

Iterate

INSTRUCTION BOOKLET

Overlap
Associates_



Iterate Instructions

Iteration—repeating a process so you can continually learn and improve—is a central principle of design. This kit will help you reflect on the whole process, focusing on what you’ve learned and how you can use these resources moving forward (with a few additional resources to round-out your collection.) It also provides suggestions for what’s next—now that you’ve been through the process once and learned the basics, you can customize how you use the toolkit to better suit your organization.

BY THE END OF THIS KIT, EACH TEAM MEMBER WILL:

Understand how all the pieces of the design process fit together and when these tools and resources might be helpful in the future.

STRETCH GOAL:

The group continues to develop their solution using the Aging By Design design principles.

Number of players: 3 – 8

Time: 2 hours

Materials:

- Design Process Poster (found in bottom of the toolkit box)
- Design Principles Deck
- Essential Ideation Skills Booklet
- Reading List

Steps

1) Display the Design Process poster.

As a group, decide on a place to display the poster so everyone in the group—and potentially the organization more broadly—can see it. Think of this poster as your legend for navigating complex challenges using tools and techniques you’ve used throughout this toolkit.

2) Familiarize yourself with the additional materials in this kit.

You’ll find tips for moving forward with your prototypes, alternative ways to use the toolkit and more resources to learn about human-centred design.

3) **OPTIONAL:** Iterate on your prototype(s) using Design Principles

As you went through the process, explored the data, and talked with people during testing, you probably had some insights—things that made you think: “we’re hearing this from a lot of people” or “if this just happened more often, it would help.”

The same types of revelations emerged during the learning phase of Aging By Design. It’s important to capture these repetitive themes to they can inform and help shape ideas. These themes resulted in Aging By Design Design Principles—lenses to use as reminders throughout your design work.

Review the design principles.

4) **OPTIONAL: Implement your prototype(s)**

As Designers, you came up with some ideas inspired by real needs. You built and tested prototypes. Some ideas may send you back to the drawing board, while others may have had some exciting potential.

Taking the next step towards implementing an idea can seem overwhelming. Once you have decided you want to move forward, it's best to start small and let your idea grow. Look for ways you can start building on your idea and learning from feedback right away. With each successive iteration, the goal is to use learnings from feedback and testing to refine more and more of the details of your idea.

It can take many rounds of feedback and refinement before an initial sketch has turned into a functioning product or service. What's important is that you don't wait for each and every detail to be sorted out before implementing. In design, we don't tend to think of our work as "done"—we can always be learning and refining the way we do things.

5) **Reflect on the process.**

Think back to all the activities you've completed and the resources you've amassed as part of this toolkit (hint: they're all listed on the poster).



DESIGN LEAD: Remind the Note Taker to jot down the responses of the team—reflections are often where some of the best learnings come to light.

Read these questions to the group and encourage people to share their answers aloud:

- a. What are some of the things you did going through this process?
- b. What surprised you about the experience? When did you have fun? When were things hard or frustrating?
- c. Which of the tools or activities did you find most useful? Why?
- d. What will you do differently next time you go through this process?
- e. How can you incorporate some of these tools into your day-to-day work?

You might: Have group members write responses to the final reflection question on sticky notes and post them around their desk or work space.

6) Celebrate!

Hopefully this process has been interesting, challenging, fruitful and fun. Be sure to take a few minutes to celebrate as a group.

Now what?

This toolkit has been crafted to help organizations take action on meeting the needs of older adults and caregivers by welcoming them into the design process. There's a lot in it, and different groups will undoubtedly find certain tools and activities more helpful than others. The hope is, as you learn more about design, you'll continue to add tools and resources to your toolkit. You don't have to go through the full process every time you want to use them—as you become more comfortable, you can pick and choose tools to meet the need in that moment.

Trying to communicate an idea to a supervisor? Quickly sketch it or build a prototype. Feeling out of touch with the people you serve? Try a quick empathy mapping exercise. Want to provide some feedback to a colleague in a constructive, organized way? Use a feedback grid. Need to quickly generate some ideas while in a meeting? Pull out the sticky notes and markers. You aren't stuck playing by the "rules"—you just want to be intentional about making any adjustments.

We've made a few suggestions for how you might continue to make the most of this toolkit:

Start from a specific problem—You may have noticed that the way you identified HMW questions in the toolkit got you to some interesting places, but didn't target the most urgent or significant problems for your organization. Instead, you could ask "How might we overcome this problem?" to define an opportunity and start your ideation. If you do so, it's important to ensure you've identified the root of the problem. Use the Five Whys.

Focus in on personas that "match" your organization—Spend more time creating personas until you have a few in each of two categories: **1)** people you currently serve, and **2)** people you don't serve but have need of your services. First, generate some ideas for how you might better serve personas in the first group. Use the Design Principles to think about these personas through new lenses.

Next, think about the persona group you identified doesn't use your services but has an unmet need that you could help with. Try to pinpoint the obstacles that prevent the personas from using your service (e.g. they don't understand what you do, they can't get there, they can't afford the services, etc.) Generate ideas for how you might overcome these obstacles.

Increase the level of co-design—As you become more comfortable going through the process yourself, invite people in to participate more often. Each kit can be run as a quick workshop, with a range of stakeholders, such as older adults, caregivers, and other service organizations. There are lots of ways to get more stakeholders involved: you could hold a quick ideation and prototyping workshop to solve a specific problem, recruit people to help with collecting information or running tests of prototypes, or have people vote on problems that are most important to them or the ideas they like best. As you become more comfortable with the tools, run the whole toolkit with older adults as part of the team.

Learning more about human-centred design and design thinking

This toolkit introduced a lot of new concepts and new ways of working through the activities in the first four kits. Now that you're familiar with the basics, there are some additional resources in this kit that can help you advance your design skills. This list also includes some resources to help you get more involved with the Aging By Design project.

Essential Ideation Skills—a guide to the basic skills that will improve your ability to generate ideas (yes, you can practice being creative!) and a list of techniques that can help you generate more and more varied ideas.

Reading List—a few places you can start if you're interested in learning more about the theory and practice of human-centred design.

www.AgingByDesign.info—the project website, where you can learn more about the project access other project resources, check-in on project progress, and understand where this toolkit fits in.

www.AgingByDesign.info/toolkit—an online version of this toolkit, where you can download additional digital copies of the Instruction Booklets, Need, Context and Scenario card decks, and other components of the toolkit—tell your friends! You can also share your experience with the toolkit and give feedback to improve future versions.

**This custom toolkit was
designed by Overlap Associates**

If you have any questions or feedback,
contact us at **info@overlapassociates.com**
and we will do our best to help!