

**IF YOU LIKE THIS EVENT,  
YOU MIGHT BE INTERESTED IN...**



Social change requires behaviour change - at scale. How do we enable people to shift what they think, say, and do? Learn about and apply our favorite theories to real life scenarios. For policymakers, funders and designers.

Wed, June 21 2017  
9:00am-10:30pm  
and Sarah Schulman

What makes a space or an interaction beautiful or shameful? Why does it matter? Come with us for a stroll as we look at and discuss the intersection between form, functionality, and aesthetics.

Monday, June 19, 2017  
2:30-4:30pm  
by Sarah Schulman,  
Jennifer  
Charlesworth



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# LEARNING BILL

June 15, 2017

## HUMAN INTERACTION DESIGN

INTERFACE



PRODUCT



EXPERIENCE



Data

Design

Humanities & Social science

Social Service Practice

Leadership

# HUMAN INTERACTION DESIGN

An introductory session and neighbourhood walk to explore the idea that everything is designed, but not everything is human-centred. We'll clarify the different types of design; and most of all, show what designing-in-context can bring to social services and social policy.

## LEARNING SESSION GOALS

1. Understand which elements in a service interaction can be designed
2. Get a flavor of a human centered design process
3. See possibilities and limitations of design in a social service context

## CAST



**Jonas Piet**  
InWithForward's  
lead service designer.



**Nick Chan**  
design fellow



**dr Daniela Kraemer**  
Anthropologist and  
InWithForward's lead  
ethnographer.



**María Alejandra Sandoval-Avila**

## SCENES

- Scene I: Design spotting
- Scene II: Experience
- Scene III: Redesign
- Scene IV: Stretching

## KEY CONCEPTS, FRAMEWORKS, DEFINITIONS

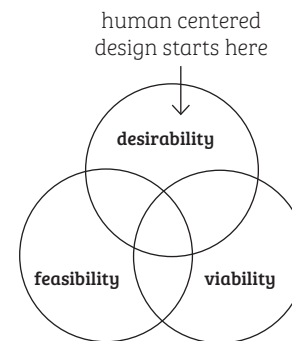
### The theatre metaphor for interaction design

*"All the world's a stage, And all the men and women merely players; They have their exits and their entrances"* - **William Shakespeare**

The elements that can be designed in an interaction are: roles, scripts, props and settings. Taking away, adding or changing these can lead to an entirely different service experience.

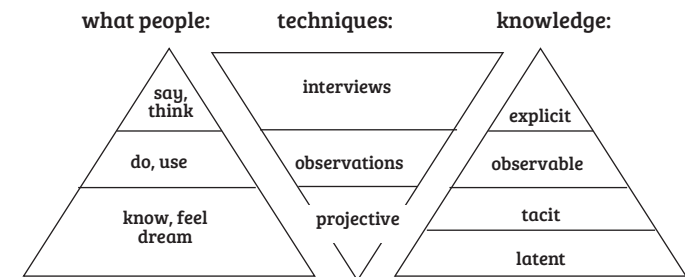
### Service as a series of interactions

A service can be broken down in a series of interaction moments, or scenes. For example: entering the space, signing in, introductions, etc.



from: IDEO human centered design toolkit

Human centered design combines research techniques to ground design in a contextual understanding of people's lives.



from: Convivial Toolbox: Generative Research for the Front End of Design, Elizabeth Sanders and Pieter Jan Stappers