WHY GREAT THINGS HAPPEN WHEN DIGITAL & DESIGN COLLIDE

#innovateuk14

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ON UK INNOVATION

WHY GREAT THINGS HAPPEN WHEN DIGITAL & DESIGN COLLIDE

Jon Kingsbury

Head of Digital Economy,
KTN

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BRITAIN & NORTHERN IRELAND

WHY GREAT THINGS HAPPEN WHEN DIGITAL & DESIGN COLLIDE

Rachel Cooper PhD OBE

Professor of Design

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imagination LANCASTER

Professor Rachel Cooper PhD OBE

The Creative Exchange

Funded by AHRC in collaboration with partner companies

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LANCASTER UNIVERSITY

Designing Experiences

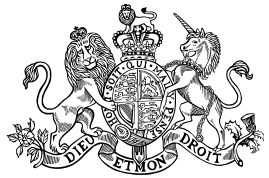
Newcastle University

Digital Prototyping

Royal College of Art

Communication Innovation

Design competencies: contextual and user-centred research, empathy and user experience; visualisation (of everything) and prototyping, rapid testing; branding and communication.



Royal College of Art

2	19	5	7	7
Corporates	SMEs	Government and Policy Groups	Sector Bodies	Cultural Venues and Groups

DIGITAL PUBLIC SPACE

Anyone, anywhere, anytime can access, explore and create with digital content.

Unlocking content from museums, galleries and broadcasters.

Harnessing public information and user-generated data.

DESIGNING A CREATIVE EXCHANGE:

CREATING A SPACE TO EXPERIMENT AND EXPLORE NEW GROUND

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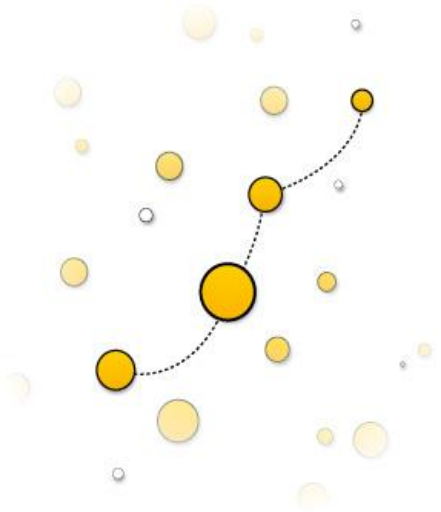
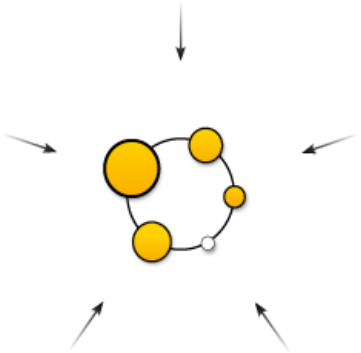
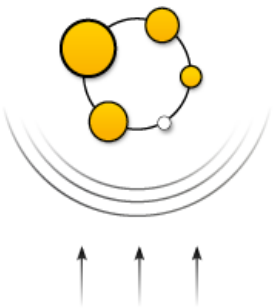


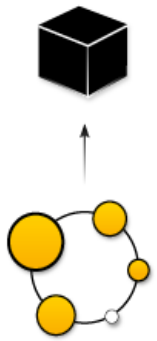
Connect



Cluster



Support



Make & Test

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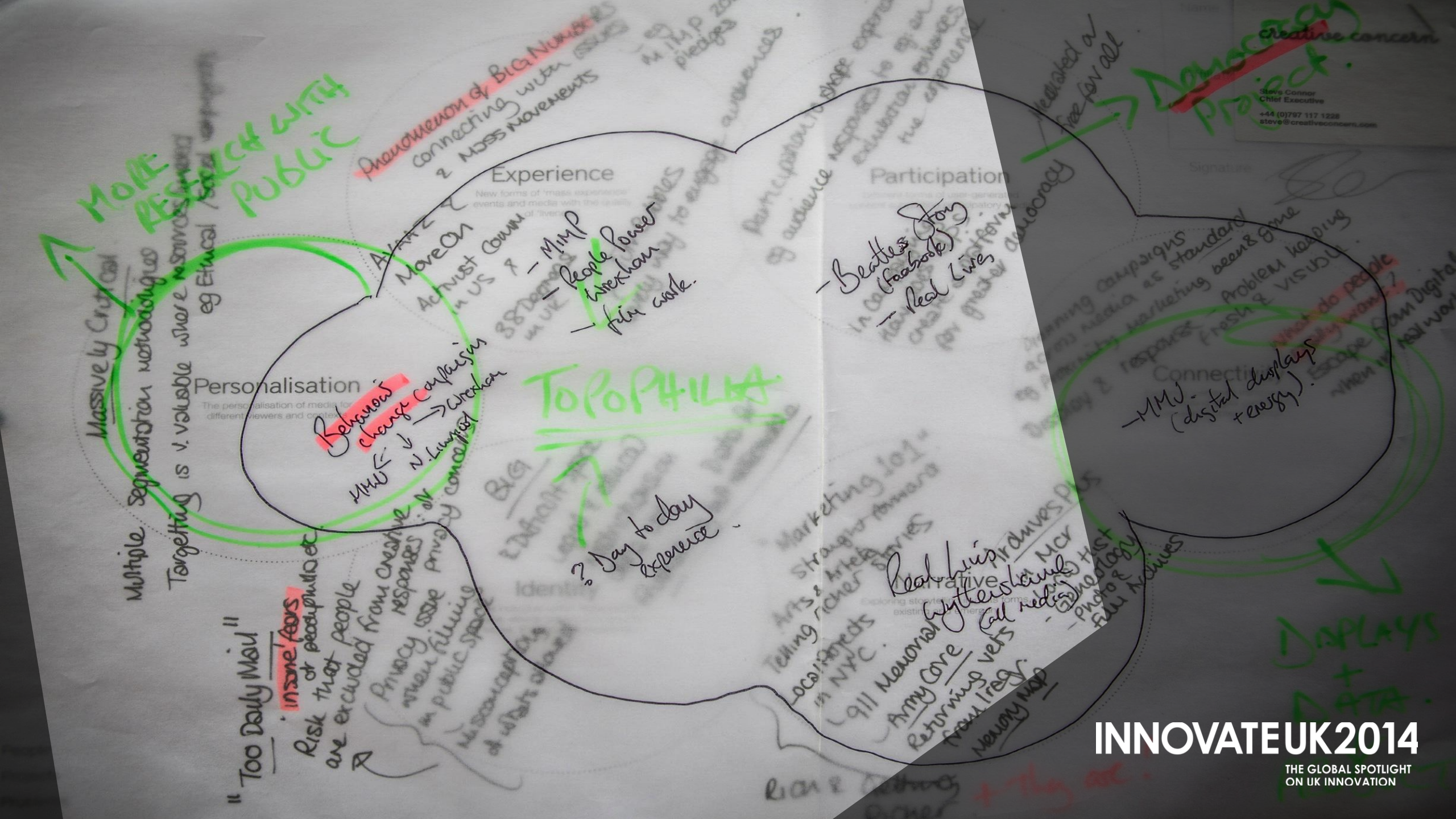

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PROJECTS:
SOCIAL, PHYSICAL, SERVICE INNOVATION

Public Service Innovation and Democracy

Individual and community empowerment, new public and private sector services, data collection and sensing, data visualization and service design.

- 5 Projects
- 11 Commercial Partners
- 14 Academic Researchers

Making the Digital Physical

Transforming the digital space trapped inside screens and devices into physical experiences in the real world.

- 3 Projects
- 5 Commercial Partners
- 11 Academic Researchers

Performance, Liveness and Participation

Exploring how digital prototypes can be used to offer new forms of participation in live events, broadcasts and in public spaces.

- 5 Projects
- 8 Commercial Partners
- 10 Academic Researchers

Rethinking Working Life

What opportunities does Digital Public Space afford for new working practices?

- 4 Projects
- 6 Commercial Partners
- 8 Academic Researchers

Stories, Archives and Living Heritage

Exploring new ways of accessing, creating, exploring and remixing personal stories and cultural heritages to create new experiences.

- 3 Projects
- 5 Commercial Partners
- 3 Academic Researchers

Building Social Communities - Dynamic Structures for Growth

The lab under this cluster topic will focus on the following area: Designing the Digital Public Space - Dynamic Structures for Growth

- 2 Projects
- 3 Academic Researchers

SOCIAL INNOVATION

The News Where You Are

BBC, Paul Egglestone,
implications for design of digital systems

Community Data Journalism

Design 4 Social Change, Guardian
System to engage local people with hyper-local stories

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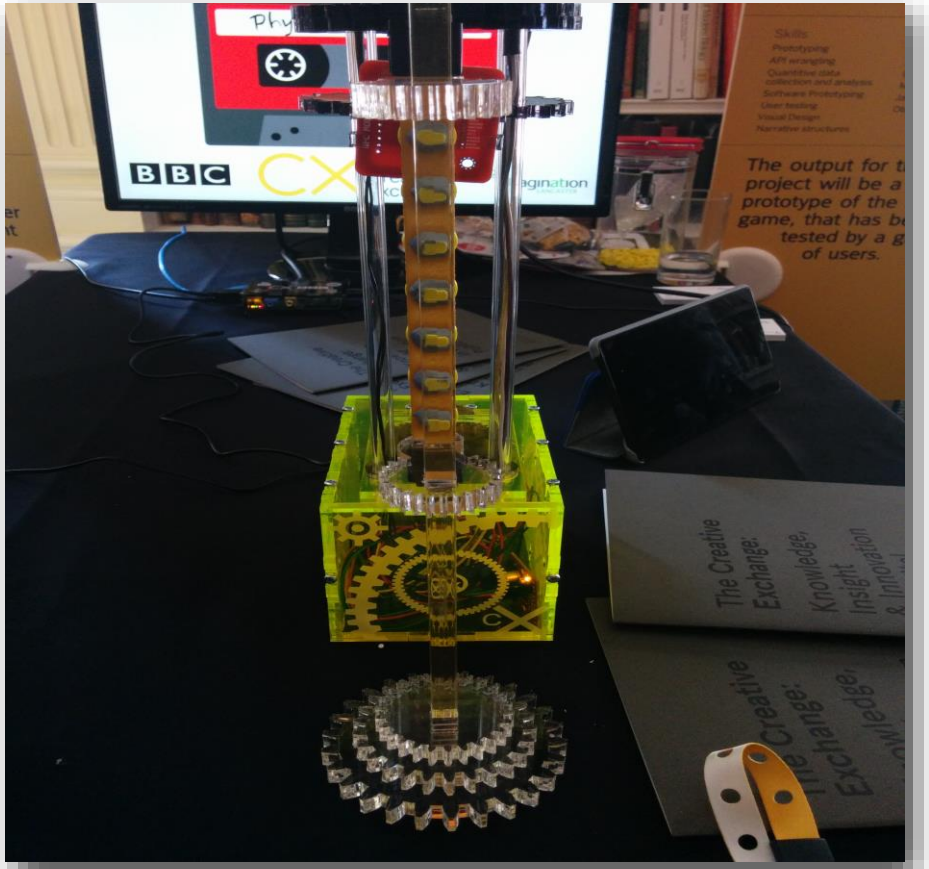
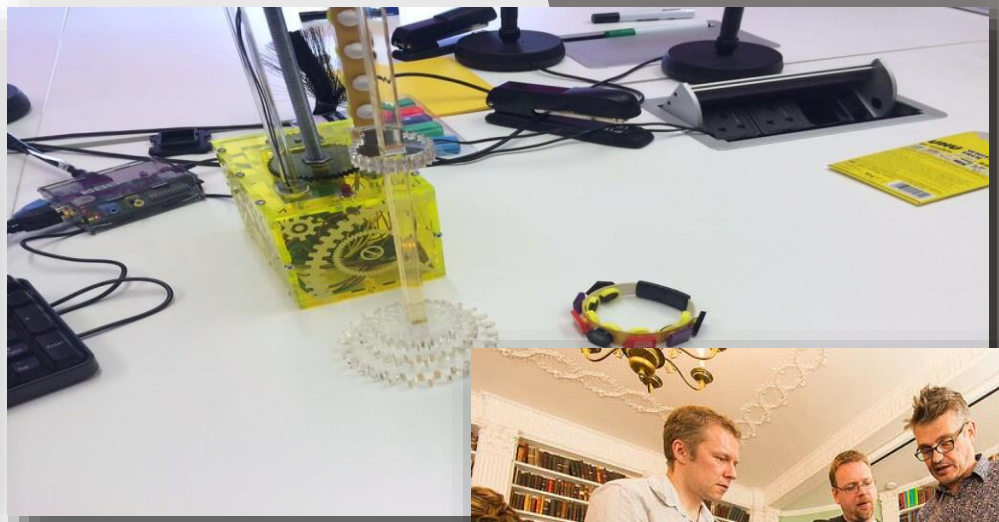
SOCIAL INNOVATION

Physical Playlist

BBC, Makie Lab, Paul Coulton

Physical–digital Mix Tape And Player





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PRODUCT INNOVATION

On The Precipice

Isis Arts, Chris Newell - University Of Hull

Digitally Fabricated Souvenirs As Personal And Meaningful Materializations Of Visitor's Experiences (Specifically Engaged Younger Audiences)

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COLD SUN

Anglia Ruskin, Mudlark, Lancaster

- Using real-world weather data to influence a game
- Working with Met Office data
- Providing reflections on climate change

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NUMBERS THAT MATTER

FutureEverything, Dundee, Lancaster

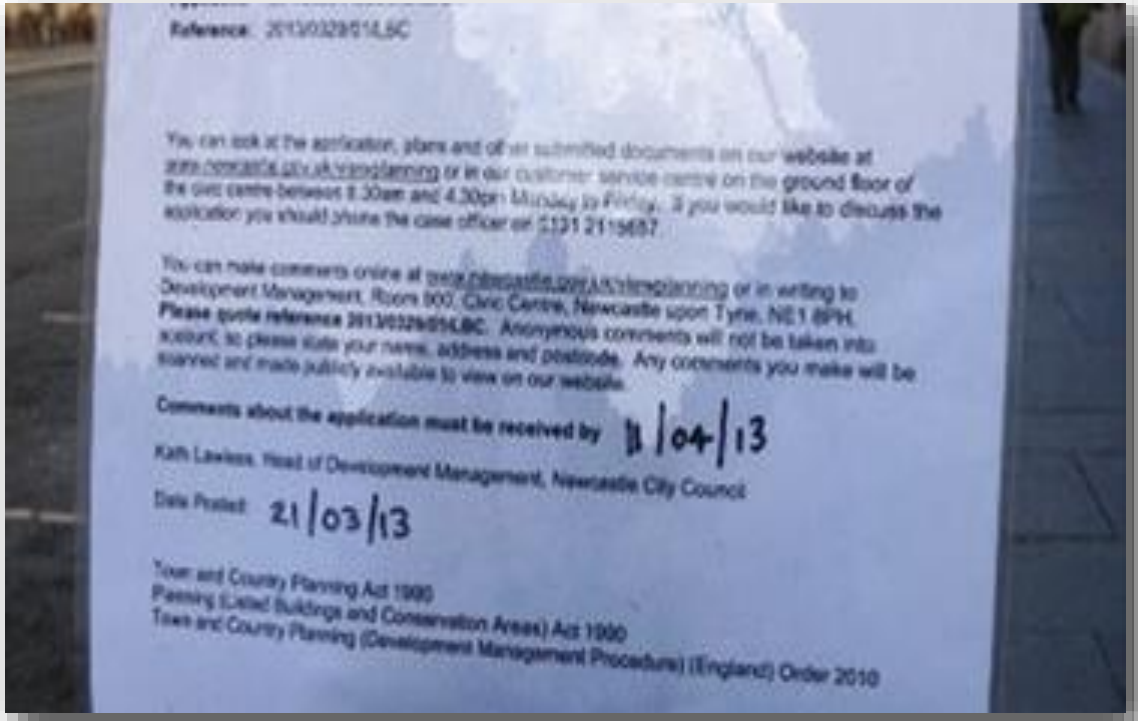
- Wearable devices
- Wellbeing
- Open data
- Co-design/participatory design

PUBLIC SERVICE INNOVATION

Open Planning

RedNinja, Liverpool City Council, Richard Koeck, Liverpool Vision, Engage Liverpool

Digital platform, service system development and variety of interfaces



Reference: 2013/0329/01/LBC

You can look at the application, plans and other submitted documents on our website at www.newcastle.gov.uk/viewplanning or in our customer service centre on the ground floor of the civic centre between 8.30am and 4.30pm Monday to Friday. If you would like to discuss the application you should phone the case officer on 0191 2119657.

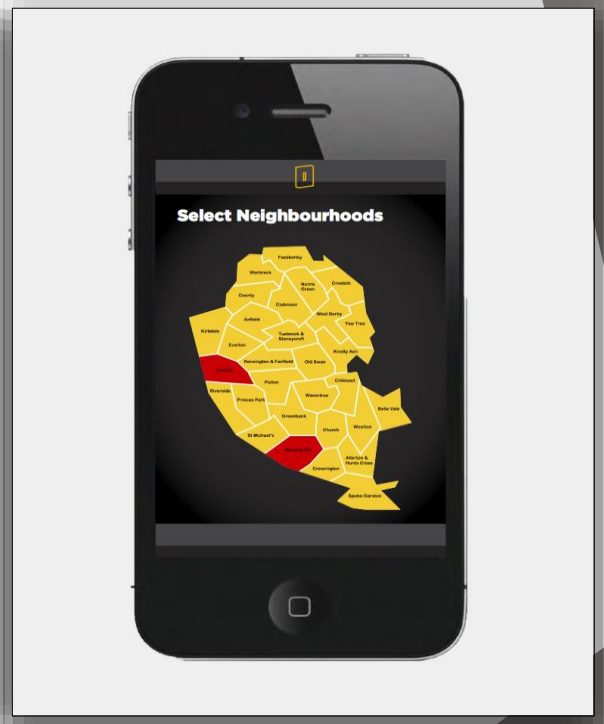
You can make comments online at www.newcastle.gov.uk/viewplanning or in writing to Development Management, Room 800, Civic Centre, Newcastle upon Tyne, NE1 8PH. **Please quote reference 2013/0329/01/LBC.** Anonymous comments will not be taken into account, so please state your name, address and postcode. Any comments you make will be scanned and made publicly available to view on our website.

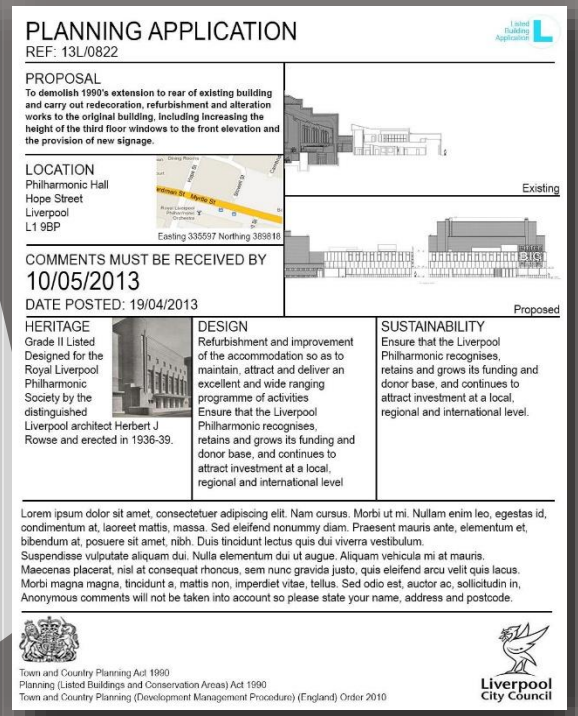
Comments about the application must be received by 11/04/13

Keith Lawless, Head of Development Management, Newcastle City Council

Date Posted: 21/03/13

Town and Country Planning Act 1990
Planning (Listed Buildings and Conservation Areas) Act 1990
Town and Country Planning (Development Management Procedure) (England) Order 2010





PLANNING APPLICATION
REF: 13L/0822

PROPOSAL
To demolish 1990's extension to rear of existing building and carry out redecoration, refurbishment and alteration works to the original building, including increasing the height of the third floor windows to the front elevation and the provision of new signage.

LOCATION
Philharmonic Hall
Hope Street
Liverpool
L1 9BP

Easting 335597 Northing 389818

Existing

Proposed

COMMENTS MUST BE RECEIVED BY
10/05/2013
DATE POSTED: 19/04/2013

HERITAGE
Grade II Listed Designed for the Royal Liverpool Philharmonic Society by the distinguished Liverpool architect Herbert J Rowse and erected in 1936-39.

DESIGN
Refurbishment and improvement of the accommodation so as to maintain, attract and deliver an excellent and wide ranging programme of activities
Ensure that the Liverpool Philharmonic recognises, retains and grows its funding and donor base, and continues to attract investment at a local, regional and international level

SUSTAINABILITY
Ensure that the Liverpool Philharmonic recognises, retains and grows its funding and donor base, and continues to attract investment at a local, regional and international level.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa. Sed eleifend nonummy diam. Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh. Duis tincidunt lectus quis dui viverra vestibulum. Suspendisse vulputate aliquam dui. Nulla elementum dui ut augue. Aliquam vehicula mi at mauris. Maecenas placerat, nisl at consequat rhoncus, sem nunc gravida justo, quis eleifend arcu velit quis lacus. Morbi magna magna, tincidunt a, mattis non, imperdiet vitae, tellus. Sed odio est, auctor ac, sollicitudin in, Anonymous comments will not be taken into account so please state your name, address and postcode.

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Liverpool City Council

www.thecreativexchange.org

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Tom Williams

User Experience Director,
Ostmodern

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We’re digital product designers and video on demand specialists

Working in future TV since 2006

Working with broadcasters as they move beyond traditional linear TV

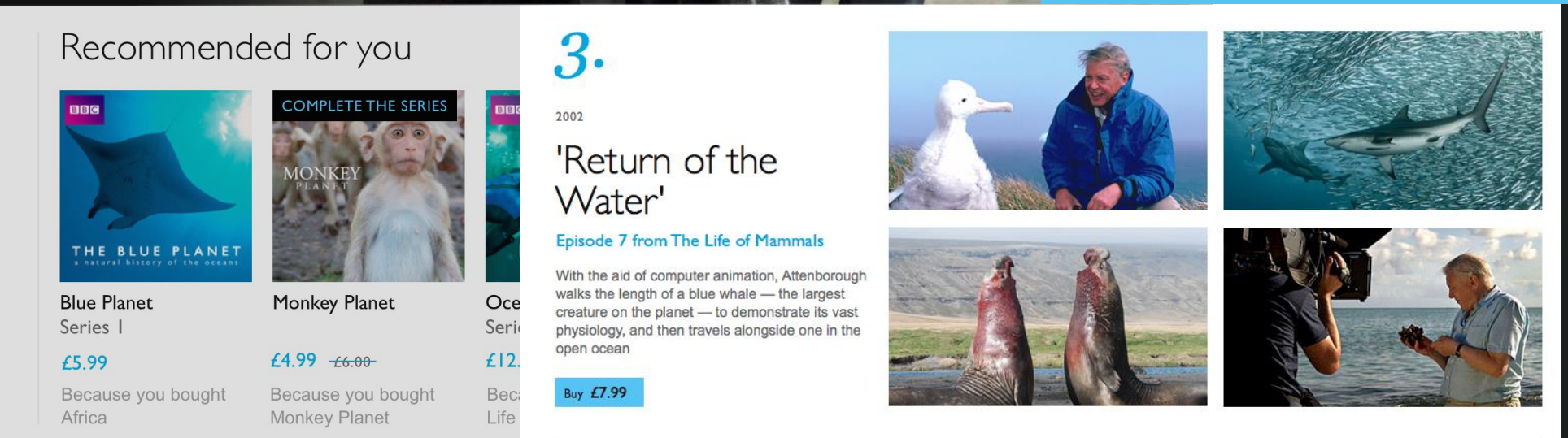
OSTMODERN

4oD

Ostmodern were involved with Channel 4's groundbreaking VoD product from the start

BBC iPlayer Store

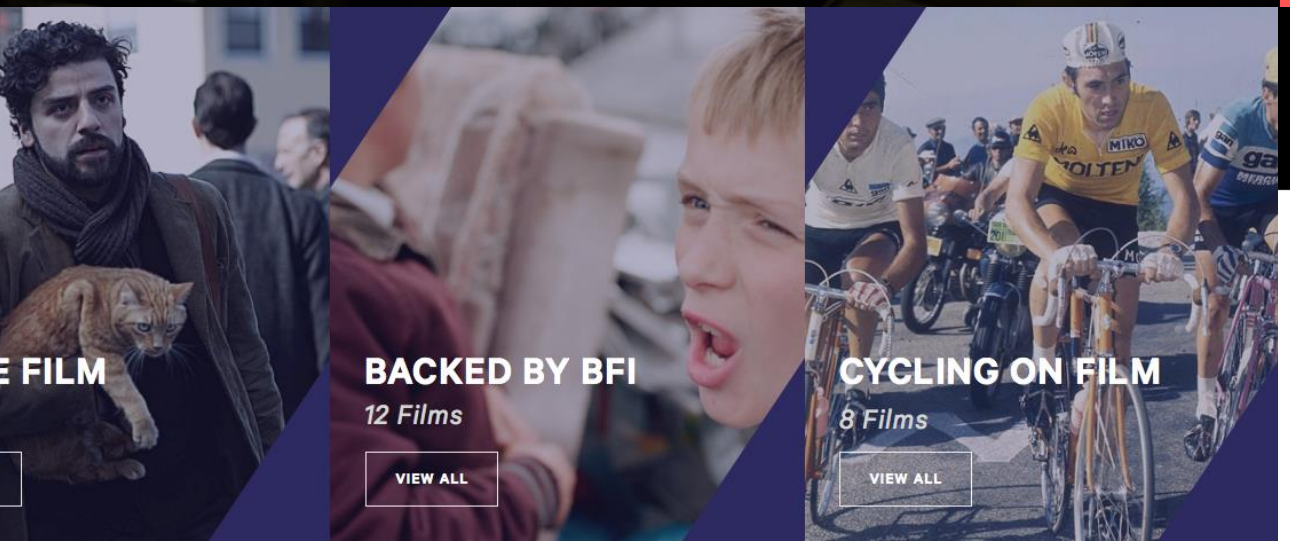
Introducing paid for content to the BBC iPlayer

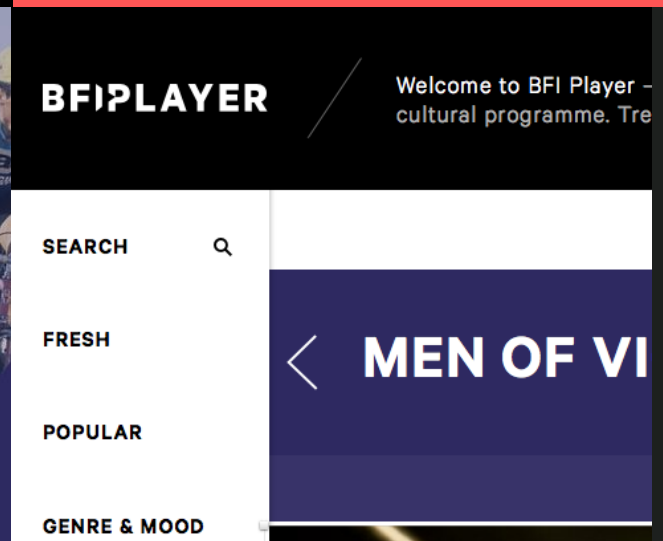


BBC Store

BFI

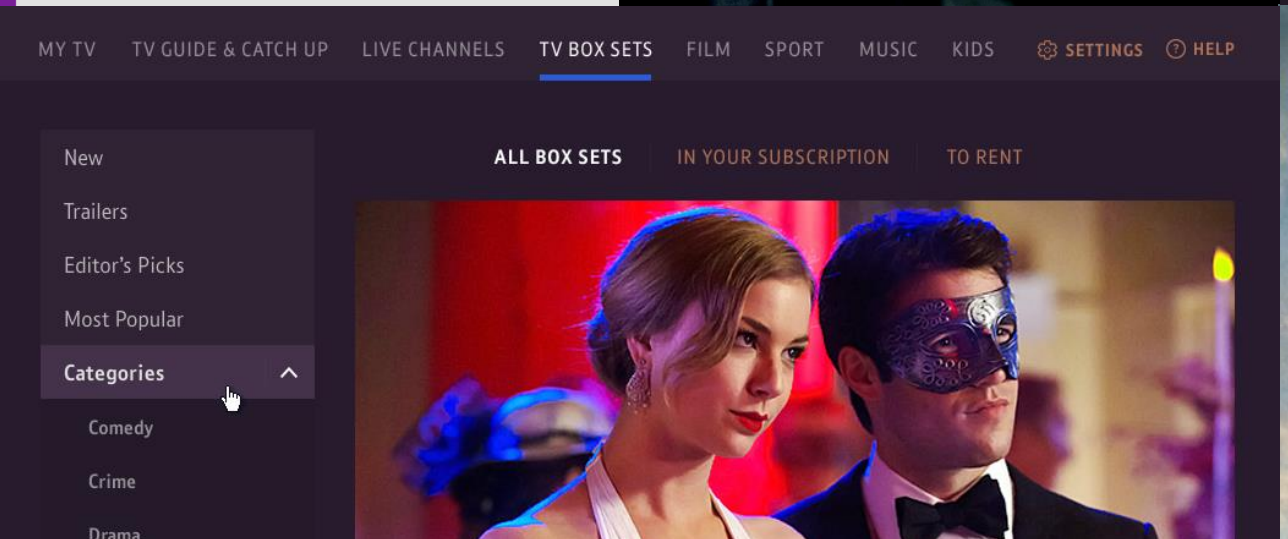
Unlocking the world’s largest collection of film





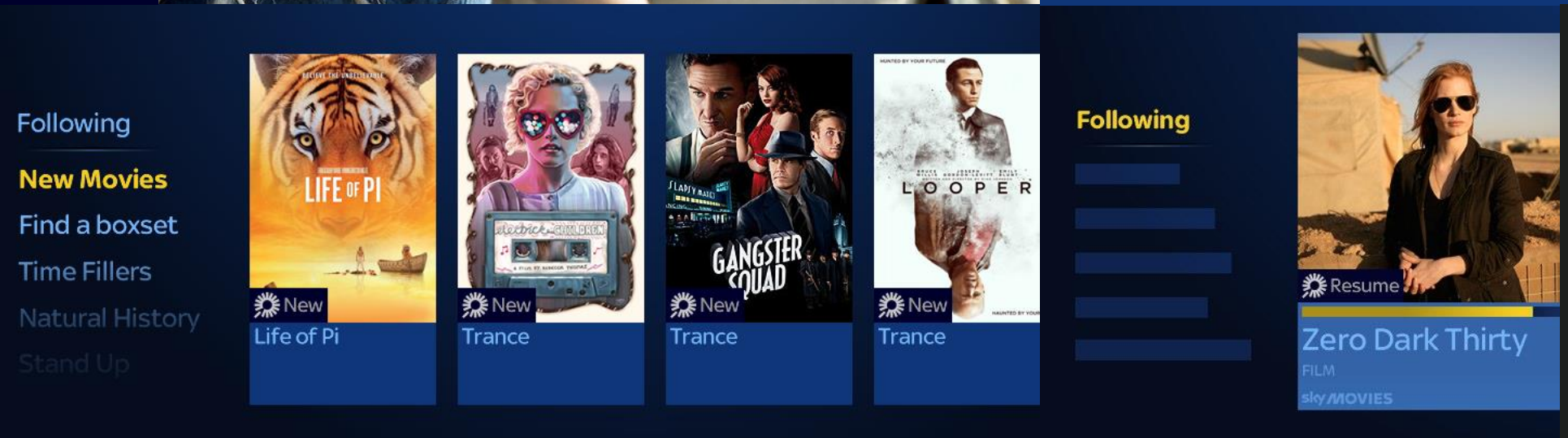
BT TV Everywhere

Re-inventing TV for the UK telecoms giant



Sky Columbus

Resolving cross platform discovery for Sky



There are consistent themes in our work

Understanding what is innate vs enforced behaviour

With so many moving parts, user understanding is key

Design offers our clients the competitive advantage they need

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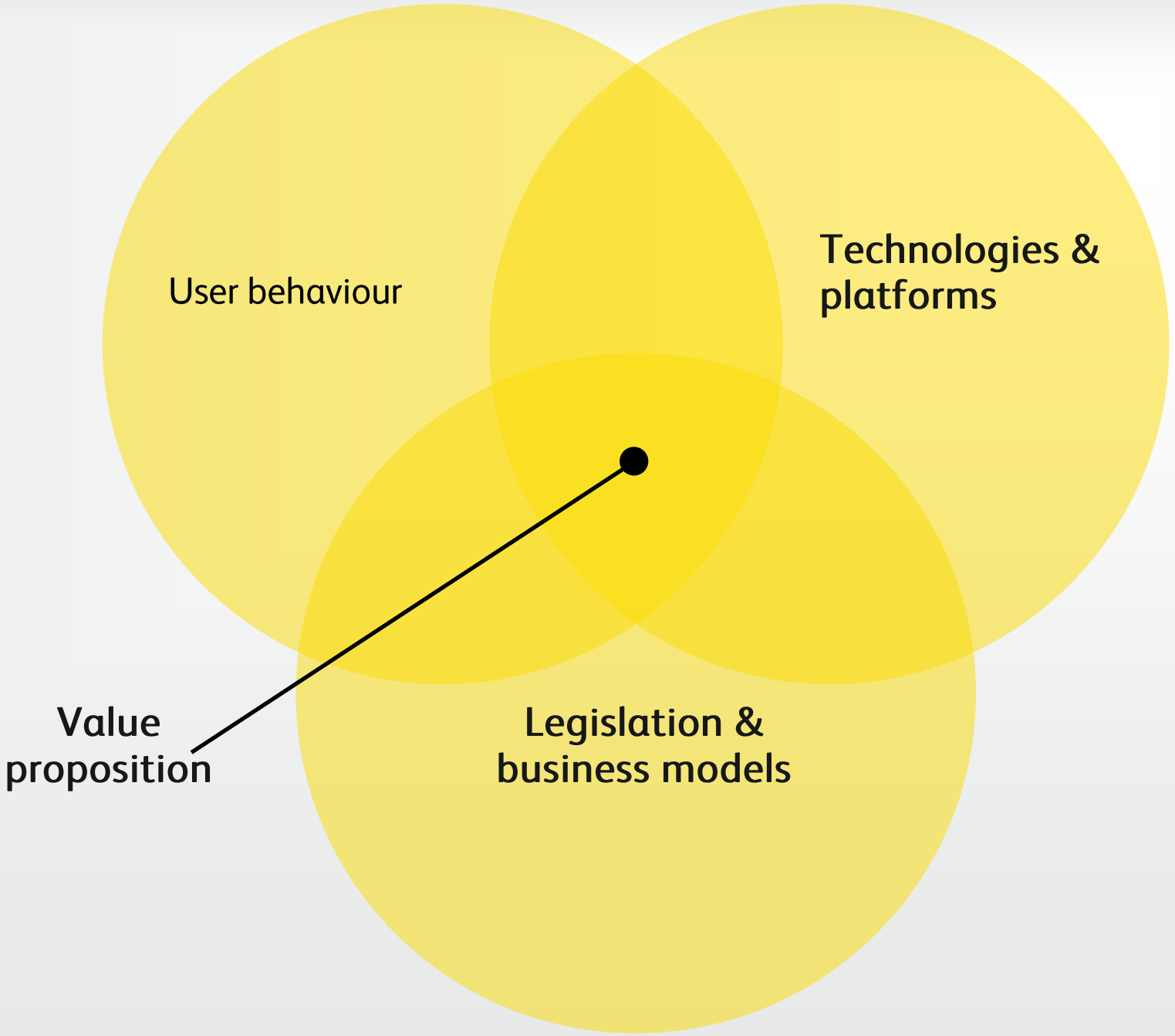

We have employ design techniques that put users front and centre

This means we create products that people want to use

This is common in consumer products

Business tools/software are a different story…

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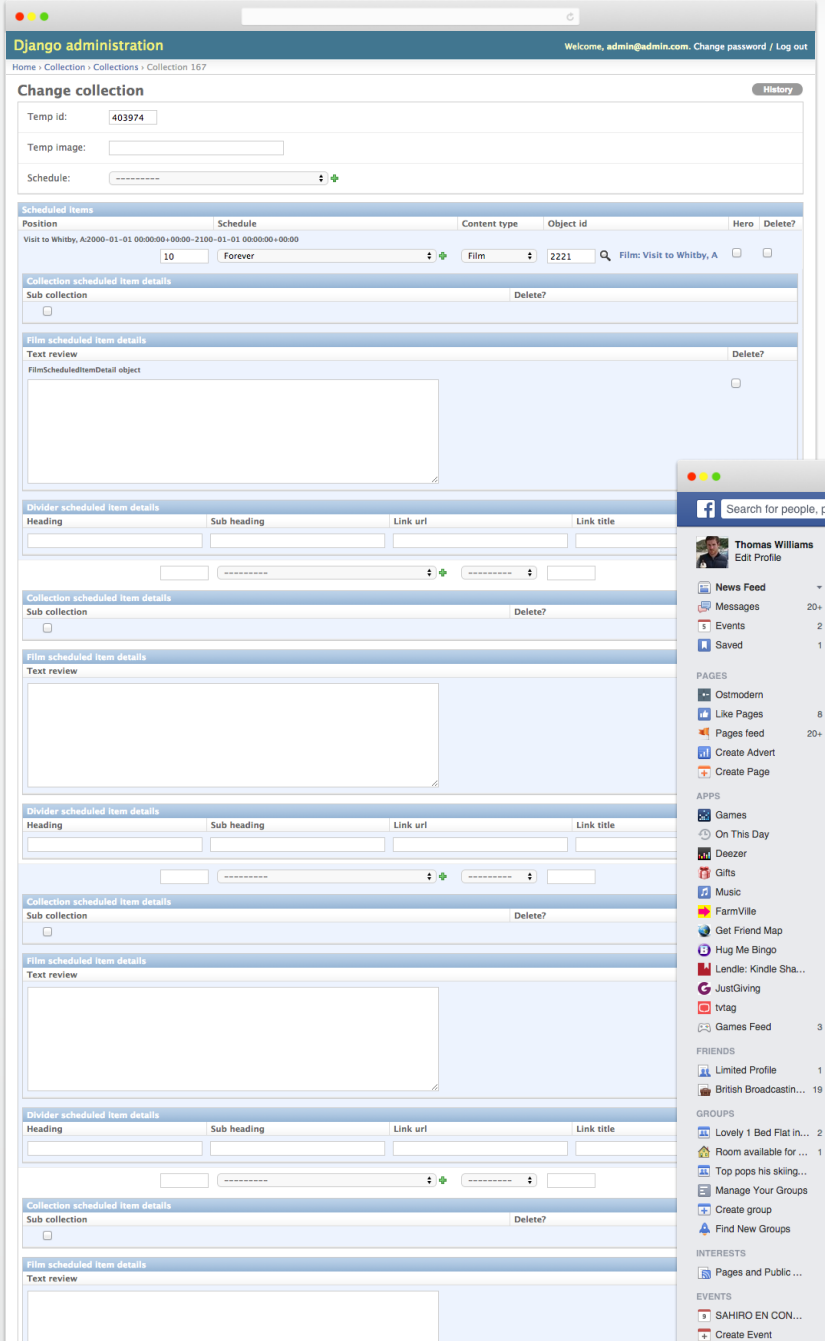
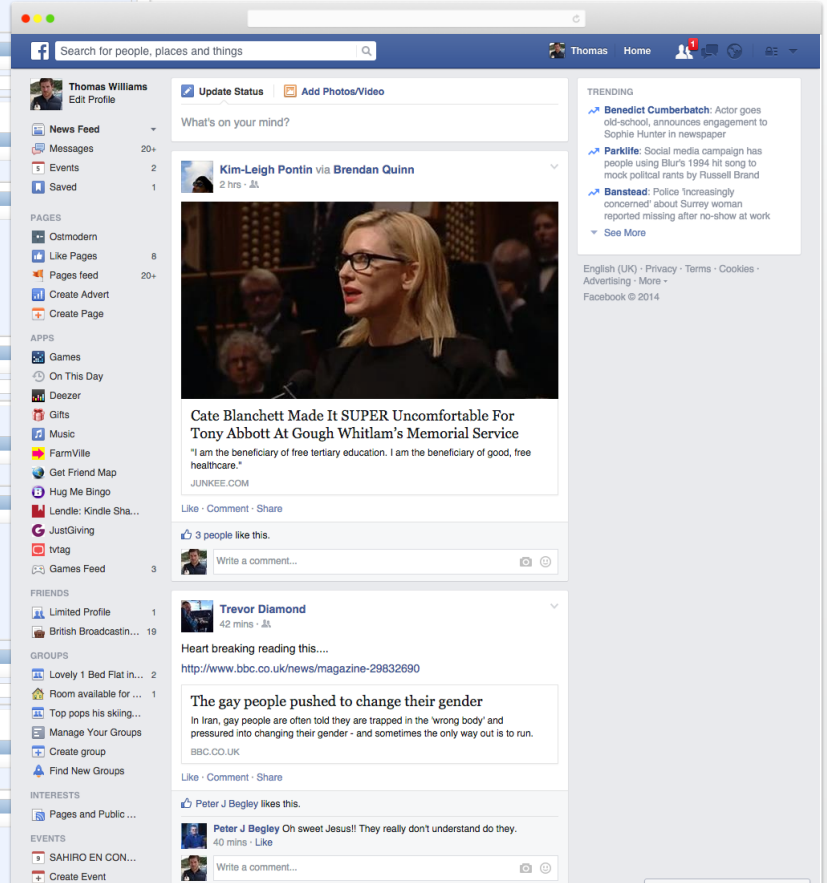


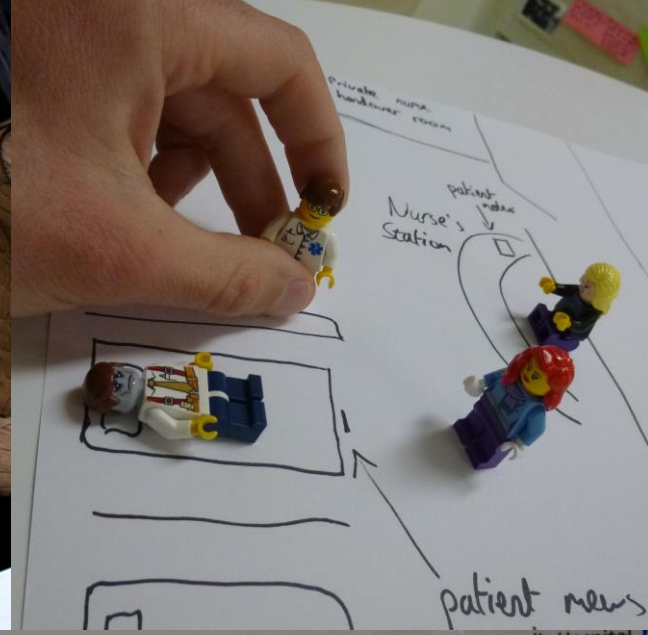


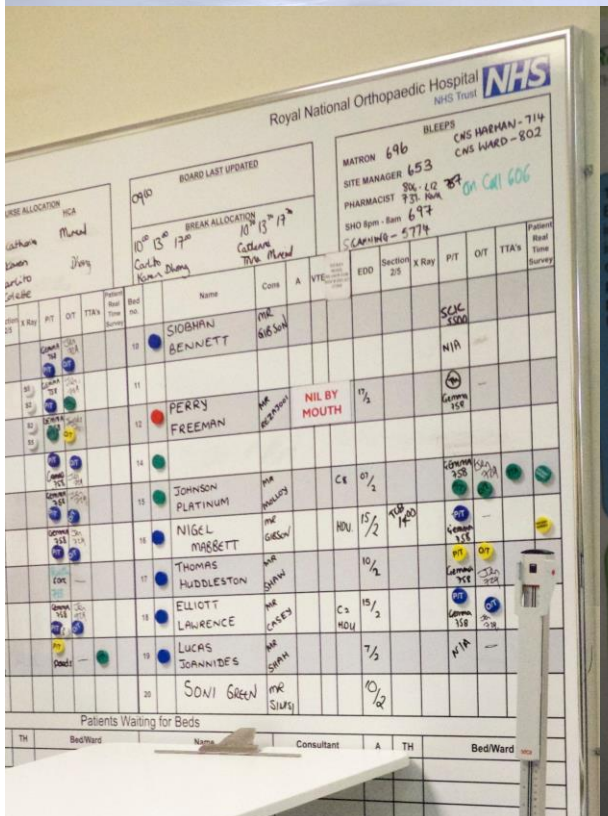
We were asked by a team at the RNOH to help them

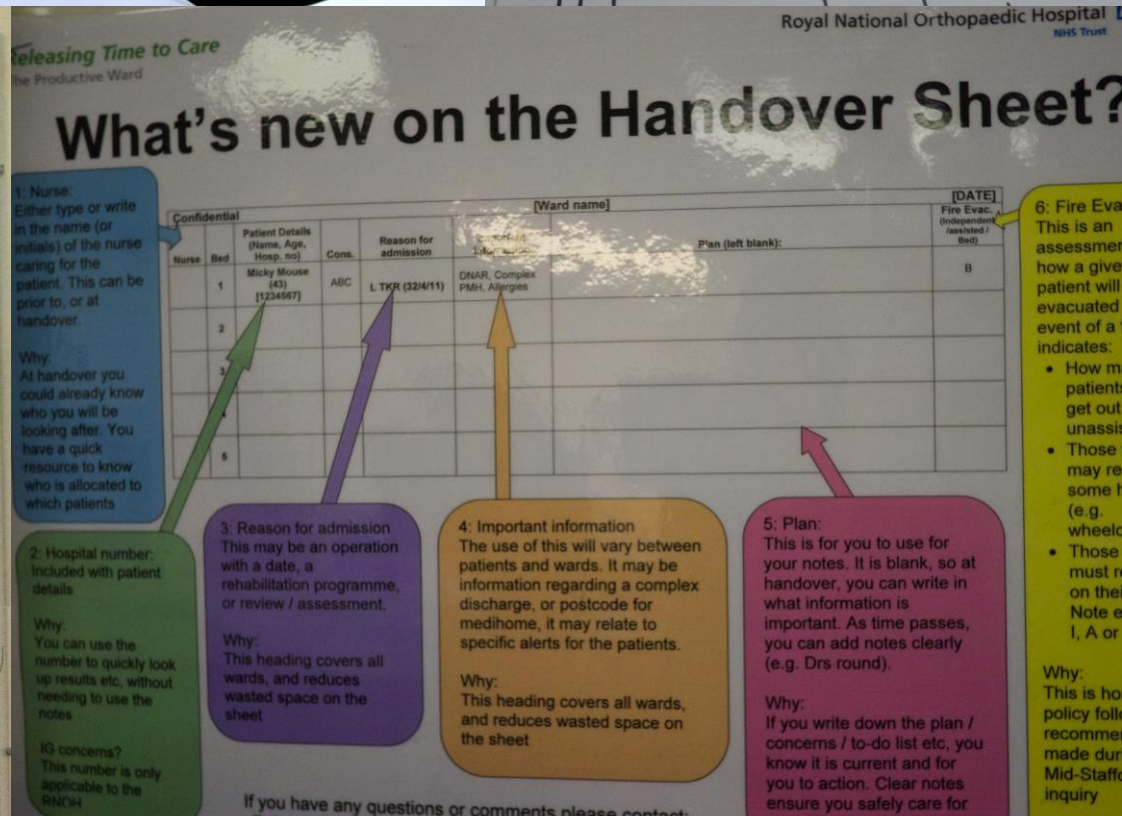
frustrated that poor software was forcing them into inappropriate ways of recording & communicating information

They wanted a product that was as easy to use as the consumer apps they were using

They recognised that our MO was making complicated systems simple (& fun?) or at least not painful.







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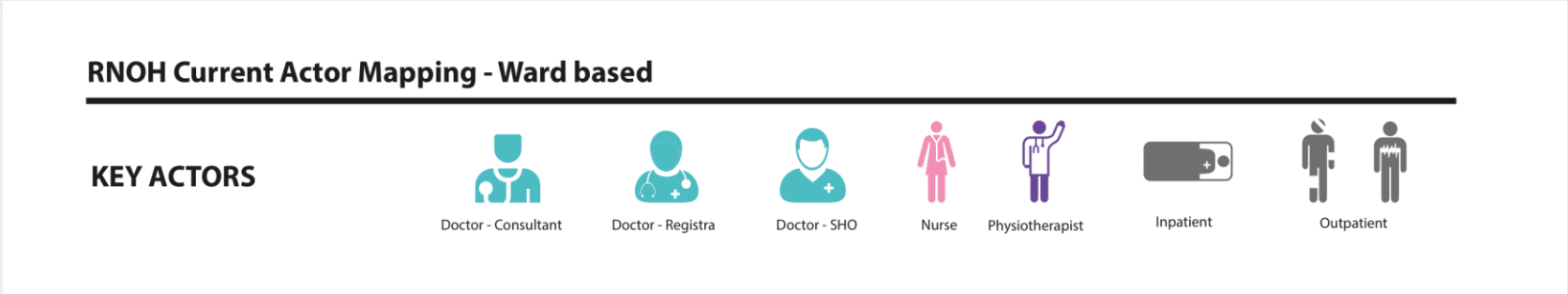

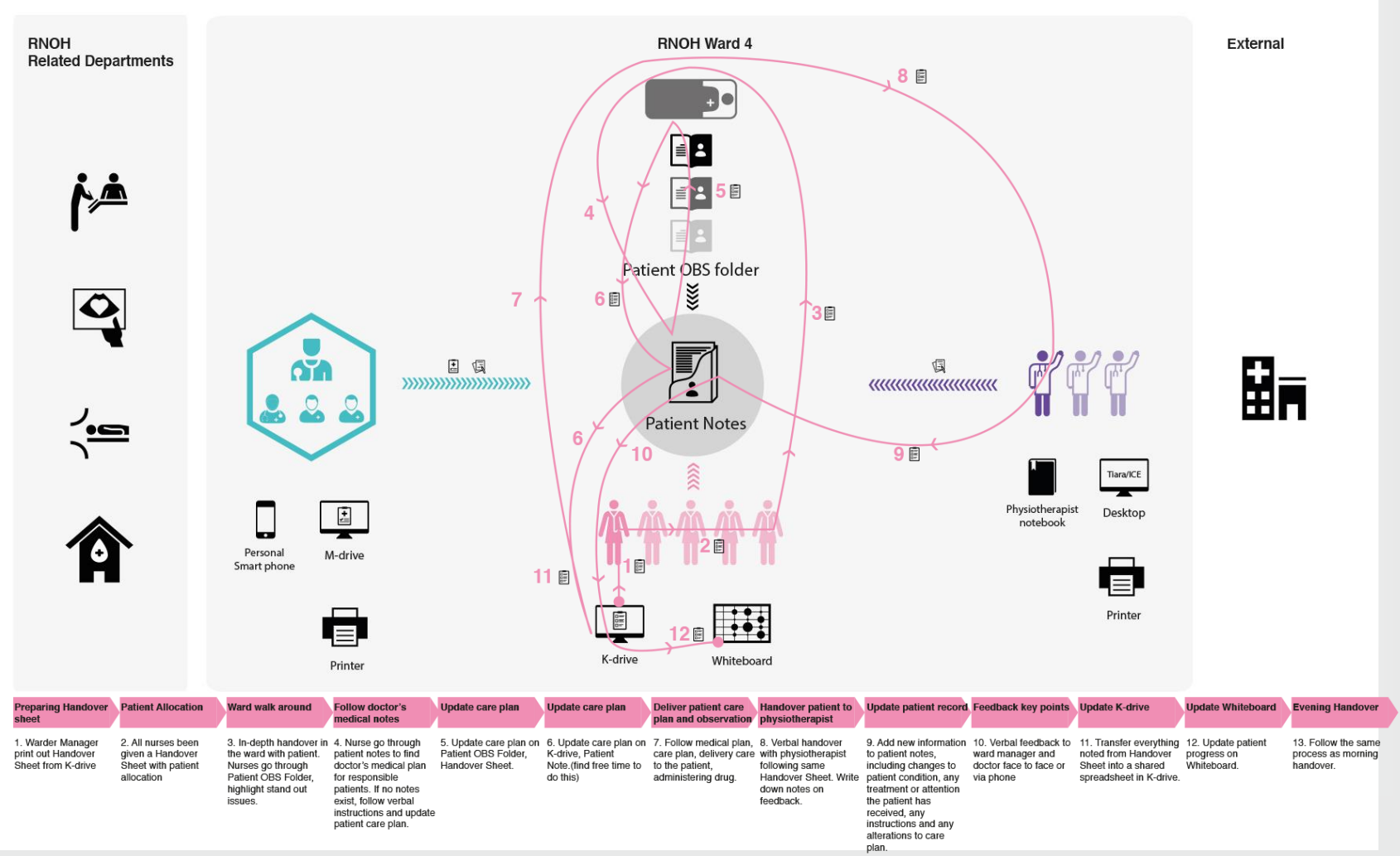

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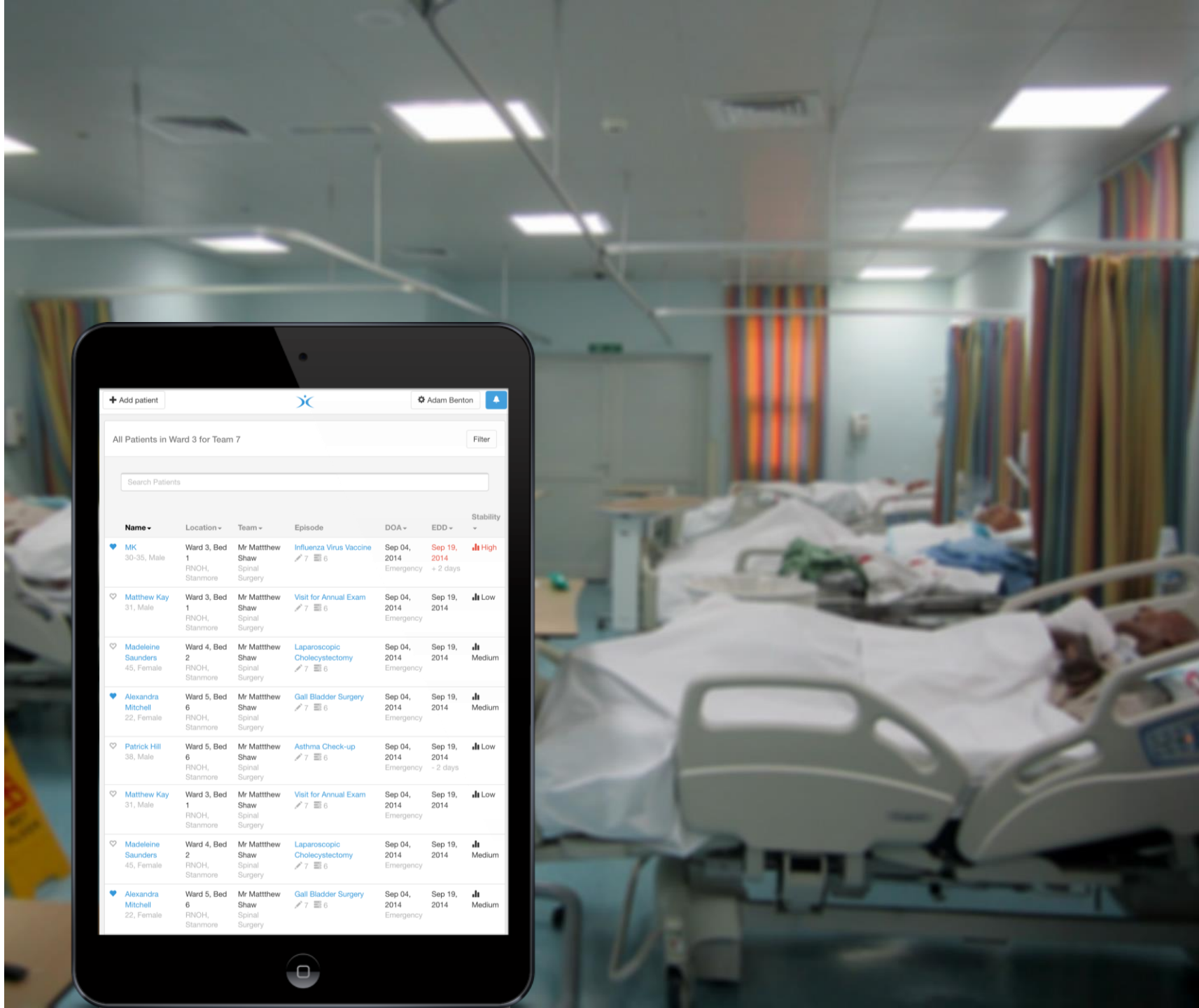

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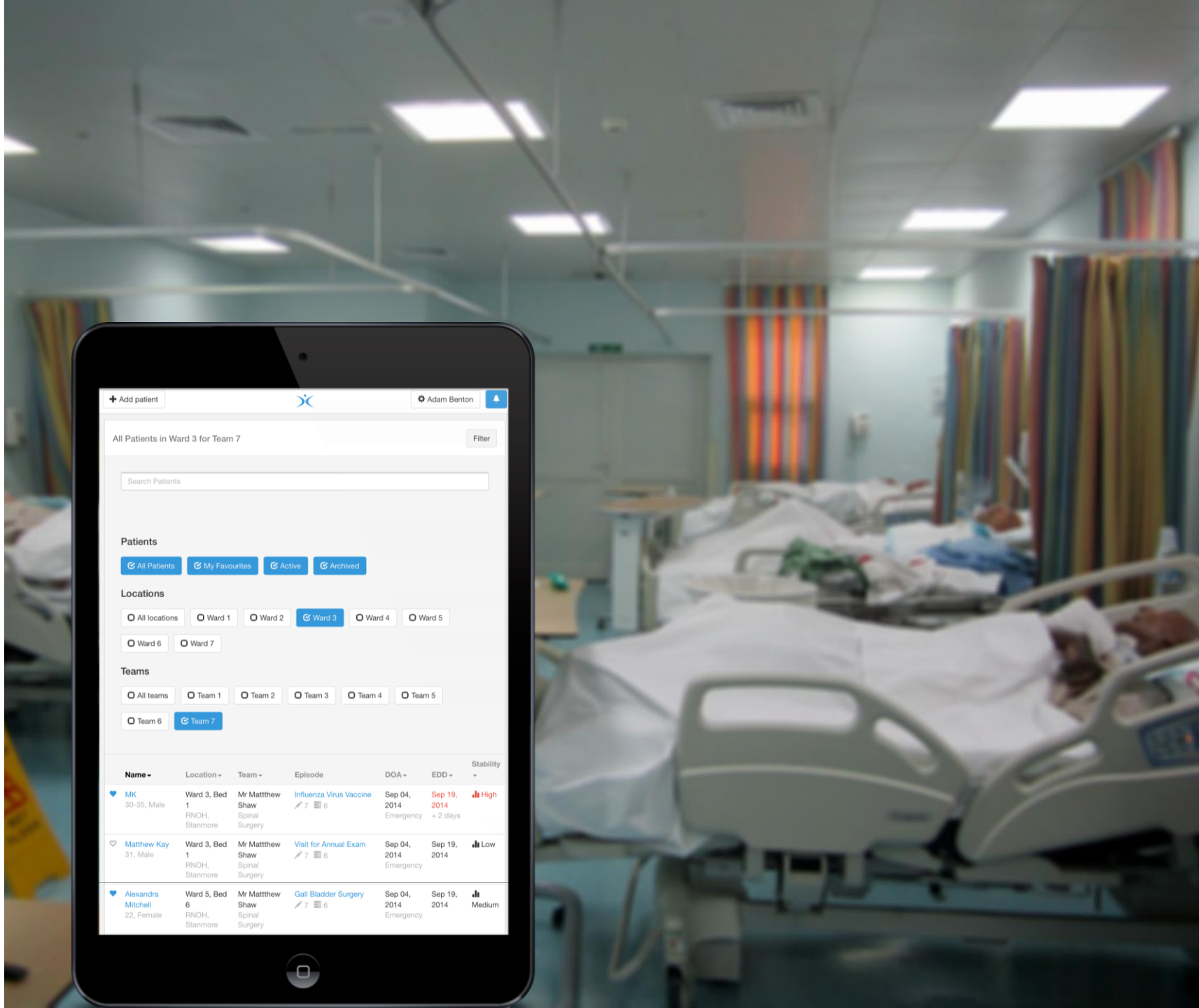

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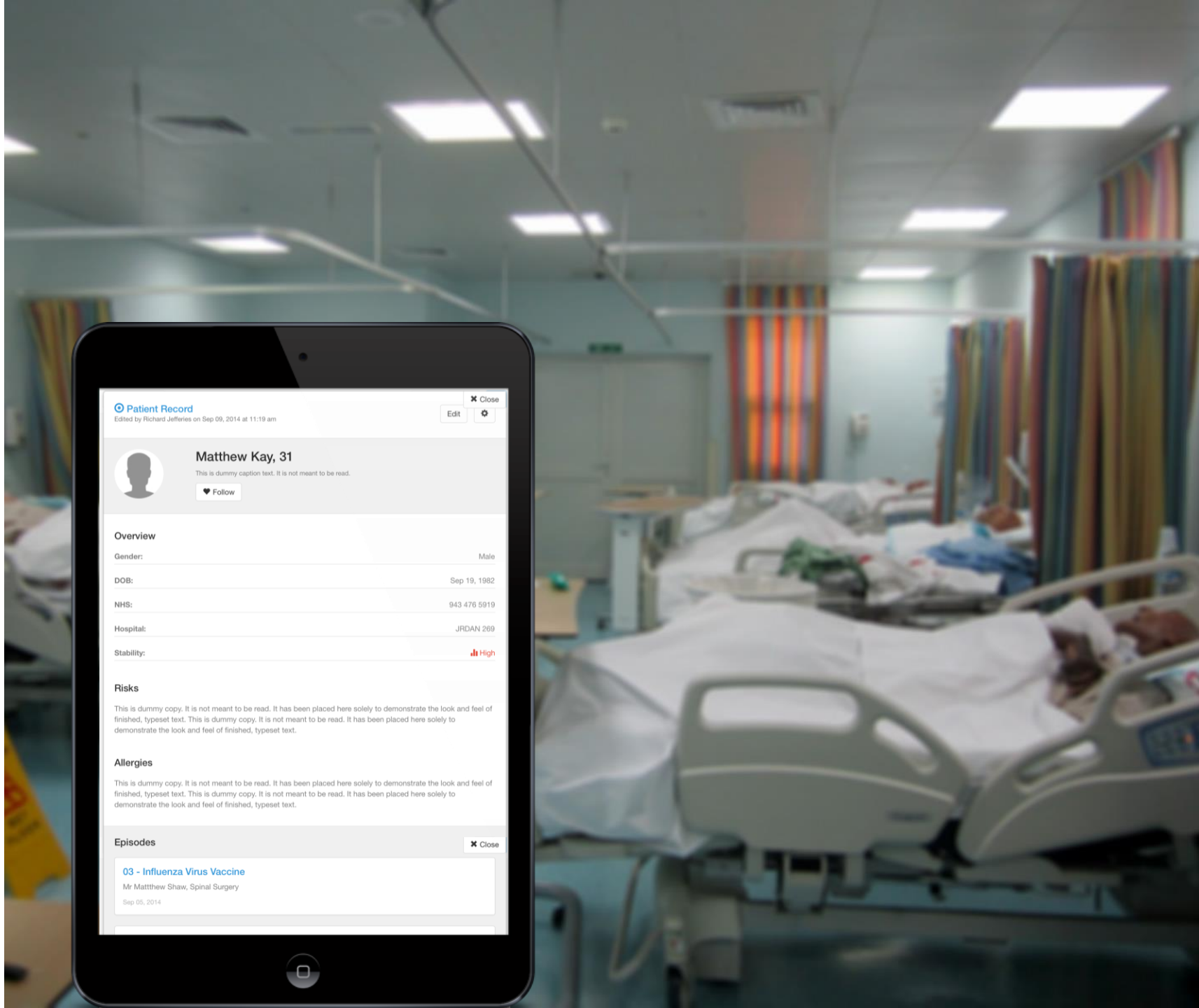

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Dominic Campbell

Director,
FutureGov

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We make

LOCAL PUBLIC SERVICES

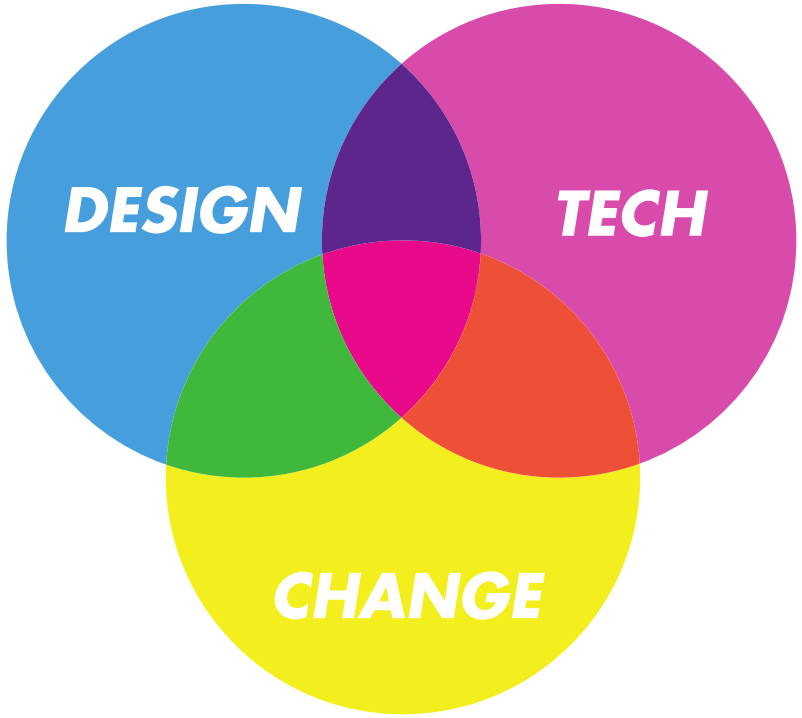
BETTER & CHEAPER

through

elegantly designed

DIGITAL PRODUCTS AND SERVICES

WE BELIEVE IN



TECH FOR EVILISH

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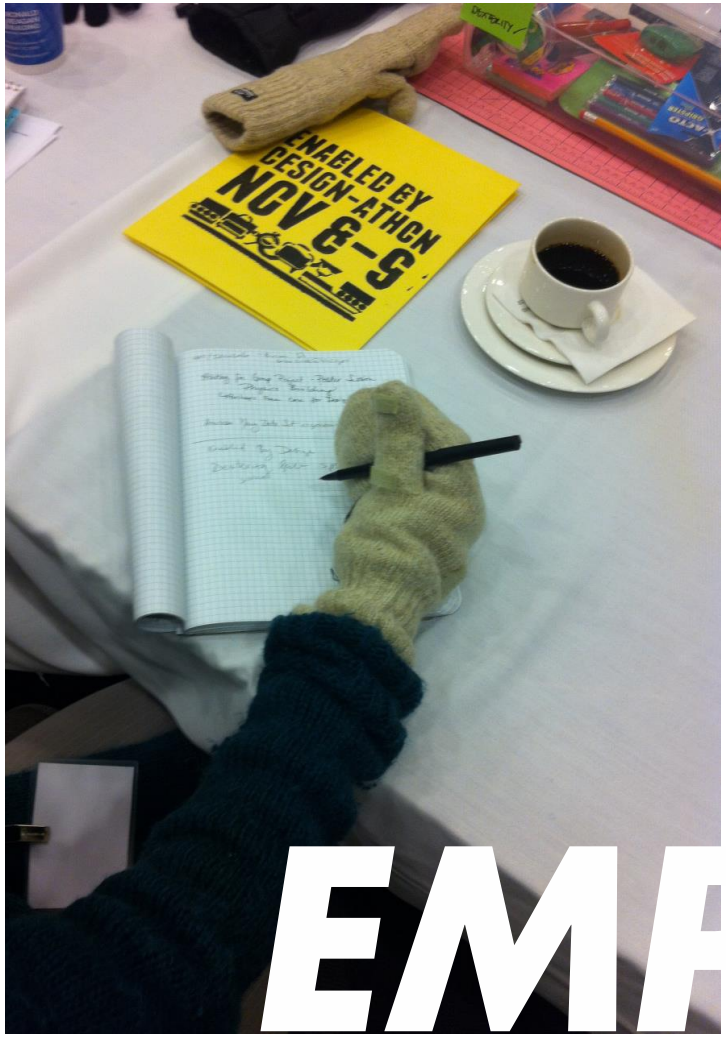

EMPATHY

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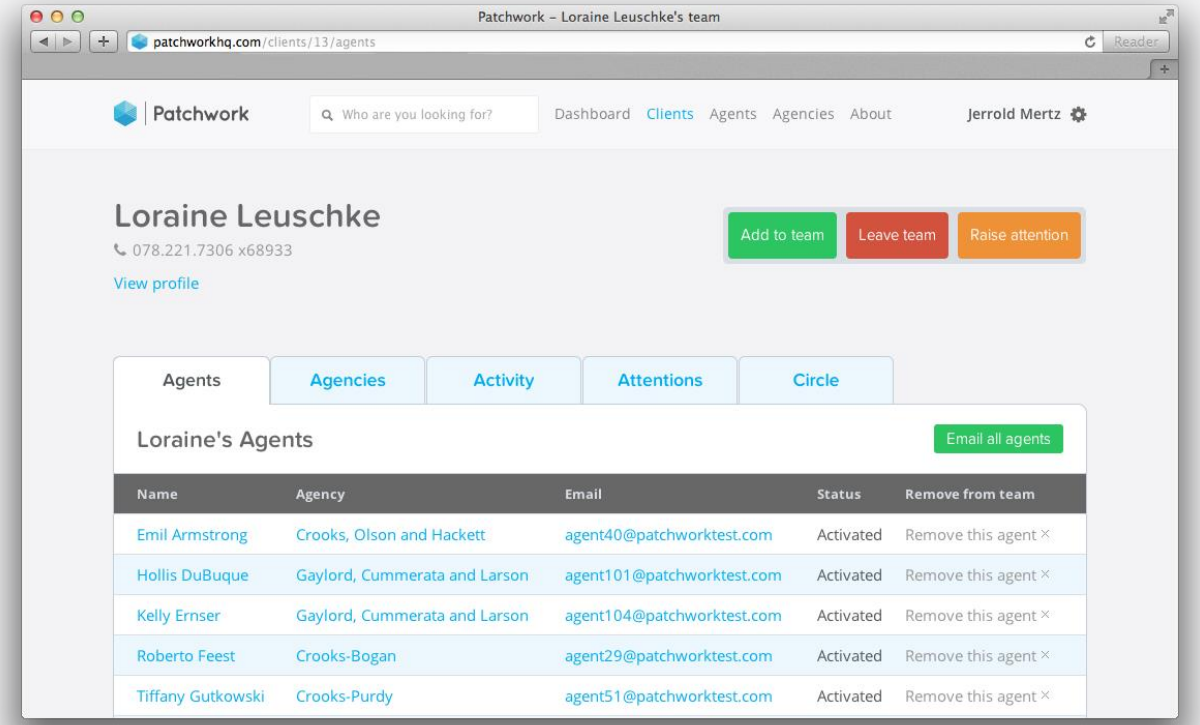
“80% of practitioner time is spent on admin”

Patchwork

A simple, secure network of front-line workers in your area

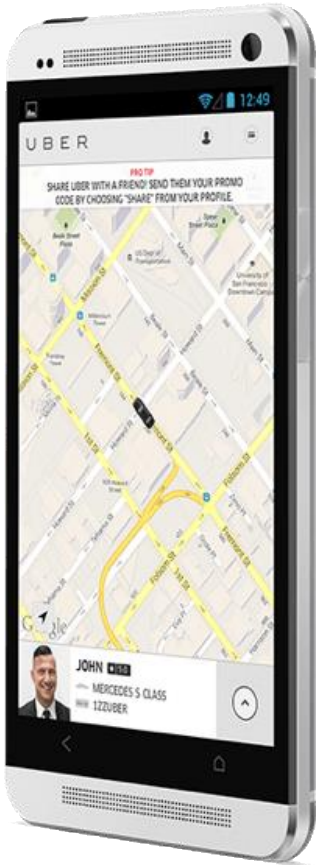
Connect, communicate, collaborate.

Reveal hidden networks - the team of agents working with a client



Patchwork

BRINGING A SILICON VALLEY STATE OF MIND TO SOCIAL CARE



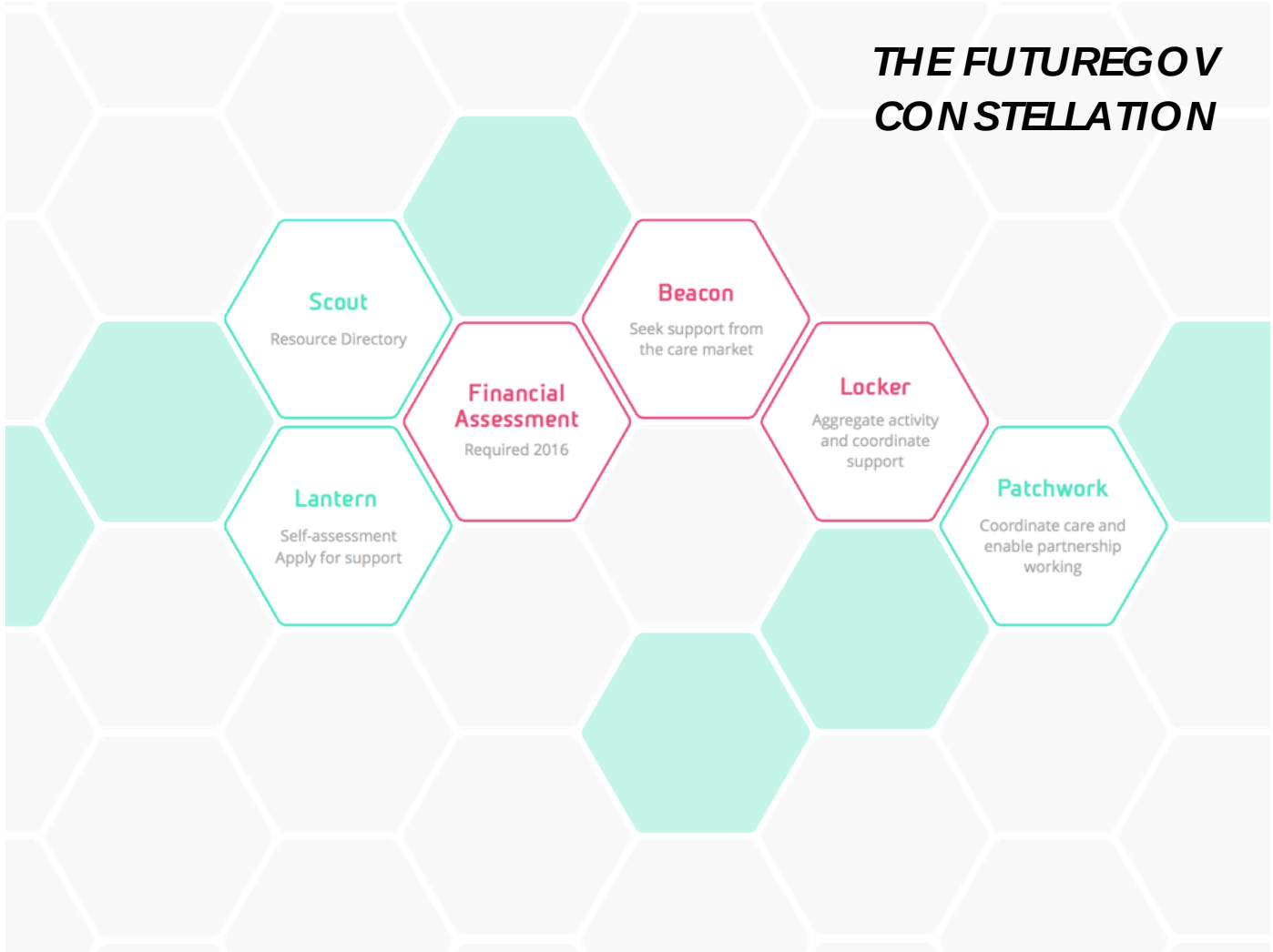
UBERTAXI

Iconic, Knowledgeable & versatile

UBERX

Everyday cars for everyday use

THE FUTUREGOV CONSTELLATION



CASSEROLE: COLLABORATIVE PUBLIC SERVICES

Timeline

Idea developed in partnership with Surrey Council

6 month pilot in Reigate & Banstead (funded by TSB & Design Council)

6 month proof of concept in Tower Hamlets (Funded by Nesta and TH council)

1 year proof of concept and implementation in Barnet (Funded by Barnet Group)

COMMUNITY ENGAGEMENT AND CUSTOMER SERVICE

HOW IT WORKS

Cook signs up and completes criminal record check and food hygiene test

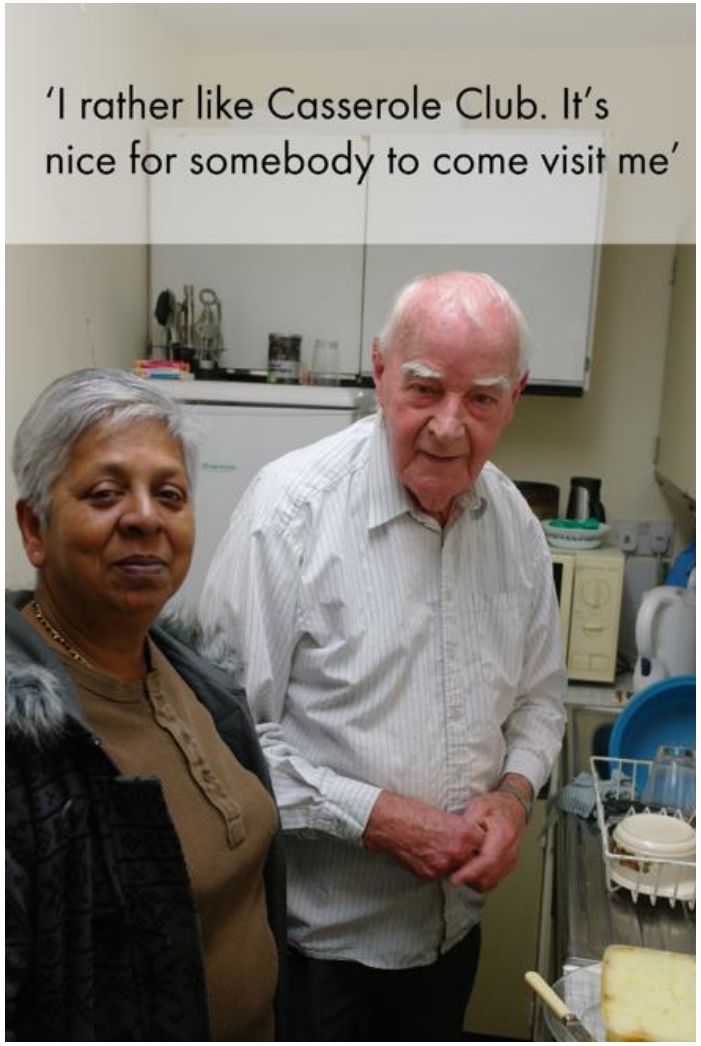
Local Recruiters find Diners and help to sign them up

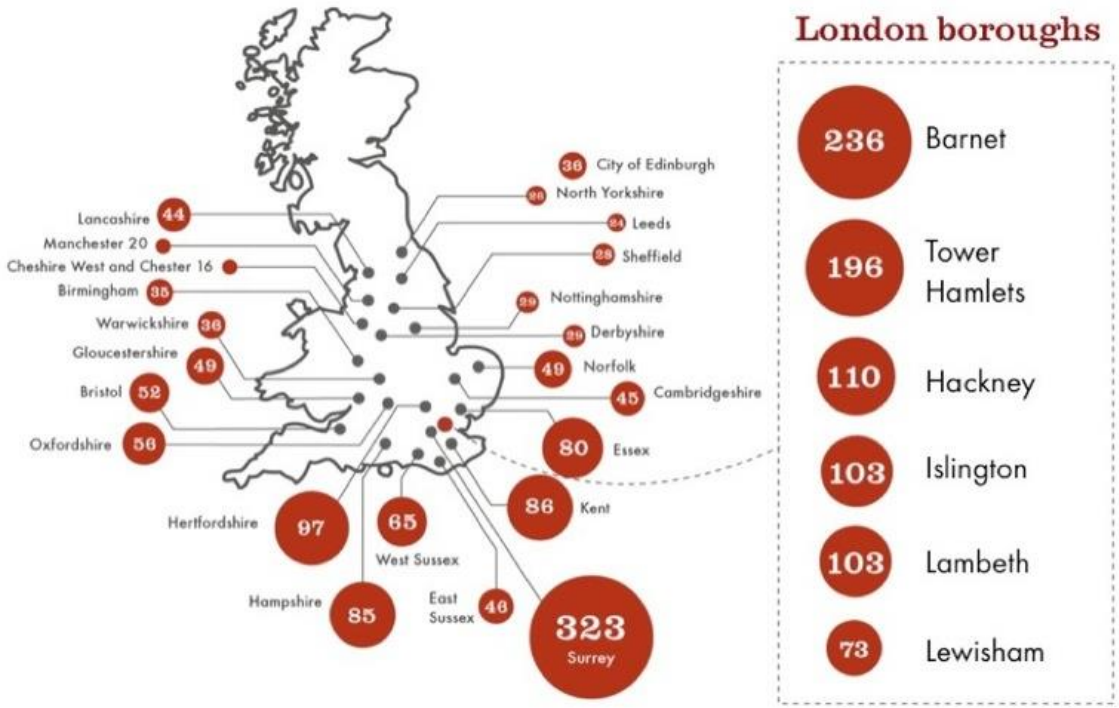
Cooks search for local Diners, Casserole team help match

Council matchmaking team approve matches between Cooks and Diners

Cook and Diner arrange a date and time for meal share

Cook delivers tasty home cooked food to their Diner


'I rather like Casserole Club. It's
nice for somebody to come visit me'



London boroughs

236	Barnet
196	Tower Hamlets
110	Hackney
103	Islington
103	Lambeth
73	Lewisham

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