

Safe, practical, radical

**How design can help you rethink
approaches to death, dying and care**

Worldwide International Global Solutions



2

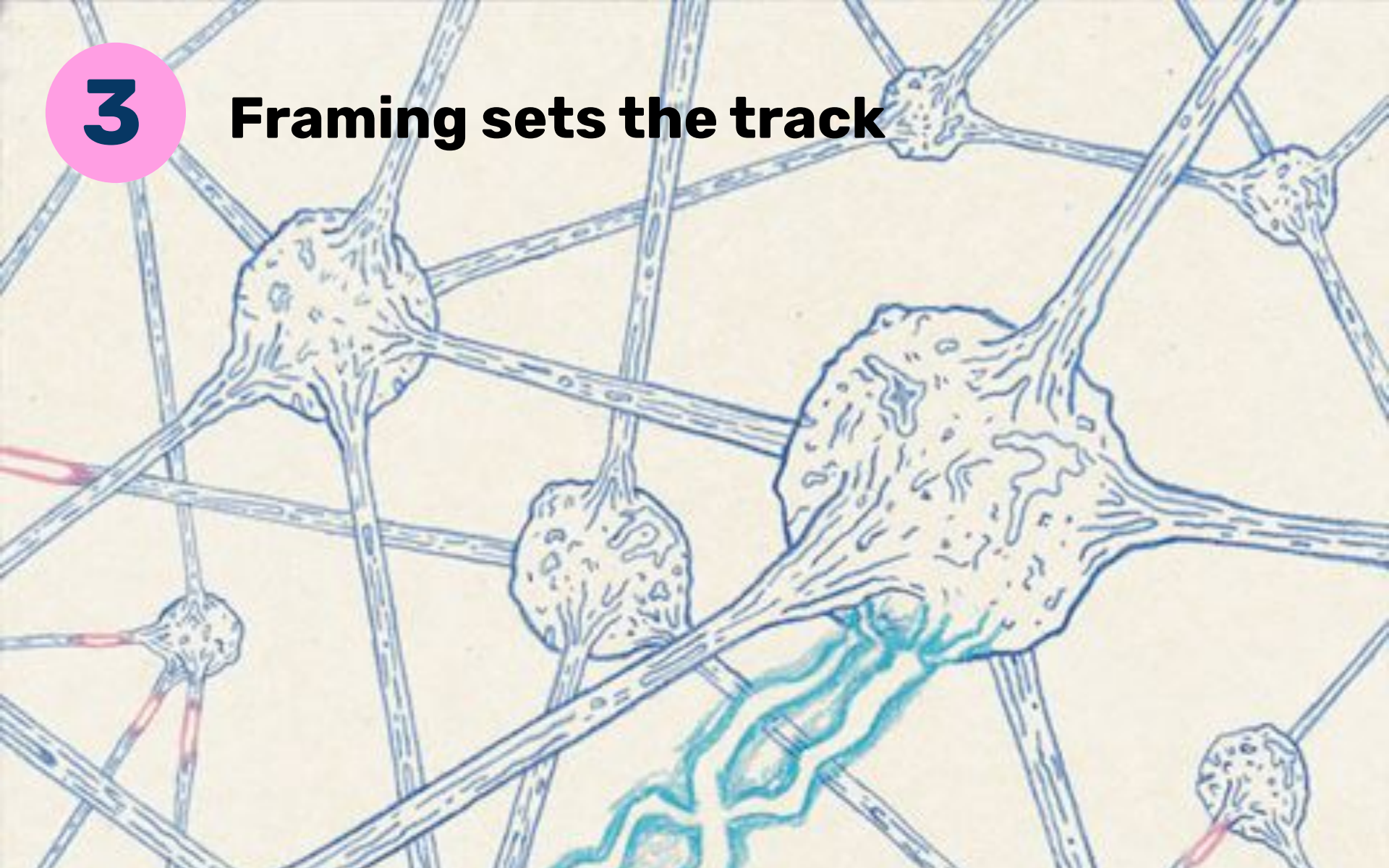
Split screen

Incremental
improvement

Innovation

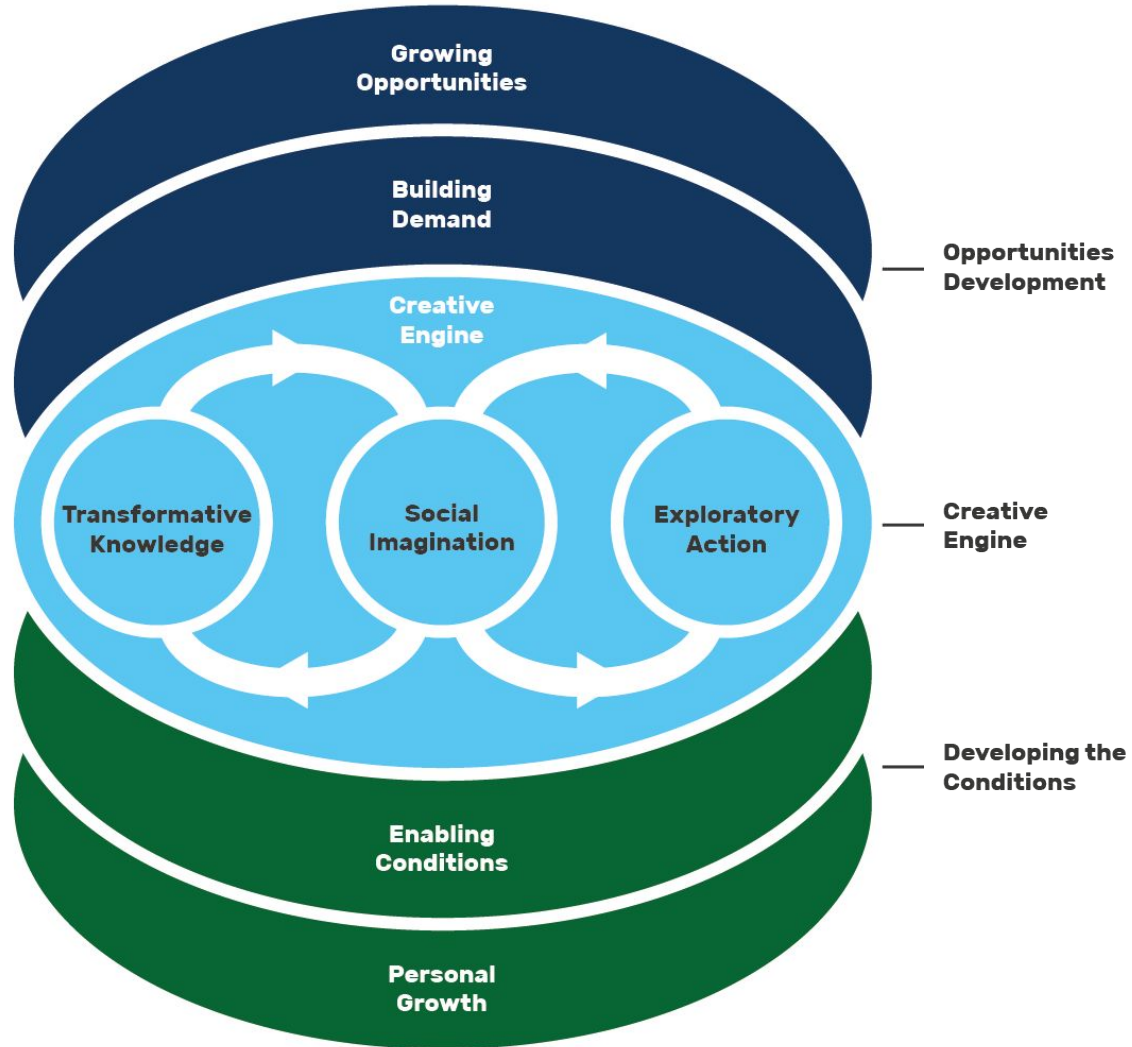
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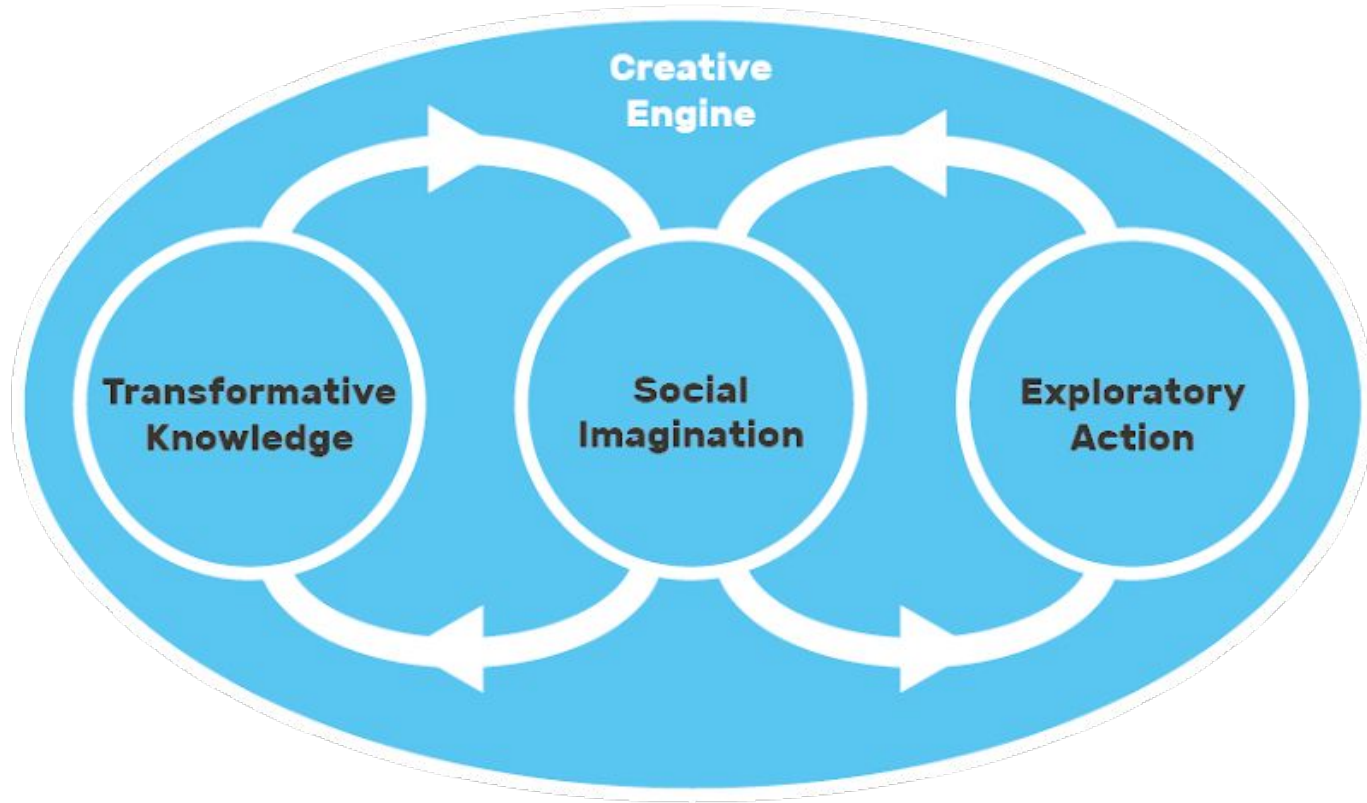
Framing sets the track



Design and innovation







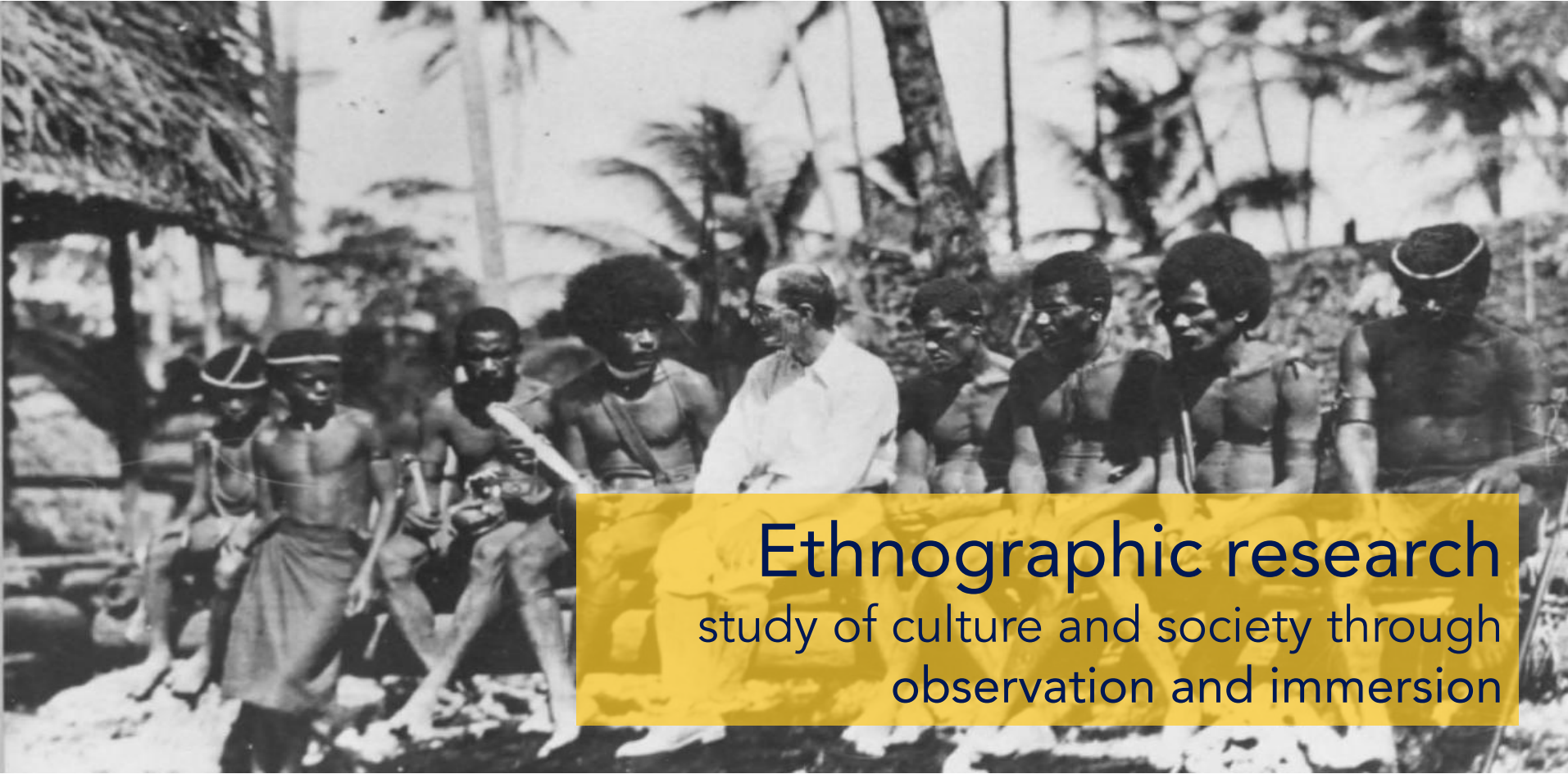
Transformative insight

Transformative: Once understood, the concept changes the way in which we see what the challenge is.

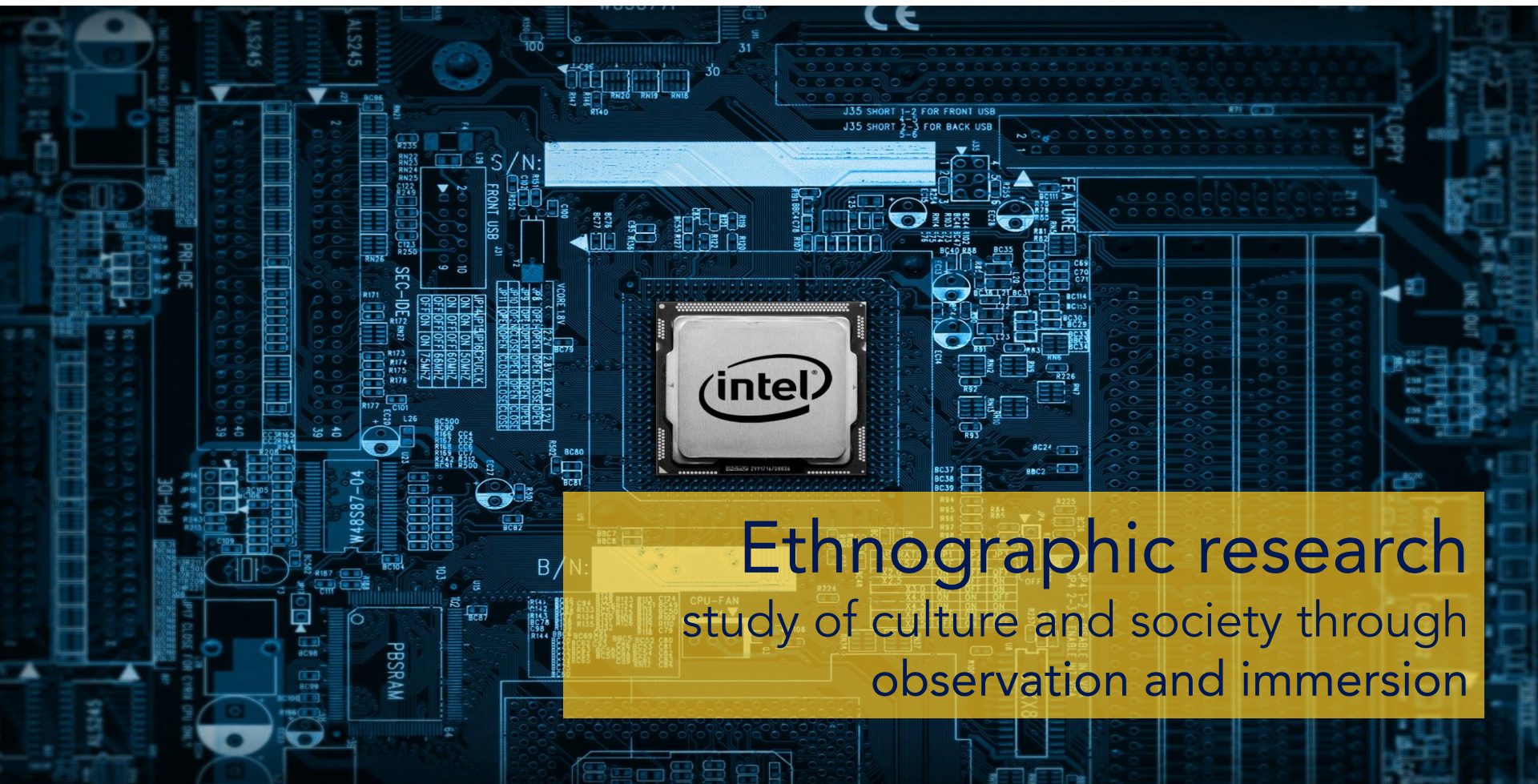
Troublesome: Threshold concepts are likely to be troublesome e.g. when it is counter-intuitive, alien or seemingly incoherent.

Integrative: Threshold concepts, once learned, are likely to bring together different aspects of the subject that previously did not appear to be related.





Ethnographic research
study of culture and society through
observation and immersion



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Seek transformative knowledge

30:00

Joe, 66

Joe lives in a pleasant neighbourhood, however the silence in the house is deafening since his wife Melita passed away in October 2015. Joe cannot see an end to his grieving and partly doesn't want to as this would mean erasing her from his memory. He is continually looking for signs that Melita is still around.

Melita was diagnosed with lung cancer in November 2011, a shadow on her lung was discovered after a routine X-ray. Sixteen years ago, she had Leukaemia, and was cured thanks to a graft from her sister's bone marrow. Soon after Melita's latest diagnosis, Joe left his position as an accountant to care full time for his wife. He has since retired. He has a weekly routine that helps him get through each day. Most days he walks to her resting place, a tranquil walk through fields to a beautiful small church on the top of a hill.

"Last year I had an operation on my knee, and heard so many stories of people never recovering from surgery and thought I had better get everything in order if I die. I made a new will, and my other request was to have a simple service and my ashes interred with my darling Melita. I have no problems with dying, the pain of living is too intense. It's only the 'how' of dying that I'm scared of."



Expect a miracle

...are with him. "One of my daughters lives in Lewisham, and the other one in Wales, so it doesn't make sense to go to one or another. I'd be too far apart from the others, one has to come up 400 miles to see me. It made sense to move in with Daddy." Not being able to walk is the only thing that keeps her in a care home, she says.



jottings from a wheelchair

Transformative knowledge

Transformative: Once understood, the concept changes the way in which we see what the challenge is.

Troublesome: Threshold concepts are likely to be troublesome e.g. when it is counter-intuitive, alien or seemingly incoherent.

Integrative: Threshold concepts, once learned, are likely to bring together different aspects of the subject that previously did not appear, to the student, to be related.



What piece of transformative knowledge would you like to work with today?

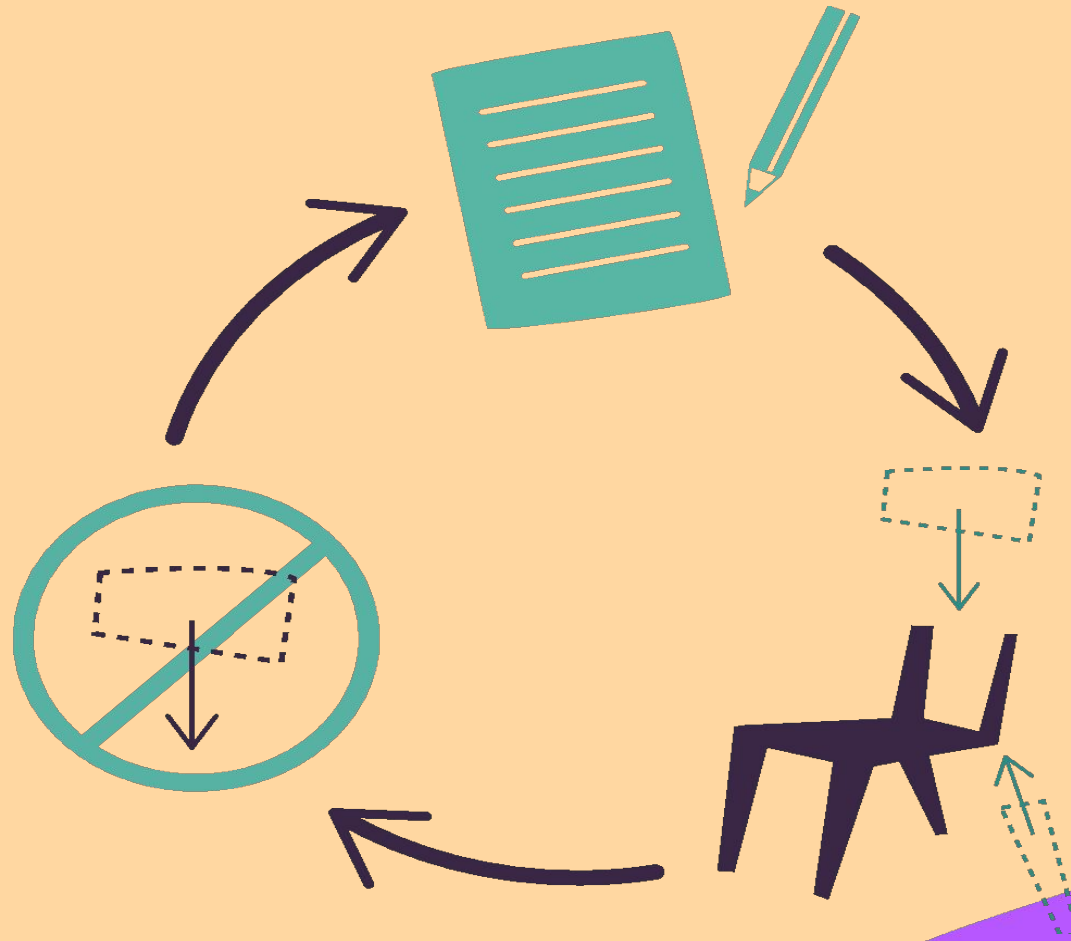


Exploratory action

Introduction to Prototyping

What is prototyping?

Bringing ideas to life very quickly to learn faster and in a safe way.



**What does
prototyping
look like?**











SMS
New(1/12)

1739

R.U.O.K?

DEBT DOLPHIN
SWIMMING YR
WAY.

B There in S.
Have bills ready.

Options

Back



Compassion
For Other
Families!!

FAMILY
Family

THE AUSTRALIAN CENTRE FOR
SOCIAL INNOVATION
BETTER LIVES

THE AUSTRALIAN CENTRE FOR
SOCIAL INNOVATION
BETTER LIVES



IDENTIFY
INNOVATION
PRIORITIES

DEVELOP
TECHNOLOGY
STRATEGY

DEVELOP
TECHNOLOGY
STRATEGY

DEVELOP
DIFFUSION
STRATEGY

DEVELOP
DIFFUSION
STRATEGY

DEVELOP
ASSESSMENT
METHODS

**Looks fun,
is it serious?**

Prototyping is used in a range of other complex and high-risk situations...

URBAN PLANNING





MASS MANUFACTURING

MILITARY STRATEGY



Prototyping helps us to...

Bridge the divide

“How do we know
how to create
something new when
it hasn't been done
before?”



Unlock creativity

“How do we tap into the creativity of many people who have important and diverse perspectives?”



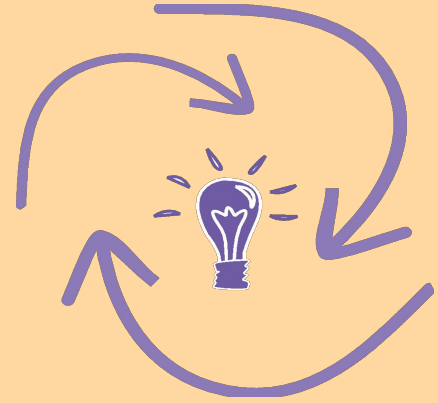
Manage risk

“We don’t know what the risks are of new ideas, so how should we manage them?”



Shared ownership

“People don’t like the ideas we give them, even if they’re good ideas. How do we help people to feel ownership of new ideas?”



PROTOTYPING ...or PILOTING

Piloting:

- Tests a single hypothesis
- High cost
- Risk is designed out
- No new ideas

“A LIFE OF FAILURE”

James Dyson launched his successful cyclone vacuum cleaners after 5 years, and more than 5000 prototypes. Trial-and-error is embedded in the ethos of the company.



DESIRABLE?

What value for children
and families can we
achieve through this?

ViABLE?

How could this idea
be economically
sustainable?

FEASiBLE?

How could we do this?
How could it be possible
for us technically and
organisationally?


**Fail safely often to
succeed sooner.**

Plan practical prototypes

30:00

Prototype experiment

Develop a practical experiment that you could run that would help you learn more about the transformative knowledge you identified. This could be a mock up, role play, pop-up event, coffee morning, interview, run through, simulation or whatever you invent. It should be practical (you can actually carry it out), it should be safe to fail (nobody gets hurt if it goes wrong) and it should be conceptually risky (it should help us find out something we don't already know about).



What will happen?

Who should be involved?

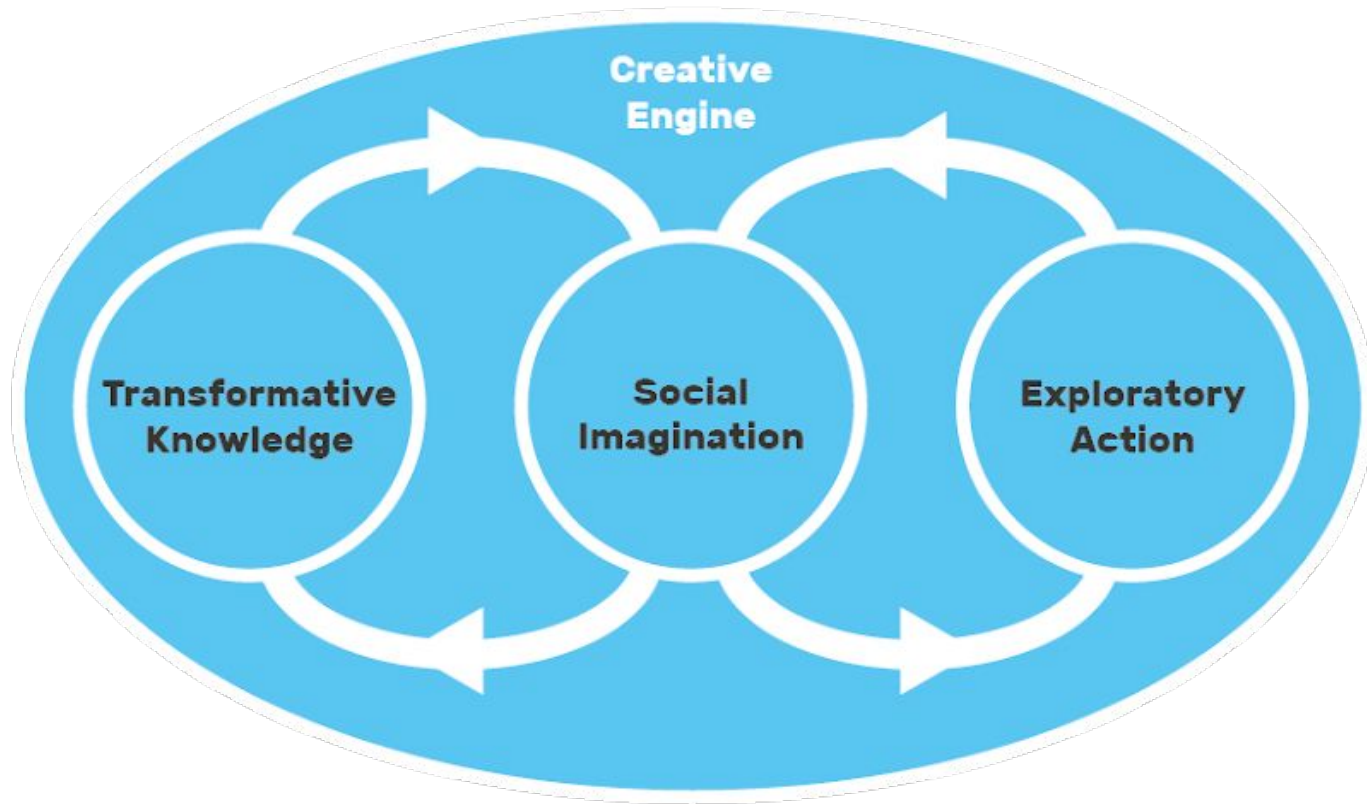
What do we hope to learn?

1	2	3	4	5	6	7	8
Places: The pub	Places: Parks	Places: At work	Places: At home	Places: In bed	Places: Living in an institution	Places: Public transport	Places: Wilderness
9	10	11	12	13	14	15	16
Contribution people make: Expertise	Contribution people make: Lived experience	Contribution people make: Laughter	Contribution people make: Practical support	Contribution people make: Being with	Contribution people make: Distraction	Contribution people make: Love	Contribution people make: Insight
17	18	19	20	21	22	23	24
Needs: Connection with others	Needs: Finding meaning in life	Needs: Making a contribution	Needs: Dealing with suffering	Needs: Personal care	Needs: Feeling nourished	Needs: Making the most of life	Needs: Self care
25	26	27	28	29	30	31	32
Existing EOL players: Hospices	Existing EOL players: Care homes	Existing EOL players: District nurses	Existing EOL players: Personal carers	Existing EOL players: Marie Curie	Existing EOL players: Macmillan	Existing EOL players: Gerontologists	Existing EOL players: Hospitals
33	34	35	36	37	38	39	40
New partners: Museums	New partners: Trade Unions	New partners: Broadcasters	New partners: Politicians	New partners: Religious groups	New partners: Theatre companies	New partners: Sports clubs	New partners: Instagram
41	42	43	44	45	46	47	48
People: Neighbours	People: Shopkeepers	People: Colleagues	People: New parents	People: Carers	People: Bereaved people	People: Sports, music and TV stars	People: Homeless people

20 min

Wild ideas

All ideas
'roll down the hill'



Play back & reflect

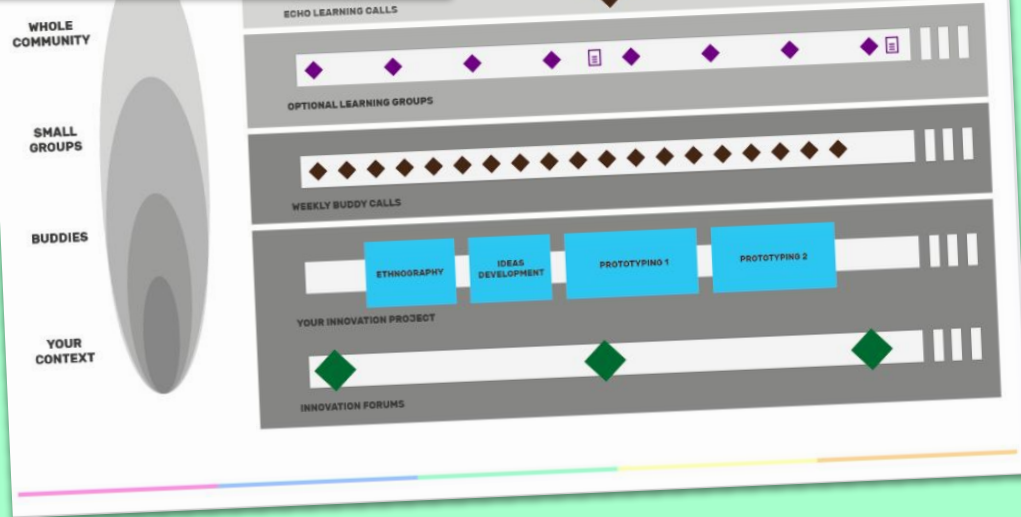


Community of Imagination
DIY Phase 2019

Welcome Pack



WIGS in partnership with Hospice UK
www.wigs.solutions/love-and-loss



www.wigs.solutions/death-unlocks