



A digest on

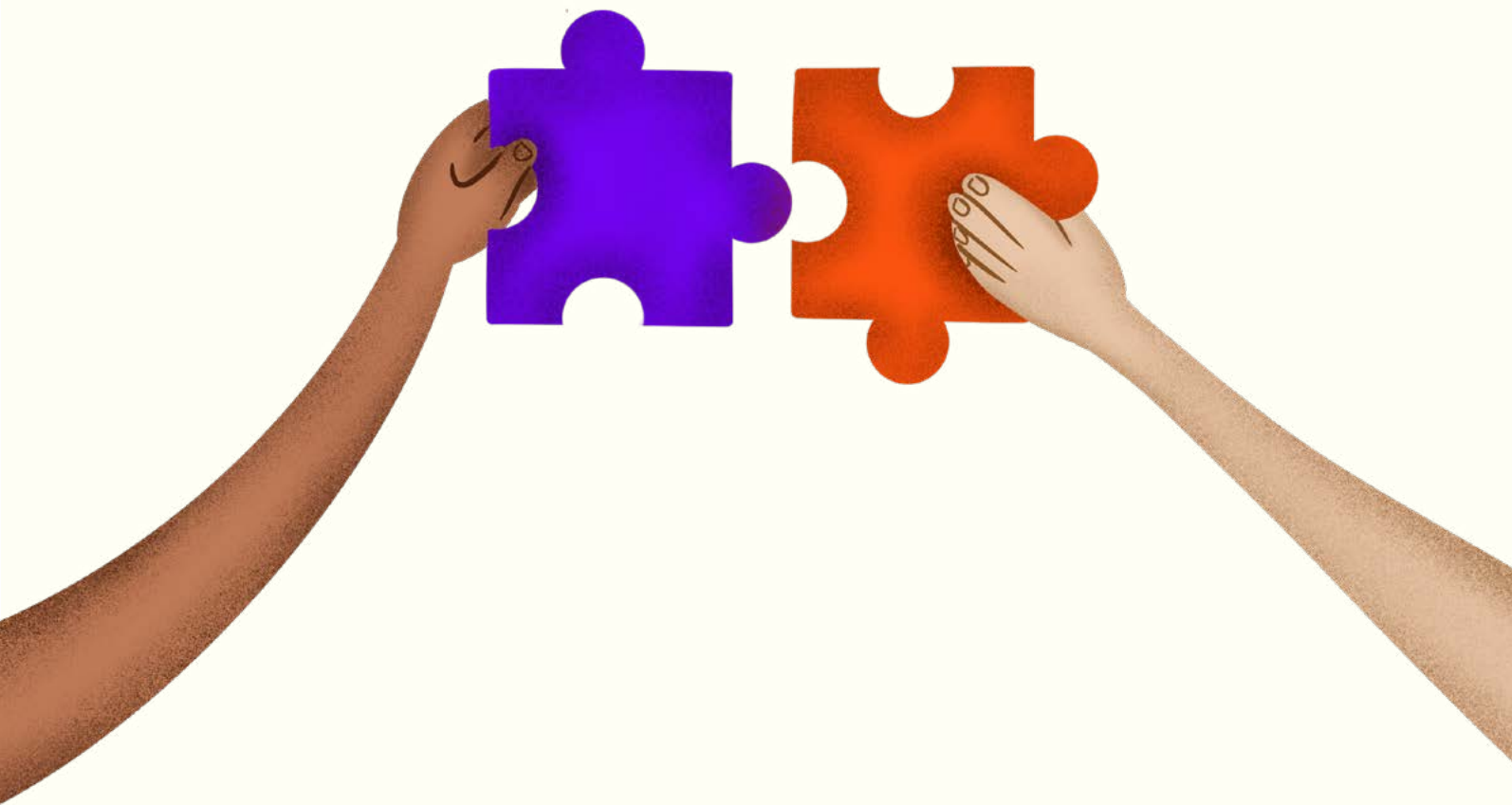
**CO
DESIGN**

by

SOUR

WHAT DO WE MEAN BY CO-DESIGN

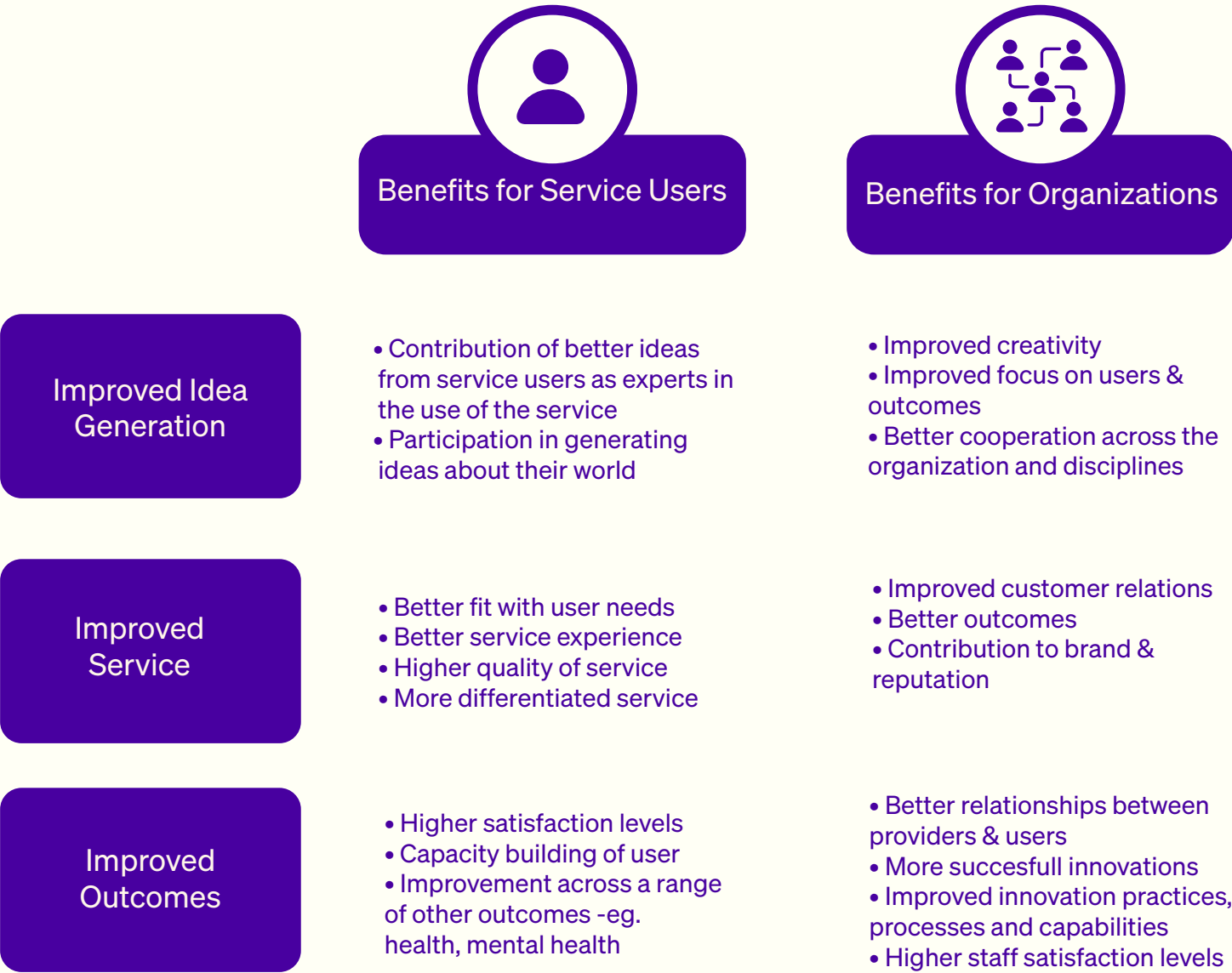
Co-design is an approach in which all stakeholders, consumers and users of products or services are involved in the design process as design partners. More than ever, we are in need of emergent practices and innovations that can address the problems we see in the VUCA (volatile, uncertain, complex and ambiguous) world that we live in today. We can only achieve this by creating together with people with diverse lived experiences and professional backgrounds.



WHY CO-DESIGN

“ The success of co-design is all in the doing. Done badly, it can destroy trust systems; done well, it can help solve policy and delivery problems, stabilise turbulent lives and improve life chances. ”

Evans and Terrey, *Co-design with Citizens and Stakeholders* (2016)



Ingrid Burkett, *An Introduction to Co-Design* (2012)

A co-design process empowers and is strengthened by:



Power Sharing



Inclusion



Participation



Iteration

Power Sharing

In any design process, we need to recognize power imbalances and prevent those with the most authority from having the most impact on choices, regardless of their expertise or quality of their ideas. We must share power in research, decision-making, design, delivery, and assessment. Therefore, all participants should be considered as experts whose opinions are equally valuable.

Good Design Example: Social Identity Mapping

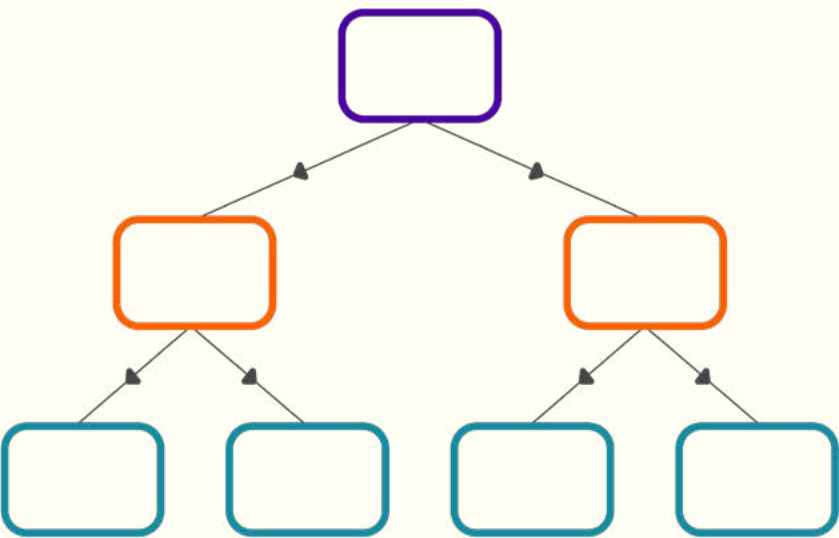
There are many identities within social and political context that inform our positionality. Identifying those could help in understanding biases, prejudices, trauma, privilege that these identities might create. Danielle Jacobson (HART Fellow in Human Trafficking at Women’s College Hospital) and Nida Mustafa (PhD Candidate University of Toronto, Dalla Lana School of Public Health) created a process for explicitly identifying and reflecting on social identities. Their three-tiered approach allows conceptualization of social identities and positionality, looking into opportunities, values and interpretations that may arise with such positionality.

- TIER 1

Social Identity
Start with a broader facet of your social identity at the top of the tier. You repeat the reflection for multiple identities.
- TIER 2

Life Impact
Consider the positions you may hold, values attached to the identities, or interpretations of events or interactions.
- TIER 3

Emotions
Dig deeper and identify emotions of feelings that may be tied to the details of your social identity.



Graphic by [Engineer Inclusion](#)

Inclusion

Understanding power dynamics and facilitating power-share, creates a more welcoming space for all stakeholders in the design process. Having a better understanding of differences brings the opportunity to seek access and equity in the process and outcomes.

“Inclusive Design is human-centered design. It considers the full range of human diversity, including ability, language, culture, gender, age and other forms of human difference, as part of the design process. Inclusive Design triggers innovation, opens new markets and creates richer engagement with customers and citizens.”

[\(Centre for Inclusive Design\) CFID](#)

Participation

Representation is not inclusion. Inclusion is only achieved through the active engagement of all stakeholders in the process. Co-design incorporates participatory methods that allow for all stakeholders to express themselves and take active part in the process, converting stakeholders to collaborators. Shared ownership in the process cultivates responsibility for the outcome in all stakeholders, enabling an authentic partnership in the design process.



Fig.1. A multidimensional perspective

Iteration

Having a co-creative design process builds the foundation for successful iterations. In a cyclical process of prototyping, testing, analyzing, and refining a product or a service; ideas and solutions are tested and evaluated with stakeholders whom already feel ownership in the outcomes through the co-design process. Iterative design creates a safe space to fail, and to collectively generate better outcomes in the long run.

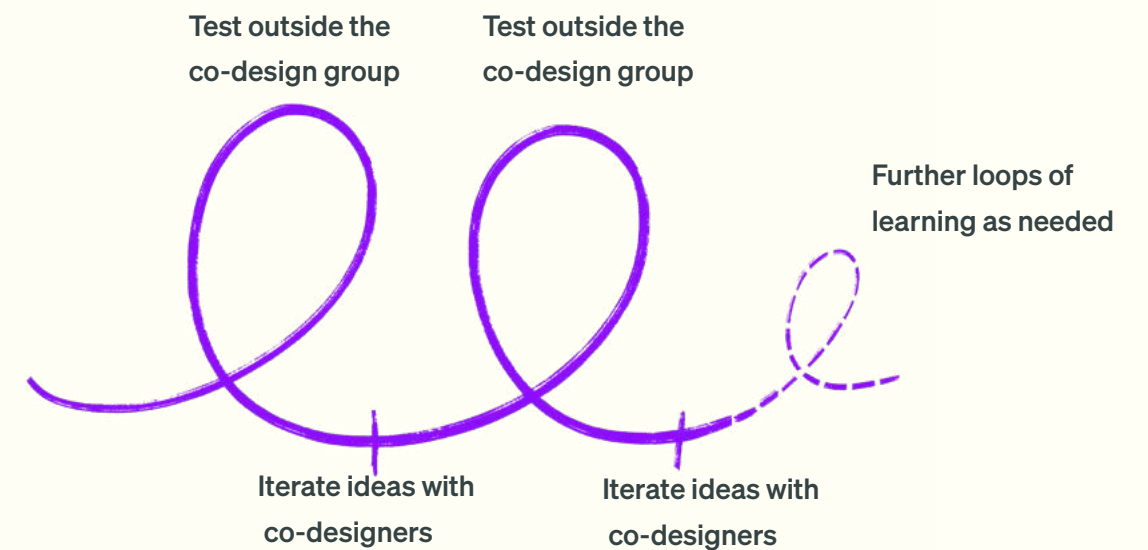


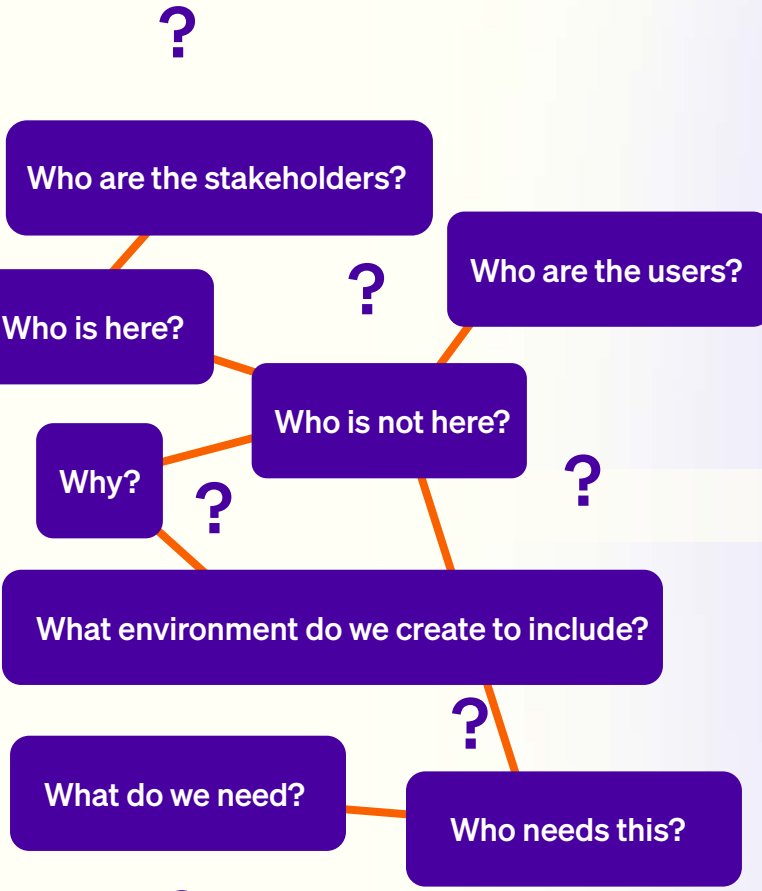
Fig.2. Loops of Learning

HOW WE CO-DESIGN

Understanding Community Based Organizations
NJ Department of Labor

Urban Commons
Istanbul, Turkey

Inclusion of Underserved Communities
in Personal Care
Multinational Consumer Goods Company



EXPLORATION
SESSIONS

ETHNOGRAPHIC
OBSERVATIONS

VISUAL
MOODBOARDS

DIADS

CO-IDEATION
SESSIONS

CO-DESIGN
PRINCIPLES

PROTOTYPE
FEEDBACK

RESEARCH ↔ SYNTHESIS ↔ DESIGN ↔ PROTOTYPING ↔ STORYTELLING

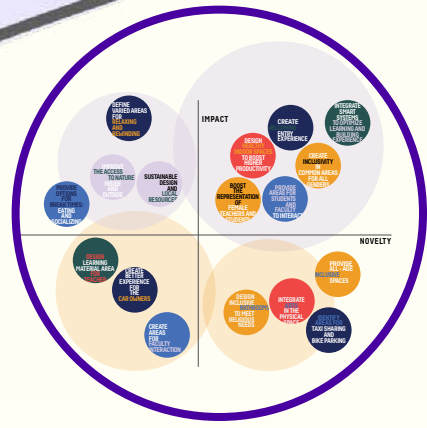
CO-SYNTHESIS

REFRAMING

RAPID PROTOTYPING

ITERATIVE DESIGN

COMMUNITY
FEEDBACK



Co-Designing a University Campus with
Students & Faculty
University in Kabul, Afghanistan



Integrating Communication/Bonding
Opportunities to Everyday Objects
Project Family Pockets, Hey Mama



An Inclusive Deodorant
Degree, Unilever