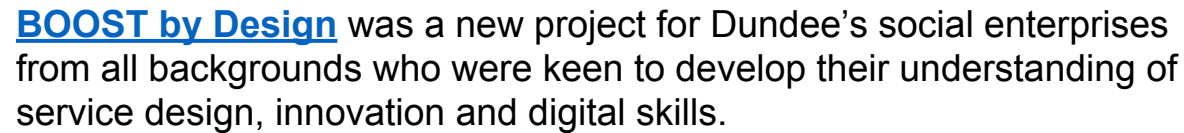


BOOST

BY DESIGN

Programme



Social enterprises already provide great products and services and create huge and important social benefits for communities. This project was the first of its kind – bringing design thinking and innovation skills into the mix to improve the way we all do social business.

This project had only been made possible thanks to valuable [Rank Foundation](#) support.



Mentoring:

Celebration event:

Make/Share meets Boost by Design event.

Wed 14th June 2017 (7 - 9pm) at The Beer Kitchen Dundee.

An event which brought together social enterprises and creative businesses in the city: an evening event with local speakers to share what they gained from the programme, encourage awareness of activities and opportunities across both sectors, and encourage potential future collaborations.

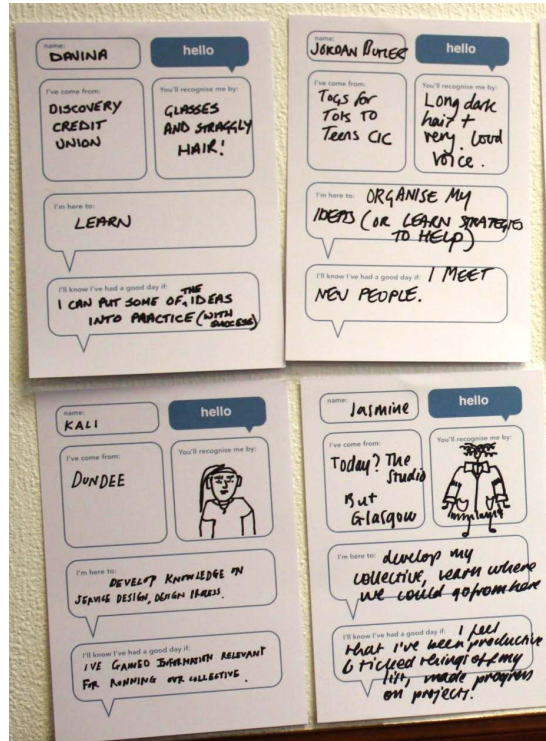
Participants

Challenges and Expectations

16 Social Enterprises took part in the Boost by Design programme, including aspiring and established social enterprises and charities.

Participants include:

ACK
Advocating Together
Discovery Credit Union
Dundee and Angus ADHD Support Group
Nilupul Foundation
Sarah-Ellis Martin Nutrition and Health
SCRAPantics
Selection Box
Shaper/Caper
Tayberry Enterprise
Tayside Healthcare Arts Trust (THAT)
Togs for Tots to Teens
Uppertunity CIC



Challenges

What are your current challenges?

(Boost by Design presentation in December 2016)

- Building capacity/change.
- Awareness/building audiences.
- Resources available/best use.
- Developing new skills/tools.
- Connecting/ Collaborating.
- What to do next.
- Time for developing ideas.

Expectations

What are you hoping from Boost by Design?

(Boost by Design application form)

- Getting challenged and inspired.
- Learning design and creative methods/tools.
- Learning digital skills/tools.
- Planning for the future.
- Connecting with others.
- Raising profile.

Workshops

February - June 2017

Workshops

21/02 – Introduction to Service Design.

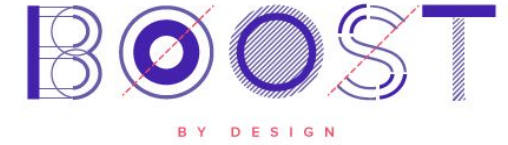
28/02 – Identify problems and generate ideas.

06/03 – Design opportunities and future planning.

14/03 – Reach and build communities online.

01/06 & 12/06 – Planning for a new service proposal.

From 1 – 4.30pm at The Circle, Dundee.



Additional resources

- **Slides presentations and tools** can be found on [this](#) Google drive public folder.
- **Boost by Design** web page can be found [here](#).
- **Blogposts** can be found on Creative Dundee's website: [First](#) session, [second](#) session, [third](#) session and [fourth](#) session.
- **Partners:** [Open Change](#), [V&A Museum of Design Dundee](#), [Dundee UNESCO City of Design](#), [Slurpp](#).



First workshop

Introduction to Service Design.

The two first workshops were designed and run by Open Change.

Content

What is Service Design? – Introduction presentation on service design principles and practices and case studies (public sector, healthcare, education, third sector).

Observation and interviewing tools – Practical applications based on templates. Encouraged to use visual thinking.

Customer journey mapping in pairs – Presenting each other's social enterprises through users' experience: aware, join, develop, leave. Report back on findings. Summarising each other's enterprise with customer journey mapping.

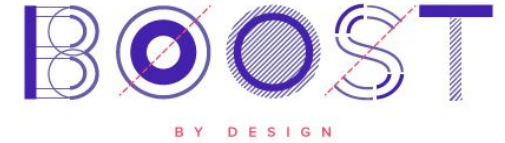
User personas – Introduction to the tool and benefits.

Homework – Developing 3 or 4 personas based on different types of users/stakeholders. Asked to interview/speak to users and staff teams.

Outputs

At the end of this workshop, participants:

- Understand the scope and potential of service design.
- Understand the main principles of interviewing and observation methods.
- Can replicate some basic methods of interviewing and observation in their organisation based on the templates: Customer journey mapping and Personas.



Insights

Participants didn't know each other's social enterprise before.

Practical applications in pairs encouraged rapid interactions in the group. Service Design and thinking from a user's perspective was new to most participants.

Templates helped participants to structure their thinking and talks; Customer journey mapping helped them speak about different aspects of their organisations in only 20 minutes.

Feedback from participants

What did you like?

- New **knowledge/skills/tools/ideas** – new methods of looking at things.
- **Connections** – learning about everybody's doing.
- **Format** – style of learning, pace of the course, pastries and fruits.

What did you not like?

- Lack of time to think and connect .



Second workshop (1/2)

Identify problems and generate ideas.

The two first workshops were designed and run by Open Change.

Content

Report back on Personas (homework). Shared 1 or 2 personas each to the group.

Problem identification – Practical application: identifying one problem by enterprise. In pairs, one talking about the challenge, the other identifying the actual problem. Encouraged to use visual thinking.

Idea generation – Practical application in group: generate ideas to solve the identified problems. Groups who have similar challenges, using the fast generation of ideas tool to think divergently about the problem.

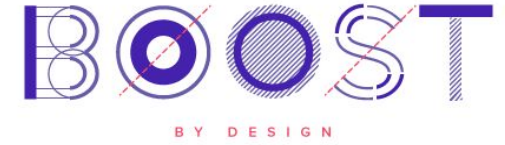
New service proposal – Practical application in group: developing a new service proposal through user's experience. New service proposal template.

Report back on findings.

Outputs

At the end of this workshop, participants:

- Identified a focused problem from their field study.
- Can apply ideation technique to an identified problem.
- Understand how journey mapping can be applied in defining long term objectives.



Insights

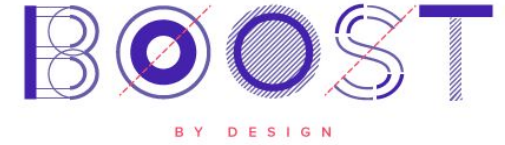
Participants really appreciated making the Personas. Some of them created the Personas with their Board/team.

Some common problems were identified. Grouping people according to problems for the idea generation strengthened the ideas and encouraged experience sharing.

Working in groups helped participants to find ideas they never thought about before.

Second workshop (2/2)

Identify problems and generate ideas.



“We found new ideas to be more flexible!”

“We found new ways to collaborate!”

Boost by Design participants.

Feedback from participants

What did you like?

- New **tools**.
- **Collaborations** – getting insights from others.
- **Fresh outlook/creative thinking**.
- **Time** and space to think.
- **Format** – style of learning, pace of the course, pastries and fruits.

What did you not like?

- Structure of the tools – Sometimes difficult to apply, “Trying to think outside the box with using boxes”.

What would you suggest?

- More time to think and connect.
- Handouts of key points - print out of slides.
- Case studies.
- Looking at levels of development.

Third workshop (1/2)

Design opportunities and future planning.

This third workshop was co-designed with Andrew Cameron and Jen Ballie, Design-led Business Innovation Programme Manager and Research Manager at V&A Museum of Design, Dundee.

Content

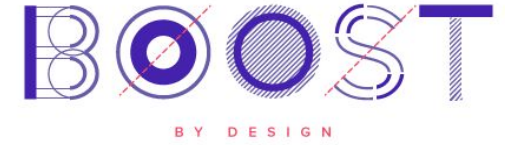
Design opportunities in Dundee – Introductions:

- Dundee UNESCO City of Design – Annie Marrs, Project Coordinator at Dundee UNESCO City of Design.
- Creative Dundee – Gillian Easson, Director of Creative Dundee.
- V&A Museum of Design Dundee - Andrew Cameron and Jen Ballie, Design-led Business Innovation Programme Manager and Research Manager at V&A Museum of Design, Dundee.

Danish design ladder: how design can be used in organisations? Non design, design as a style, design as a process and design as a strategy. – Introduction. Participants invited to think about where their organisation is rated on the ladder.

Integrating design thinking practices for future planning – Case studies and practical application in groups. Asked to develop a future idea for each enterprise based on case studies and skills of each person of the group.

Report back on findings. Everyone asked to write his idea on a postcard and add it to the design ladder. The postcards will be sent in few months.



Outputs

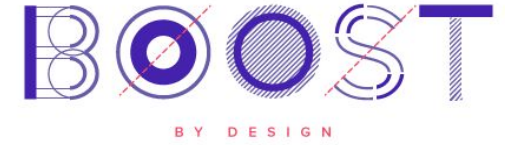
At the end of this workshop, participants:

- Know and understand better local initiatives and support, such as V&A
- Dundee's Design for Business project and UNESCO City of Design.
- Consider integrating design in the future vision of their social enterprise.



Third workshop (2/2)

Design opportunities and future planning.



Insights

For most participants the information shared about opportunities was new, the presentations raised their awareness about what's happening in Dundee. Participants were interested in knowing more about real case studies of these opportunities in the city.

The design thinking case studies helped participants strengthening their ideas of previous week.

Working together in bigger groups (4 persons per group) and developing ideas for others challenged the ideas even more than during previous workshops and encouraged networking.



Feedback from participants

What did you like?

- Learning and understanding **local opportunities**.
- **Thinking in a different way**.
- **Collaborations** – inputs from others.
- **Time** to think and share.
- Understanding **real application** of design thinking.
- **Format** – new format exercise, pace of the course, pastries and fruits.

What did you not like?

- Changing teams because great dynamic in first group.

What would you suggest?

- Reducing content of the presentations.
- Sharing content of the presentations.
- Monetising.

Fourth workshop

Reach and build communities online.

The fourth workshop was designed and delivered by Creative Dundee.

Content

How can social enterprises improve their use of social media? And free digital tools – Introduction and case studies by Diarmid Mackinnon, Digital Producer at Creative Dundee. Social media content and best practices, Google Analytics, Google Form and live stream.

Pitch video – Top tips and practical application in groups. Four participants asked to develop their pitch video with the help of the group: ideas, script, feedback, refining, video.

Report back on findings. Videos showcased and feedback.

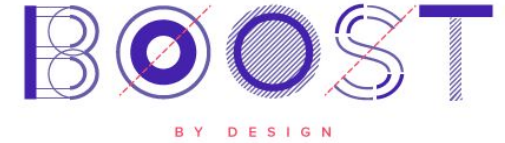
Next steps of Boost by Design – Gillian Easson, Director at Creative Dundee.

Live Audit – Live survey about Boost by Design workshops.

Outputs

At the end of this workshop, participants:

- Gained knowledge and understanding of the digital tools that can be used to enhance and engage communities.
- Created a pitch video to create their own content on social medias.



Insights

All participants were concerned by this topic, all lacking of digital knowledge, time or resources.

Participants were really interested in getting simple tips directly applicable in their day-to-day activity (i.e. words not to use, tagging, #, own content).

Some participants mentioned that regarding the specificities of their mission (i.e. users have mental health issues), it's difficult to create own content. How to be online but protecting the users?

Most participants were reluctant in making a pitch video but they came up with really good videos and gained in confidence after seeing the results.

Feedback from participants

What did you like?

- New **digital tools**.
- Social media **tips**.

What would you suggest?

- More time.
- Being noticed about the video before.



Fifth Workshop (1/2)

Planning for a new service proposal.

After the four initially planned workshops, we invited Open Change to run two additional workshops with smaller groups and a focus on identifying/clarifying the next steps for the Social Enterprises. We invited the participants to come along with a colleague to work in pairs.

Content

Empathy – Importance of looking at a service through the user's perspective, using empathy as a fundamental tool.

New Service Proposal – Mapping out what the journey of a given user might be in their organisation, from awareness, joining and using the service to developing within it and leaving.

Tomorrow's News – Imagining what a positive future news story about their service might be, something that described all they wish their service would do at its best, which helped them have a clearer picture of the steps necessary to move towards it from their current position.

Backcasting – Having imagined their 'future news', the participants were now asked to 'backcast' – as an alternative to 'forecasting' – what their next steps should be, identifying the key milestones that should be achieved. The milestone steps as positive outcomes are written on post-it notes that we can be collaboratively changed position on the timeline to reflect a realistic and collective action plan.

Outputs

At the end of this workshop, participants:

- Understand better the importance of empathy when designing services for users.
- Understand better how journey mapping can be applied in defining long term objectives.
- Have a positive/achievable news story to share back with their team.
- Have a clearer picture of the next steps for their organisation.
- Can share and use the backcasting timeline with their team.



Fifth Workshop (2/2)

Planning for a new service proposal.

Insights

Overall, the workshop generated some in-depth reflection on the journey taken by the different enterprises and their aspirations.

More specifically, these exercises helped the participants to put the ins and outs of their current service as well as their hopes for the future into a specific, visual and accessible plan.

Feedback from participants

What did you like?

- **Visual process** – tools are good, thoughts provoking, action creating,
- **Active participation and sharing ideas** – writing ideas out again.
- Snacks!

Tomorrow, I will...

- Feedback to my boss this could work and what are the steps.
- Stick timeline on office wall.
- Focussing on work deas 'outside'.



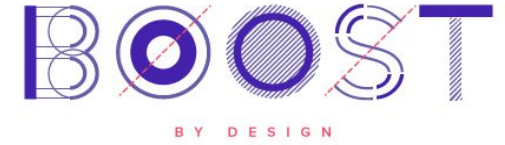
“ The New Service Proposal template is a **helpful and accessible way of approaching a business plan**, something that we can easily look at with other people in the organisation. ”

“ Doing the backcasting **helped me think through things a bit more and feel more in control** [...] and I’m looking at some of these future idea and actually thinking that we should go and do this!. “

Boost by Design participant.

Evaluation (1/3)

Live Audit at the fourth workshop.



The group was asked the following questions:

Learnings

What's the key thing you'll take away?

- New tools/ strategies for the future.
- New way of thinking/ creative approach.
- Networking.

Benefits of collaboration

How did you benefit from working/thinking with others?

- Clarify ideas.
- New/more ideas.
- Learning from others' experience/ similar problems.
- Networking.
- Interactivity and fun.



“ By using the **design tools** I’ve thought about things that I had never considered before. ”

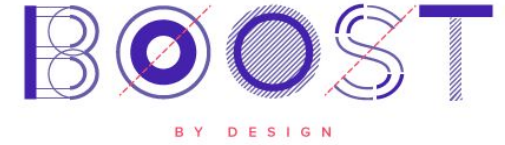
“ I realised who is there, **who are the other social enterprises in Dundee**, what they do and how we **could learn from each other.** ”

“ It was great to be with other social enterprises and charities, **all thinking in the same direction.** ”

Boost by Design participants.

Evaluation (2/3)

Live Audit at the fourth workshop.



Expected outcomes

Which tool(s) are you confident to use in the future?

And how confident are you to use them?

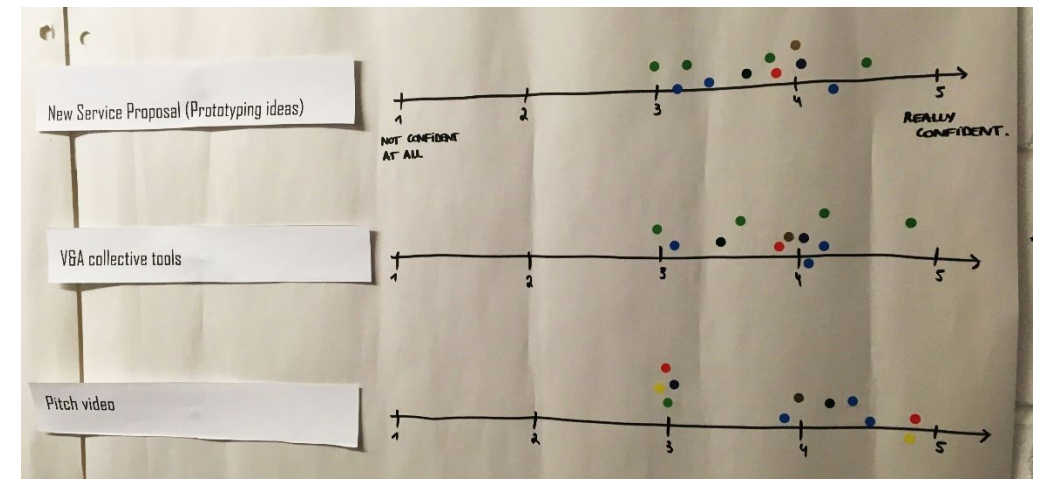
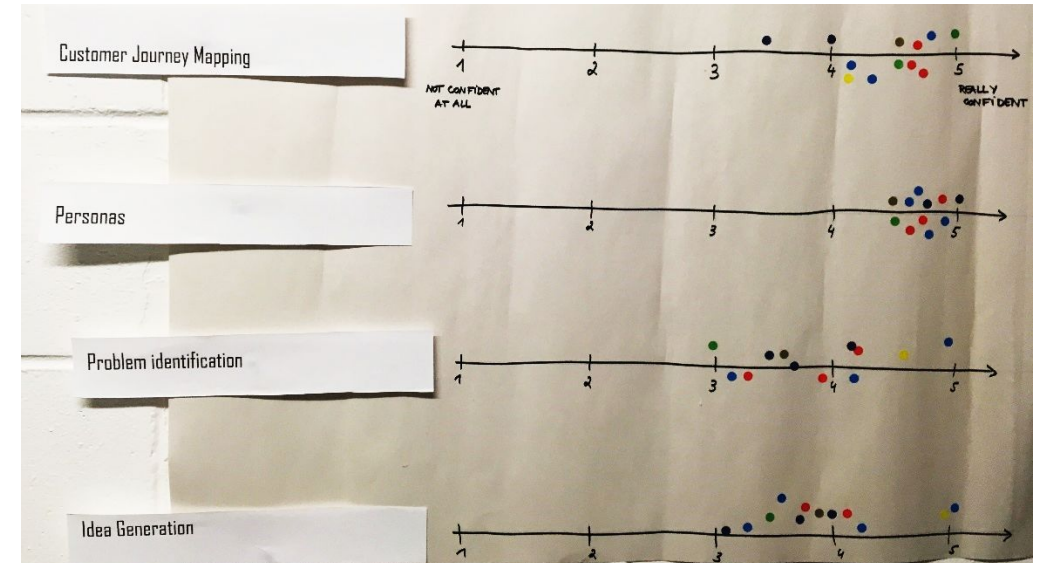
All participants said that their confidence in using the tools increased:

They are especially confident in using **Personas** in the future of their organisation, which can be explained by the fact that participants applied this tool already in their organisation through the creation of them as an homework.

They are less confident with the New Service Proposal, which is the tool on which they spent the least time. Some are still reluctant with the pitch video, which is understandable because few people like to be filmed.

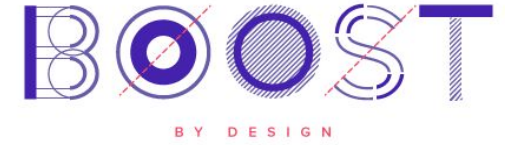
*“ After posting the **video created during Boost by Design**, I received really good feedback from people following me on social media, it was **encouraging** and confirmed me the **power of showing yourself on camera!** ”*

Boost by Design participant.



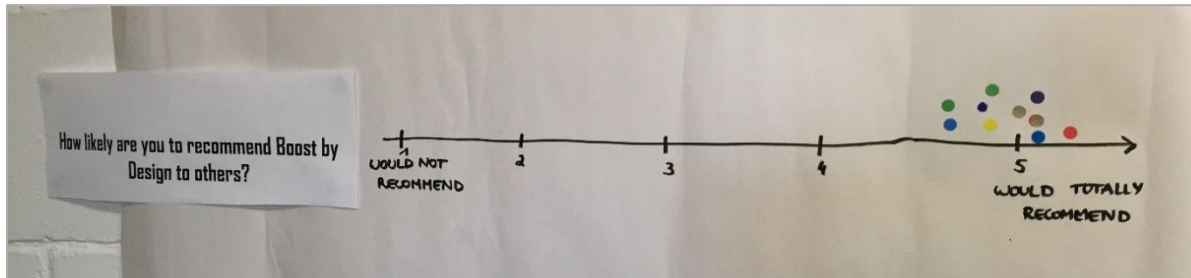
Evaluation (3/3)

Live Audit at the fourth workshop.



How likely are you to recommend Boost by Design to others?

All participants on Boost by Design said that they **would recommend the programme to others**.



To keep...

- Both design and digital topics.
- Collaborative exercises.
- Format – style of learning, pace of the course, pastries and fruits.
- Short presentations.

To improve...

- More time to think and connect.
- Case studies to help application of the tools.
- Shared content of the presentations.
- Notice about video.

To consider...

Content not covered during the session and mentioned by participants:

- Learning how to build a brand/ rebranding.
- Monetising.
- Looking at social enterprises' development.
- How to get the rest of the team on board about design thinking.



Mentoring

May - June 2017

Participants have been invited to choose a specific one-to-one design support from these two options: Social Media or Graphic/Web Design.

Content

Map out activities on paper to structure first conversation – Identify gaps and opportunities to move forward with mentoring.

Map out content for website and Social Media (SM) – Understand the needs and problems first, and the story they want to tell before looking at visual design.

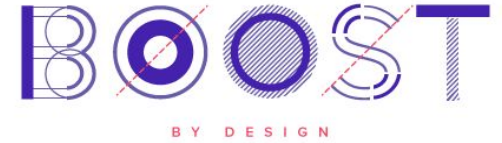
Phase down the necessary steps to build a website or schedule posts on various SM platforms, and talk about procurement process to get design done by an independent contractor or be introduced to new digital tools to manage an active social media storyline and share relevant content.

Overview on good practises.

Outputs

At the end of this workshop, participants:

- Are more aware of the importance of Social Media and branding.
- Understand how to identify their needs and problems for online presence.
- Gained knowledge and understanding of the procurement process for graphic and web design.
- Gained basic technical knowledge to manage their Social Media presence.



Insights

On Graphic/Web Design Mentoring:

Most of the participants had difficulties to get across what their organisation is doing and creating content for their online presence.

Looking forward, we think it would be beneficial to organise group sessions prior to the individual meetings, focusing on how to map content for website, how to communicate with a graphic/web designer and how to develop a brand or a content marketing strategy.

A poster for a 'launch' event. The left side features a black and white photo of a person diving from a high platform, with another person standing on the platform. A large, stylized 'launch.' text is overlaid on the photo. The right side contains text in various fonts and sizes, including 'come join us let's hang out', 'communication can be difficult...', and event details like '5:30 - 7:30 / 7th July' and 'West Ward Works'.

**come join us
let's hang out**

communication can be difficult...

... especially if you have Autism, a Learning Disability or Complex Communication need.

Advocating Together is launching a new Learning and Innovation Brand and would love for you to come along! We want to work with businesses, across the sectors to create a culture of inclusion and improve communication across Scotland and champion our city's diversity and people.

To find out more and get involved come along to our launch party at West Ward Works.

There will be free food and drink and great live music!

5:30 - 7:30 / 7th July
West Ward Works
Guthrie Street, DD1 5BR

To RSVP or for more info drop me an email at:
ethan@advocating-together.org.uk
Advocating Together (Dundee) SCIO SC 026064

Mentoring

May - June 2017

Insights (second part)

On Social Media Mentoring:

The two biggest needs were technical knowledge and being aware that they could do something beyond just sharing information on their Social Media.

Most of the participants were aware that they could schedule posts and should be posting regularly, but not much more than that.

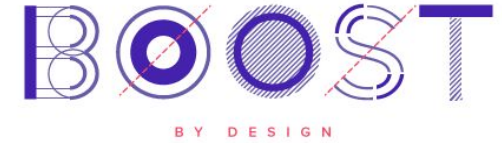
A group session focusing more on basic technical knowledge of how to manage social media with practical tasks is essential to acquire basic skills before going on creating content.

The different organisations have lots of material they could be using in Social Media, which they realised as we talked about it, but were previously unsure of how to use it.

Something important they took away from the one-to-one sessions was the idea of doing a regular 'feature' on their pages that would tell the story of the organisation - as opposed to just post information about opening times, etc.

Participants all came out with a real sense of how to tell a story about their work.

(on the right) Uppertunity shared this Facebook post telling about the organisation moving premises as a result of Sam's advice of sharing the behind-the-scenes of their work.



Mentoring

May - June 2017

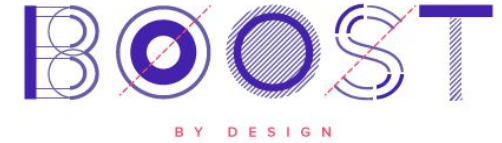
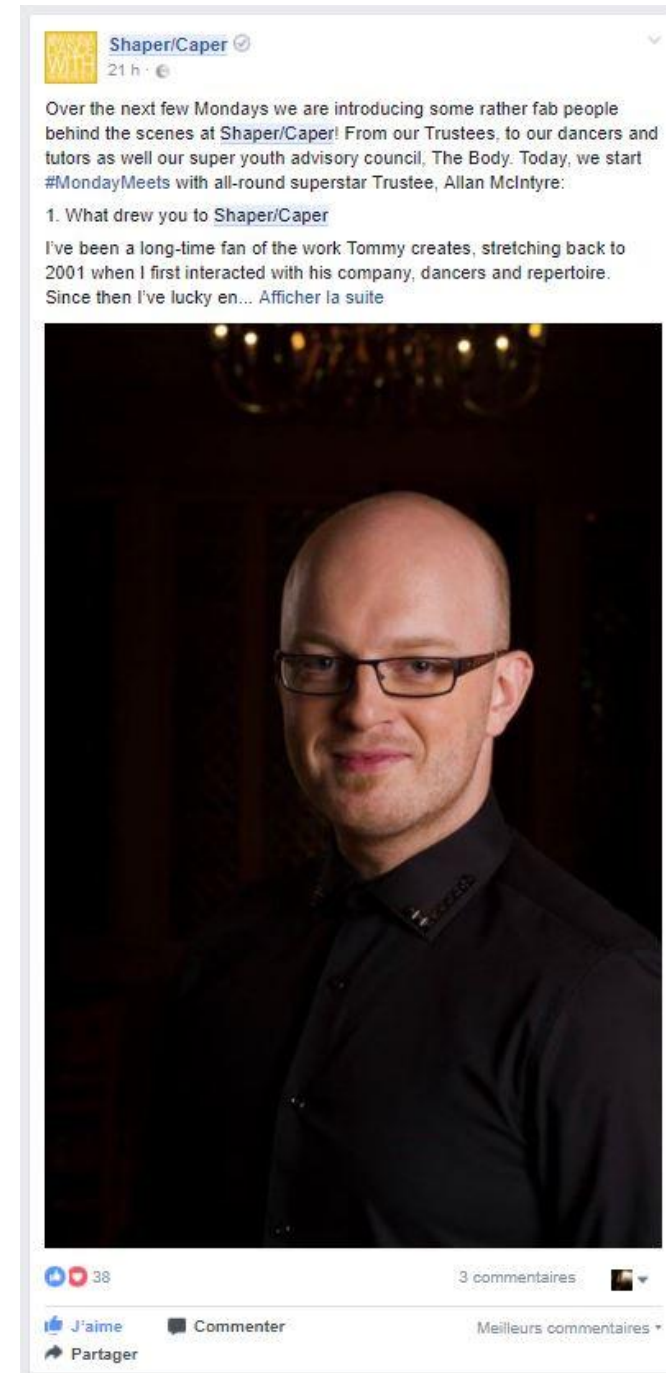
*“ The session with Sam last week was brilliant! He gave us lots of ideas about our social media presence and **we are already implementing his suggestions!** Thanks you so much for that. ”*

Boost by Design participant.

“ A participant said it was a struggle to post about what was happening in the organisation because the volunteers didn't really want their photos taken. So we came up with a weekly feature called 'helping hands' in which every Monday they post a wee line about a volunteer from their group but only with a nice looking photo of their hands while they are doing some of the work. ”

Sam Gonçalves, Digital Producer at Creative Dundee.

(on the right) Shaper/Caper started a series of posts on Facebook and Instagram, which is entitled #MondayMeets and present the people who play an active role in what the organisation does - after Sam suggested them to show more of the faces behind their work.



Celebration Event

June 2017

Content

[Make/Share Meets Boost by Design](#) – a discussion about design, digital innovation and community building was held on Wednesday 14th June (7 – 9pm) at The Beer Kitchen Dundee.

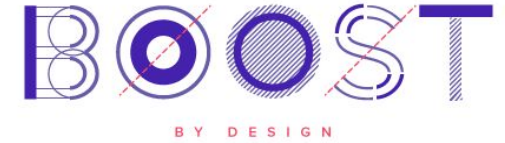
Make/Share is a free monthly night, bringing people together to gain a behind the scenes insight into the processes of four local creative individuals/organisations, held on the second Wednesday of each month.

The event had a special social enterprise and design focus, featuring talks by four social enterprises who have been part of the Boost by Design project this year. Speakers talked about their experience of working in a social enterprise as well as the impact BOOST by Design has had on their projects.

Speakers include:

- Alastair Cameron from Dundee Social Enterprise Network.
- Sarah-Ellis Martin from Sarah-Ellis Martin Nutrition and Health.
- Chris Kelly from Tayside Healthcare Arts Trust (THAT).
- Jordan Butler from Togs for Tots to Teens.
- Ethan Dalziel from Advocating Together.

After the talks, we had an opportunity to share some of the findings from the project, and discuss about how creativity can help build social impact.



Outputs

At the event, speakers:

- Reflected on the programme, shared their findings and challenges.
- Articulated what they were going to do next.
- Talked about their organisation to a new audience.



Photography: Thanks to Erika Stevenson for the photos which you can find on Flickr [here](#).

Video: Thanks to Sam Gonçalves for the videos which you can find on Facebook [here](#).

Social Media: Check out the social media coverage from the event [here](#).

Celebration Event

June 2017

Insights

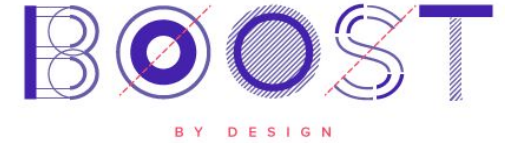
Participants benefitted a lot from working with each other in group session and from connecting with other Social Enterprises within an informal and friendly set-up.

The programme gave them the head-space and time to think about their work with a fresh pair of eyes, and gave them the opportunity to get feedback from each others.

Feedback from participants

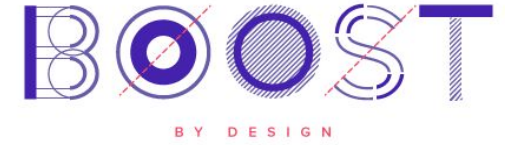
What have you taken away from Boost by Design?

- Practical tools to organise and structure ideas/processes better by embedding design thinking in our activities.
- Better understanding on how to evaluate and monitor the social impacts of what we do.
- Reinforcement of empathy and user-centred approaches.
- Practical tools that help us move things forward and facilitate discussions with our board, partners and users.
- Understanding of the diversity of our users which also include staff, volunteers, stakeholders as well as the people who uses our services.



Celebration Event

June 2017



“ Boost by Design was a turning point for me, this allowed me to step back, **re-focus and take a moment to explore aspects of the business I haven't looked at** or perhaps I wasn't looking at in the right way. ”

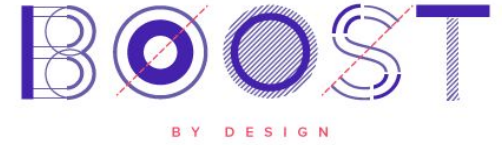
“ One of the key thing I took for the programme was about **embedding good Service Design into my Social Enterprise from the beginning** and not getting overwhelmed by trying new and different things, and also **having fun in testing these ideas and monitoring and evaluating this things in the process!** ”

“ Always put yourself in the client's shoes! This is something that really stood up for me throughout the Boost by Design programme.”

Boost by Design participants.

Celebration Event

June 2017



“ The Boost by Design programme really changed what we do internally and externally. It made us look at all the current actions of what we do and help us **re-design them much more person-centered**. It’s been really beneficial to have a process of doing that, and it also shaped what we’re going to do with our new brand, **we’re really trying to focus on Design as a key element for that.** ”

“ A few tools and things that we learned about **Service Design** has **becoming extremely handy for how we’re going to go forward.** ”

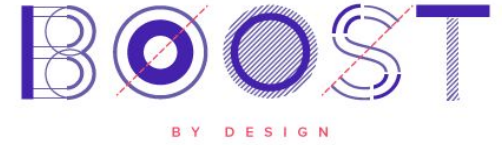
“ The most important thing I learned from Boost by Design is the Service User's Journey, and the people from the programme already do it naturally but it’s really handy to put names to the tools we’re using. The users are not just the people who are needed your service, but also the volunteers who come to help, it’s about empowering them to run things themselves. I learn how to **embed kindness and empathy more deep in my services.** ”

Boost by Design participants.



Celebration Event

June 2017



“ Working through Boost by Design brought me back to **identifying our work in its creative context**. We spent a lot of years proving our work clinically, therapeutically, academically and socially, but it’s maybe time to focus again on the creative narrative to celebrate the personal achievement of our participants and what their journey as creative individuals means to them. I realised it’s time to move forward with our Social Media agenda as well, that put the celebration of our participants’ achievements at its core, and time to **plan our future services with that understanding of the individuals, front and centre of what we discuss and promote.** ”

“ The tools provided by Boost by Design will help us do that. The persona, the user's journey map, the backcasting timeline are **examples I can put forward and discuss with partners, with our board, but also in certain cases with the people we’re working with as well.** ”

“ The most useful thing was recognising that **we are a creative endeavour that uses creative thinking on a daily basis**. We’re always **working outside the box** of conventional health and social care. ”

Boost by Design participant.