2 Engage with users and communities

It is important to consider which experts, advisers, users and non-users you want to engage in the work ahead.

Recruiting users to participate in services or events is not easy, but it's worth while. Consider the best ways to find the people who are not immediately on your doorstep, and give extra thought to how you make these engagements worth their while, not just yours.

Suggestions for meaningful engagement:

- Keep it simple, fun and interesting – it shouldn't feel like work
- Give something back, like vouchers, food or valuable skills training
- Try to make the engagement part of a long-term relationship, not just a one-off

STEPS TO ENGAGING USERS AND COMMUNITIES

*

Innovation Unit

A.N.D

3 Community Research

There are different methods of generating insights from members of your community. These include co-design workshops, setting up a youth panel, using surveys or a 'market stall' to ask local people about their ideas for change or training people as 'community researchers' and getting them to help conduct interviews. They all require different levels of engagement and can be used to learn first hand what people really value and what is important for them.

Suggestions for meaningful community research:

- Ensure events/activities are creative and well-facilitated
- Get users involved in the research, design, evaluation and improvement of a service
- Be clear from the start about what you want to learn from the activity/research – don't engage for engagement's sake

PROBLEM

1 Are you ready?

2 Engage

REDEFINE

3 Community Research
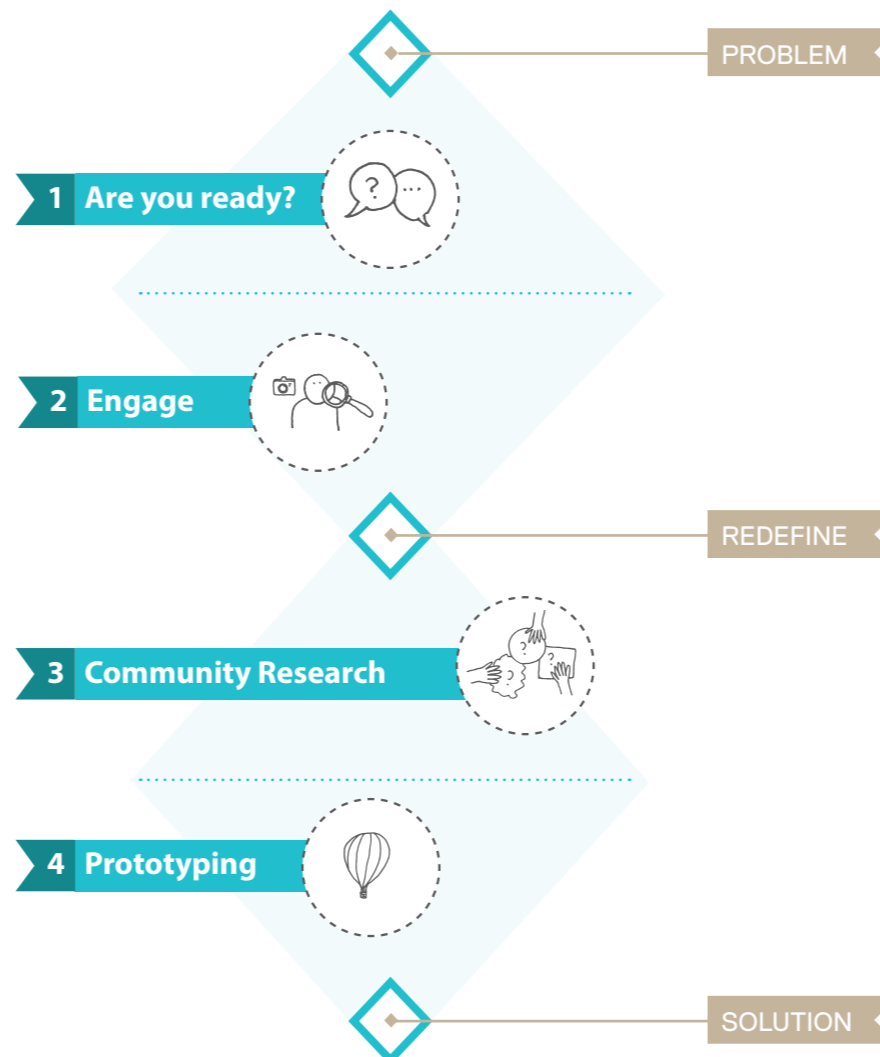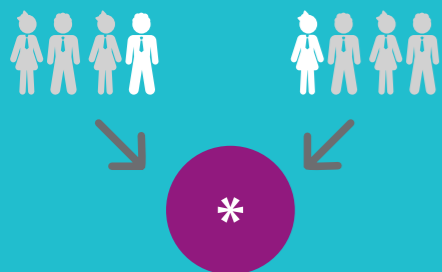
4 Prototyping

SOLUTION

4 Prototyping

The methods and techniques for prototyping can be grouped into the following three categories:

Build it – these can include small scale models of spaces or environments, visualising touchpoints on paper and creating full-scale mock-ups – at varying levels of fidelity, from 'Blue Peter' style, using found materials, to creating functioning working prototypes to simulate situations and interactions with physical things.

Show it – these include story boards and blueprints that explain a process by breaking it up into frames, sketches or wireframes that convey how information is communicated online or in print

Act it – this includes role-playing scenarios or use cases – usually with users or staff and sometimes using actors.
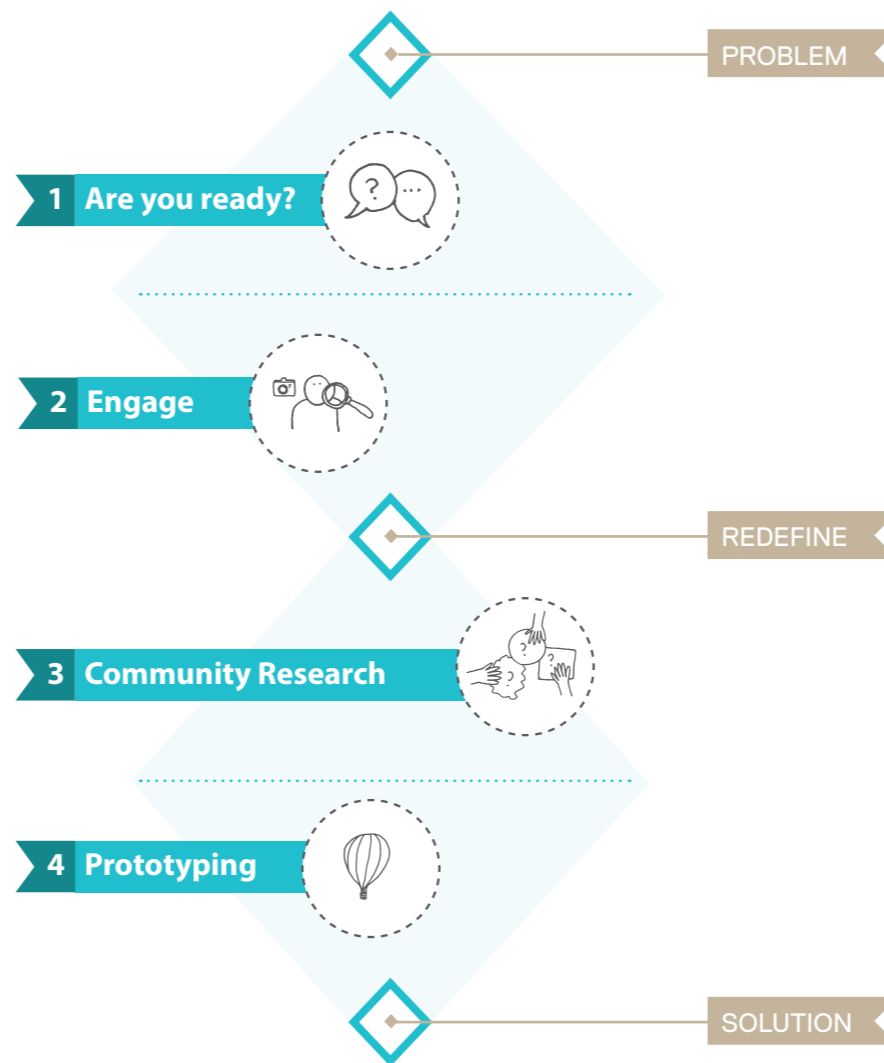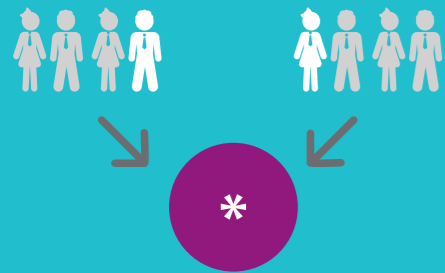
1 Are you ready?

It is important to first understand how prepared you are for genuine engagement of users and families in generating insights and being partners in co-design.

A good first step is for some of the key partners to ask themselves a number of key questions and use the answers to these as a basis for taking this work forward.

Suggested questions:

- What do we stand to benefit from engaging users in this process?
- What could we learn from them?
- What resources/skills do you have available to you for this work?

STEPS TO ENGAGING USERS AND COMMUNITIES

Innovation Unit

A.N.D

PROBLEM

1 Are you ready?

2 Engage

REDEFINE

3 Community Research

4 Prototyping

SOLUTION

---

1 Are you ready?

It is important to first understand how prepared you are for genuine engagement of users and families in generating insights and being partners in co-design.

A good first step is for some of the key partners to ask themselves a number of key questions and use the answers to these as a basis for taking this work forward.

Suggested questions:

- What do we stand to benefit from engaging users in this process?
- What could we learn from them?
- What resources/skills do you have available to you for this work?

---

2 Engage with users and communities

It is important to consider which experts, advisers, users and non-users you want to engage in the work ahead.

Recruiting users to participate in services or events is not easy, but it's worth while. Consider the best ways to find the people who are not immediately on your doorstep, and give extra thought to how you make these engagements worth their while, not just yours.

Suggestions for meaningful engagement:

- Keep it simple, fun and interesting – it shouldn't feel like work
- Give something back, like vouchers, food or valuable skills training
- Try to make the engagement part of a long-term relationship, not just a one-off

---

3 Community Research

There are different methods of generating insights from members of your community. These include co-design workshops, setting up a youth panel, using surveys or a 'market stall' to ask local people about their ideas for change or training people as 'community researchers' and getting them to help conduct interviews. They all require different levels of engagement and can be used to learn first hand what people really value and what is important for them.

Suggestions for meaningful community research:

- Ensure events/activities are creative and well-facilitated
- Get users involved in the research, design, evaluation and improvement of a service
- Be clear from the start about what you want to learn from the activity/research – don't engage for engagement's sake

---

4 Prototyping

The methods and techniques for prototyping can be grouped into the following three categories:

Build it – these can include small scale models of spaces or environments, visualising touchpoints on paper and creating full-scale mock-ups – at varying levels of fidelity, from 'Blue Peter' style, using found materials, to creating functioning working prototypes to simulate situations and interactions with physical things.

Show it – these include story boards and blueprints that explain a process by breaking it up into frames, sketches or wireframes that convey how information is communicated online or in print

Act it – this includes role-playing scenarios or use cases – usually with users or staff and sometimes using actors.