

CAPHIA

Design
Thinking
Mini-Sprint

A creative problem-solving
toolkit for wicked problems



Five-ful envelopes



Facilitators



Holly Donaldson

CAPHIA



Dr Vivian Romero

Central Queensland
University



A. Prof Hannah
Tatiyaworawattanakul

Torrens University
Australia



Dr Sabitra Kaphle

Central Queensland
University

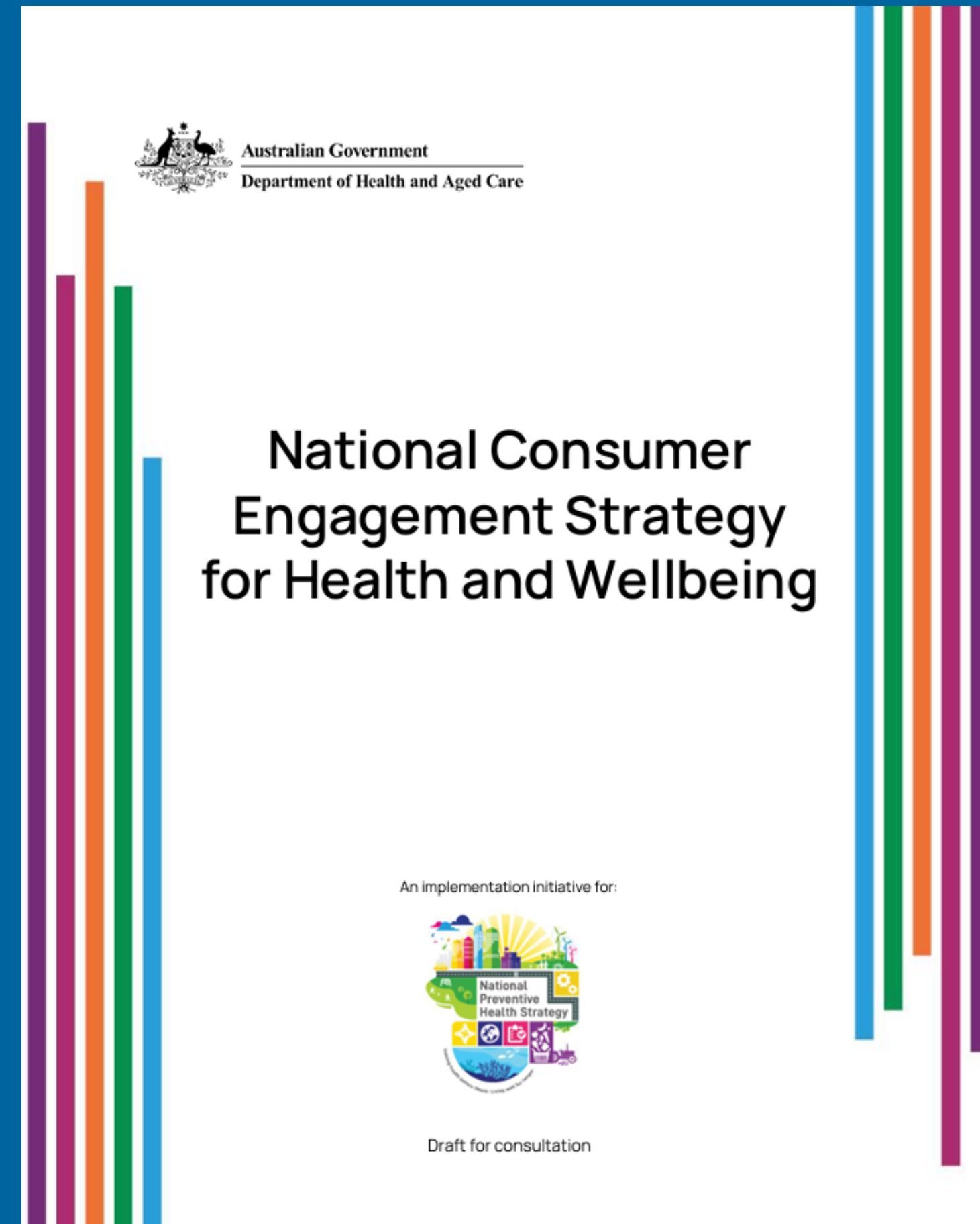


Dr Robyn Preston

Central Queensland
University

Objective

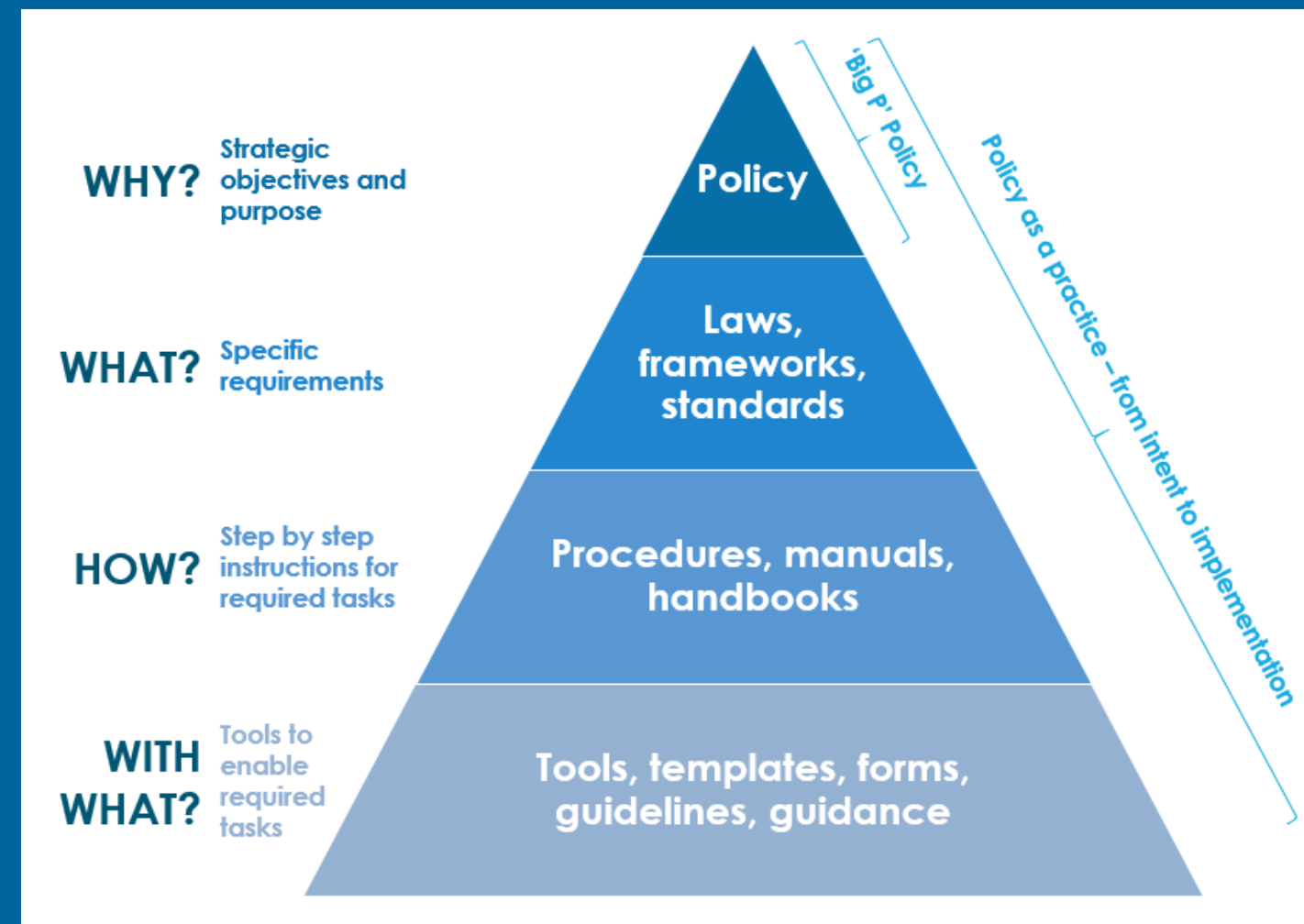
Objective 3: Empower and facilitate **consumers and community organisations** to engage in and **co-design** preventive health **policies and programs**.



the
tools



Why? What? How? With What?



2020

Social Innovation

“Social innovation in health is a community-engaged process that links social change and health improvement, drawing on the diverse strengths of local individuals and institutions”

The double diamond

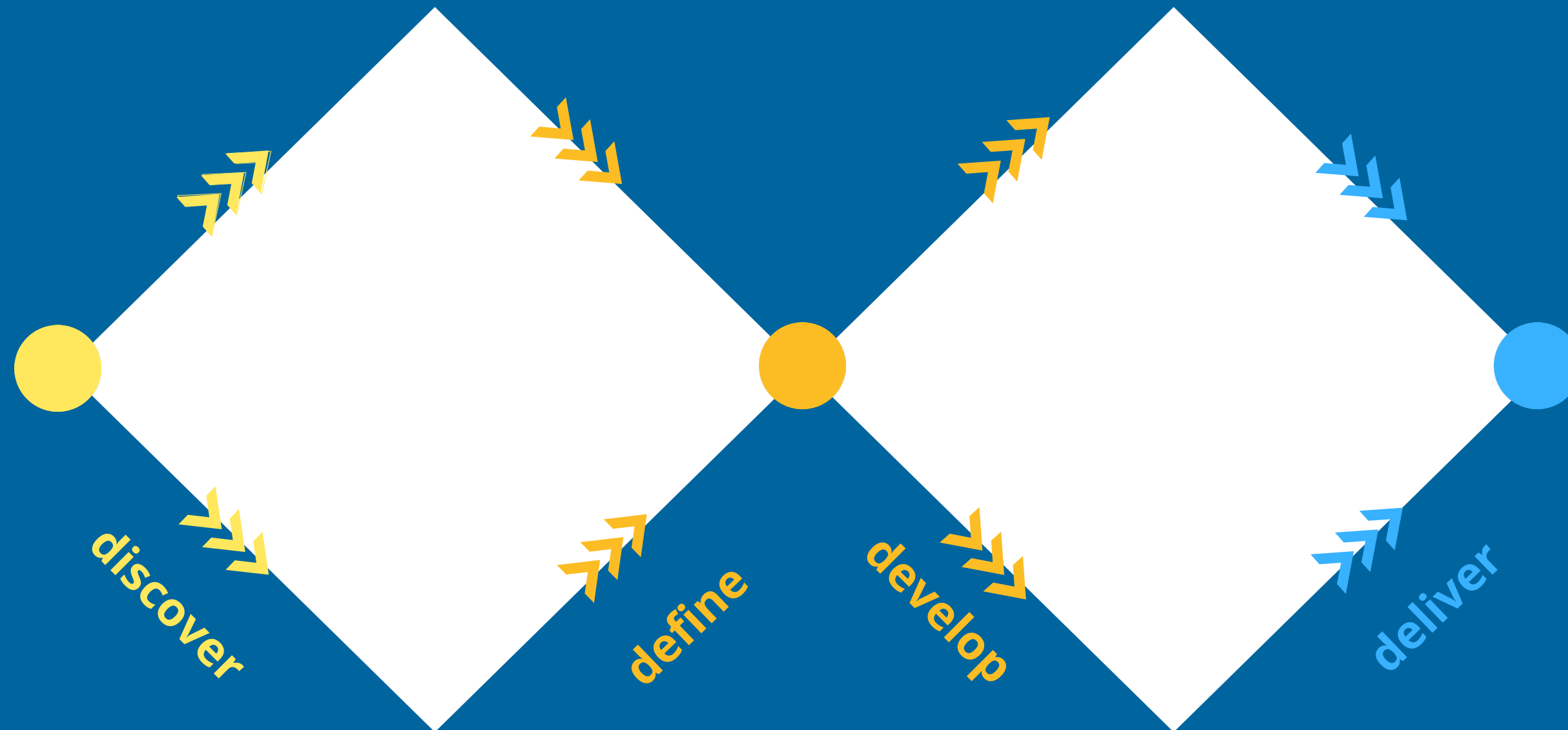
Inspiration

Ideation

Implementation

the problem

the solution



the
mindsets



THE MINDSETS



1. Creative Confidence
2. Empathy
3. Embrace Ambiguity
4. Make It
5. Learn From Failure
6. Iterate, Iterate, Iterate
7. Optimism

designkit.org/mindsets

Problem Statement

Objective 3: Empower and facilitate **consumers and community organisations** to engage in and **co-design** preventive health **policies and programs**.



How do we strengthen active living in our older community?



Tools

Stakeholder Personas



Name: Wheely Mealy - VIC

Organisational type: Community, Charity

Organisational Focus: Food security, connection

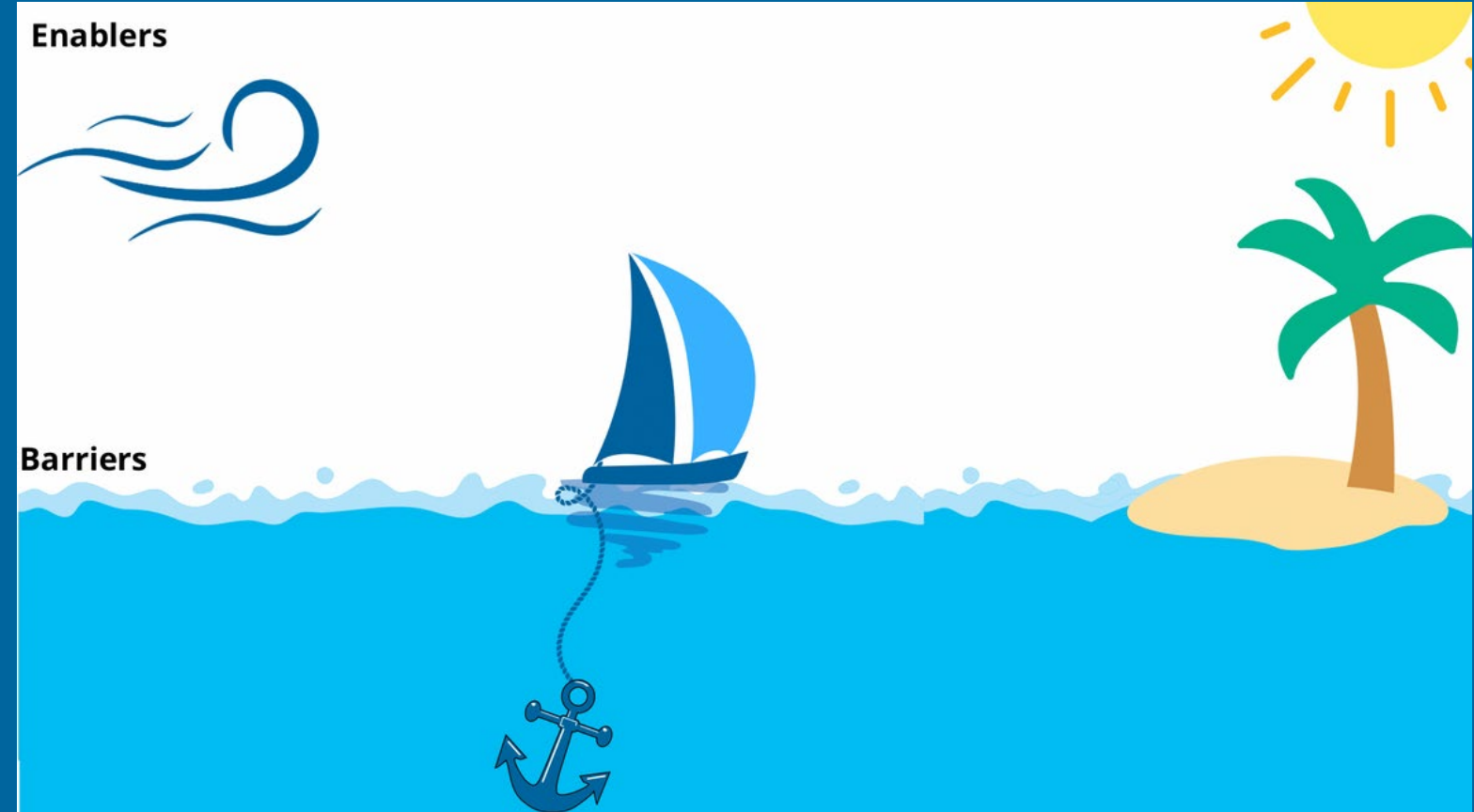
Location: Victoria wide, many metro, urban and rural locations

Stakeholder Description:

Wheely-mealy is a NGO who delivers nutritious meals and social contact to community members who are aged 60 and above. We recognise that older Australians want to continue living independently at home. We offer nutritious yummy meals while offering opportunities for social connection.

<p>Values:</p> <ul style="list-style-type: none"> • Connection • Dignity • Wellbeing • Community 	<p>Goals , main activities/programs):</p> <ul style="list-style-type: none"> • Delivery of subsidised meals to older Australians and those with mobility issues • Provision of social connection to clients
<p>Needs:</p> <ul style="list-style-type: none"> • How do we strengthen active living in older Australians? 	<p>Funding:</p> <ul style="list-style-type: none"> • Medium charity (>\$0.5M/yr) • 40% government funding and 50% income from products or services, 10% donations • Lean year on year margin (<10% surplus)

Sailboat



Stakeholder Persona



Name: Wheely Mealy - VIC

Organisational type:
Community, Charity

Organisational Focus:
Food security, connection

Location: Victoria wide,
many metro, urban and
rural locations

Stakeholder Description:

Wheely-mealy is a NGO who delivers nutritious meals and social contact to community members who are aged 60 and above. We recognise that older Australians want to continue living independently at home. We offer nutritious yummy meals while offering opportunities for social connection.

Values:

- Connection
- Dignity
- Wellbeing
- Community

Needs:

- How do we strengthen active living in older Australians?

Goals , main activities/programs):

- Delivery of subsidised meals to older Australians and those with mobility issues
- Provision of social connection to clients

Funding:

- Medium charity (>\$0.5M/yr)
- 40% government funding and 50% income from products or services, 10% donations
- Lean year on year margin (<10% surplus)

Enablers



Barriers



Wheely Mealy



Strengthening active living in older Australians

Enthusiastic staff

75% of participants have some mobility

Close relationships with our recipients

Funding to invest in physical activity

Staff turnover impairs client connections

Time limitations of 20 minutes

Meals are delivered to the door

Enablers



Barriers





Stakeholder Personas

Government
“Department of
Positive Ageing”

Educational
body “Pardalot
Springs”

Peak Body “The
Council of
Multicultural
Australians”

Community
Organisation
“College of the
Third Age”



Table Facilitator: Sabi



Table Facilitator: Robyn



Table Facilitator: Hannah



Table Facilitator: Vivian



How do we strengthen active living in our older community?

Stakeholder Personas



Name: Wheely Mealy - VIC

Organisational type: Community, Charity

Organisational Focus: Food security, connection

Location: Victoria wide, many metro, urban and rural locations

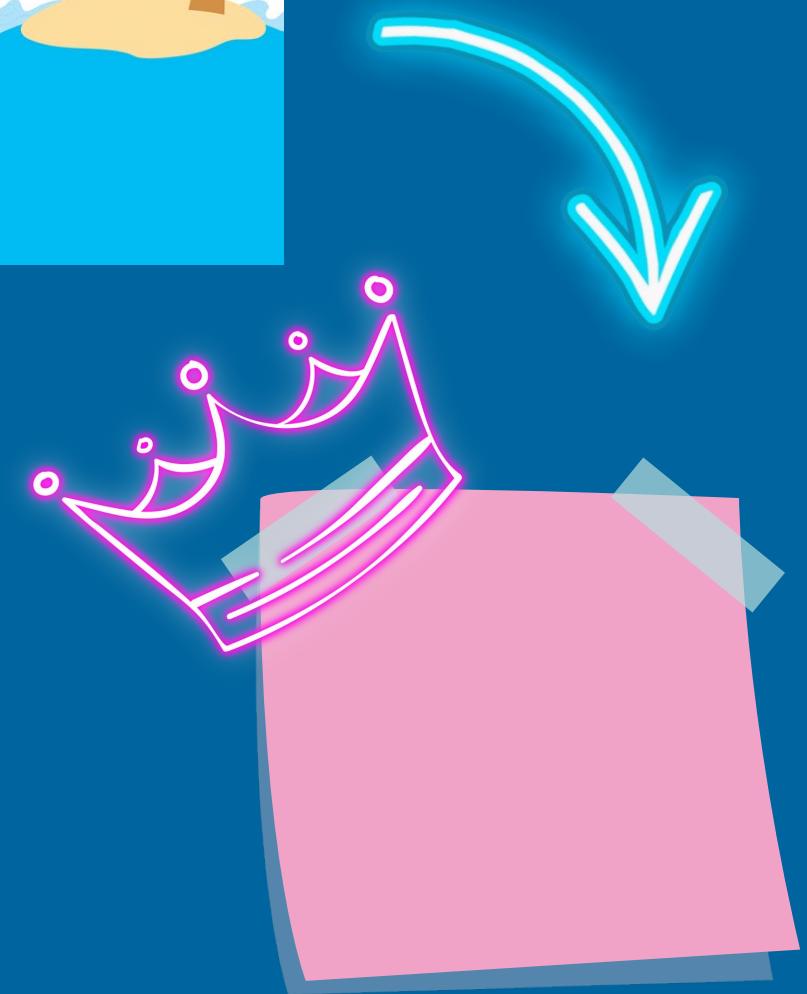
Stakeholder Description:

Wheely-mealy is a NGO who delivers nutritious meals and social contact to community members who are aged 60 and above. We recognise that older Australians want to continue living independently at home. We offer nutritious yummy meals while offering opportunities for social connection.

Values: <ul style="list-style-type: none"> • Connection • Dignity • Wellbeing • Community 	Goals , main activities/programs): <ul style="list-style-type: none"> • Delivery of subsidised meals to older Australians and those with mobility issues • Provision of social connection to clients
Needs: <ul style="list-style-type: none"> • How do we strengthen active living in older Australians? 	Funding: <ul style="list-style-type: none"> • Medium charity (>\$0.5M/yr) • 40% government funding and 50% income from products or services, 10% donations • Lean year on year margin (<10% surplus)



I D E A



Every problem is an opportunity . We use How Might We questions to define solutions.



- HOW, show that there is a process to be undertaken
- MIGHT, shows that it may work and it may not. Failure can be your friend
- WE, shows that this is not an individual process

Define

Enablers

Wheely Mealy

Funding to invest in physical activity

Close relationships with our recipients

75% of participants have some mobility

Enthusiastic staff

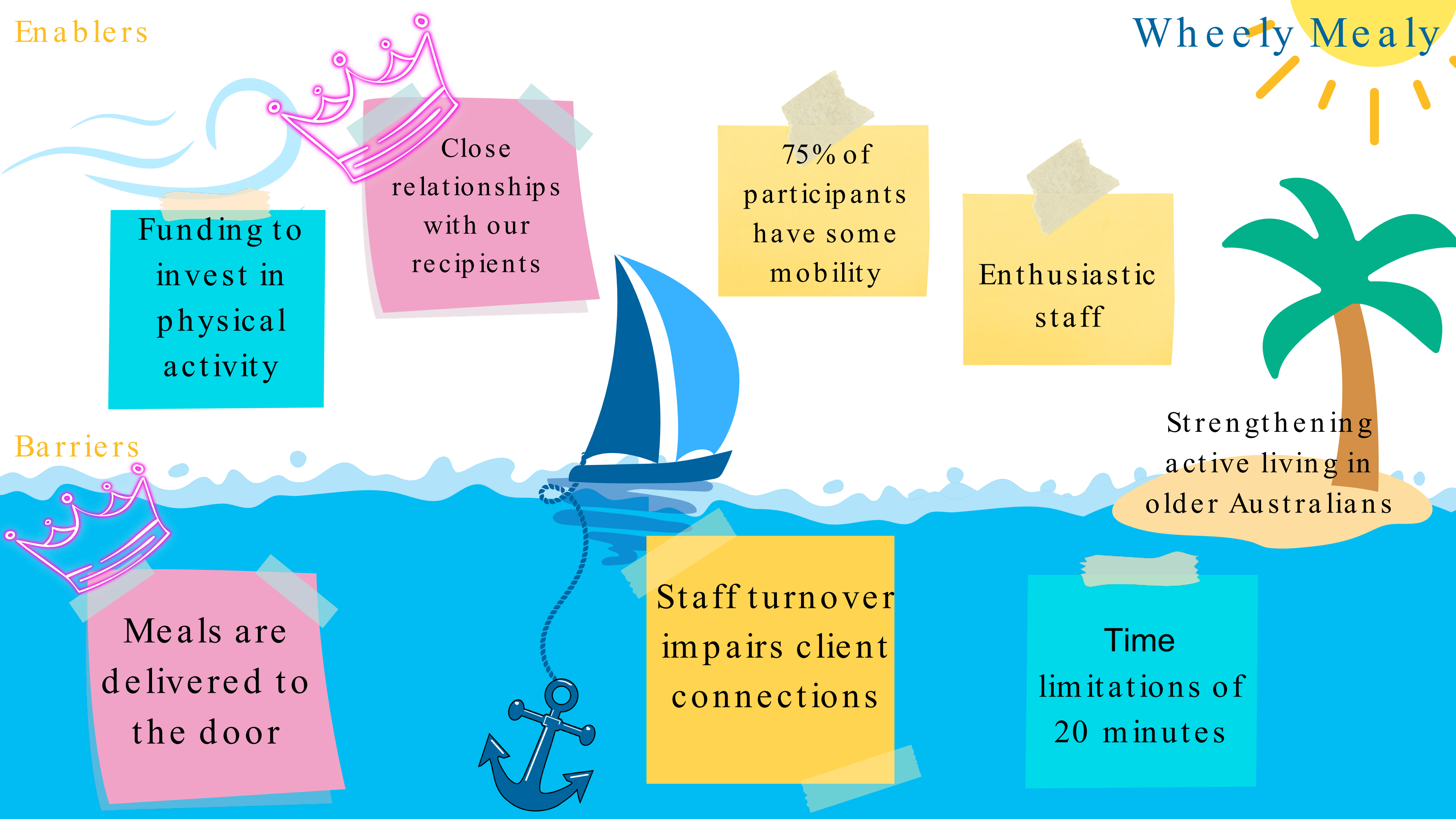
Strengthening active living in older Australians

Barriers

Meals are delivered to the door

Staff turnover impairs client connections

Time limitations of 20 minutes





HMW...

Strengthen/Create
(Identified Enabler)

FOR/WITH

(whom)

SO THAT

Active living is increased?

HMW...

USE our strong
connections

WITH

our meal participants

SO THAT

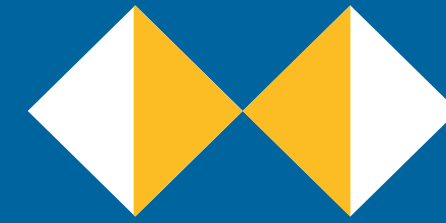
Active living is increased?



HMW...
Solve/Improve
(Identified Barrier)
FOR/OF
(whom)
SO THAT
Active living is increased?

HMW...
IMPROVE meal
deliveries
FOR
our meal participants
SO THAT
Active living is
increased?

Think about the last time you
had toast.



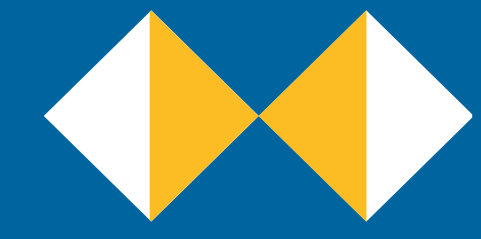
As individuals:
Brainstorm and generate a list of
ideas to solve the problem

Quantity > Quality

No judgement

Keep an open mind and embrace
creativity.

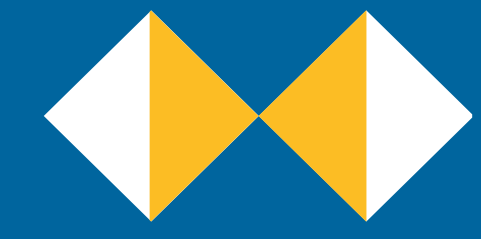




Brainstorming with Constraints

\$1M

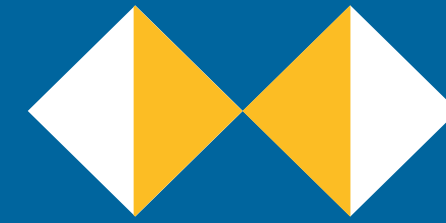




Brainstorming with Constraints

\$100

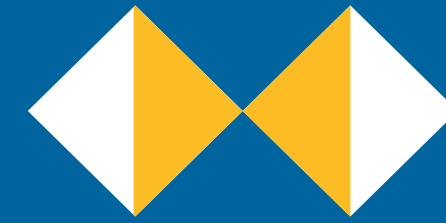




Analogous Thinking

Innovative ideas occur
when concepts and
ideas from one area are
applied to another

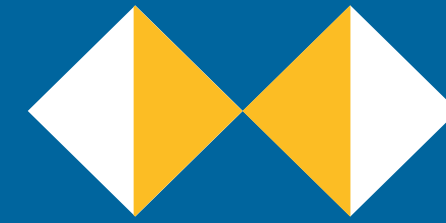




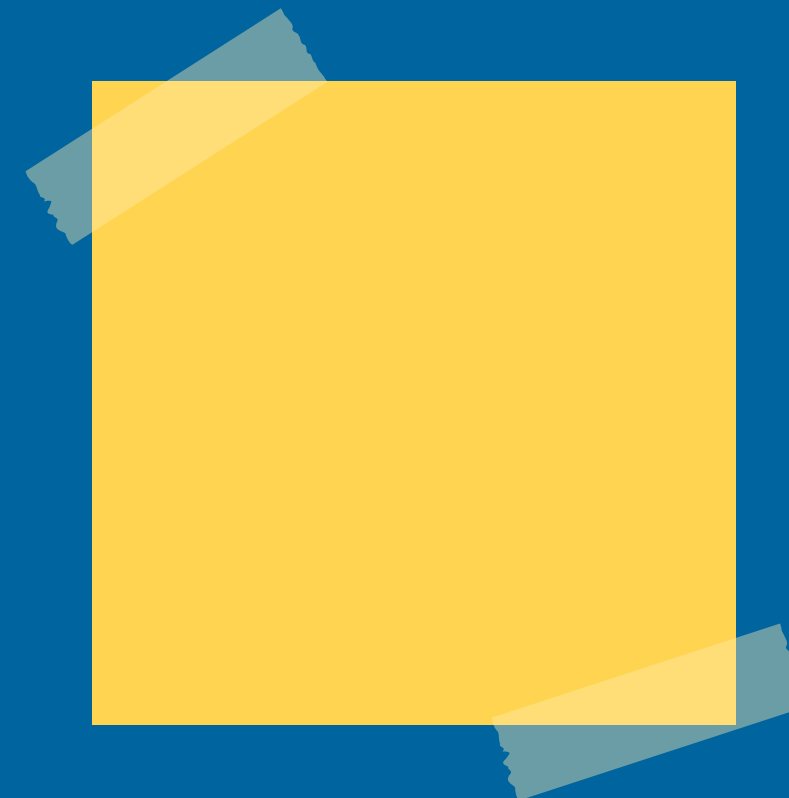
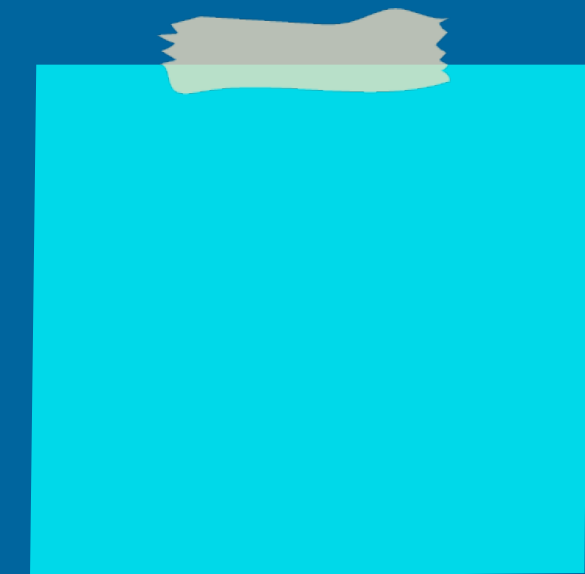
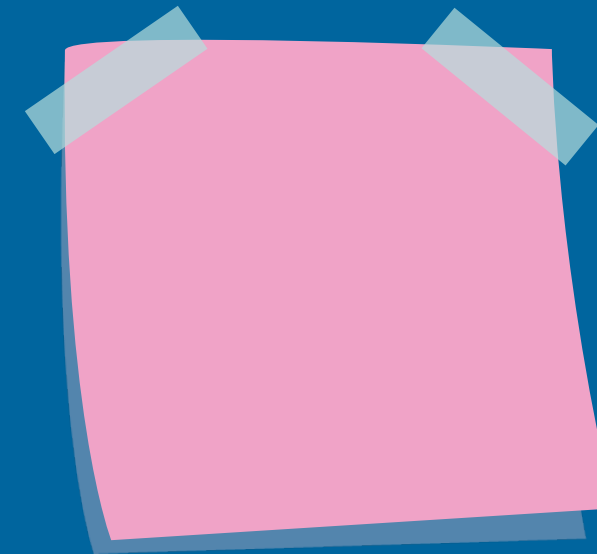
Hopeful: example



Shortlisting



Most Feasible
Most Creative
Favourite



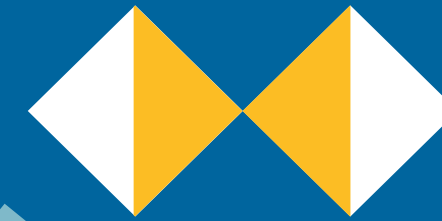
Shortlisting

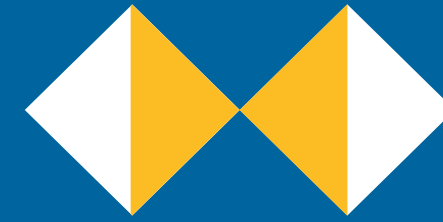
Most Feasible
Most Creative
Favourite

Have recipients
unfold and
spread a
checkered
tablecloth

Carry a
flower from
the delivery
van to their
home

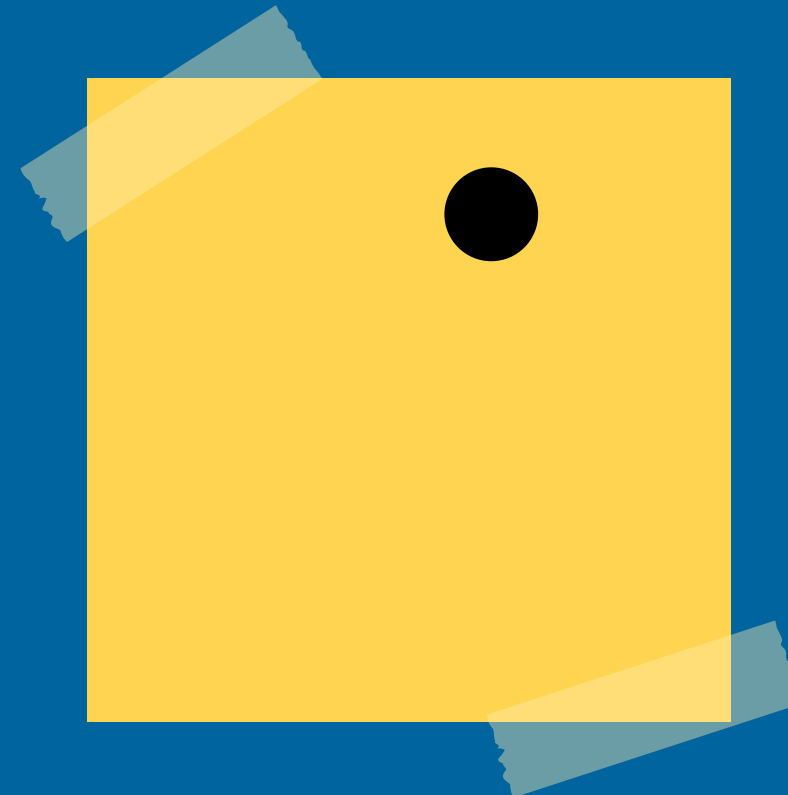
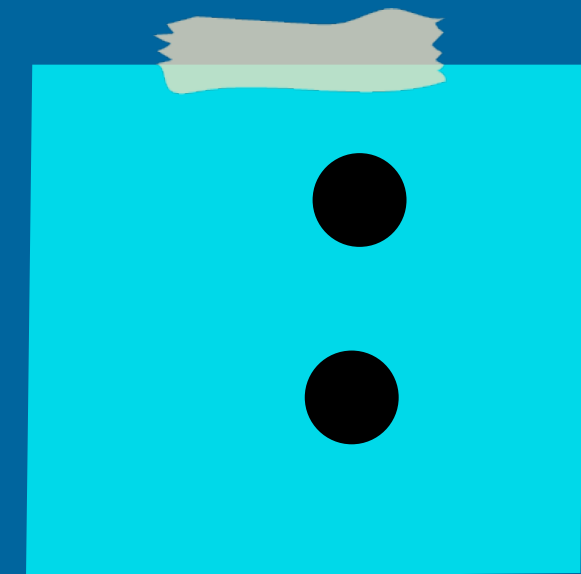
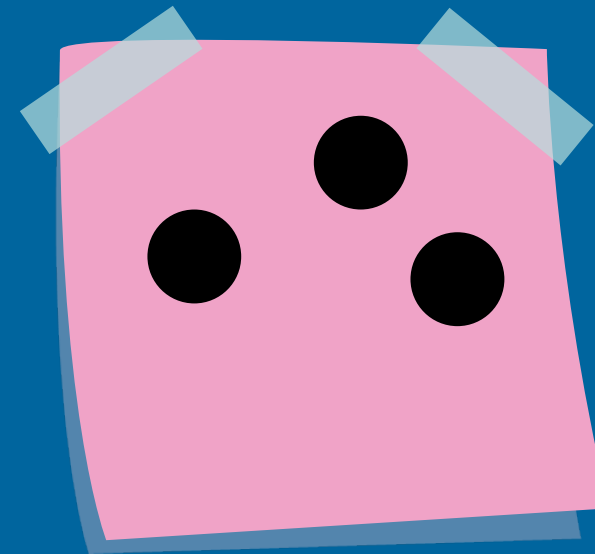
Develop a PA
card to
include in
meals

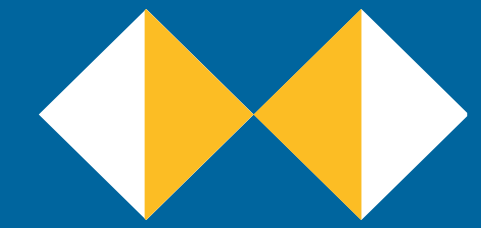




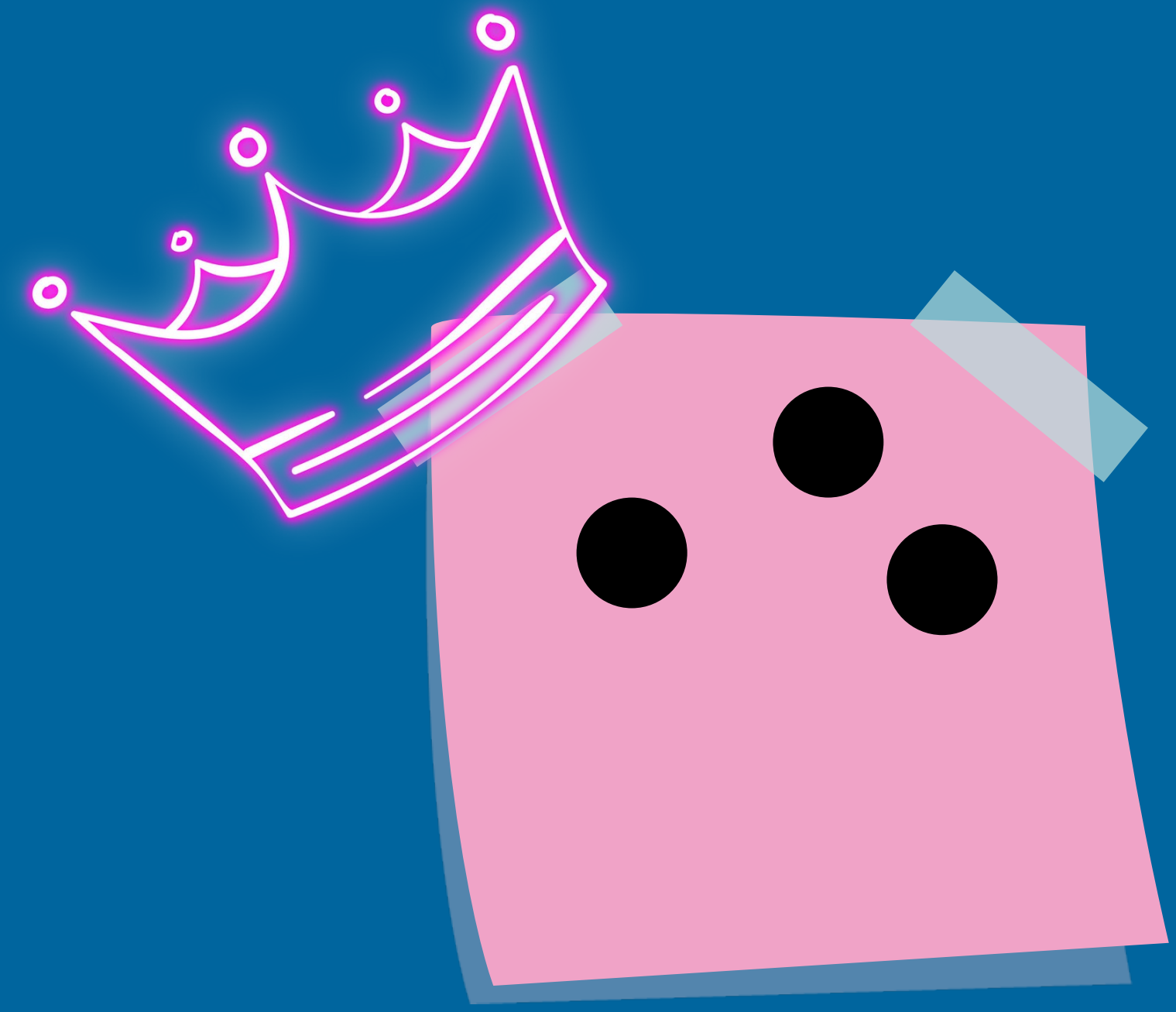
Read & Vote

Most Feasible
Most Creative
Favourite





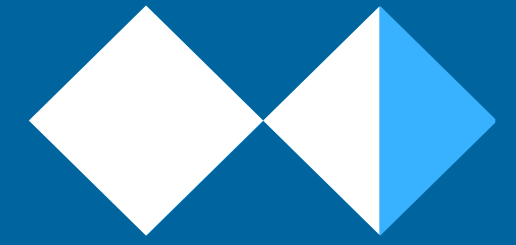
Choose your winner





Draw your Solution





Solution Cafe - Share & Test





Iterate

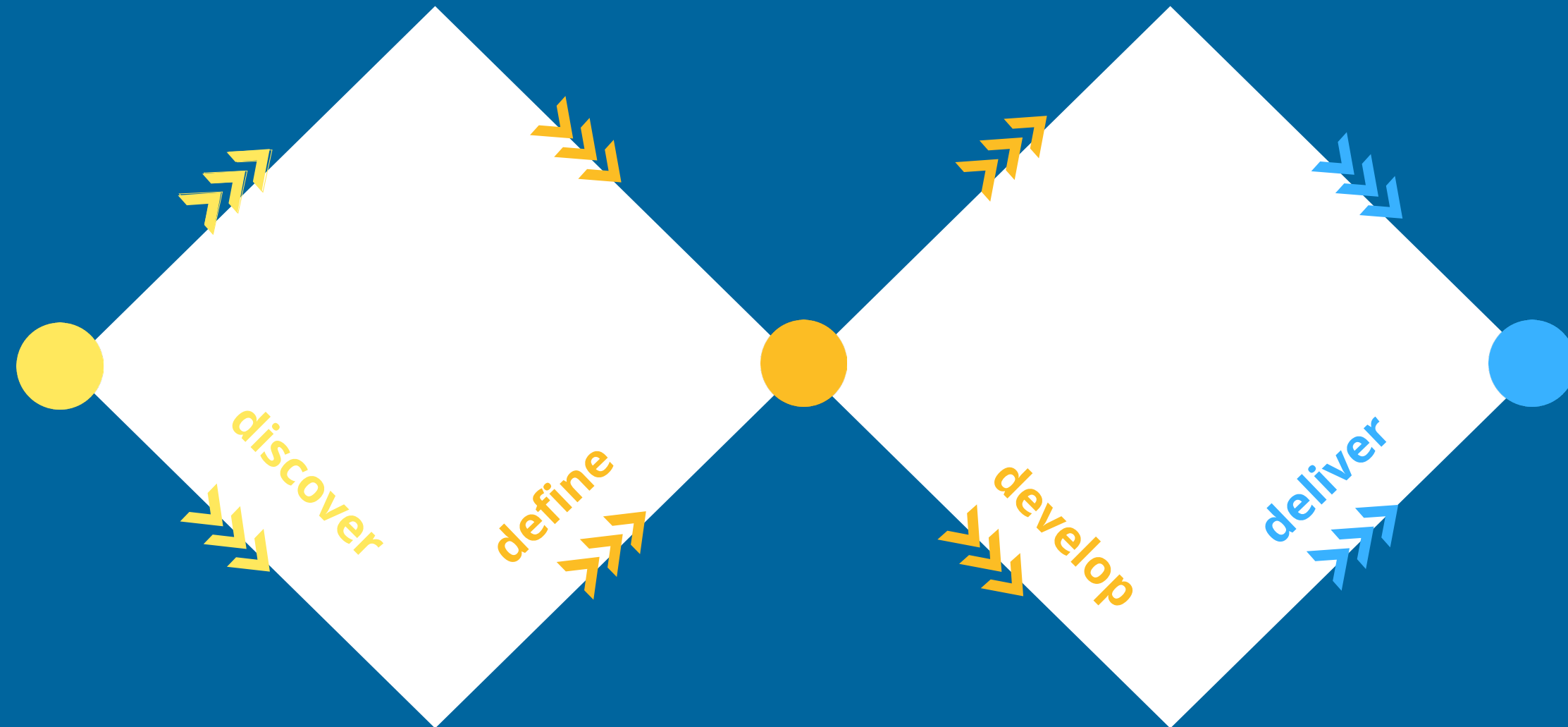
Is there one thing that stands out to you that could improve your solution?



Today's Process

Inspiration | Ideation | Implementation

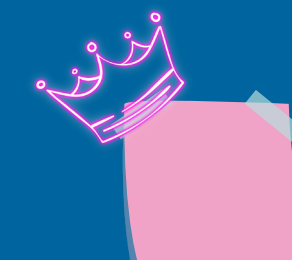
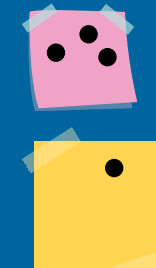
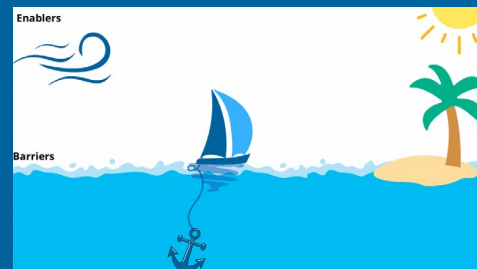
the problem



the solution

Stakeholder Personas

<p>Home Meals Ready - VIC Organisational type: Community, Charity Organisational Focus: Food security, connection Locations: Victoria wide, many metro, urban and rural locations</p>	<p>Stakeholder Description: Whereby meals to a NGO who delivers nutritious meals and social contact to community members who are aged 65 and above. We recognise that older Australians want to continue living independently at home. We offer nutritious yummy meals while offering opportunities for social connection.</p>	<p>Values:</p> <ul style="list-style-type: none"> • Connection • Dignity • Wellbeing • Community
<p>Quality, main activities/programs:</p> <ul style="list-style-type: none"> • Delivery of substantial meals to older Australians and those with mobility issues • Provision of social connection to clients 	<p>Funding:</p> <ul style="list-style-type: none"> • Medium charity (40k MRR) • 40% government funding and 60% income from products or services, 10% donations • Loss year on year margin (-10% surplus) 	<p>Needs:</p> <ul style="list-style-type: none"> • How do we strengthen active living in older Australians?





the
tools



Inspiration | Ideation | ~~Implementation~~
Iteration

The What. The How. The Why

Thank
you

Merci

Obrigado

Danke

Dank u

THANK

YOU

Grazie

!gracias

Kiitos

Köszönöm