Understanding variations of entanglement and complexity: A way to influence expectations of Service and Systems Oriented Design in public sector

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Suggested citation:

Hi!

Benedicte Wildhagen
Designer - senior adviser design & public innovation
Design and Architecture Norway (DOGA)
MY TALK:

Understanding variations of entanglement and complexity: A way to influence expectations of Service- and Systems Oriented Design in public sector
“...the design ecosystem in Norway is very mature and the ability for the public sector to practice a service design mindset and approach is quite advanced. The former Norwegian Design Council (now DOGA) together with the Institute of Design at AHO and the numerous design agencies have played a significant role in educating students/public servants and catalysing professional design within the industry and the public sector.”

Manuela Aguirre,
PhD Fellow,
The Oslo School of Architecture and Design
Designing out waiting times for breast cancer patients

Funded by DOGA Design-driven Innovation Program

Case
Reducing time from referral to diagnosis by 90%

Client
Oslo University Hospital

Industry
Healthcare

2013
StimuLab mission: Stimulate public sector to use service design and other innovative methods, to develop comprehensive services that are better for the citizens and more efficient for management.
The StimuLab platform

StimuLab is a *cross collaboration program & proactive facilitator*

That stimulates *cooperation between public and private sector*

Offers a *method for working with complexity*

PROCUREMENT PROCESS
Facilitating

TRIPPEL DIAMOND
DIAGNOSTIC PHASE
Since 2016 StimuLab has supported and funded **14 projects** with a total grant of **NOK 20 mill.**
Untangling complexity can lead to substantial socioeconomic benefits. But such issues require cross-disciplinarity and more time than a typical service design project.
Huge variations in project properties revealed itself

Projects

2016-2017
1. Space efficiency in public buildings
2. e-Transparancy service
3. National Archiving
4. Qualification of Refugees
5. Better public air-quality data
6. Driving License Terms
7. Human trafficking victims
8. Family immigration

2018
9. Digital collection and sharing of public knowledge
10. Debt Advice Service
11. Eco-friendly public privat transport system, municipality
12. Families in crisis, municipality
13. Holistic services for disabled, municipality
14. Diet for healthy and sustainable public health

CROSS-SECTOR SYSTEM / SERVICE INNOVATION

Single owner

Multiple part-owners

Complex issues

Contained issue
By understanding the user perspective and the backbone in terms of those who work there, the entire system will be understood. This does not occur in multi-stakeholder issues.

We want more supervision!

Great experience, got into writing the deficiencies we have to improve!

They were very clear that they were not out to get us.

Archives inspection is more about finding the potential for improvement rather than finding fault - very sympathetic!

If only all inspections was this nice, professional and academically updated.
Using the Diagnostics Phase, complexity and inaccuracies were mapped and alternative realities were visualized. A cross-disciplinary team was able to identify where potential gains could be obtained.
«With StimuLab Difi & DOGA has been catalyst for a new kind of collaboration. The cross-disciplinary expectations set for the market has created the basis for this. For Rambøll and Halogen, the cooperation has grown far beyond StimuLab. Together we now cover needs in the public sector that we are unable to respond to individually.»

Morten Skodbo, CEO, Rambøll Management Consulting
User orientation vs. multiple perspectives?
Thank you!
Questions? Ideas?
Provocations?

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