

Design Thinking for Policy Innovation

*For BOT Policy Hackathon
Paricha Duangtaweesub, on behalf of RISE*

May 31st, 2022

HELLO

MY NAME IS

Paricha Duangtaweesub (Bomb)
Entrepreneur. Listener. Educator.





“Bomb”

Paricha Duangtaweesub

- Co-founder, Amplifi Design
- Adjunct Faculty, BAScii, Chulalongkorn University
- Design Strategist at Looloo Tech
- Design Consultant at Thailand Institute of Justice



Objective: Help teams apply user-centered design for creating meaningful policy solutions

Agenda: Design Thinking for Policy Innovation

- **Intro:** Why and What of Design Thinking
- **Example:** User-Centered Policy
- **Tool:** User Persona
- **Interlude:** *Vulnerability*
- **Tool:** Journey Mapping
- **Outro:** *Fieldwork canvas*

Please ask questions in-between!

**"Design's true purpose is making life better
and providing joy"**
– Roman Mars



Why and What of Design Thinking

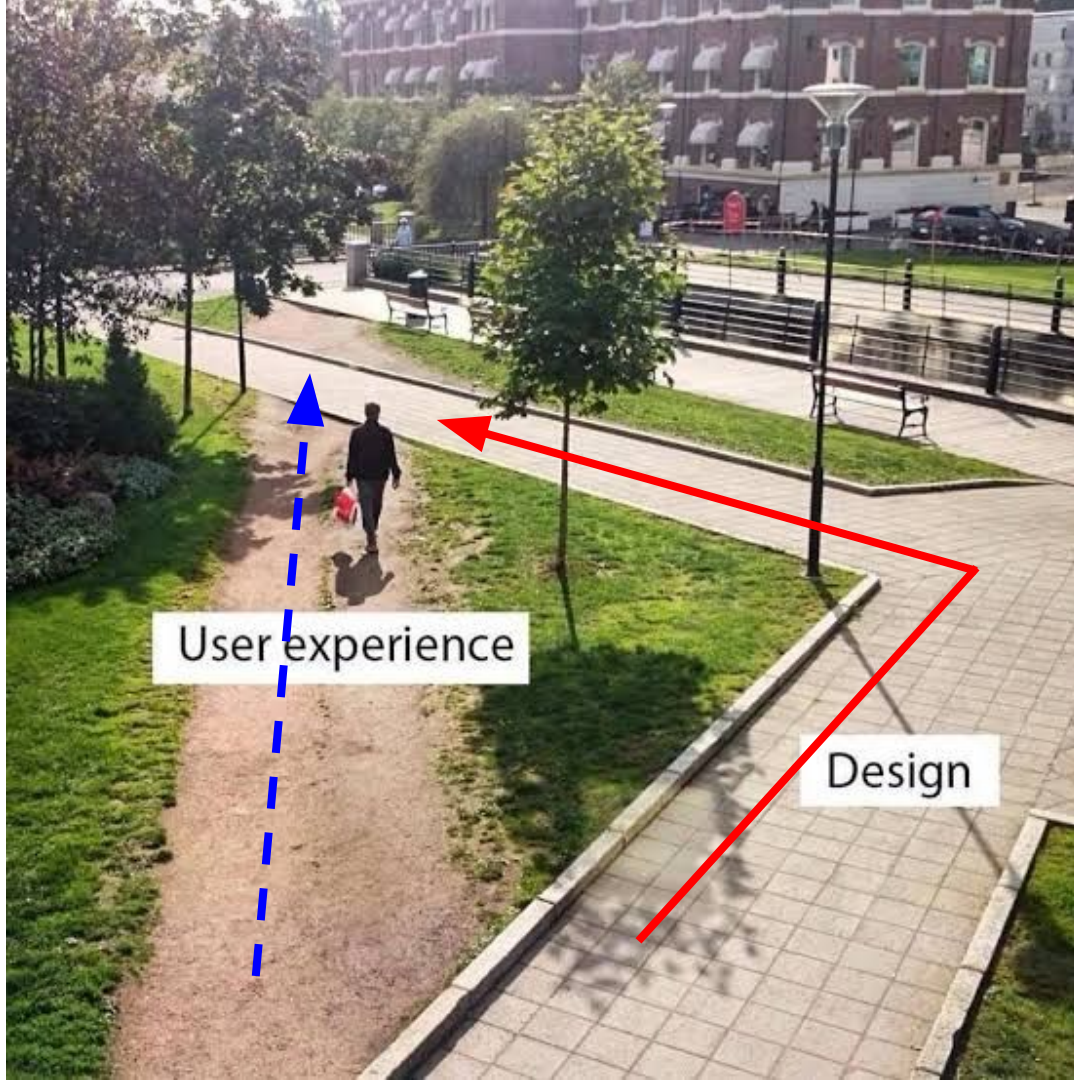


User experience

Design

Why =

Why does this person want to walk from A to B?



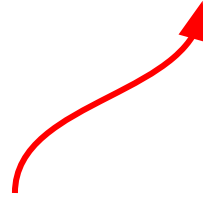
How =

How does this person walk from A to B?

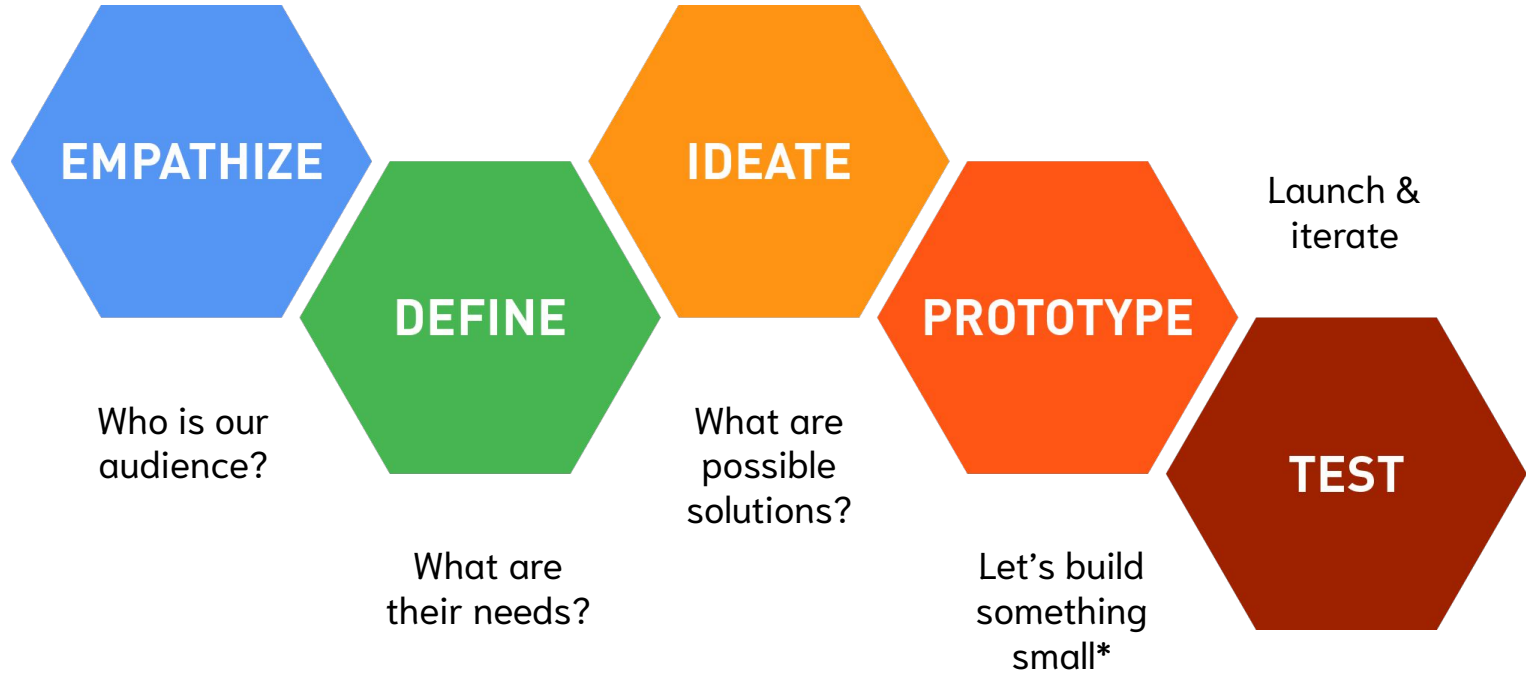
Your Solution



Design thinking → **why + how**



User needs



Your Solution

EMPATHIZE

Who is our audience?

DEFINE

What are their needs?

IDEATE

What are possible solutions?

PROTOTYPE

Let's build something small*

Launch & iterate

TEST

User needs

Tools: User Persona + Journey Map

Band coach

Age: 34 | Sex: Male

About
Our band coach majored in music studies and worked as a band coach and composer after graduation. / Most of the time, he lived in the school where he taught so there was barely any need for him to spend his income. He put all his money into a teacher's cooperative savings and lives off the dividends. / Recently, his father was diagnosed with cancer, so he paused his teaching career to become a full-time caretaker. / After his passing, he believed that passive income is critical to help offset hospital bills as well as to provide for his family in the future.

Spending habits:
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Social media
for sending files; personal and work
for news update
for personal and work contact

Goal
In 10 years, he wants to have at least 20 million in savings. He believes that amount of money will be enough for a good quality of life and in emergency (healthcare) purposes.

Lifestyle:

- Doesn't like shopping or running errands
- Loves reading about history, investment and world trend
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Frustration

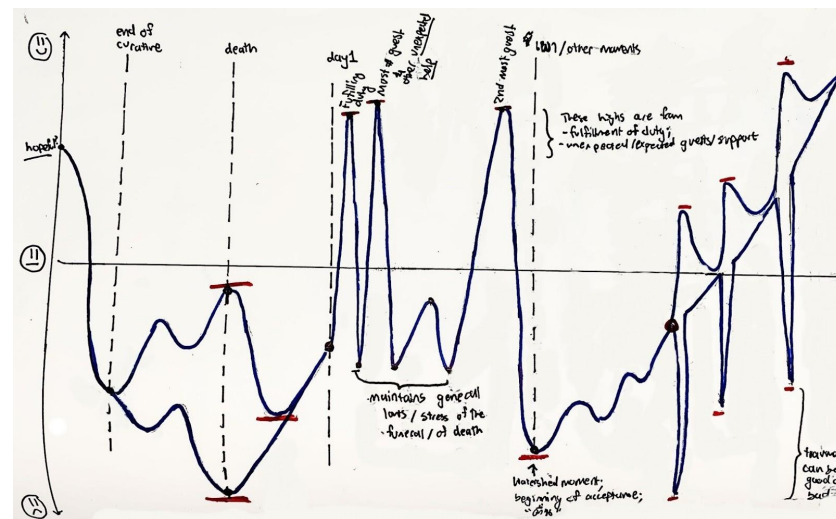
- Trading app doesn't have an auto DCA setting
- Facebook messenger has limitations on data sending

Investment app
treming

Reading resources:



User Persona



Journey Map



Design Thinking

= processes & mindsets
that start with understanding

เราช่วยใคร?

เราช่วยพวกเขาทำอะไร?





Example:

User-Centered Policy



สิ่งที่ผมอยากเห็น คือ กรุงเทพฯ
เป็นเมืองน่าอยู่ "สำหรับทุกคน"

ชัชชาติ สิทธิพันธุ์

ทำไม? ผู้ว่า กทม.

ผมเป็นคนกรุงเทพฯ ตั้งแต่เกิด ใช้ชีวิตและพบเจอปัญหาเช่นเดียวกัน
ผมมั่นใจว่าจะสามารถสร้างความร่วมมือร่วมใจ ร่วมกันทำกรุงเทพฯ ให้
เป็นเมืองที่น่าอยู่สำหรับ ทุกคน

ทำไม? Why

นโยบาย Policies

นโยบายรายเขต District Policies

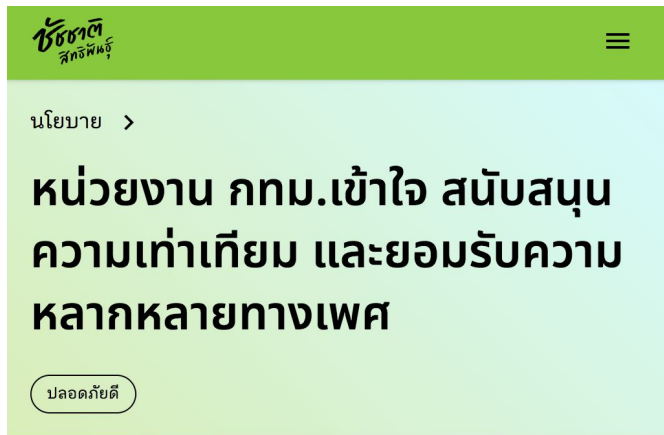
ปัญหาเส้นเลือดฝอย Capillaries (micro issues)

ตอบข้อสงสัย FAQ

เลือกพื้นที่


เลือกประเด็น ประเด็นทั้งหมด ปลอดภัยดี สุขภาพดี สร้างสรรค์ดี สิ่งแวดล้อมดี บริหารจัดการดี เรียนรู้ดี โครงสร้างดี

เศรษฐกิจดี เดินทางดี

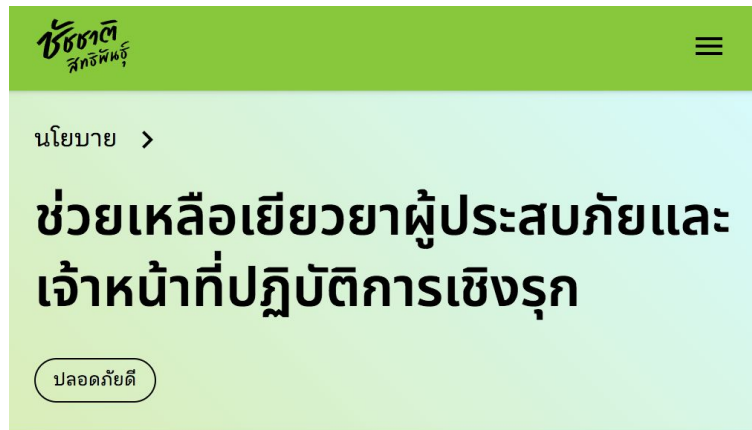


คนกรุงเทพฯ ได้อะไร

- กลุ่มผู้มีความหลากหลายทางเพศ หรือ LGBTIQ+ ในกทม.ได้รับการยอมรับผ่านความเข้าใจจาก กทม. ในฐานะหน่วยงานรัฐ
- ประชาชนได้รับการบริการอย่างเท่าเทียม ไม่เลือกปฏิบัติ ด้วยความเข้าใจในความอ่อนไหวทางเพศ (gender sensitivity) และความเท่าเทียมทางเพศ

User: LGBTIQ+ community 

Problem: workplace discrimination



คนกรุงเทพฯ ได้อะไร

- ลดและยับยั้งผลกระทบทางสุขภาพของประชาชนและผู้ปฏิบัติงานเมื่อเกิดเหตุภัยพิบัติ

User: citizens and officers who are victims of disasters

Problem: physical, mental health + damages

ช่วยเหลือเยียวยาผู้ประสบภัยและเจ้าหน้าที่ ปฏิบัติการเชิงรุก

ปลอดภัยดี

รายละเอียด

สาธารณภัยและอัคคีภัยสร้างความเดือดร้อนและความสูญเสียต่อเนื่องแก่ผู้ได้รับผลกระทบ ทั้งต่อร่างกาย จิตใจ และความเสียหายของทรัพย์สิน

เพื่อเป็นการป้องกันยับยั้งผลกระทบต่างๆ กทม.จะจัดหาบริการต่างๆ เฉพาะหน้า และดูแลต่อเนื่องให้ครอบคลุมประเด็นต่อไปนี้

1. การจัดหาที่พักพิงชั่วคราว
2. การจัดสรรเงินสงเคราะห์เบื้องต้น การเยียวยาความเสียหายของทรัพย์สินตามกรอบของกฎหมาย
3. ให้บริการด้านการตรวจสุขภาพต่อเนื่องแก่ผู้เสียหาย ประชาชนที่ได้รับผลกระทบ เจ้าหน้าที่ปฏิบัติการ ในระยะเวลาหนึ่ง เช่น 1-3 เดือนแรก เพื่อลดผลกระทบทางสุขภาพระยะยาวที่อาจเกิดขึ้นได้

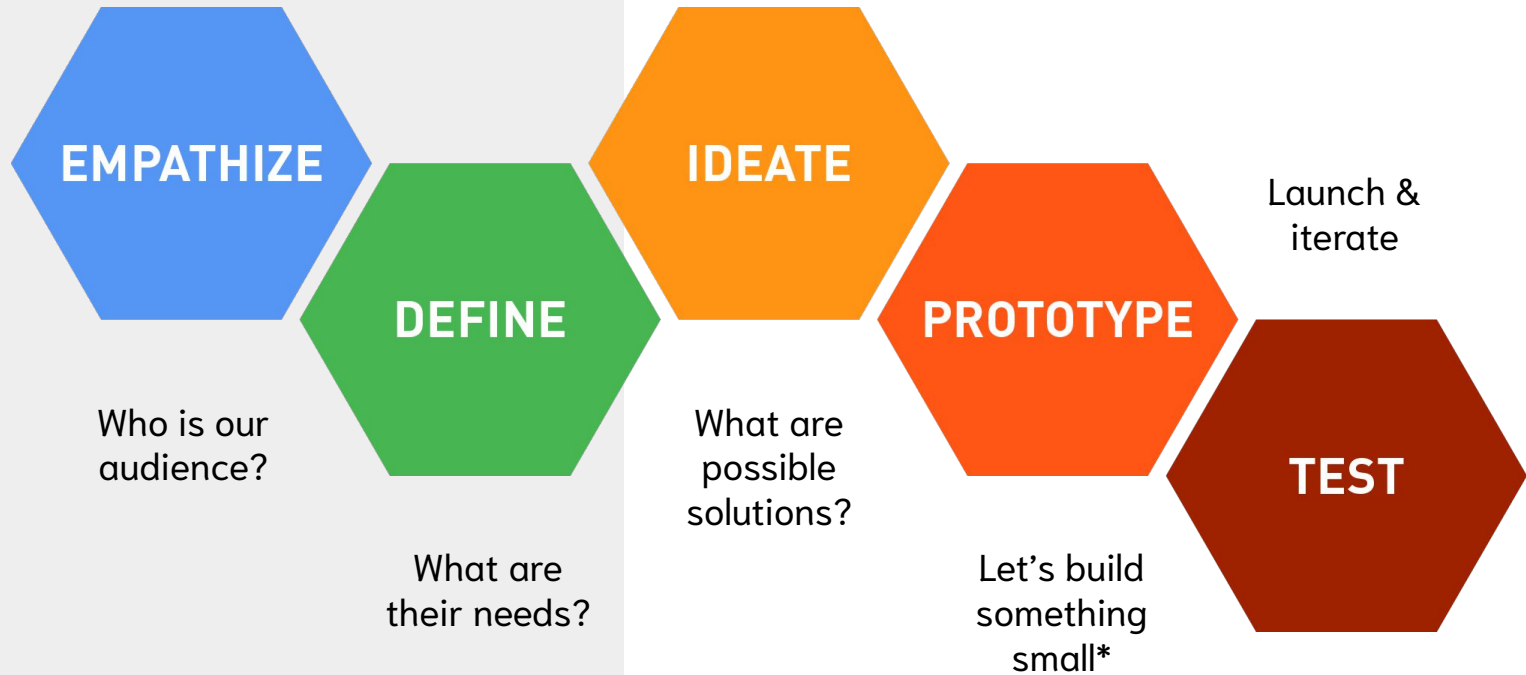
User needs

1. Shelter
2. Financial support
3. Healthcare



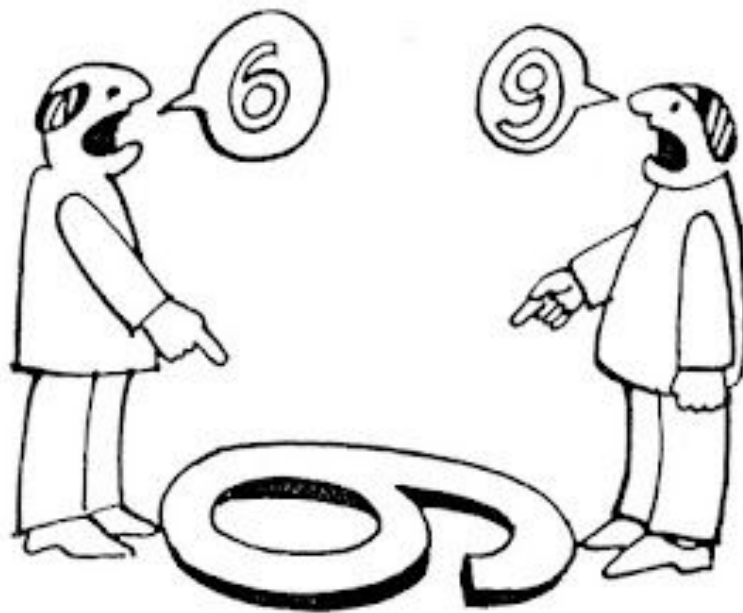
Tool:

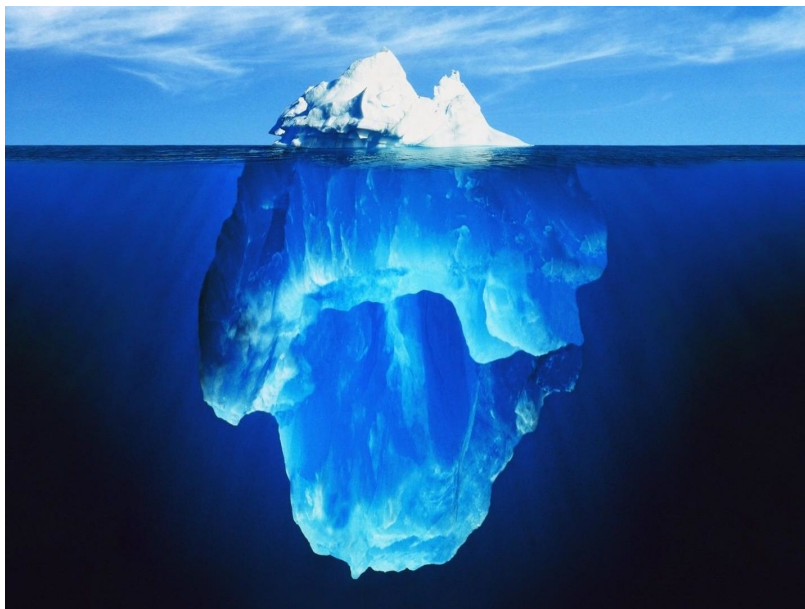
User Persona



User needs

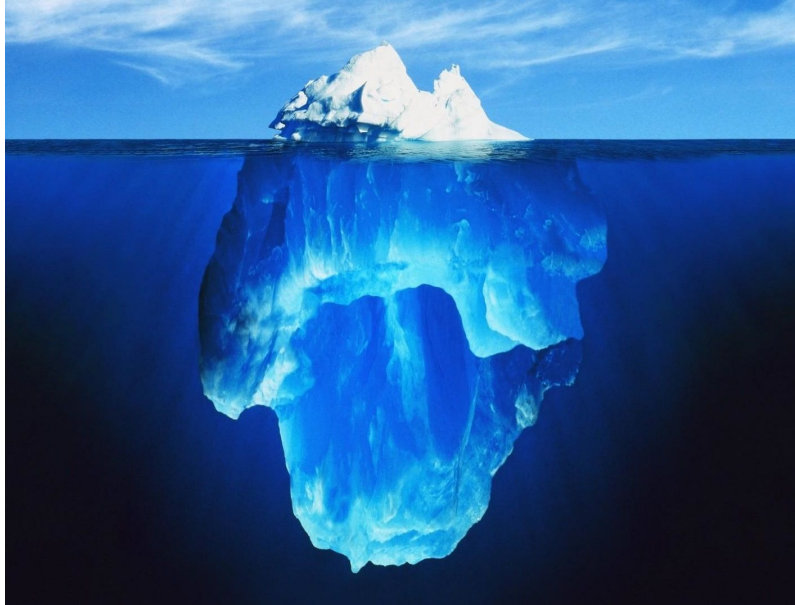
Assumptions: เรามีสมมติฐานและเรามักจะเข้าใจปัญหาผิด





Observed

Inferred



Actions = functional needs



Emotions

Belief

Worldview

= emotional needs



Needs \neq Solution


การทำบุญ \neq ตู้ไปรษณีย์ส่งบุญ

User Persona

Persona คืออะไร ?

- เครื่องมือที่ช่วยทำความเข้าใจกลุ่มเป้าหมายมากขึ้น เช่น ความต้องการ และ motivation เพื่อสร้าง solution ที่ตอบสนองความต้องการของผู้ใช้

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE: 35
WORK: Regional Director
FAMILY: Married, 1 Child
LOCATION: Austin, Tx
ARCHETYPE: The Frequent Flyer

Organized

Practical

Protective

Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Goals

- To spend less time booking travel
- To narrow her options quickly

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Personality

Introvert	Extrovert
Analytical	Creative
Loyal	Fickle
Passive	Active

Preferred Channels

Chrome
Mobile
Email
Traditional Ads

Motivations

Price
Comfort
Convenience
Speed
Loyalty/Miles

Brands

KAYAK Expedia
ACE HOTEL Lyft



Nerdy Nina

"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS

Age: 25
Location: Sao Paulo, Brazil
Education: Software Engineer
Job: Q/A at Indie Game Company
Family: Lives with her boyfriend

TECH

Internet
Social Networks
Messaging
Games
Online Shopping



GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS



American Gods
Neil Gaiman



Harry Potter
J.K. Rowling



Ready Player
One

Biography
ชีวประวัติ

"Hopes & Fears"
ความหวัง & ความกลัว
(Emotions)

Band coach

Age: 34 | Sex: Male

"The challenge in my life right now is related to investment. I measure my success with the investment return. Sometimes a graduation certificate doesn't mean that you have all the knowledge. You can continue to explore interesting subjects and keep on learning on your own. For me, learning has no ending".

About

Our band coach majored in music studies and worked as a band coach and composer after graduation. / Most of the time, he lived in the school where he taught so there was barely any need for him to spend his income. He put all his money into a teacher's cooperative savings and lives off the dividends. / Recently, his father was diagnosed with cancer, so he paused his teaching career to become a full-time caretaker. / After his passing, he believed that passive income is critical to help offset hospital bills as well as to provide for his family in the future.

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Social media



for news update



for sending files; personal and work



for personal and work contact

Goal

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Lifestyle:

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Frustration

- Trading app doesn't have an auto DCA setting
- Facebook messenger has limitations on data sending

Investment app

Streaming

Reading resources:



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Reading resources:



FINTECH

Persona details should be relevant to the topic



ขั้นตอนการทำ User Persona

General Information

1. **Biography:** ระบุอายุ เพศ และงาน
2. **Hopes:** เขียนสิ่งที่ persona ชอบในปัจจุบัน และหวังไว้ในอนาคต 2-3 อย่าง
3. **Fears:** เขียนสิ่งที่ persona ไม่ชอบ หรือกลัวว่าจะเกิดขึ้น 2-3 อย่าง
4. **Quote:** เลือกคำพูดที่ represent persona ได้ดี
5. **Story:** เลือกและเขียนเรื่องราว 1 อย่างของ persona ที่สื่อถึงความหวังหรือความกลัวของ persona
6. **Persona Name:** ตั้งชื่อ Persona ให้น่าจดจำ (ปกติจะใช้ชื่อปลอม)
7. **Picture:** ใส่รูป หรือ illustration ที่ represent persona

Persona Name

Picture

Story: Goal / Lifestyle / Habits / etc.

Quote:

Biography:

Hopes:

Fears:



Persona Name

Picture

Story: Goal / Lifestyle / Habits / etc.

Quote:

Biography:

Hopes:

Fears:

Functional / emotional needs



Key Takeaways

Persona hopes & fears → Product features

Persona artefact → Team alignment



Interlude: Vulnerability



กลุ่มเปราะบาง

“ลักษณะหรือสภาพที่มีความเป็นไปได้ที่จะถูก
โจมตีหรือทำร้าย ทางร่างกายหรือทางอารมณ์”

“the quality or state of being exposed to the
possibility of being attacked or harmed,
either physically or emotionally”



1. ใครคือกลุ่มเปราะบาง

Who is vulnerable?

2. กลุ่มเปราะบางมีความเสี่ยงต่ออะไร

To what particular risks are they vulnerable?

3. ทำไมกลุ่มเปราะบางถึงมีความเสี่ยง

What makes them vulnerable to that risk?



User Research: Understanding farmers' household spending





Interviews and observations (recommended)

1. Who is vulnerable?

Farmers in the central region of Thailand

2. To what particular risks are they vulnerable?

Climate, market prices, availability of labour, middle-person

3. What makes them vulnerable to that risk?

Limited negotiating position, income channels

Now, let's integrate
persona with
vulnerability.

Persona Name

Picture

Story: Goal / Lifestyle / Habits / etc.

Quote:

Biography:

Hopes:

Fears:

Functional / emotional needs



Persona Name

Picture

Story: Goal / Lifestyle / Habits / etc.

Vulnerability:

Quote:

Biography:

Hopes:

Fears:

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Vulnerability Review

- a. **ใครคือกลุ่มเปราะบาง**
Who is vulnerable?
- b. **กลุ่มเปราะบางมีความเสี่ยงต่ออะไร**
To what particular risks are they vulnerable?
- c. **ทำไมกลุ่มเปราะบางถึงมีความเสี่ยง**
What makes them vulnerable to that risk?



June 1, 2021 by Under the Ropes

MY STORY IS NOT YOUR TRAUMA PORN: HOW NOT TO INTERVIEW SURVIVORS OF SEXUAL ASSAULT

TW: This post contains references to sexual abuse

Artwork by Sa-Art for Thai Consent.

Since I first wrote my story of being sexually assaulted by a trainer at a Muay Thai gym back in 2011, several organizations have approached me to share it on their platforms. Universities, journalists, documentary makers, The British Embassy and even the UN have invited me to retell it. They each used my story



- Respect boundaries: เคารพขอบเขตของกลุ่มเป้าหมาย
- Beware of power dynamics: ระวังความแตกต่างในสถานะ (เช่น การใช้คำว่าคุณ v. น้อง)
- Be mindful of asking specific details: เวลาหาข้อมูลเพิ่มเติมควรคำนึงเสมอว่าเราอยากรู้ข้อมูลไปทำไม



For user-centered policy, we should reframe

User → Vulnerable Group

ผู้ใช้งาน → กลุ่มคนเปราะบาง

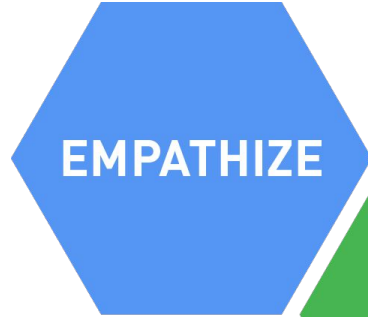


Tool:

Journey Mapping



Your Solution



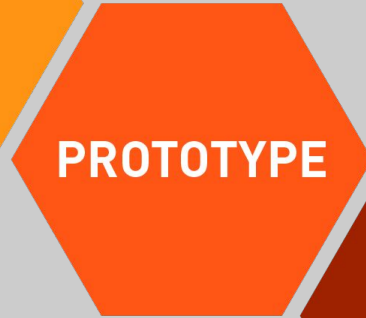
Who is our audience?



What are their needs?



What are possible solutions?



Let's build something small*



Launch & iterate

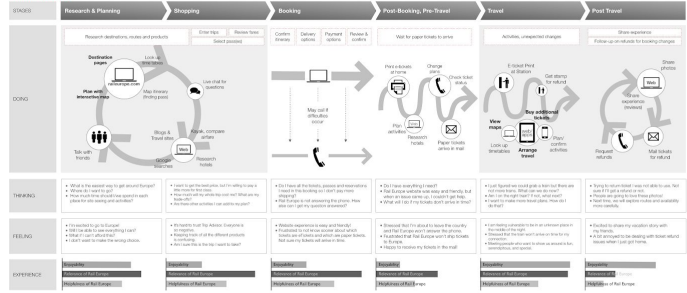
Journey Map สามารถทำได้หลายแบบ



Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.	Rail booking is only one part of people's larger travel process.	People build their travel plans over time.	People value service that is respectful, effective and personable.
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Customer Journey



Opportunities

CHALLENGE		FEASIBILITY (BRIEFING, SCOPING)		POST-HOC REVIEW, POST-MORTEM		
<p>Generate a clear, useful perspective.</p> <p>1. Work with our</p>	<p>Help people get the key things they need.</p> <p>2. Work with</p>	<p>Support people in creating their own solution.</p> <p>3. Work with</p>	<p>Structure the trip for planning and making decisions.</p> <p>4. Attend Planning, shopping</p>	<p>Arm customers with information for making decisions.</p> <p>5. Attend Planning, shopping</p>	<p>Improve the paper-based experience.</p> <p>6. Attend Planning, shopping, Post-Trip</p>	<p>Accelerate planning and booking in Europe.</p> <p>7. Attend Planning</p>
<p>Make your customers love to better, more value transfer.</p> <p>8. Work with</p>	<p>Prepare in social events with explicit purposes.</p> <p>9. Work with</p>	<p>Attend Planning, shopping and booking on the web.</p> <p>10. Attend Planning, shopping, travel</p>	<p>Aggregate planning with a resourceful timeline.</p> <p>11. Attend Planning</p>	<p>Proactively help people deal with changes.</p> <p>12. Attend Planning, Booking</p>	<p>Communicate status clearly at all times.</p> <p>13. Attend Planning, Post-Trip</p>	

adaptive path

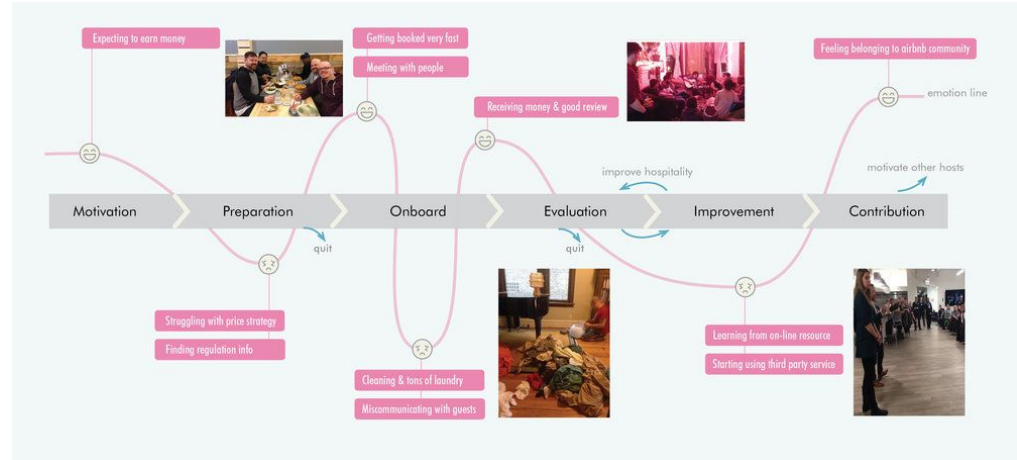
Lens

Journey
Model

Qualitative Insights

Quantitative Information

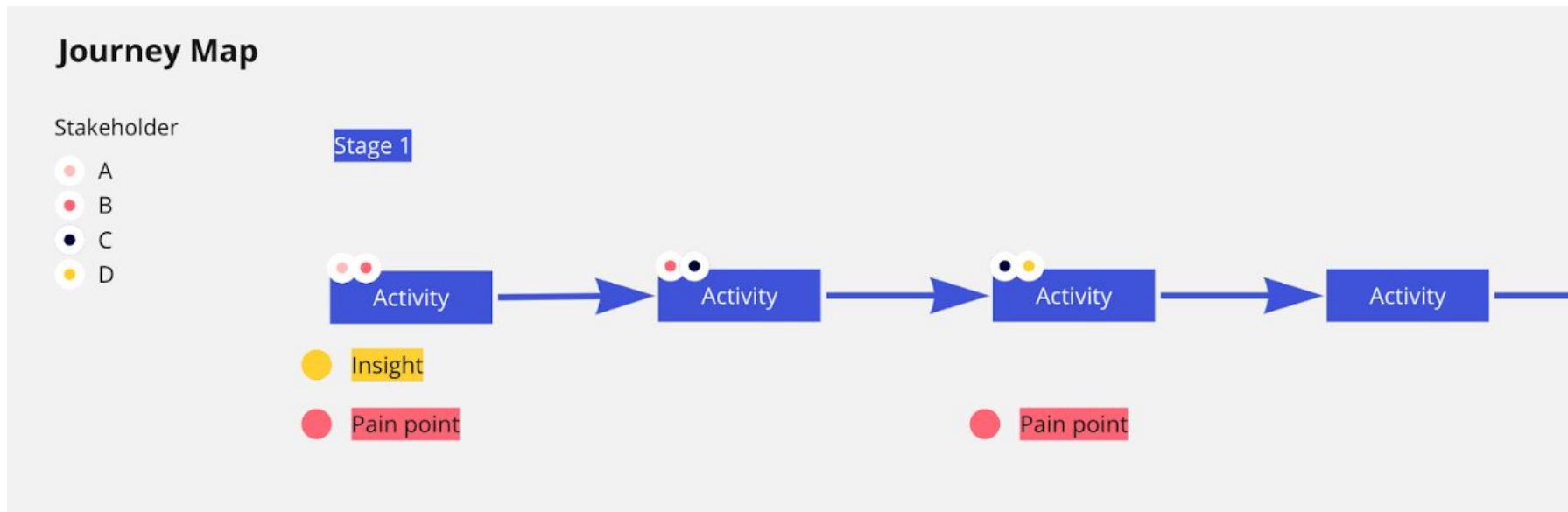
Takeaways



Using the railway system in Europe

Host journey for Airbnb

คู่มือการทำ Journey Map



Activity = what is happening?

Insights / Pain Points = what is interesting about that activity, if any?

Stakeholder = who is involved in that step?

Drive with Me: User Journey



EV Champions

Enthusiastic, community-minded EV drivers who are open to sharing knowledge they learnt the hard way



New Adopters

People who consider EV for their next purchase yet minorly skeptical about its use case for their lifestyle

Awareness



Receive referrals from partner orgs & marketing



Receive referrals & marketing in research phase

Education

- Point of action
- Point of interaction



Browse FAQs, personal stories about EVs

Onboarding



Registration - indicate car ownership, location, and share personal stories



Registration - indicate interest in car, lifestyle, location, and inquiry

Matching

Match champions + new adopters based on car model, lifestyle, location



Interaction

Connect champions + new adopters in 1 of 3 modes, based on level of comfort



Chat (text/email)



Call (audio/video)



Ride & Drive (preset location)

Feedback



Give suggestions, surprises, stories



Provide feedback on interaction, indicate readiness to convert

Re-Engagement

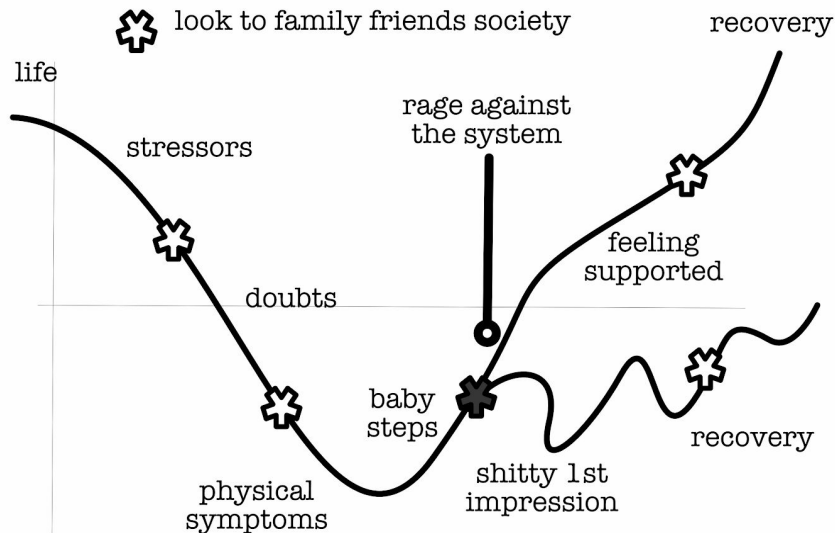


Receive reward, return to platform



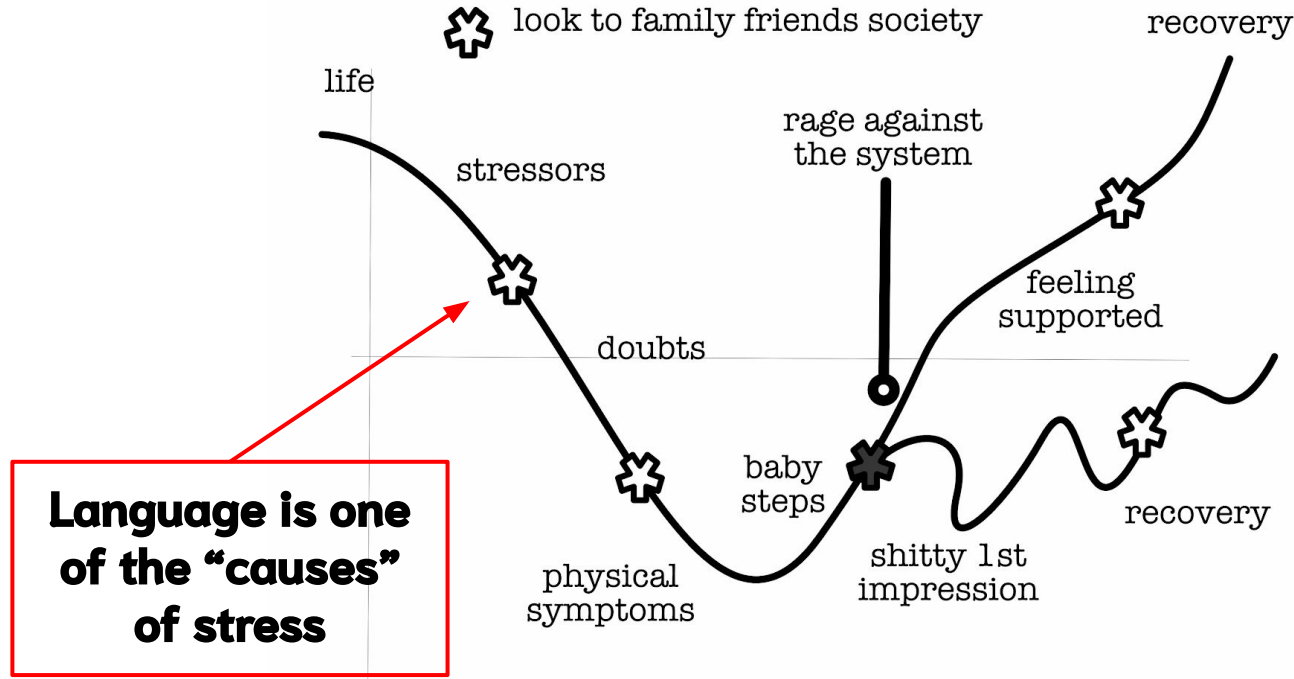
Make decision to research, convert, or sign-up as champion

← *New service app for EV drivers!*



^ *Identify where to change and actions to take*

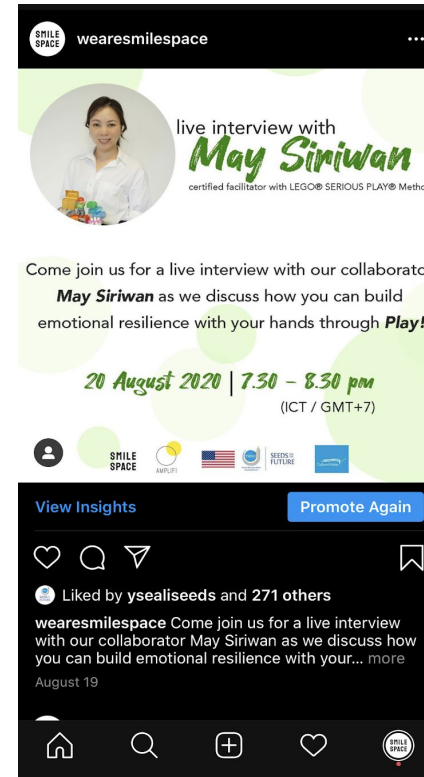
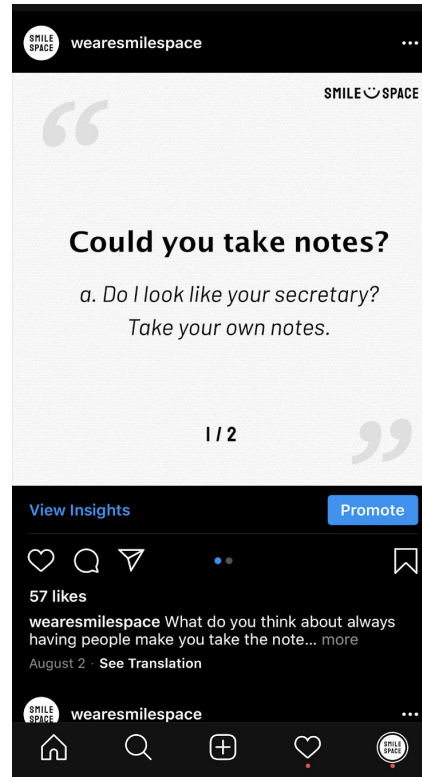
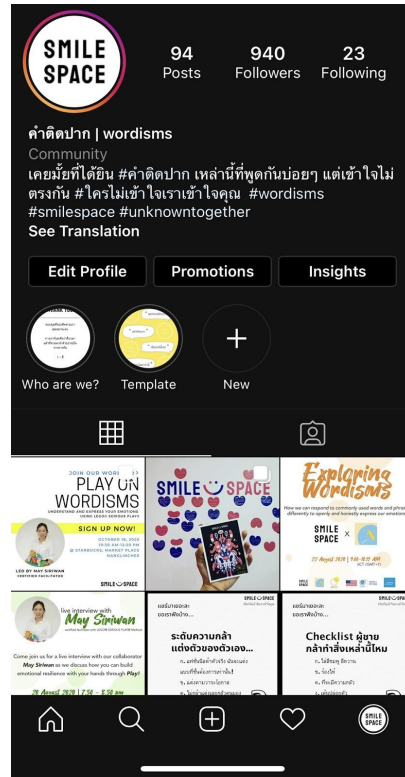
Journey map help describe the details your solution



SEEDS FOR THE FUTURE

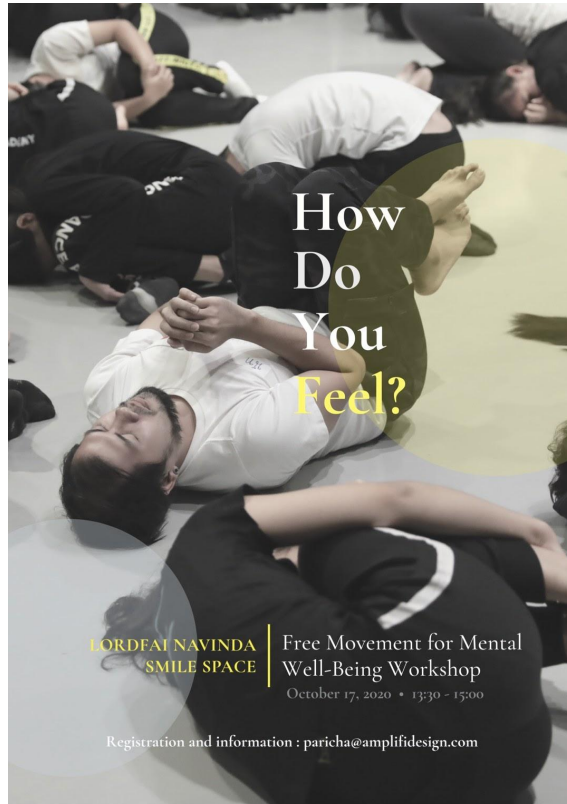
Solution = safe space to
talk about mental
health... but what is that
safe space???

#1 - Social Media



IG: @wearesmileSPACE

#2 - Workshops



JOIN OUR WORKSHOP PLAY ON WORDISMS

UNDERSTAND AND EXPRESS YOUR EMOTIONS
USING LEGO® SERIOUS PLAY®



SIGN UP NOW!

OCTOBER 18, 2020

10:30 AM-12:20 PM

@ STARBUCKS, MARKET PLACE
NANGLINCHEE

**LED BY MAY SIRIWAN
CERTIFIED FACILITATOR**

SMILE SPACE

#3 - Exhibition



Journey maps create “before” & “after”
+ Identifies the “how” of your solution



Fieldwork canvas

Justice Design Toolbox: Fieldwork-shop Guide

1. Introduction

How would you introduce yourself, your role, and interest in this project to a community member?

2. Problem Statement

What is the scope or prompt of your problem space? This could be your given HMW statement.

3. Desired Outcome

What does an ideal future scenario look and feel like if you are successful in this project?

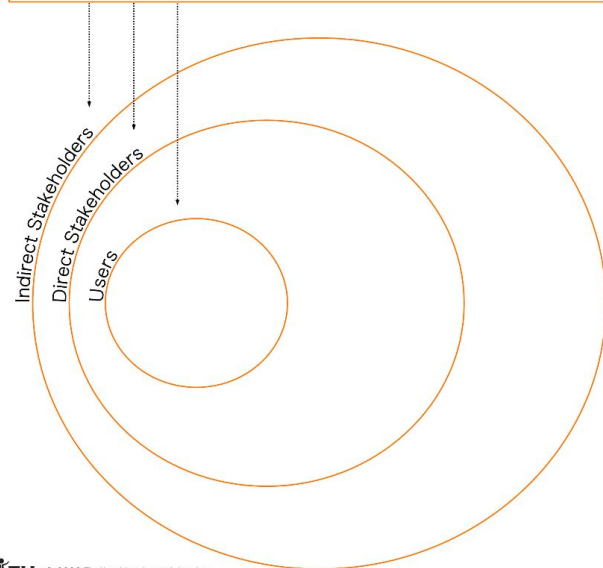
4. Purpose of Fieldwork

Why are you planning to engage with this members of this community?

- ☐ To discover unmet needs ☐ To share resources
☐ To co-create ideas ☐ To _____

5. Community Members and Stakeholders

Who are the people affected by the problem that you're looking to address and how much influence they have? Community members (sometimes referred to as "users") are people who are directly affected by the problem. Stakeholders are people or organizations who have some influence on or the problem, whether directly or indirectly.



6. Target Group

Who would care the most about the problem? Pick 1 of each group to explore. You will want to engage the "power" and "average" users; power users can share the most painful experiences with the problem space. Think about who might have the most to say. You can describe and identify both groups, starting from these characteristics:



Background
Who are they?



Activities
What do they do?



Place
Where are they?

User group: _____

Power

Average

Direct stakeholder: _____

Indirect stakeholder: _____

How would you approach sensitive topics that might come up during your engagement?

Name/Team Name: _____

7. Community Engagement Design Tools

What tools will you use to engage with your community? You can refer to Justice Design Toolbox for an overview of each tool and how to get started. Use this space to reflect on why you have selected the tools and how you will use them to achieve your purpose.

Tool Name **Why this tool?**

Quick start questions:

Tool Name **Why this tool?**

Quick start questions:

8. Final checklist

- ☐ Do you understand the desired outcome of the project?
☐ Do you know where to find your users and stakeholders?
☐ Do you know you want to learn from your users?
☐ Do you know how to use the tools you selected?

Good empathy
requires good
planning



Summary

Your Solution

EMPATHIZE

Who is our audience?

DEFINE

What are their needs?

IDEATE

What are possible solutions?

PROTOTYPE

Let's build something small*

Launch & iterate

TEST

User needs

Tools: User Persona + Journey Map

Band coach

Age: 34 | Sex: Male

About
Our band coach majored in music studies and worked as a band coach and composer after graduation. / Most of the time, he lived in the school where he taught so there was barely any need for him to spend his income. He put all his money into a teacher's cooperative savings and lives off the dividends. / Recently, his father was diagnosed with cancer, so he paused his teaching career to become a full-time caretaker. / After his passing, he believed that passive income is critical to help offset hospital bills as well as to provide for his family in the future.

Spending habits:
He is not thrifty when it comes to music equipment; if he likes it, he would buy it right away. He isn't picky when it comes to food. He keeps his own spending record so he knows how much he spent every month. He likes to go out for beers (on tap). He uses his sister's YouTube Premium account for movies streaming. He likes to buy books but not newspapers. He doesn't shop much but if he has to go buy something, he would prefer going to a store; he would shop online when he really doesn't have time.

Social media
for sending files; personal and work
for news update
for personal and work contact

Goal
In 10 years, he wants to have at least 20 million in savings. He believes that amount of money will be enough for a good quality of life and in emergency (healthcare) purposes.

Lifestyle:

- Doesn't like shopping or running errands
- Loves reading about history, investment and world trend
- Enjoys playing music in his free time
- Accesses the news via Facebook, YouTube in quick, summarized bites
- Enjoys hanging out with friends
- Likes watching movies with good reviews in the theater
- Uses his sister's streaming account such as Netflix, Disney+, YouTube Premium
- Spends about 9 hours a day online, for work and leisure.

Frustration

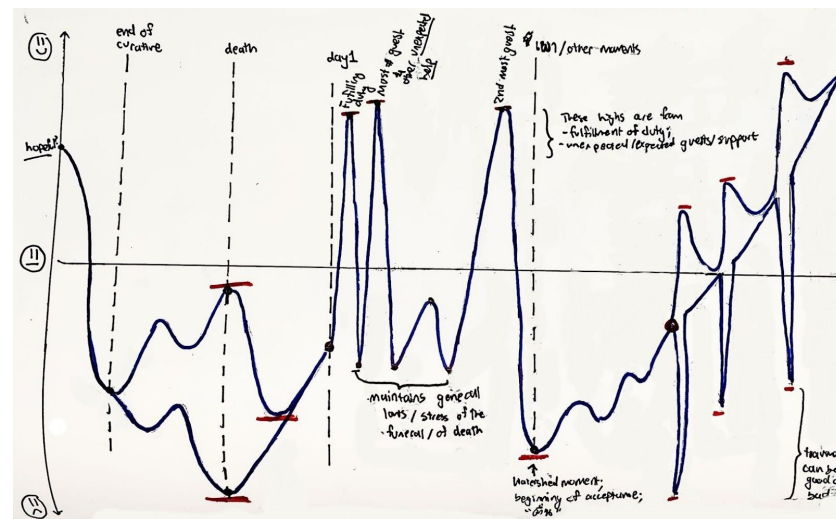
- Trading app doesn't have an auto DCA setting
- Facebook messenger has limitations on data sending

Investment app
treming

Reading resources:



User Persona



Journey Map



Persona Name

Picture

Story: Goal / Lifestyle / Habits / etc.

Vulnerability:

Quote:

Biography:

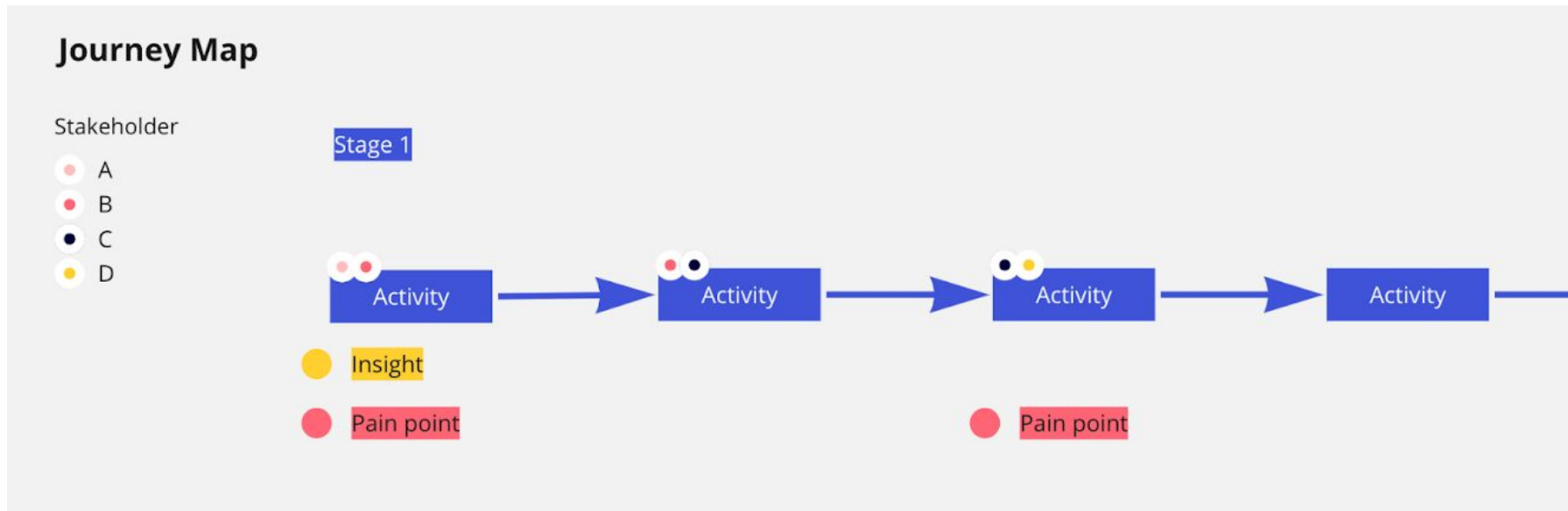
Hopes:

Fears:

Functional / emotional needs



คู่มือการทำ Journey Map



Activity = what is happening?

Insights / Pain Points = what is interesting about that activity, if any?

Stakeholder = who is involved in that step?

Good innovation comes from deep understanding of our end-users.

Design thinking can help.



Q&A

