



Design Thinking for Social Change

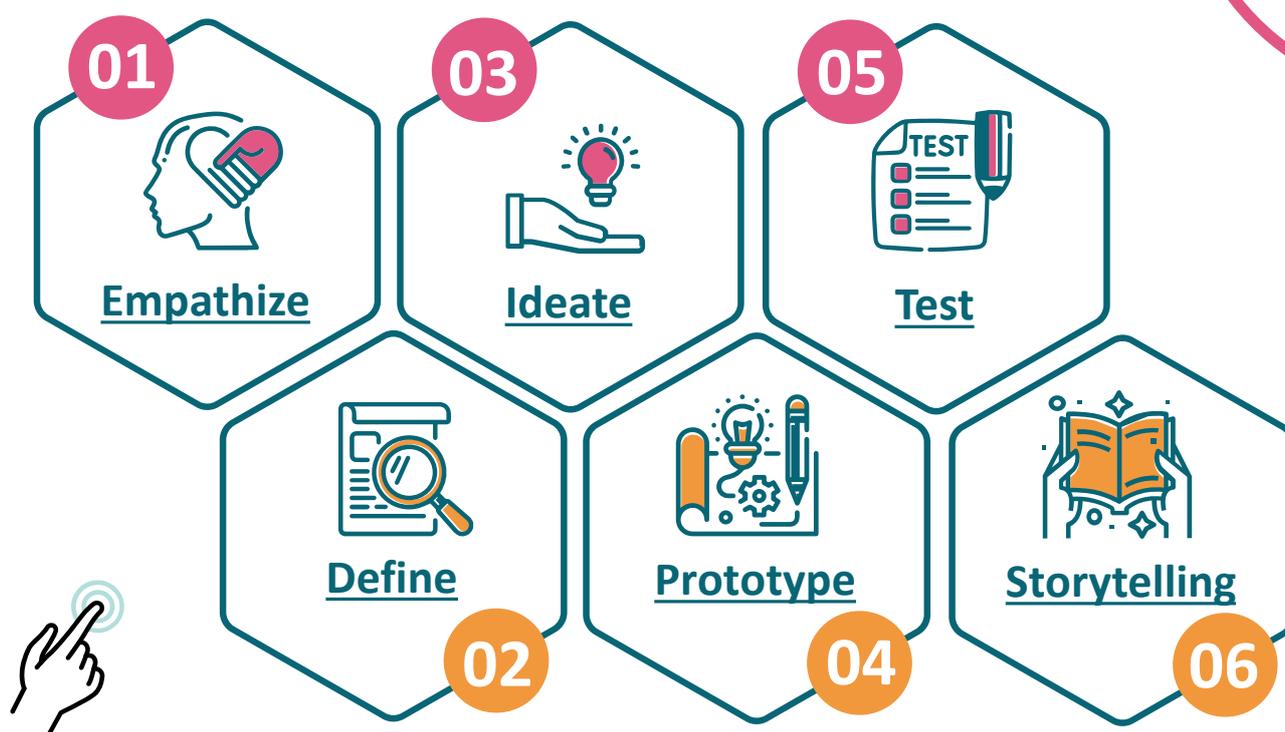
www.socialchange.how

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Design Thinking for Social Change

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Welcome to **The Design Thinking for Social Change guide**. In this guide we present in this document in divided in **six chapters**. Each chapters focuses on the traditional steps of the design thinking process



This last chapter is not the only innovation of this guide. Indeed, the aim of the guide is define a new framework of the design thinking methodology shifting it from the business context to the social change setting with a special focus on community needs and education. Another element of innovation is the use of Big Data and

Artificial Intelligence for social change purposes. In short, the ambition of the guide is to offer the Design Thinking methodology to new actors like educators, community members, activists and, more generally, everyone has the ambition to take care about the common good.

With its **41 activities**, **60 tools** and **44 deliverables** the guide is able to immediately transfer the new framework of Design Thinking into concrete practices of social change for common good.

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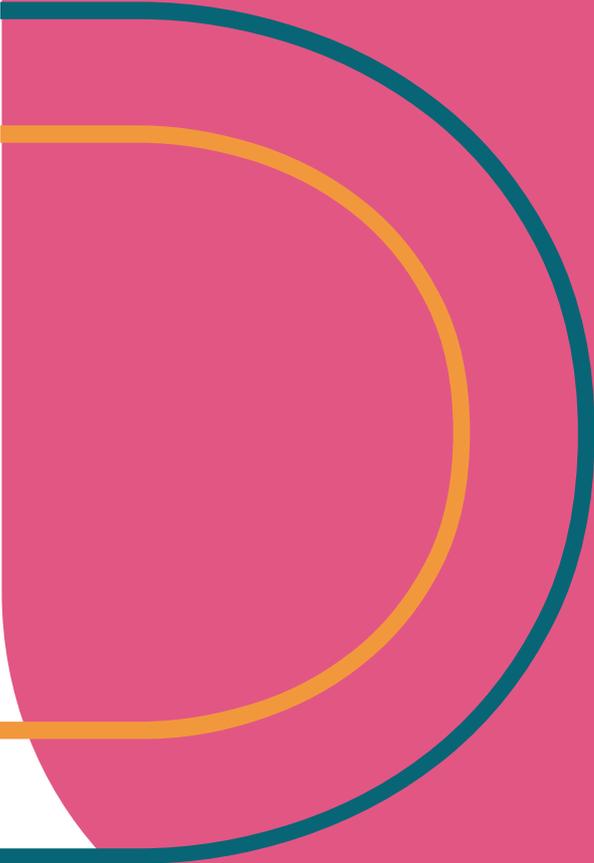
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Introduction

Introduction



Social change has never been more urgent in the face of new challenges that are both institutional (e.g. democratic gap) and circumstantial (e.g. pandemic, war, poverty, financial crisis and security challenges).

Indeed, in our community's struggle to rebuild from the challenge of covid-19, our citizens feel despondent and overcome by the enormity of the task ahead. This is not about a lack of investment. According to Global Policy Forum, the European Union Commission has allocated more than one billion Euros annually in support of NGO projects, proving how important NGOs are for social change in European Union. But this work is challenging. Since World War II, the world has invested \$2.3 trillion in development projects to improve health, alleviate poverty, educate, and provide other services unavailable before that. For example, while there has been progress, the number of absolute poor remains the same: 2 billion (Taylor, Taylor, & Taylor, 2012).

Adult educators, social enterprises, NGOs as well as community groups have a seminal role to play as the conduit between the failure and success of the social change. Researchers seek to understand what causes failure and have found that simply involving the community in the design of an intervention is insufficient to yield success.

Communities are heterogeneous and hard to understand. We cannot assume that consulting a part of a community is sufficient to understand the whole community. There is a need for all organizations, institutions and activists involved in social change problem-solving processes to adopt a new way of thinking and designing solutions: Design Thinking for Social Change.

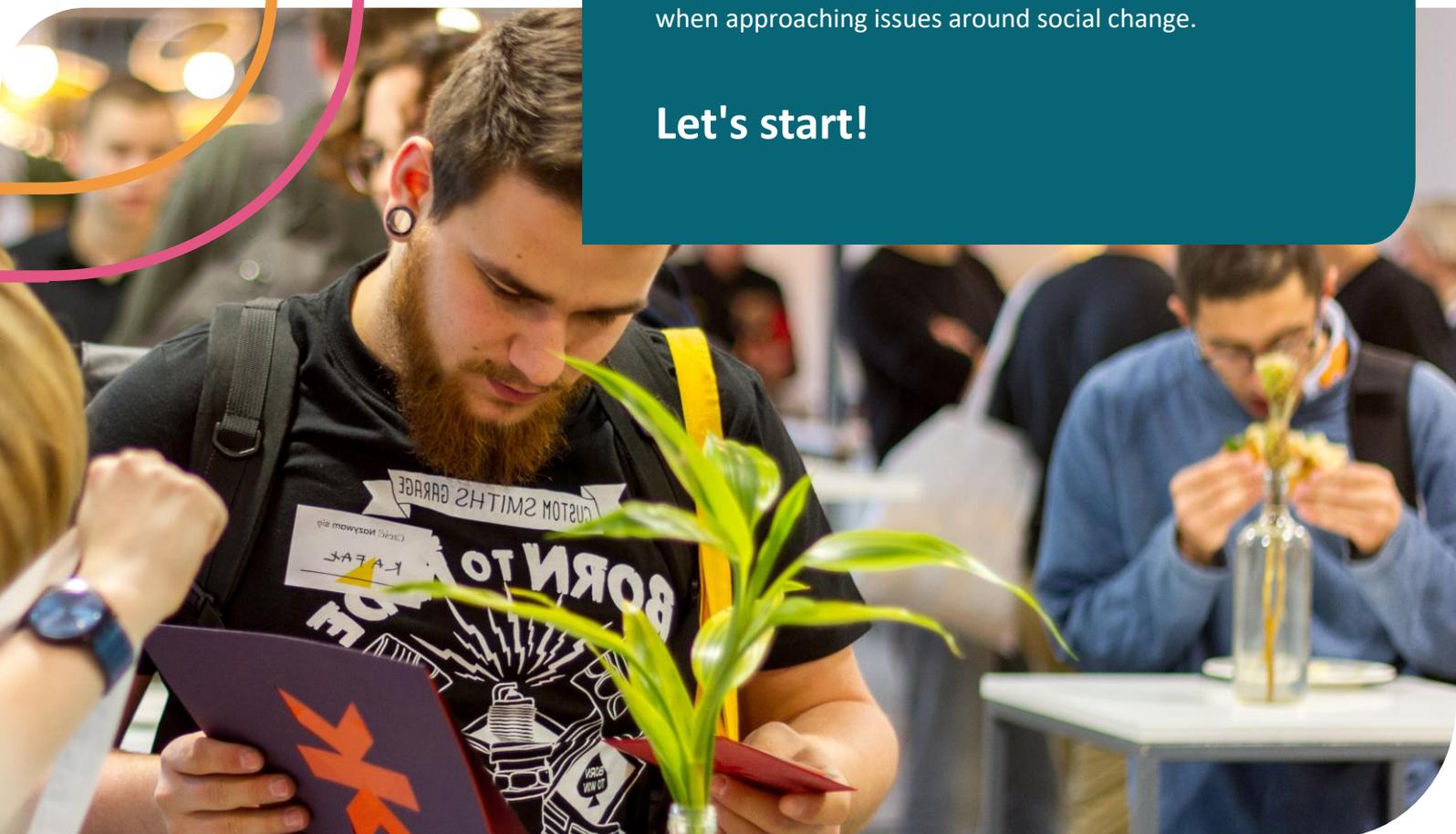
In this context, design thinking leads to a greater understanding of the needs of communities favouring an interaction with them with the aim to create social change. There are methods which will advance the process, making for more effective results at each stage of the process. When working in a diverse group to solve complex problems, design thinkers need to pick the right tools so productive decisions are made. A study by Brown and Mickelson highlighted how simply taking on board the opinions of only a section of the community will not create successful social change as not enough understanding of the problem is gathered.

The **design thinking for social change guide** we present in this document will facilitate the creation of **effective iterative process and long-lasting solutions** by providing a range of **tools for adult education for each stage of Design Thinking**. The aim is to better understand and articulate the needs of communities crying out for social change.

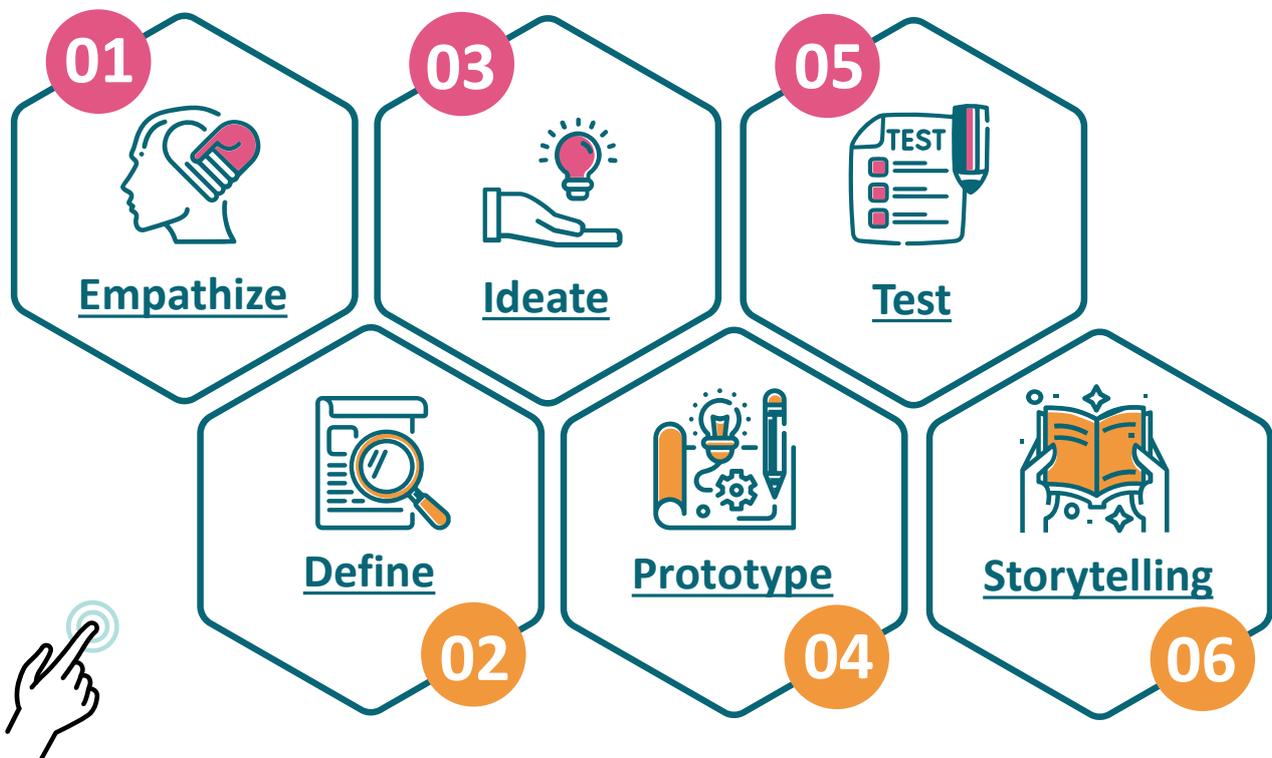
This highly visual and interactive guide shares learning on each stage of the Design Thinking process, via learning aids that deepen understanding (Empathy), states problems (Define), facilitate creative thinking (Ideation), improve implementation (Prototype) and encourage trials (Testing). Connecting all the steps to social change will be the power of storytelling to understand stakeholders in the community, their pains, and gains.

The guide will change the mindset of the learner from problem-focused to solution focused, which is essential when approaching issues around social change.

Let's start!



Design Thinking for Social Change model



In the business context, Design Thinking, as a client-centred process, is usually structured in five steps (Empathize, Define, Ideate, Prototype and Test). The Design Thinking for Social Change model we describe in this guide presents two fundamental differences.

The first one is that the process focuses on community needs instead of client needs. In this way, the meaning and tools of the five traditional steps are re-oriented on the social change paradigm instead of the market. The second difference is the strategic use of storytelling as a way to collect and share community problems and challenges.

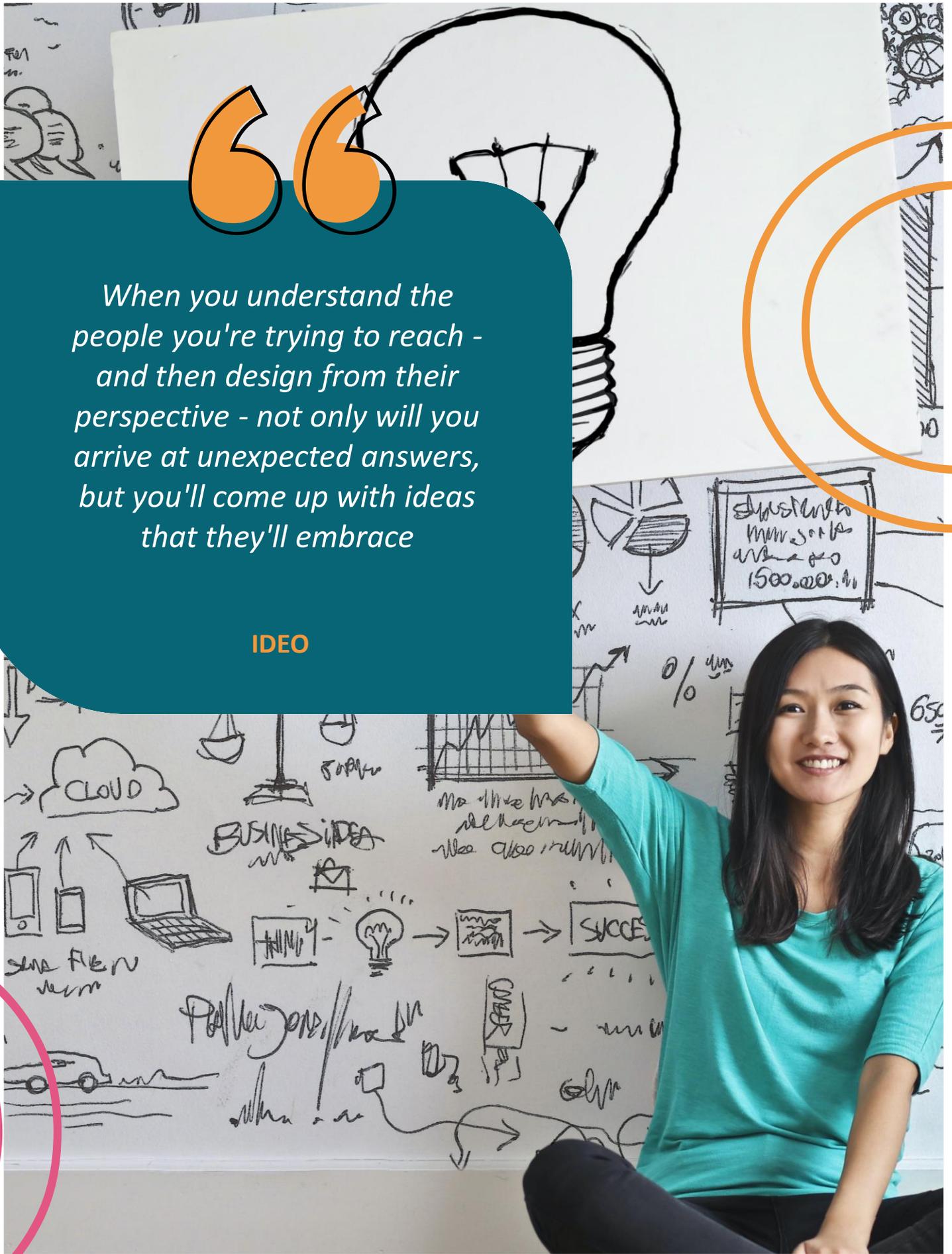
In this context, we can start stating that the Empathize and Ideate Phase requires creative thinking. Creative thinking is to create and explore ideas and possibilities, without restraint. Within the phase, design team will be encouraged to make guesses, come out with wild ideas and be creative.

The Define, Prototype and Test Phase requires analytical thinking. Analytical thinking means to actively select and decide the right solutions to the problem, based on constraints or feedback. Within the phase, designers will be encouraged to analyze and make decisions and constantly ask critical questions to solve the problems at hand. Both sides of thinking are important in order to make this process work

“

When you understand the people you're trying to reach - and then design from their perspective - not only will you arrive at unexpected answers, but you'll come up with ideas that they'll embrace

IDEO



How To Use This Interactive Guide

Text needed....

Interactive Content is Identified in this Manual by using **Icons**



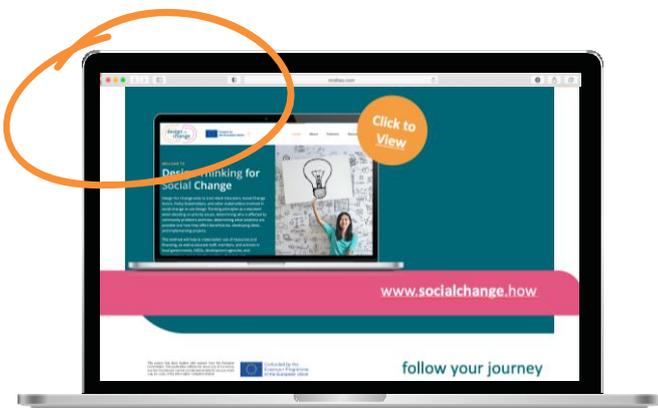
Click to View

TOP TIP

To return to the compendium - use the click to go back option in your browser

FAST AND EASY NAVIGATION

Jump to a case study of choice by clicking on the interactive table of contents



This guide describes six phases of a **Design Thinking for Social Change model** (Emphasize, Define, Ideate, Prototype, Test, Storytelling) with related activities, tools to use and deliverables to produce. Design Thinking for Social Change can address these topics by providing a structured, human-centered approach to problem-solving. By starting with empathy and understanding the needs and perspectives of stakeholders, Design Thinking can help identify the root causes of challenges and generate creative solutions that are tailored to the specific context.

01 Developing Effective Education Programs

Design Thinking can help education program designers better understand the needs and motivations of learners, leading to the development of more effective and engaging educational experiences. The process can also encourage collaboration and experimentation, resulting in new teaching methods and assessments that better support learning.

02 Addressing Social and Environmental Challenges

Design Thinking can enable problem solvers to gain deep empathy for the communities impacted by social and environmental challenges. This helps identify and prioritize the most pressing issues and generate creative, contextually relevant solutions. The process can also help address issues related to sustainability and equity.

03 Directing Health and Wellness Issues

By starting with empathy and a deep understanding of patients' needs and experiences, Design Thinking can help healthcare professionals develop more patient-centered approaches to health and wellness. The process can also encourage experimentation with preventative care, alternative medicine, and holistic wellness practices.

04 Favour Organizational Change

Design Thinking can support organizational change by facilitating collaboration, identifying areas of opportunity and improvement, and creating a culture of innovation. By engaging stakeholders in the change process, the approach can generate more buy-in and commitment to implementing new ideas and approaches.

05 Designing Innovative Social Enterprises

Design Thinking can help entrepreneurs and social enterprises identify unmet needs in the market and generate new, innovative solutions that are financially sustainable and socially impactful. The approach can also enable these organizations to create more inclusive products and services that better serve the needs of their communities.

01 Empathize



Activities	Tools to Use	Deliverables
1. User Interview	• Interview checklist	• Personas needs
2. Informal Chats	• Observation checklist	• Empathy map
3. Observation	• Writing tools	• List of community feedback
4. Picture-Taking	• Camera	• Pictures
5. Immersion	• Design team Practicing immersive empathy	• Mind map to record firsthand experience and increased awareness.

02 Define



Activities	Tools to Use	Deliverables
1. Problem Statement Workshops	• Drawing & writing tools	• Design Brief for Social Change / Problem Statement Mural
2. Stakeholders meeting	• Post-its	• Stakeholder map
3. Focus group	• Flip-charts & whiteboard	• Context map
4. Group Interview	• Community discussion	• Opportunity Map / Community Journey
5. Data activism	• Tableau	• Data visualization

03 Ideate



Activities	Tools to Use	Deliverables
1. Icebreaking	• Word generator, drawing & writing tools	• Sketches to communicate Idea/ concepts
2. Brainstorming	• Drawing & writing tools, paper, laptop, tablet	• Sketches to communicate Idea/ concepts
3. Brainwriting	• Paper, pen, pencil, stopwatch, sticky notes	• Idea Cards
4. Remote Brainwrite	• Google Spreadsheet	• Idea Cards
5. Brainwalk	• Walk the walls, markers and flip chart paper	• Flip chart papers
6. Analogies	• Drawing tools, paper	• Drawing parallels
7. Gamestroming	• A set of co-creation tool	• large diagrams, sketching ideas, fusing words
8. Crowdstorming	• Survey, review, social media	• Charts, graphs, data-table
9. Creative Pause	• Go for a walk, having coffee, or just relaxing	
10. Ideation Workshops	• Flip-charts & whiteboard	• Prioritization map
11. Mind maps	• Persona	• Affinity map
12. Sketching/ drawing	• Design Brief	• Idea evaluation
13. Dot Voting	• Dot sticker, a pen or a marker	• Two/ three ideas emerged from the whole.

04

Prototype



Activities	Tools to Use	Deliverables
1. Artificial Intelligence Social Space prototyping	<ul style="list-style-type: none"> • DALL-E 	<ul style="list-style-type: none"> • Virtual prototype
2. Sketching	<ul style="list-style-type: none"> • Pen, pencil, paper, color 	<ul style="list-style-type: none"> • Sketches and Diagrams
3. Paper construction	<ul style="list-style-type: none"> • Paper, pencil, color pencil, paper cutouts 	<ul style="list-style-type: none"> • Wireframe
4. Storyboarding	<ul style="list-style-type: none"> • Paper, pencil, pen 	<ul style="list-style-type: none"> • Storyboard
5. Role-playing	<ul style="list-style-type: none"> • Props 	<ul style="list-style-type: none"> • Roleplay
6. Physical Model construction	<ul style="list-style-type: none"> • Paper, cardboard, clay, foam 	<ul style="list-style-type: none"> • Three-dimensional model
7. Lego prototyping	<ul style="list-style-type: none"> • Lego bricks 	<ul style="list-style-type: none"> • Three-dimensional model/system

05

Test



Activities	Tools to Use	Deliverables
1. People testing	<ul style="list-style-type: none"> • Briefing checklist 	<ul style="list-style-type: none"> • People feedback
2. Observation	<ul style="list-style-type: none"> • Interview checklist 	<ul style="list-style-type: none"> • Observation
3. Picture-taking	<ul style="list-style-type: none"> • Observation checklist 	<ul style="list-style-type: none"> • Evaluation map
4. Evaluation	<ul style="list-style-type: none"> • Prototype to test 	<ul style="list-style-type: none"> • Proposed refinement
5. Discussion	<ul style="list-style-type: none"> • Space, table, chair, notepad 	<ul style="list-style-type: none"> • Discussion summary

06

Storytelling



Activities	Tools to Use	Deliverables
1. Narrative Interview	<ul style="list-style-type: none"> • Audio/Video recorder 	<ul style="list-style-type: none"> • Text/digital file
2. Storyboarding	<ul style="list-style-type: none"> • Storyboard 	<ul style="list-style-type: none"> • Storyboard
3. Video Storytelling	<ul style="list-style-type: none"> • Magisto 	<ul style="list-style-type: none"> • Video
4. Data Storytelling	<ul style="list-style-type: none"> • Tableau 	<ul style="list-style-type: none"> • Data Stories
5. Visual Storytelling	<ul style="list-style-type: none"> • Instagram 	<ul style="list-style-type: none"> • Pictures
6. Podcast Storytelling	<ul style="list-style-type: none"> • Audio Recorder + Audible 	<ul style="list-style-type: none"> • Audio files

01

Empathize



Empathize

01

This section of the guide will support practitioners in the first stage of the Design Thinking for Social Change model: **empathize**. The aim is to "empathize" with the community need to **understand their problems**. The section provides a series of practical tools to understand and articulate communities crying out for social change .



During this phase, the design team needs to immerse themselves in learning about others, particularly communities, and the problem they seek to solve. Next, research and interviews and speak with experts and other relevant stakeholders. The goal is to gain background knowledge through these encounters and use what designers have learned about design problems.

Activities	Tools to Use	Deliverables
1. User Interview	• Interview checklist	• Personas needs
2. Informal Chats	• Observation checklist	• Empathy map
3. Observation	• Writing tools	• List of community feedback
4. Picture-Taking	• Camera	• Pictures
5. Immersion	• Design team Practicing immersive empathy	• Mind map to record firsthand experience and increased awareness.



Interview (*face to face*)

Design Thinking is based on interviews. For example, we can decide to interview a community member who claims for better cultural services in their area. We can grasp a person's decisions, behavioral features, and needs by entering and understanding their thoughts, feelings, and motives.

This assists us in innovating and creating services for that individual. An interview is not the same as a regular chat.

An interview has a well-defined and previously agreed-upon topic or question that the interviewer wishes to better understand, investigate, or specify through speaking with and listening to people.

Steps to follow:

- Frame questions by using Kipling method 5W and 1H: Why, When, Where, Who, What and How.
- Make a note of the people's reaction. Remember to pay attention, listen, and empathize with what they have to say.
- **Build a persona needs**

Informal Chats (*face to face*)

Design Thinking is a mindset, a culture, and a method of thinking. The design team must establish an environment in which people feels at ease and may develop trust in order to obtain

more detailed information. As a result, casual talking is one technique to get to know users in the empathize stage. An **empathy map** will be the deliverable of this activity.

Observation (*face to face*)

The research data quality is determined by how immersive the research activities are. As a result, design thinking for social change activists should devote the majority of their time to fieldwork rather than desk research. They should use ethnographic research approaches such as interviews and community observations to discover the target audience's need, challenges, and expectations.

Let us take an example related to a local community; context refers to the socio-economic-cultural field in which the local community is based. The content are need, challenges and expectations related to the social change that must be analyzed in conjunction with the characteristics of context in which the local community is based. A list of the **community feedback** will be the deliverable of this activity

They should observe communities in their own environments to find requirements and challenges that are not caught during interviews. Although "context" and "content" are sometimes misunderstood, they are two distinct notions.

Picture Taking (face to face)

In ethnography, photography has a long and colorful history. A camera has been an almost obligatory aspect of the 'tool kit' for multiple generations of ethnographers, supported by several methodological paradigms. In this way,

as Mark Rothko, states, photography can play a crucial role in creating empathy with people and communities. A series of pictures will be the deliverables of this activity.



I am not interested in the relationships of color or form or anything else... I'm interested only in expressing basic human emotions, and the fact that a lot of people break down and cry when confronted with my pictures show that I communicate those basic human emotions. The people who weep before my pictures are having the same experience I had when I painted them"

Abstract expressionist Mark Rothko

Immersion (face to face)

Finding the source of a problem requires immersion. This is the stage in which you come near to the issue. The social change makers intends to investigate the challenge's ramifications from community perspectives.

Immerse yourself in the lives and communities of the people you're designing for.

- Include enough in the project plan to send the interviewers into the field to spend time with the people you are designing for. Try to organize a homestay if possible.
- Once there, take in as much information as you can. It is critical to record everything you see and hear. It's easy to interpret what's in front of you before fully comprehending it, so make sure to record concrete details and quotes alongside your impressions.
- A great immersion technique is to spend a day shadowing someone you are designing for or practicing the same activities. Inquire about their lives, how they make decisions, and observe how they socialize, work, and relax.
- If your immersion window is limited, you can still learn a lot by following someone for a few hours. Keep a close eye on the person's surroundings. They can teach you a lot.
- Create a **mind map** of your observation activity

02

Define



Define

02

This section will support practitioners in the second stage of the Design Thinking for Social Change model: **define a problem statement.**

For example, addressing **learning loss due to the Covid-19** or **increase educator digital skills.**



The aim of this phase is to "define"/focuses problems and challenges. On the base on the data collected during the first stage (Emphatize) we will be able to create an actionable design problem statement or point of view. The objective is to inspires the generation of ideas to solve it by using methods for synthesizing raw data into a meaningful and usable body of knowledge.

Activities	Tools to Use	Deliverables
1. Problem Statement Workshops	<ul style="list-style-type: none">Drawing & writing tools	<ul style="list-style-type: none">Design Brief for Social Change /Problem Statement Mural
2. Stakeholders meeting	<ul style="list-style-type: none">Post-its	<ul style="list-style-type: none">Stakeholder map
3. Focus group	<ul style="list-style-type: none">Flip-charts & whiteboard	<ul style="list-style-type: none">Context map
4. Group Interview	<ul style="list-style-type: none">Community discussion	<ul style="list-style-type: none">Opportunity Map / Community Journey
5. Data activism	<ul style="list-style-type: none">Tableau	<ul style="list-style-type: none">Data visualization



Workshops (*face to face/online*)

A workshop can be define as “a seminar, discussion group, or the like, that emphasizes exchange of ideas and the demonstration and application of techniques, skills, etc.” [www.dictionary.com]. There a lot of workshop formats and tools to apply. The design thinking methodology frequently employs workshop activities to bring together a diverse group of people to identify problems to be solved and potential solutions. One of the possibility is to

create common objectives using the **Problem Statement Workshop** and learn about the various sub-problems that other stakeholders wish to solve. **On the other side through the Design brief for social change everyone can understands the problem and the design intent's primary objectives.** Basically, a design brief is a document that contains background and key information about a potential design project/problem in condensed form.

Stakeholders Meeting (*face to face/online*)

A stakeholder meeting is a strategic event that is used to introduce stakeholders to one another, gain commitment to social change, and define common objectives. It is also a method for gathering information from domain and technical experts about the social change challenges and the context of it. The design for social change team needs to convince the stakeholders to pay attention to the community need. The key is to guarantee that each

stakeholder's demands and involvement are understood. Organize the stakeholders into groups and plot them on the **stakeholders map** is the aim of this action. This allows the project manager to identify who the project's stakeholders are and how much attention and effort each stakeholder requires to keep the project on track. In design project management, this is a necessary talent.

Focus Group (*face to face/online*)

A focus group is a gathering of ten or fewer people in a room to discuss a product, service, concept, or even just an idea. A focus group is a qualitative research tool for discovering various opinions and responses to a topic. When we need to get the opinions of a group of people, focus groups are a great way to go. Community problems are usually affected by numerous people, and community members debate these among peers in real life. A focus group is a method of capturing those dynamics and is commonly used for validation.

Focus groups have recently been criticized as a technique due to an inherent flaw. In most cases, one of the participants is far more dominant than the others and tends to influence the entire group. In this case, the outcome may represent only one participant rather than the entire group. However, we believe that focus groups will continue to be one of the most widely used research methods. It requires an experienced moderator to mitigate any challenges that may arise during the event.

The tool we will is to gather the community need through a focus group is a **context map**. A context map is a tool and document used to illustrate complicated aspects affecting a community. Designers for social change and community members and leader utilize context maps to facilitate talks about change related to different aspects. It also addresses the project's prospective target audience, emerging trends, and risks and uncertainties.

Key benefits of a context map

1. Develop a team-wide strategic vision
2. Document any informal knowledge that exists within the community
3. Understand the external factors that influence social changes decisions and planning.

Group Interview (*face to face/online*)

A group interview is a methodology used to facilitate community discussions and generate insights for social change initiatives. This method involves bringing together a diverse group of individuals who represent different perspectives and experiences relevant to the issue at hand.

During the group interview, participants are asked a series of open-ended questions and are encouraged to share their personal experiences, thoughts, and opinions. The discussion is facilitated by a skilled moderator who ensures that all voices are heard and that the conversation stays on topic. The ultimate goal of the group interview is to generate a shared understanding of the issue, identify opportunities for social change, and create a roadmap for action.

At the end of the group interview, the facilitator typically synthesizes the insights gathered and creates a visual representation of the discussion. This can take the form of an **opportunity map** or a **community journey**, which illustrates the key themes and ideas that emerged during the discussion. These deliverables can be used to guide future initiatives and to communicate the insights and ideas generated during the group interview to a wider audience. Overall, group interviews are a valuable tool for social change initiatives as they provide a way to engage with communities, generate insights, and develop a shared vision for change.

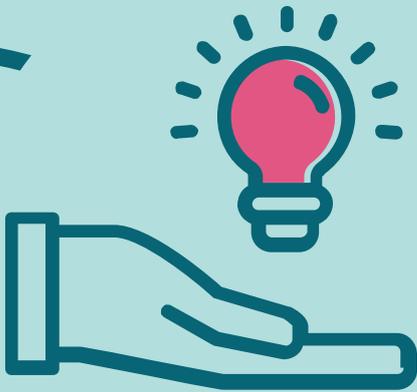
Data Visualization (*face to face/online*)

Visualization is the transformation of information into images that you can see with your eyes or in your mind's eye. It is sometimes necessary to use images to represent text, numbers, or other bits of data (which, as you may have heard, are worth a thousand words). Sometimes it's about putting disparate ideas together to form a compelling story that can evoke vivid mental images.

To create visual representations of social challenges (pollution, unemployment data etc.) can be very useful to create an immediate awareness about it by individuals or communities. Indeed, visualisation makes concepts physical and concrete. It activates a different portion of your brain; it's a new way of thinking. Visual approaches don't have to be difficult or sophisticated. Drawing graphics on a whiteboard can be a really effective activity. For a huge amount of data collected through data scraping digital tool like **Tableau** can be the best solution.

03

Ideate



Ideate

03

This section of the guide will support practitioners in the third stage of the **Design Thinking model: ideate**.

The aim is to "ideate" the road for promoting social change. On the base on the data collected during the first stage (Emphatize) and focalized through the second one (Define) we will be able to create an actionable social change idea to prototype in the following stage.

The **How Might We (HMW)** questions lead to Ideation sessions in which designers explore ideas that can assist in solving design challenges innovatively. HMW questions should not be too broad or too narrow.





Define Ideate Phase

The Ideate phase allows design thinkers to experiment with new concepts and solutions, considering that Design Thinking is not a linear process. The insights and outputs generated from the Empathize and Define stages (getting to know your people and developing a clear problem description) will, however, lead and inform a constructive ideation session. The Define and Ideation stages of a typical Design Thinking process overlap significantly.

Activities	Tools to Use	Deliverables
1. <u>Icebreaking</u>	<ul style="list-style-type: none"> Word generator, drawing & writing tools 	<ul style="list-style-type: none"> Sketches to communicate Idea/ concepts
2. <u>Brainstorming</u>	<ul style="list-style-type: none"> Drawing & writing tools, paper, laptop, tablet 	<ul style="list-style-type: none"> Sketches to communicate Idea/ concepts
3. <u>Brainwriting</u>	<ul style="list-style-type: none"> Paper, pen, pencil, stopwatch, sticky notes 	<ul style="list-style-type: none"> Idea Cards
4. <u>Remote Brainwrite</u>	<ul style="list-style-type: none"> Google Spreadsheet 	<ul style="list-style-type: none"> Idea Cards
5. <u>Brainwalk</u>	<ul style="list-style-type: none"> Walk the walls, markers and flip chart paper 	<ul style="list-style-type: none"> Flip chart papers
6. <u>Analogies</u>	<ul style="list-style-type: none"> Drawing tools, paper 	<ul style="list-style-type: none"> Drawing parallels
7. <u>Gamestorming</u>	<ul style="list-style-type: none"> A set of co-creation tool 	<ul style="list-style-type: none"> large diagrams, sketching ideas, fusing words
8. <u>Crowdstorming</u>	<ul style="list-style-type: none"> Survey, review, social media 	<ul style="list-style-type: none"> Charts, graphs, data-table
9. <u>Creative Pause</u>	<ul style="list-style-type: none"> Go for a walk, having coffee, or just relaxing 	
10. <u>Ideation Workshops</u>	<ul style="list-style-type: none"> Flip-charts & whiteboard 	<ul style="list-style-type: none"> Prioritization map
11. <u>Mind maps</u>	<ul style="list-style-type: none"> Persona 	<ul style="list-style-type: none"> Affinity map
12. <u>Sketching/ drawing</u>	<ul style="list-style-type: none"> Design Brief 	<ul style="list-style-type: none"> Idea evaluation
13. <u>Dot Voting</u>	<ul style="list-style-type: none"> Dot sticker, a pen or a marker 	<ul style="list-style-type: none"> Two/ three ideas emerged from the whole.



"It's not about coming up with the 'right' idea, it's about generating the broadest range of possibilities."

Hasso Plattner Institute of Design at Stanford

Ice Breaking

An ice-breaking session is a group activity or game designed to help participants feel more comfortable with one another and establish a positive, open-minded atmosphere. The goal is to "break the ice" and create a sense of camaraderie and trust among group members, making it easier to collaborate and communicate effectively.

According to the American Management Association, ice-breaking activities are "often used at the beginning of a meeting or training session to help participants get to know each other and feel more comfortable in the group." (Source: <https://www.amanet.org/articles/ice-breakers-that-really-work/>)

Warm Up Ideation Session

In this session a made-up situation is chosen and the participant are invited to share the worst idea they can think of.

Mash-up Ideation

In this session, participants are invited to come up with an idea using a selection of random words or images as inspiration

Brainstorming (face to face/online)

Brainstorming can be defined as a creative process that incorporates cycles of divergent and convergent thought as well as verbally exchange of ideas among members of a group. Brainstorming is a process that helps social design thinkers come up with more creative ideas by asking a series of questions in a short period of time.

During this phase, it is not necessary to supply answers or solutions. Thinking in terms of questions rather than solutions makes it easier to overcome cognitive biases and explore uncharted territory.

It is advisable to include two or three individuals who have no prior knowledge of the issue and who think differently than you do. Because they are not invested in the status quo and do not have any established methods of thinking about the issue, they will ask surprising and intriguing questions that you would not.

The rules of brainstorming:

- Defer Judgment
- Encourage Out-of-the-Box Thinking
- Make Use of Others' Ideas
- Be Visual to allow the other members visualize
- Quantity over quality
- Maintain Concentration on the Subject
One Dialogue at a Time

"Questioning is an innate behavior that's actively subverted and shut down"

Harvard Business Review



In our case, **sketches to communicate Idea/concepts** will be the deliverable of the brainstorming process.

03

Brainwriting (*face to face/online*)

Brainwriting is an alternative to traditional brainstorming, a quiet procedure. Instead of exchanging ideas verbally, participants write them down before passing them on to someone else. The next person reads these thoughts and

adds their own, and so on until each individual's ideas have gone through a full rotation. All ideas are then gathered and presented to the group for discussion. **Idea cards will be the deliverable of the brainwriting process.**

04

Remote Brainwriting (*online*)

Remote brainwriting is the online version of the brainwriting action in which, through a google spreadsheet, **digital idea cards** will be delivered.

05

Brainwalk (*face to face*)

This is the more tactile, active version of brainwriting. Instead of spreading paper around the room, the designers travel between separate "ideation stations." They'll add their own ideas

before moving on to the next station, just like brainwriting. **Flip chart papers** will be the deliverable of the brainwalk process.

06

Analogies (*face to face, online, blended*)

Analogies can be a fantastic brainstorming approach because they help to advance comprehension by creating comparisons. By comparing what social design thinkers trying to solve with different items and scenarios, members can produce out-of-the-box thoughts

based on different ways of comprehending the problem. For instance, is it possible to be inspired in social change solutions from different fields like economy, business or engineering. **Drawing parallels** will be the deliverable of the analogy action.

07

Gamestorming (*face to face, online*)

Add a game element to a non-gaming situation to increase participation, such as fishbowl (sitting in two concentric circles, facing each other, and listening while the other talks), anti-problem (look at the opposite of your situation or problem), or cover-story (write up a story

including a title, headlines, sidebars and images) can be very useful and funny in the context of define phase. **Large diagrams, sketching ideas and fusing words** will be the deliverable of the gamestorming action.

08

Crowdstorming (face to face, online)

Crowdstorming is the process of soliciting ideas from the audience and evaluating them. Crowdstorming provides a solid foundation for your ideas by utilizing polls, reviews, and social

media. While this may not always result in the finest idea being presented, it can do wonders for insight. **Charts, graphs and data-table** will be the deliverable of the crowdstorming action.

09

Creative Pause (face to face)

Creative pause is helpful if the design team member(s) have become fixated on a single concept. Conscious pauses and steps away from

the traps allow them to do wonders for creating new ideas. **Idea notes** will be the deliverable of the creative pause action.

10

Ideation Workshop (face to face, online)

An ideation workshop is a secure environment in which ideas can be generated. The primary purpose of an ideation session is to inspire innovation and creativity. Design team members gather to talk and share ideas honestly and without judgement.

Significance of ideation workshop

- Ideation workshops can be quite beneficial in getting your teams unstuck.
- Expand collaboration and viewpoints.
- A safe space for creativity
- A non-judgmental environment for creation
- Exciting and enjoyable

Prioritization map will be the deliverable of the ideation workshop action.

11

Mind Map (face to face, online)

Mind mapping is a visual ideation tool developed that enables designers to establish links between distinct collections of thoughts or facts. To begin, write a term in the center of the page (normally related to your problem statement) and then surround this term with any and all concepts that come to mind on the same piece of paper.

Finally, consider how these ideas are related, showing those connections with lines and curves to create a visual map. This technique allows the designers to recognize the patterns.

The **Affinity map** will be the deliverable of the mind map action.

12

Sketching/Drawing (face to face, online)

Sketching is a practical approach to putting ideas on paper to communicate them to coworkers or develop new solutions. Designers can present their ideas with narrative through sketching. This activity allows designers to create visual representations of any complex information or

idea. Designers employ many techniques for sketching to make it approachable, such as using simple shapes, lines, and words to create action-based, using words, stick figures/boxes, and so on. The **Idea evaluation** will be the deliverable of the sketching/drawing action.

13

Dot Voting (face to face, online)

Dot voting is a basic tool used in a group environment to democratically prioritize items or make decisions. It is a simple, basic method for narrowing down options and settle on a collection of notions or ideas.

The Dot-Voting System

- Collect Materials
- Establish voting restrictions.
- Vote.
- Determine the outcome.
- Narrow and re-vote if necessary.

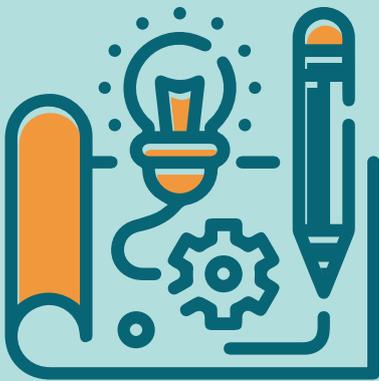
Color-code votes to represent various voting criteria. Traditional dot voting makes use of dots that are all the same color. Consider using different colors on purpose to add nuance (and information) to the voting process. If members of a design team vote on a set of concepts, for example, green dots could represent practicality and yellow dots could represent user effect. A mess of green and yellow dots would result. The **Two/ three ideas emerged** from the whole will be the deliverables of the dot voting action.

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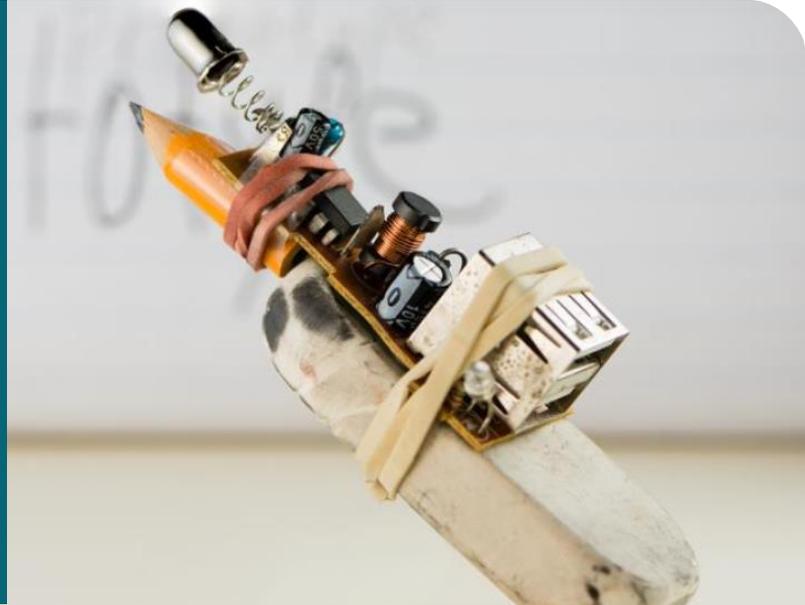
04

Prototype



This section will support practitioners in the **fourth stage** of the **Design Thinking for Social Change model: prototype.**

In the previous stages the community need have been collected (Empathize), well focused (Define) and hypothesis of social change identified (Ideate).



Now it is time to create a preliminary version of the solution that can promote the social change. **The prototype phase is an iterative phase. In this step a new idea can be born and can bring you back to the ideation phase again.** A prototype, which can be a paper model, a rendering of an innovative learning space, a storyboard, wireframe, or cardboard box, allows designers to quickly envision and pick the best answer among multiple alternatives. It is a rapid approach to convey a concept. It makes no difference how accurate the prototype is. During this phase, the designer is prepared to create an early version of the solution.

Prototyping helps the social change makers to determine whether or not the design (or revisions) work as planned before they are released into the world/community and into the hands of people. Prototyping enables the social designers to assess feasibility, improve quality, effectively present ideas to decision makers, lower risk factors, and iterate at a lower cost.



“They slow us down to speed us up. By taking the time to prototype our ideas, we avoid costly mistakes such as becoming too complex too early and sticking with a weak idea for too long.”



Activities	Tools to Use	Deliverables
1. Artificial Intelligence Social Space prototyping	<ul style="list-style-type: none"> • DALL-E 	<ul style="list-style-type: none"> • Virtual prototype
2. Sketching	<ul style="list-style-type: none"> • Pen, pencil, paper, color 	<ul style="list-style-type: none"> • Sketches and Diagrams
3. Paper construction	<ul style="list-style-type: none"> • Paper, pencil, color pencil, paper cutouts 	<ul style="list-style-type: none"> • Wireframe
4. Storyboarding	<ul style="list-style-type: none"> • Paper, pencil, pen 	<ul style="list-style-type: none"> • Storyboard
5. Role-playing	<ul style="list-style-type: none"> • Props 	<ul style="list-style-type: none"> • Roleplay
6. Physical Model construction	<ul style="list-style-type: none"> • Paper, cardboard, clay, foam 	<ul style="list-style-type: none"> • Three-dimensional model
7. Lego prototyping	<ul style="list-style-type: none"> • Lego bricks 	<ul style="list-style-type: none"> • Three-dimensional model/system



Type Of Prototypes

01 Low-fidelity prototyping

Low-fidelity prototyping is the more fundamental of the two categories. The model developed may be incomplete or just include a subset of the features that the final result would have. Low-fidelity prototypes are frequently not built of the same material/methodology as the finished result, but rather of wood, paper, or plastic. These prototypes are either inexpensive and simple to make, or they are essentially visual representations of the final result.

02 High-fidelity prototyping.

High-fidelity prototyping are significantly closer to the final result. For example, a high-fidelity prototype could be a 3D plastic model with moving parts that allow people to feel the prototype function. This would be considered high-fidelity rather than low-fidelity since it would deliver a more immersive experience to the people than a block of wood. This prototype style is more engaging but takes time and skilled social designers to produce.

01

Artificial Intelligence Social Space prototyping (*face to face/online*)

An example of prototype for social change could be an innovative learning space co-designed by a local community. Thanks to the description provided by the local community, the AI Algorithm will visualize the learning space showing a visual model of it on which further discussions can be developed. DALL-E. DALL-E is an artificial intelligence tool that allows users to visualize concepts from a text description. The program generates images of realistic and unrealistic objects, from short phrase-like natural language prompts. In the case of design thinking

for social change one of the possible use of DALL-E is the creation of new innovative learning spaces. For examples, giving a description like: "sustainable school, open space, project-based-learning, Scandinavian design" we can immediately visualize a new school space that combines different ideas collected through the previous Design for Social Change phases.

A **virtual space prototype** will be the deliverable of the artificial intelligence social space prototyping activity.

02

Sketching (*face to face*)

Sketching, the most basic kind of prototyping, requires little work and does not necessitate aesthetic drawing talents. Sketches can be used to kickstart the process of envisioning and constructing a new solution, and they can be

shared with community and stakeholders for more ideas and conversations. **Sketches and diagrams** will be the deliverable of the sketching activity.

03

Paper Construction (*face to face*)

Paper interfaces are useful for early-stage prototyping of digital products. Designer can create paper interfaces or draw and cut out functional components of a user interface, such as a drop-down menu or text field. Some

designers prefer to design their wireframes by hand, while others prefer to use software like as Invision or Balsamiq. **Wireframe** will be the deliverable of the paper construction prototyping activity.

04

Storyboarding (*face to face, online, blended*)

Storytelling is one of the powerful tools of design thinking. Storyboarding is a fantastic method for conveying stories and directing targeted stakeholders and community members. Storyboards are a strategy for early prototyping that allows you to envisage how people will experience an issue or social change and convey

it in a series of drawings or sketches. Stories assist us in gathering knowledge about people, objectives, and goals while invoking new ideas through cooperation with other designers. A **storyboard** will be the deliverable of the storyboarding prototyping activity.



05 Role-playing (face to face)

Role-playing, or experiential prototyping, allows designers to examine situations within the system they are targeting physically. Role-playing best captures and acts out a people's experience with a social issue or social change. Consider mimicking their experience to get an empathic

knowledge of community members. Designers can employ props, objects, and audio simulations to simulate a real environment. A **roleplay** will be the deliverable of the role-playing prototyping activity.

06 Physical Model Construction (face to face)

To create a prototype for testing a social solution, you can utilize a wide range of materials. Physical models are frequently created with paper, wood, cardboard, clay, foam, or by repurposing existing things. A physical model transforms an intangible notion into a physical, three-dimensional form. This

allows for considerably better testing and can spark debate about the proposed social change solutions or issues. A **three-dimensional model** will be the deliverable of the physical model construction prototyping activity.

07 Lego Prototyping (face to face)

Lego can be an excellent tool for making ideas a reality. Lego bricks are extremely exact and consistent plastic things. The use of Lego bricks enables the designer to swiftly produce a physical result from an idea. The entire procedure is quick. Many design utilize Lego to

quickly create a 3D scientific or system prototype. In comparison to other types of 3D prototyping approaches, Lego prototyping helps generate a tangible vision and is also easy to alter. A **three-dimensional model** will be the deliverable of the Lego prototyping activity.

05

Test



This section change guide will support practitioners in the **fifth stage of the Design Thinking model: test**. In the previous stages the community need have been collected (Empathize), focused (Define), identified (Ideate) and prototype (Prototype). Now it is time to test the solution that could favor the social change process.



Also in the test phase we can have an iterative process in which a new design thinking for social change process can re-start. Testing is an iterative element of the design thinking for social change process that provides you with feedback based on thorough prototype testing. Testing seeks to understand what works and what doesn't, and then iterate. This entails returning to your prototype and revising it in response to user input. Testing guarantees that you return to the essential basis of design thinking - empathy for community members and creating for their needs.

Designers must be mindful of what they are testing. Instead, then asking, "I'd like to test my prototype," designers could ask, "I'd like to find out if elderly people can schedule doctor appointments using my prototype." Identifying the correct target audience is also critical for prototype testing. Writing the Summary points is important to collate all the feedback.

Activities	Tools to Use	Deliverables
1. <u>People testing</u>	• Briefing checklist	• People feedback
2. <u>Observation</u>	• Interview checklist	• Observation
3. <u>Picture-taking</u>	• Observation checklist	• Evaluation map
4. <u>Evaluation</u>	• Prototype to test	• Proposed refinement
5. <u>Discussion</u>	• Space, table, chair, notepad	• Discussion summary



01 People Testing (*Face to face*)

People testing in the context of social change involves gathering feedback from individuals who are impacted by the issue being addressed. This can be done through interviews, surveys, or

focus groups. The deliverable for this activity is a **list of people's feedback**, which can be used to guide the development of solutions that address the needs and concerns of the community.

02 Observation (*Face to face, online and blended*)

Observation involves observing the community or individuals impacted by the prototype. This can be done through field observations, ethnographic research, or other methods. The deliverable for this activity is **observation**

feedback, which can provide insights into the lived experiences and challenges faced by the community, as well as identify opportunities for intervention.

03 Picture Taking (*face to face*)

Picture taking in the context of social change involves taking photos or other visual documentation of the prototype that is testing, as well as any interventions or solutions being developed. The deliverable for this activity is an

evaluation map, which is a visual representation of the prototype evaluation. This can be used to engage stakeholders, identify areas for improvement, and guide the refinement of the solutions.

04 Evaluation (*face to face, online, blended*)

Evaluation in the context of social change involves analyzing the impact of interventions and solutions developed to address the issue at hand. This can be done through surveys, data analysis, or other methods. The deliverable for

this activity is a **proposed refinement**, which outlines changes that should be made to the intervention or solution based on the evaluation. This can help to ensure that the intervention is effective and meets the needs of the community

05 Discussion (*face to face, online*)

Discussion in the context of social change involves engaging stakeholders and community members in conversations about the issue being addressed and the proposed solutions. The deliverable for this activity is a **discussion summary**, which can be used to identify areas of

agreement or disagreement, as well as to guide the refinement of the solutions. This can help to ensure that the solutions are responsive to the needs of the community and are implemented in a collaborative and inclusive manner.

06

Storytelling



Storytelling

06

This section of the Design thinking for change guide will support adult educations in the last stage of the **Design Thinking for social change model: storytelling.**



Indeed, to share social change stories can disseminate social change knowledge and experiences, increase social interactions, develop community building, inspire people, incentivate social change activism and create positive emulations. The section provides a series of actions and practical tools to help storytelling practices.

Activities	Tools to Use	Deliverables
1. Narrative Interview	• Audio/Video recorder	• Text/digital file
2. Storyboarding	• Storyboard	• Storyboard
3. Video Storytelling	• Magisto	• Video
4. Data Storytelling	• Tableau	• Data Stories
5. Visual Storytelling	• Instagram	• Pictures
6. Podcast Storytelling	• Audio Recorder + Audible	• Audio files



01

Narrative Interview *(face to face, online)*

Narrative interview describes a qualitative research methodology for data collecting in which a story is generated by the interview.

«Instead of placing emphasis on a question-answer format, the purpose of narrative interviews is to provide an opportunity for the participant to narrate his or her experience for the researcher. This represents a shift in the way roles are conceptualized: from interviewer–interviewee into narrator–listener» [Allen, 2017]. More than accurate data, in the narrative interview is the experience of the subject that is

relevant for the interviewer. What is important to understand is not exactly when a fact happened but why that fact is relevant for the interviewee, what this fact represent for him/her, what is his/her filing about it.

In the context of this guide, narrative interview will help to elucidate and reconstruct the history of the interviewee focusing on social change need, challenges and values. **People-centred storytelling** will be the deliverable of this action.

02

Storyboarding *(face to face, online)*

Storyboarding is the crucial skill of storytelling. The most important one and, maybe, the less known. Here we provide a basic Storyboard tool to structure a people-centered social change story. A storyboard is a visual representation of a story that helps to structure the sequence of

scenes (shots) of it. Before shooting a video or a podcast is it necessary to write down the storyboard. To write a storyboard will simplify the implementation of the story and make possible "to test" the attractiveness of it. **Deliverable: Storyboard.**

03

Video Storytelling *(face to face)*

Video Storytelling is the use of videos to tell stories. The video will be recorded following the storyboard structure previously designed. The video can be recorded using a smartphone or a professional video camera. The editing process of the video is crucial to have, in the end, an

engaging story. The best option is to record a video using a professional video camera and a professional editor tool, But even using a simple smartphone and a low cost video editor can produce good results. **Deliverable: video.**

04

Data Storytelling *(face to face, online)*

Data Storytelling is not only a communication approach that allows to share huge data in a more effective and engaging way. Data Storytelling is closely connected to Big Data Activism and the use of Big Data for generating social change. Indeed, the visual representation of data is not only a way to visually represent the same amount of data information. Thanks to visual representation is it possible to see information previously hidden. Thanks to data

storytelling people can become aware about social issues and this approach can «[...] provoke dialogue, and inspire policy change». «The results generate policy debates, influence civic decisions, and inform design to help ensure that the voices of people represented in the data are neither marginalized not left unheard» [Williams, 2020]. **Data storytelling** will be the deliverable of this action. Example of data storytelling for social change: [Mapping Diversity](#)

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05

Visual Storytelling *(face to face, online)*

Visual Storytelling is the use of visual narrative to tell stories. The story can be told using pictures or illustrations or other visual media. Sometimes music and sound effects are integrated into the visual stories. In the case of visual narratives for

social change we suggest to use Instagram and Blush as the easiest way to spread and disseminate social causes through pictures and illustrations. **A Visual story** will be the deliverable of this action.

06

Podcast Storytelling *(face to face, online)*

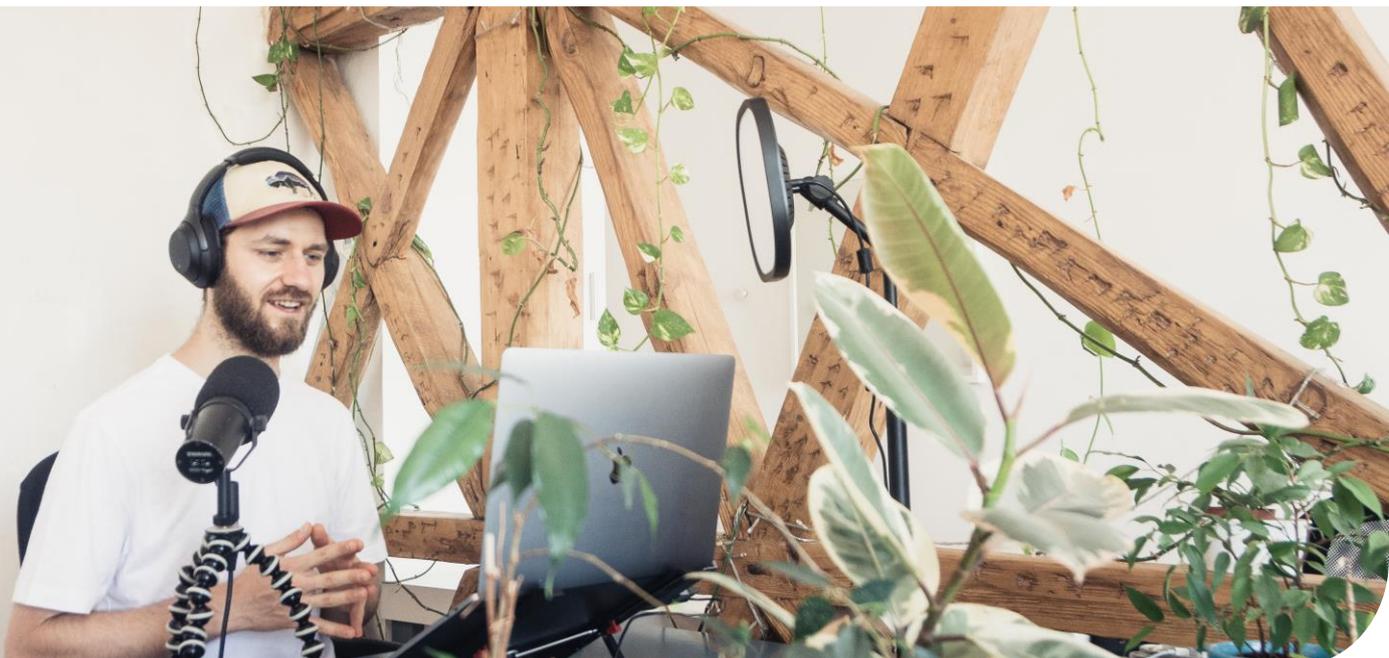
Podcasting is experiencing a significant boom as a means of communication in recent years. It is analogous to the YouTube phenomenon but in the field of audio. Podcast is not only a way to tell fiction stories but also to debate social challenges through community podcast experiences or sharing knowledge and best practices related to social change.

That is the case of "Social change leaders", a podcast of social change leadership, in the public, private and non-profit sectors by Stephanie Malon-Rufi and Traci Warnberg-

Lemm. Through interviews with thought leaders on the front lines they packed with tips, actionable ideas and stories to inspire people, energizing efforts to build a better world. A professional podcast requires an excellent audio to be implemented.

Nevertheless, even using a simple smartphone is it possible to have good audio files. Here the instructions to record professionally using your smatphone: [How to Record Professional Audio with your phone 2022](#). **Deliverable: audio story.**

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Conclusion

Conclusion



In conclusion, the **Design Thinking for Social Change Guide** is a **comprehensive resource** that offers a range of **tools and activities** to support the creation of effective and lasting solutions for social change.



The **six phases of the Design Thinking** process presented in the guide (Emphasize, Define, Ideate, Prototype, Test and Storytelling) provide a step-by-step approach to designing solutions that are people-centered, iterative, and sustainable.

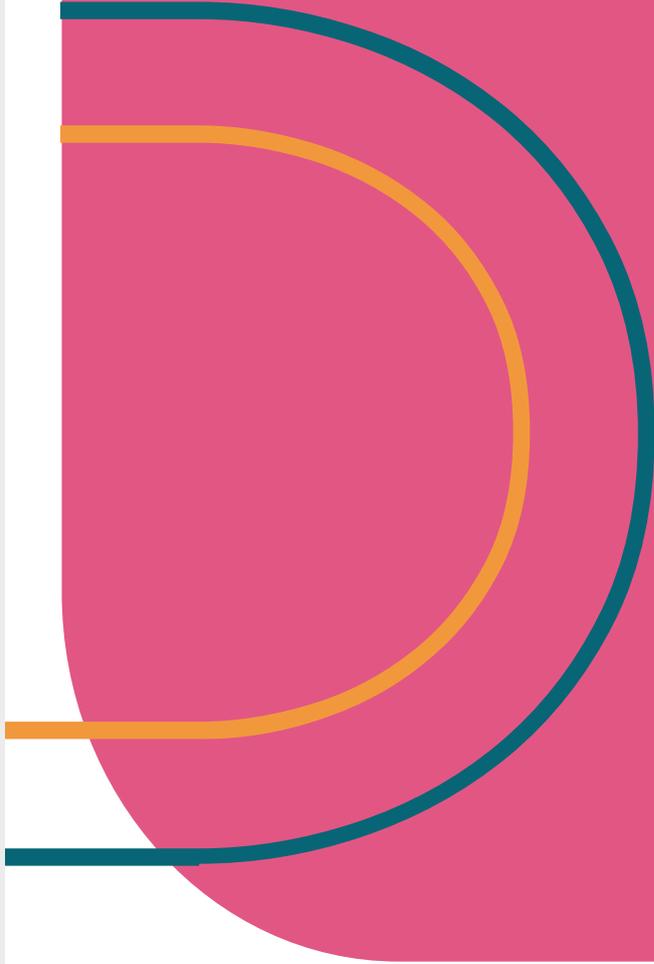
The **42 activities** described in the guide are designed to foster creativity, collaboration, and innovation. Each activity is tailored to a specific phase of the Design Thinking process and provides descriptions for implementation. The activities are highly adaptable, and can be used to suit the specific needs of different communities and organizations.



The **60 tools** shared in the guide are designed to support each stage of the Design Thinking process, from research and analysis to ideation, prototyping, and testing. The tools are highly visual and interactive, and include the use of Artificial Intelligence (ChatGPT, Dall-E), Storytelling and Big Data.

Overall, the Design Thinking for Social Change Guide is a valuable resource for anyone interested in creating meaningful and sustainable solutions for social change. By providing a clear and comprehensive approach to the Design Thinking process, along with a range of activities and tools, the guide offers a powerful framework for collaborative problem-solving and innovation.





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