2018

Systems thinking for service design
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System Thinking for Service Design

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RDS 2018
WHY WE ARE HERE
WHY WE ARE HERE
We need more than human-centered design to deal with future transformations.

ANAB JAIN
Karl Ludwig von Bertalanffy understanding of living organisms

Norbert Wiener’s model of an organization as an adaptive system

Benjamin Brutton
The Stack: On software and sovereignty
SYSTEMS THINKING GRAMMAR

1. ELEMENT

2. INTERCONNECTIONS

3. PURPOSE
we need to observe systems in dynamics to better understand their behaviour and how they can evolve over time
Evolving Personas
From static to dynamic personas

Set potential end-states and work on the evolution and transformation of behaviours over time.
THE CHALLENGE

57%

5%

14%

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Emily

Loyal - responsible - motivated

Emily is a protective mother and an active community member with strong influence over small, local groups. She wants to contribute to a better world and has picked certain causes that are particularly relevant for her to push forward. She enjoys discussing news on social networks but also understands how that space could be dangerous for unaware users, like kids, and tries to monitor them.

Age: 32
Wife: Austin
Gender: F
Family type: family (two children)
Interests:
education
gender issues
neighborhood

Value Consistency

She does
- Support local activities, small businesses and not-for-profit organizations
- Wants her children and family out of school and in schools
- Enjoys a high of the city and country
- Make choices that make her feel better for their children
- Take the time to read and eat

She doesn't
- Radicalise their lifestyle to support their values and beliefs
- Get very deep into the information
- Suggest that somebody is doing good enough for her to buy their books or products
- Keep the family on the right path

USA - COMMUNITY Minded CONSCIOUS CHOOSER

The Outcomes

Internet Health Awareness

While Emily understands all the health issues well and seems willing to support, she struggles connecting them with her own experience and believes most of them don't affect her life directly at the moment.

Relevant Issues:
1. Digital inclusion
   - because of her community focus, she cares about inclusion and diversity
2. Web literacy
   - because without education people wouldn't know how to be safe online

Privacy:
"Surveillance is bad, but I don't want to be the one doing it - as long as it doesn't affect me directly!"

While they are somewhat aware of risks like privacy, they are relatively familiar with risks and the threats that are involved.

Search:
"I don't rely on apps to do the finding for me: they are not Wikipedia's tools, they are not my kids."

They are concerned about what kind of knowledge and how they use it to make the browser for their specific needs.

Communication:
"In my life I'm very open, but online I'm much more a private type."
THE OUTCOMES

**THE OUTCOMES**

**e.g. What would prevent them from becoming aware?**

**e.g. What would help them become aware?**

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**INAWAIRE**

They feel exposed and unsafe but they don’t know why and what they can do to improve the situation.

**AWARE**

They sort of understand the problems but can’t imagine any solution they can put in place against the issues.

**ACTIVE**

They feel proud of how they have improved their behaviour and are willing to share their experience to motivate others.

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**BLOCKERS**

- Prefer not to think about the issues; don’t want to put their time or mental space on the topic
- Believe it’s too late for them to learn about these tech-related aspects
- Feel disempowered
- Want to be part of the crowd and to follow/ do the things that everybody else is doing

**ENABLERS**

- Encounter small warning signals during their online experiences
- Like to do small things that matter
- Sensitive to stories of people that have the same level of tech-competence

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**EASILY OVERWHELMED**

- Struggle to relate the information they receive to their everyday context
- Inability to decipher misinformation

**SOMEBODY WHO TEACHES THEM WHAT TO DO**

- Basic language and lingo-stops
- Understand the impact that alternative choices had on others
- Rely on something to do all the work for them automatically
- A support network to answer their questions
- Sometimes they go really extreme (e.g., they suddenly close their account on a social network because they don’t know how to solve an issue).

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**LACK CONFIDENCE AS THEY DON’T FEEL EXPERT IN THIS SUBJECT MATTER**

- Lack strong motivation as their life is focused on other things.

**SOCIAL IMPACT INITIATIVES AND IDEAS ON THINGS THEY COULD DO LOCALLY**

- Share their story online
- Ability to support and help others around them
- Credible stories and advice they can share easily with others.
we need to understand the interconnectedness of a given system, its subsystems and other external systems
Evolving System Maps
From connections to system loops

Map the interconnections between all the roles involved as a giving/receiving relationship.
THE CHALLENGE
THE CHALLENGE
THE PROCESS

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THE PROCESS

Versamento della tassa di soggiorno

COMUNE

Registrazione degli alloggiati

QUESTURA

Dichiarazione dei flussi turistici

REGIONE

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THE OUTCOMES

Versamento della tassa di soggiorno

Trasferimento dati a fine ISTAT

Registrazione degli alloggiati

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Buongiorno Maria
MERCOLEDI’ 30 MARZO

La registrazione degli alloggiati presso la struttura B&B Maria è andata a buon fine.

Struttura
B&B Maria

Periodo
Ultimi 30 giorni

Registrazioni effettuate
23

Il mio profilo

Le mie strutture

Registrazione degli alloggiati

Versamento della tassa di soggiorno
we need to **focus on the long-term consequences of what we do**, and of the externalities that were not taken care off in the previous solutions.
From project to process outcomes

Consider all the opportunities you have to generate value along the journey
THE CHALLENGE
THE CHALLENGE
“Now I can go back to my people and teach them what I’ve learnt on fire prevention and response”

J. FROM KHAYELITSHA
System Thinking for Service Design

Apply a systemic lens to responsibly solve your service design challenges
THANKS

www.oblo.design