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Professional application of Systems Oriented Design: Developments in practice
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HALOGEN.

Practicing Systems Oriented Design
Adrian and Jonathan
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."
Exploring: The application of systems-oriented design in our client work
Co-creation:
Look for diversity & facilitate a playful atmosphere
Complexity-aware designs demand new tools & techniques.
“...TO TAKE ARMS AGAINST A SEA OF TROUBLE ”

LOST IN THE WOODS

DANCING WITH COMPLEXITY
HOW DO WE SELL SOD?
First meeting with a potential client...
Challenge the design brief…

How well does your potential client understand the system that they work within?
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
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MAIN TYPES OF GIGA MAPS

Context

Sequential

Relations

Exploratory
Sketching out a service system mapping template
Preparing a set 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.
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)
Practising Systems Oriented Design – Halogen & AHO