of Design Strategies since joining The New School in 2008, she has taught in the Transdisciplinary Design MFA, the Integrated Design BFA and the Strategic Design and Management BBA programs teaching studios, intensive and elective courses involving service design for public interest, systems thinking and participatory methods as well as advising master degree theses. Lara is also a core faculty member of the new Graduate Minor in Civic Service Design.





Antonia Yunge Soruco

COMING SOON



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Service transparency for sustainability in the food sector

AUTHORS

Aguinaldo Santos
Universidade Federal do
Paraná, Brazil

Marcella Lomba
Universidade Federal do
Paraná, Brazil

KEYWORDS

sustainability, transparency,
food sector, service design

ABSTRACT

The transition towards more sustainable lifestyles and business practices demand a higher level of service transparency. Transparency can be defined as the ability of a service to communicate relevant and accurate information about safety, quality and integrity, as well as information on the social, environmental and economic dimensions of consumption and production. On this thematic workshop the attendees will be presented with the main concepts and heuristics to perform a diagnose and create solutions to enhance service transparency, with a focus on the food sector. The theory will be illustrated with worldwide case studies gathered from digital services provided within the food sector. In order to consolidate the competence on the theme, a practical exercise will be carried out using a novel model developed specifically for the workshop.

BIOGS

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Aguinaldo dos Santos

Father of Lucca and Thomas and husband of Ana Lucia. Car Mechanic (SENAI/1984), Civil Engineer (UFPR/1992), MSc on Civil Engineering (UFRGS/1995), PhD on Built Environment (SALFORD/UK/1999), Pos-doctoral on Design for Sustainability (POLIMI/Italy, 2010). Head of the Design & Sustainability Research Center and Vice-coordinator of the Design Post-graduate Program at Paraná Federal University, Brazil. Holds a “Level 2 Productivity Scholarship” from CNPq (Brazilian Funding Agency) since 2004. Member of the administrative board of the Brazilian Design Center (CBD). Member of editorial board of several journals. Publications in numbers: 53 journal papers, 12 books, 8 book chapters, 142 conference papers. Co-author of 4 patent submissions. Supervisions: 39 MSc; 5 PhDs. Native stingless bee conservationist; poet; numismatist; marathon runner.



Marcella Lomba

MSc in Design at UFPR - Design & Sustainability Research Center (2020) with research on Service Design, Digital Technologies, Design for Sustainability and Food Design, aimed at expanding transparency in digital services. Holds a specialization in User-Centered Design at Universidade Positivo (2013) and a BA in Computer Engineering at PUC-Campinas (2006). Has 15 years of professional experience, with work related to user experience, service design and design management in design and innovation consultancies, digital agencies, companies and startups from industries such as food, healthcare, cosmetics, telecom, finance, among others.

Take a breath – Zoom out

AUTHORS

Luke Craven
Australian Taxation Office,
Australia

KEYWORDS

gamification, systems
thinking, design

#62

ABSTRACT

This workshop is designed to allow you to playfully interrogate how service design operates in real-world situations. You'll participate in discussions and an activity to tease out the plurality theme through a specifically developed gamification activity. Players become immersed in organising a birthday party – simple, right?

You'll tease out the complexity of limitless decisions and unexpected impacts that challenge this simple act within the broader human and social environment. You'll make individual and collective decisions...with consequences. What will this give you, besides opportunities to win prizes?

You'll explore system biodiversity and the need to focus on contributions to long-term benefits while addressing immediate needs. This whole-of-system challenge engages thinking relating to varying perspectives, acknowledges multifaceted connections and seeks to bring your attention to vicious and virtuous outcomes.

Due to introducing system-led-design thinking to pre-existing design practices, the Australian Taxation Office developed this gamification tool to raise awareness in Leaders and enlighten its Program and Project Leaders to the implications of decision-making in complex ecosystems. The organisation is aware that a mono-mentality is not acceptable when we need a more 'joined-up' public and private sectors. We live in a time that is demanding that we stop, take a breath and consider how the task we are working on is; impacted historically, distorted by current events and shapes the future ecosystem. If you attend this workshop, you'll learn the value of taking a moment and giving yourself time to zoom in and zoom out when shaping change.

BIOGS

Luke Craven

Dr Luke Craven is a Director at ATO Design. He leads the ATO's Foresight team, which undertakes proactive work on the future of the tax and superannuation system in order to prepare the ATO to respond strategically to change. The Foresight team utilise a range of tools and approaches including systems thinking, strategic foresight and speculative design, and create bespoke methodologies to support innovation and strategic thinking across the ATO. Prior to joining the ATO, Luke was a Lecturer in Public Sector Management at UNSW Canberra, and a Lead Researcher with FoodLab Sydney, a food business incubator that assists diverse populations in the development of new food businesses, creating new economic development opportunities, empowering individuals and communities, and expanding inclusion in the food system.



The playdate: Exploring how to host a learning exchange

AUTHORS

Lisa Grocott
WonderLab, Monash
University, Australia

Ilya Fridman
WonderLab, Monash
University, Australia

KEYWORDS

participatory design,
workshop design, learning,
design-based research, play

ABSTRACT

If we want service design to evolve in conversation with the socio-cultural messiness inherent to the field, we should carve out spaces where we regularly question and explore our practices. This session plays with how we might translate the experiential conference workshop to the workplace. The kids playdate is introduced as an analogous situation for exploring how designers might learn from other designers, intentionally emphasizing how the learning exchange would embody the value of reciprocity and the principles of participatory prototyping. What a parent might call sharing and playing nicely with friends. Playdate principles create a space for collective experiencing and proposing of how the learning encounter serves us as life-long learners. Distinct from the one-sided dry run of a workshop or the passive case study presentation, the playdate invites guests to show up with their expertise, hard won wisdom, and independent curiosity so we might learn together.

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BIOGS

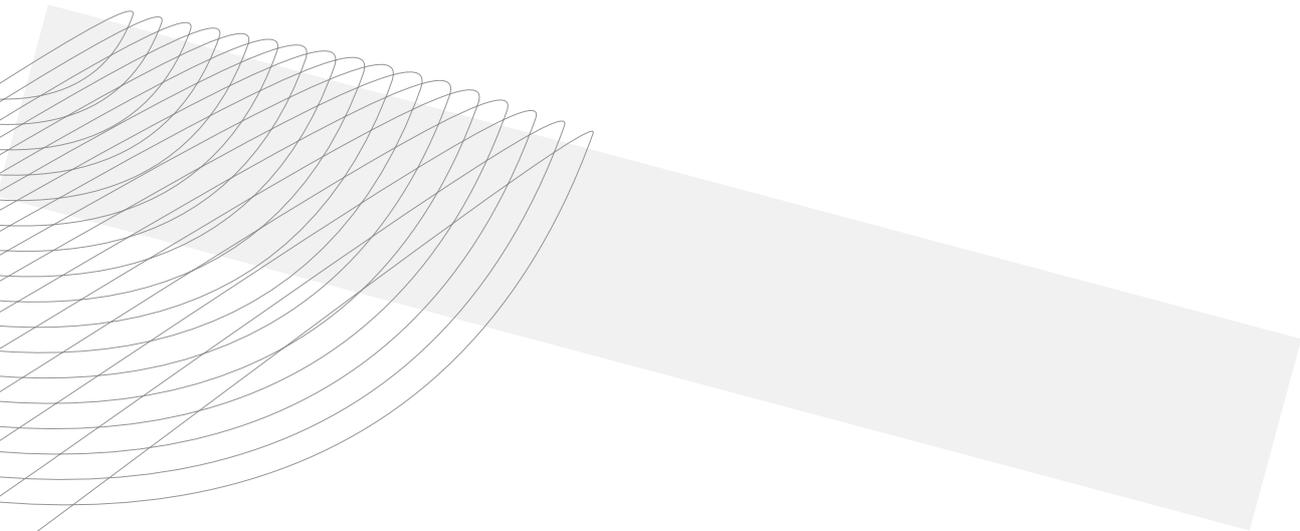
Lisa Grocott

Lisa is the Director of WonderLab and a Professor of Design at Monash University. Before coming to Monash Lisa spent the past 12 years at Parsons School of Design in New York where she was Dean of Academic Initiatives and core faculty in the Masters of Transdisciplinary Design. Lisa's research examines how the practice of co-design can shift how people see and act in the world. Her interdisciplinary collaborations with cognitive psychologists, education researchers and behavioral change experts has been awarded more than \$2.5 million in federal funding and applied industry research collaborations. WonderLab is a co-creative research lab that designs transformative learning. The research translates evidence-based research into applied interventions, drawing on creative, relational and integrative practices to drive change that holds over time. Lisa is currently exploring how we shift beliefs and practices through her role as chief investigator of an Australian Research Council grant on Innovative Learning Environments and Teacher Change.



Ilya Fridman

Ilya Fridman is a designer, researcher and educator. Working as part of Wonderlab at Monash University, his work explores how we can collectively design for the sustainable development of public products, services, and systems. Ilya's research simultaneously seeks to understand what may be achieved when various people collaborate creatively to address challenges of sustainability and what role designers may play in helping societies transition towards sustainable futures. For nearly a decade, Ilya has worked on industry and government funded research projects in the area of Public Transport. As part of these projects, his research considered how emerging technologies may be leveraged to address environmental impact and improve people's experience. These projects have involved the inclusion of various stakeholders within the creative process.



**ABSTRACTS
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Telling Stories: Moving beyond empathy tools to reciprocity

AUTHORS

Giti Datt
University of Technology,
Sydney, Australia

Lucy Klippan
University of Technology,
Sydney, Australia

KEYWORDS

decolonised research
methods, empathy, tools,
service design, reciprocity,
reflexivity, stories, narrative

#83



ABSTRACT

Design is neither agnostic nor neutral; it reflects a particular worldview. Our often unchallenged cultural standpoint and unquestioned subjectivities create a dominant set of assumptions. As designers we must increasingly reflect upon and recognise the cultural specificity of our disciplines (and by extension the tools and methods recommended as law).

As we do so, another question arises: how do we shift our gaze and processes while utilising relational praxis that respects the importance of co-designing the design tools with our clients? That is, how do we ensure that the tools we are using are suited to the users, particularly when their cultural reference points are different to our own? This session is presented as a partnership between Nelly's Healing Centre and the UTS Design Innovation

Research Centre and will draw from Indigenous ways of knowing, being and doing and decolonised methodologies and worldviews. It will demonstrate a culturally safe way to value the importance of co-design and development that is required when relating and working with others. We aim to validate the power of narratives and telling stories, based on an Indigenous framework of tools. As design moves into complex social spaces, we propose that specific tools may become less transferable, while principles of reciprocity and reflexivity become more important.

This session will use a combination of methods -- possibly pre-recorded materials, video discussion, live visual recording -- in which the hosts will share and reflect on their experiences and involve participants in an interactive exploration of the subject matter. We will ask participants to consider what we ask of users, and to consider what we need to be asking of ourselves.

BIOGS

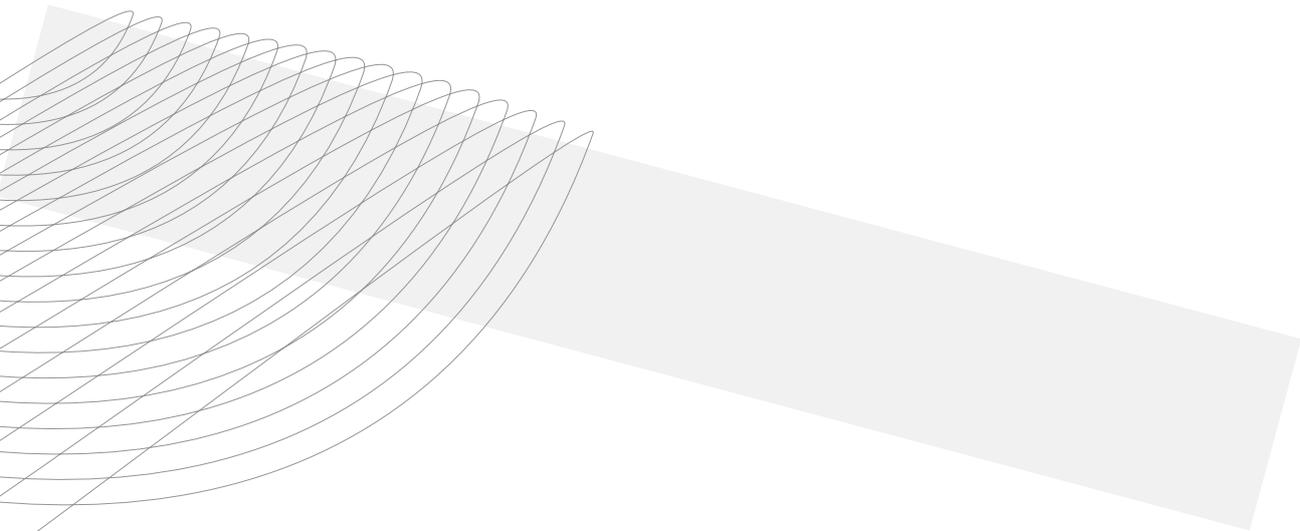
Giti Datt

Giti is a social scientist with expertise in psychology, sociology and anthropology across academic, not-for-profit and private sectors. She brings these disciplinary lenses into social and service design, with a focus on how grassroots community-led initiatives can shift structural and systemic issues. Giti's work is informed by critical theory and a focus on subaltern perspectives. Her experience spans across issues and contexts including LGBTQIA+ advocacy, early childhood intervention, Aboriginal and Torres Strait Islander health and education and caste-based affirmative action. She is currently working with the UTS: Design Innovation Research Centre on projects that address complex social problems, using participatory and inclusive design and workshop-based facilitation.



Lucy Klippan

Lucy holds a Bachelor of Fine Arts degree from UNSW College of Fine Arts and a Masters of Design from UTS. Lucy is a graphics and visual communications designer with a varied background that includes experience working in retail customer service and visual merchandising and the NSW public service. Her work at DOC spans consultancy on local government safety strategy, co-design facilitation with government agencies and other organisations, and managing DOC branding and communications. Lucy brings a wide range of design research skills to her work at DOC including stakeholder mapping, visual communication and branding skills.



**ABSTRACTS
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**SERV20
DES20**

Teu le Va (beautify the space) in-between intersectionality

AUTHORS

Marion Muliaumaseali'i
Service Design Researcher,
Australia

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ABSTRACT

A workshop focused on the ServDes.2020 theme of 'Plurality' with the intention to provide innovative tools that generate experiences validating participants from diverse backgrounds through the lens of Intersectionality and the Samoan concept of space; called 'Va' or the space in-between. Pacific author and academic Albert Wendt states that: Va is the space between the between-ness, not empty space, not space that separates, but space that relates, that holds separate entities and things together in the Unity-that-is-All, the space that is context, giving meaning to things (Wendt,1996). Teu le Va is a call to nurture the space in-between, premised on forgiveness and reconciliation (Muliaumaseali'i, 2017). Here we use its literal translation to tidy, beautify the space in-between (Muliaumaseali'i, 2017). For the purposes of this workshop, Intersectionality is defined as a concept seeking to dismantle the power dynamics and cultural structures that discriminate against race, class and gender to create advocacy and remedial practices towards an egalitarian society (Crenshaw, 1989).

BIOGS

Marion Muliaumaseali'i



Dr. Marion Muliaumaseali'i is a Pacific ethnographic researcher, expert facilitator, panel moderator, and entrepreneur. Her thesis, "The Space in-between: An Ethnographic Study of Mobile Technology and Social Change in Rural Samoa" examined the changing communicative ecologies of village Samoa and its relationship to the Va, a 'thread' that exists in every gesture, speech and interaction between Samoans. Voted RMIT's Operations Diversity Champion 2018 for her design intervention, the Indigenous Word Cards which were created to mitigate the trauma experienced globally by Indigenous communities' subject to unconscious biases of non-Indigenous researchers or design practitioners. The Indigenous Word Cards are based on Fa'amatai (Samoan village organisation) and were co-created with - Boon Wurrung Elder, N'arweet Carolyn Briggs is a tangible example of Dr. Marion's concept of Teu le Va (nurture the space) between Intersectionality. Dr Marion's heart to 'be the change' challenges her to bring her academic achievements and lived experiences in the Design context towards sustainable change.

Designing ideation experiences for remote participants in codesign workshops

AUTHORS

Sarah Kaur

Portable, Australia

Misha Kaur

Australian Tax Office,
Australia

Emma Blomkamp

Co-design Coach and
Systems Change Guide,
Australia

#100

ABSTRACT

In the last few months, design practitioners around the globe have hit the ground running and offered online alternatives to face-to-face co-design workshops. At ServDes.2020, we build on this shared experience to ask, “What does good look like in remote co-design?” Whether using WhatsApp, phone calls, online whiteboards or tightly orchestrated Zoom breakout rooms, we have been defining new roles (facilitator/moderator, scribe and tech support/navigator) and navigating new challenges and opportunities for creativity and collaboration. Webinars, training, templates, toolkits and other resources have been developed for design practitioners and facilitators to share and adapt.

Rigorous assessment of what good co-design looks like is an ongoing area of discussion and research. In an online workshop for ServDes2020, we are creating a space for experienced practitioners who have delivered remote co-design to share what they have learnt, and put forward a vision for best practice in remote co-design. We seek to create criteria to evaluate the quality of experiences and participation, as well as the outputs and outcomes of remote workshops. We hope to highlight where remote online workshops have enabled not only simulation and augmentation of face-to-face activities, but significantly modified it or allowed a chance to redefine the practice.

This workshop is designed for experienced practitioners to contribute both asynchronously and through a 90-minute online engagement with the workshop activities mapped out on an online board developed for the conference. Practitioners will be asked to:

- Capture recent experiences: the good, the not-so-great, and the curious
- Share reflections on how the remote experience differs from face-to-face, noting unique challenges and opportunities
- Create criteria for “good” co-design: a thematic synthesis and interrogation of the functions and features, content and values in experiences captured, and a mapping of these to the unique challenges and opportunities identified.

Practitioners may choose to contribute to the board ahead of the online workshop, and all resulting artefacts and criteria will be made available to all participants after the workshop.

BIOGS



Sarah Kaur

Sarah Kaur is the Chief Strategy Officer at Portable, a design and technology company in Melbourne which exists to create transformational change in areas of social need and policy failure. Using design thinking to grow curiosity, stretch thinking, and create solutions that achieve strategic objectives, Sarah has led digital transformation, research and development to drive innovation in areas of Online Dispute Resolution and Death and Ageing. Sarah mentors designers and multidisciplinary teams to scale up and adopt a HCD as a mindset, using co-design to create organisational and program structures, processes, and policies.



Misha Kaur

Misha has over 13 years' experience achieving transformative economic and social outcomes from within government as well as a consulting advisor, drawing on her knowledge and passion in systems-thinking, design, behavioural economics, innovation and building government organisational capability. More broadly Misha is also known for supporting women's issues and leadership and has designed and facilitated mentoring programs for women. Academically, Misha is also undertaking her doctoral research in the promise that taking a more transdisciplinary approach to solving public sector problems can have, utilising the new model she has developed for the ATO as a basis for this research.



Emma Blomkamp

Emma Blomkamp is a facilitator, researcher and strategic designer, passionate about co-creating compassionate systems. She has been leading human-centred design and social innovation research and evaluation projects with public purpose organisations since 2014. As an independent consultant, Emma now focuses on supporting public and social innovators to apply creative and participatory approaches to policy and service design and delivery. Emma has a PhD in community wellbeing and urban cultural policy and continues to collaborate on academic research and publications as an Honorary Fellow at The University of Melbourne and Associate at Toi Aria: Design for Public Good (Massey University).

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(DRAFT JUNE 2020)**

**SERV20
DES20**

Designing by ear

AUTHORS

Courtney McKee
Vision Australia, Australia
Dennii Stanbridge
Vision Australia, Australia
Andrew Ng
Vision Australia, Australia

KEYWORDS

co-design, human centred design, inclusion, inclusive design, universal design, plurality, diversity, disability, blindness, low vision, vision impairment, workshop, interview, usability, user acceptance, consultation, extremes, simulation, prototype, prototyping, immersive experience, analogous experience, empathy, perspective taking, insight.

#128



ABSTRACT

What if your customers' experience of your service was anything but visual? What if you couldn't rely on vision to design or workshop your concepts? What would you let these design constraints teach you? How would they change the way you designed for all? Come on a journey with the Vision Australia design team to flip your perspective. While Disability remains the unsexiest of the diversities, people with disabilities live on the frontier of human experience by necessity. As such, they represent the full spectrum of our shared humanity, with a twist. And harnessing that twist has been the secret sauce of many improvements and innovations.

Drawing upon models and research from the field of service design, psychology and neuroscience, disability studies, and diversity and inclusion practice, this workshop will provide an immersive empathy experience backed by advice from designers with lived experience.

The workshop will include familiar activities, with inclusive strategies highlighted, and with participants invited to experience different forms of simulated vision impairment, providing a completely different intellectual, practical and affective journey. Debriefing will enable participants to generate and integrate insights.

Participants will walk away with a greater understanding of:

1. Blindness and low vision, examining practical experiences across modes, stereotypes both inside and out, compounded losses/impacts, and the universal emotional footprint of this way of being.
2. How to workshop with customers who are blind or have low vision, capitalising on verbal and physical language skills, and freely available tools, strategies, resources and connections.
3. How to maximise insights from this customer group to create inclusive services.
4. How to use insights from this customer group to infuse services for all with atmosphere, meaning, intrinsically motivating value, and rewarding and delightful moments.

BIOGS

Courtney McKee

Psychologist with full registration focused on providing community consultation, clinical supervision, change support, individual and family counselling, group facilitation and facilitated learning. Specializing in human-centred design, disability and diversity, soft skill development, vocational rehabilitation, and research.



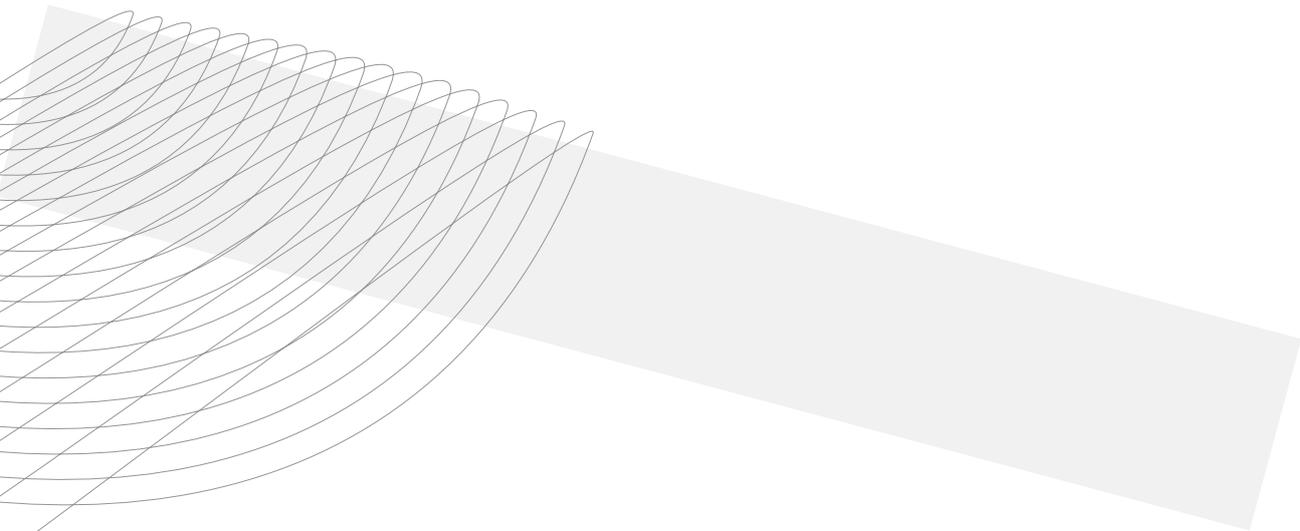
Dennii Lee

User experience designer who dedicates her 9-5 to championing inclusive design, accessibility and cultural change in the workplace. I'm about process over pixels, using powers for GOOD, golf-clapping the wins (big or small) and seeking forgiveness rather than asking for permission. I'm also an expert at dumpling seeking, adventure geeking and is a little bit obsessed with Iceland.



Andrew Ng

Positive and inclusive experiences that realise outcomes and social impact. It is what I do. It is a passion that I aim to do more of, for organisations with heart. A strategic thinker who plays nicely with others, I apply user centred design to understand problems and create delightful solutions for people. My work, extends across design disciplines, mediums and channels with expertise that encompasses the managing, leading, and doing of research, insights and design, through to creative and art direction, and optimisation strategy. My focus, is on creating positive and inclusive experiences for the audiences of socially impactful organisations that I am privileged to work with - driven by a desire to help people with need and have a positive effect on the world.



**ABSTRACTS
WORKSHOPS
(DRAFT JUNE 2020)**

**SERV20
DES20**

Power in coffee: Disrupting practice for community-led change

AUTHORS

Shani Rajendra
Clear Horizon Consulting,
Australia

Hania Yassin
Australia

Liz Bloom
Clear Horizon Consulting,
Australia

KEYWORDS

Power-sharing, community-
led design, diversity and
inclusion

#60



ABSTRACT

(TBC) Join us for a traditional Eritrean Boon coffee ceremony during which we will explore the application of genuine power-sharing when designing with traditionally marginalised communities. Hosted by women from the Flemington Housing Estate, our ceremony is intended to welcome you into a cultural ritual that will disrupt both the spaces and ways in which you consider power.

Through our ceremony, we will explore the tensions that underly designing with culturally and linguistically diverse communities, especially the negotiation of rich cultural complexity in design practice.

Over sips of Eritrean ginger coffee, we will dive into open dialogue about the enablers and barriers to power-sharing in the design process. This reflection draws on our lived experience as well as our work co-designing with and for our community. As women from Muslim- African backgrounds, we experience the ramifications of others designing solutions for our community that do not address our needs. Therefore, we prioritised genuine powersharing in our co-design project addressing unemployment for women in our community, developing tools and processes that we will share with you. These tools include a powersharing tool developed through our learnings, which can be used to define and monitor the transfer of power between a professional designer and community members.

By participating in our Eritrean Boon coffee ceremony, you will have the opportunity to explore a different cultural tradition, share learnings about power-sharing in design, and interact with our tools and processes for ensuring genuine community ownership of the design process.

BIOGS

Shani Rajendra

Shani Rajendra is a Consultant working across Clear Horizon's Social Justice and Sustainable Futures teams. Having completed a Master of Environmental Management and Development, Shani is proficient in sustainability discourse. She is equally passionate about social enterprise and collaborative change-making, with extensive experience in the social enterprise sector. At Clear Horizon, Shani works across a number of sectors, ranging from community development, health and education to agriculture and disaster resilience. Her role includes managing evaluation and co-design projects delivered by her teams. An experienced researcher and facilitator, Shani brings high evaluation and co-design skills to her work, paired with a commitment to collaboration.

In her spare time, Shani volunteers as the People and Strategy lead at Moral Fairground – a Melbourne-based platform organisation linking ethical businesses and social enterprises. When she's not volunteering, you can find Shani traveling to new and exciting places or working up a sweat in the studio.

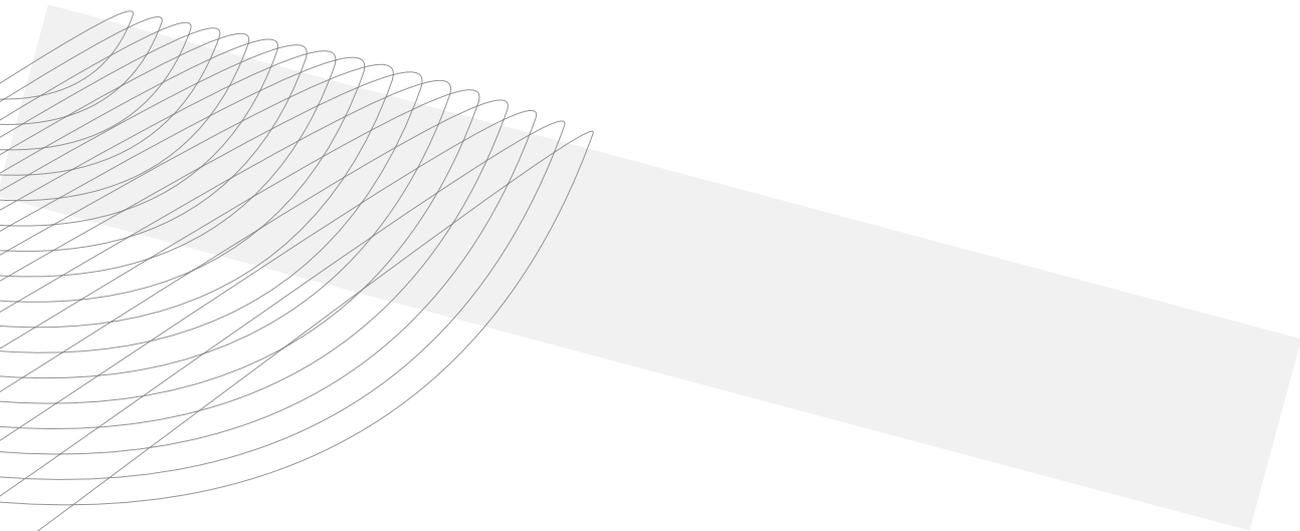
Hania Yassin

COMING SOON



Liz Bloom

Liz is a Participatory Design and Evaluation consultant at Clear Horizon with over eight years of experience in the international and domestic community development sectors. With a Master of Evaluation Liz is experienced in rigorous participatory approaches to evaluation & design in order to support positive community outcomes and facilitate community-led change. Liz's previous experience has seen her work with communities in Australia and with client overseas, including working for for years as a practitioner with individuals, families and children experiencing homelessness in Victoria. Assisting these communities to navigate complex systems fuelled Liz's passion for systems thinking and design approaches in which communities are at the centre of change.



**ABSTRACTS
WORKSHOPS
(DRAFT JUNE 2020)**

**SERV20
DES20**

Process design: Designing impactful workshop experiences that engage and inspire

AUTHORS

Daniel Christiansen
Make Studios, Australia
Kristina Aagaard
Make Studios, Australia

#131

ABSTRACT

Designing workshop processes that engage with emotion and purpose can offer an invitation for deeper learning, meaning and change, which is crucial when helping organisations understand their current reality vs a desired future state. However, the way in which we enter an organisation (a system) as facilitators, design and lead these processes can almost be more important than the content itself. Join us in this fast paced workshop where we will introduce process design principles for designing and delivering impactful workshops. Through workshop activities we will engage core disciplines like Neutrality, Appreciative Inquiry and Improvisation used to navigate between process facilitation (moving along a plan) and process leadership (moving toward intention). This is a hands-on and playful workshop where you will participate in systems thinking activities to understand Experiential Learning Cycles and how to design for these.

BIOGS

Daniel Christiansen

Daniel is a service designer and educator at MAKE Studios. His practice is anchored in crafting meaningful learning experiences that blur the line between design, technology and culture. With cross-industry experience spread from around the globe, his expertise spans the disciplines of process & learning design, systems thinking and experience design.



Kristina Aagaard

Kristina is an educated KaosPilot and Service Design Lead at MAKE and specialises in complex problem-solving. She has worked extensively as a consultant and Strategic Designer focussing on business reinvention across a range of industries both in Australia and overseas. As well as being an accomplished Service Designer, Kristina is an expert in human-centred design training and capability building.



A new social design framework to challenge assumptions in research projects in LMICs

AUTHORS

Chamithri Greru
University of the Arts
London, UK

Alison Prendiville
University of the Arts
London, UK

KEYWORDS

social design, design
framework, pluriversality,
ethics, LMICs

ABSTRACT

Conducting research in low-to-middle income countries (LMICs) has become a top priority for funding organisations based in the Global North through which they deploy ‘development’ and ‘aid’ projects targeting fragile systems. However, such projects tend to further exacerbate the inequalities they bring about with tainting transfer of aid, technical and design assistance from Global North to Global South. This workshop aims to produce a set of guidelines and a new social design framework based on design ethics to encounter implications of these asymmetries. Drawing from two projects that run between the UK and India, participants will be asked to critically evaluate how we might engage with ‘pluriversality’ in complex design projects by speculating through real world ethics scenarios. It will encourage us to think beyond typical human dimension in social design to consider an intra-act among human, non-human, visible and invisible relationships that humans make with animals, microbes and the environment.

BIOGS

Chamithri Greru

Chamithri Greru is a postdoctoral research fellow at the University of the Arts London and is currently working on a social design project related to food systems funded by the ESRC between the UK and India. Her research focus is on developing collaborative methods and tools to foster social innovation, local development and participation. During her PhD at Heriot Watt University, she explored intersections between craft and design with a focus on participatory approaches to heritage management, and her research has been carried out in Scotland, India, and Sri Lanka. Chamithri has a practice background as a designer and worked in the industry before joining academia.

Alison Prendiville

Dr Alison Prendiville is Professor of Service Design at LCC, UAL. Her design research is transdisciplinary and framed by the UN’s Sustainable Development Goals and focused on human and animal health settings. Currently she is a co-investigator on two ESRC Bhabha Newton research projects on antimicrobial resistance (AMR) in India (DOSA – Diagnostics for One-health user Driven Solution to AMR and DARPI – Drivers of Antimicrobial Resistance in Poultry in India) and an EU Horizon 2020 Plant Molecular Farming project, focusing on plant molecular technologies in human and animal healthcare. She has extensive experience in co-design and participatory practices with diverse stakeholders in LMIC for the development of new products, services and processes for context specific service solutions. Her background is interdisciplinary converging both design and digital anthropology.

#53



Sounds good! Auditory representations in service design

AUTHORS

Ana Kuštrak Korper
Linköping University, Sweden

Vanessa Rodrigues
Linköping University, Sweden

Stefan Holmlid
Linköping University, Sweden

Johan Blomkvist
Linköping University, Sweden

#93

ABSTRACT

Sound is one of the major elements in any servicescape. Be it the instant hiss of a coffee machine and light jazzy music in a coffee shop or the constant beep of medical equipment and sporadic human voices in a solitary hospital room, sounds profoundly influence human experience and drive our interactions with the world. Although sound plays an important role in design disciplines such as product and interaction design, its role in service design has surprisingly been quite muted. In contributing to the plurality theme, this workshop explores the role of sound in service design, especially its potential in informing and augmenting visual representations used to materialize different elements of service systems. For example, what information could a sounding stakeholder map reveal that could not be transferred through the visual means? Or How can we make visual representations more inclusive through sound?

Working with performative sonic exercises, such as scenario-based sonic blueprint, we aim to explore the interdependencies of visual and auditory representations. Together with the participants, we aim to explore and discover possibilities for novel methodological and practical insights this integration of auditory and visual can bring. Participants are not required to have any musical training or specific knowledge to participate in this workshop. Therefore, we invite the ServDes community of various backgrounds to join us in experiencing and cocreating the sounding representations and help us to jointly reflect on the possibilities this can have for service design research and practice.

BIOGS

Ana Kustrak Korper

Ana Kustrak Korper is a PhD candidate at the Linköping University, Sweden. She was an early-stage researcher at the EU fellowship Service design for innovation network (SDIN), part of Marie Curie Innovative Training Programme, starting her PhD at the Faculty of Engineering, University of Porto in Portugal and continuing it at the Linköping University. Her educational background is in business and management, and musicology. Her research focuses on service design as an innovation practice especially in technology-driven organizations.





Vanessa Rodrigues

Vanessa Rodrigues is a doctoral student in design at Linköping University, Sweden and a former Marie Skłodowska – Curie research fellow within the Service Design for Innovation Network. Her PhD research focuses on fostering a more nuanced understanding of resilience in service systems that better accounts for how to enable much needed service system resilience through service design. Other areas of research interest include the future of service design as well as designing for service systems, social impact services, nomadic welfare, healthcare and policy. She holds a M.Sc. in International Business from Maastricht University, The Netherlands and has prior work experience in hospitality and consulting.



Stefan Holmlid

My research focus on what happens to design when it meets new theoretical or practice areas, and seeks to integrate with these, such as the practices of service design, design for policy, and design for service.



Johan Blomkvist

Johan Blomkvist is a Senior Researcher at the Computer and Information Science Department at Linköping University. His research focuses on service prototyping and understanding the relationship between people and physical manifestations of service and design artefacts. Based on research within cognitive science and related fields, he has suggested new tools and explored existing ones throughout the development of service design in an academic context.

**ABSTRACTS
WORKSHOPS
(DRAFT JUNE 2020)**

**SERV20
DES20**

Addressing echo chambers in SD with embodied methods

AUTHORS

Martina Čaić
Hanken School of
Economics, Finland

Josina Vink
Oslo School of Architecture
and Design, Norway

Kaisa Koskela-Huotari
CTF - Service Research
Center, Karlstad University,
Sweden

KEYWORDS

service design, plurality,
tensions, perspectives,
assumptions, embodiment,
materialization, blindspots

ABSTRACT

Are you unknowingly trapped inside an ‘echo chamber’ that reinforces your own assumptions about service design? What are the dangers of failing to meaningfully consider alternative assumptions about service design? How can we sensitize ourselves to diverse perspectives on service design research and practice? It is becoming increasingly apparent that service design encompasses multiple perspectives and approaches that are grounded in different foundational assumptions about the goals of service design, its processes, as well as the role of designers and other actors. The purpose of this interactive and reflective workshop is to surface pluralities and tensions within participants’ underlying assumptions about service design and help to move the field forward by initiating dialogue and reconciliation. In the workshop, participants will use their bodies to represent and illuminate their diverse perspectives on service design. Tangible materials will help make the invisible assumptions that guide our diverse work on service design more visible. Together the group will address tensions within the underlying assumptions that guide our different perspectives and critically evaluate the assumed common ground that we stand on as a discipline. Participants will leave with a better understanding of their own blindspots in how they think about service design and gain an appreciation of some of the diverse perspectives that contribute to a vibrant and evolving service design discipline. In addition, participants will walk away with inspiration on creative approaches for embodying and materializing assumptions and working with tensions that often go unspoken within diverse groups.

#94

BIOGS

Martina Čaić

Martina Čaić is a post-doctoral researcher at CTF - Service Research Center at Karlstad University in Sweden and Aalto University, School of Arts, Design and Architecture in Finland. She is also an associate researcher at Hanken School of Economics in Finland. She received her PhD from Maastricht University in the Netherlands, where she was a Marie Curie Fellow funded by the Service Design for Innovation Network (SDIN). Her research addresses customer experiences in value networks, with a particular focus on robotic and ambient assisted living technologies. Specifically, she conducts research in healthy aging contexts, employing a service design mindset, tools, and methods to understand consumers’ perceptions of disruptive technologies. Her research has been published in the Journal of Service Management, Journal of Services Marketing, International Journal of Social Robotics, and International Journal of Design.





Josina Vink

Josina Vink is an Associate Professor in service design at the Oslo School of Architecture and Design (AHO) and Design Lead within the Center for Connected Care (C3) in Norway. Josina's research explores how design can create profound and significant change in healthcare by reshaping social structures. She recently finished her PhD on service ecosystem design at the Service Research Center (CTF) in Karlstad University, Sweden as a Fellow of the European Union's Marie Curie Horizon 2020 program within the Service Design for Innovation Network (SDIN). In addition, she has worked for ten years as a service and system designer in health and care, including at the Mayo Clinic Center for Innovation in the United States and the Center for Addition and Mental Health in Canada. In her practice, she has developed new services, supported policy change, facilitated shifts in practices across sectors, and led social lab processes.



Kaisa Koskela-Huotari

Kaisa Koskela-Huotari is an Assistant Professor in Business Administration at Karlstad Business School and the CTF, Service Research Center of Karlstad University. Kaisa's research interests lie at the intersection of service-dominant logic, institutional theory, and systems thinking. In her work, she uses these perspectives to inform the understandings of innovation, design and market evolution. Her research is published in the Journal of Business Research, Journal of Service Management, Journal of Services Marketing, Journal of Service Theory and Practice, Journal of Strategic Marketing, and Service Science. Kaisa also serves as the Assistant Editor of the AMS Review, the only marketing journal that focuses exclusively on conceptual articles.

**ABSTRACTS
WORKSHOPS
(DRAFT JUNE 2020)**

**SERV20
DES20**

Service Design meets strategic action: exploring new tools for activating change

AUTHORS

Laura Santamaria
Loughborough University, UK
Ksenija Kuzmina
Loughborough University, UK

KEYWORDS

service design, strategic
action, activism, metaphor,
storytelling

#123

ABSTRACT

Design can positively contribute towards highly complex social, economic and environmental problems we face today. One key area in design for social justice is to empower citizens to activate change that disrupts built-in systemic inequalities and exploitative practices. This workshop presents 'Action Heroes Journey' a resource kit co-developed between designers and Citizens UK community organisers to enable wide active citizen participation in public life.

The approach integrates and merges methods from service design and community organising, using Joseph Campbell's (2008) Hero's Journey metaphor and storytelling devices to make it widely inclusive and accessible for a diverse range of users to discover and align their personal values with the future development of their community. Although the resource was co-designed with and for young people initially, the archetypal structure allows for embedding vernacular goals and meanings – i.e. increasing leadership, participation and co-creation that is meaningful at personal level, and also connects to other stakeholder's priorities, for example, NGOs and local government citizen and sustainability strategies. Participants will learn how this toolkit extends current service design approaches to meaning making, making it useful for personal development, building creative leadership capacity, and enhancing wider and more diverse engagement in the socio-political sphere.

BIOGS

Laura Santamaria

Dr Laura Santamaria is a design practitioner and academic. She specialises in cultural and meaning-making aspects of innovation, with a particular focus on design for sustainability.

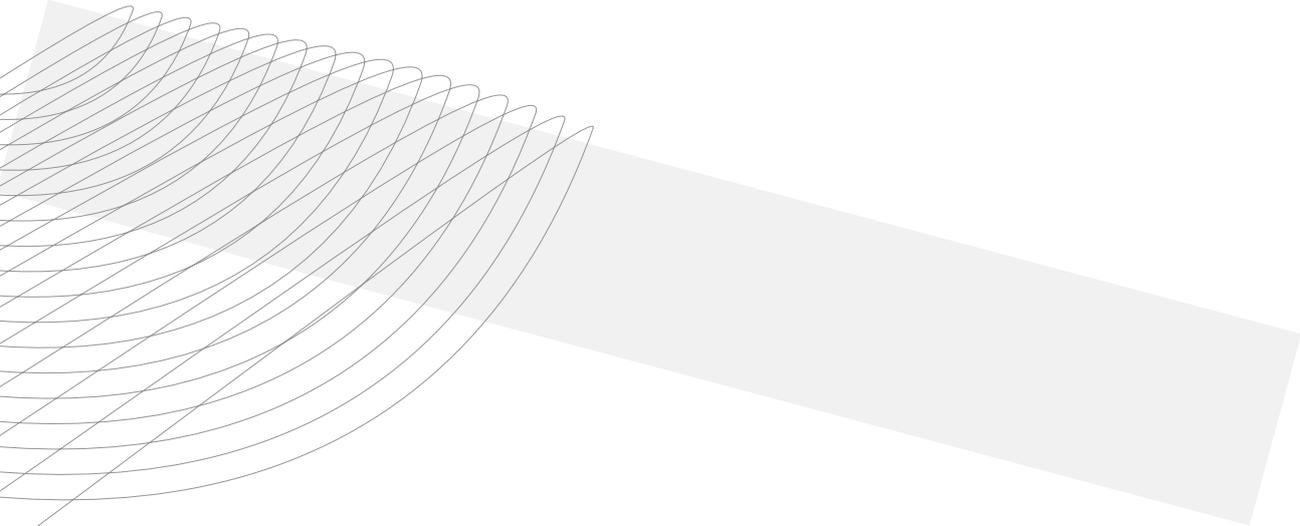
Laura has a background in brand strategy, product/service innovation and user experience. She has gained extensive experience in Design Innovation, Design Management and Strategy, working in the corporate and non-profit sectors in the UK since 1993, both on a freelance capacity within London design agencies and as an independent consultant through her own agency, SantamariaMedia.





Ksenija Kuzmina

Dr Ksenija Kuzmina is a Programme Director and Lecturer for the MA/MSc Design Innovation programme within the Institute for Design Innovation. Ksenija's research is in the field of design and service innovation for environmentally friendly and socially viable futures. She is interested in exploring design's capability to support change in service organisations at the intersection of public, private and third sectors. In particular, her research looks at how service design thinking, human-centered design, and more recently, big data methodologies can be strategically integrated to enable organisations to review, reflect on and reimagine new service models to promote social innovation, well-being and sustainability.



**ABSTRACTS
WORKSHOPS
(DRAFT JUNE 2020)**

**SERV20
DES20**

Bespoke tools and toys for co-designing diverse & inclusive feminist futures

AUTHORS

Allison Edwards
Monash University, Australia
Hannah Korsmeyer
Monash University, Australia

KEYWORDS

material agency, play,
bespoke materials,
representation, feminisms,
futures

#113

ABSTRACT

This workshop invites you to an in-depth discussion about the complexity of working with bespoke co-design materials. Particularly, we will focus on well-intentioned workshop tools that aim to create a visual “representation” of diverse voices. Together, we will examine different iterations of a set of tools that were developed for co-design workshops to interrogate (and envision anew) the relationship between gender and cities. Through examining these specific tools, we will discuss the wider complexity and opportunities within this work.

This workshop builds on the conference theme of “plurality” through close examination of bespoke tools that challenge participants to enact ‘feminist’ forms of problem-solving. The aim of these tools is to validate diverse experiences and amplify voices that often go underrepresented in city planning processes. However, this workshop also engages with the “paradox” theme, with an awareness that using bespoke materials is not a simple solution for truly inclusive co-design practices.

Together, we’ll critique the different possibilities, and risks, that are afforded by material representations of people. We’ll consider the implications of using these materials when exploring social issues like identity, diversity and co-imagining inclusive urban futures. At the end, you’ll leave with a new, personalised, version of this tool for you to use in your own practice.

BIOGS

Allison Edwards

Alli’s design practice challenges the false dichotomy between work and play to create engaging and inclusive workshops that help surface different types of knowing and create space for social imagination and learning. Her research frames materials as active agents in the workshop experience and her current curiosity is about the entanglements and intra-actions of elements creating workshop experiences.



Hannah Korsmeyer

With a background in neuroscience, Hannah is interested in how humans construct the realities that shape our lived experiences and how different ‘ways of knowing’ may be blended to open new possibilities. Following her work designing educational play environments for homeless children living in family shelters, she earned a master’s degree in Design: Critical Practice from Goldsmiths, University of London. She is a researcher in MADA’s XYX Lab (Space-Gender-Communication) and in WonderLab (Design & Learning).



Categorising people: tensions in critical approaches to design

AUTHORS

Kate McEntee
Monash University, Australia

KEYWORDS

identity, personas, design research, decolonizing, queer theory

#78

ABSTRACT

Categorising people: tensions in critical approaches to design is a workshop designed to examine the tensions present in categorisation and proxy, through personas. In design research we uncover the needs, beliefs and behaviours of people to create products, services and systems. We synthesize, draw conclusions and create representations from people's personal information. This representation wields power by allowing the design research and outcomes to become proxies about who and how another person is.

A commonly used method, personas, is an example of categorisation and proxy. This workshop will use this common design research tool to question how we understand who people are and explore non-dominant ideas of identity. Translating approaches from queer activism in the field of Library and Information Sciences, we will explore activist and queer theories to categorizing and critically consider underlying assumptions and biases in human-centred tools. The key tension we are exploring is how we attempt to get it 'right' when representing complexities such as people, relationships and identity.

The goal of this workshop is to spark critical reflection around identity, groupings and worldviews, and collectively examine how these show up in design work. Participants should arrive open and willing to recognise personal biases, as well as be aware that sensitive issues around identity and bias may arise.

BIOGS

Kate McEntee

Kate McEntee is an early-career design researcher. She holds an MFA in Transdisciplinary Design from Parsons School of Design and is currently a PhD candidate in the WonderLab at Monash University. She is interested in how to approach human-centred design with greater awareness of, and responsibility for, identity, power and systemic inequality. Her research works at the intersection of contemporary social design practice and decolonial theory and practice.

