Co-creating Government: *Innovation by Design*

October 16, 2018

Guided by the mindsets of empathy, optimism, and experiment, Innovation by Design is a Hennepin County creative problem-solving approach based in human-centered design. It starts with the people we’re serving and ends with a service that is specifically tested and designed for them.
About the Alliance

- Convene and Engage Networks of Thought Leaders
- Provide Training to help Organizations Build and Sustain a Culture of Innovation
- Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov
How To: GoToWebinar

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All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Panelists

Amy Schrempp
Innovation by Design Manager
Hennepin County, MN

Rachel A Walch
Innovation by Design Manager
Hennepin County, MN
Innovation by Design is....

• A creative problem-solving process
• Based in human-centered design and service design methods
  • The end-user is at the center of our work
  • Design services that are desirable, feasible, and viable
• Supports co-creation approaches to build and improve services
Design Process

Empathy

Optimism

Experiment

Hennepin County
Empathy

**Mindset**
- People are the center of our work
- I am not my own end user
- Immerse yourself
- A chance to be other

**Methods**
- Stakeholder mapping
- Interviewing
- Story share
- Observation
- Journey mapping
- Research
Optimism

Mindset
• Embrace fear
• There’s no one answer
• We’re all creative
• Failure is okay
• Take baby steps
• Try to get away with something
• Believe it’s possible

Methods
• Download data
• Empathy map
• Needs statements
• How might we
• Brainstorming solutions
**Experiment**

**Mindset**
- Keep it simple
- Take risks
- Fail faster, succeed sooner
- Test ideas
- Experiment to learn
- Gain validation from the user

**Methods**
- Prototype
- Feedback from end user
- Outside inspiration
- Iterate
- Measurement
- Implementation plan
Young Adult Housing Model

- Child Care Program
- Rental/Credit Counseling Program
- Health Ed. / Sex Ed.
- Fitness Center
- $250 Food allowance
- $50 Clothing allowance
- Free Rent
- Auto Help
- On call staffing
- In home security
- Free Pet Permit
- Free Job Search
- On-site transportation/public
- Emotional Program Groups
- Free Guest Over Night / with limitations on night living
- Medallion Insurance
Prototyping the model
Prototyping the model
Empathy mapping

A collaborative tool used to gain insights into the needs of our end-users
Empathy mapping

• To participate in empathy mapping go to www.menti.com and use code 64 77 37

• Add as many responses as you’d like!
Questions?

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Access the Emerging Practices in Local Government

Questions? Need Handout Copies? Contact Ryan Spillers at rspillers@transformgov.org
Save the Date!
Upcoming learning events:
http://transformgov.org/virtual-events

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