

2018

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

Wildhagen, Benedicte

Suggested citation:

Wildhagen, Benedicte (2018) Understanding variations of entanglement and complexity: A way to influence expectations of Service and Systems Oriented Design in public sector. In: Proceedings of RSD7, Relating Systems Thinking and Design 7, 23-26 Oct 2018, Turin, Italy. Available at <http://openresearch.ocadu.ca/id/eprint/2687/>

Open Research is a publicly accessible, curated repository for the preservation and dissemination of scholarly and creative output of the OCAD University community. Material in Open Research is open access and made available via the consent of the author and/or rights holder on a non-exclusive basis.

The OCAD University Library is committed to accessibility as outlined in the [Ontario Human Rights Code](#) and the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) and is working to improve accessibility of the Open Research Repository collection. If you require an accessible version of a repository item contact us at repository@ocadu.ca.

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*

Service Design Impact Report: Public Sector (2016)



Designit

background | 

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

Designit[®]
a wipro company

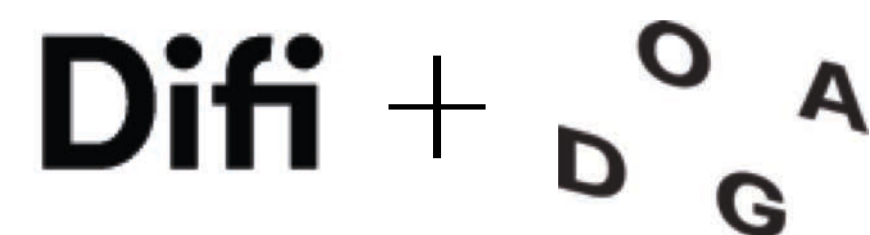


StimuLab mission:

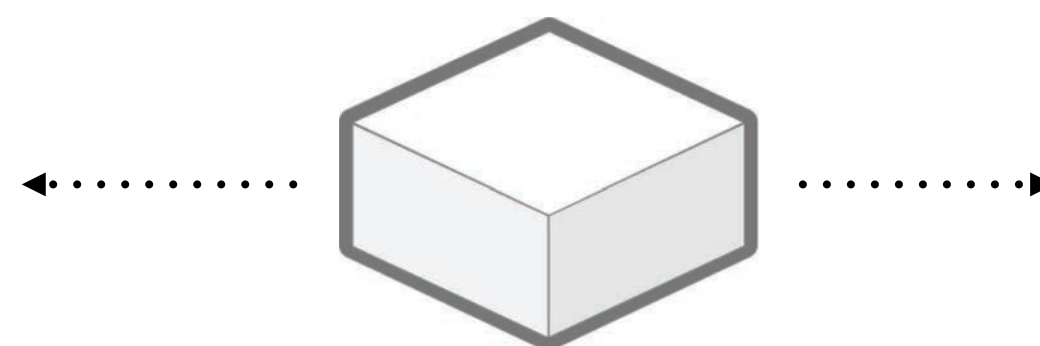
Stimulate public sector to use service design and other innovative methods, to develop comprehensive services that are better for the citizens and more efficient for management.

The StimuLab platform

StimuLab is a **cross collaboration program** & proactive facilitator

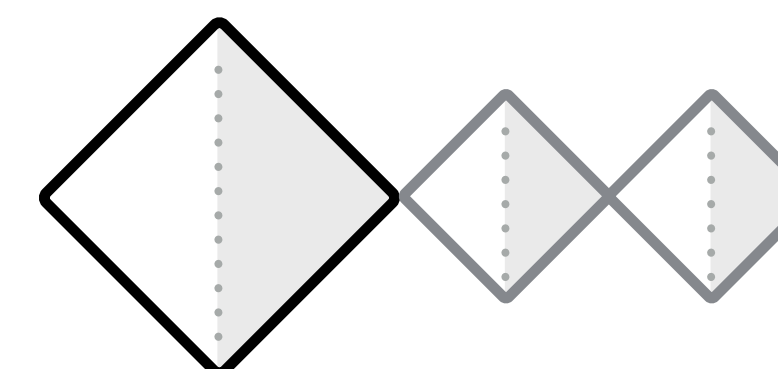


That stimulates **cooperation** between public and **private** sector

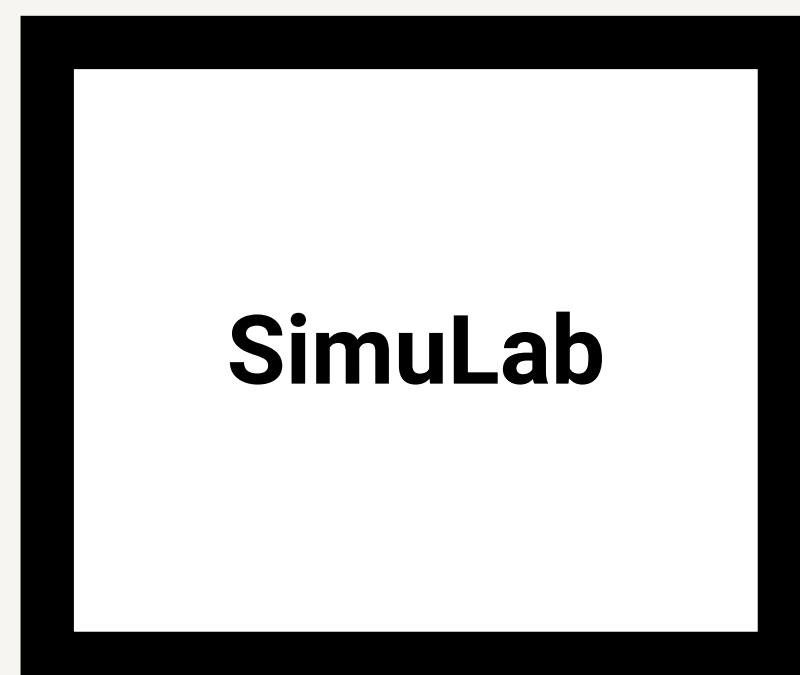


PROCUREMENT PROCESS
Facilitating

Offers a **method** for working with **complexity**

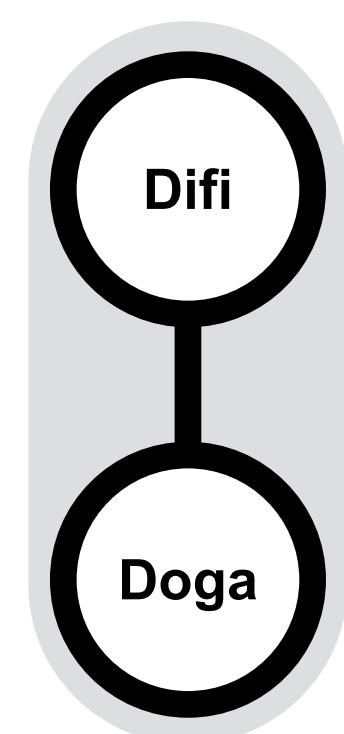


TRIPPEL DIAMOND
DIAGNOSTIC PHASE



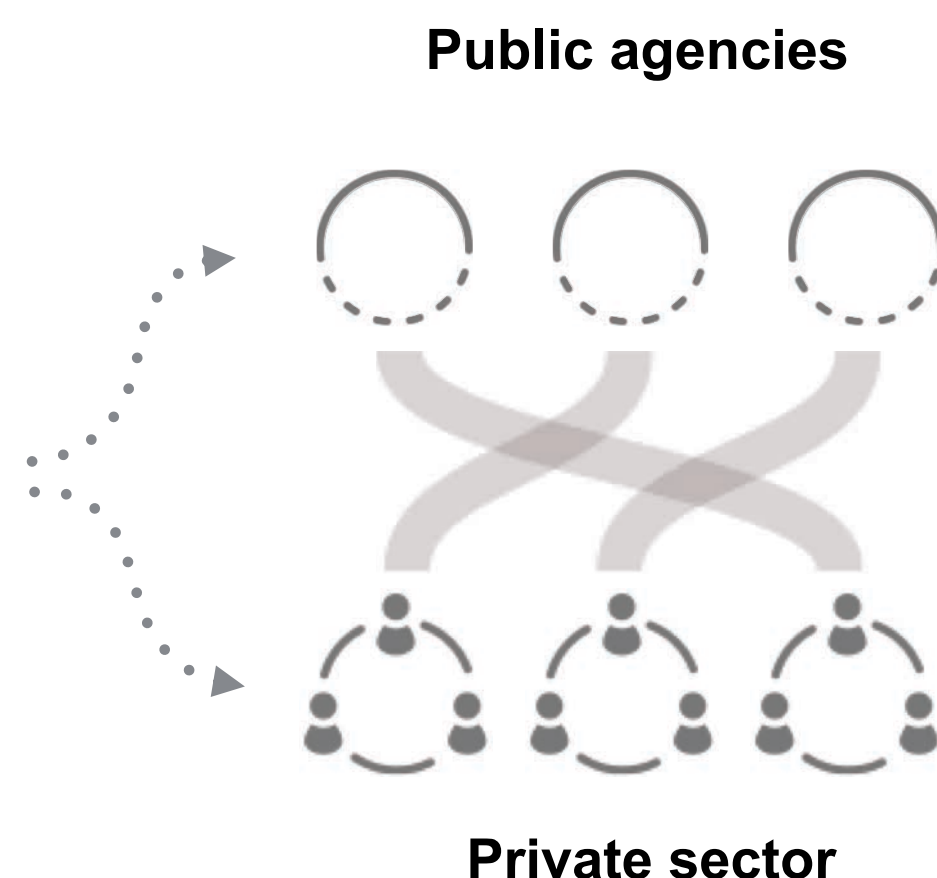
Since 2016 StimuLab has supported and funded **14 projects** with a total grant of **NOK 20 mill.**

CATALYST >

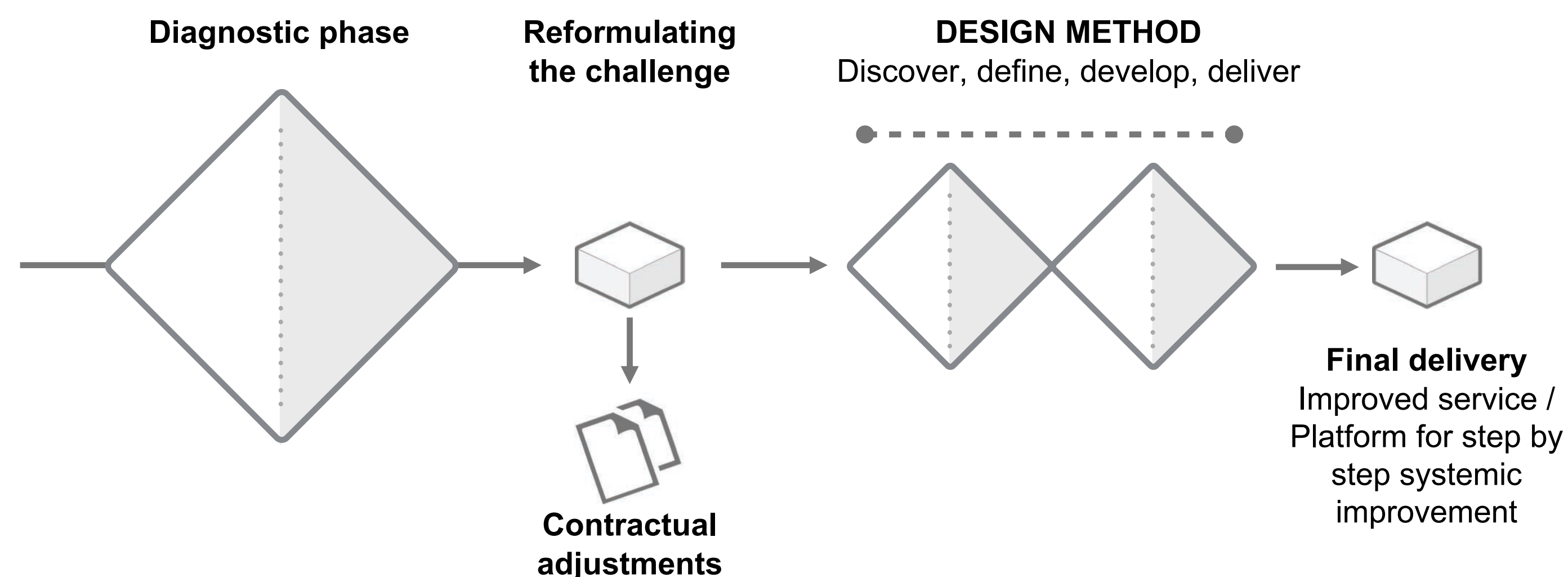


Identifying challenges

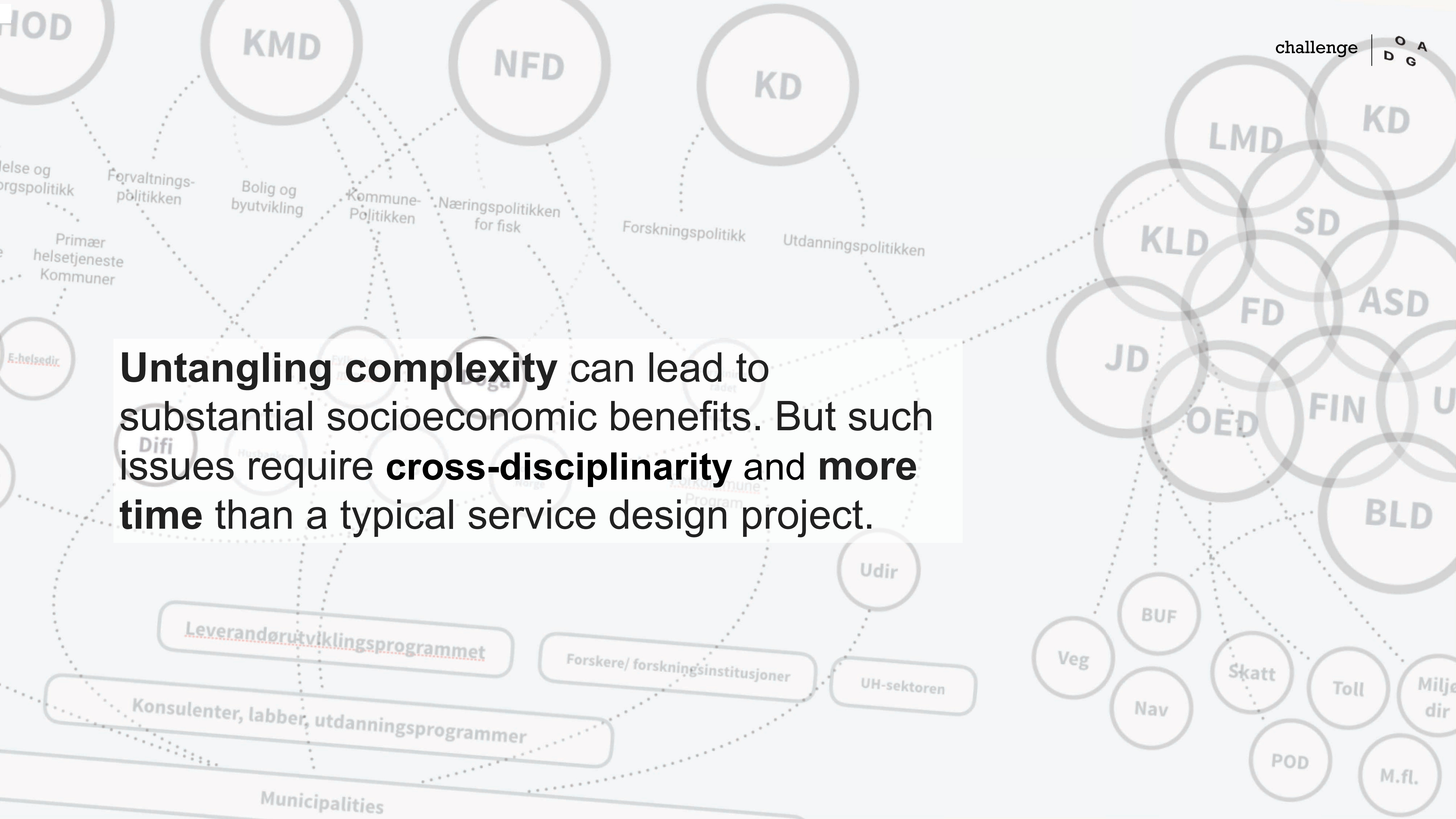
PROCUREMENT



PROJECT DEVELOPMENT >



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

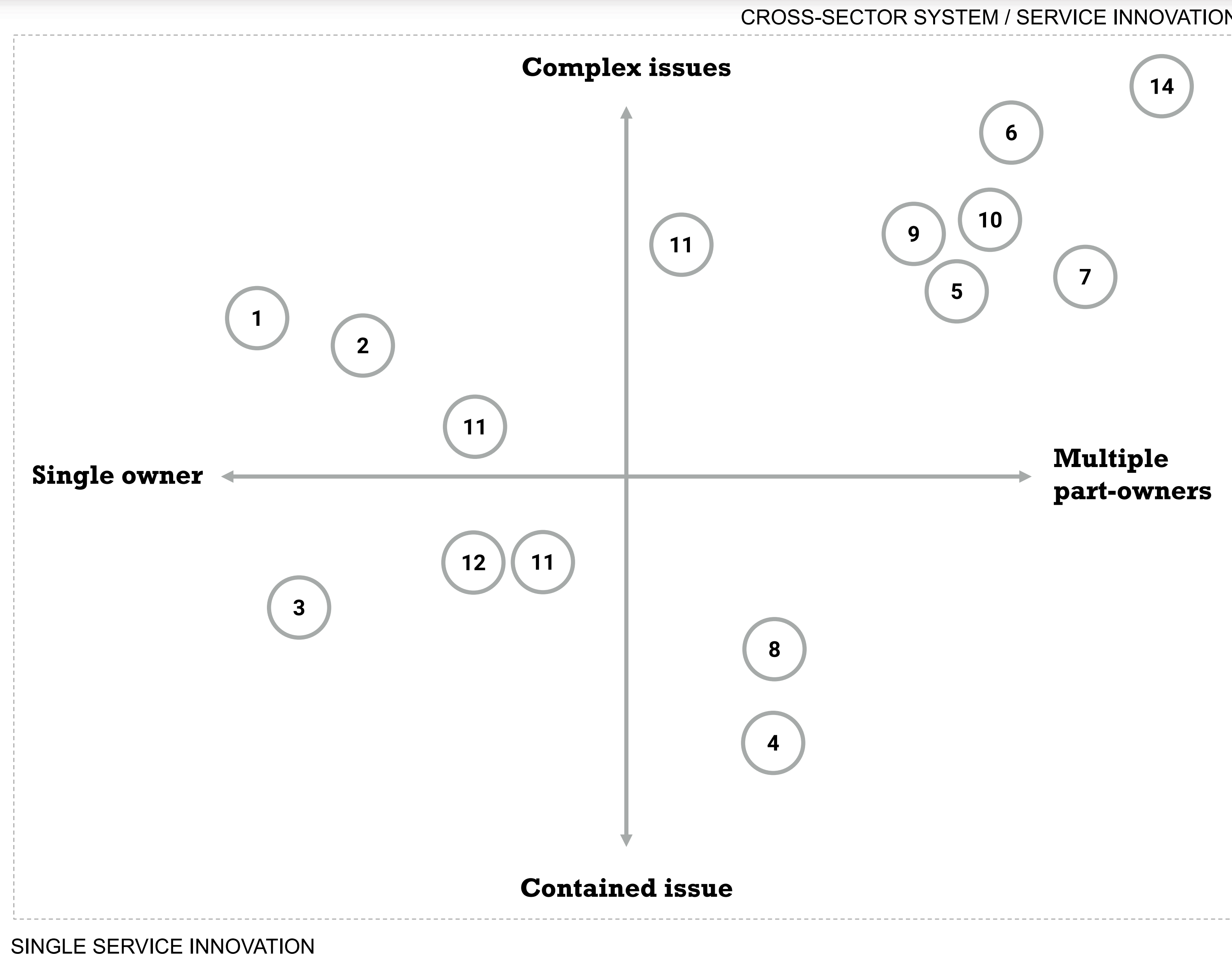
Projects

2016-2017

1. Space efficiency in public bulidings
2. e-Transparency 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



The National Archives

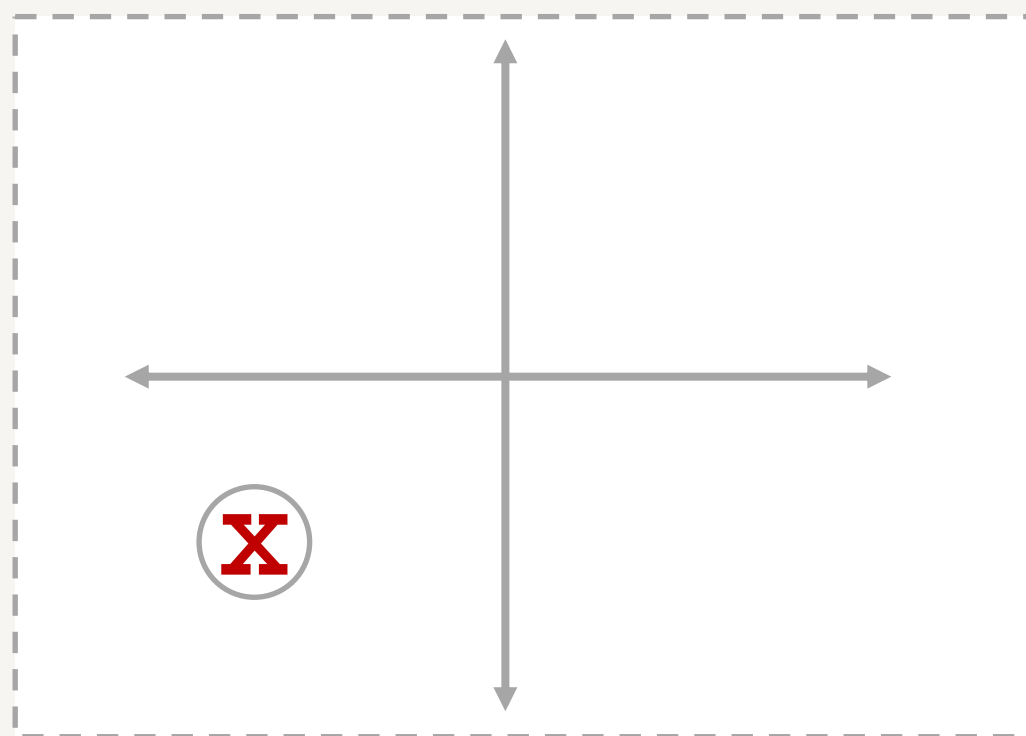
Challenge:
CONTAINED ISSUE
SINGLE OWNER

Before: Wrong assumptions about what to improve



After: Improved what works, became more user-oriented, comprehensive and reduced time.

Time spent: 5 months



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.*

Project

Driving License Terms

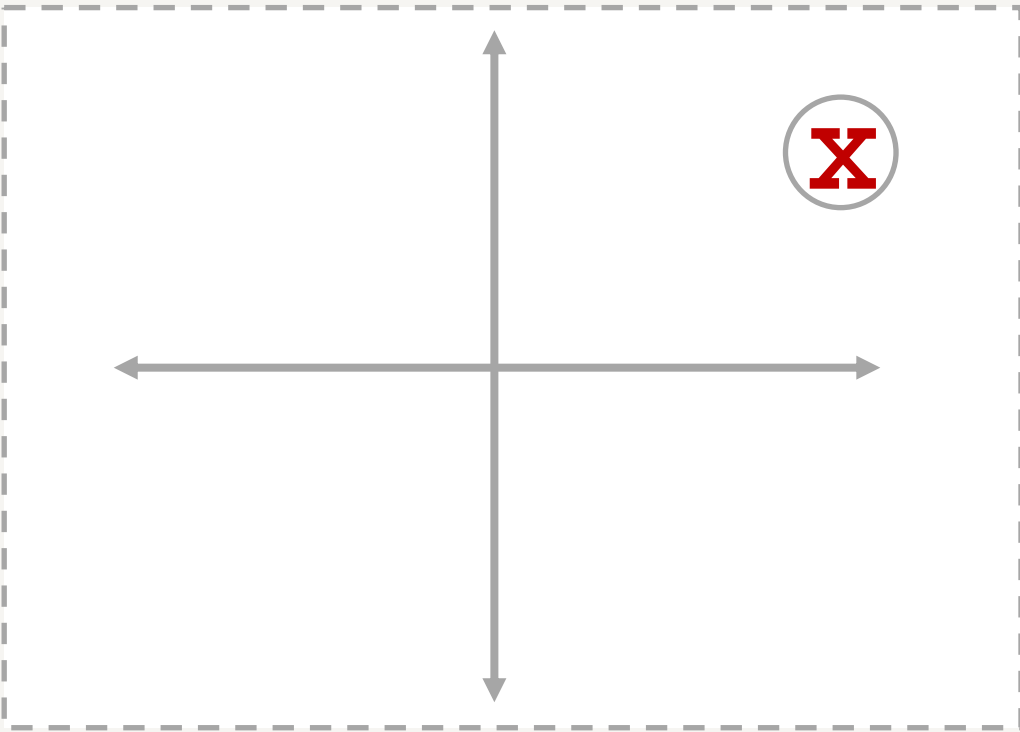
Challenge:
COMPLEX ISSUE
MULTIPLE PART-OWNERS

Before: The problem has been reviewed for more than ten years.

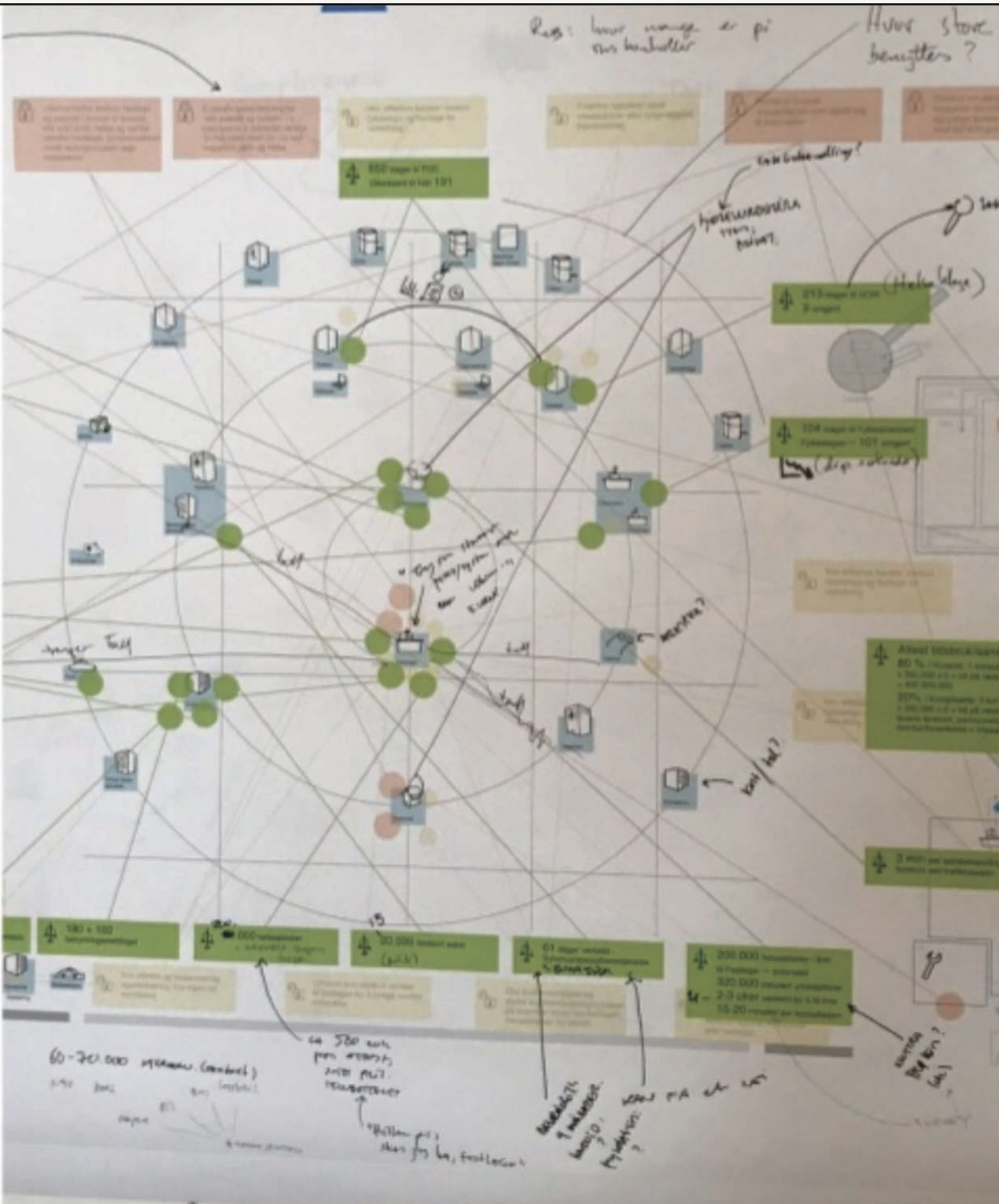


After: Found the flex in a complex system, became a program for cross-sector development. Obtained NOK 16 mill in funding for next stage.

Time spent: 10 months



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

STATS.
BYGG

e-INNSYN

LUFT.
KVALITET

FØREKETT

OFRE
MENNESKE
SYNDELING

ÉN EIER

ARKIV.
TILSYNIMDI
INTRO.
PROGR.

User orientation
vs. multiple
perspectives?

FLERE
DEL-EIERE

Thank you!
Questions? Ideas?
Provocations?

bw@doga.no

