

Design Futures - What, Why and How?

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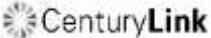




ABOUT QGLUE

QGLUE uses design to help businesses build services that people love and impact the world around us. Using human centered approach with robust methodology, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable with design thinking at the heart of it all. We aim to evangelize design and innovation that makes the world better designed and people happier.

QGLUE has conducted Workshops, Design Consultations, Briefings for Senior Management and equipped businesses to become design-led.

To know more about our offerings: www.q-glue.com

Partial List of Organisations that attended QGLUE's Design Thinking Workshops

| | | | |
|---|--|---|--|
|  |  ADITYA BIRLA GROUP |  |  |
|  |  vodafone |  |  Cognizant |
|  NUCLEUS SOFTWARE |  HCL INFOSYSTEMS LTD |  |  |
|  |  |  |  WIPRO Empowering Thought |
|  |  |  |  Mahindra |
|  life.augmented |  ERICSSON |  |  An HTC Global Company |

DESIGN FUTURES

Designing for Alternative Futures

WHAT

WHY

HOW

WHAT IS DESIGN FUTURES ?

DESIGN FUTURES

“ An approach to design that speculates about new ideas through prototyping and storytelling. ”

- BRUCE STERLING

Futures Thinking

A leading Australia public servant in the health sector was asked on her last day of work, what advice would she give those just beginning. She replied: "Always do futures thinking first." There are three reasons for her answer.

- 1.** First, futures thinking broadens how we see reality, we think in terms of alternatives, in terms of possibilities, instead of "one size fits all" or "my way or the highway." This is in opposition to most organizational structures which tend to be mass and hierarchy based.

- 2.** Second, futures thinking focuses not on the problem but on solutions. Most meetings go over and over on the problem, often as individuals and institutions are risk-averse or believe solutions don't actually exist. Futures thinking, however, goes deeper. It asks what are the systemic reasons, and the worldviews and narratives that reinforce the problem, and what new narratives need to be created so solutions are possible.

- 3.** Third, futures thinking focuses not on the electoral cycle but on futures generations, the world fifteen to thirty years forward. It asks to see today from the viewpoint of the desired future, the vision of what is possible.

But it is not just the long-term that is of value but linking tomorrow with today - ensuring the vision links to what we must do Monday morning. Futures thinking thus broadens, deepens and expands our policy and strategy framework.

Sohail Inayatullah- UNESCO chair

Disturb the present: TWO Strands and THREE Types

TWO Strands

Really a product of war and peace

1. Systems Thinking, Operations Research from the technocratic American war effort
2. Post war rebuilding, Peace

THREE Types

From the Wartime systems analysis:

1. Possible Future
2. Probable Future

From the peace movement:

3. Preferred Future

3 Horizons: Unmet and Unarticulated Needs

An important focus of futures thinking in design activity is the need to uncover opportunities by exploring people's unmet and unarticulated needs and utilize this insight in design generation.

The designer's capacity to envision and interpret social, cultural, technological, and economic futures is central to the success of a design led futures approach. Their task is to invent, discover and communicate ways to advance the collective sense making of the about what to do next.

WHY DESIGN FUTURES ?

75%

new products and services used to
FAIL !!

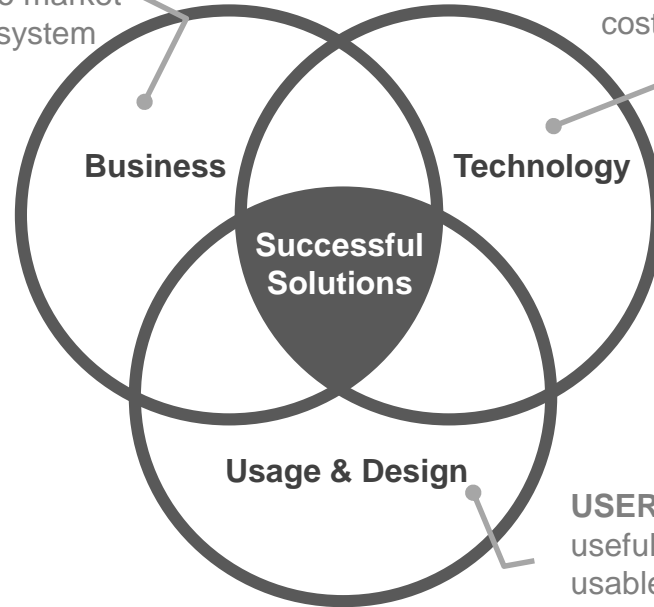
Need: Human Centered Approach

Design Thinking



BUSINESS VALUE
go to market ecosystem

TECHNOLOGY
possible manufacturable cost



Business

Technology

Successful Solutions

Usage & Design

USER VALUE
useful
usable
desirable

Human Value Centered Innovation & Design



Designing for Human Experience

Meets a person's **emotions and attitudes** about using a particular product, system or service.

Covered Aspects:

- practical
- experiential
- affective
- meaningful
- valuable
- utility, ease of use and efficiency

Harvard
Business
Review

GROWTH STRATEGY

How P&G Tripled Its Innovation Success Rate

by **Bruce Brown** and **Scott Anthony**

FROM THE JUNE 2011 ISSUE

At the start of 2000s, only about 15% of P&G's innovation efforts met profit and revenue targets. They started their well-known Connect + Develop program and by 2011 their success rate was at 50%. Projections suggest that the typical initiative in 2017 and 2018 will have nearly twice the revenue of 2011 initiatives. That's a six-fold increase in output without any significant increase in inputs.

Impact of Design Thinking



How Indra Nooyi Turned Design Thinking Into Strategy: An Interview with PepsiCo's CEO

by **Adi Ignatius**

FROM THE SEPTEMBER 2015 ISSUE

BLINDSIDED (COMMITTED TO DO WHAT WE ALWAYS DO)

Blindsided (Do what we always do)



"DTH connectivity has grown in rural areas from 6% to 29% while terrestrial connectivity has dropped from 64% to 27% in seven years between 2006-2007 and 2012-2013.

The report points out that despite digitization and the access to over 80 channels, low income viewers have an **unmet demand seeking programming connected to career advice, employment news and skill development.**"

Source: <http://timesofindia.indiatimes.com/India/More-DTH-dishes-sprouting-across-rural-India-than-antennas/articleshow/47195697.cms>, May 8, 2015

LACK OF NEW POSSIBILITIES/OPPORTUNITIES

Lack of new Possibilities/Opportunities

Story of Nano

It's widely accepted and understood that consumer decisions are as much influenced by emotional attachments to a product or service as by the hard facts such as price and performance. So why is it that when it comes to most aspects of human transportation, the world still seems to believe people are rational machines?

"BUT AS THE TATA FAILURE SHOWS, THE CHALLENGE IS AS MUCH EMOTIONAL AS FUNCTIONAL."

Take the spectacular failure of Tata's ambitious low-cost car, the Nano. In many ways, the Nano seemed like a real game-changer—a car that would do for the auto industry what Ikea did for furniture, Amazon for book retail, and Netflix for video rentals. The vision for the car, as articulated by Ratan Tata, the chairman of the hugely successful Tata Group, was inspiring: Make a luxury car

available to the average Indian (and eventually everyone in the world) for about \$2,500.

Lack of new Possibilities/Opportunities

How Do You Wean People Off Cars? By Rebranding Bikes And Buses

THE ONLY WAY TO GET CONSUMERS TO CHOOSE CHEAPER, MORE EFFICIENT TRANSPORTATION IS TO MAKE IT THE COOL OPTION.

| | | | | | |
|-------|-----|------|-------|-------|------|
| 58 | 15 | 32 | 84 | 241 | 126 |
| NOTES | PIN | PLUS | SHARE | TWEET | LIKE |

More than half the global population now lives in urban environments, and that number will only grow: By 2050, an estimated 80% will live in cities. This means that in the next 40 years we will need to build the same amount of urban infrastructure as we have in the last 4,000 years. This trend will also have an impact on global warming:

LACK OF EARLY WARNING SYSTEM

Lack of Early Warning System

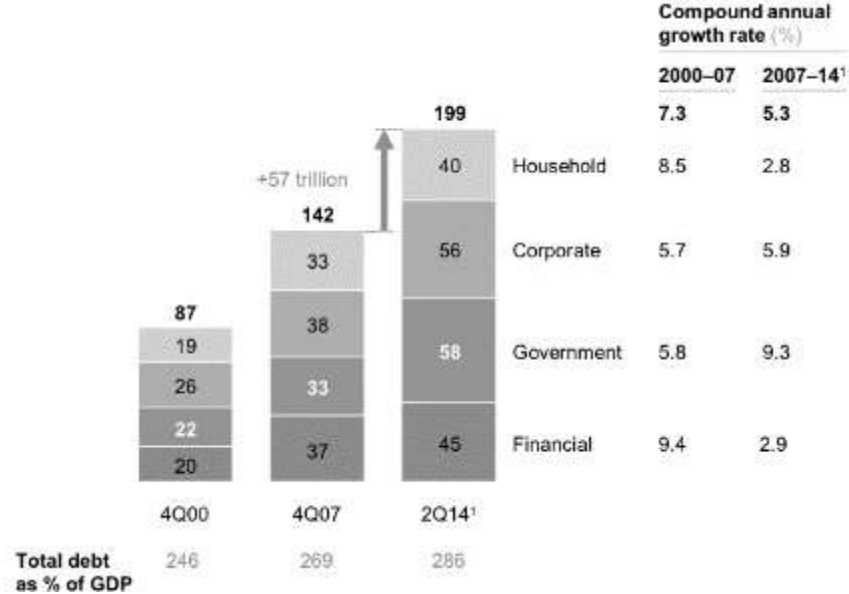
Create **efficient, fast and desirable experiences for users of products and services.**

But in doing so, it ignores the significant role it should play in **acting as a change agent and an 'early warning system'** that is truly centered on human values and the mattering of people instead of, as it does today, greatly contribute to the current consumerist society by crafting experiences that just help sell products and services.

Effect: Individualistic Consumerism

Global debt has increased by \$57 trillion since 2007, outpacing world GDP growth

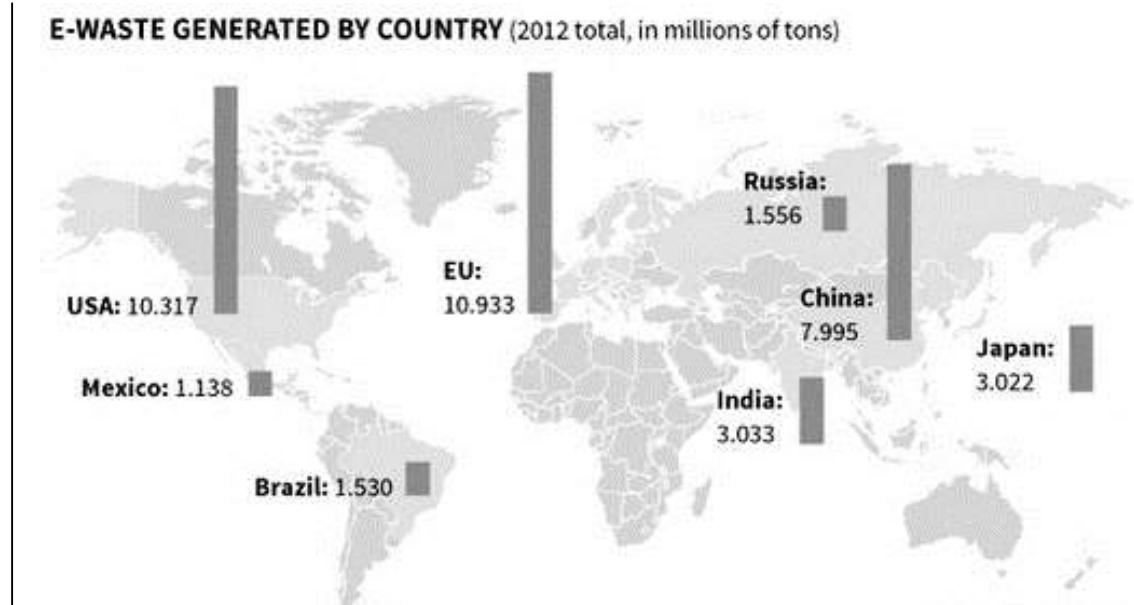
Global stock of debt outstanding by type¹
 \$ trillion, constant 2013 exchange rates



Source: debt and (not much) deleveraging - McKinsey & Company, February 2015



Effect: Individualistic Consumerism



Source: <http://www.livescience.com/41966-tracking-world-e-waste.html>

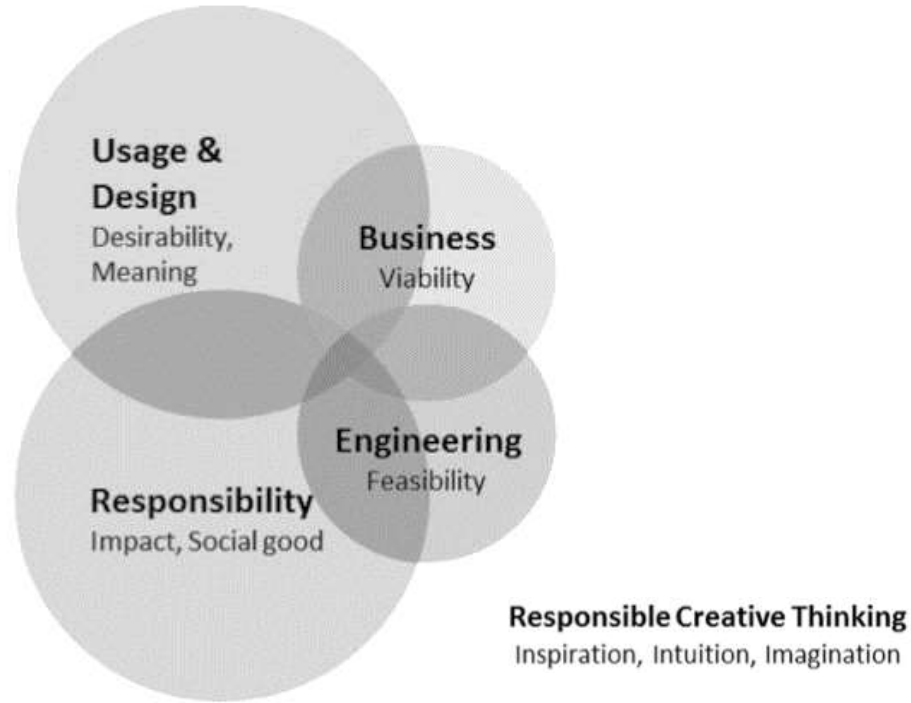
**DOES NOT ALLOW FOR RISK MITIGATION
TO REDUCE ADVERSE EFFECTS**

Need to Reframe User Experience

Design with an understanding of social problems, marginalized users and future consequences

UX design solutions that focus on human values and a better present and future for all, in addition to the commercial success of the solutions.

Make it more Responsible



Socially responsible Business models



HOW TO DO DESIGN FUTURES ?

Future Studies

Future Studies analyze changes in **socio-technological** perspective to help us shape our images of the future.

Therefore, we may look at Future Studies **to understand the change in society** and **to draw** the future perspectives for design.

(Irmak O., 2013)

Future Methods

Horizon Scanning

Includes techniques such as environmental scanning, monitoring, and tracking of 'internal' and 'external' information for identifying, emerging trends and events of importance to an organization.

Backcasting

Forecast an event that will occur in the future and then ask the question 'How did this event come to be...?' Backcasting offers a way to get a group to envision a desirable future and then determine what must happen in order for the goal to be reached

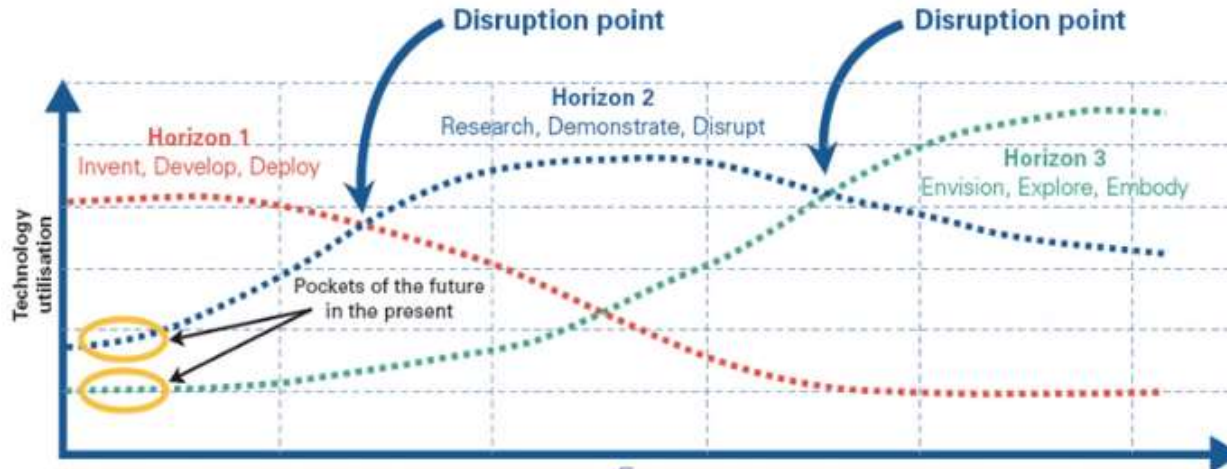
Forecasting

A forecast is a look at the qualities and probabilities of a future event or trend. Forecasting seeks to anticipate the future on the basis of historical and current knowledge and trends.

Trends

A general direction in which something is developing or changing. A trend is something that represents a deeper change than a fad. By definition a trend has already begun – its existence implies that it already has an inclination. A trend is spotted rather than created

H1 | H2 | H3 Planning



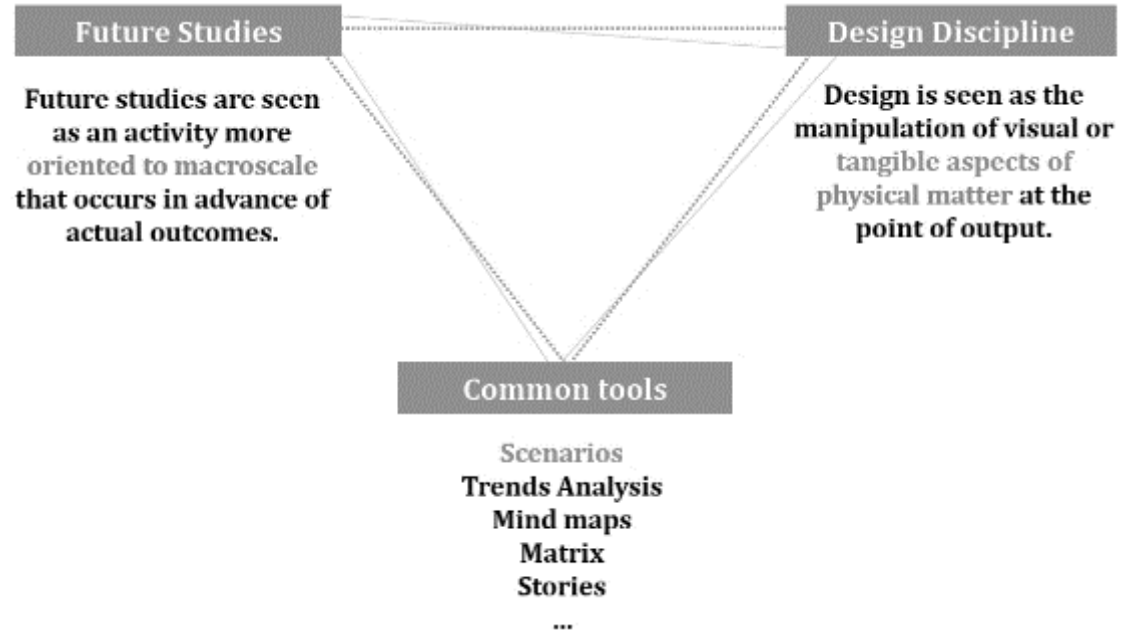
Source: <https://paul4innovating.com/2013/02/18/mapping-innovation-across-the-three-horizons/>

Design: Materialization of Futures

Materialization of the speculative is historically absent from foresight methodology, and indeed from futures as a whole. This isn't surprising, given that the futures field is concerned with ideas and concepts, unlike design which has always been concerned with the material world.

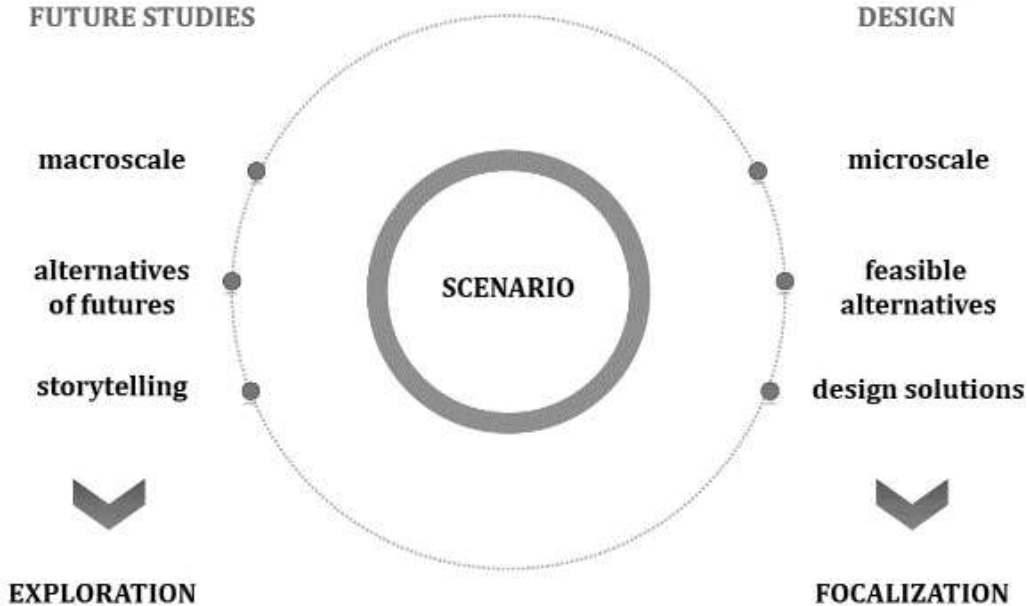
Jon Resnick, OCAD, 2011

Common Tools

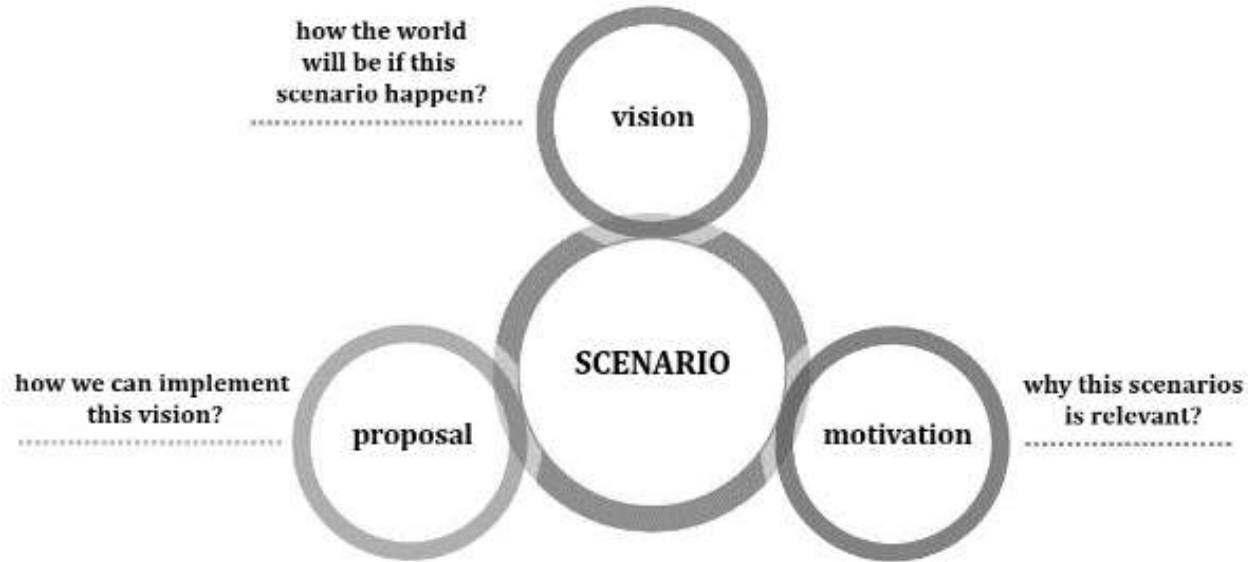


Design Futures marries futures methods with design thinking in order to materialize speculative futures worlds that engage at multiple scales.

Scenarios as a Glue



Scenarios as a Glue



Masini B.E. (1973), Why future studies?, Grey Seal, London

SBD: Design Futures Method

Scenario-based design (SBD) is a family of techniques in which the use of a future system is concretely described as Narrative Descriptions of envisioned usage episodes

These narratives are then employed in a variety of ways to guide the development of the system that will enable these user experiences.

Like other user-centered approaches, scenario-based design changes the focus of design work from defining system operations (i.e., functional specification) to describing how people will use a system to accomplish work tasks and other activities.

However, unlike approaches that consider human behavior and experience through formal analysis and modeling of well-specified tasks, scenario-based design is a relatively lightweight method for envisioning future use possibilities.

Scenario: Image Literacy

Image literacy involves the individual's ability to combine the materials of inner and outer experience worlds, drawn from all the senses, to shape new patterns of "reality."

Children do it all the time, but it is called daydreaming, and they are punished for it.

Elise Boulding
1990



Two Aspects of the Scenarios

Design Fiction

The deliberate use of diegetic prototypes to suspend disbelief about change.

Bruce Sterling @bruces 2012



Tangible Futures

The output of applying design-fueled disciplines like visualization, drama, and film to represent futures and strategies.

Victor Lombardi <http://noisebetweenstations.com/personal/weblogs/?cat=131>

Efforts at Srishti

Admissions 2016-17
Opening Shortly

Manjula Academy of Higher Education
Ph.D.

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Postgraduate Program in Design (M.Des)

- Design led Innovation (M.Des)
- Human Centered Design (M.Des)
- Industrial Arts and Design Processes (M.Des)
- Information Arts and Information Design Practices (M.Des)
- Fashion Apparel Design (M.Des)
- Visual Communication Design and Strategic Branding (M.Des)

Human Centered Design (M.Des)

“It’s not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and yes, beauty to people’s lives” - Don Norman

Design led Innovation (M.Des)

“When you innovate, you innovate, and what you innovate are design problems.” - Tim Brown

“Innovation distinguishes between a leader and a follower.” - Steve Jobs

“I have a dream that goes beyond what exists, rather than fixing what exists.” - David Kelly, idea

Early Research, Semester Enrichment, Internship

» TODAY'S PAPER » EDUCATION PLUS

September 21, 2015

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Creative design expertise of Srishti and the technology expertise that SAP Labs has comes together for a new 'work while you study' programme



Design for the real worldMarkus Bell

While education is taking a holistic approach today, a new and unique 'work while you study' pilot programme is being conducted in collaboration with Bangalore-based Srishti Institute of Art, Design & Technology, with whom SAP Labs India has already inked a Memorandum of Understanding (MoU) in this regard. The goal of this long-term project is to build a pipeline for early talents in the User Experience Design (UXD) area and eventually absorb them into SAP Labs India on a full-time basis.

The major aim is to identify and absorb early talent in the User Experience Design (UXD) space, catering to promote talent from within. As part of the collaboration, Srishti and SAP's Human Resource team with support from key lines of businesses will be offering selected students an opportunity to work and earn even as they pursue a Masters' degree in Experience Design. This will enhance their professional

THANK YOU

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