



At the Institute of design we nurture a designerly attitude of "Shaping Futures" in, creative, valuable and responsible ways.

We have a broad approach to design, emphasizing the relevance and importance of design within contemporary society.

Our programme focuses on design methods and processes, aesthetics and communication, as well as ethics, and sustainability.



We offer a Master of Design with specializations within interaction, industrial and service Design. Systems oriented design is an approach that goes across these disciplines.

We believe in design that not only solves problems but also delights and improves the lives of people.

Our goal is to educate adaptive experts



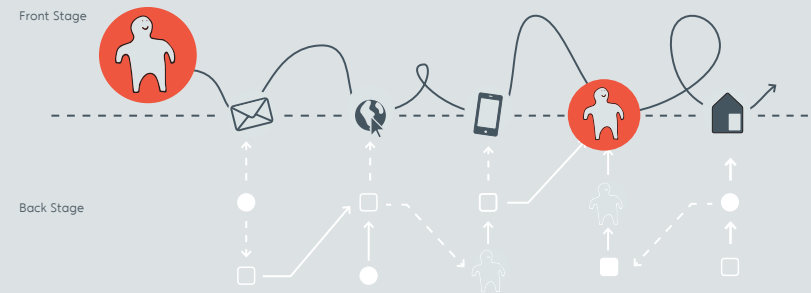
We are members of Cumulus, the global association for art and design education and research.

(a forum for partnership and transfer of knowledge and best practices.)

Cumulus consists currently of 260 members from 54 countries.

Cumulus appreciates the collaboration with AIGA, and I encourage you to engage in this wonderfully diverse global design community.

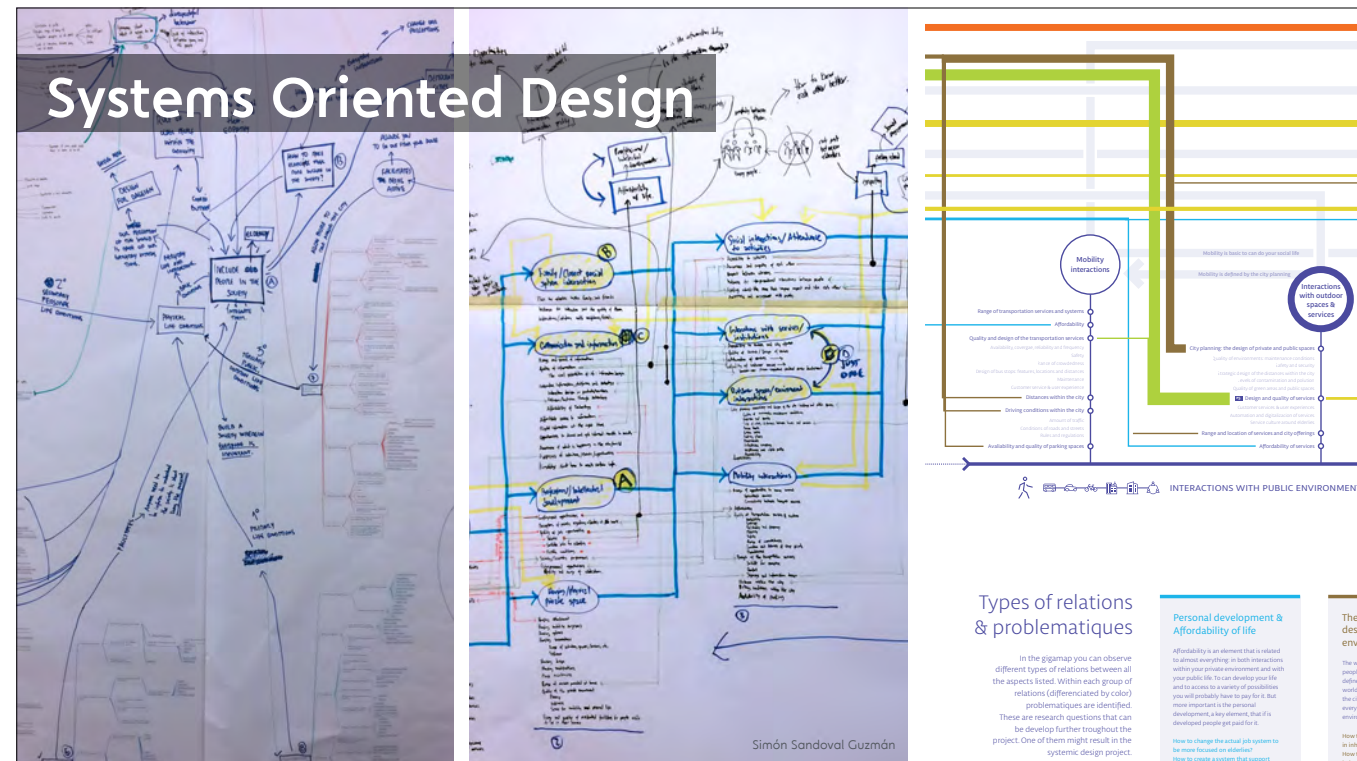
Service Design



Service design creates experiences that reach people through many different touch points, over time.

Creating memorable and emotionally engaging services requires empathy with the user, their values, and their needs today and in the futures.

This requires a holistic approach as well as a deep understanding of the people and systems delivering the services. (The back stage.



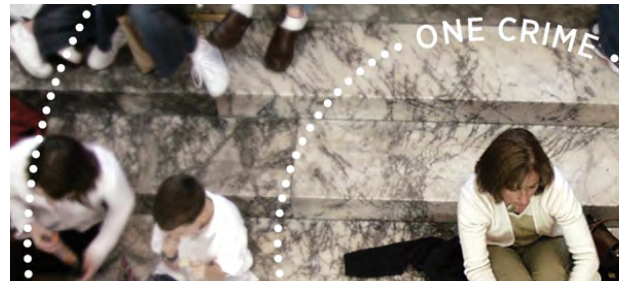
Systems Oriented Design is an approach to tackle complexity combining Systems thinking and design thinking.

GIGA-mapping is extremely extensive mapping across multiple layers and scales, investigating relations between stakeholders, systems and more

Creating a Giga map is both a Process and a tool for communication
 As seen here with theses 3 iterations looking at "How to make elderly feel more included in society?"

Four projects: four methods

Designing for dignity *Giga-Mapping*



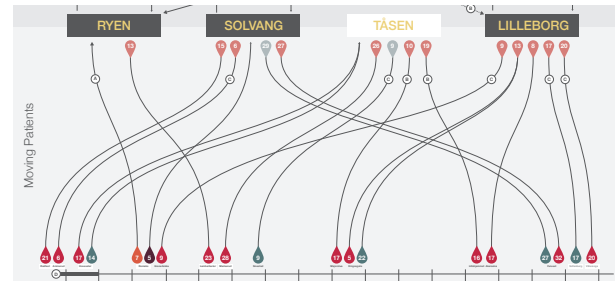
Longer than 9 months *User Journey*



Guts to change *Co-Design*



On the same page *Live Prototyping*



I will now present 4 projects that exemplify the methods, mindsets and matters of services and systems.

I will introduce the context,

What was designed

And how this was done, demonstrating the following methods

Giga Mapping, User Journey maps, Co-Design, Live Prototyping



(There was a surge of sexual violence in Norway)

Sets out to make sense of the landscape of people and systems involved in responding to sexual violence.

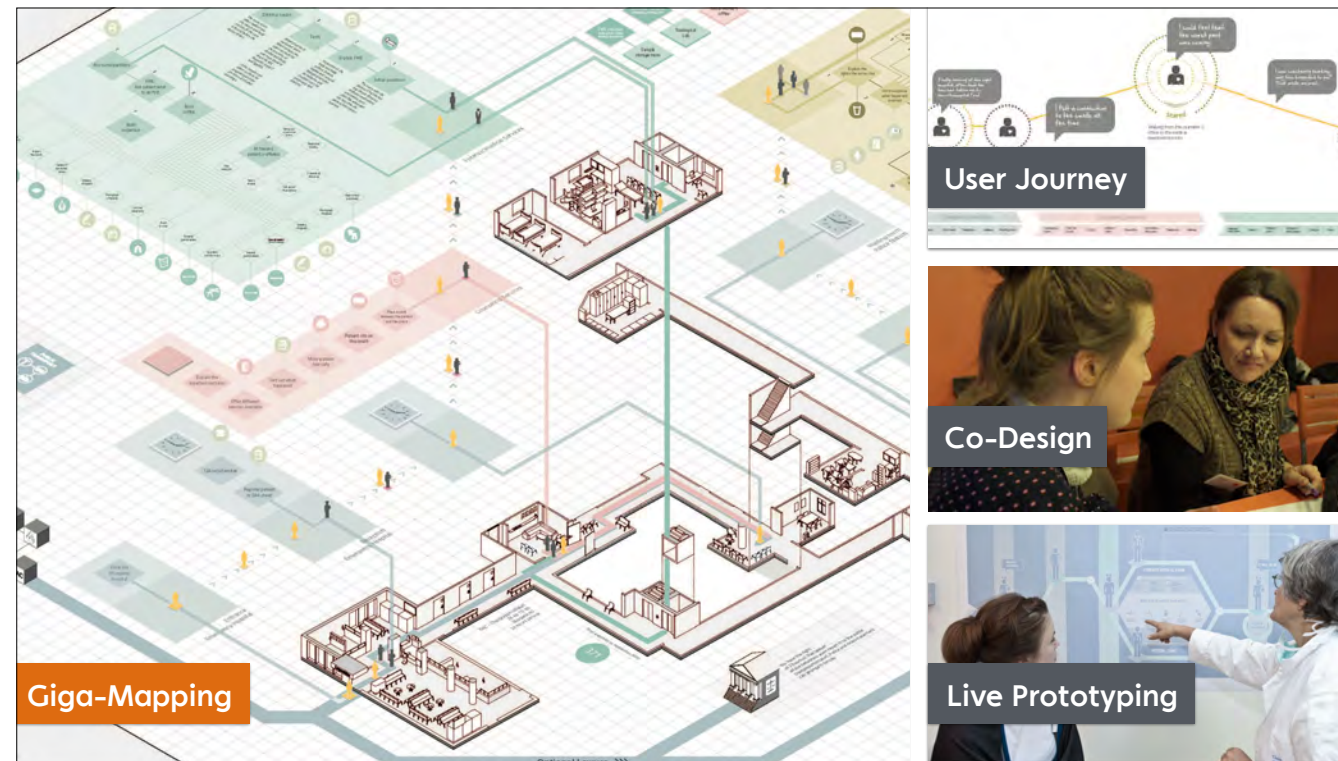
They identified opportunities where design can make a difference, and contribute to a more humanised and dignified response for the victim.



They designed small systemic interventions

An integrated information package from all stake holders in a legible design appropriate for the distraught situation these users are in.

Blanket that captured DNA traces, that was both cosy and had pockets with a de stressing cushion inside (instead of paper that you normally get for your hands) as well as



The giga map is a synthesis of the journey of a victim going through the hospital emergency dept, emphasising communication and the roles of staff, the spaces, equipment police, social services.

The Giga map helped establishes shared knowledge and to identify opportunities for design interventions.

These were then co-designed with multiple stakeholders in a workshop.



Context: **Inter-country Adoption**
Partner: **Adoption services**
Students: **Ribekka Beitveit and Eirik Haugen Murvold**
Project type: **Diploma project, Master of Design**
Duration: **18 weeks**

Longer than 9 months

... is an approach to the intercountry adoption process in Norway through service and interaction design.

interviews and other research provided insight into how the users experience the adoption process, the pain points and potentials.

key insights they identified - lack of confidence - how to alleviate this?

so the project brief became:

Empower the potential adoption applicants with confidence and assistance to face their everyday life as adoptive parents.

User and actor interviews and other research provided us with an insight of how the users experience the adoption process, the pain points of it and its potentials.

key insights - lack of confidence - how to alleviate this?

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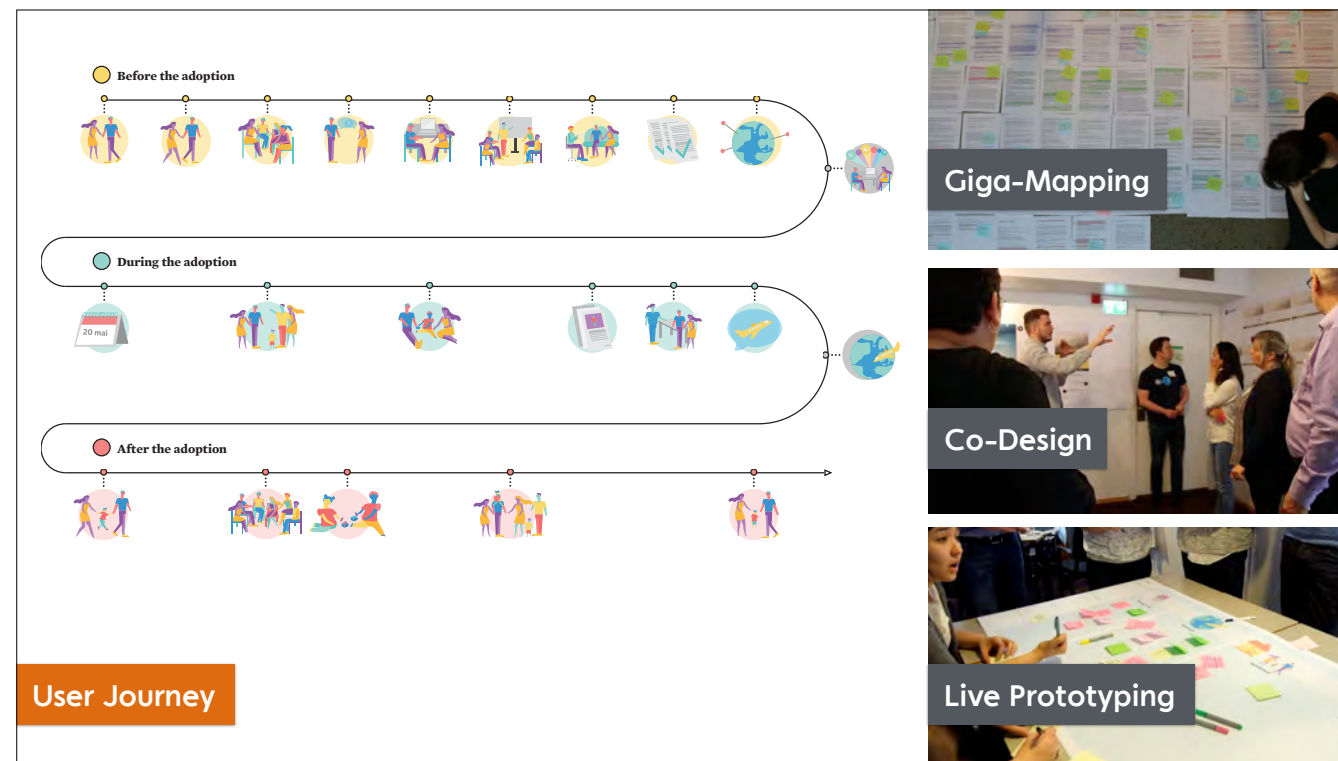
Empower the potential adoption applicants with confidence and assistance to face their everyday life as adoptive parents.



The result is a proposal for a journey from wishing to becoming a parent, to parenting an adopted child.

one of the new touchpoints eases the entrance to adoption:

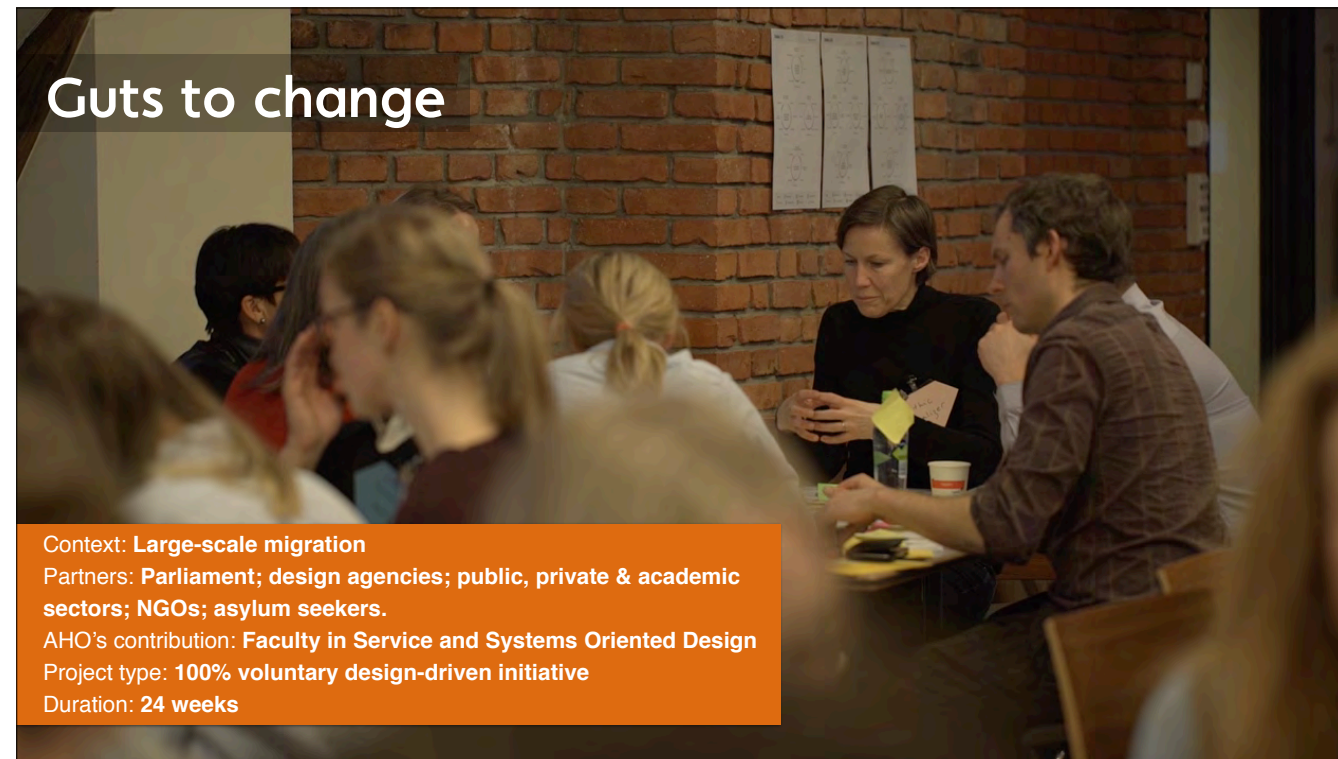
a new web portal: presents the user with aligned and coordinated information from several stakeholders, on one platform



The designers mapped out the user journey as it is today then sketched out different iterations testing and co-creating it with users, experts and other actors.

Based on these insights they redesigned the user journey by restructuring it and added new touchpoints.

to Empower the potential adoption applicants with confidence.



"Guts to change" is a 100% voluntary, initiative to tackle the wicked problem of migration. The mission is to turn a systemic crisis into an opportunity by collaborating across sectors in a participatory and inclusive way.

30 designers and other experts volunteered their time and worked together across agencies and organizations for two months to design a 1/2 day workshop at the Parliament

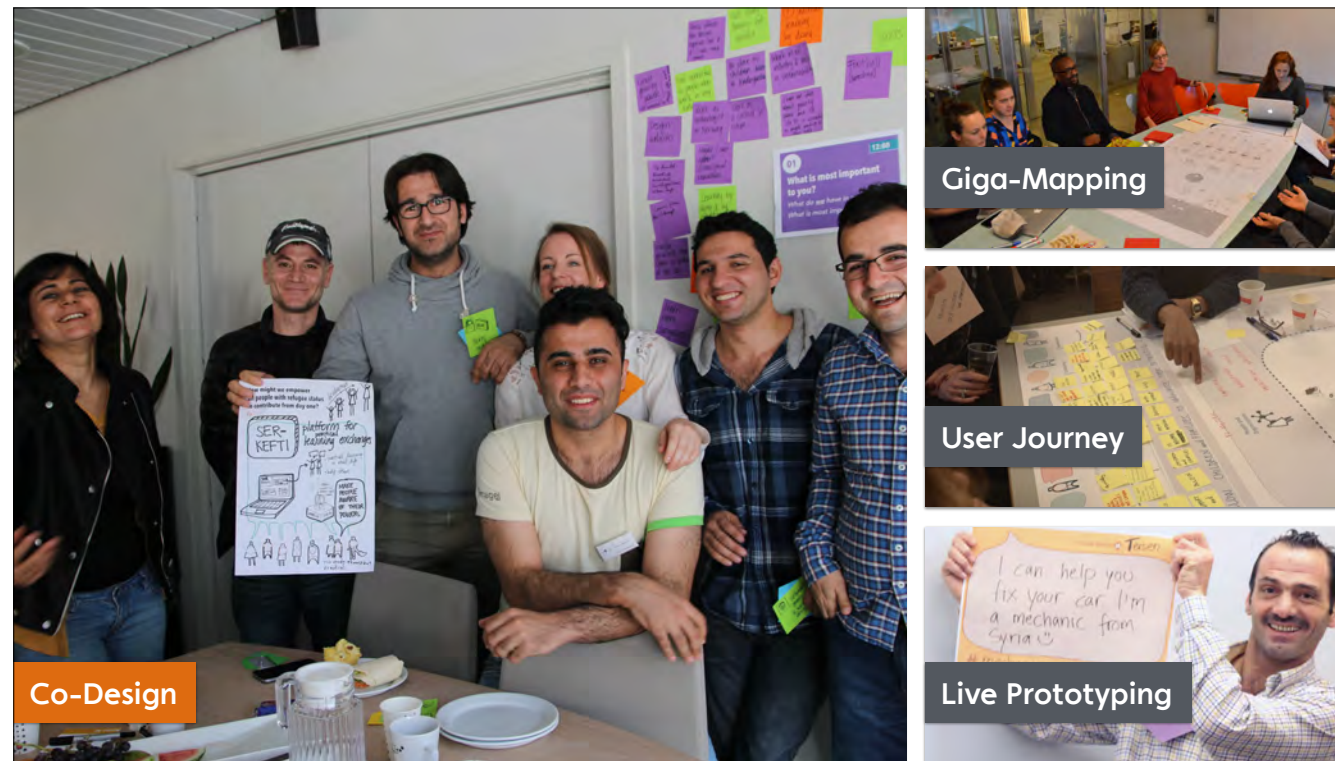


President: Yesterday we had over 100 entrepreneurs, social entrepreneurs, designers, business leaders, volunteers and innovators in the public visiting here in Parliament.

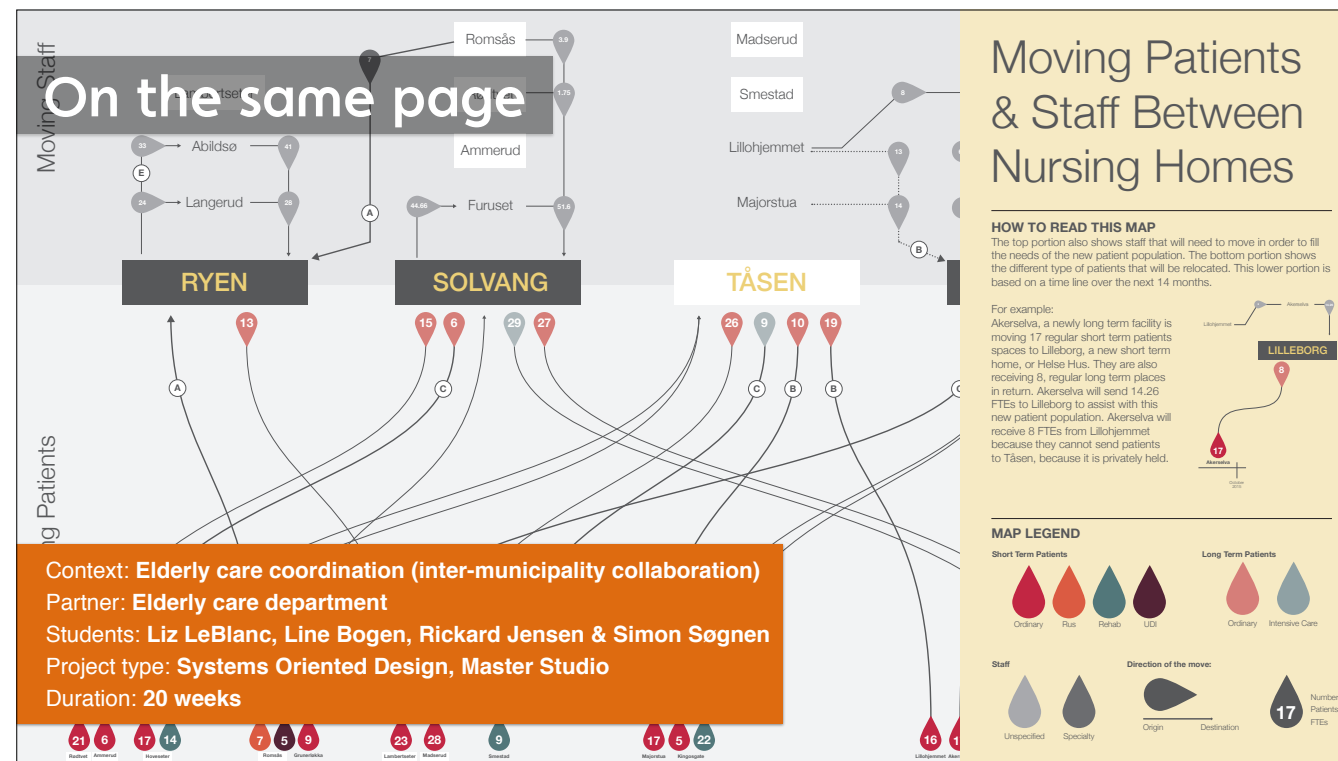
they facilitated the workshop at the Norwegian parliament with 100 participants from public, private and third sector. The participants were hand picked for their personal experience, professional space of opportunity and guts to work in new ways.

The workshop process and tools were carefully designed to create a platform for mutual respect and collaboration.

(each participant had to identify their own Super powers rather than their role as well as their own to do notes that everyone filled in and was symbolically photographed with.)



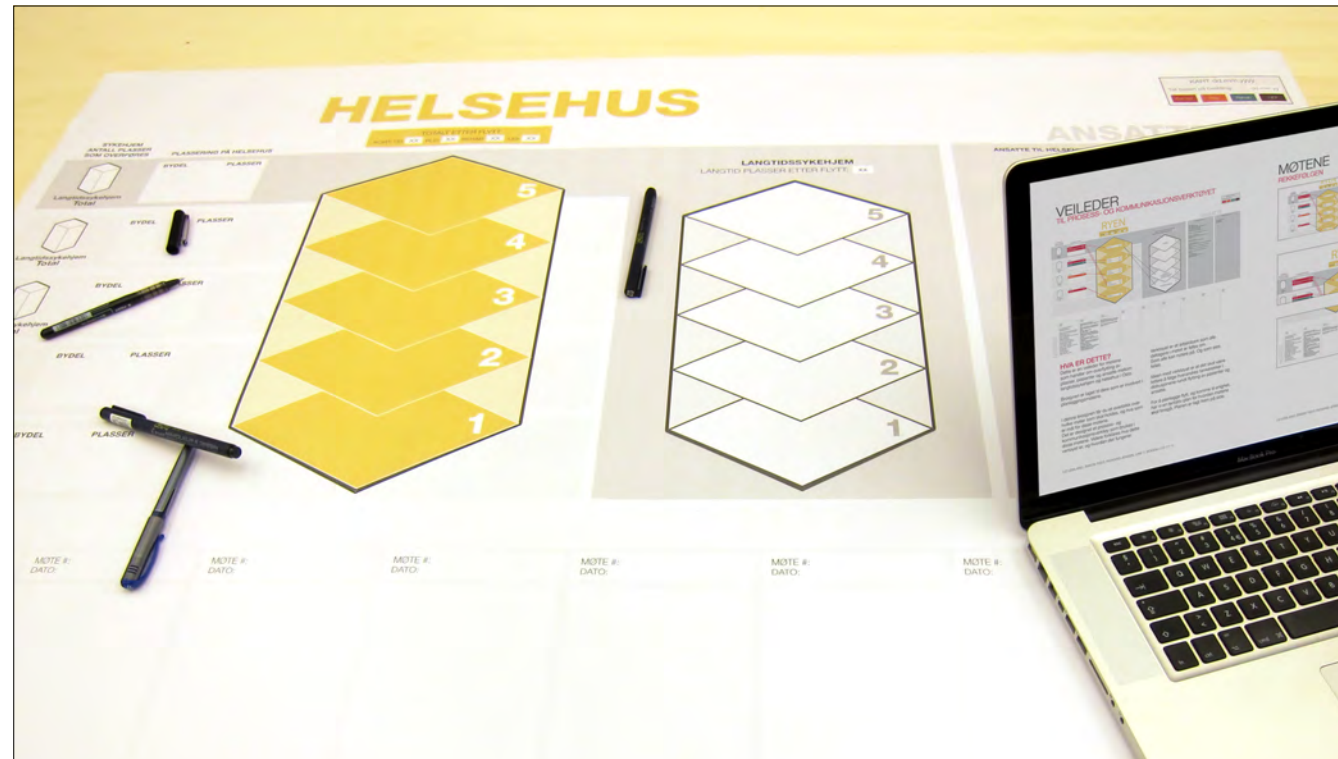
Serkefti (a skills trading platform) is an initiative that was co-designed by the asylum seekers themselves - they share their projects with other experts thus improving their offerings and making them viable business opportunities. Serkefti has received public funding and is being implemented.



On the same page

A large Coordination Reform of Nursing homes

re-allocating of patients, staff and resources into new systems. to make it more efficient and effective - to take care of the patients individual needs. thousands of patients had to be moved. A huge logistic task



The solution was A planning and communication tool for meetings to re-organising patients, staff, beds and resources in the homes.

They created visual collaborative tools for each home. They also proposed a work flow. This helped get everyone on the same page, and thus work much more effectively.



Live prototyping allowed the designers and user to get first hand experience with possible solutions through active engagement. Several rounds led to iterations and simplifications before the final version of the visual collaboration tool could be designed.

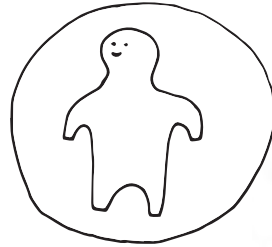
This led to a public procurement by the Elderly Coordination Office and they received funding to continue working with professional design agencies in this (LiveWork).

Designerly mindset

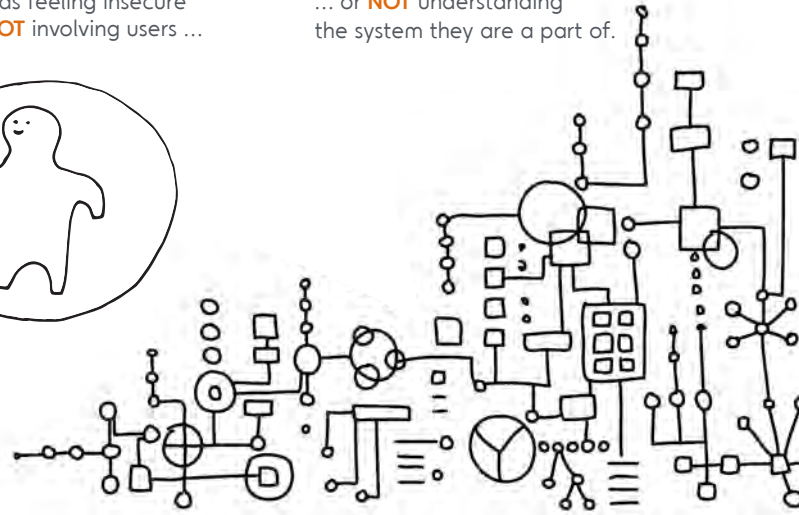
From feeling insecure
about involving users ...



... towards feeling insecure
about **NOT** involving users ...



... or **NOT** understanding
the system they are a part of.



Elisabeth Bjørndal Skjeltén

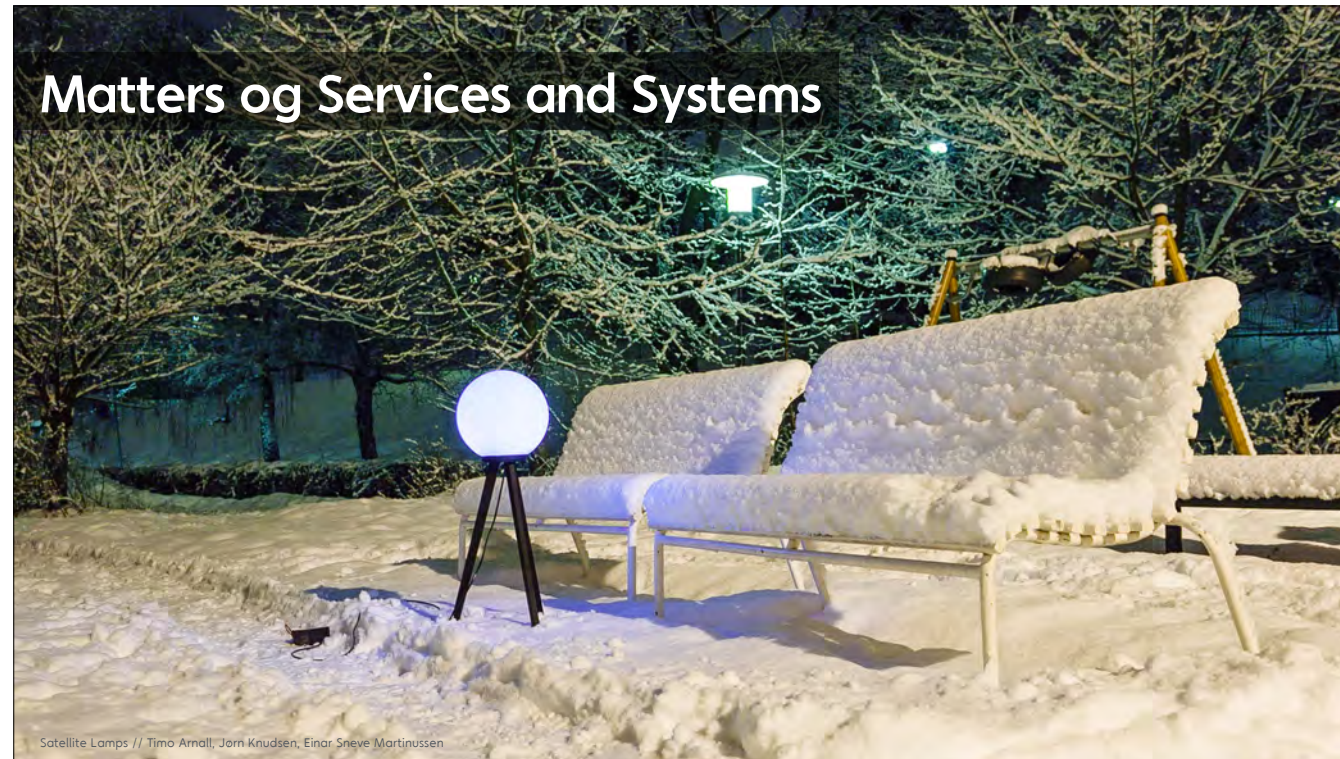
to sum up: Designers need to go from feeling insecure about involving user towards feeling insecure about NOT involving users or the systems they are a part of

They need empathy and to learn collaborative skills

They need to take responsibility for and be aware of the consequences of their design decisions

(on people, and on our society, both environmentally and ethically)

Matters og Services and Systems



The training of how to handle supercomplexity is urgent within design so as to meet the challenges posed by globalization and sustainability.

Improving these abilities and skills are crucial for designers to be able to make substantial contributions to society in the future.

I truly believe this matters. Thank you.