

USING DESIGN THINKING IN THE JUSTICE SYSTEM

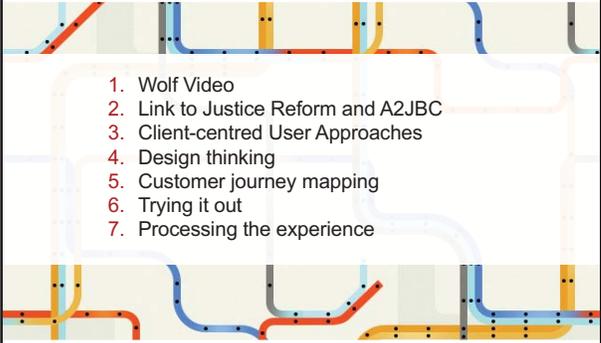
Nicole Aylwin, Kari Boyle, Jane Morley
Action Committee on Access to Justice in Civil and Family Matters
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OVERVIEW OF WORKSHOP

1. Wolf Video
2. Link to Justice Reform and A2JBC
3. Client-centred User Approaches
4. Design thinking
5. Customer journey mapping
6. Trying it out
7. Processing the experience



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THE WOLF FACTOR

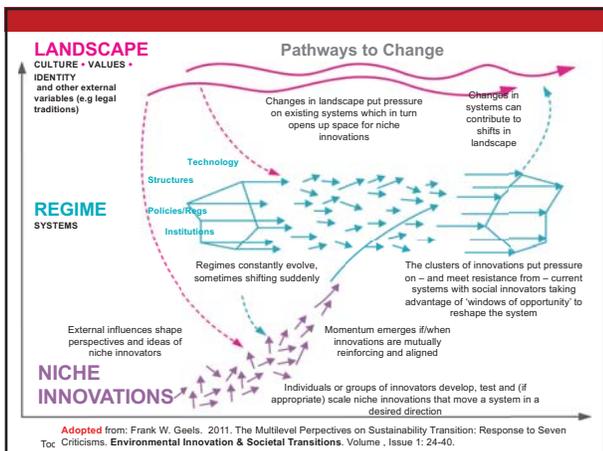


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A2JBC AND THE WOLF FACTOR

- A2JBC is in the business of system change - transforming the justice system
- A2JBC cannot on its own change the justice system
- It **can** influence the system's adaptation to its environment
- Disruptive changes can bring about systems change (the Wolf Factor)
- What is the "wolf factor" A2JBC can introduce?

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“We need a fresh approach and a new way of thinking. In short, we need a significant shift in culture to achieve meaningful improvement to access to justice in Canada — **a new culture of reform.**”

~ Access to Civil and Family Justice: Roadmap for Change, Action Committee report, 2013, p 6



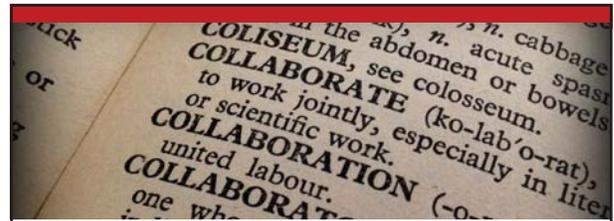
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CULTURE OF REFORM SHIFTS

1. From Court-centred to user-centred
2. From siloed to collaborative
3. From “justice expert” driven to evidenced based
4. From risk averse to ready to try



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An “improvement approach” that **engages the user’s perspective**, is multi-disciplinary, experimental and **recognizes that users of the system are partners** in improving it

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BUT HOW?



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TRY IT!



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CLIENT/USER-CENTRED APPROACHES



“This is not a legal system with a few social aspects but, rather, a social system with a few legal aspects.”
 – M. Jerry McHale Q.C.

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CLIENT/USER-CENTRED APPROACHES: WHY?

- The **only** way to make meaningful change
- What does this really mean?



“In examining disease, we gain wisdom about anatomy and physiology and biology. In examining the person with the disease, we gain wisdom about life.”
 – Oliver Sacks

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CLIENT/USER-CENTRED APPROACHES – HOW?

- **Start with the client/user**
 - Not with the system as it is
 - Not with the system professionals
- **Involve the client/user throughout the design/innovation process**
 - Not just in "user-testing"
- **Elements**
 - Build empathy: Look through the eyes of the user
 - Co-analysis and problem definition
 - Co-design
 - User feedback – throughout

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CLIENT/USER-CENTRED APPROACHES

- **Look outside of the justice system for inspiration**
 - Human-centred design is well-established in many other sectors
 - Business, Health, Education
 - System Change
- **Clients/users want Utility + Emotional Content**
 - Use both the head and the heart



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"The big news of these last few years is not the mildly revised economics of law practice (although that's certainly what lawyers are talking about). It is that how we serve the legal needs of our citizens and companies is finally beginning to shift, finally as in for the first time since just after the Norman Conquest. And the principles of that redesign are not the staid and sober rules of the bar, a cloister as bound by stare decisis in its work rules as in its legal precedents. No, the redesign now taking place in law is being done by the standards of today's marketplace, which has come to expect iPhones and Teslas to replace Ma Bell and flivvers."

– John Alber

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BC FAMILY JUSTICE INNOVATION LAB

- **Youth Voices Initiative**
 - **Long term aim**
 - to maintain or enhance the well-being of youth who have experienced their parents' separation or divorce
 - Commitment to start by hearing and valuing the voices and stories of young people – in their own words



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THE ROLE OF THE DESIGNER

- Design is a skillset
- Slavin: "You're Not Stuck in Traffic, You Are Traffic"
- Designers are participants
- The art of "hinting systems towards anticipated outcomes"
- An exciting role!

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DESIGN THINKING

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Good design is usually not noticed (that's why it's good).
Bad design, on the other hand...



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WHAT IS DESIGN THINKING

- **"Intentional Solutioning"** - seeks out a diversity of perspectives, skills sets and knowledge in order to create practical solutions to real-world problems.
- Solutioning that puts the **needs of human first** and the **needs of the organization second**.
- Human-centred approach to problem solving.

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HOW DO WE SELL MORE WIDGETS?

vs.

HOW DO PEOPLE USE WIDGETS?
WHY DO THEY USE WIDGETS ?
WHAT DO WIDGETS MEAN TO THEM?



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How do we Make the Justice System better, faster, cheaper?

vs.

What does justice mean to people?
What can we do to make the justice process better for people?
What are people dealing with when they encounter the system?
What would make it easier for them?



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DESIGN THINKING: A Method & A Mindset

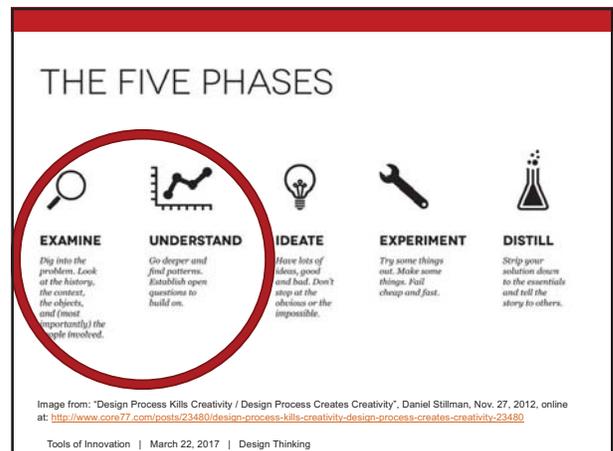
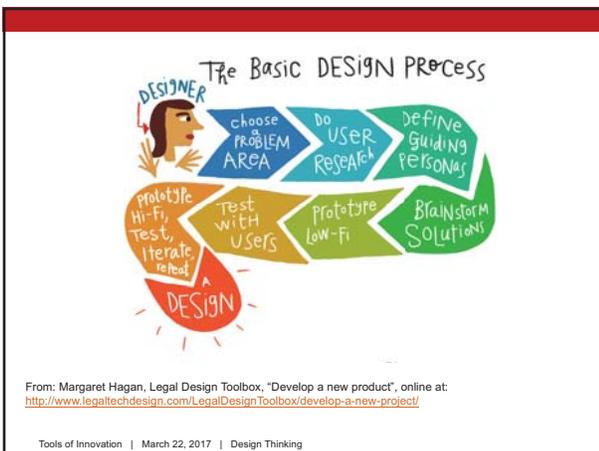
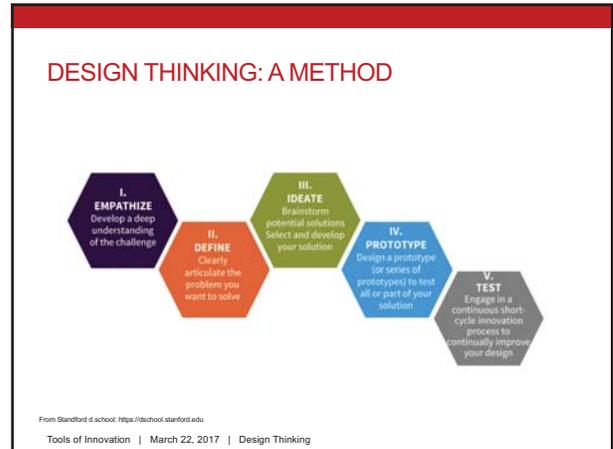
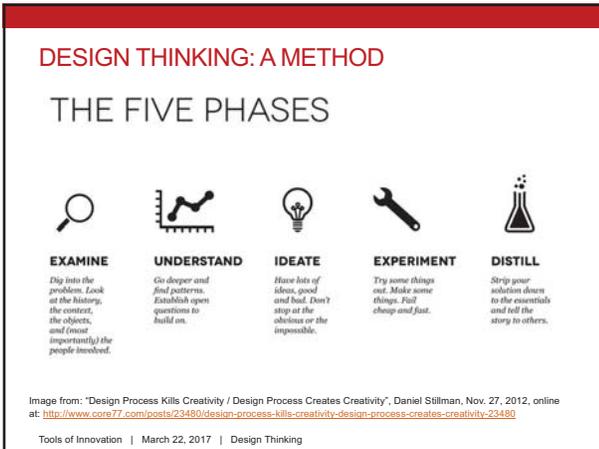
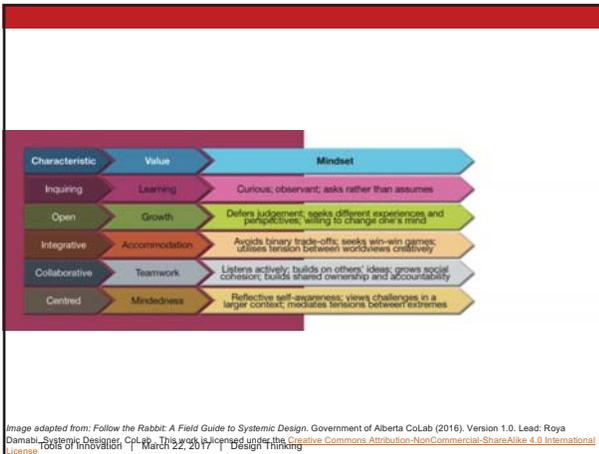
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Mindset

"A certain mindset is crucial: framed by inquiry not certitude, one that embraces paradoxes and tolerates multiple perspectives."

- Frances Westley, Brenda Zimmerman, & Michael Quinn Patton in "Getting to Maybe"

Slide adapted from: Follow the Rabbit: A Field Guide to Systemic Design, Government of Alberta CoLab (2016), Version 1.0. Lead: Roya Damabi, Systemic Designer CoLab. This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. Tools of Innovation | March 22, 2017 | Design Thinking



CUSTOMER JOURNEY MAPPING

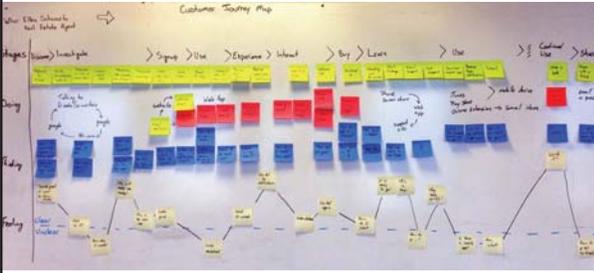
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CUSTOMER JOURNEY MAPPING: WHAT IS IT?



“A storytelling tool. Something to get an organization thinking about user experience”
- Paul Boag

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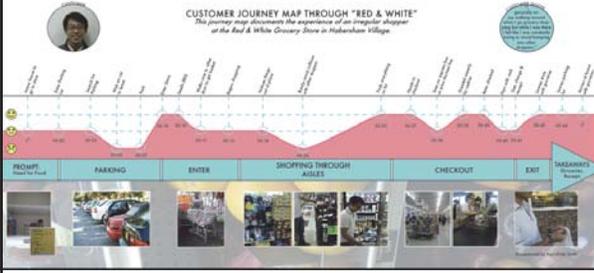
Customer Journey Map

Stages: (Sign up) > Sign up > Use > Expressions > Interest > Buy > Leave > Use > Customer Use > Share

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CUSTOMER JOURNEY MAP THROUGH "RED & WHITE"

The journey map documents the experience of an irregular shopper at the Red & White Grocery Store in Hyderabad Village.



RECEIPT, PARKING, ENTER, SHOPPING THROUGH AISLES, CHECKOUT, EXIT, TAKEAWAYS

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CUSTOMER JOURNEY MAPPING: WHAT IT IS NOT

- Not:** An academic tool
- Not:** A perfect representation of all customer experience.
- Not:** A process map or value stream map

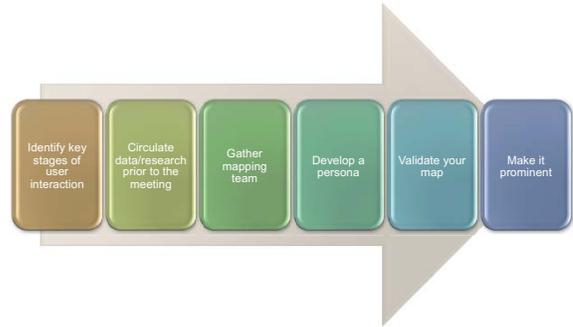
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CUSTOMER JOURNEY MAPPING: WHY DO IT?

- ✓ Allows organizations to see **problems at a glance**.
- ✓ **Identifies shortcomings** in relation to customer experience
- ✓ Generates **insights, opportunities, areas of impact**
- ✓ Creates opportunity for gathering **input** from across the organization and from a variety of stakeholders
- ✓ Gets "influencers" **interacting with, imagining and thinking about user experience**.

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HOW DO YOU DO IT?



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YOUR TURN!

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Jen's journey into the world of car sharing!



Jen 28 years old New York City Doesn't own a car
 Fashion blogger Budget conscious Environmentally minded

Slides and exercise adapted from: DesigningCX, THE CUSTOMER EXPERIENCE JOURNEY MAPPING TOOLKIT



RECEIVES CALL FROM A GOOD FRIEND



IS ASKED TO BE A BRIDESMAID IN WEDDING

AGREES AND SAVES DATE



RECEIVES WEDDING INVITATION

REALIZES SHE'LL NEED A CAR TO GET TO WEDDING

VISITS A CAR RENTAL WEBSITE

DECIDES A COOL CAR COSTS TOO MUCH

SEARCHES ONLINE FOR OTHER CAR RENTAL OPTIONS

SEE & CLICKS ON ZOOMGO LINK FOR CAR SHARING

VISITS ZOOMGO'S WEBSITE

READS "IS ZOOMGO FOR ME" PAGE

LEARNS THEY HAVE SPORTY ELECTRIC CARS

DISCOVERS THERE ARE MANY CARS IN HER AREA

CALCULATES IT WILL BE LESS EXPENSIVE THAN RENTING

CREATES A ZOOMGO ACCOUNT

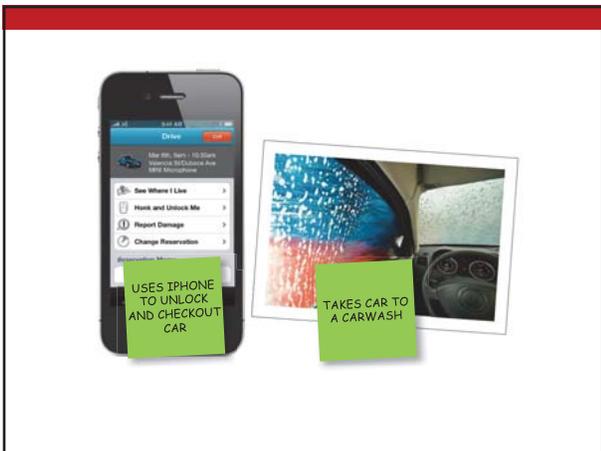
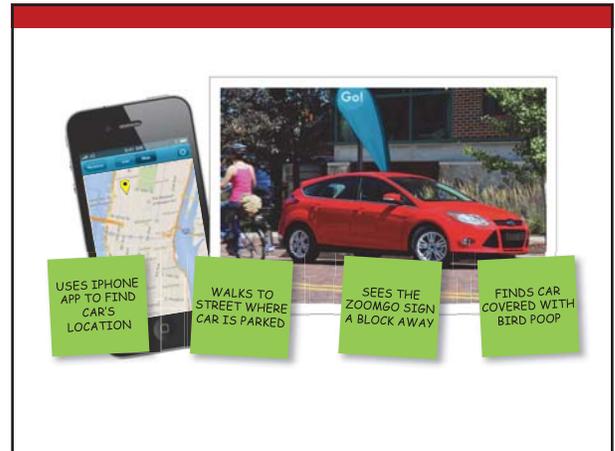
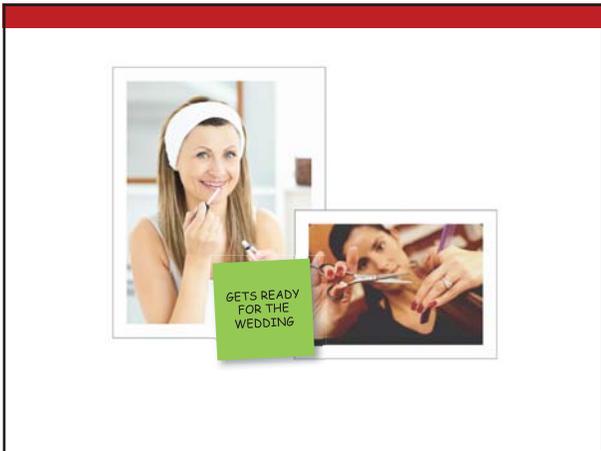
ACTIVATES ACCOUNT BY E-MAIL

DOWNLOADS THE ZOOMGO MOBILE APP ON HER PHONE

OPENS THE APP AND LOOKS FOR COOL VEHICLES

SELECTS A SPORTY ELECTRIC CAR (MATCHES HER DRESS)

CHECKS FOR NEAREST AVAILABLE CAR OF THAT TYPE





ENJOYS THE WEDDING EVENT



GETS READY TO LEAVE, BUT CAR DOESN'T START

FINALLY GETS CAR TO START AND HEADS HOME



DRIVING ON HIGHWAY AND CAR STALLS PULLS OVER

USES IPHONE APP TO CALL ROADSIDE ASSISTANCE

WAITS 45 MINUTES

RECEIVES ROADSIDE ASSISTANCE & CAR RESTARTS



CONTINUES DRIVING HOME

NOTICES CAR WON'T GO FASTER THAN 60 MPH

RECEIVES AUTOMATED CALL ASKING IF CAR IS OK

PRESSES "2" FOR NO. WAITS 10 MINS THEN HANGS UP



ARRIVES AT THE CARSHARE CHECK-IN POINT

USES IPHONE TO CHECK CAR BACK IN (LATE CHECK-IN)

Part 3

Seeking a refund

IS CHARGED A LATE RETURN FEE

CALLS ZOOMGO CUSTOMER SUPPORT

Item	Rate	Amount
Weekly Rate	\$1,000.00	\$1,000.00
Basic Insurance with Deductible	\$0.00	\$0.00
200 Mileage Allowance (Free Miles)	\$0.00	\$0.00
Late Return Fee (Free Miles)	\$20.00	\$20.00
Total Cost		\$1,020.00

SELECTS SPEAK WITH AN AGENT

SAYS SHE WOULD LIKE A FULL REFUND

SHARES HER EXPERIENCE WITH AGENT

IS TOLD SOMEONE WILL CONTACT HER IN 3-5 DAYS

WAITS 5 DAYS

CALLS ZOOMGO SUPPORT AGAIN

IS TOLD A REFUND HAS ALREADY BEEN SENT

ASKS AGENT TO FORWARD E-MAIL

REALIZES SUBSEQUENT RENTER WAS CREDITED

INFORMS AGENT OF MIXUP

IS REASSURED AGENT WILL SORT IT OUT

WAITS ANOTHER DAY

CALLS ZOOMGO CUSTOMER SUPPORT A THIRD TIME

ASKS ABOUT REFUND PROGRESS

IS TOLD AGAIN THAT A CREDIT HAS BEEN ISSUED

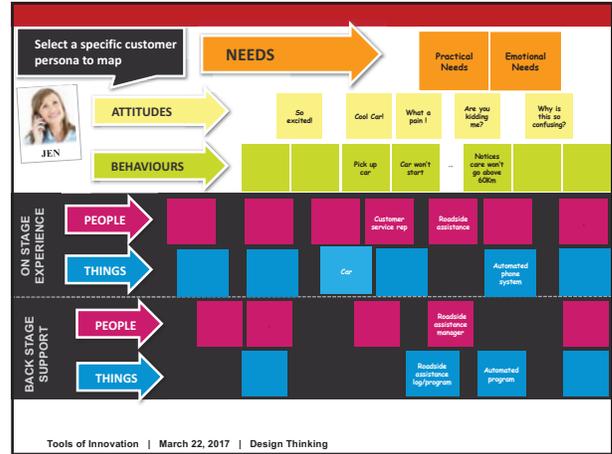
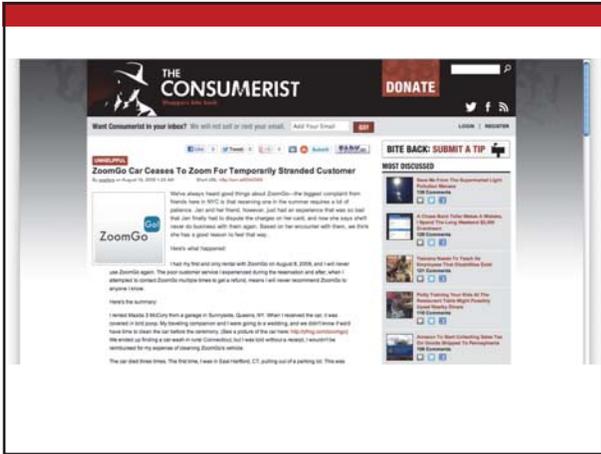
TELLS AGENT SHE'D LIKE TO CANCEL HER ACCOUNT

IS TOLD TO VISIT THE WEBSITE TO CANCEL

VISITS ZOOMGO'S SITE AND LOGS IN

CANCELS HER ACCOUNT

RECEIVES CANCELLATION E-MAIL



Do's & Don'ts

X ✓ X ✓

- Don't** get distracted from goals
- Don't** argue over the details
- Don't** worry about getting it "exactly right".
- Do** pick a path for your user and follow it
- Do** stay focused on larger purpose:
 - Understanding the user
 - Identifying weak spots
 - Finding opportunities

YOU ARE THE CAR SHARING COMPANY...

WHAT DOES THIS CUSTOMER JOURNEY MAP TELL YOU?

RECAP & REVIEW: Customer journey mapping design thinking & you!

Customer Journey Mapping ("CJM")

What new things did I learn from CJM?

What do I still need to learn?

What was the hardest part for me?

What was holding me back?

How did this exercise change my thinking?

What **challenges** am I facing that could be solved from CJM?

Why is understanding the user's experience important for my challenge?

What **ideas** about the challenge could be solved?

What do I need to do to incorporate CJM into my work (make a task list)?

- 1.
- 2.
- 3.
- 4.
- 5.

THANK YOU!

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