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4885-27



DESIGN THINKING

A Campaign for Policy Design Synthesis

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Design Thinking

A holistic process that identifies and analyzes system level problems and then develops creative, overarching solutions that satisfy human needs and improve lives in an environmentally responsible way.

Historical Reference



Historical Reference



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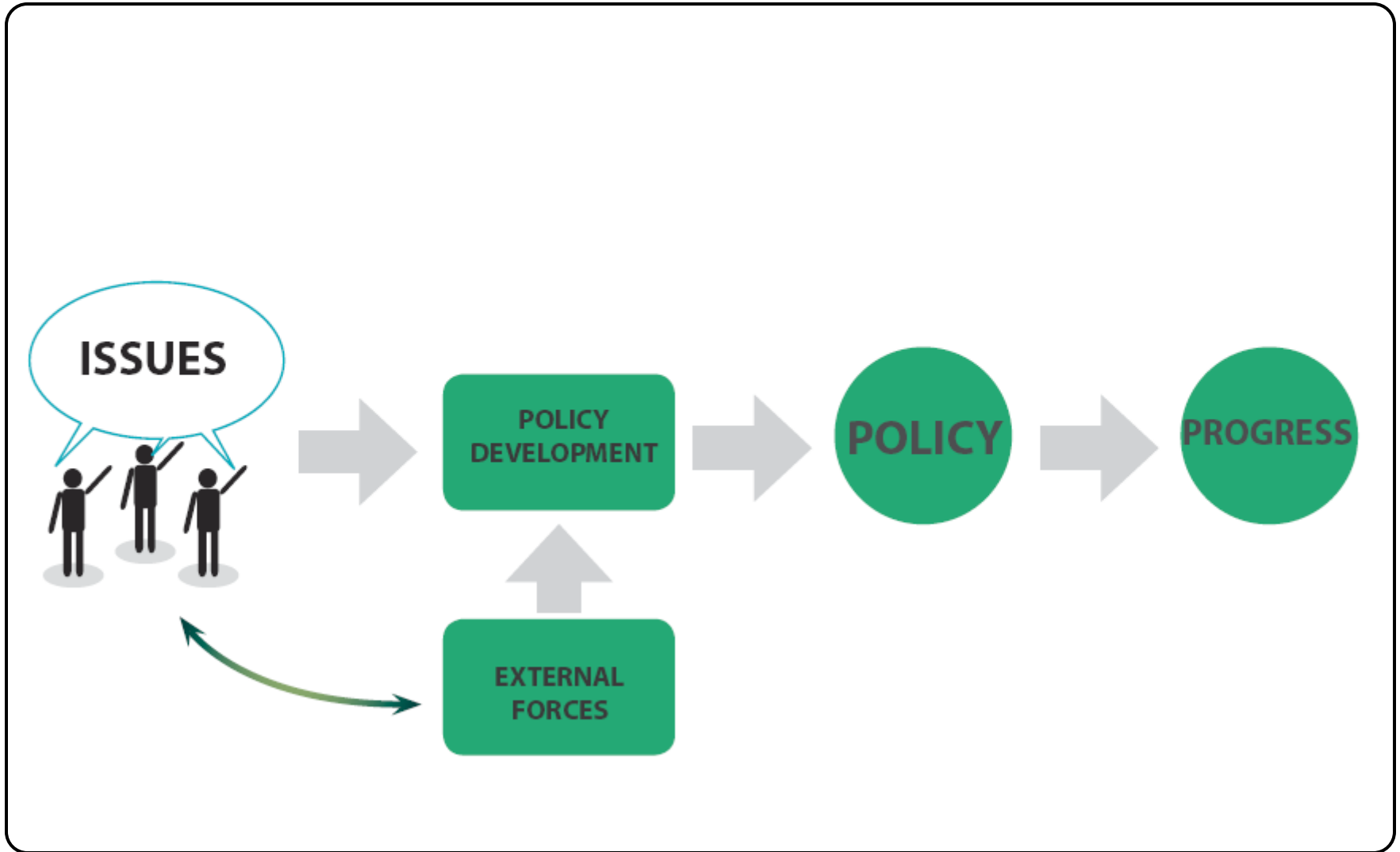




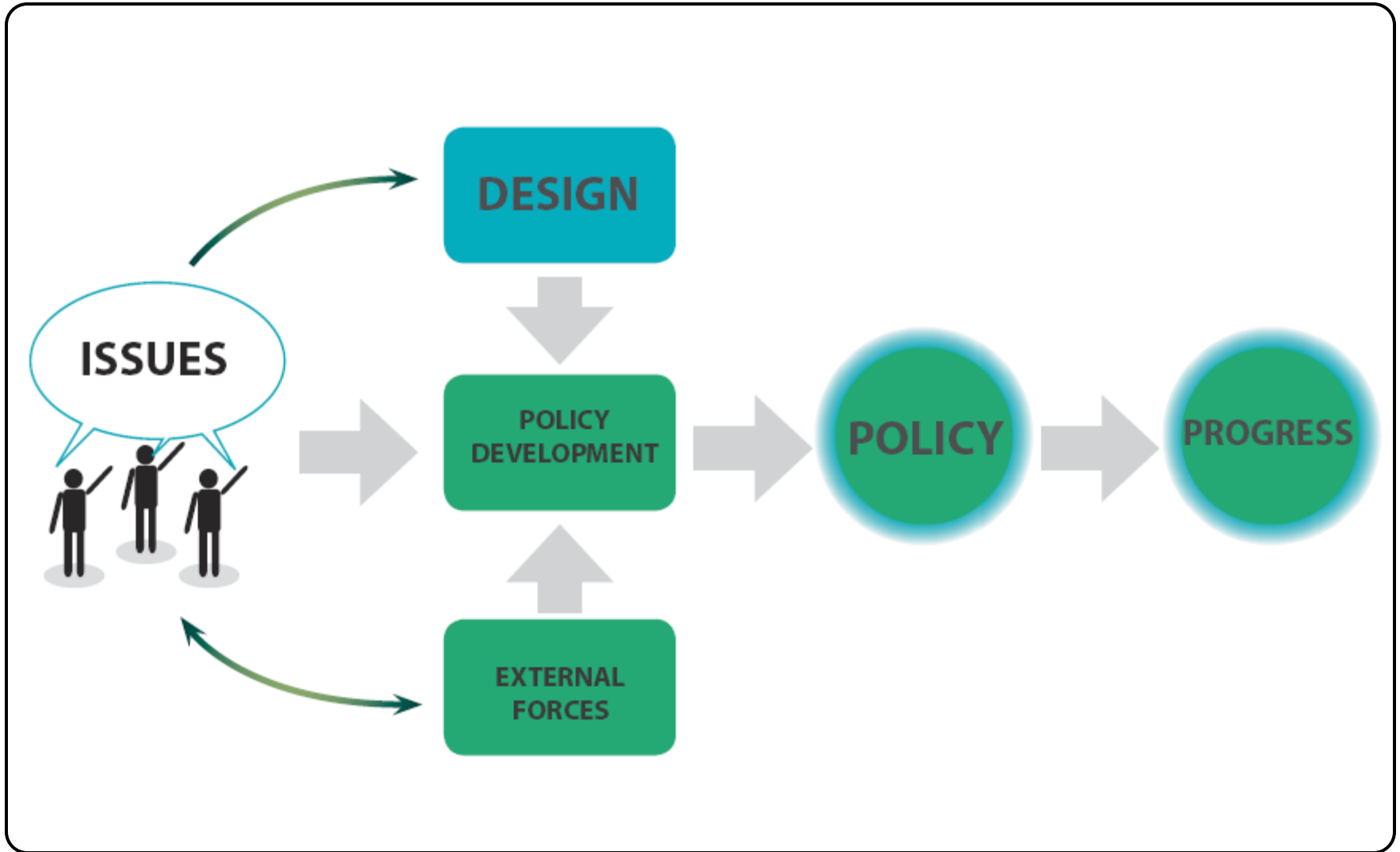
Modern Policy Debate



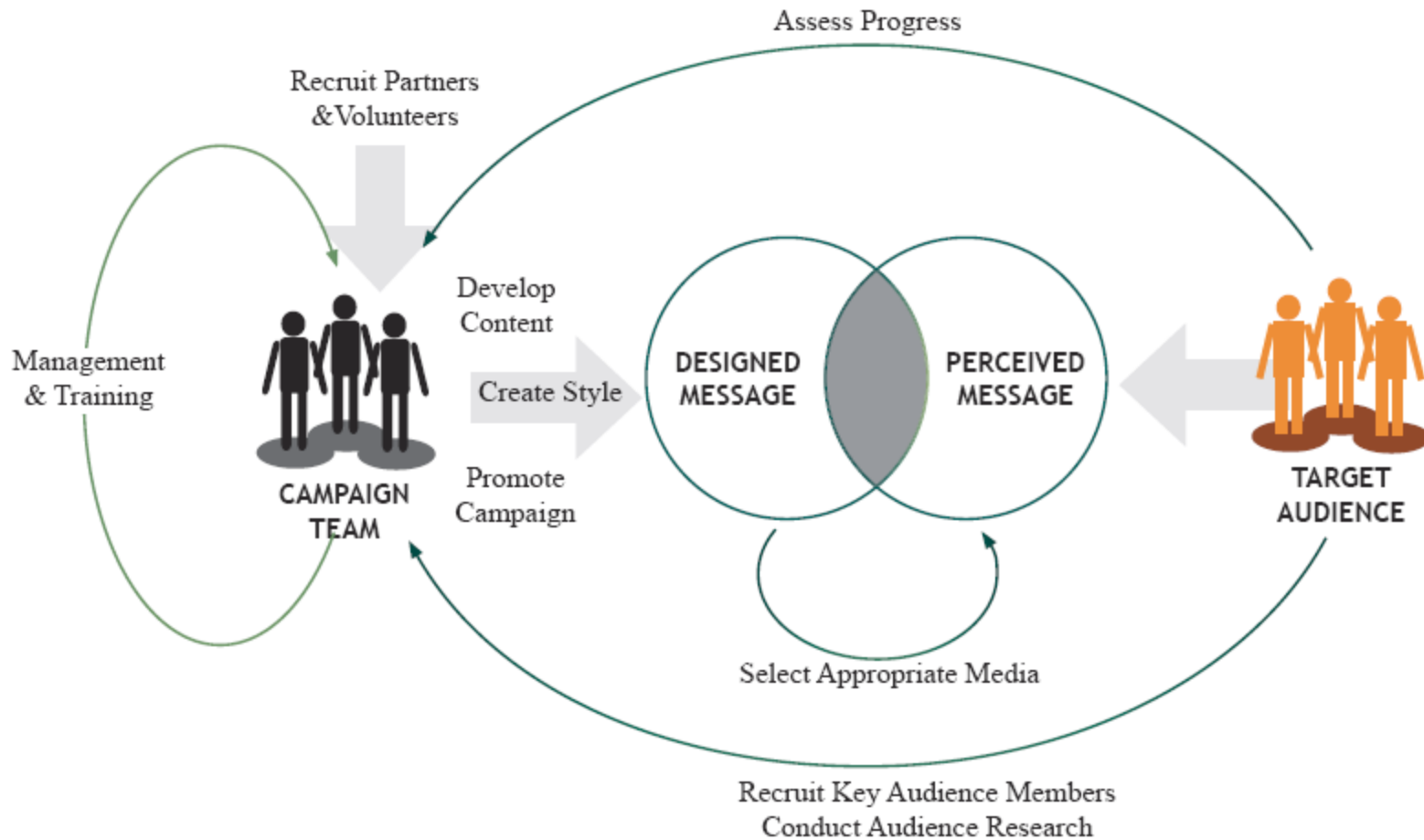
Current Policy Development Process



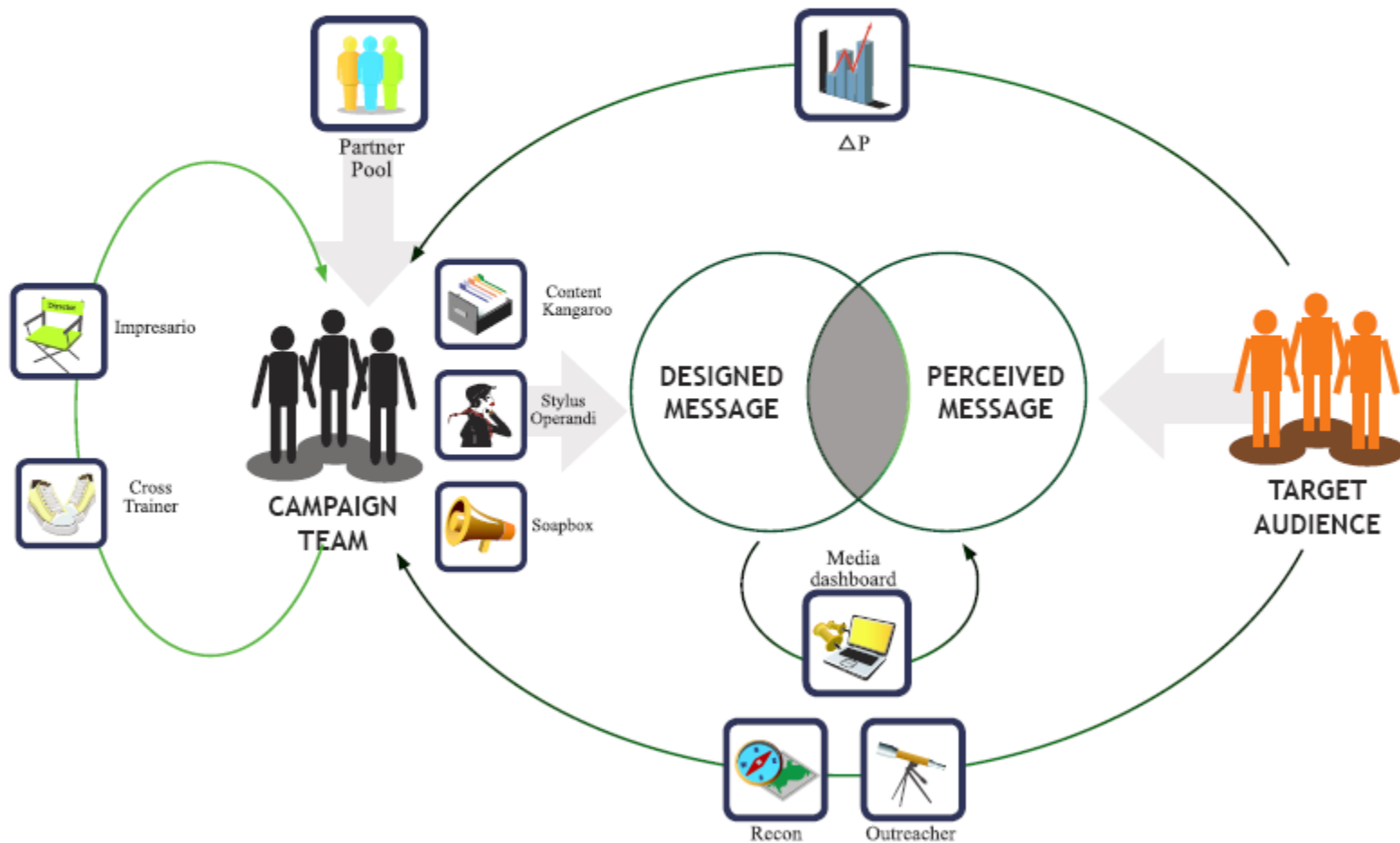
Ideal Policy Development Process



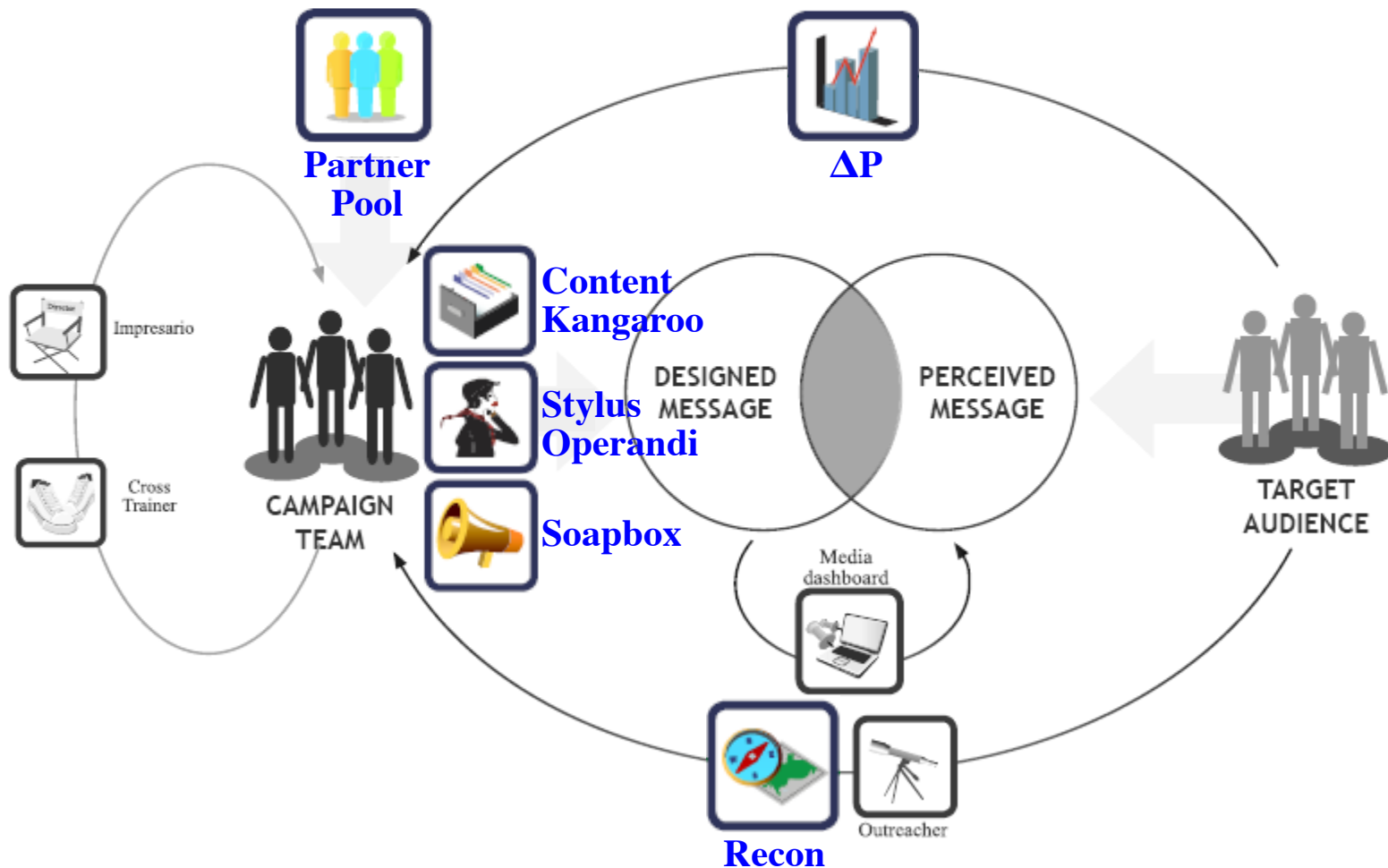
System Overview



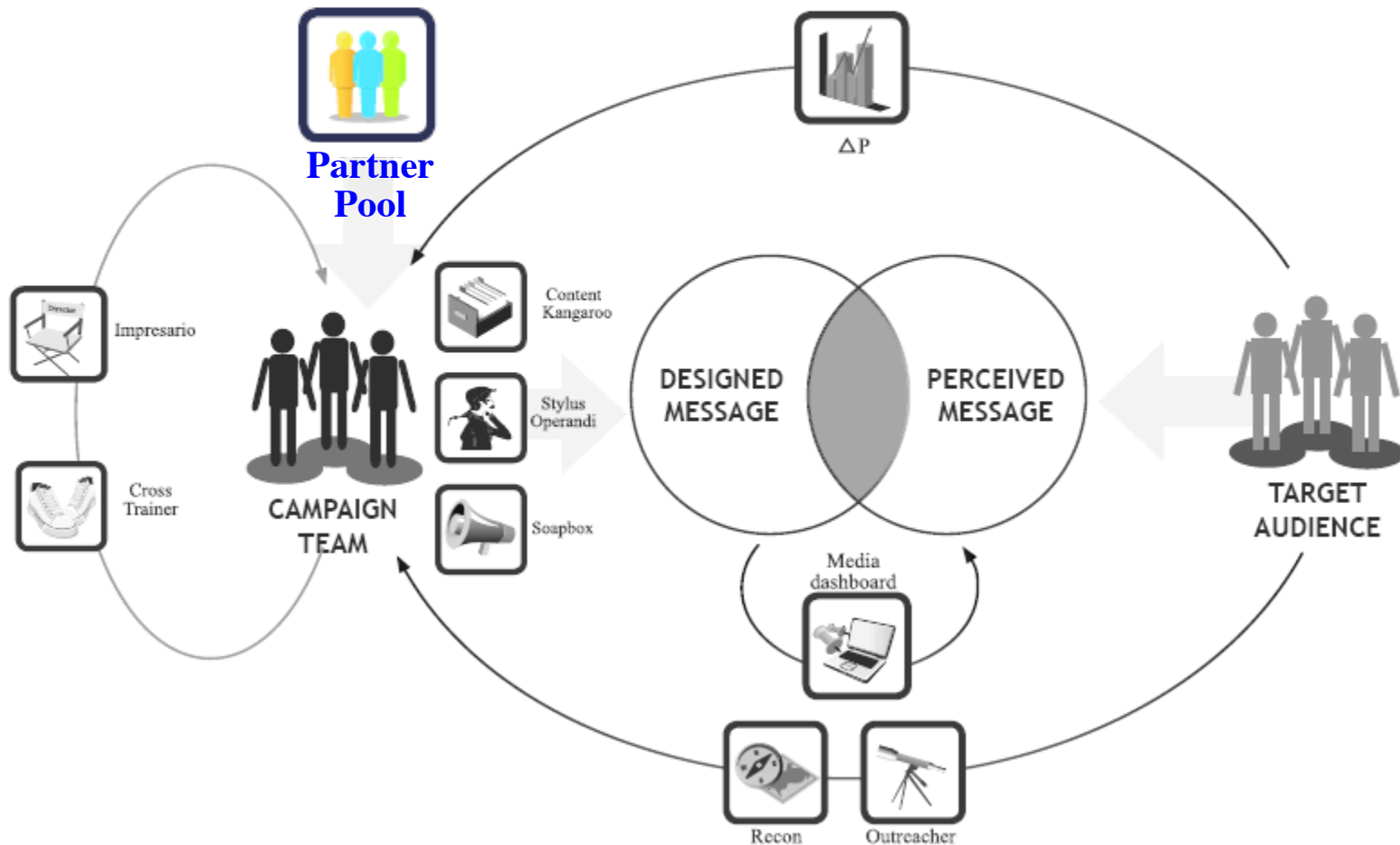
System Elements Overview

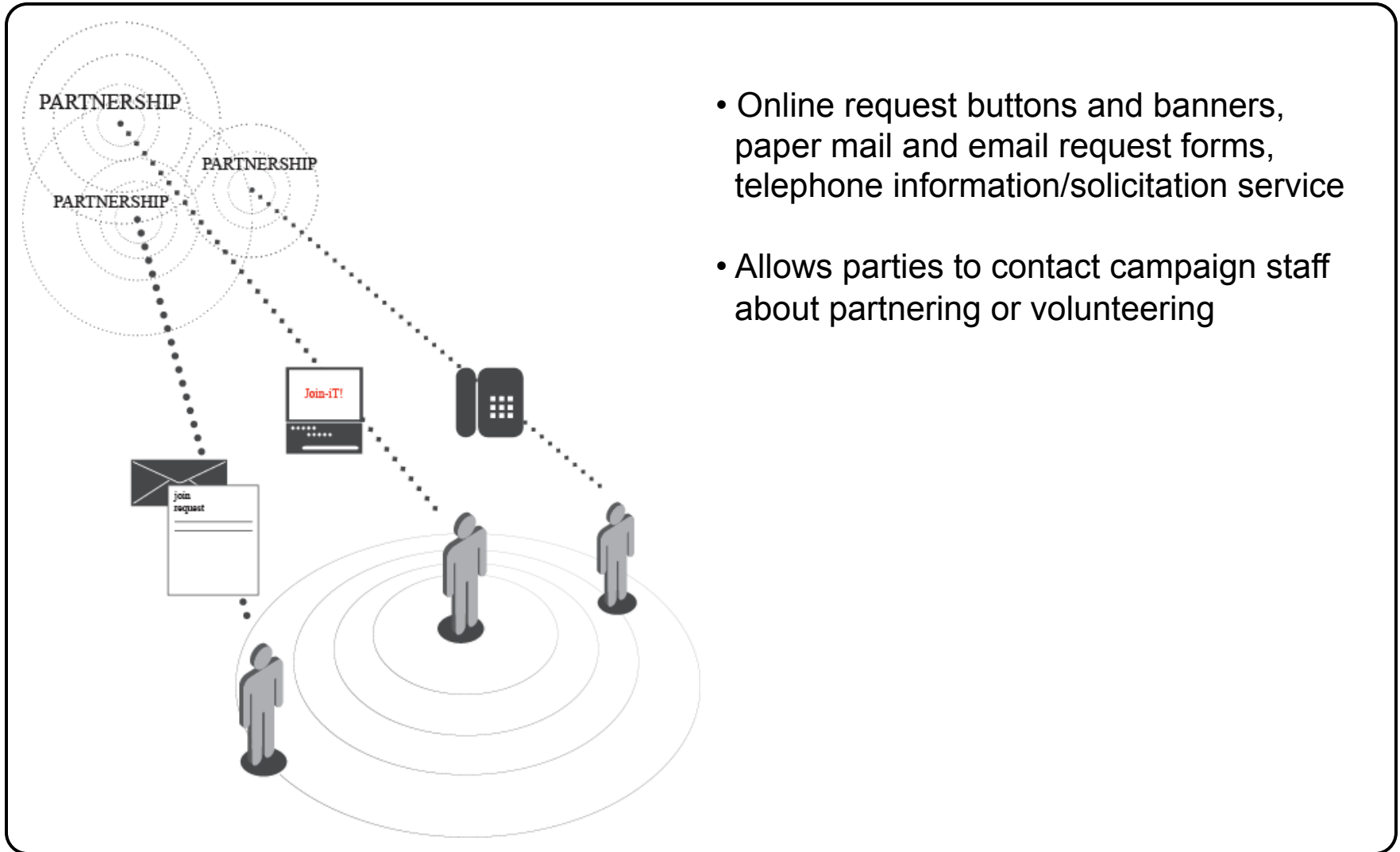


System Elements Overview



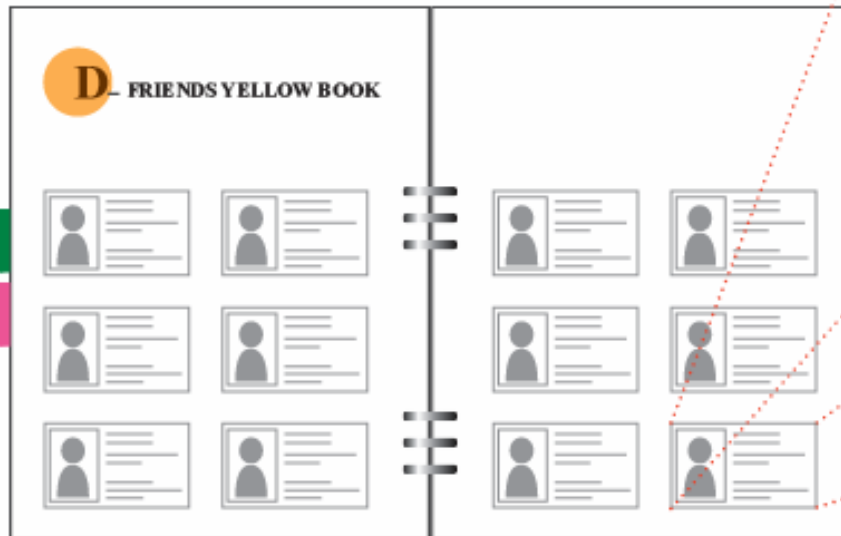
System Elements Overview | Partner Pool





Partner Pool | D-friend Yellow Pages

- A spreadsheet that provides contact details for people, companies, and institutions
- Allows categorization of design friends according to different sorting criteria

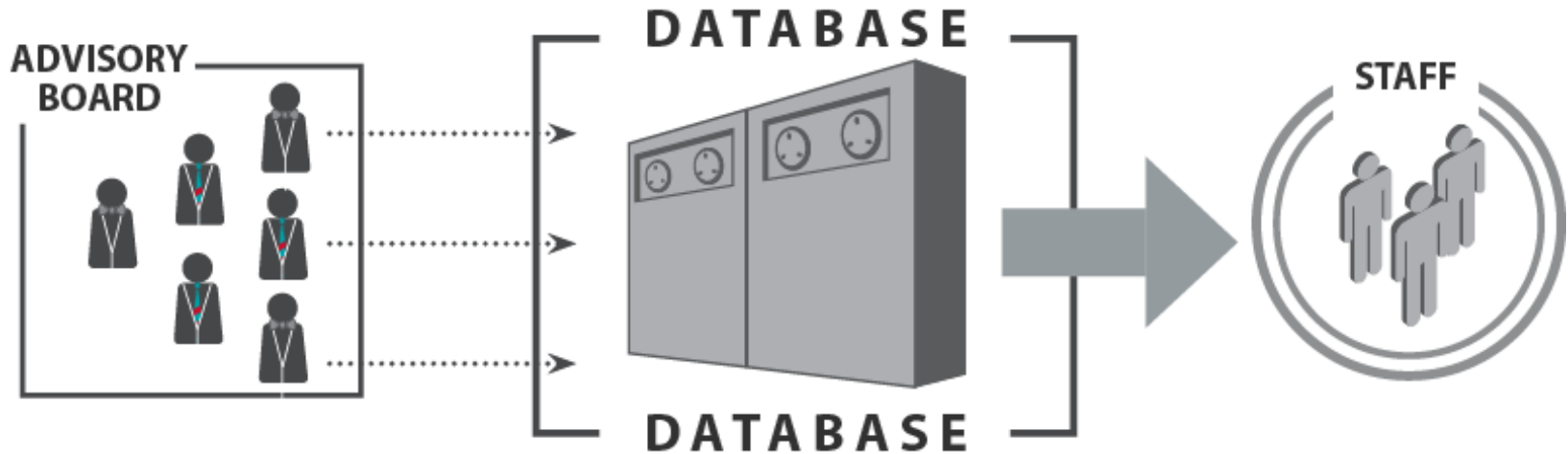


Partner Pool | MediaXpert Alliance

- Strategic partnership with specialized media companies
- Helps identify and select appropriate media channels/technologies

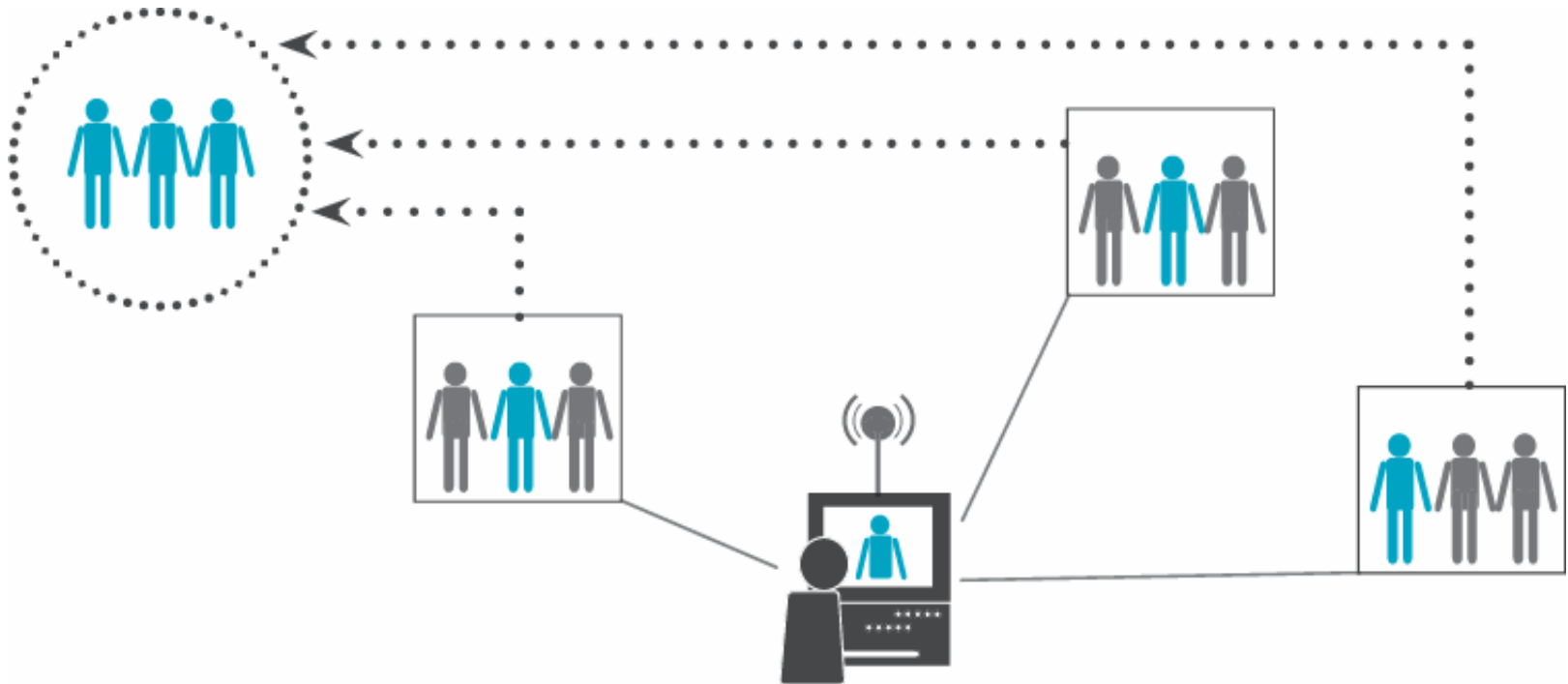


Partner Pool | Advisory Board DB



- Identifies desirable Advisory Board members, their contact details, whether or not they have been contacted, their willingness to participate, and the areas where they would like to provide assistance

Partner Pool | Volunteer Share



- Online grading system that identifies staffers by relevant skill, ability level, and availability
- Facilitates trading of staffers between teams

Partner Pool | Multimedia RecruitID

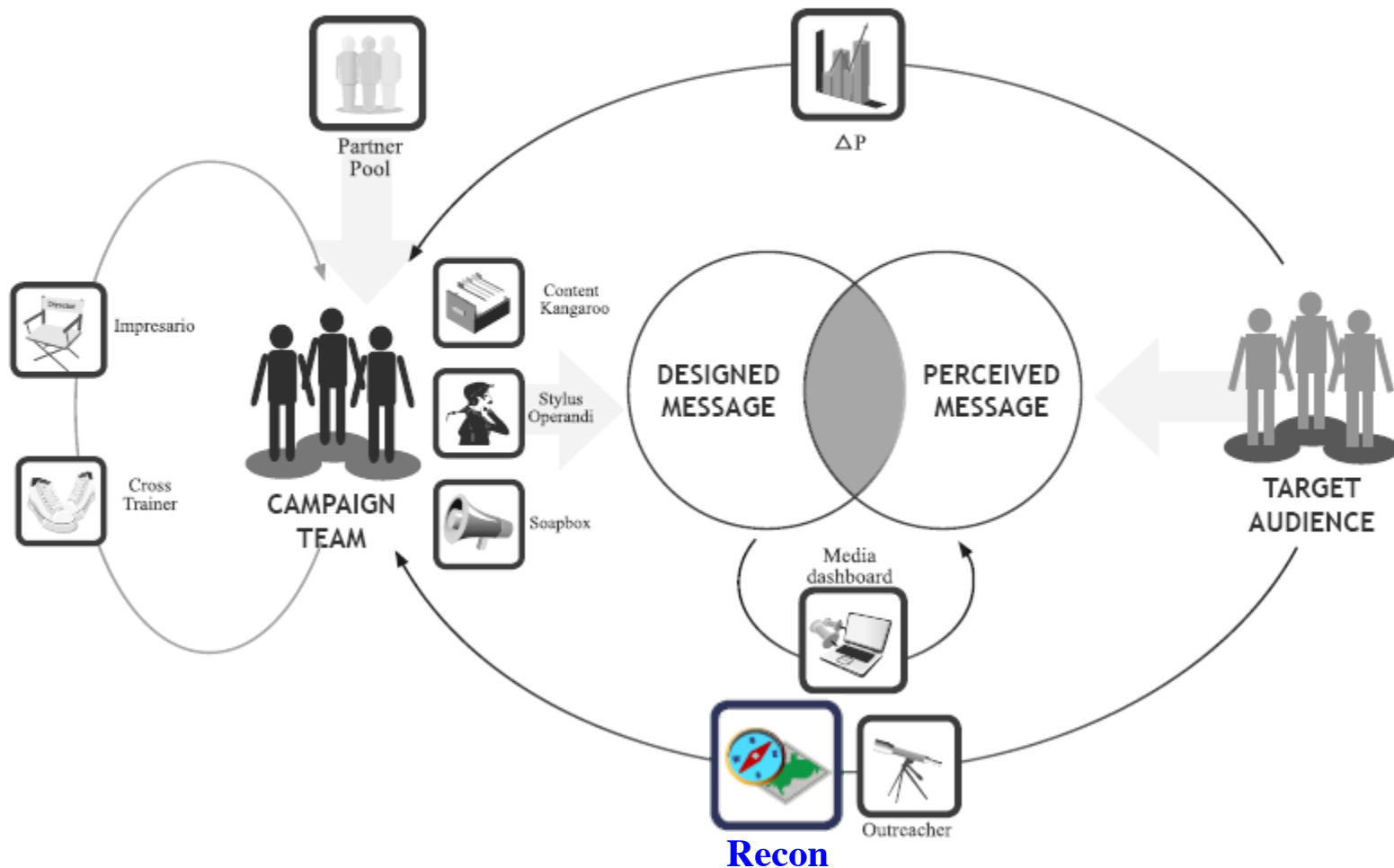
Locates talented volunteers and staff with appropriate skills to fill open campaign staff slots quickly and cost effectively. Highlights include:

- **Contact Database** – contains contact info for potential staff and volunteers as well as retired specialists.
- **Talent Database** – contains skills needed by each team and current team skills
- **Smart Match Database** for submitted resumes, Personal Info Questionnaires, E-Harmony Work results, indicating tentative matches to open positions as well as a “fit” ranking

- **RecruitID Cocktail Party** for meeting potential candidates for more senior level positions

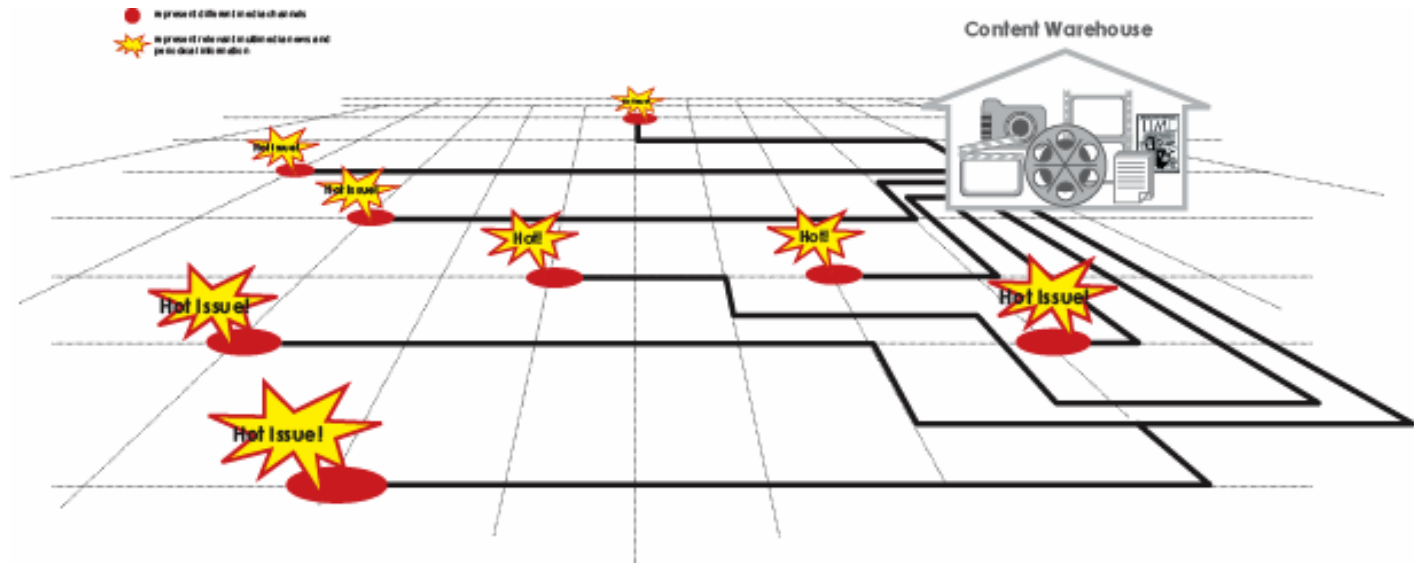


System Elements Overview | Recon



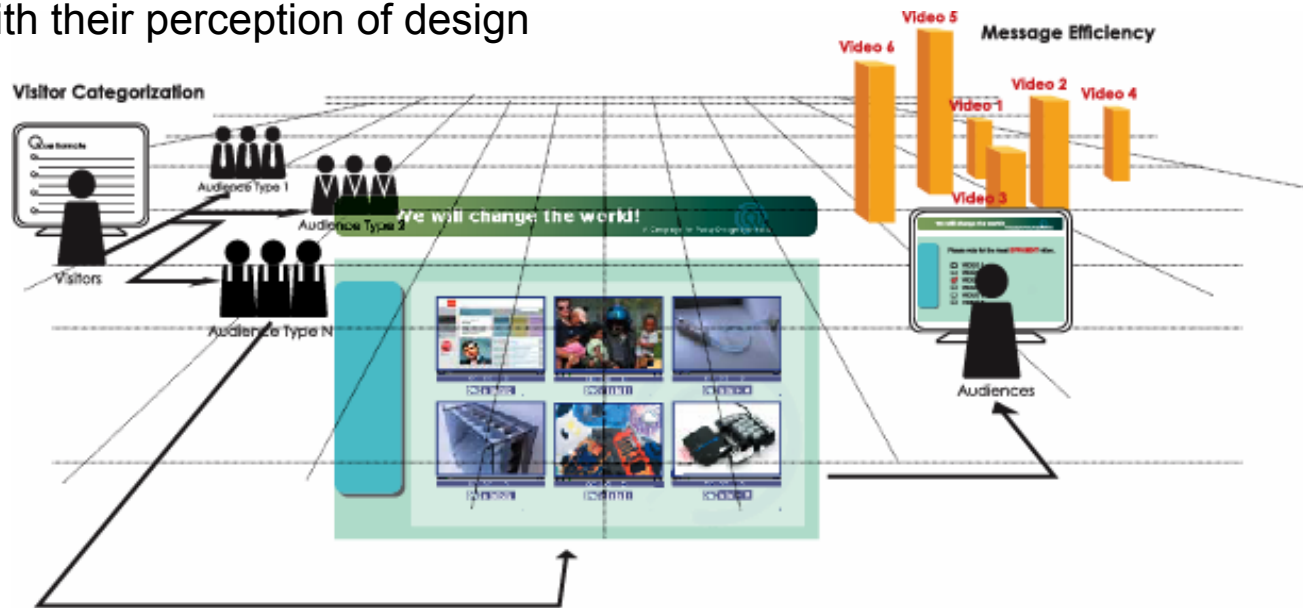
Recon | Current Issue Search

- Identifies “hot” issues relevant to an individual, organization, or nation through an intelligent multimedia keyword search
- Retrieves relevant news and periodical information based on frequency of mentions and keywords
- Populates searchable database in **Content Warehouse** with multimedia results



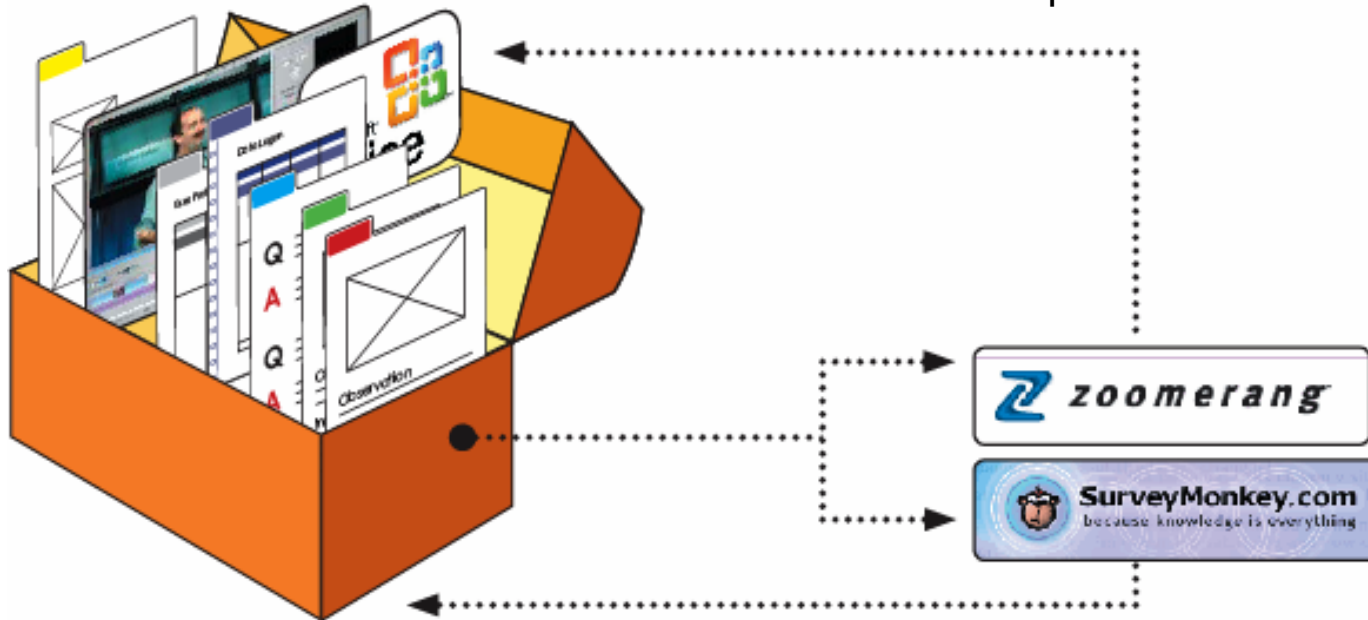
Recon | Choose-Your-Own-Campaign

- Categorizes visitors into an audience type
- Presents visitors with different campaign videos
- Asks visitors to select video most associated with their perception of design
- Measures the effectiveness of the video message after viewing



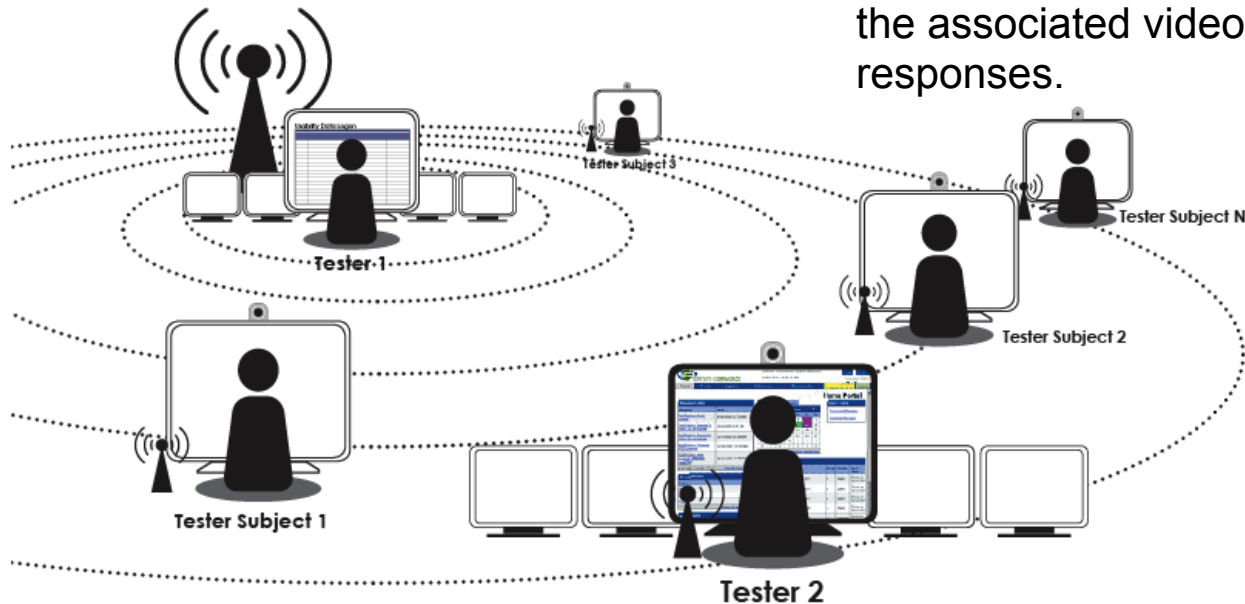
Recon | Research & Analysis Toolbox

- Links to free quantitative/qualitative research tool sites
- Excel for quantitative data and statistics analysis
- Video software and analysis tools
- Templates for all major research documents
- Word for qualitative data

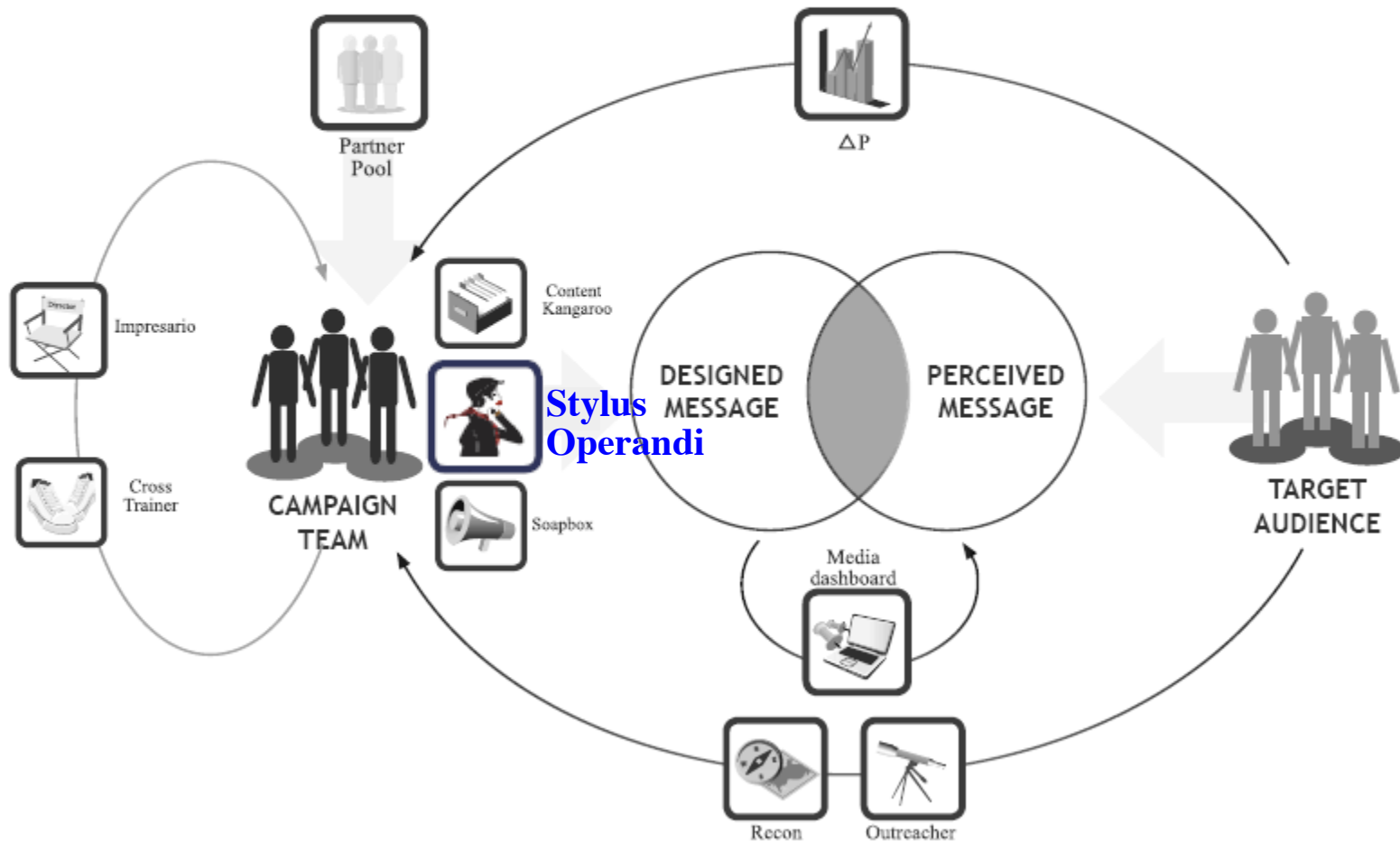


Recon | Remote Usability Testing System

- Automatically annotates collected data, indicating web page changes, mouse clicks, and keystrokes
- Allows viewers to watch remote usability testing live, over a network, and add notes
- Allows searching of test data to look for error messages or text while reviewing the associated video to determine user responses.



System Elements Overview | Stylus Operandi



Stylus Operandi | Communication Design Group

- A compact and dedicated team with solid mastery of style guidelines
- Produces for the campaign a variety of communications materials including webpages, brochures, and banner ads



Stylus Operandi | Style Guide



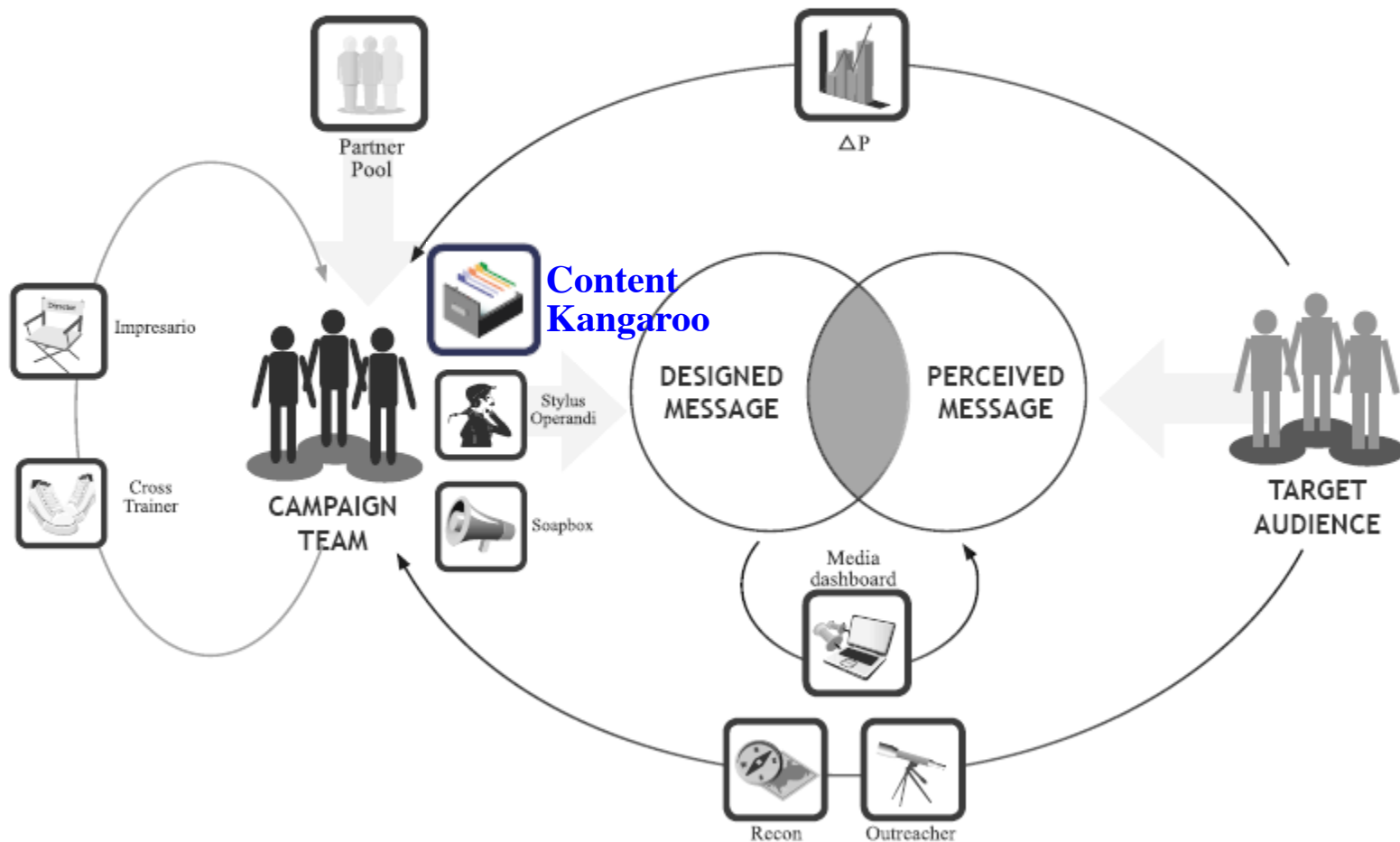
- An internal manual dictating the design language of the campaign through guidelines
- A set of standard communications templates
- Aligns disparate teams with the campaign vision

Stylus Operandi | **Style Assurance**



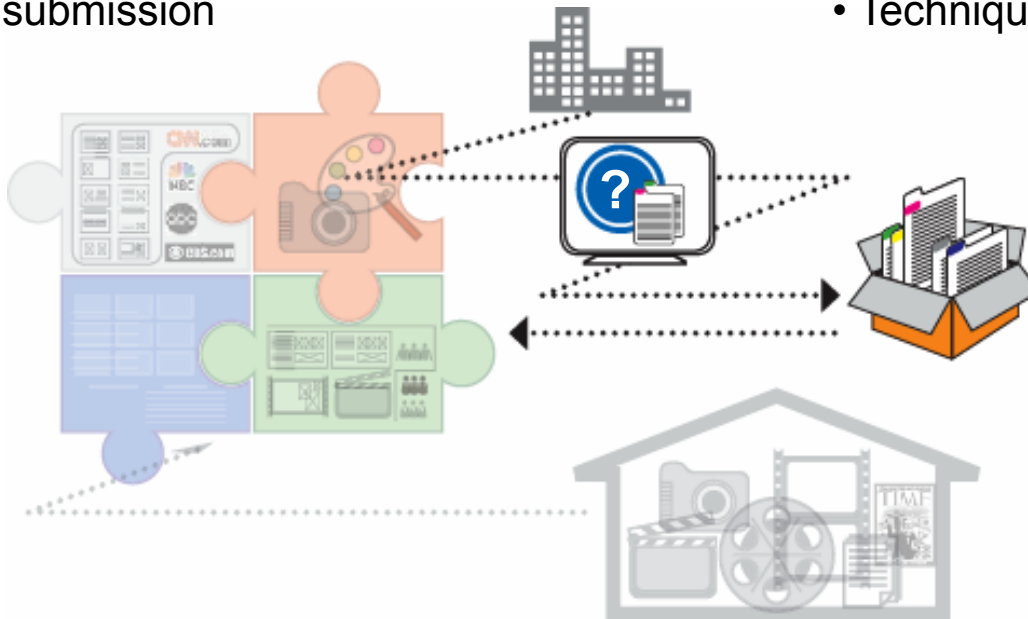
- Web-based assessment tool to examine campaigners' knowledge of the Style Guide
- Builds campaigners' comprehension of the style guidelines through progressive online training

System Elements Overview | Content Kangaroo



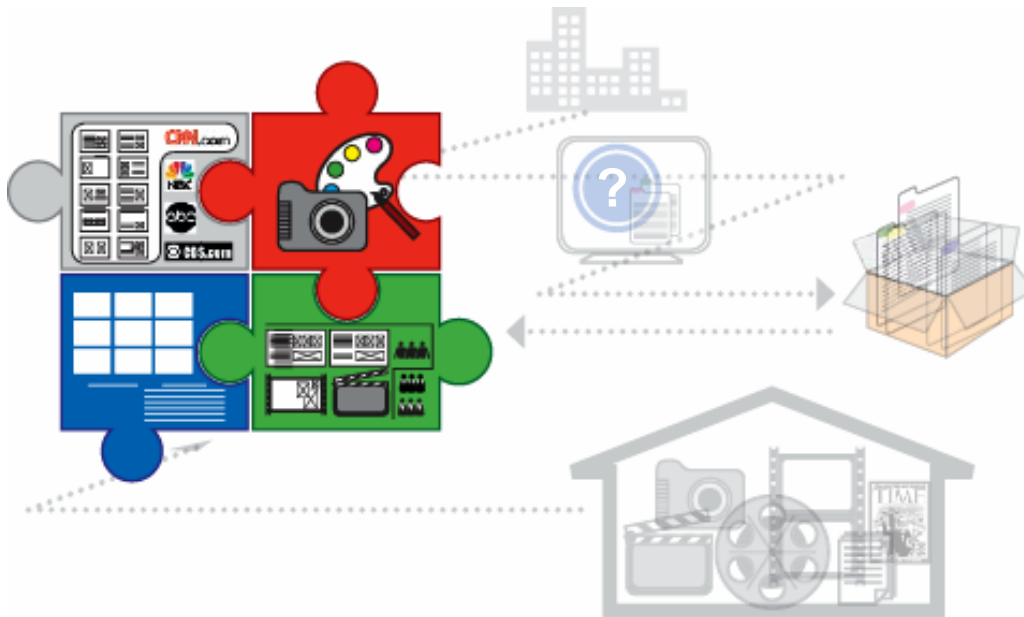
Content Kangaroo | Content Creator

- StoryBoard Quick software
- SureAids which uses “actors” and digital stills to create quick storyboards
- Web-based application for case study submission
- Style templates library for various media types
- Drop-and-drop document creation software
- Techniques for focused brainstorming



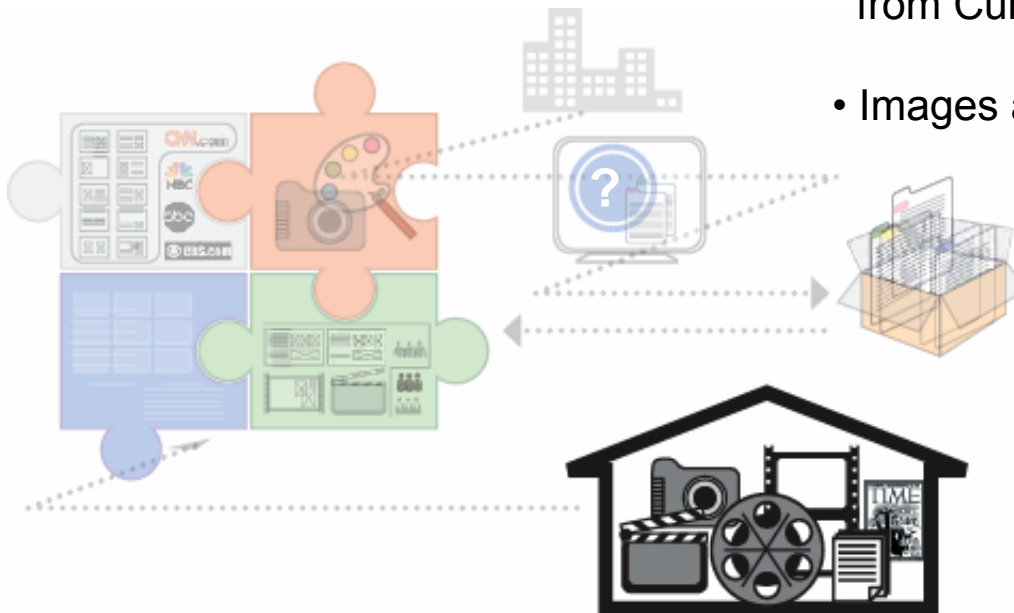
Content Kangaroo | PlugNPlay

- Architecture which relies on object-oriented code to enable plugging relevant content modules into a skeletal template
- Imports content from Content Creator
- Leverages skeleton templates for web content and animations to encourage compatibility and consistency
- Utilizes common integration connectors to simplify integration process

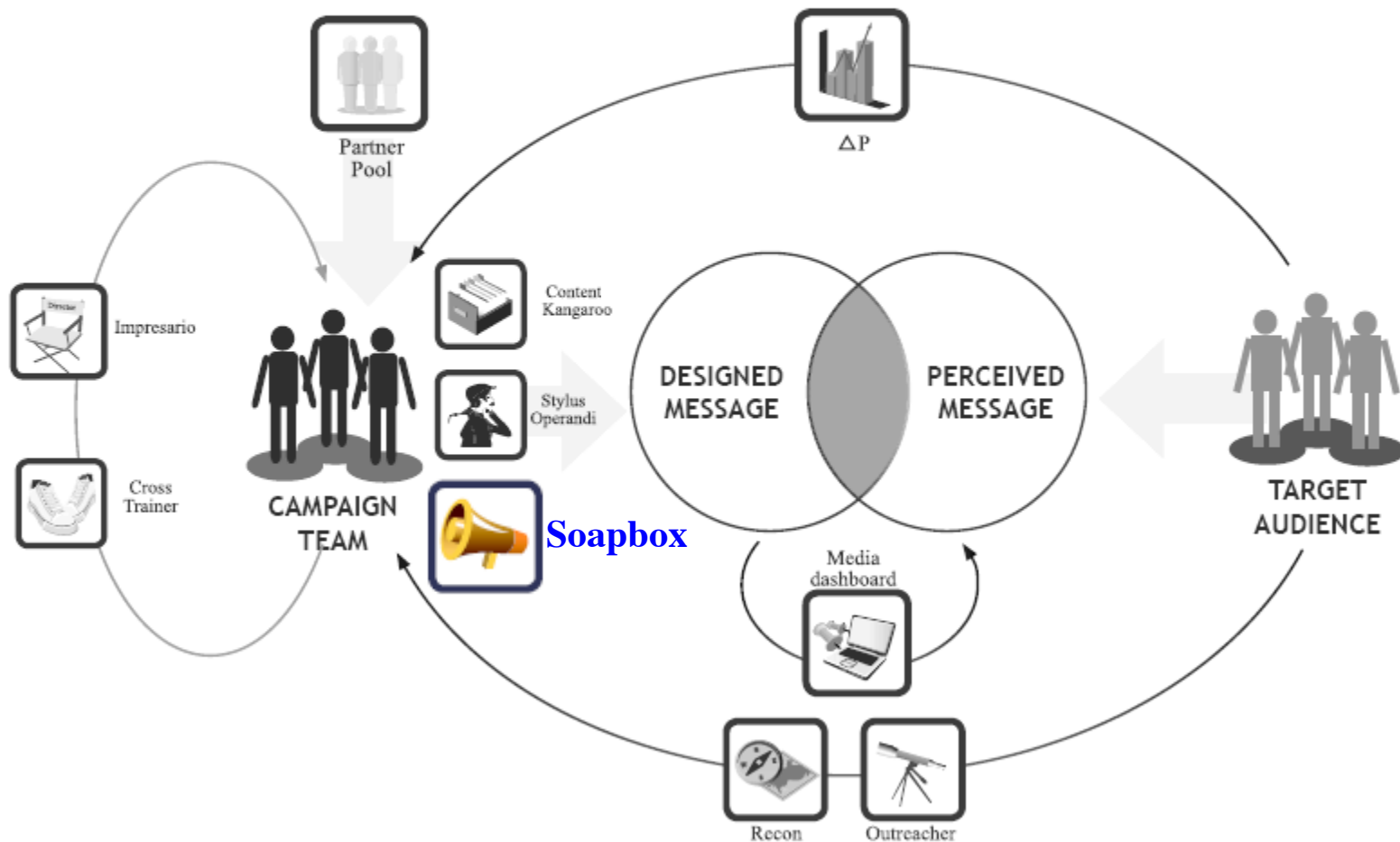


Properties Content Kangaroo | Content Warehouse

- Database that contains research and analysis data
- Repository of presentations, presentation modules, press releases, and white papers
- Articles of Design Thinking and policy
- Search capabilities for message generation
- Imports relevant audience information from CurrentIssue Search
- Images and examples of Design Thinking



System Elements Overview | Soapbox



Soapbox | Design Policy Synthesis Conference

- Conference that showcases the possibilities of design policy synthesis through lectures, workshops, and social events with influential Design Thinkers and policy makers
- Workshops to teach and demonstrate tools and frameworks

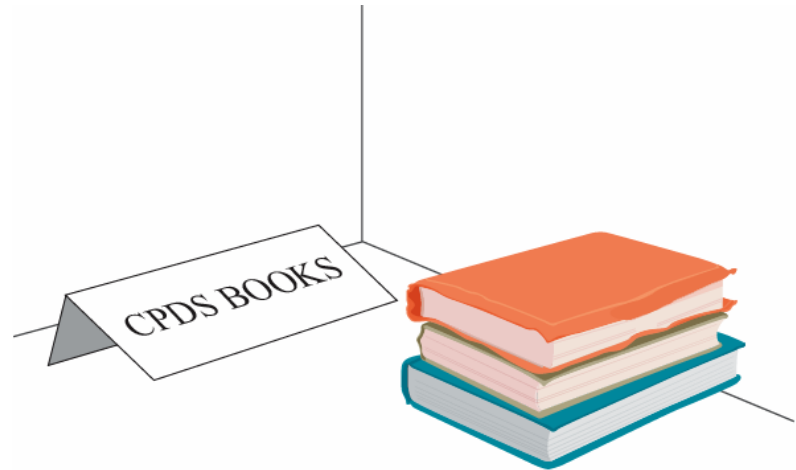


- Plan to send knowledgeable staff/ partners on lecture tours to present the need for policy design synthesis
- Would target educational institutions, corporations and non-profits



Soapbox | Design Policy Synthesis Book

- Plan to write, edit and publish book on design policy synthesis
- Defines policy Design Thinking and its relevance for today's problems
- Promotional instrument of the campaign to disseminate its vision, goals and philosophy
- Database that contains relevant articles, sources, images and examples for writing a design policy synthesis book
- Plan to determine cost to publish book and the distribution channels that will be required to get the book to the target audience



Soapbox | Design Policy Synthesis Workshop

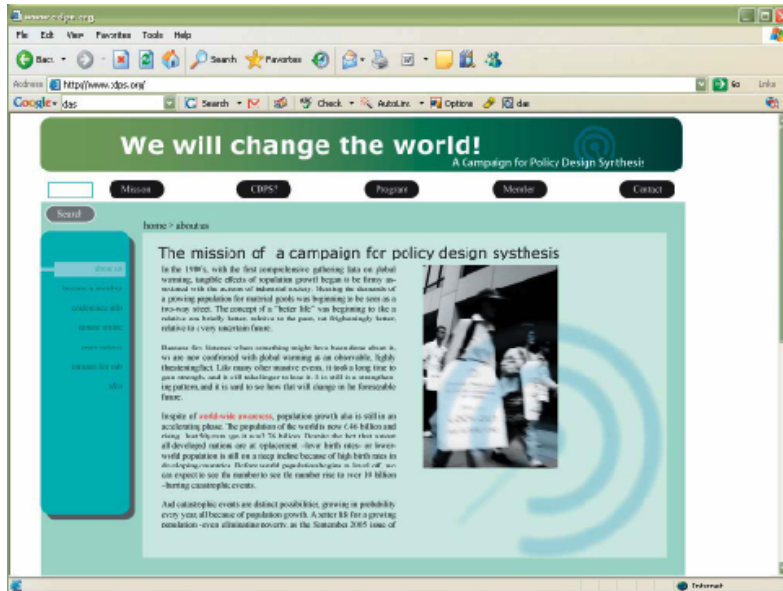
- 2-3 day course taught at conferences or independently with designers and policy makers as participants
- Set of tools, frameworks and insights designed to educate prime participants on design policy development
- Set of activities to demonstrate design policy thinking



Soapbox | Success Story Sheet

- Single page case study detailing successful use of design policy thinking by a nation or company
- Appearing in relevant national and international publications to promote design thinking

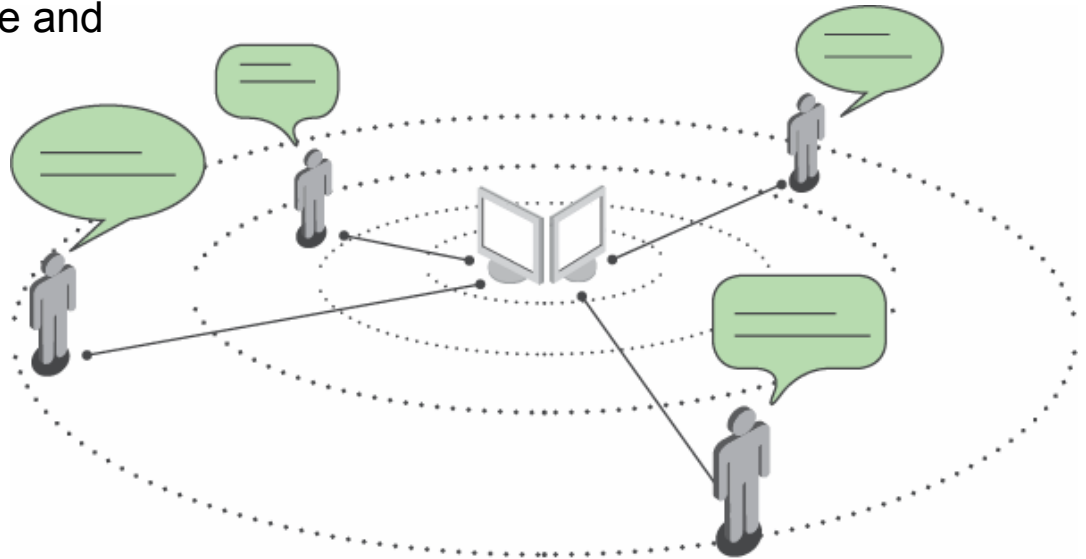


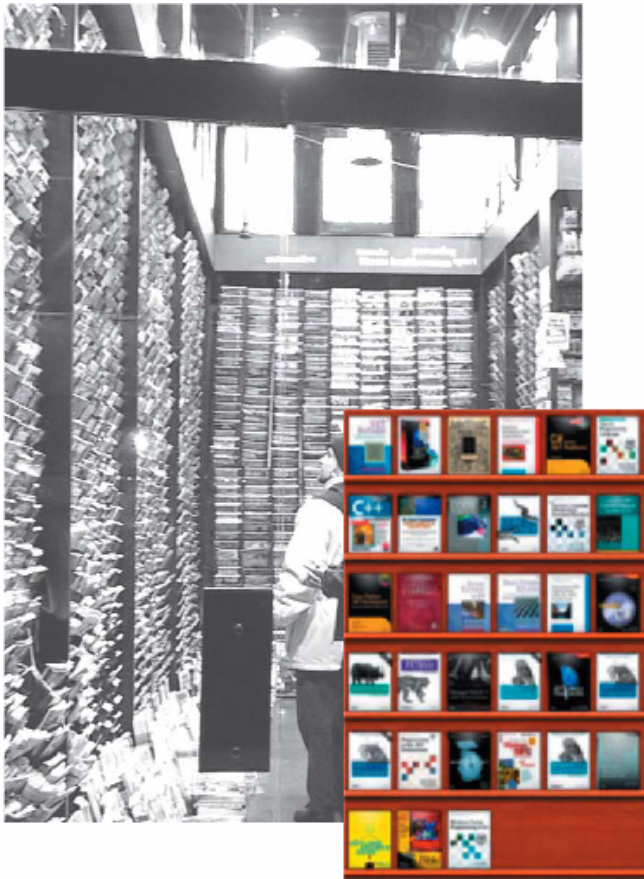


- Promotes campaign mission, vision and philosophy
- Provides contact and recruiting information
- Increases campaign legitimacy

Soapbox | Forums for Discussion

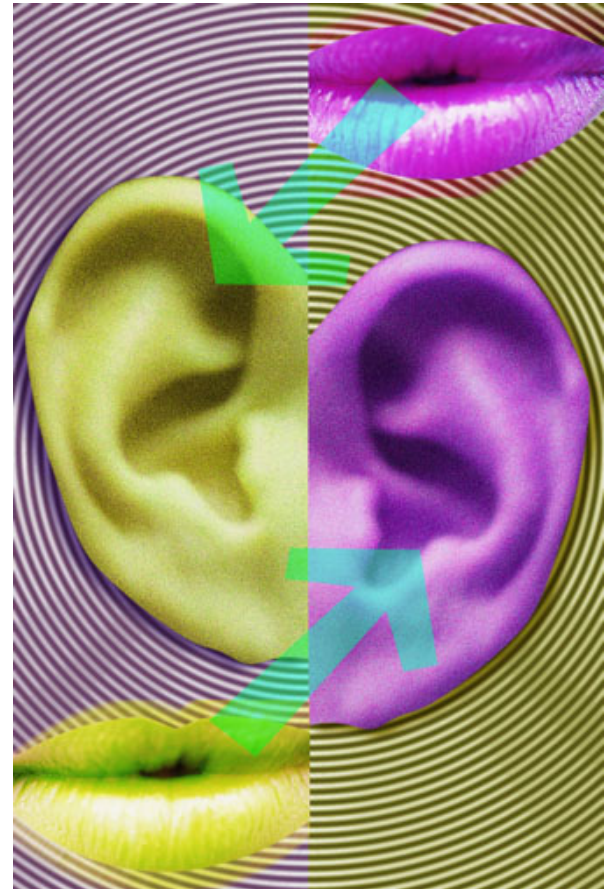
- Allows for the exchange of communications and information between campaign and target audiences
- Utilizes new media technology such as podcasting, streaming video, and blogs to spread campaign message and educate audience
- Utilizes innovating tools such as virtual teleconferencing



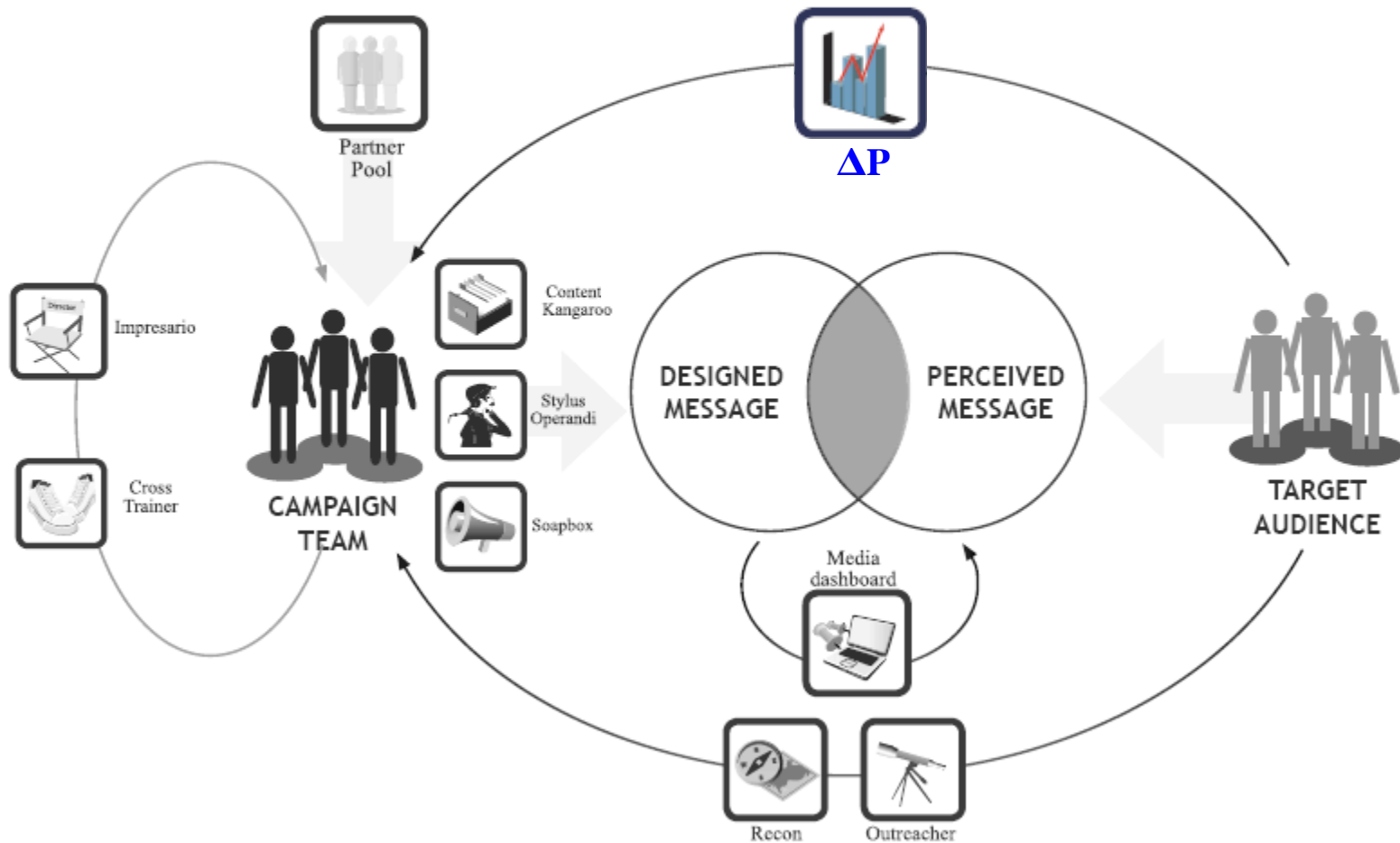


- Initiative to write articles and papers on policy Design Thinking to be published in distinguished publications
- Increases campaign legitimacy and recognition
- Alters target audiences' perceptions toward policy Design Thinking
- Improves understanding of how policy design synthesis can solve problems

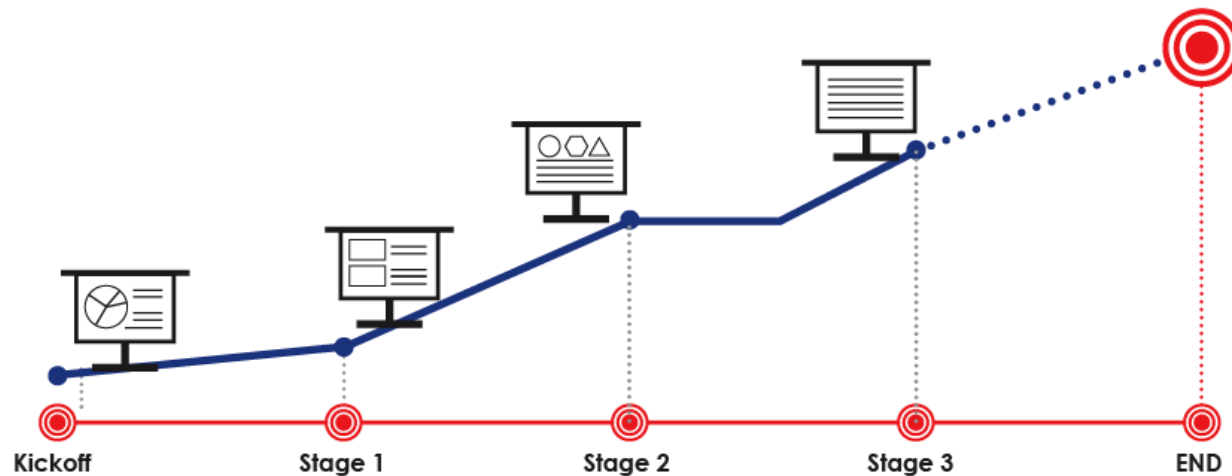
- Creates buzz and interest through excellent, unique or whimsical use of media channels
- Endorses good design and demonstrates the power of Design Thinking



System Elements Overview | ΔP



- Presentation to management on status of the campaign
- Includes resources available and projected resources
- Provides updated time schedule
- Includes current staff, skills, morale and compensation
- Considers mistakes and successes of campaign
- Reflects on progress made by campaign



Innovation Progress Newsletter



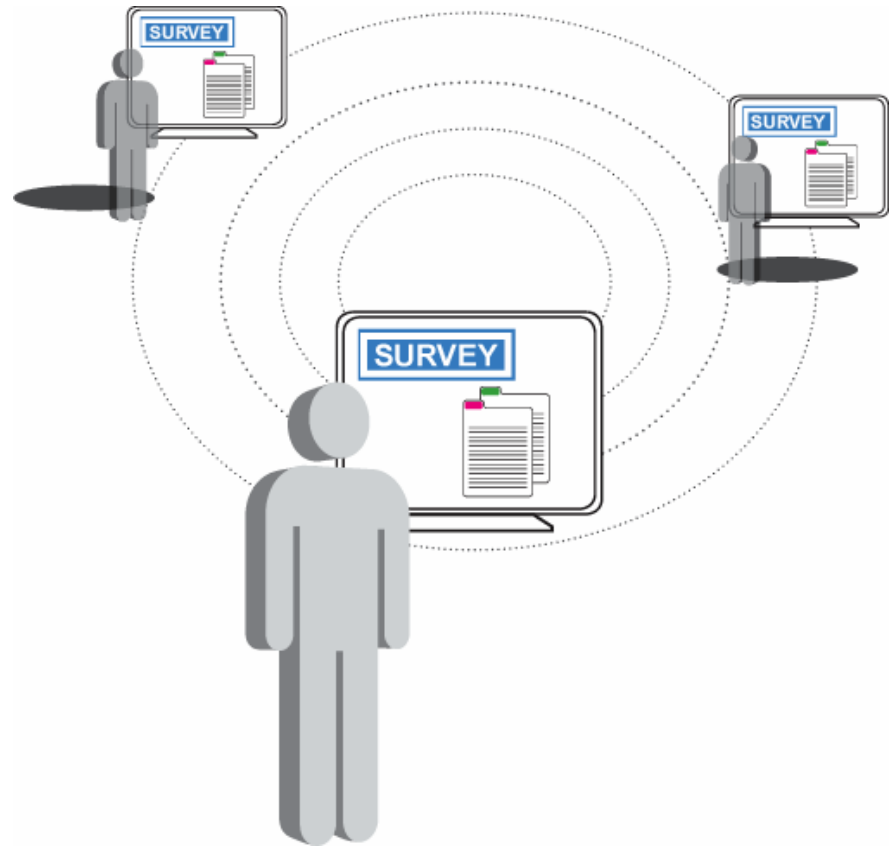
- Monthly newsletter which provides updates on campaign progress including news, opinions and analysis
- Keeps interested parties engaged in the campaign
- Provides educational information to increases knowledge about new developments in the policy and design fields.

| Status Checking Bulletin Board

- Electronic bulletin board for tracking progress of campaign
- Provides news, opinions and analysis on the campaign
- Updates what has been accomplished and what did get accomplished



- On-line survey which measure impact of campaign on audience members



Δ P | Change-In-Action-Database

- Database used to document policy, cultural, or societal shifts occurring as a result of campaign.
- Allows interested parties easy access to data on campaign progress



| Campaign Documentary

- Documentary film about campaign
- Illustrates campaign success and failures.
- Provides promotional content to further feedback into campaign



| Change Agent Monitor

- Volunteers recruited from various industries tasked to monitor and report policy, cultural, or societal changes resulting from campaign

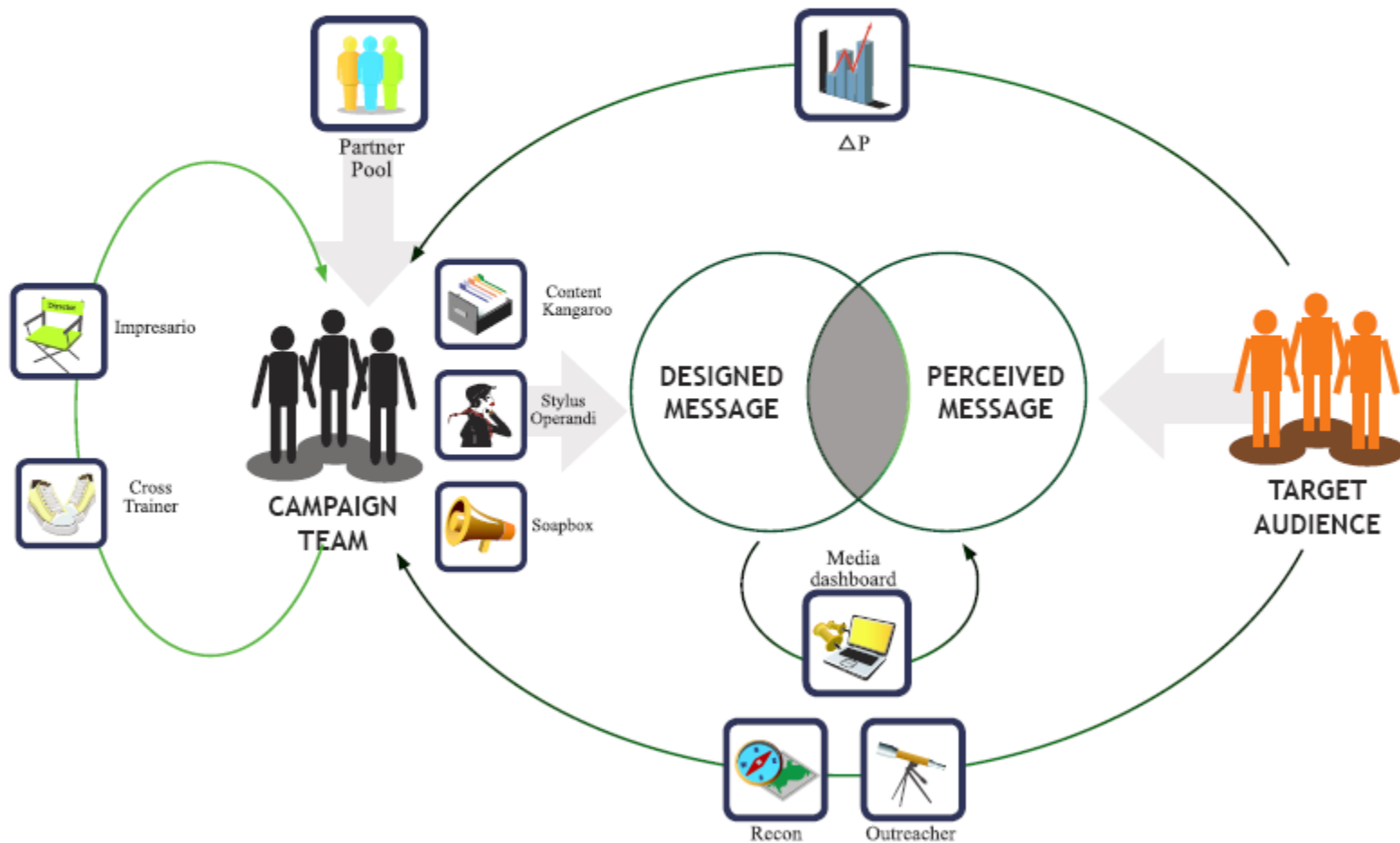


| Campaign Transitioning Workshop



- Turnover training session which provides tools, frameworks, and information from the campaign for the maintenance team

System Elements Overview



A Global Decision



A Cause for Hope



