2016

Codifying systemic design: A toolkit

Vandenbroeck, Philippe, Van Ael, Kristel, Thoelen, Annelies and Bertels, Peter

namahn

Through design thinking, Namahn helps organizations tackle complex problems, particularly those that involve both people and technology. We developed a coherent set of methods to support the co-creative design of solutions.

Systemic design toolkit

1 Rich Context

main actors

2 Actors Map

3 User Insights

metaphor

HUMAN DRIVES

PARADOXES

hypothesis

insights

output

ACTIVITIES

design challenge

5 System Map

4 Actants

variables

leverage points

6 Value Proposition

9 Serious Play Scenario

ideas

goals
rules
123 number
feedback
information flow
A B C

scope

8 Paradoxical Ideation

2050

7 Intervention Strategy

touchpoints

transition cards

10 Activity Model

implementation briefing and strategy

verified concepts

good system principles

concepts

12 Transition By Design

11 Intervention Map