

Co-designing with community: Introduction to co-design

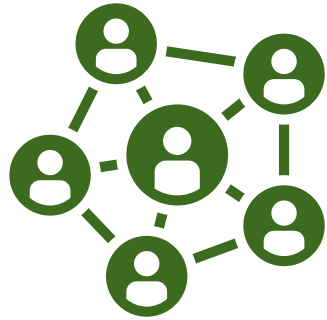
South Asian Violence Prevention
Trials in Auckland



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Focus



Understanding
your **community's**
ecosystem



Understanding the
basics of co-design
and **community**
mobilisation



Self-reflection

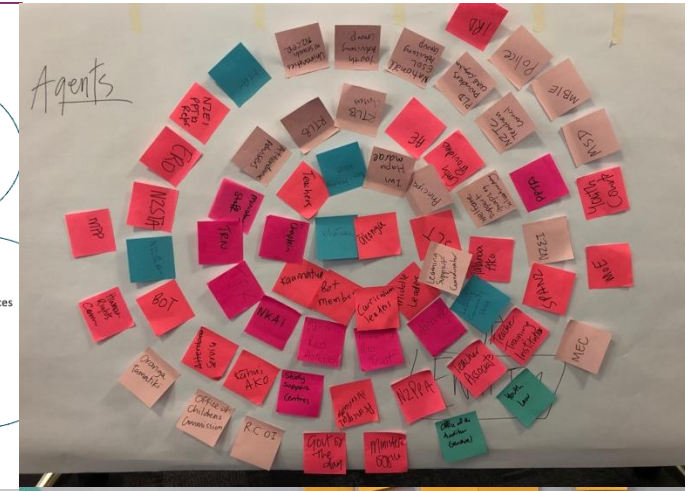
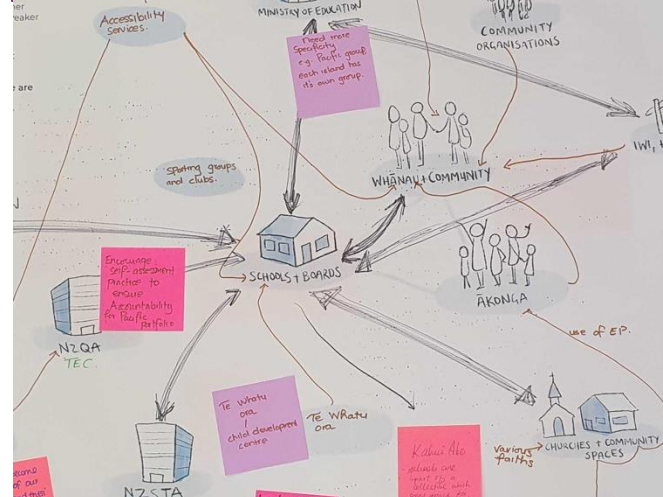
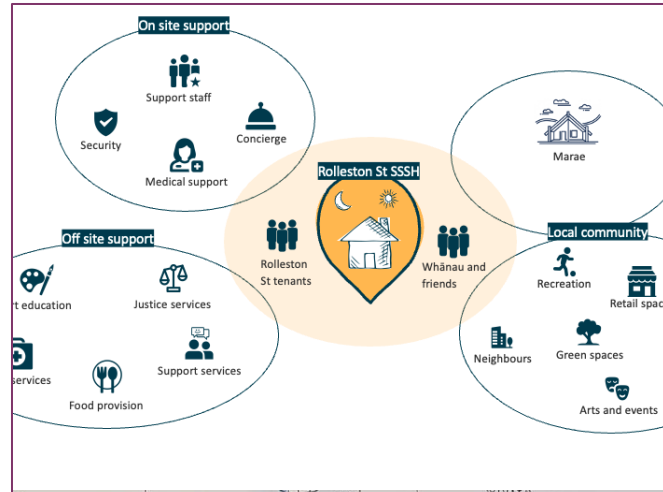
**What experiences have you had
with design/co-design?**

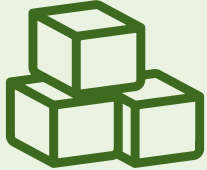
What does your
community ecosystem look like?

Visualising your community/eco-system mapping

Visually mapping who is in your community is a great way to kick off co-design with your community.

- This activity sets us up to **understand who you might need to be working with** to co-design the best outcomes together.
- **There are lots of different ways** that you can approach making a eco-system map. There is **no right or wrong way** to do it as long as you are learning as you go!
- **They are usually messy**, and you can do more than one to refine your thinking and try a new way of visualising it.



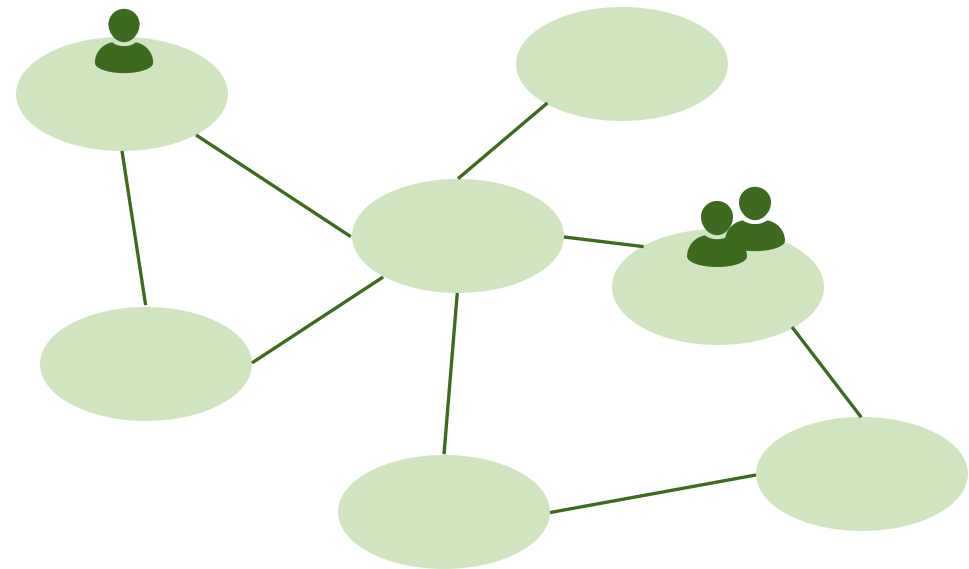
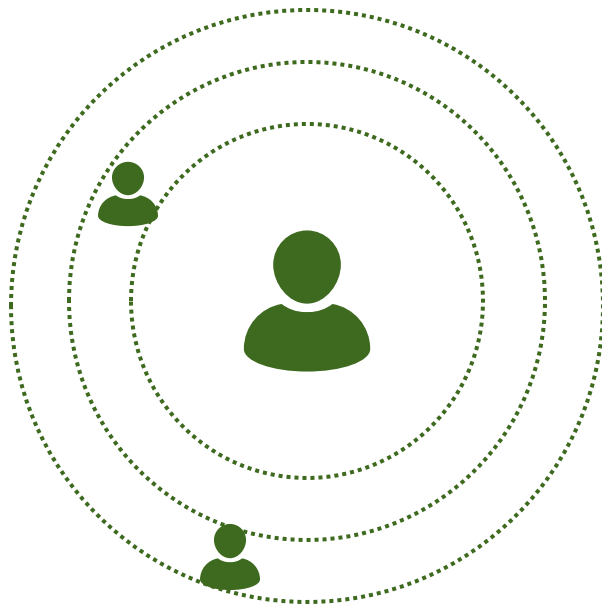


Activity: Map your community's ecosystem

1. Choose one of the approaches and have a go!

Start with one that makes sense to you and the way you like to think and work.

Write down the name of the person or group and add connecting lines to show relationships between people and groups

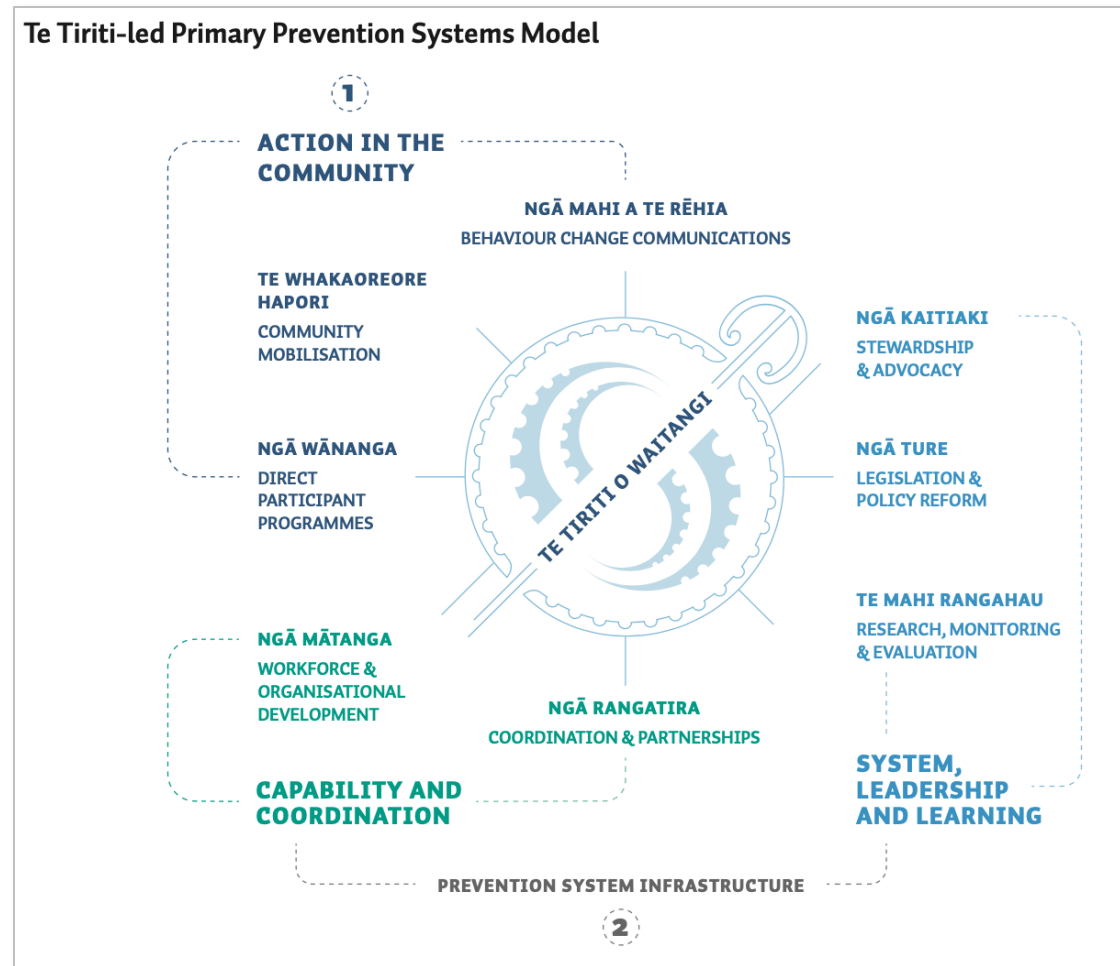


What is community mobilisation?

and

how will co-design help you to develop your community
mobilisation initiative?

Prevention and community mobilisation



Refer to community mobilisation toolkit for more information



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Community mobilisation

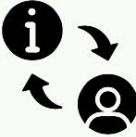
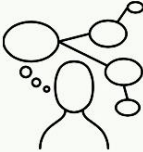


COMMUNITY MOBILISATION IS...			
Long-term	Fostering positive social norms	Complex	Community-led
About fostering activism	Involving large numbers of community members	Stimulating critical thinking	Holistic and inclusive
Strengths-based	Focused on the drivers of violence	Developmental and organic	A struggle for social justice



Refer to community mobilisation toolkit for more information

Key aspects of community mobilisation

	Leadership
	Organisation, networks and resources
	Participation

	Shared concern
	Critical consciousness
	Social cohesion
	Cultural connection



Refer to community mobilisation toolkit for more information

Community mobilisation examples

E Tū Whānau

AROHA

Giving with no expectation of return.

WHANAUNGATANGA

It's about being connected.

WHAKAPAPA

Knowing who you are and where you belong.

MANA MANAAKI

Building the mana of others, through nurturing, growing and challenging.

KŌRERO AWHI

Positive communication and actions.

TIKANGA

Doing things the right way, according to our values.

The HEART Movement



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The community readiness model

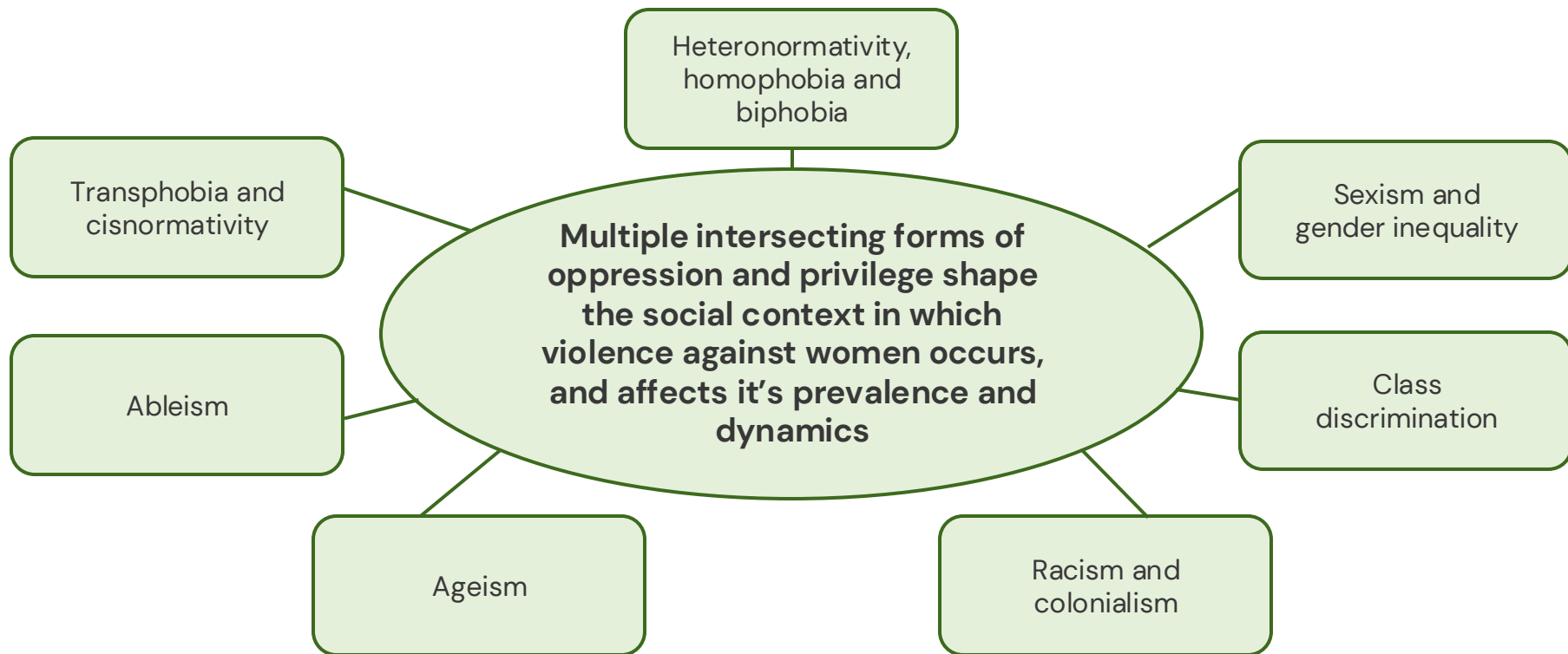
Community readiness can be understood by **how prepared your community is to take action on an issue**



For more information refer to your booklet

Intersectionality

Intersectionality shows how people experience problems differently, and why people who experience more discrimination are at increased risk of harm. Intersectionality is an important lens to understand risk factors for violence for ethnically diverse women.



For more information refer to your booklet

The basics of co-design

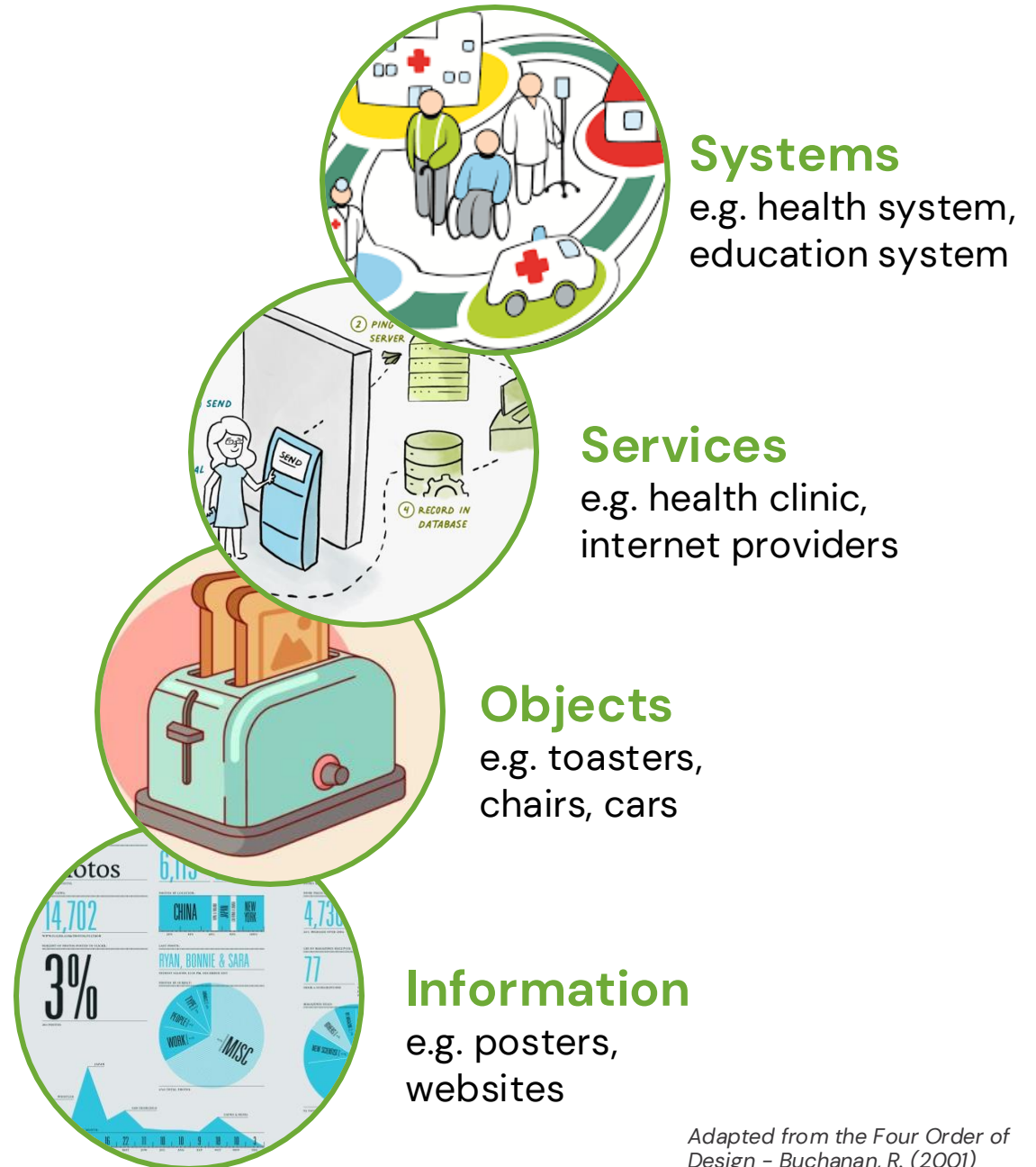
What is design?

Design applies to much more than the creation of posters and toasters.

Design is the creation of anything, tangible or intangible.

This model illustrates the different levels of design that exist: Information, Objects, Services and Systems.

Co-design is a method that could be used to produce any of these things >



Adapted from the Four Order of Design – Buchanan, R. (2001)



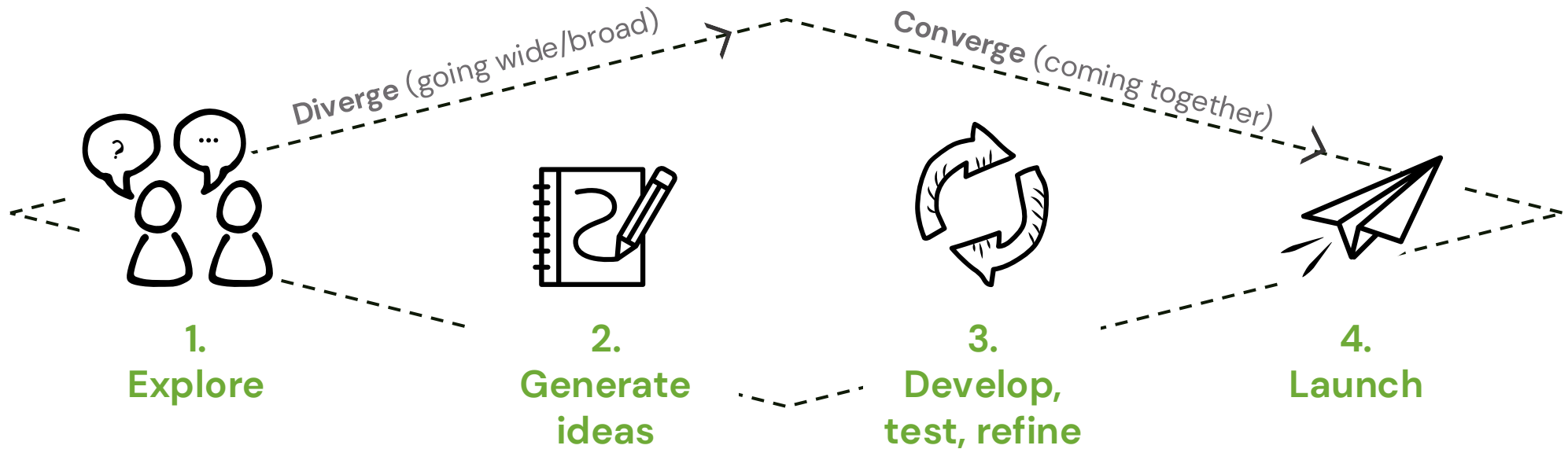
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A framework for design

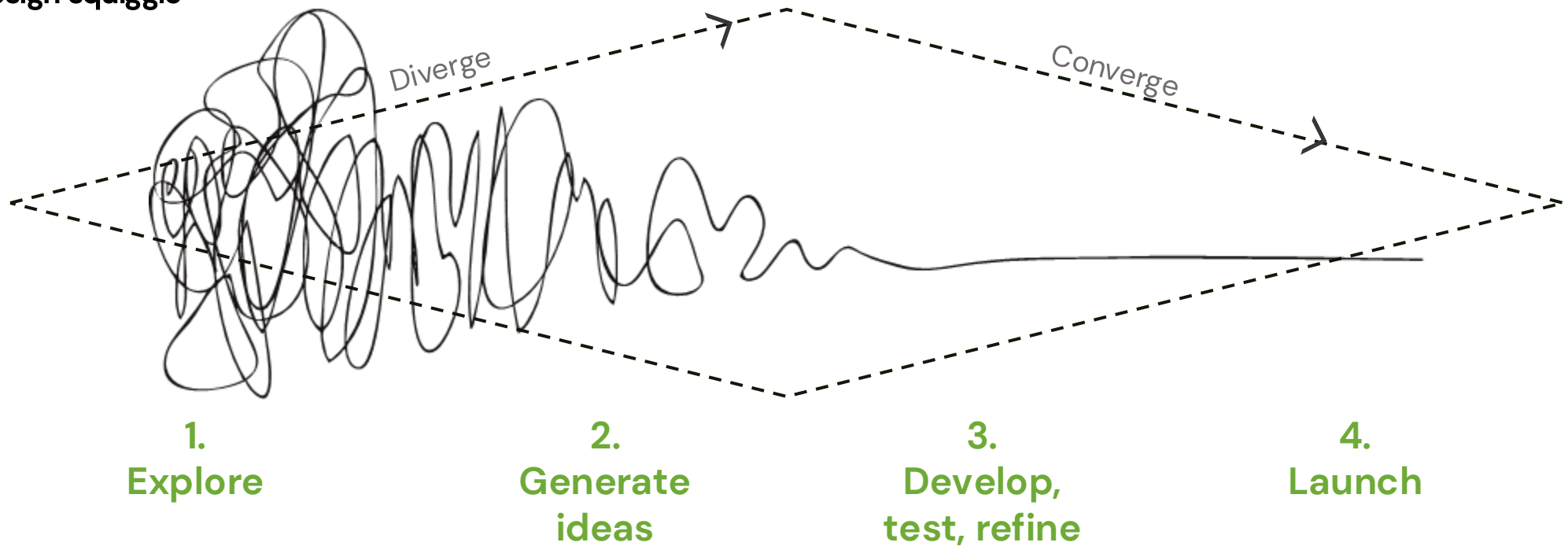
When designing, we break the process into different stages, which **use divergent and convergent processes** to develop and stress test ideas before bringing them to life.



What design feels like

Whilst this looks straightforward and simple, it can often feel very messy and uncertain at the start as there are a lot of unknowns. As you work through each stage and learn more, it begins to simplify and you can find clarity.

Design squiggle



*The Process of Design Squiggle by Damien Newman,
thedesignsquiggle.com*

Mindsets and behaviours of design

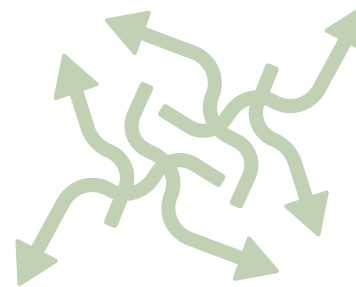
These are a few of a long list of mindsets and behaviours that are useful when designing. At different points of the design process, you may need to switch between them.



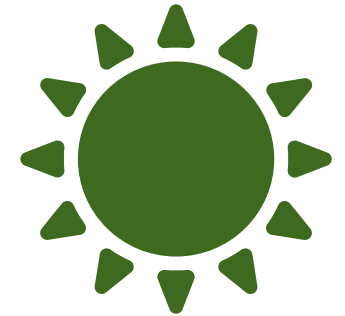
Adopt a **beginner's mindset** to remain curious and make no assumptions



When things don't work, use it as an opportunity to **learn from failure**



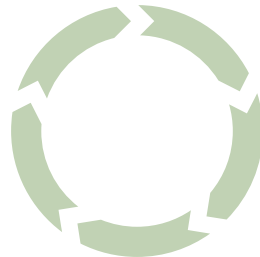
When you feel stuck, **embrace ambiguity**, and see it as an opportunity



Always have **optimism** – change won't happen unless we believe it will!



When you want to test an idea, even if it's a vague one, **make it**



Don't focus on getting it right first time. Put something together, test it out, and **iterate, iterate, iterate**



Have **empathy** for everyone you are designing for



Have **creative confidence** in the work you are doing

What is co-design?

Co-design brings community into the design and decision-making processes from start to finish, as part of a shared team, combining many perspectives to make sure the outcome works for everyone.



Co-design allows us to **look at problems with fresh eyes**, challenges our own assumptions and challenges us to be open to new approaches.



Co-design has **specific mindsets, behaviours, design practices and techniques** that can be learned to make it more effective and inclusive.



Co-design allows **communities to bring their experiences, strengths and expertise** into the design process.



Co-design often happens in group settings in a way that is **welcoming and interactive for community**.



Co-design **tests and develops ideas with community** to ensure solutions make real change for the community.



Co-design is best when **guided by people with co-design experience** to ensure safe process and effective solutions.

What co-design is and isn't

This helps communicate what **genuine and quality** co-design process looks like.

Co-design is...	Co-design is not...
A way to bring user understanding into the design process.	Asking users what they want.
A search for stated and unstated user need to create value.	Giving users what they want.
Prototyping of possible solutions based on user insights .	Expecting users to provide the solution.
Involvement of the user before, during and after the project.	Consultation once a design has been defined.
A process to speed up the development cycle (generating alternatives and evaluating them).	Validation of a pre-determined design solution.
Leveraging multi-disciplinary teams to solve complex problems .	Lip service to collaboration – each discipline working in isolation.
A win-win for government and users – meeting government aims while meeting the needs of users .	A search for trade-offs.
Disciplined but flexible approaches which ensure intended outcomes are delivered.	A template driven methodology.

What do you need to do co-design well

 <p>Mandate</p>	 <p>Flexibility</p>	 <p>Inclusivity (people and methods)</p>
 <p>Time</p>	 <p>Creativity</p>	 <p>Space</p>
 <p>Reciprocity</p>	 <p>Expectation setting</p>	 <p>Iteration and prototyping</p>

What do you need to do co-design well



Mandate

- Leaders need to support co-design processes for successful implementation and create the conditions for it to be accepted
- Projects need a strong intent so that when the process feels messy, there is a backbone intent that keeps people on track



Expectation setting

- Co-design needs to provide equity of access in order for people to participate
- Needs to listen to a range of voices, and this doesn't always have to be the end user
- Experts voices aren't ignored, but it's critical to know the right time to bring them in
- Co-design isn't meant to be a replacement for research, it's a complimentary process



Time

- User engagement takes time, especially with vulnerable groups or sensitive topics



Reciprocity

- Authentic giving back to participants and communities



Inclusivity (people and methods)

- Ensure that participants understand what they can realistically achieve with their given mandate (e.g. outline constraints in the realms of viable, feasible)

What do you need to do co-design well



Flexibility

- Co-design is a collaborative experience and the space, time and mandate for an emergent, adaptable practice needs to be agreed and supported connections



Creativity

- Co-designers need to be creatively encouraged for ideas to flow
- Conditions need to allow for making intangible elements of services, interactions and systems to be made visible and tangible



Iteration and prototyping

- Starting with ideas that are imperfect and trying them, refining them, seeking to strengthen and tweak



Space

- Co-design is a visual and collaborative process where the thinking needs to be shared (e.g. whiteboards, paper, post-its are the tools of the trade)



Different engagement methods

	Inform	Consult	Collaborate	Co-design	Commission
Engagement goals	Advise stakeholders of decisions taken	Test design conclusions with stakeholders before final decisions are made	Research with stakeholders and then test design conclusions with stakeholders before final decision is made	Involve stakeholders at all stages of exploration, innovation and evolution. Engage stakeholders before a decision/options have been developed	Let stakeholders design on their own
Explanation to stakeholders	<i>"We will tell you what we are going to do."</i>	<i>"We will ask for your input and then make the decision ourselves."</i>	<i>"We will ask you for input and take it on board throughout the process. And then we will do the design work and decision making."</i>	<i>"We will involve you in the design and decision-making process as part of a shared team."</i>	<i>"We set the outcome and you design how to achieve it."</i>
Methods of engagement	<ul style="list-style-type: none"> • Fact sheets • Newsletters • Websites • Advertising campaigns • Awareness Campaigns 	<ul style="list-style-type: none"> • Options papers released with options defined by Government • Industry and community groups write submissions to Reviews e.g. Tax White Paper • Surveys • Public/ town hall meetings • Structured interviews with users searching for their options 	<ul style="list-style-type: none"> • Roundtable discussions before decision making (i.e. before options) • Early release of White Papers to certain community and industry groups for comment • Workshops with stakeholders to discuss options • Structured interviews with users searching for their opinions 	<ul style="list-style-type: none"> • Semi-structured conversation with stakeholders where the agenda emerges through the conversation • Bringing people with experience and expertise into the decision-making process, not just seeking their opinion 	<ul style="list-style-type: none"> • Local governance • "Big society" • Shared projects • Outcome-based contracts

Impact on the decision

Adapted from [IAP2 Spectrum of Public Participation](#)



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The benefits of co-design

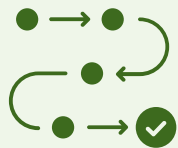
Codesign allows us to:



Significantly **de-risk** the project because multiple perspectives are engaged throughout the design



Have a greater likelihood that the **implementation will work** at the macro whole-system level and the micro human-centred level



Build **change management** into the design process rather than adding it at the end



Move at pace and in a productive and constructive manner



Engage the right voices in the process of creating a shared preferred future, creating a greater likelihood of **challenging existing paradigms**

When to use co-design

When faced with complexity

- Co-design is good to use in a complex environment, or with a complex problem because it is a process that can bring together many perspectives and disciplines
- Useful when other solutions have not worked

When there is opportunity early in the process

- Co-design is good at de-risking projects because user voices are heard at the beginning and at later stages of the project's development to check what might work
- It helps to understand real problems and issues (rather than perceived ones)

When you are wanting to seek new ideas for innovation

- It widens your innovative base for idea generation, rather than things being developed in the same way, by the same people
- In complex environments change often comes of many small solutions – not one panacea
- There is willingness for agencies to relinquish control over an assumed solution

When many voices and perspectives need to be included

- Co-design is good at ensuring many voices are at the table (not just the expert voice)
- It welcomes voices of lived experience, and the voices of expertise
- When you want to ensure that someone will use or understand your service or product
- Opportunity to build social capital and create connections



1. Explore

We begin by researching to **surface insights**.

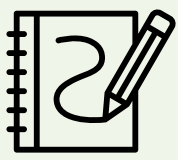
A key component of co-design is researching with **real people who are affected by the challenge and change**.

It's the time to **go wide** and uncover relevant information and ideas that will feed into the design process.

Focus areas

1. What community members might you involve on this journey and how will you do this?
2. What evidence base already exists?
3. How might you define the opportunity for change with your community?





2. Generate ideas

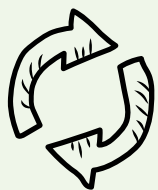
The next stage of the co-design process is about **generating new ideas from the insights** in response to the opportunity areas identified during the explore stage.

During this stage ideas are built upon and developed into **draft concepts** and prototypes to test.

Focus areas

- How can we generate ideas?
- How can we generate focused ideas?
- How do we identify the most promising idea to take forward?





3. Develop, test, refine

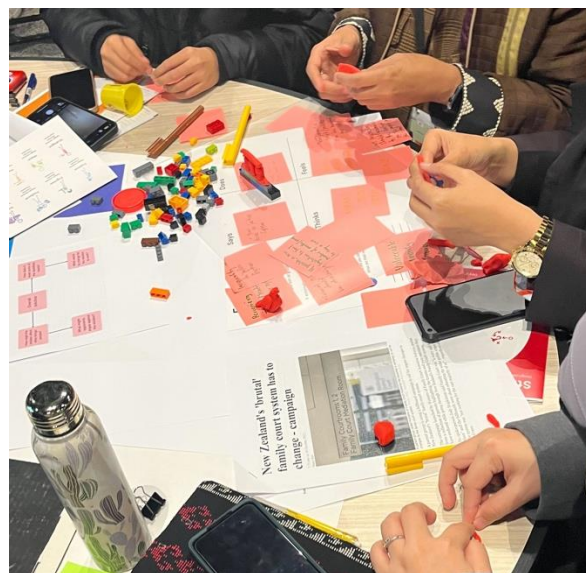
The third stage of the co-design process **tests concepts and prototypes with users.**

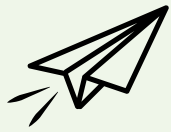
Initially, prototypes should be **fast and low-fidelity drafts** to test whether they will benefit the end users.

With each iteration, the **drafts become more refined** and more detailed.

Focus areas

- How can you develop your initiative idea further?
- How can you test your idea?
- How can you improve your idea?
- How to build evaluation and assessing change into your process





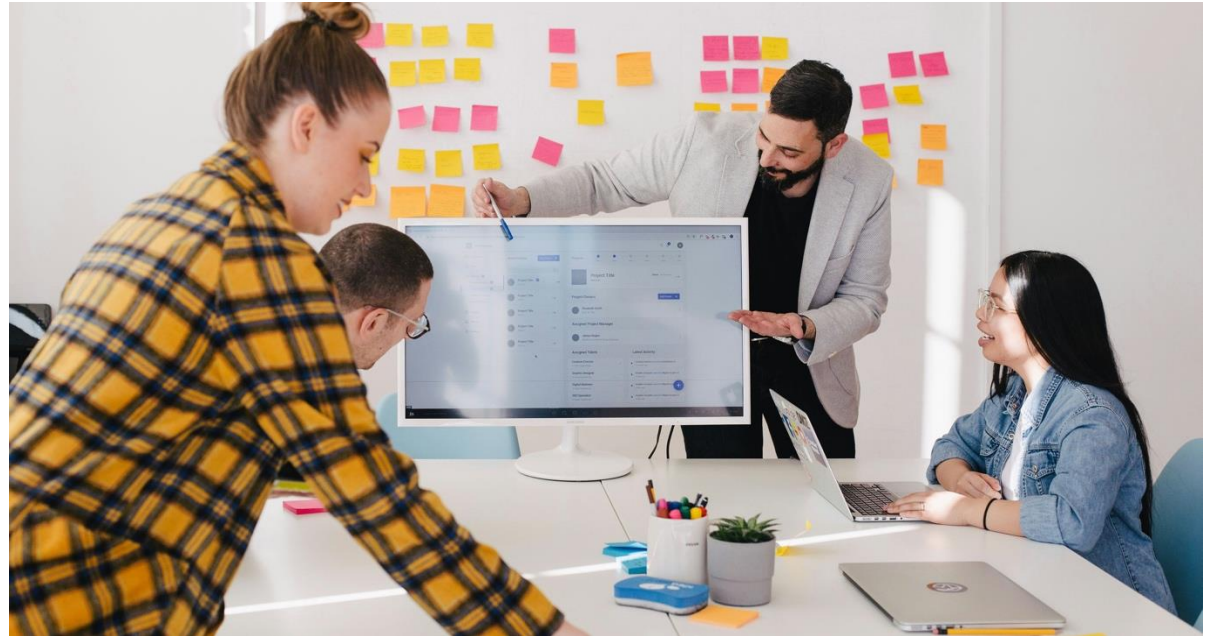
4. Launch

The final stage of this co-design process is all about **preparing for the launch of your new initiative, what's needed to get it off the ground, get feedback from community and makes changes.**

Using an iterative cycle again, the initiative is refined based on feedback received whilst it is live.

Focus areas

- What resources will you need?
- Preparing to launch your initiative
- Tweaking your initiative during the trial





Discussion

1. What has surprised you?

2. What do you think will challenge you?

3. What are you looking forward to?

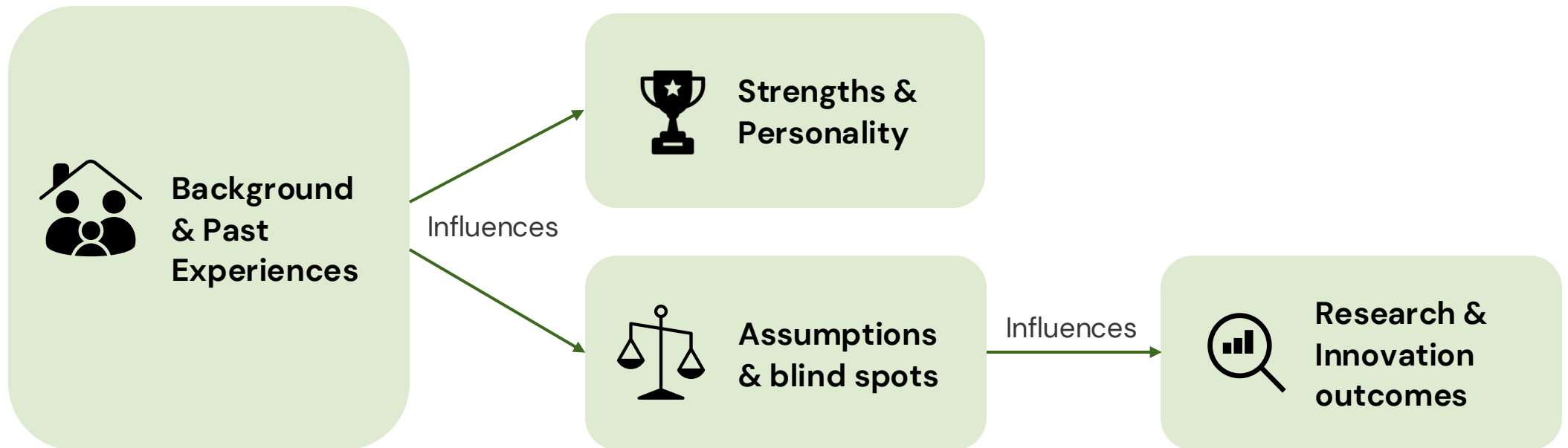


Being aware of our influence
throughout the co-design process

Reflexivity (looking at our biases)

Reflexivity is the process of examining your background, experiences, and context and how these **influence what you do or think in a situation**.

This is especially important to reflect on when starting a project to help you identify what in your pre-existing ideas, knowledge and attitudes may impact your interactions and thinking in relation to the work.



Reflexivity – example



Ana

“Not everyone has two parents.”

Background:

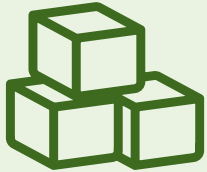
Ana grew up with two parents, and now works in primary schools delivering life–skills programs for kids.

Examining her biases:

She is aware that not all of the kids she works with have two parents, so always makes sure to check her assumptions around kids’ family lives.

What she does in response:

She makes sure she doesn’t use any language that paints having two parents as the norm, like saying “when you go home to mum and dad”, for example.

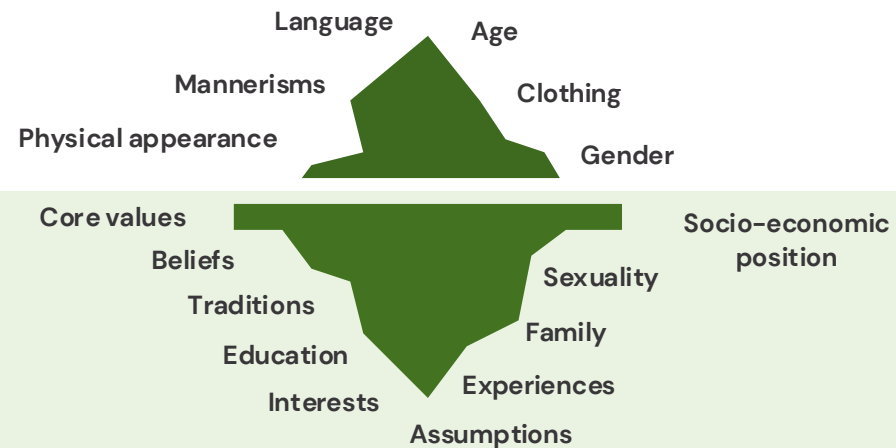


Activity: Reflexivity

1. Draw or write down the things that might shape **how you perceive the world** (below the water line)
2. Draw or write down the things that might shape **how others might perceive you** (above the water line).

What people see

What people don't see



Reflection



Discussion

1. It's been a long day, with a lot packed in! Take some time to reflect on what you have learnt

What have you learnt?

What excites you?

What do you think might be challenging?

Closing prayers, waiata, karakia

Closing karakia

Kia hora te marino
Kia whakapapa pounamu te moana
Hei huarahi mā tātou i te rangi nei
Aroha atu, aroha mai
Tātou i a tātou katoa

May peace be wide-spread
May the sea be like greenstone
A pathway for us all this day
Give love, receive love
Let us show respect for each other

