

Faculty of Design

2014

Professional application of Systems Oriented Design: Developments in practice

Romm, Jonathan and Paulsen, Adrian

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The background of the slide is an abstract composition of dark, geometric shapes. On the right side, a bright light source, possibly a window, creates a strong diagonal beam of light that cuts across the dark space, illuminating parts of the architecture and creating a high-contrast, dramatic effect. The overall aesthetic is modern and architectural.

HALOGEN.

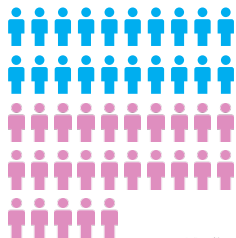
Practicing Systems Oriented Design

Adrian and Jonathan

HALOGEN.

HOLISTIC USER EXPERIENCES BY HUMAN-CENTERED DESIGN

48
EMPLOYEES



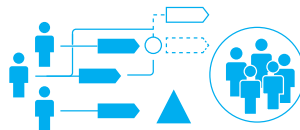
OSLO

STAVANGER

BERLIN



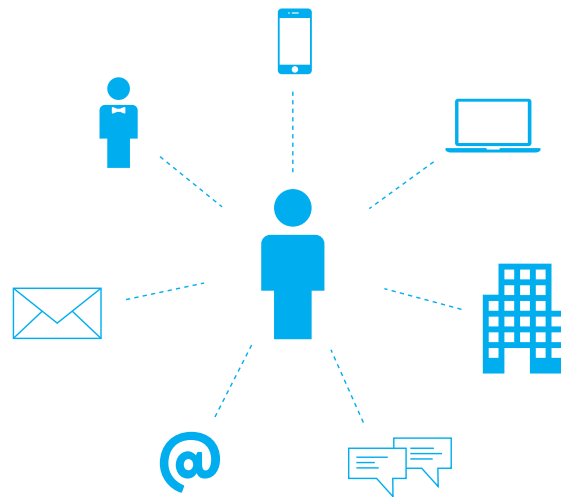
SERVICES



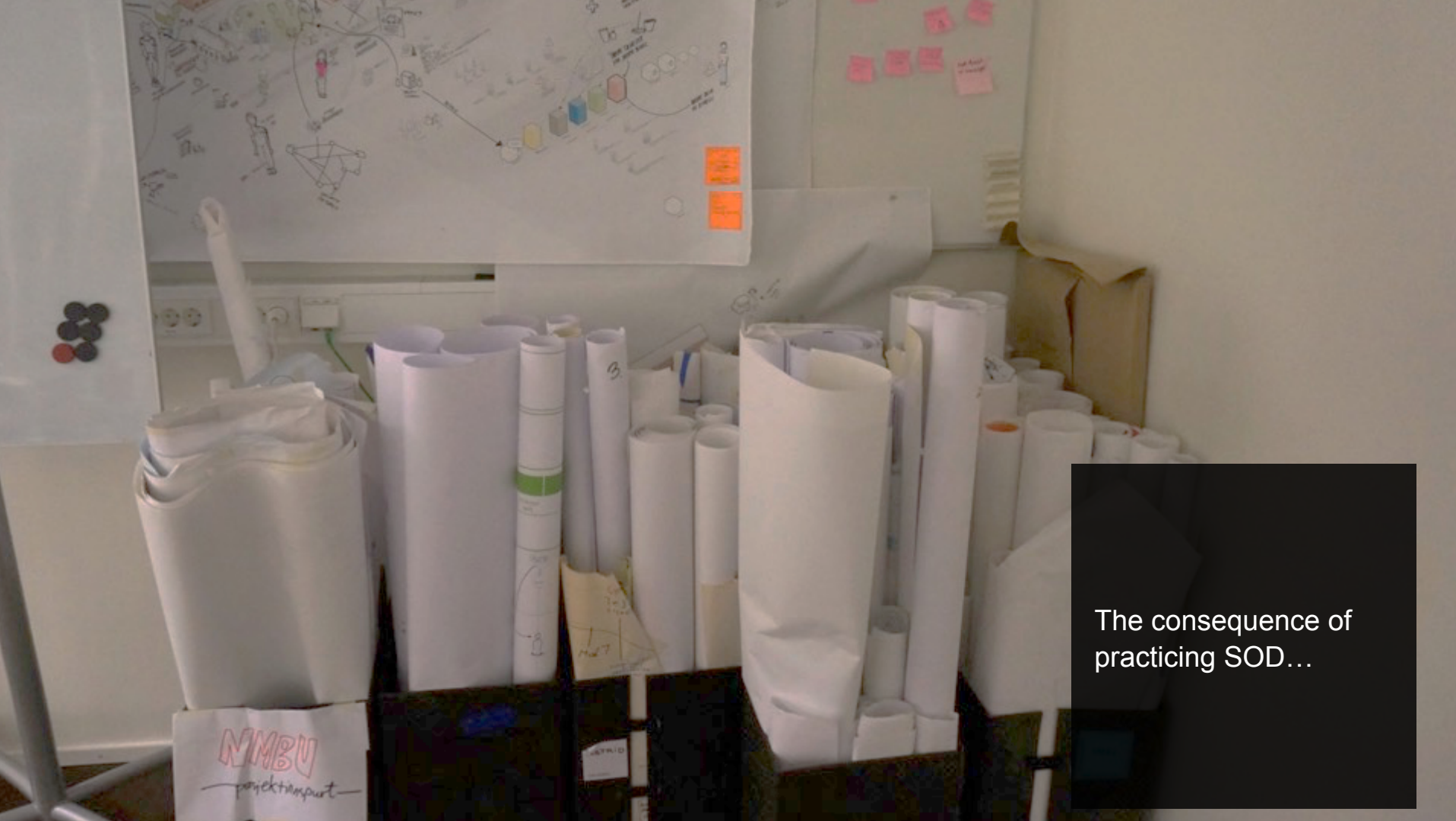
ORGANISATION & POLICY



CRITICAL SYSTEMS



USER CENTRIC

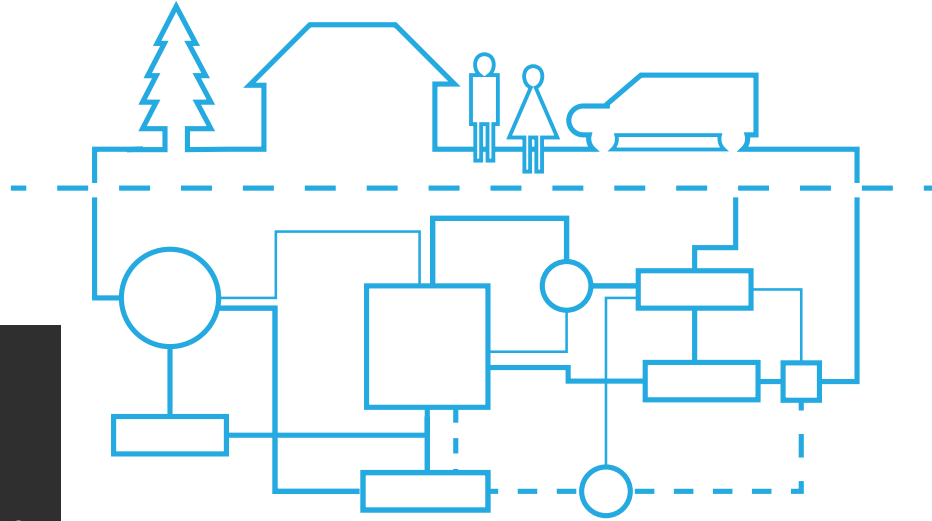


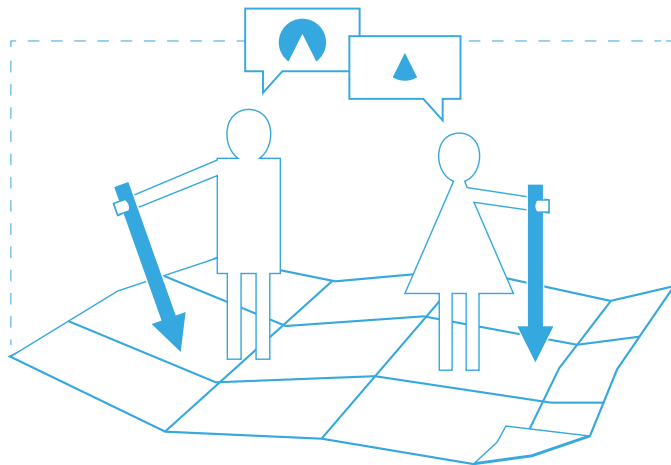
The consequence of
practicing SOD...

SYSTEMS ORIENTED DESIGN

A MINDSET

"In even the most
mundane contexts,
underlying systems can
greatly reduce your
ability to implement
change."

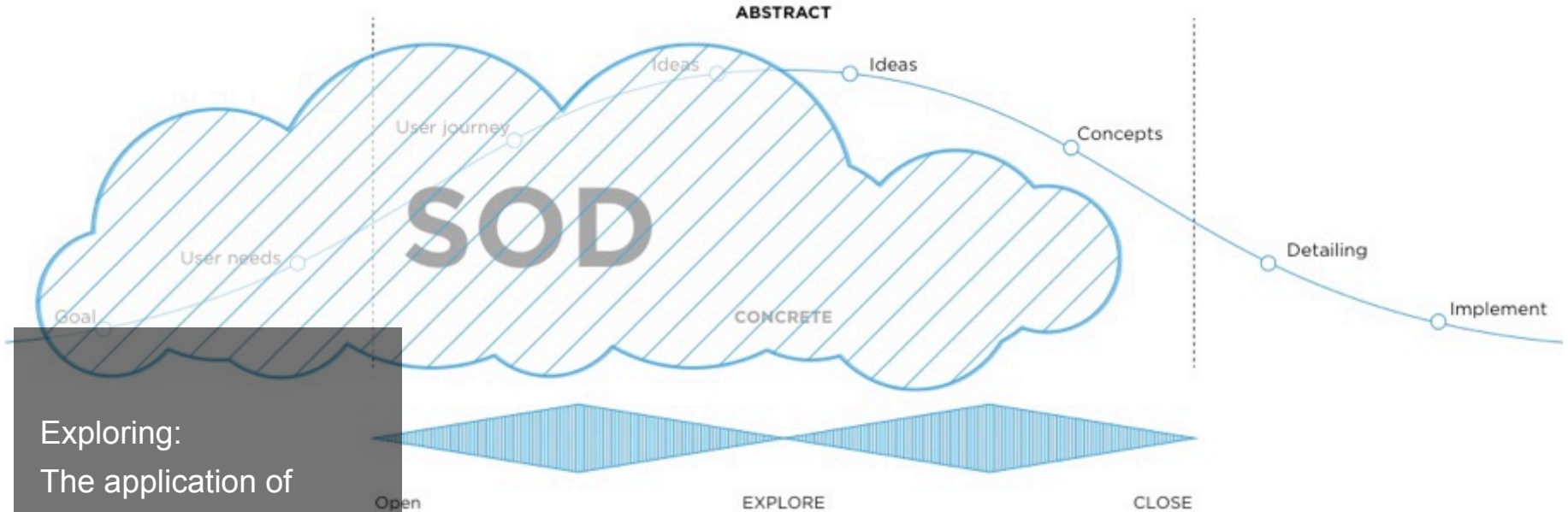




INNSIGHT
(Who, What, Why)

CONCEPT
(Moving towards how)

DESIGN/Develop
(How & because)



Exploring:
The application of
systems oriented design
in our client work

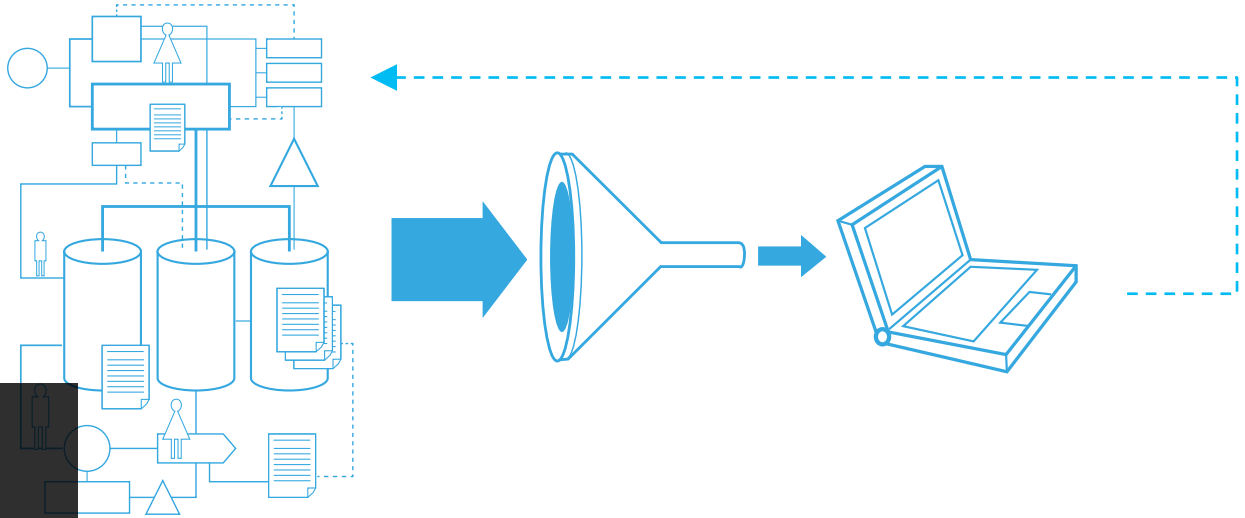


Co-creation:
Look for diversity &
facilitate a playful
atmosphere



Understanding
complexity

Designing
simplicity



Complexity-aware designs demands new tools & techniques



“...TO TAKE ARMS AGAINST A SEA OF TROUBLE ”



LOST IN THE WOODS



DANCING WITH COMPLEXITY

HOW DO WE SELL SOD?

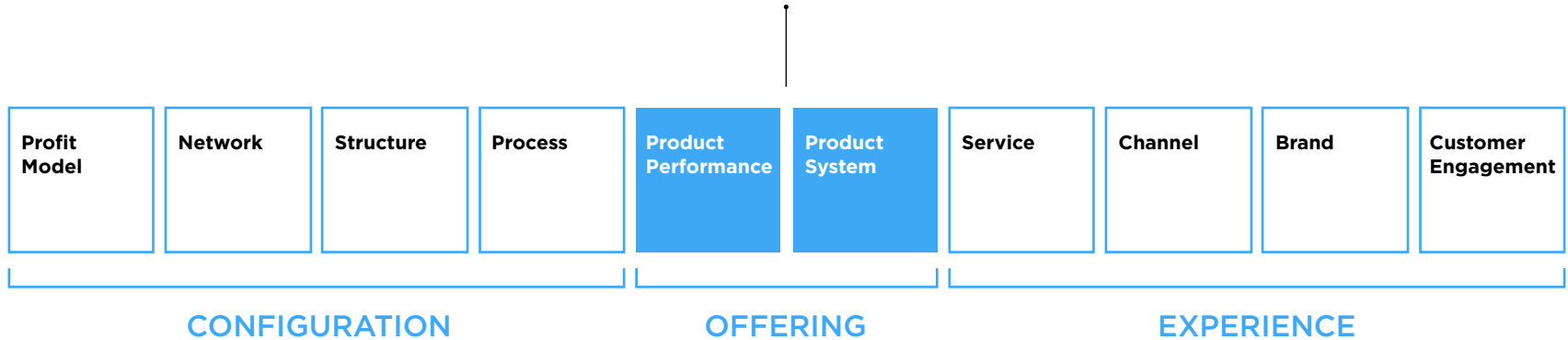
SHOW DONT SELL!





First meeting with a potential client...

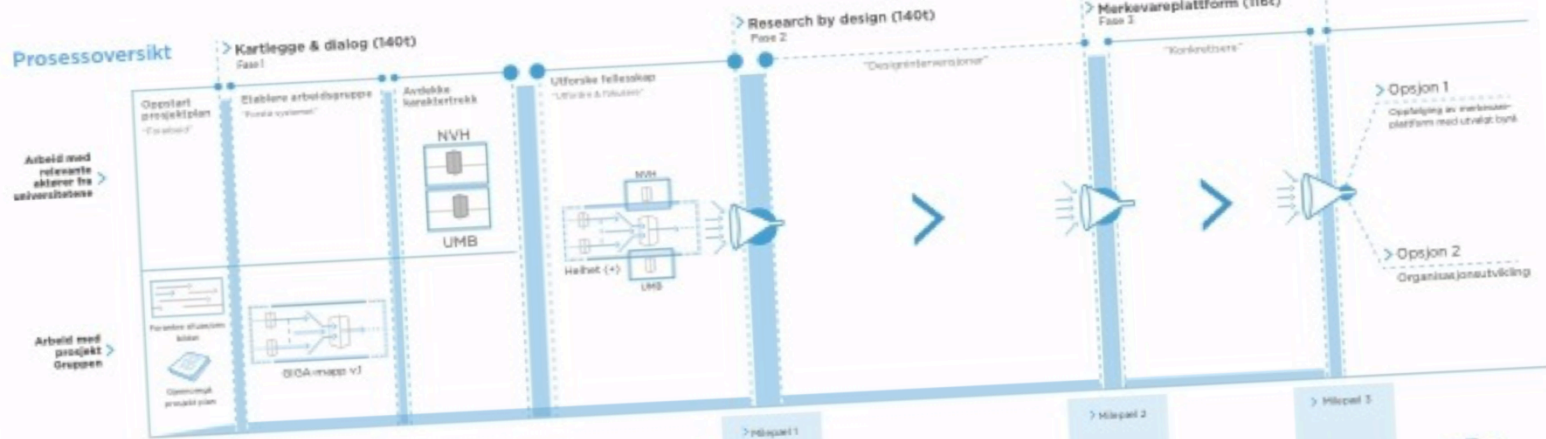
DOBLIN'S **10 TYPES** OF INNOVATION



Challenge the design brief...

How well does your potential client understand the system that they work within?

Prosessoversikt

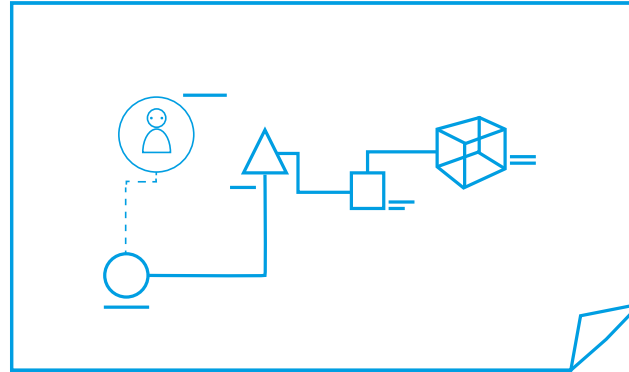


Project offering...

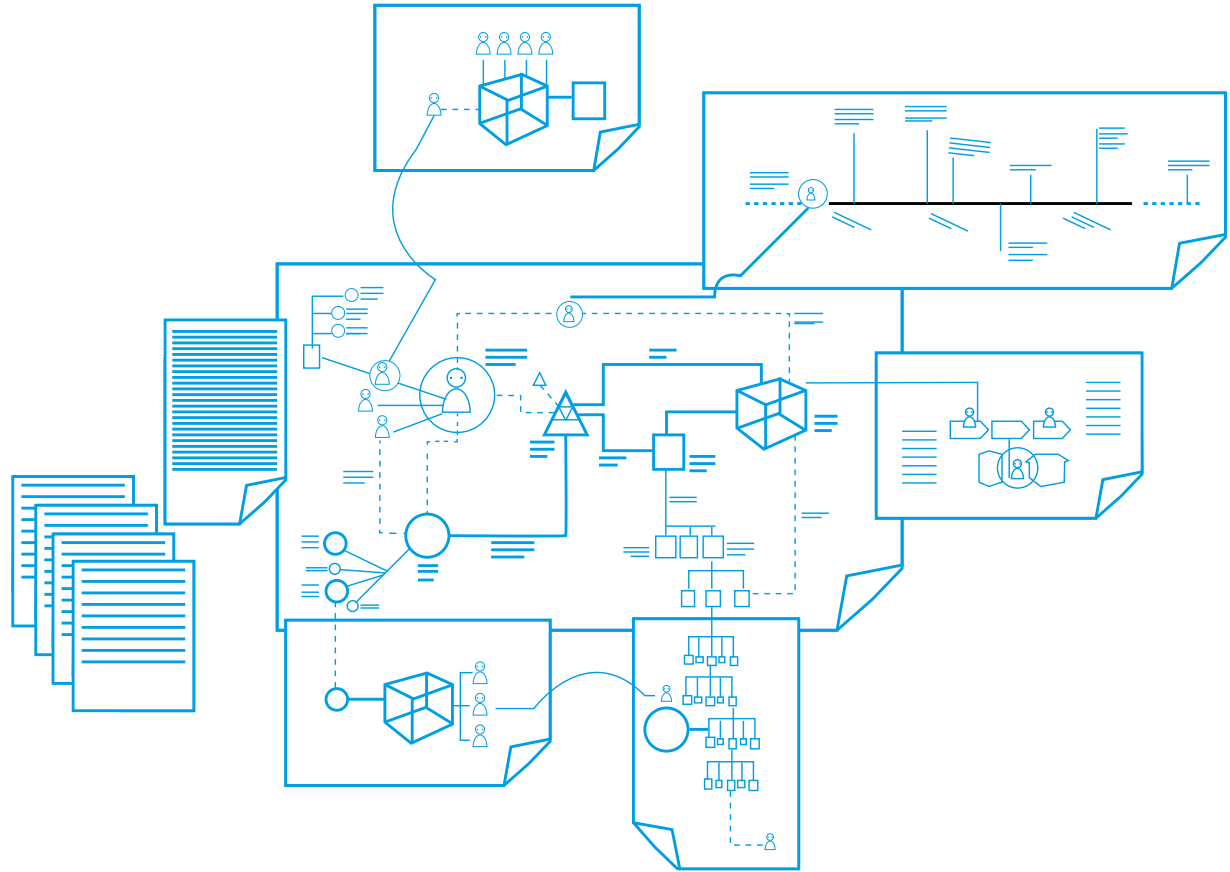
Map the process and keep it open for adjustments as the project evolves.

PREDESIGNED GIGAMAPS

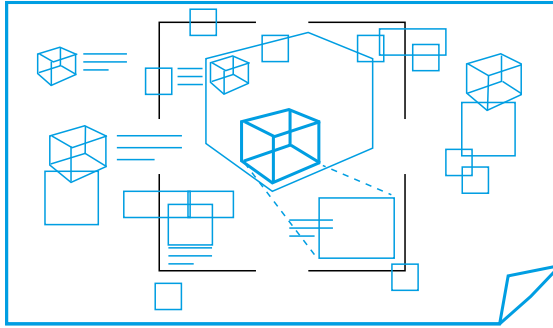
A collaborative
visualisation of the
problem, pain points
and possible solutions



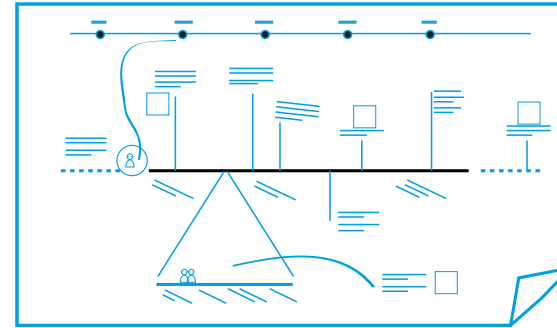
A collaborative
visualisation of the
problem, pain points
and possible solutions



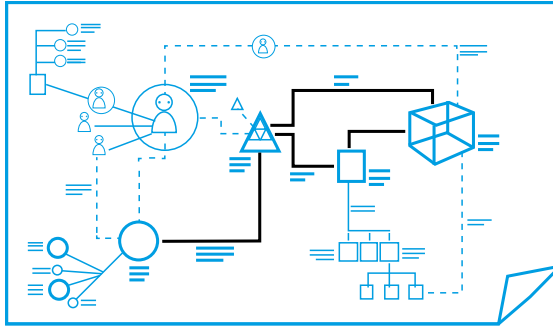
MAIN TYPES OF GIGA MAPS



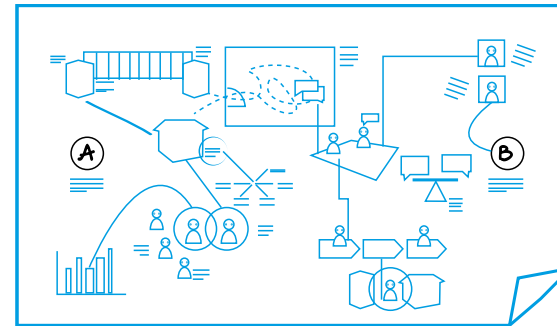
Context



Sequential

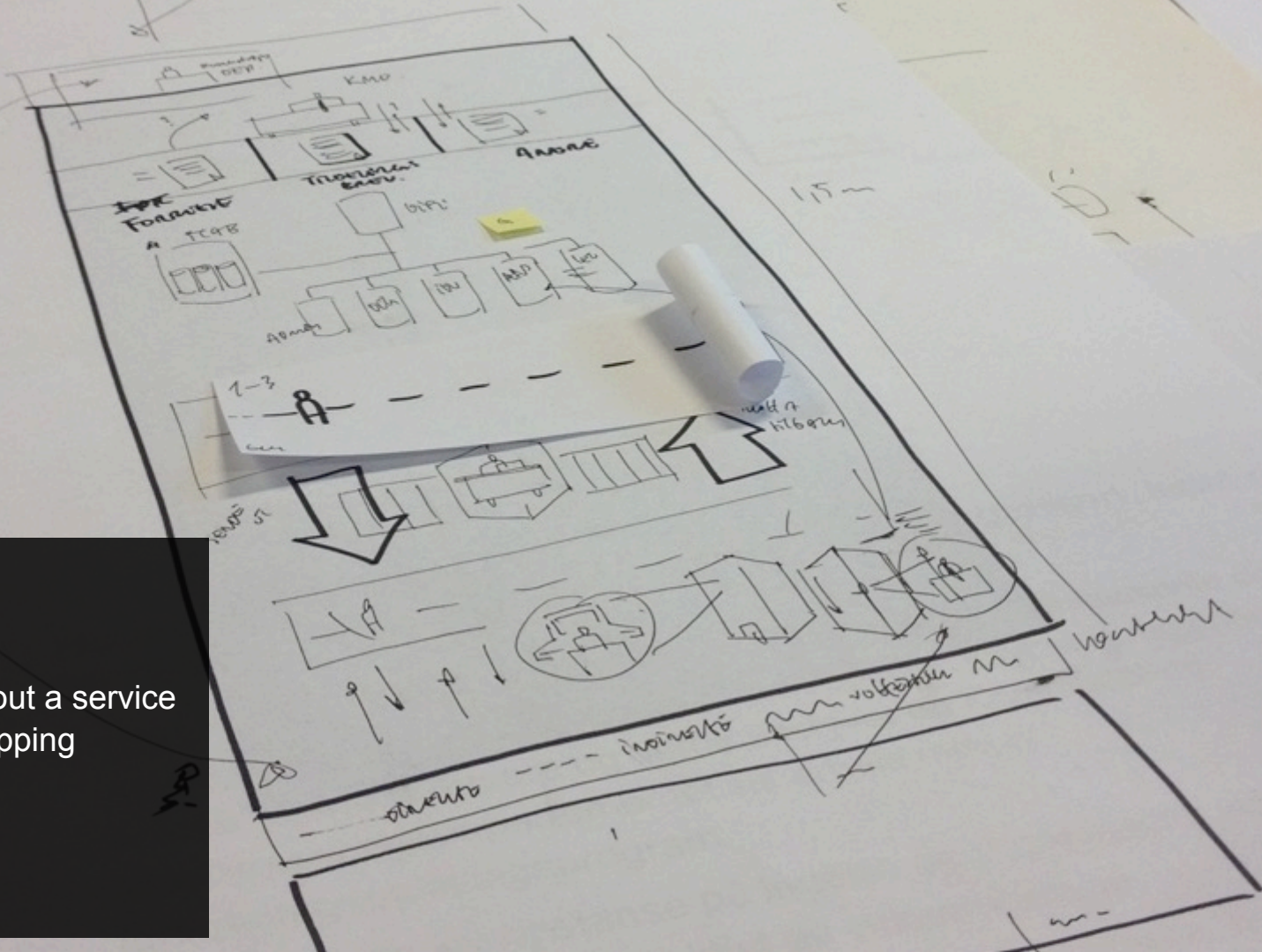


Relations

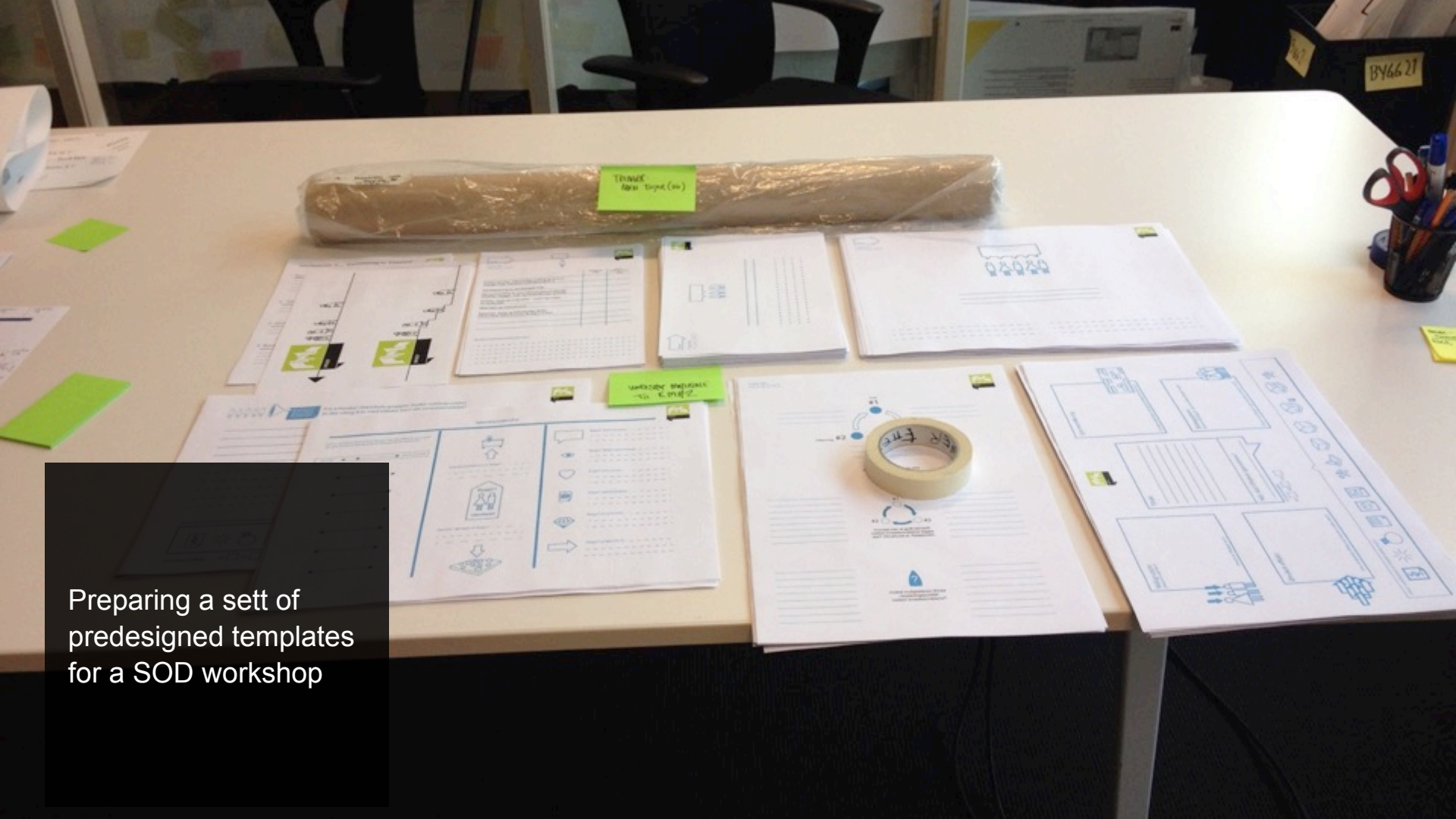


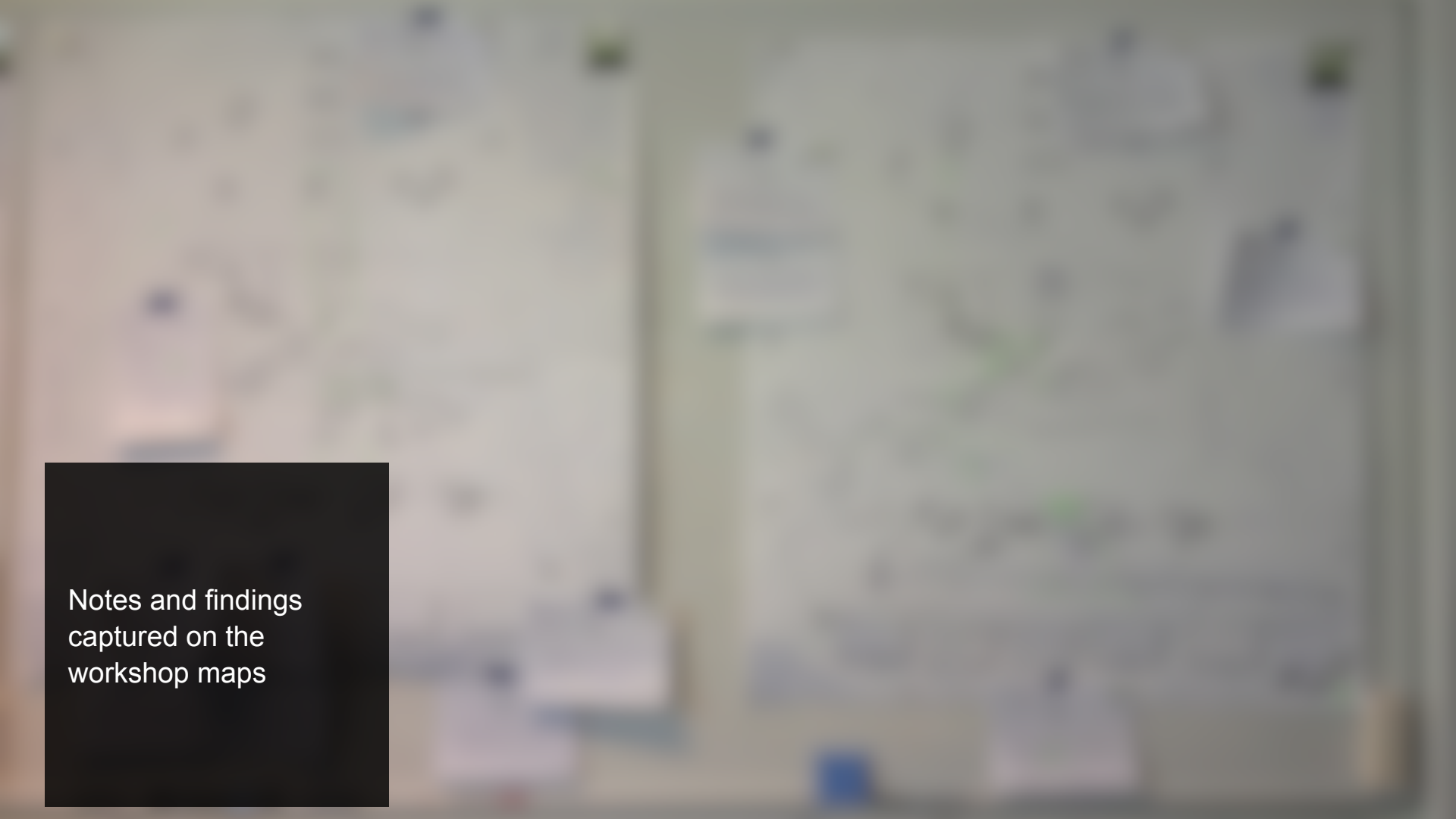
Exploratory

Sketching out a service system mapping template

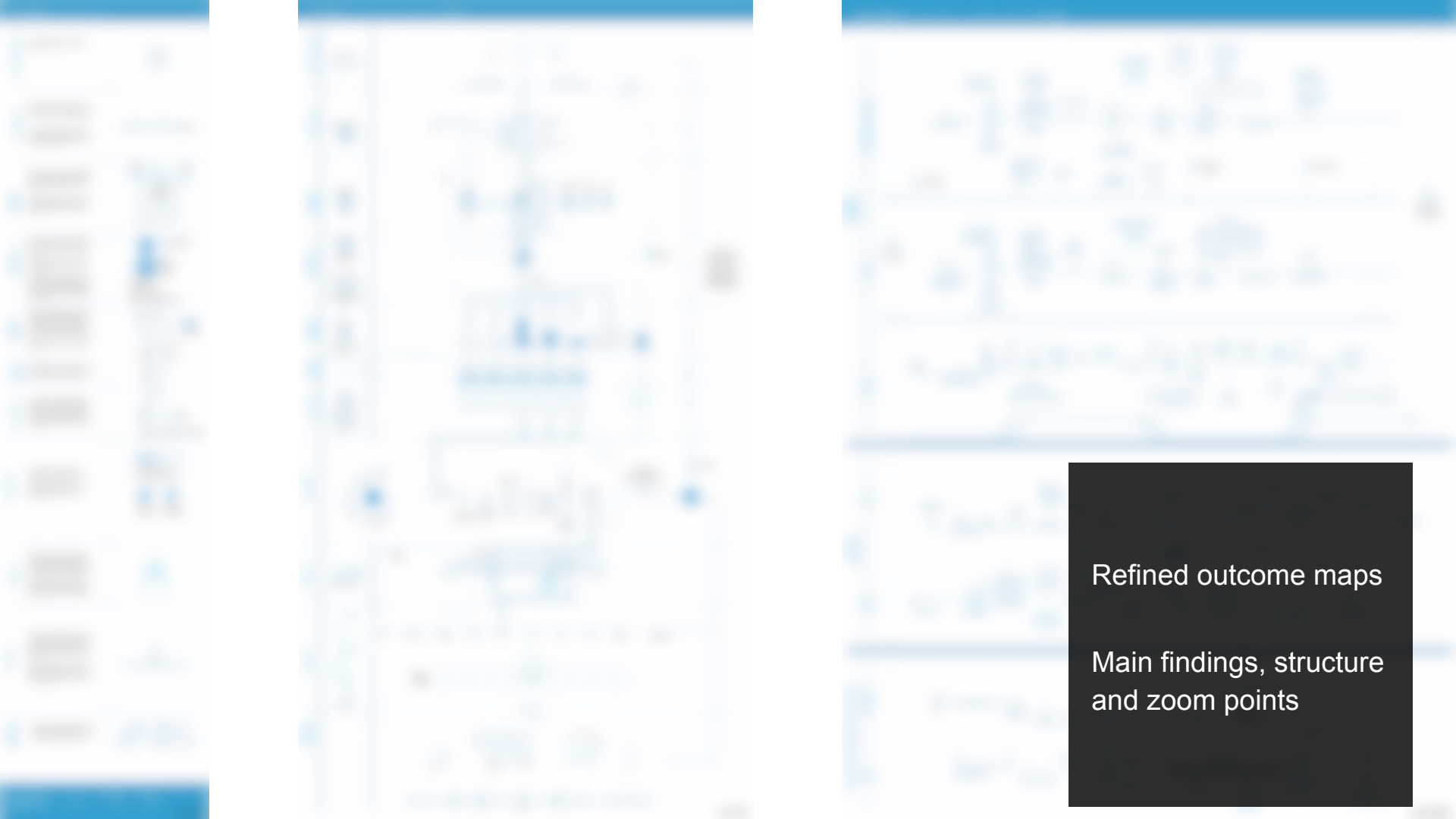


Preparing a sett of
predesigned templates
for a SOD workshop





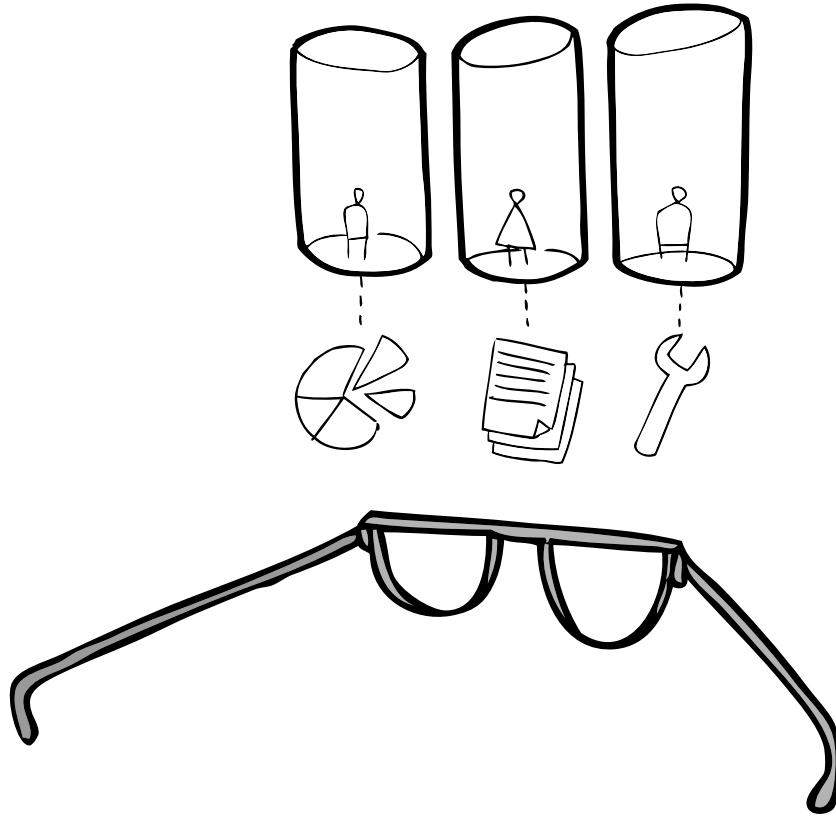
Notes and findings
captured on the
workshop maps



Refined outcome maps

Main findings, structure
and zoom points

Warning! Systemic
designers are in the
building...




CREATIVE SPACES



Creative space at
Halogen...

It demands
concentration.

A man in a pink shirt stands in a creative space, looking at a large wall covered in diagrams and notes. The wall is filled with various papers, including flowcharts, mind maps, and text documents, some of which are pinned with yellow and blue sticky notes. The room has a glass wall and a ceiling with recessed lighting. In the foreground, there are desks with computers and office chairs. The overall atmosphere is one of a busy, collaborative workspace.

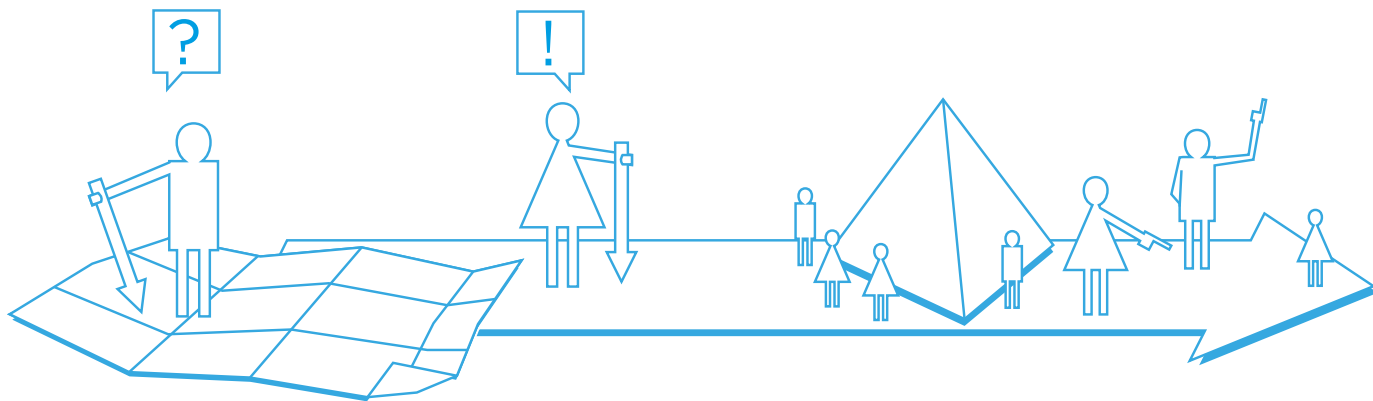
Creative space at
Halogen...

It can sometimes be
hard and frustrating.




Creative space at
Halogen...

It is fun!



The Norwegian
Directorate of Health





Posten and Bring



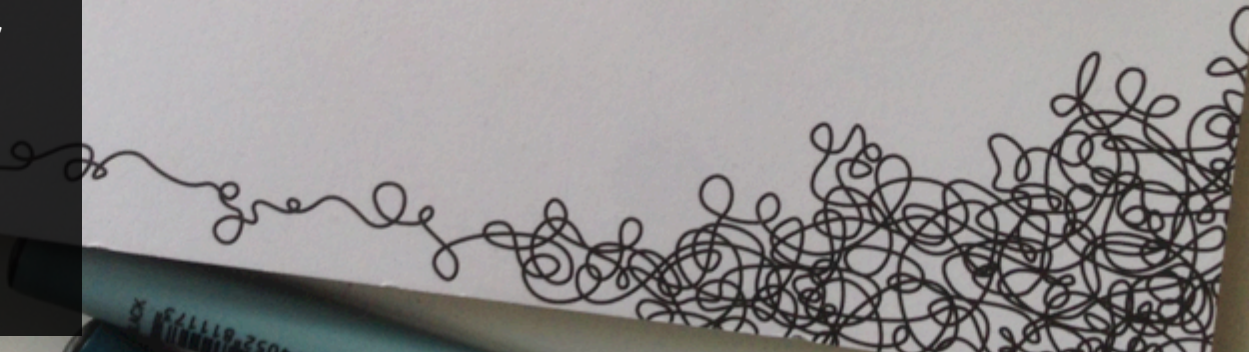
COLABORATION WITH AHO & THE BOOK(S)

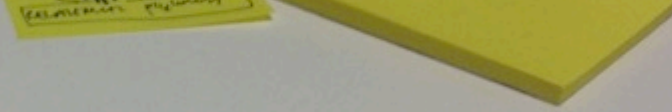


complexity & other beasts

a guide to mapping workshops by Elisabeth Bjørndal Skjelten

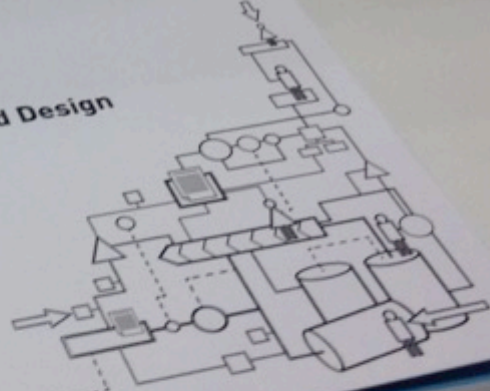
Complexity & other
beasts – Elisabeth
Skjelten





Practicing Systems Oriented Design

A guide for businesses and organisations that want
to make real changes



**Practising Systems
Oriented Design –
Halogen & AHO**

TAKK
FOR
OSS!