

**OTN
CO-DESIGN
MANUAL**

Engaging stakeholders through participatory design



What is Co-Design?

- Aims at bringing users into the creative process in order to ensure that the product designed meets their needs and requirements and is usable
- It's all about designing *with* people not *for* people
- Gives more legitimacy to a solution





Important Benefits



- Surfaces requirements early



- Helps achieve buy-in



- Allows voices to be heard



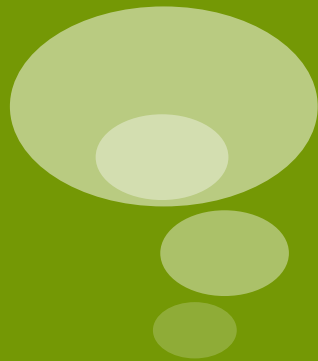
- Inexpensive validation



Why Does OTN Need Co-Design?



- OTN is creating a network of transport data hubs with service incubation services
- Hubs will be tested in four pilot cities / regions
- Success will be based upon number of users
- Number of users will depend on value of the Hub – data quality
- Therefore Hubs must be attractive to all users and meet their data needs



How does it work?

A few practical steps to make the most of your co-design approach



Goal

Gathering user requirements so the OTN platform has the best chance of meeting end user needs



www.projectcartoon.com

How the customer explained it



www.projectcartoon.com

How the team designed it



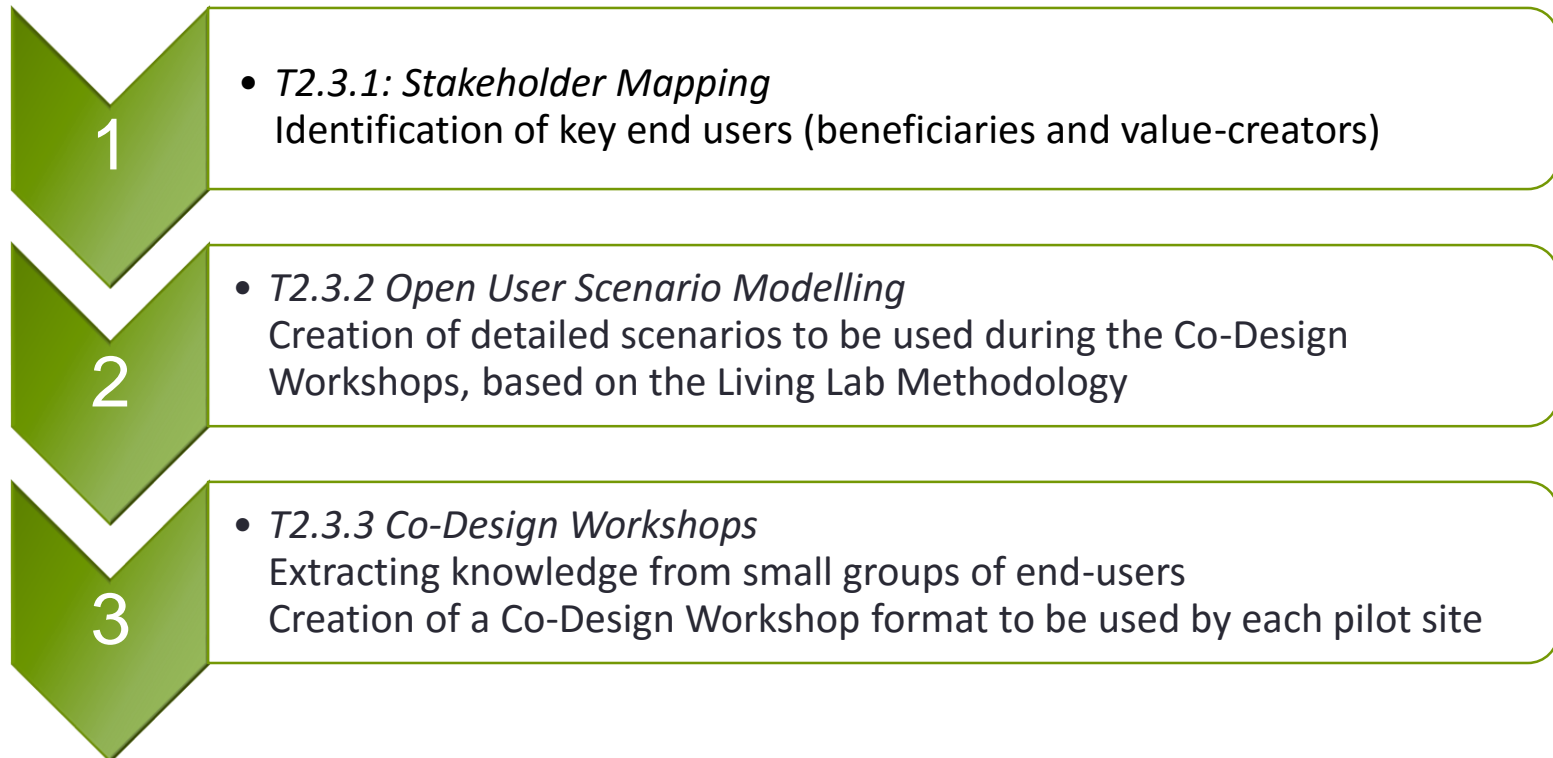
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What the customer really needed



How Do We Do it?

The DoW outlines a simple three stage co-design process





Stage 1: Identify Stakeholders

Think creatively, who will be impacted by OTN, who do we need?

Value Creators

End Users

- Data Owners
- Small Businesses
- City departments



Stage 2: Scenario Modelling

Exploring phase that is about working up and sharing provisional ideas about issues that have already been identified.

Post it note session conducted at project workshop

Defines the hypothesis



Stage 3: Co-Design Workshops

What



Timescales





How to Run Your Workshops




Prepare Your Guest Lists

- Think wide – engage good mix of personalities

 **Black** pen people: "Hand me the pen!"
Can't wait to get up and whiteboard a solution.

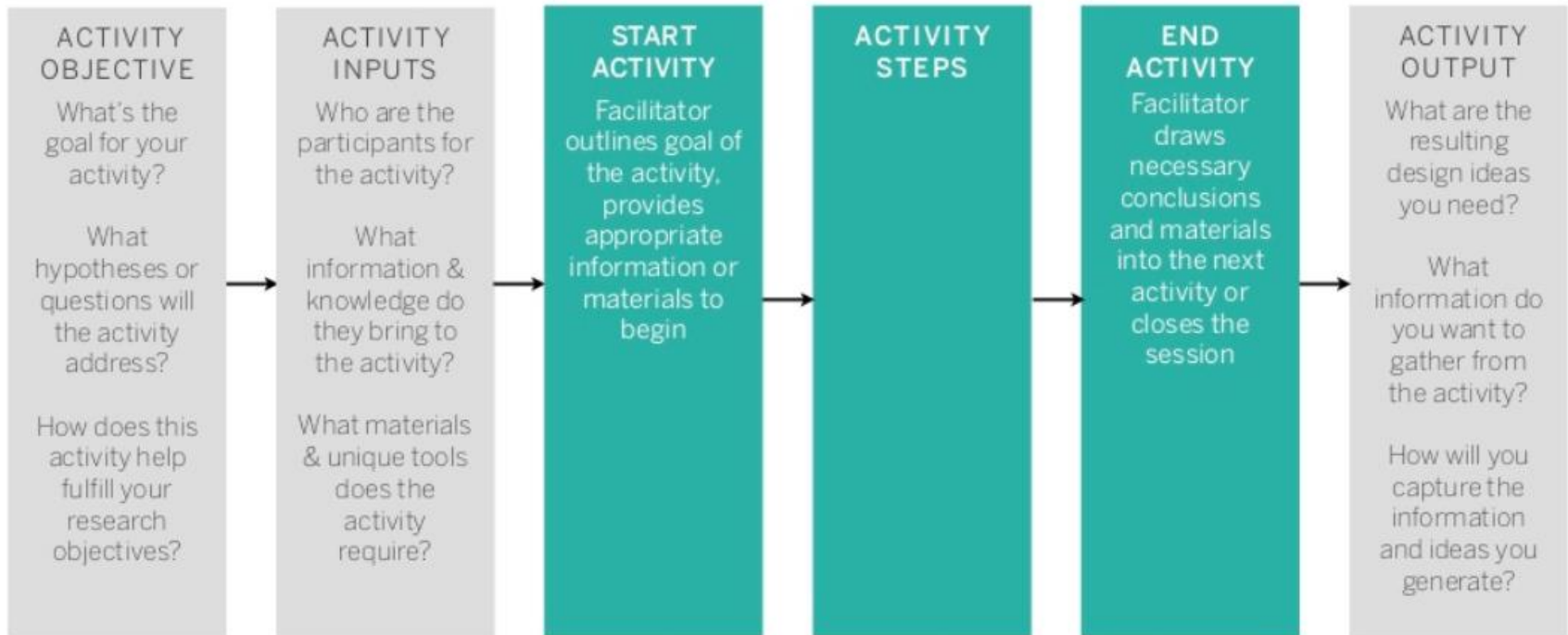
 **Yellow** pen people: "I can't draw, but..."
Need some encouragement, but happy to add to or modify someone else's idea or sketch.

 **Red** pen people: "I'm not visual."
Likely to point out issues. Not as happy with simplistic sketches.

- From Dan Roam's "Back of the Napkin"



Develop Your Strategy





Allocate Roles

- Faciliator
- Recorder



Gather Supplies





Run Workshop

Part 1: Warm Up



Part 2: Personas



Part 3: User Journeys



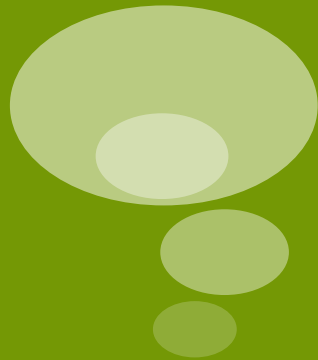
Remember to...

- Record everything
- Feedback as you go along



What not to do!

- Just ask users
- Do whatever users tell you
- Ignore what you learn
- Play favourites
- Let participants off without trying



Reporting Back | Making Sense of Your Workshops



Report Template



Common issues...

ACTIVITY GOAL UNCLEAR

- Questions or hypotheses aren't clear enough to come out in the activity
- No clear target for final content created in activity

OVERDESIGNED, INFLEXIBLE TOOLS

- Content can't be personalized by participant
- Tools can't be manipulated
- Fidelity of tools is wrong (too high for generative, too low for evaluative)
- Your design of tools adds cultural bias

TOO BIG A GROUP

- Individual work not allowed

LOCATION

- Space for session is wrong for the activity

PRIMING ISSUES

- Participants aren't primed to enter the activity (no context or narration)

SEQUENCING ISSUES

- Content created in final step doesn't connect to next activity
- Information from previous activity isn't formatted to plug into this activity

ACTIVITY STEPS TOO COMPLEX

- Too much complexity in each step (should be just one to two actions)

MISMATCHED CONTENT

- Participant can't "see themselves" in the activity

TOOLS KILL OFF CONVERSATION

- Tool completion prioritized over conversation

CREATIVITY ISN'T ENCOURAGED

- Constraints aren't adjusted throughout activity (example: reality constraints are removed or added provoke response)

POOR FACILITATION

- Facilitator closes down or steers conversation

OUTPUT FROM ACTIVITY WRONG

- Wrong fidelity specified
- Lack of consistency in requested representation of ideas
- Lack of structure to ideas
- Lack of description for ideas
- Ideas not appropriate for research objective



... and some Solutions!

- Pilot your activities early and often, make sure to come prepared and equipped!
- Sequence the activities: the workshop must be coherent have a continuity (start with narration, go on to creation, then prioritize and finally contextualise)
- Facilitate group dialogue and encourage group dynamics