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Towards Speculative Services for an Inclusive Society: Understanding the relationships between systemic-, service- and speculative design

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PAPERS | RSD10 | TOPIC: METHODS & METHODOLOGY | 05.11.2021

Towards Speculative Services for an inclusive society

*Understanding the relationships between Systemic-
Service- and Speculative Design*

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1. Department of Design, Politecnico di Milano | 2. Institute of Design, The Oslo School of Architecture and Design

Introduction

Speculative Design

/ Speculative approach

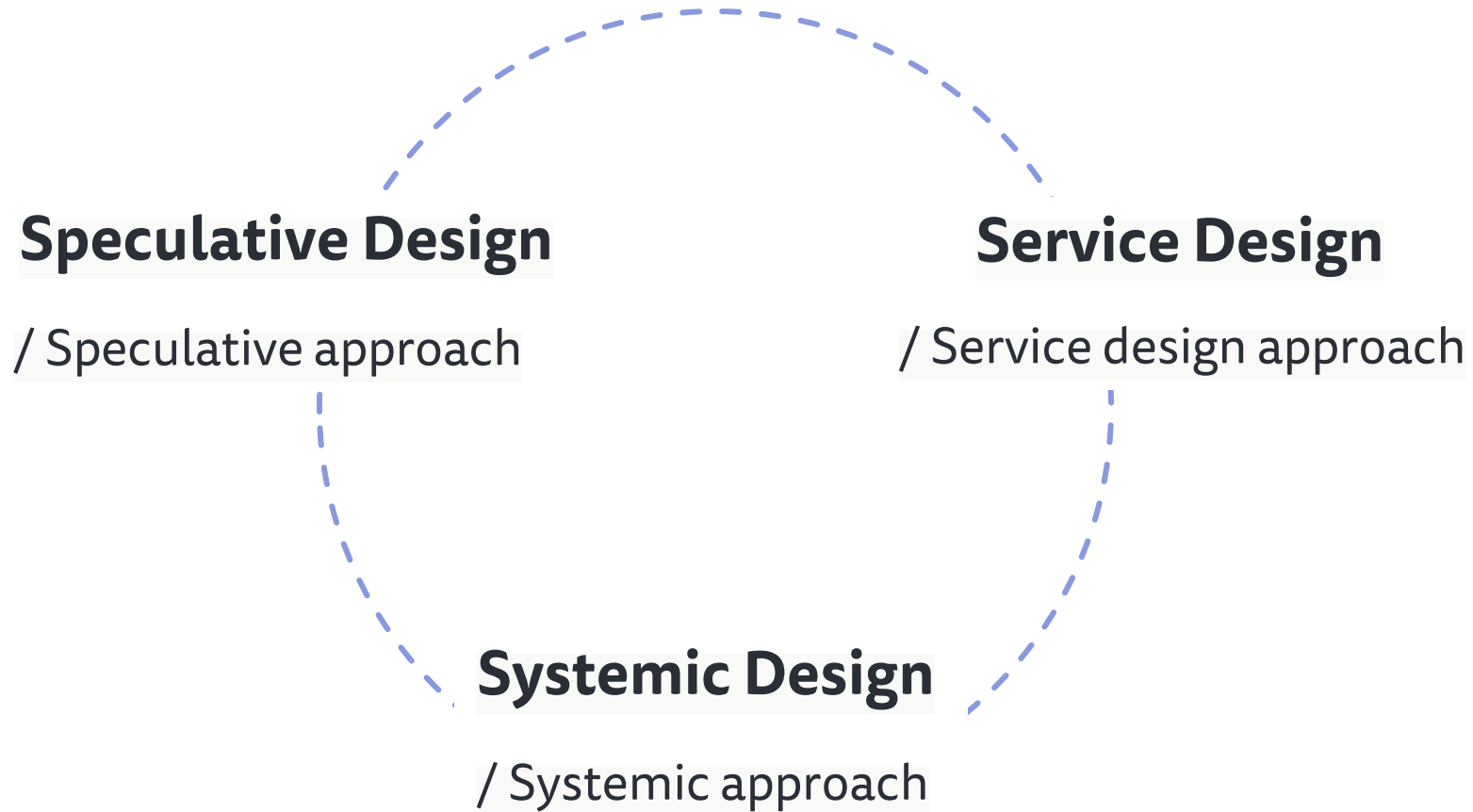
Systemic Design

/ Systemic approach

Service Design

/ Service design approach

Introduction



Towards Speculative Services for an inclusive society

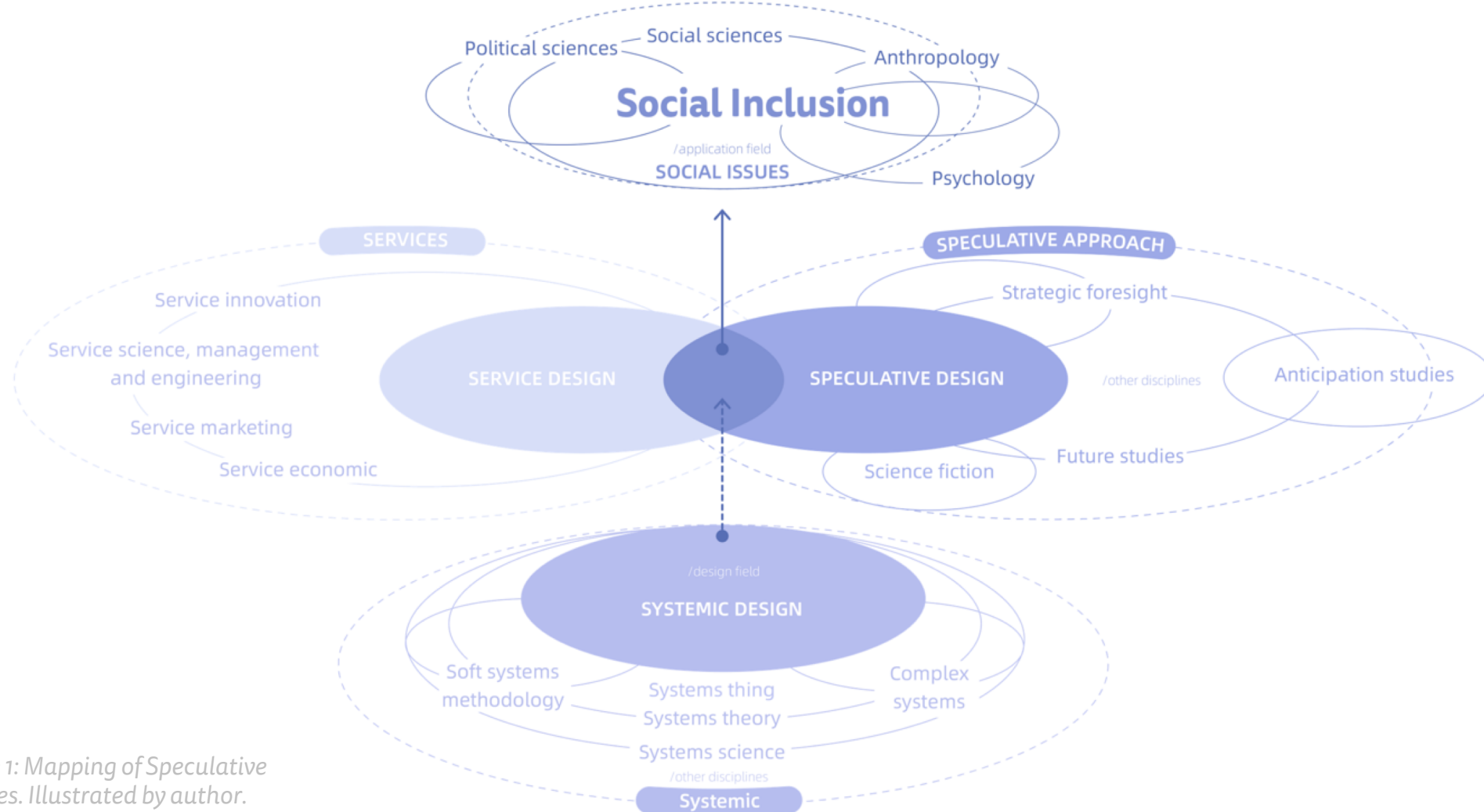


Figure 1: Mapping of Speculative Services. Illustrated by author.

Hypothesis

Speculative

/ Speculative approach

Services

/ Service innovation

/ Service design approach

/ **Systemic approach**

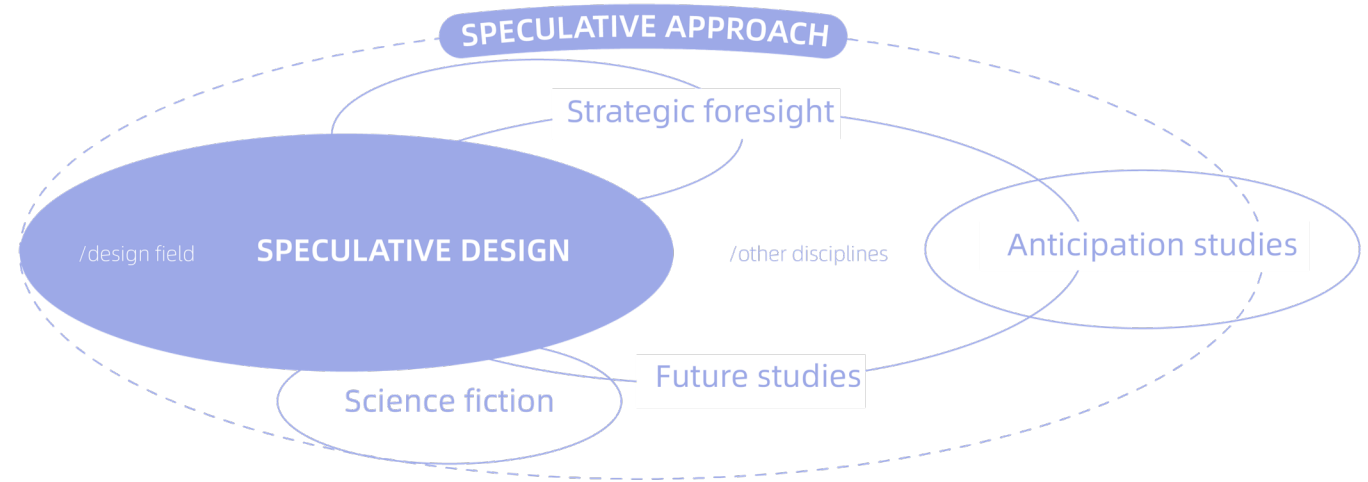
/ A conceptual design approach that **innovate services or systems** through **speculative approach, service design approach** and **systemic approach**.

Speculative Services

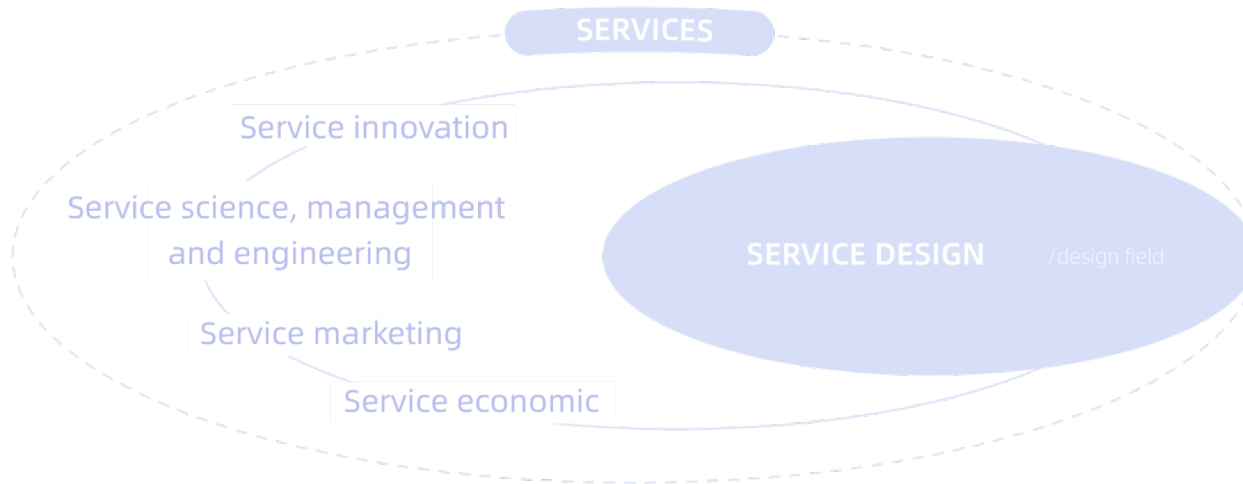
Speculative Design (SPD)

SPD relies on imagination and aims to open a new perspective for the Wicked Problem, using design to create future innovation as **a social dreaming approach**.

By **encouraging public debate about the social issues**, this approach with an implicit **"call to action"** stimulates practical imagination and action by people to imagine and perform the change (Dunne & Raby, 2013; Hanna, 2019).



Speculative Services

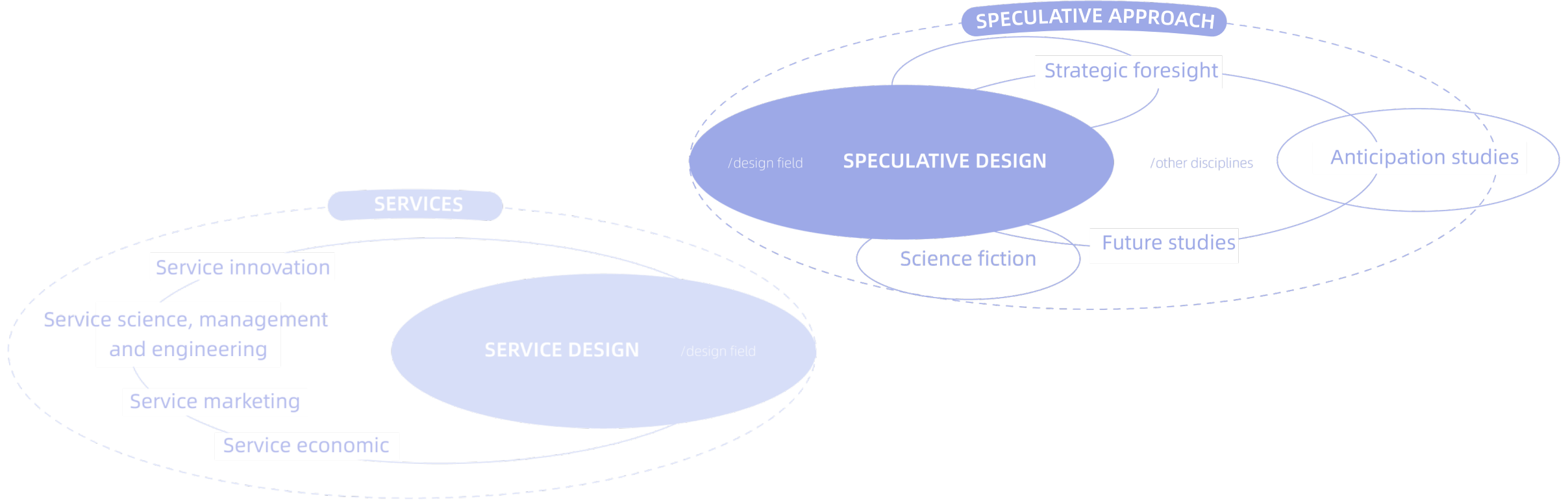


Service Design (SD)

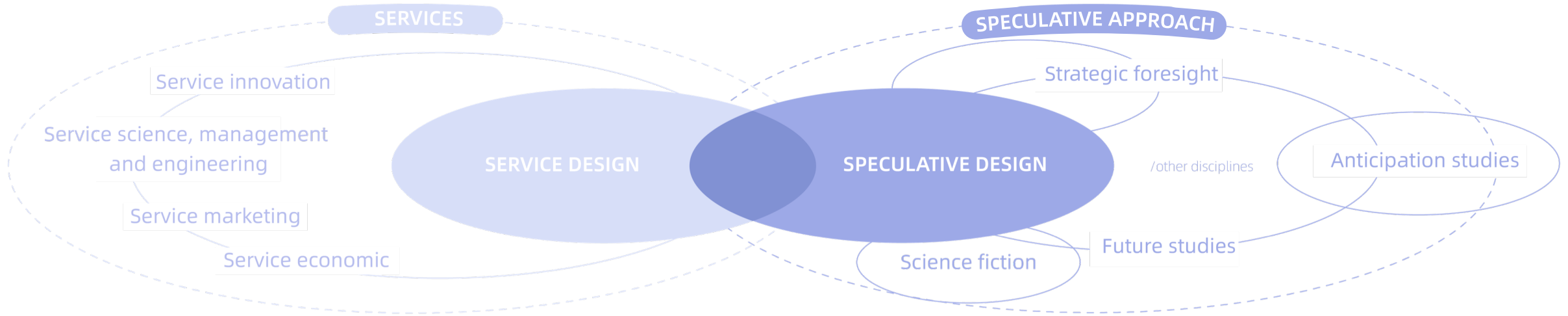
A multidisciplinary approach that brings a **human-centered, holistic perspective and methods** with service systems thinking to **design complex service systems** (Yu, 2020). It also greatly increases the ways in which people can **explore, express, and evaluate** their current experiences and future lifestyles (Sanders & Stappers, 2014).

SD provides design activities and tools to facilitate interdisciplinary co-creation and participation at different levels and ranges to effectively achieve **value co-creation** in dealing with **social issues** (Yang & Sung, 2016).

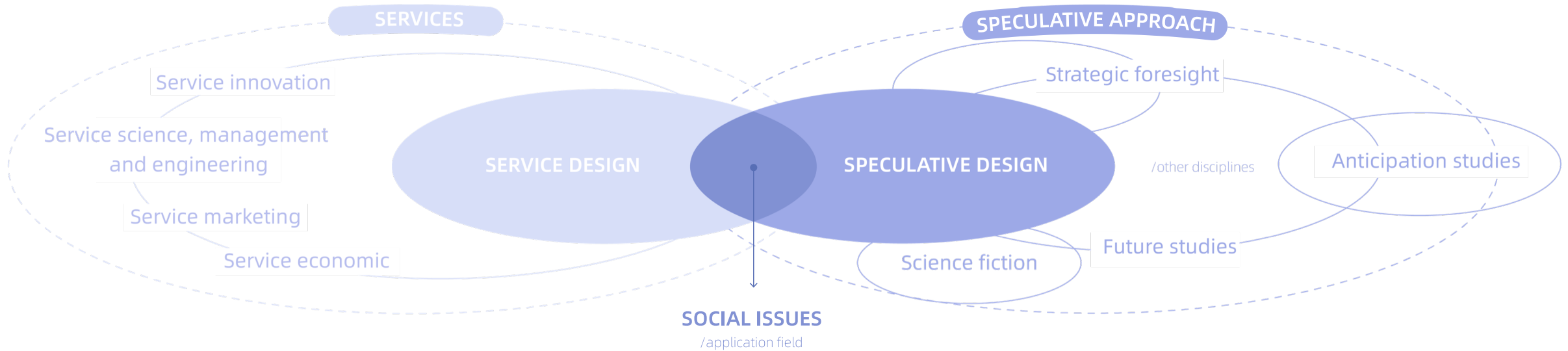
Speculative Services



Speculative Services



Field of application



SD has been increasingly applied to cope with social problems and challenges over the past two decades (Yang & Sung, 2016).

The speculative approach allows designers to re-think future products, services, systems, and the world through speculation and initiate debate to discuss social issues and foster social dreaming (Auger, 2013).

Field of application

The screenshot shows a web browser window with the URL `ec.europa.eu/regional_policy/en/policy/themes/social-inclusion/`. The page header includes the European Commission logo, a language selector set to 'english (en)', and a search bar. A blue navigation bar contains the breadcrumb: 'European Commission > EU regional and urban development > Regional Policy > Policy > Themes >'. Below this is a light blue menu bar with options: 'Policy' (selected), '2021-2027', 'Funding', 'What's new', 'In your country', 'Projects', and 'Information sources'.

Social inclusion

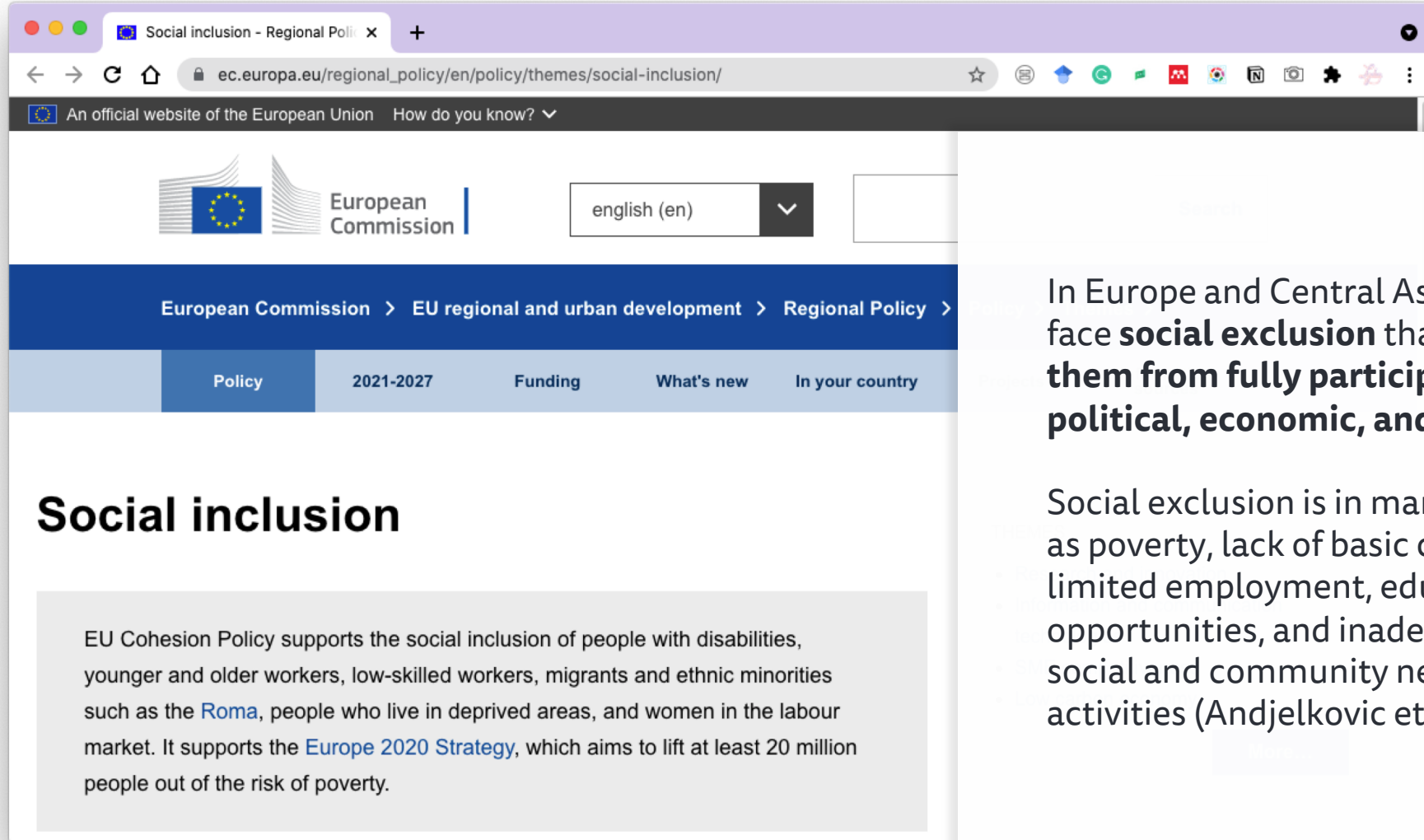
EU Cohesion Policy supports the social inclusion of people with disabilities, younger and older workers, low-skilled workers, migrants and ethnic minorities such as the [Roma](#), people who live in deprived areas, and women in the labour market. It supports the [Europe 2020 Strategy](#), which aims to lift at least 20 million people out of the risk of poverty.

THEMES

- [Research and innovation](#)
- [Information and communication technologies](#)
- [SME competitiveness](#)
- [Low carbon economy](#)

[More...](#)

Field of application

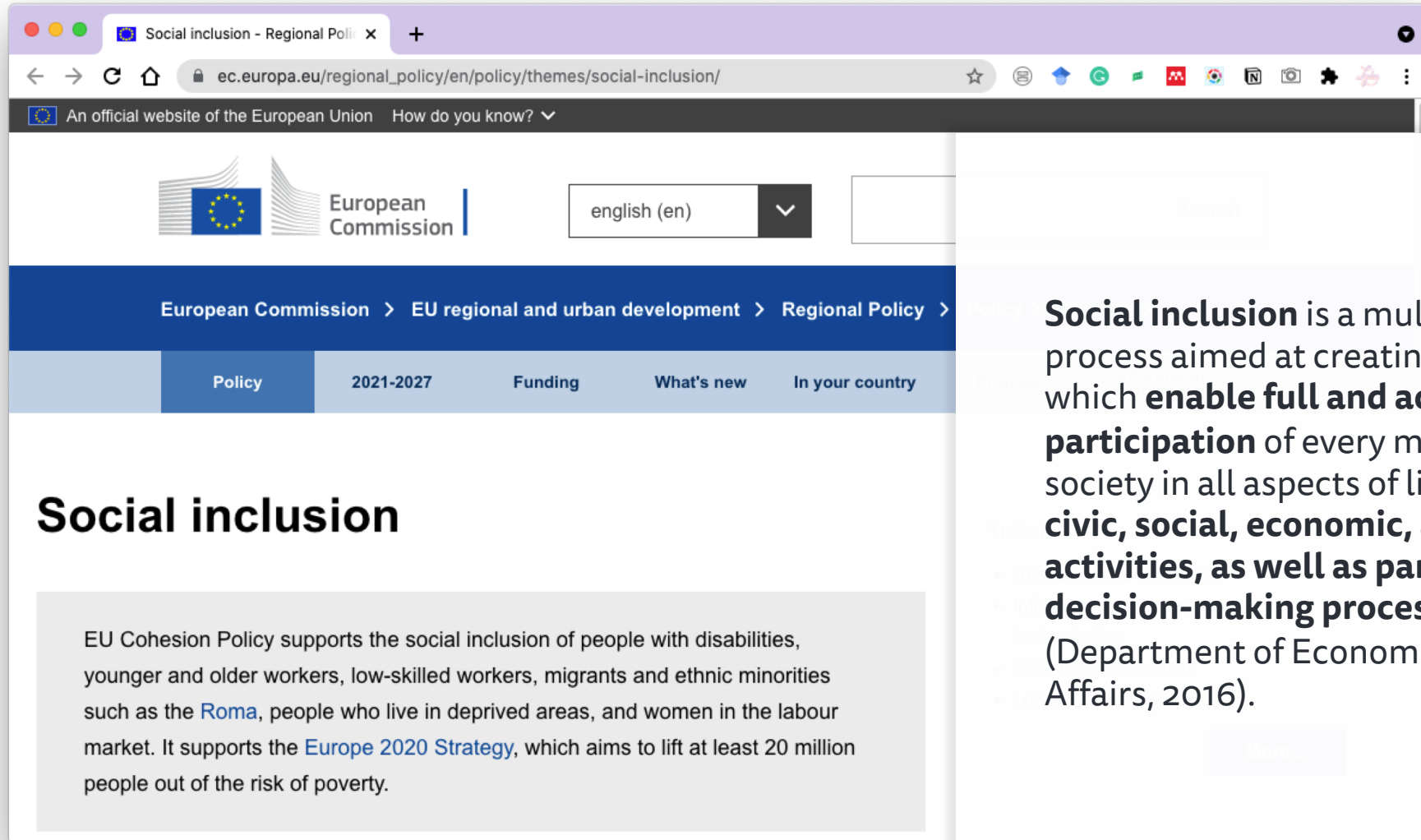


The screenshot shows a web browser window with the URL ec.europa.eu/regional_policy/en/policy/themes/social-inclusion/. The page header features the European Commission logo, a language selector set to 'english (en)', and a navigation bar with links: 'European Commission > EU regional and urban development > Regional Policy >'. Below this is a sub-navigation bar with 'Policy' selected, followed by '2021-2027', 'Funding', 'What's new', and 'In your country'. The main heading is 'Social inclusion'. A text box states: 'EU Cohesion Policy supports the social inclusion of people with disabilities, younger and older workers, low-skilled workers, migrants and ethnic minorities such as the [Roma](#), people who live in deprived areas, and women in the labour market. It supports the [Europe 2020 Strategy](#), which aims to lift at least 20 million people out of the risk of poverty.'

In Europe and Central Asia, many groups face **social exclusion** that **prevents them from fully participating in political, economic, and social life**.

Social exclusion is in many aspects, such as poverty, lack of basic capacities, limited employment, educational opportunities, and inadequate access to social and community networks or activities (Andjelkovic et al., 2011).

Field of application



The screenshot shows a web browser window with the URL ec.europa.eu/regional_policy/en/policy/themes/social-inclusion/. The page header includes the European Commission logo, a language selector set to 'english (en)', and a breadcrumb trail: 'European Commission > EU regional and urban development > Regional Policy > Policy'. Below the breadcrumb, there are tabs for 'Policy', '2021-2027', 'Funding', 'What's new', and 'In your country'. The main heading is 'Social inclusion'. A text box below the heading states: 'EU Cohesion Policy supports the social inclusion of people with disabilities, younger and older workers, low-skilled workers, migrants and ethnic minorities such as the Roma, people who live in deprived areas, and women in the labour market. It supports the Europe 2020 Strategy, which aims to lift at least 20 million people out of the risk of poverty.'

Social inclusion is a multi-dimensional process aimed at creating conditions which **enable full and active participation** of every member of the society in all aspects of life, including **civic, social, economic, and political activities, as well as participation in decision-making processes** (Department of Economic and Social Affairs, 2016).

Field of application

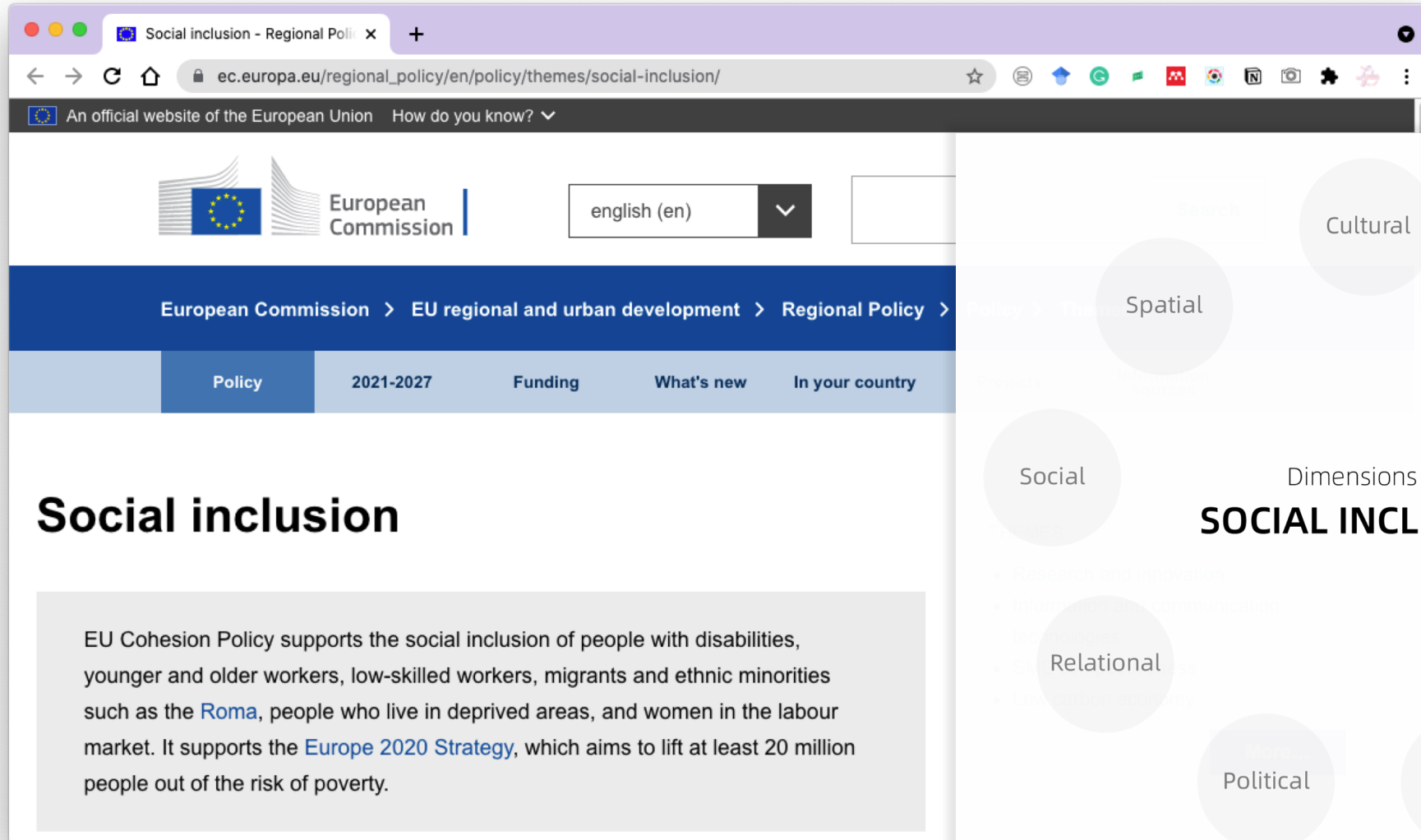
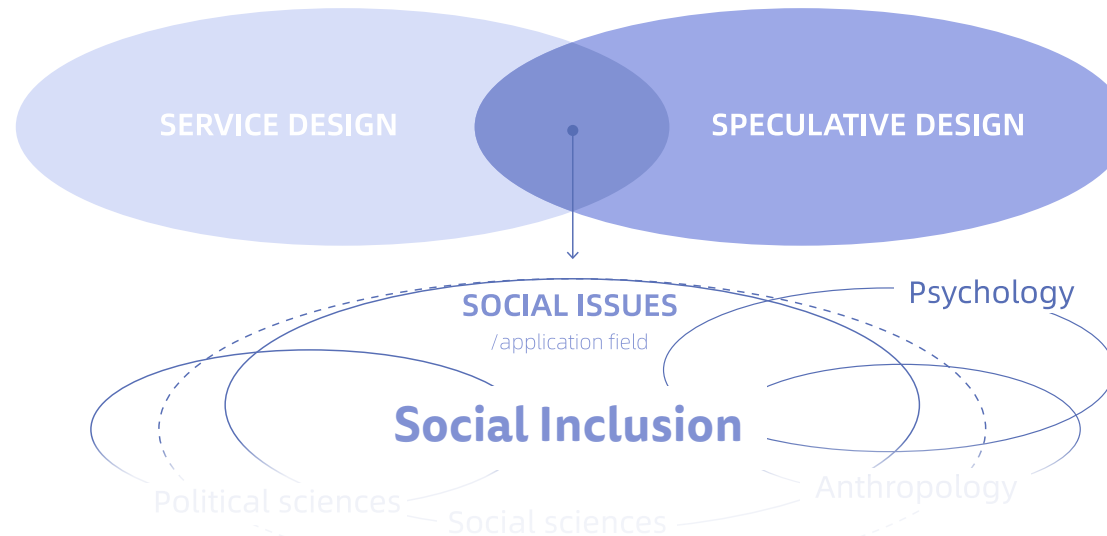


Figure 3: Dimensions of social inclusion, United Nations Department of Economic and Social Affairs (UNDESA), 2009

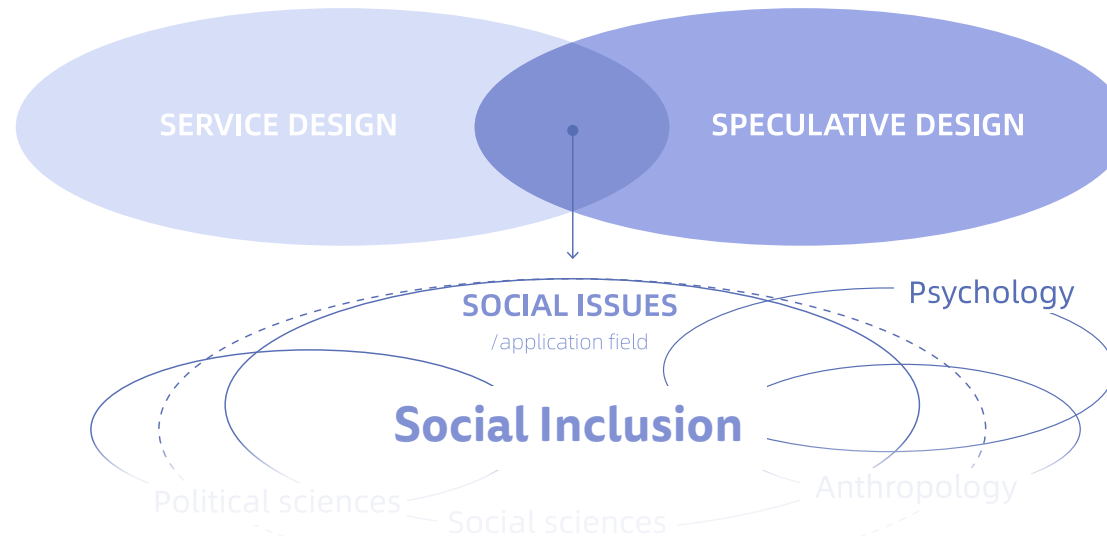


Field of application



To achieve an inclusive society, designers must face **complex systems** and wicked problems **at different levels**, from the individual, community, organization to society level (Waddock et al., 2015).

Field of application



Social transformation is **a complex process to design for complex social situations, social systems, policymaking, and community design**, and it needs to be worked on by multiple stakeholders (Jones, 2014).

Systemic perspective

Systemic Design (SYD)

Systems Oriented Design (SOD) (Sevaldson, 2009)

Systemic Design integrates **systems thinking and human-centered design** to help designers to shift their focus from single elements to the whole picture while considering actors within the system.

SYD approach is then appropriate to face **complex social transformation processes** (Jones, 2018).

Systems science

Systems Theory

- Systems Thinking

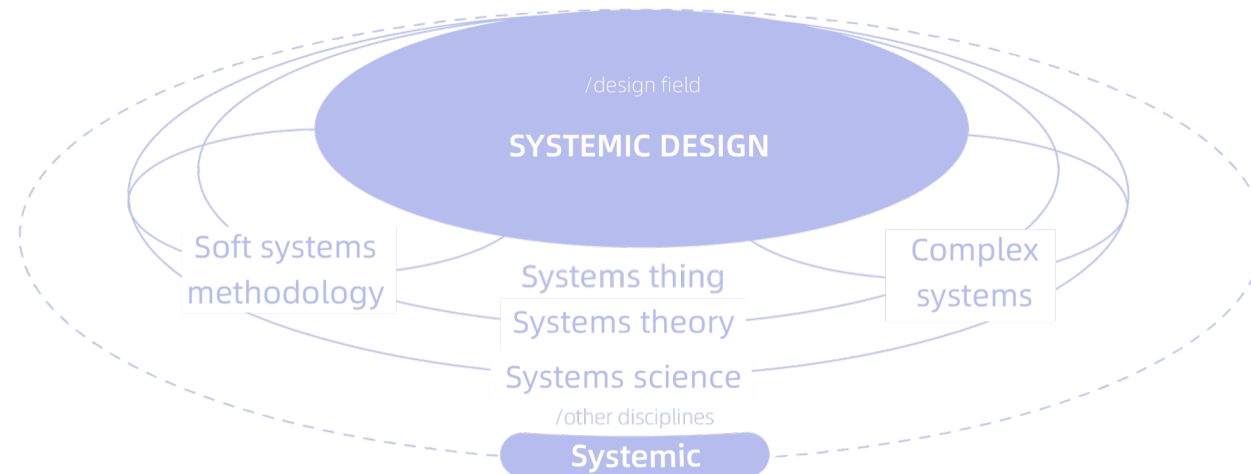
Systems Thinking for Social Change
(Stroh, 2015)

- Complex Systems

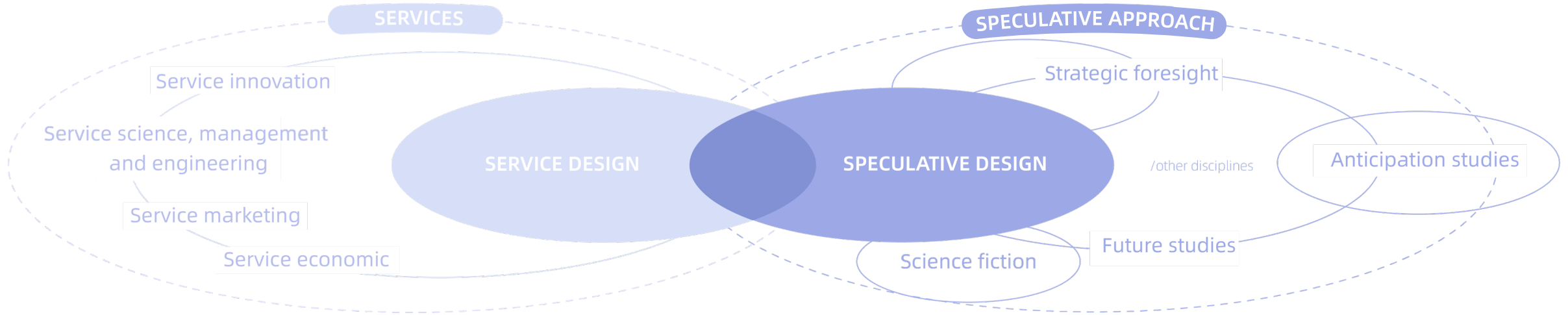
"Dancing with systems" (Meadows, n.d.)

Systems Methodologies

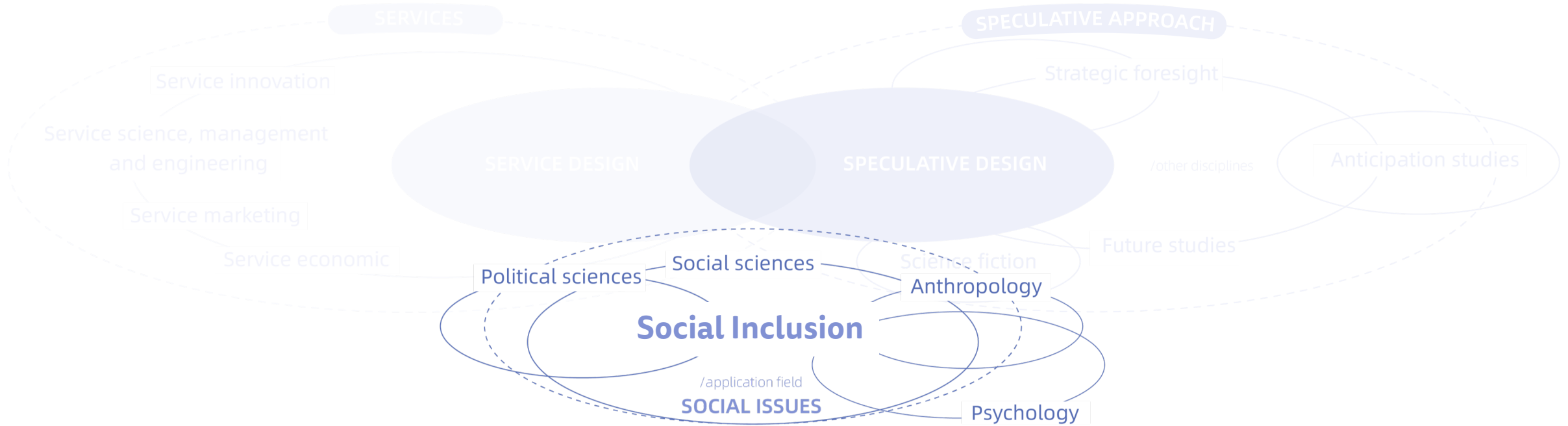
Soft systems methodology (SSM)
(Checkland, 2000)



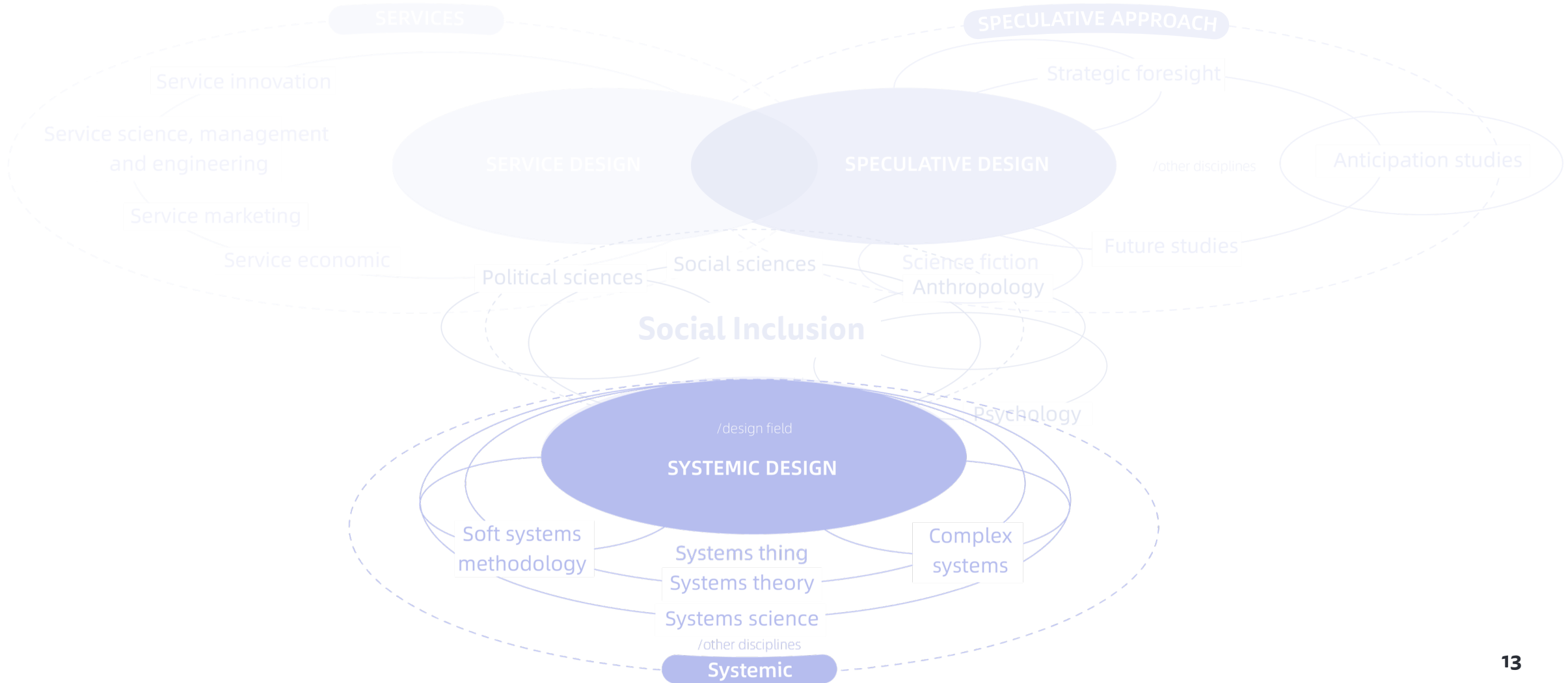
Speculative Services =



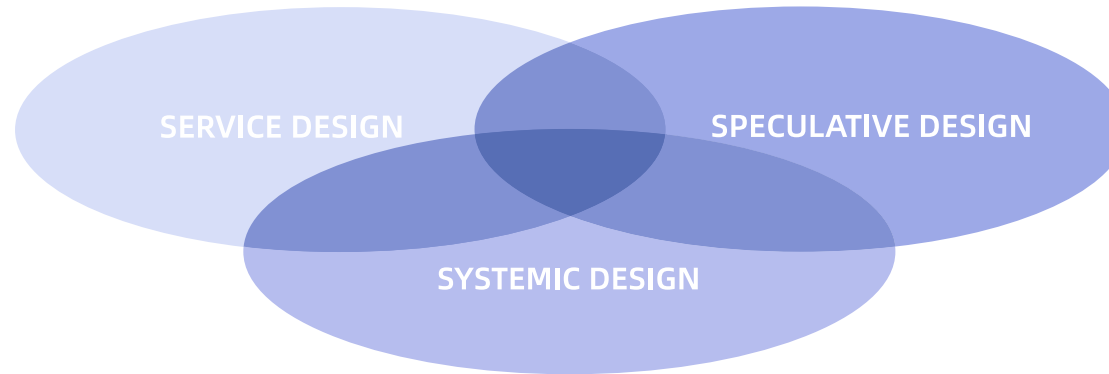
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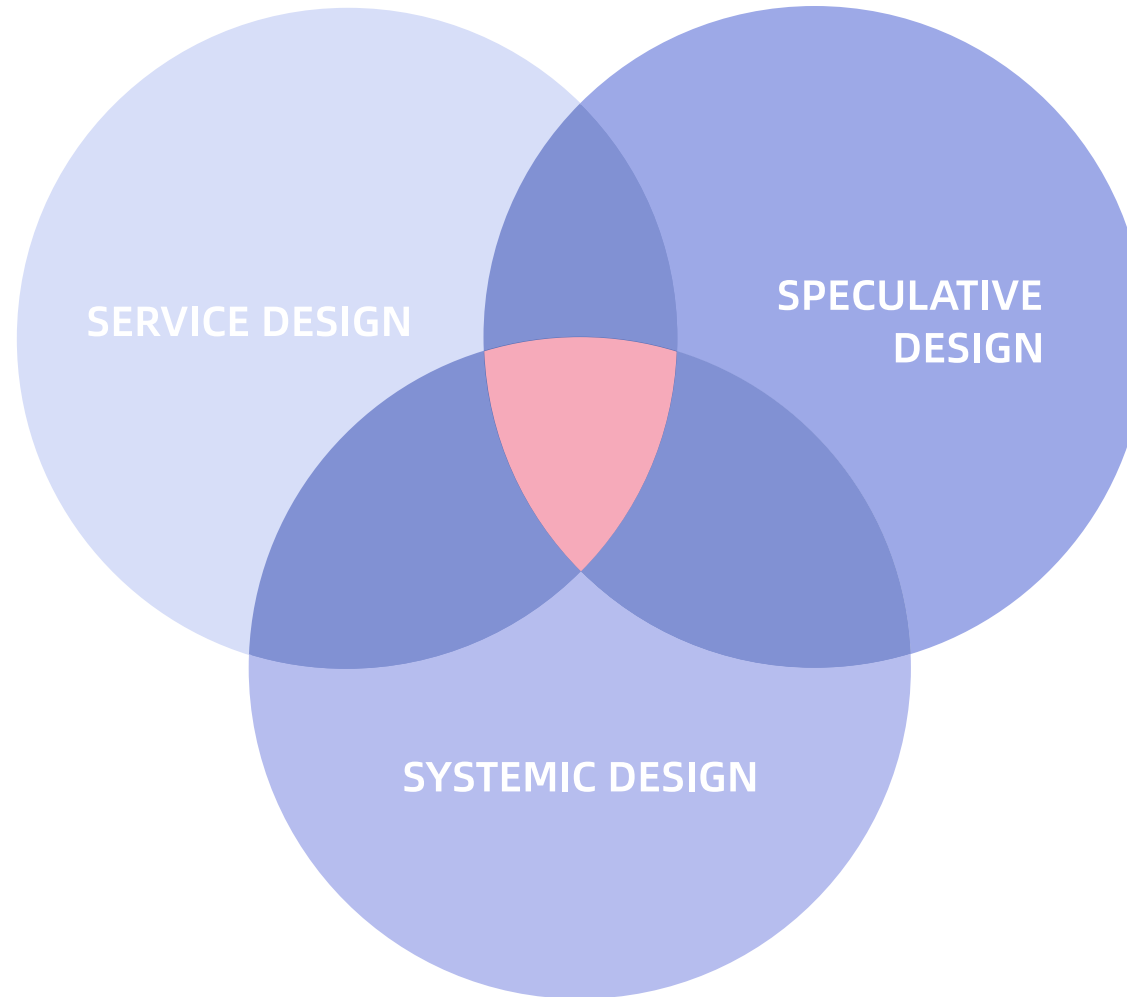
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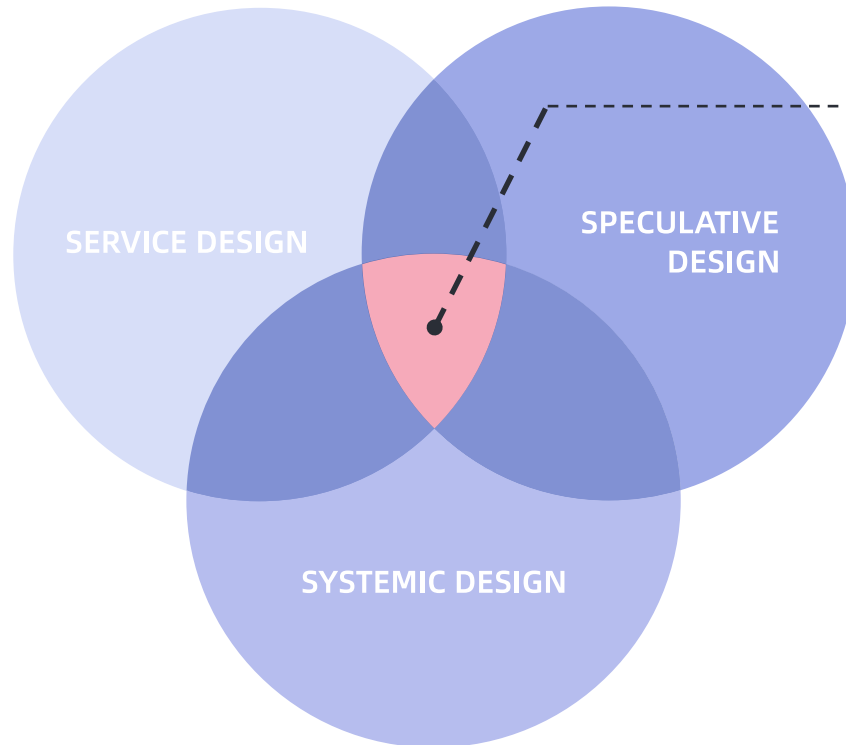
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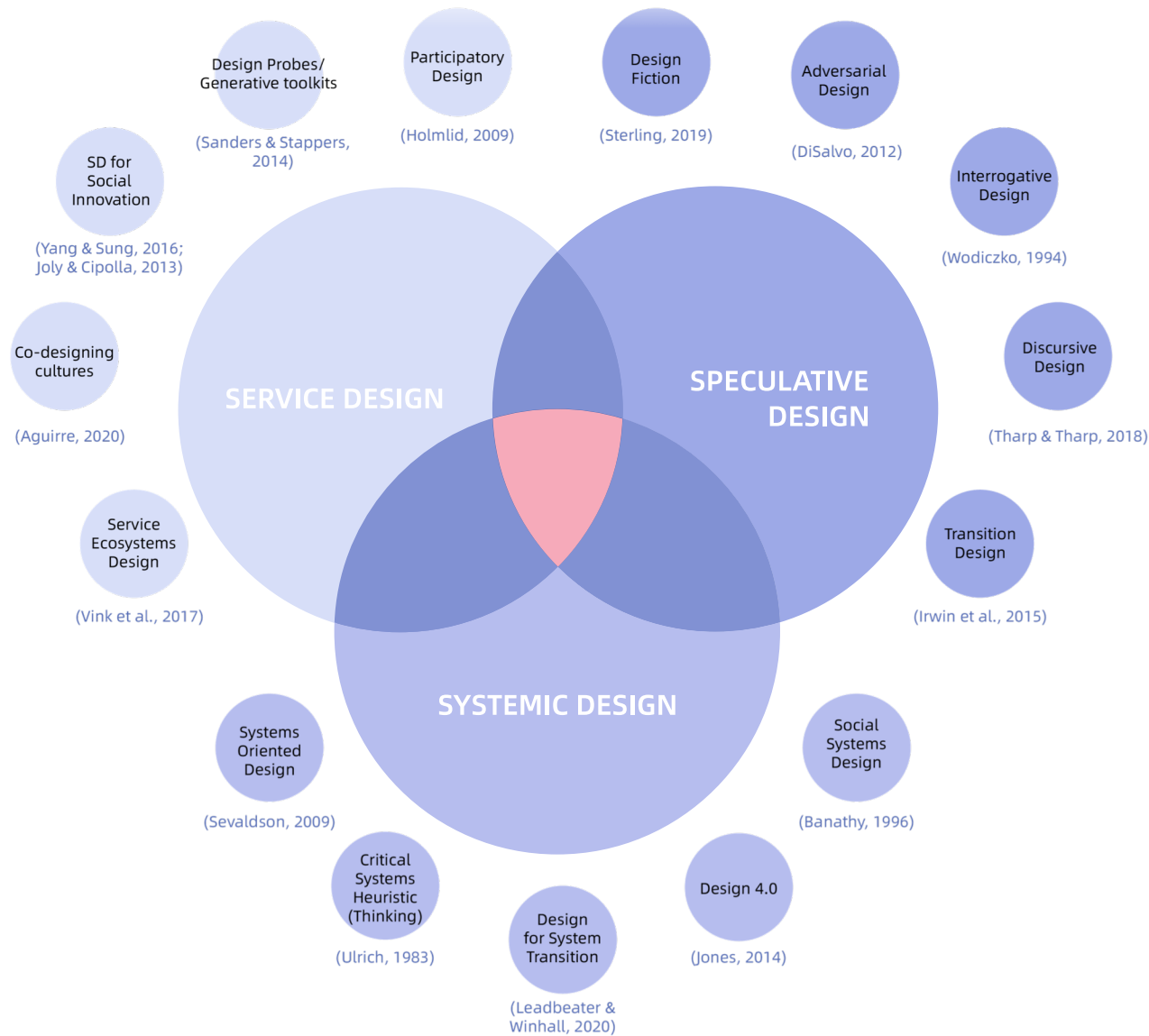


Speculative Services

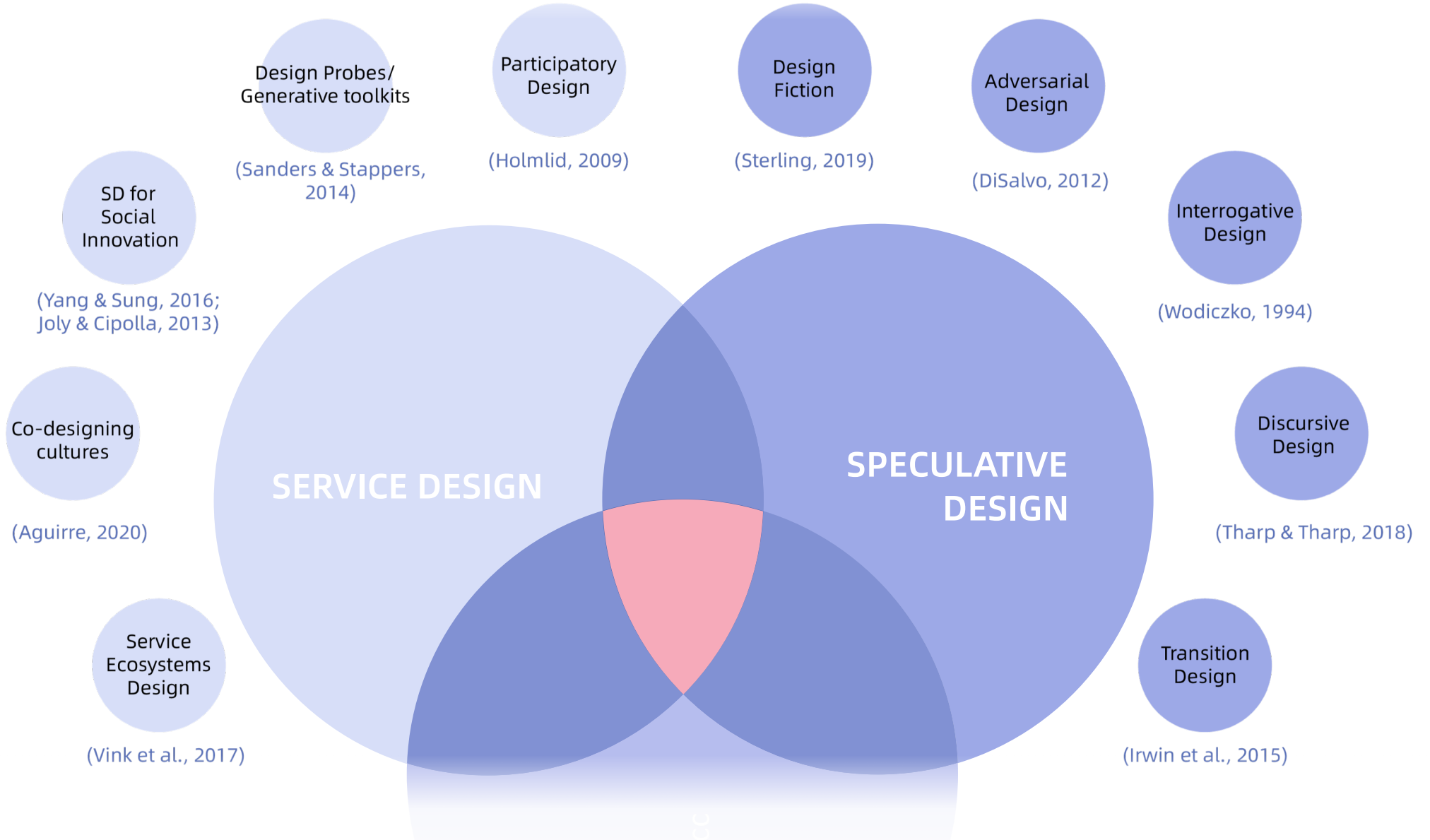


Exploring the potentiality of Speculative Services as **an anticipatory design approach** to support **the systemic social transformation towards an inclusive society**.

Literature review (design fields)

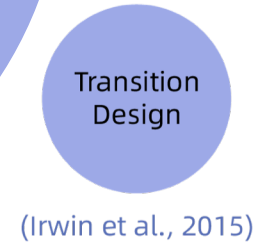
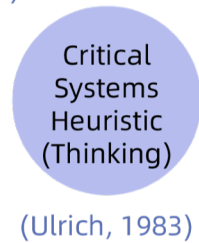
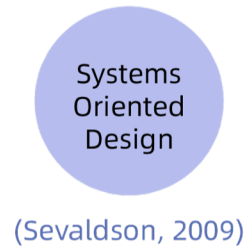


Literature review (design fields)



Literature review (design fields)

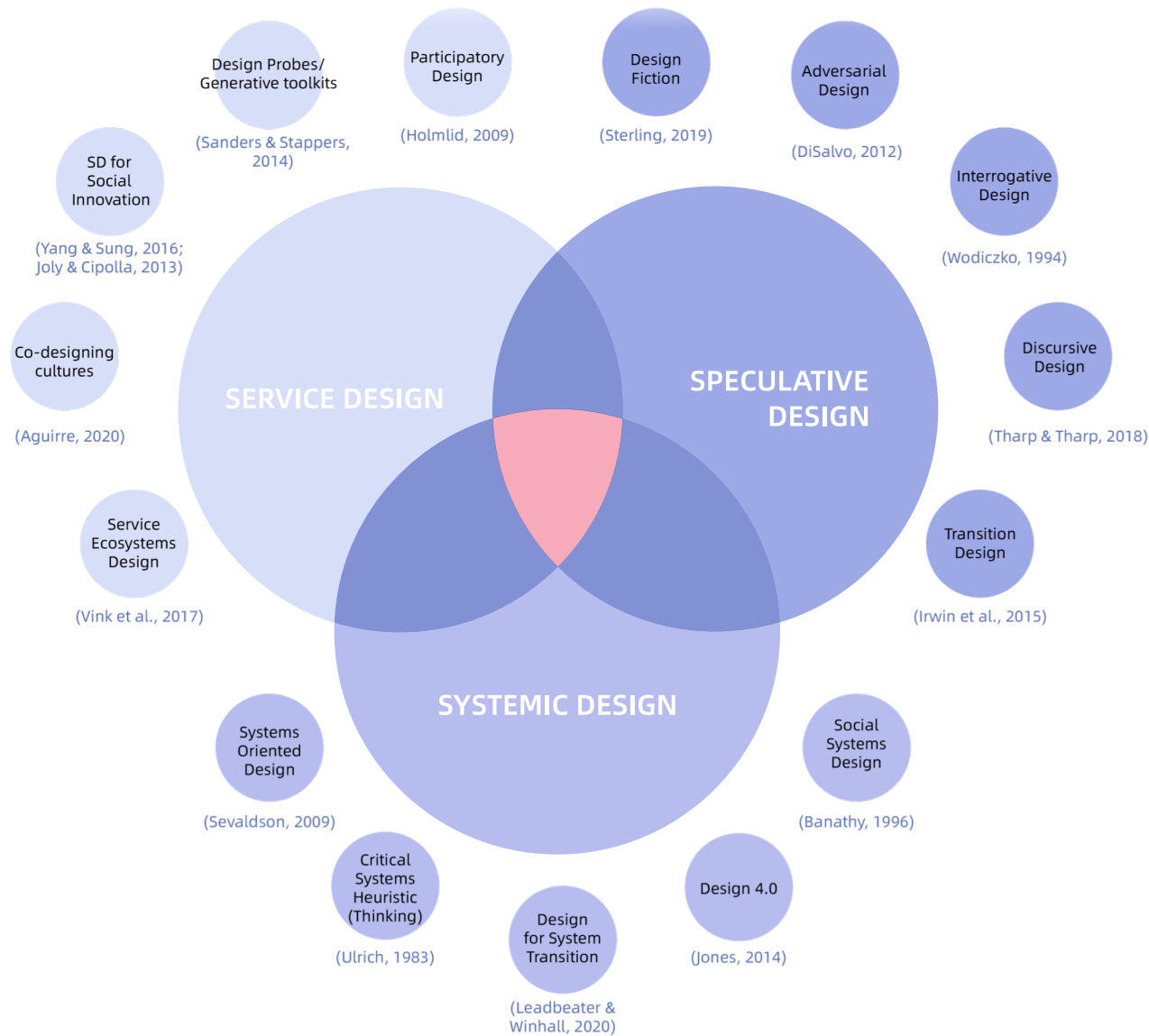
(Aguirre, 2020)



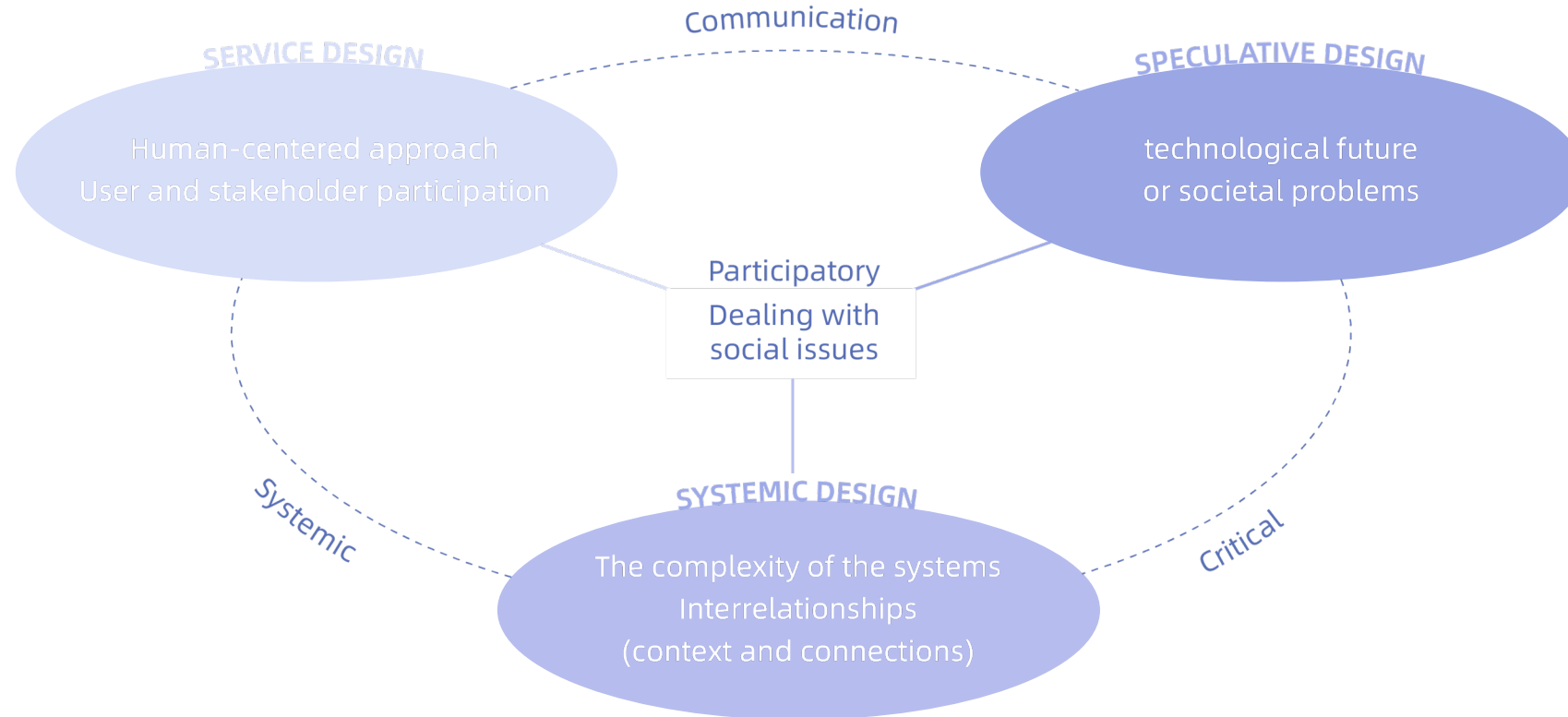
(Tharp & Tharp, 2018)



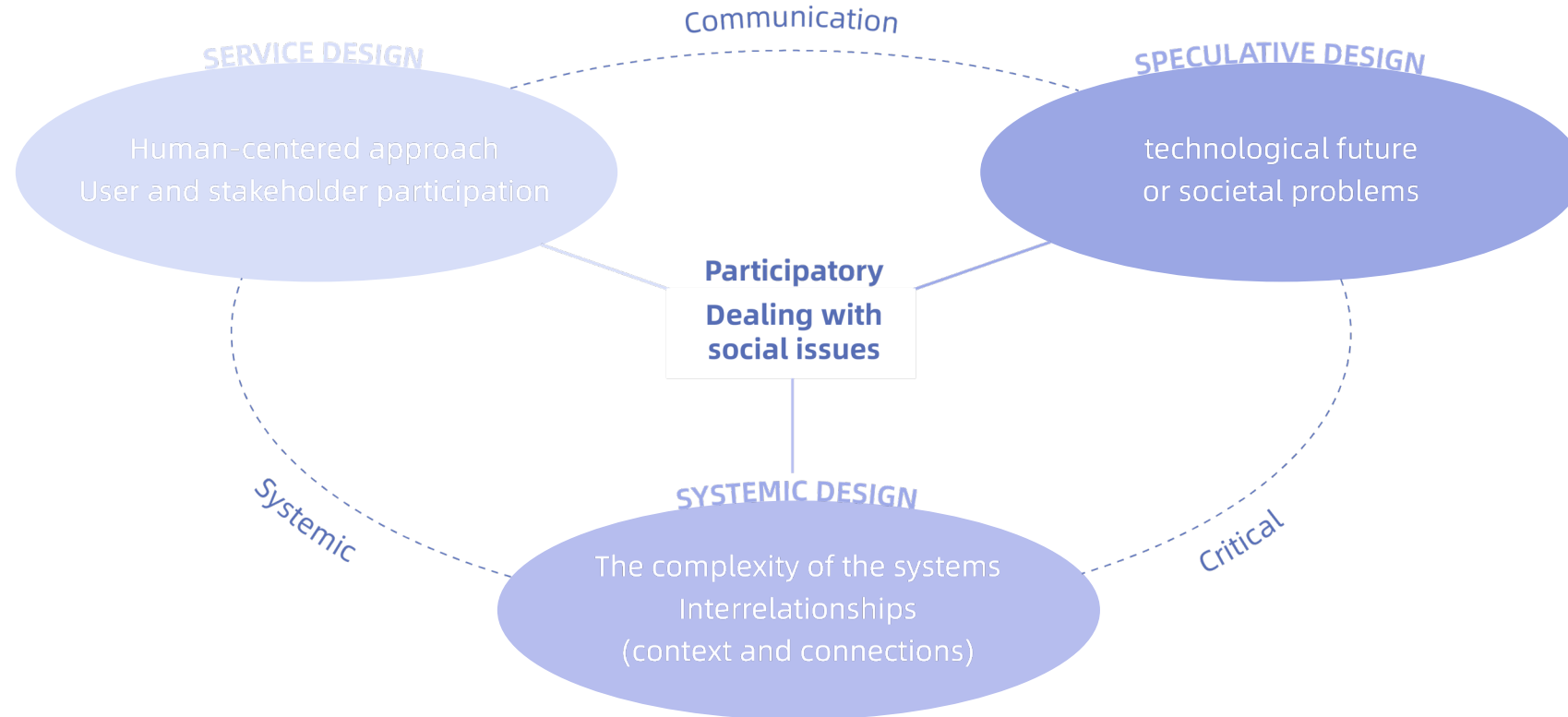
Literature review (design fields)



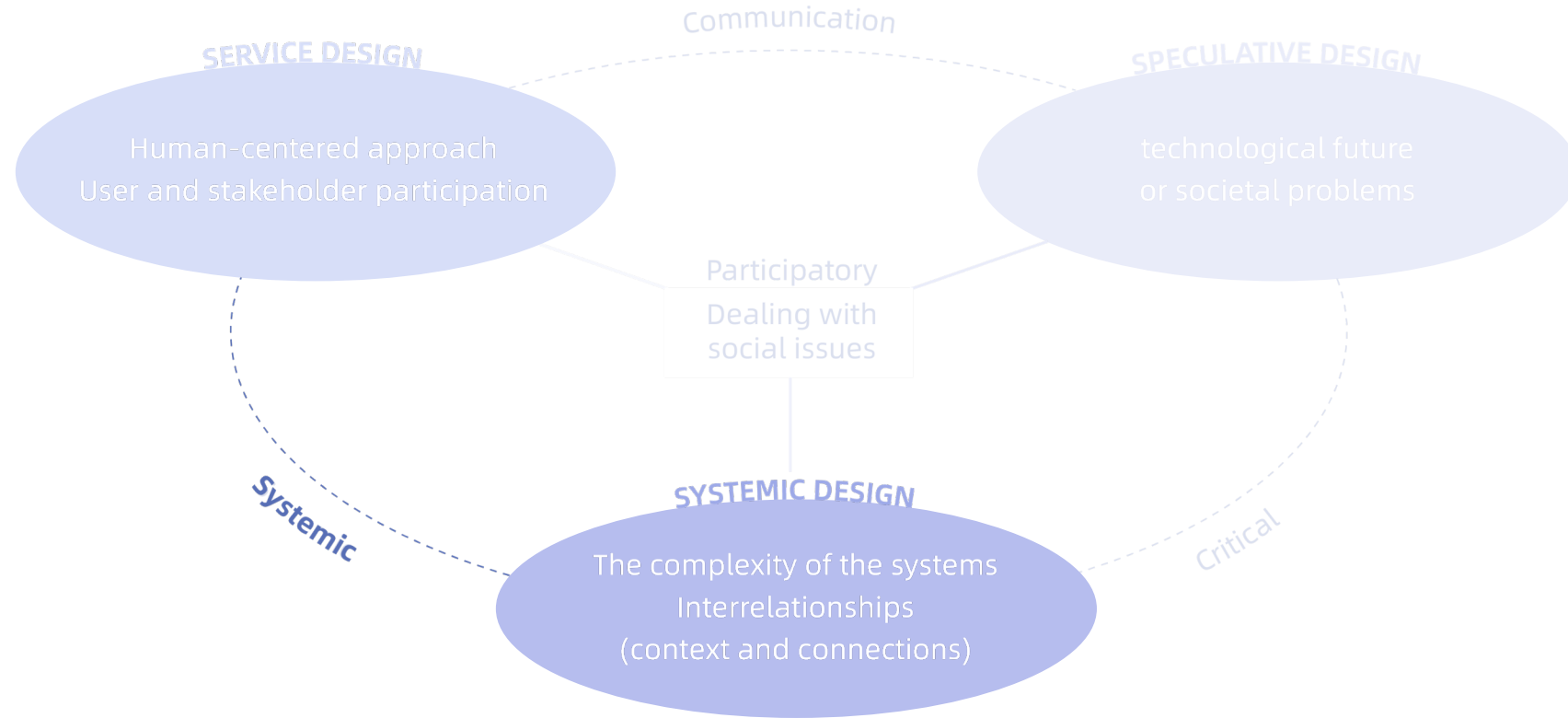
Relationships



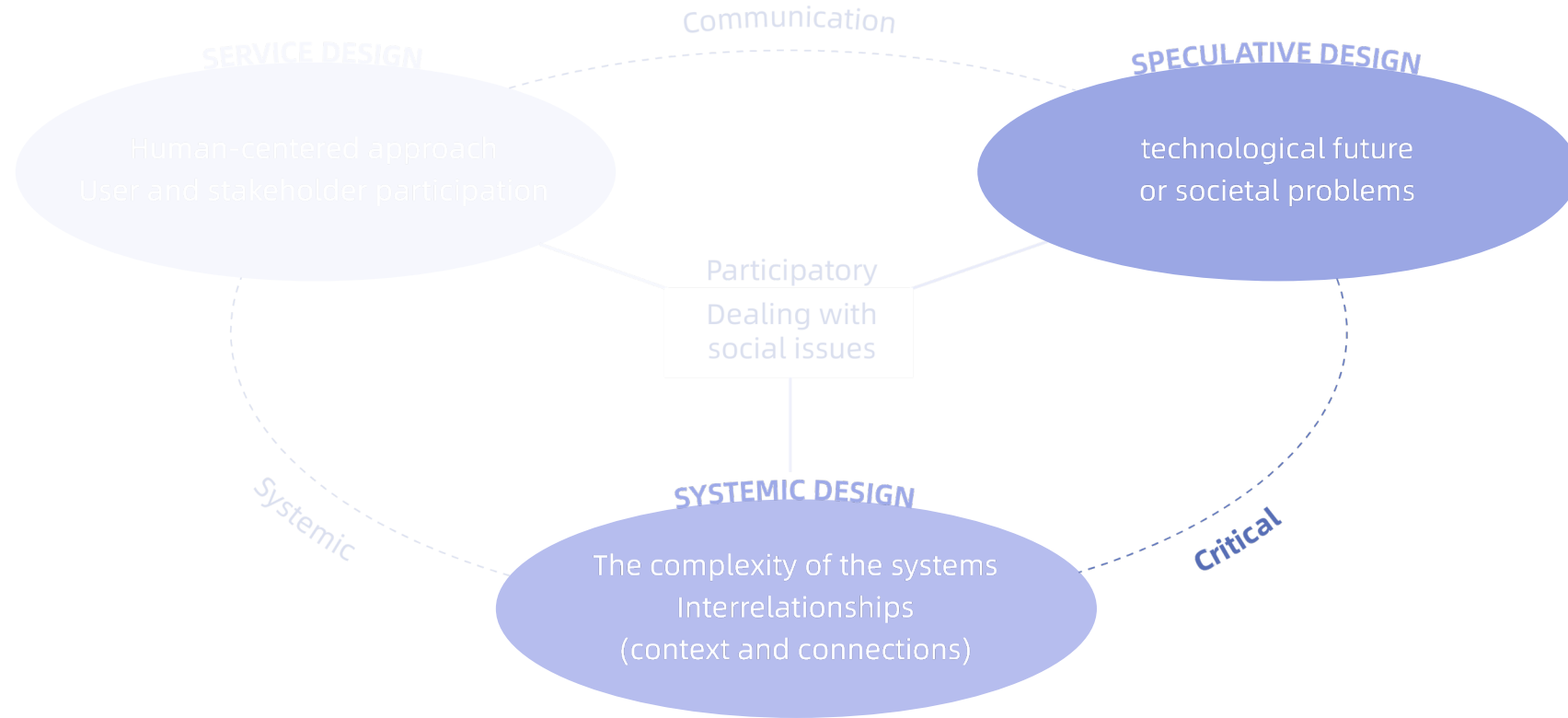
Relationships



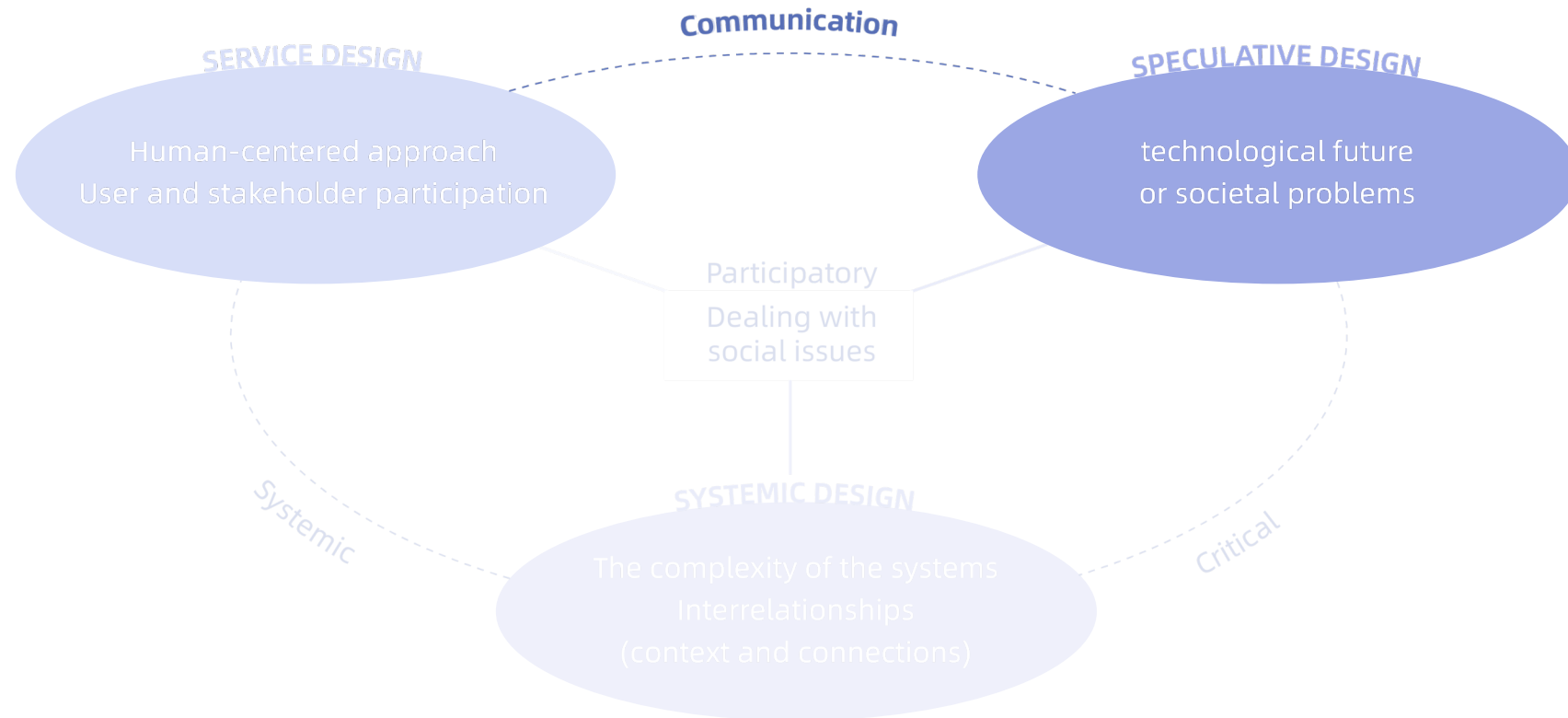
Relationships



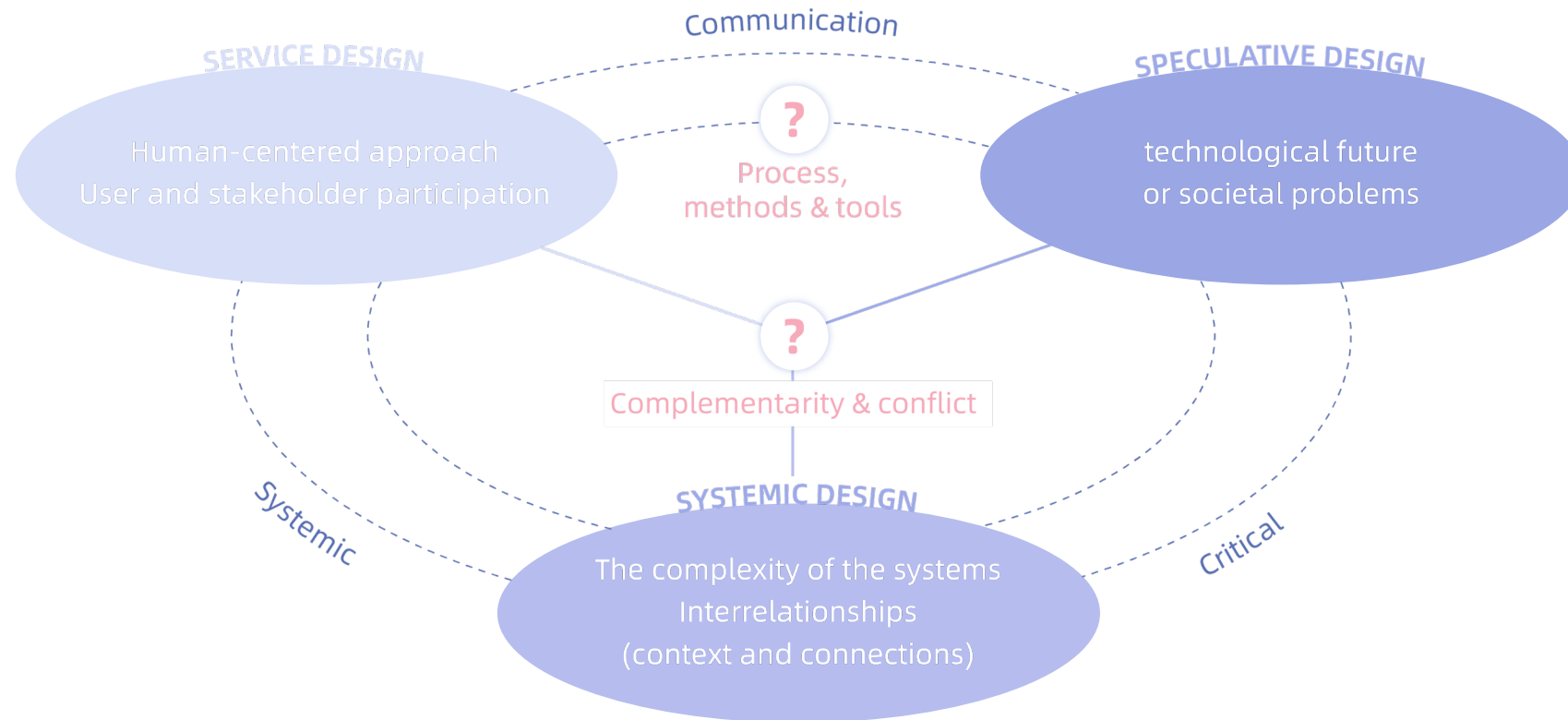
Relationships



Relationships



Relationships



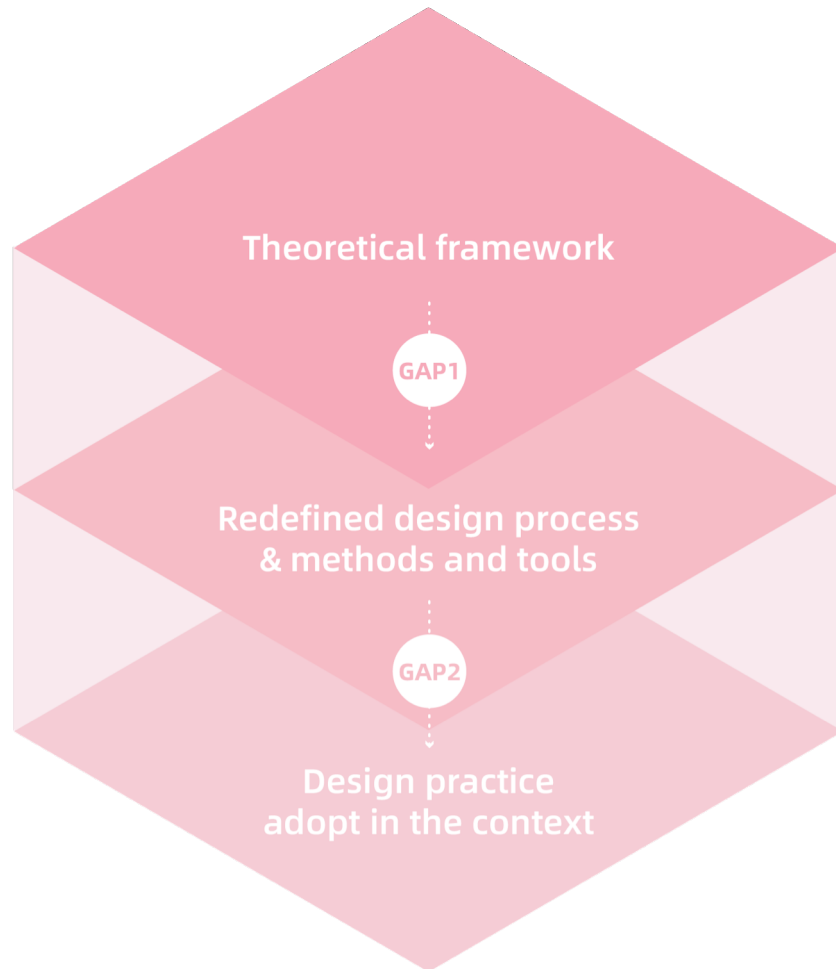
“

Nobody has the right to design social systems for someone else. It is unethical to design social systems for someone else.

- Banathy, 1996

”

Future research



Objective 1:

To explore and develop a theoretical framework, redefine the design process, methods, and tools for Speculative Services.

Objective 2:

To contextualize Speculative Services in social transformation, and develop guidance for relevant design practice. To explore future applications.

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TOPIC: METHODS & METHODOLOGY