

# Design for Care

## The collaborative challenge of wellbeing in later life



dementiadog.org

### Our work

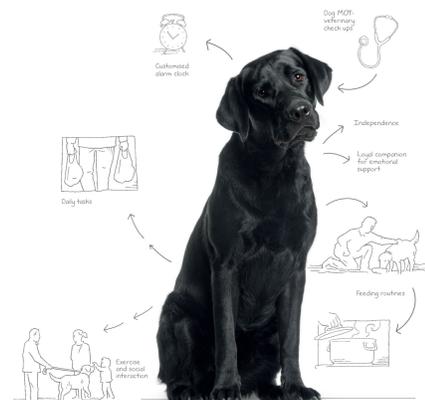
We have helped to launch more than 40 products and services to market, delivering practical solutions to a huge range of social issues.

Trading Times is an online social enterprise that matches the skills and availability of adults over 50 and carers with the flexible ad hoc resource requirements of local businesses.

Since its launch, over 1,000 users have registered, and the service has achieved more than 500 matches with an average of 5 per job posted. The service has a high registrant conversion rate – 12 out of every 100 new visitors register with the service.

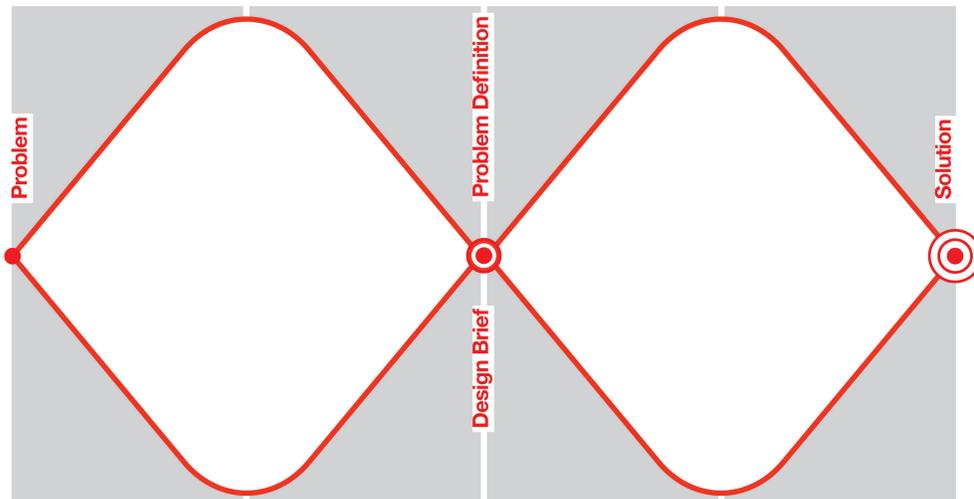
Dementia Dog is a service providing assistance dogs to people with dementia, helping them lead more fulfilled, independent and stress-free lives.

The service has caught the media's attention, this helped to attract additional investment needed to fund the pilot phase that put the theory into practice. The service is now live with active dogs and more in training. So far, evidence suggests that dogs can help people with dementia stay alert and even-tempered.



### Double Diamond

**Discover** insight into the problem    **Define** the area to focus upon    **Develop** potential solutions    **Deliver** solutions that work



Design Council developed the 'double diamond' model to illustrate this dual value of design thinking – on the left hand framing what success looks like, on the right hand creating those things that deliver success. In the world of care, where increasingly we need individuals, their

friends and family to take as much responsibility for themselves as possible, we need to remember that people have capabilities, hopes and dreams. This is the starting point of human centred design.

Design Council has, for more than seven years, been leading collaborative, design-led programmes that aim to demonstrate possible solutions to this complex problem, bringing organisations from the voluntary sector, private sector together with the public sector and communities. The goal has been to demonstrate that design's creative, human-centred approach can identify successful innovations, as well as to launch those innovations in the market and start to create sustainable economic and social impact.

*Design is a practical discipline that aims to reshape and improve the world one product, service or space at a time. But as much as design is about practical action, it starts with reflection. The future is never merely an extrapolation of the present and so carefully framing the opportunity for innovation – to describe how the world ought to be different and why - becomes as important as the act of innovation itself.*

### Key components

Design which brings human-centred creativity to innovation



#### Behavioural science

social science has long been a collaborator, to generate better design ideas, but now we need to look at the non-intuitive nature of human behaviour as well as the experimental methods by which we evaluate success.



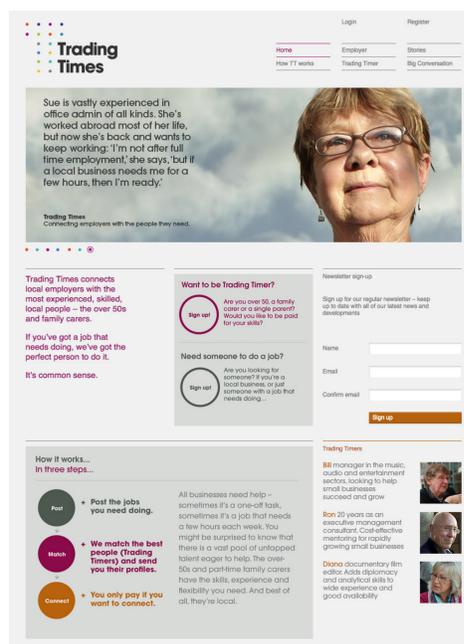
#### Open innovation

which admits that such problems are so complex and 'wicked' that closed definitions and closed pools of collaborators are unlikely to succeed



#### Start-up acceleration

the start-up as an entity and the lean start-up as a methodology provide the best way to learn at speed and to accommodate new organisational structures and business models in order to successfully get an idea to market.



tradingtimes.org.uk

### Sharing tips that work

Five ways we see traction in stimulating more radical transformation in health and care, through design

- 1 Think different
- 2 Stay open
- 3 Co-design
- 4 Iterate wildly
- 5 Evaluate early

### Our latest direction

Our latest programme, Design for Care, we have created a portfolio of projects, each with a goal that is optimised for the interests of the participants. For instance those led by public and third sectors often focus on the most vulnerable in our society; those led by private sector often focus on those most likely to take up new innovations. The solution will come from collaboration, but we do not all have to agree on the interim definitions of success to be successful.

### For more information

designcouncil.org.uk/designforcare