

What is Design Central?

Introducing Design Central

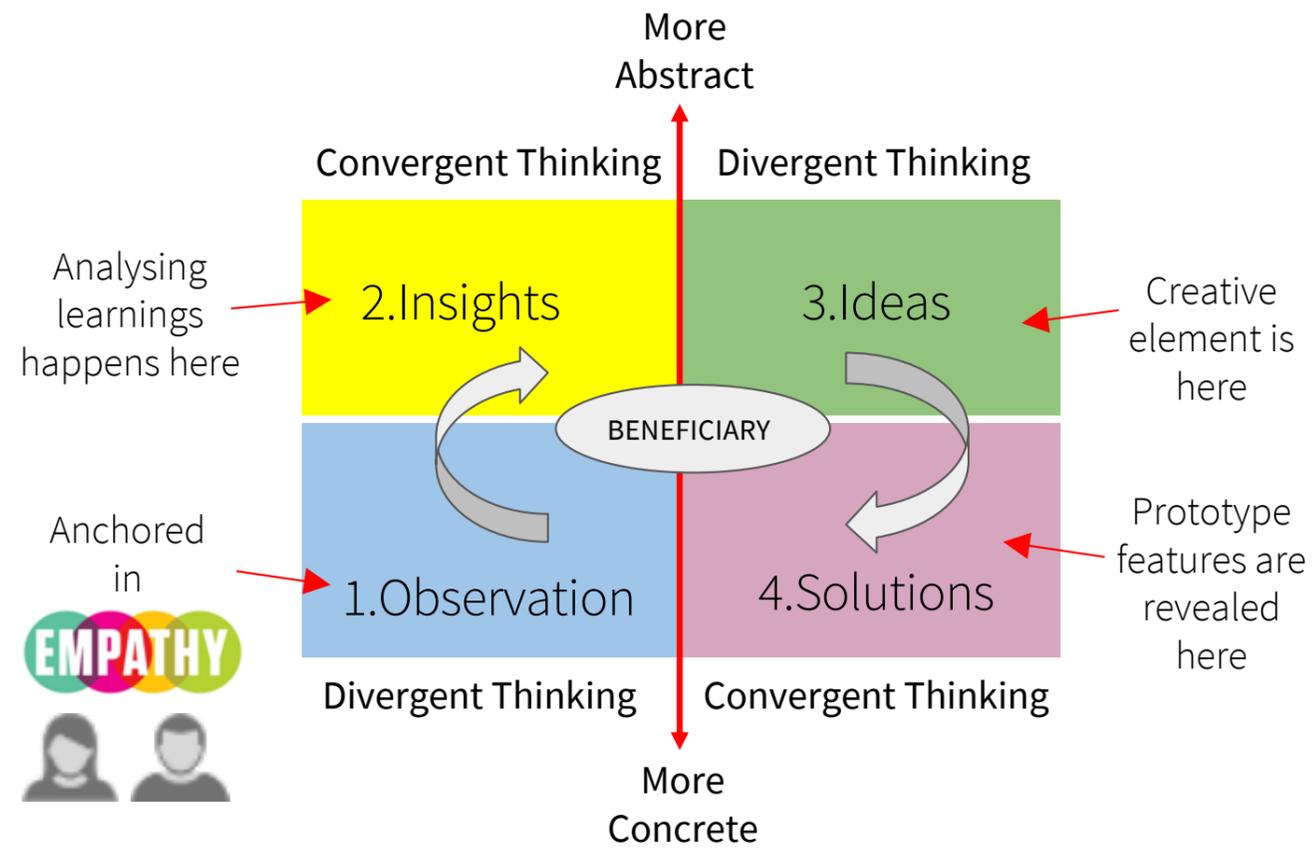
What is it?

Design Central is our approach to bringing together partners to co-design projects in a way that will increase impact and return-on-investment.

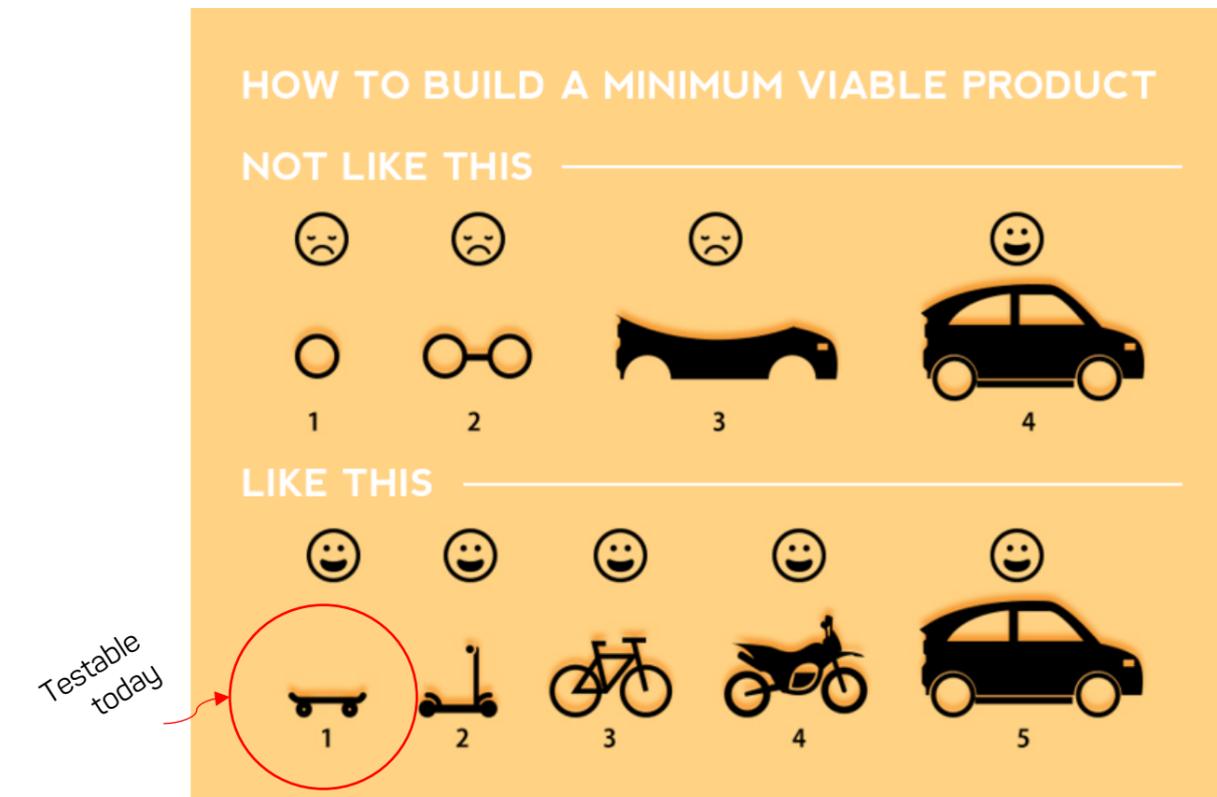
It combines two powerful methods:

Design Thinking – leveraging the power of Empathy to understand the needs of end-users. Using insights that emerge to inspire ideas which we can then build into solutions to test

Lean Startup – being disciplined about starting small to de-risk the moment when we scale up; building a simple, testable “skateboard” rather than a fully-featured “car” so we start testing our key assumptions directly with end-users as early as possible, enabling us to change course (pivot) early before spending time & money on something no-one wants..



Design uses ‘Divergent’ and ‘Convergent’ thinking to unlock creative ideas.



Lean Startup uses ‘Build, Test + Learn’ to test high-risk assumptions.

Co-Designing Collaborative Projects

EXAMPLE AGENDA

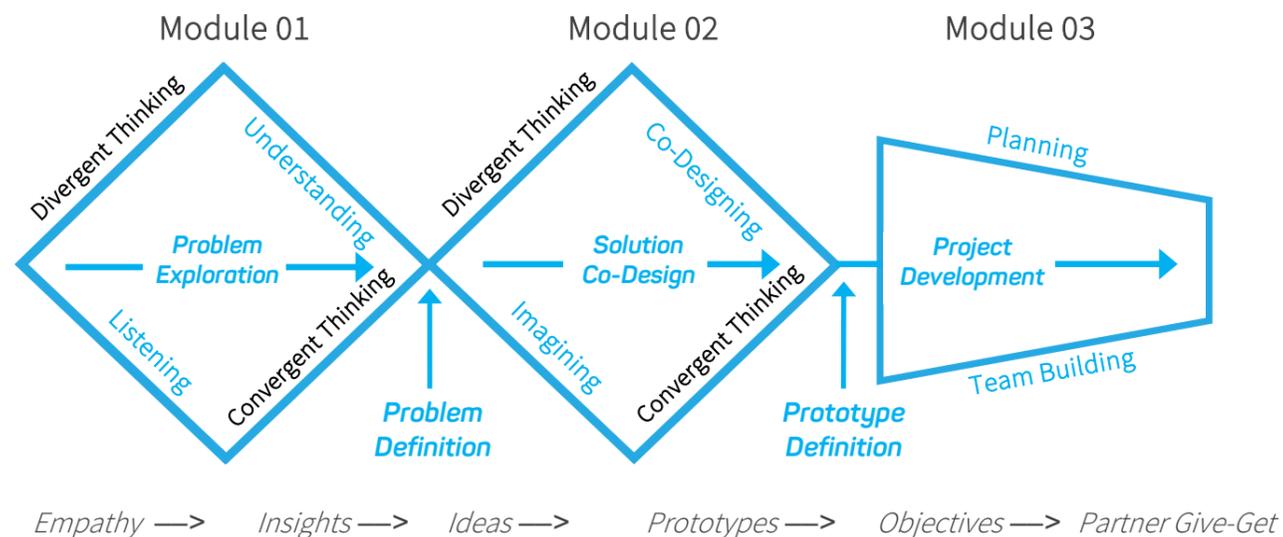
What is a good collaborative project?

- End Customers are eager for the project to deliver value
- Problem is well-defined and evidence-based;
- Solution hypotheses, project concepts and timelines are credible; and
- People and resources are suitable, engaged and committed.

The Design Central Co-Design Workshop Structure

The diagram below shows the Design Central Modules which are used together to help design Co-Design

Workshop Agendas:



Design Central Modules

Each Design Central Module consists of activities and supporting tools to help workshop facilitators guide conversations to explore the problem, identify potential solutions, and develop the project and team that will test assumptions and prototypes with end-users early.



DESIGN CENTRAL WORKSHOP AGENDA <Project Title>

Question: How might we... <deliver outcome>

- | | |
|---------|---|
| 10.00am | PARTNER INTRODUCTIONS – What’s your stake in the project? |
| 10.15am | PROBLEM EXPLORATION – Listening & Understanding <ul style="list-style-type: none"> • Overview of the Problem • [Diverge] #EMPATHY: Interviewing Early-adopter Customers • [Converge] #INSIGHTS: Understand existing solutions, consequences of the Problem, value chain map, key Incentives for different players in the value chain to act, key assumptions we need to be aware of. |
| 11:30am | SOLUTION CO-DESIGN – Imagining & Co-Designing <ul style="list-style-type: none"> • [Diverge] FUTURE-CAST to 2030 – imagine what #MASSIVE impact looks like. What metric could measure that? • [Converge] BACK-CAST to today <ul style="list-style-type: none"> ○ Testable #SKATEBOARD – what is the smallest Minimal Viable Prototype (MVP) we can test with our early adopter customer group? ○ Experiment #KANBAN – how will we test the #SKATEBOARD and what do we hope to learn? |
| 1.00pm | PROJECT FOUNDATIONS – Planning & Building <ul style="list-style-type: none"> • [Diverge] Project #OKRs (Objectives and Key Results) – measures of success for the project • [Converge] Give-Get – what each partner will provide the project, what each wants to receive from it, what project success looks like for them, and what risks they are managing. |

Facilitating Project Co-Design Workshops

Co-Design Workshop Participants

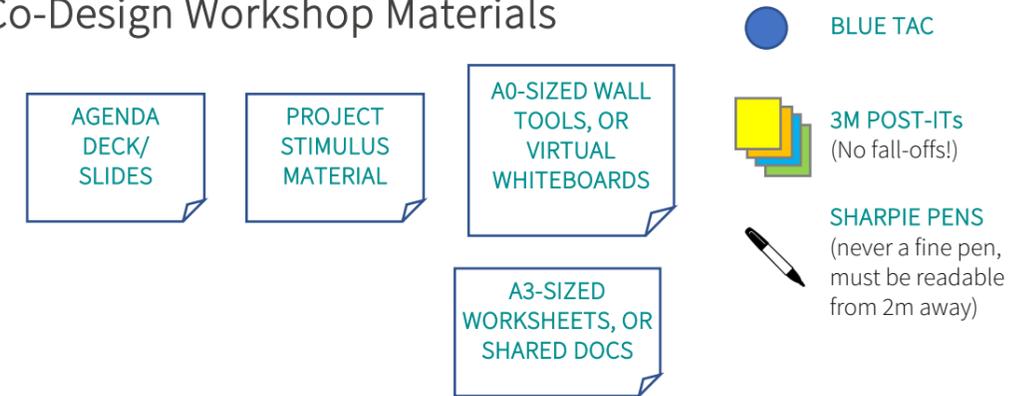
15-20 people is an ideal number. Design Central workshops deliver the best outcomes when they involve a small number of highly-engaged participants who work together using the structured approach we've outlined.



Co-Design Workshop Preparation Tips

- 1. Build Your End-Customer Panel:** No customers? No workshop. Empathy leads to insights critical to the co-design process, which is why Module 1 begins with interviews. Hard-felt pains and desired benefits must be heard first-hand from customers themselves.
- 2. No Observers:** for the Design Central process to work, only invite participants who have a clear stake in project outcomes – whether as a customer, industry player, research partner, tech partner or investor
- 3. Create Diverse Subgroups:** assign participants to subgroups split by a useful criteria – e.g. an industry theme like ‘efficiency’ or ‘sustainability’ – but don’t put e.g. researchers into one subgroup: keep them diverse.
- 4. Set the Agenda:** See sample agenda overleaf. Every project has different starting conditions – e.g. tech maturity level, customer supply chain position, research partner focus – so customize each module to those conditions. The Module Explainers also have examples.

Co-Design Workshop Materials



Co-Design Workshop Facilitation Tips

- 1. Start with Tight Intros:** begin the workshop by grounding everybody in your role as leader of the coordination team, then ask everybody to clearly define their ‘stake’ the project and its outcomes
- 2. Use Diverse Subgroups to Avoid Decision Bias:** To create a safe and efficient way harness multiple points of view, particularly important in the earlier discovery and co-design stages of the workshop, create subgroups to work on key questions, then get each subgroup to share back to the whole group, capturing and integrating all contributions
- 3. Timebox Group Work:** give subgroups a short, defined period of time to work together – e.g. 10 minutes – and give a countdown to all groups as the clock runs down to create focus and energy via the sense of urgency
- 4. Create Artefacts:** capture information and document decisions in visible, shareable and readily accessible ways. Use whiteboards and post-it notes, whether real or virtual, tools in each Module are designed to enable post-workshop follow-up.