A dark, textured, ink-splattered shape, resembling a watercolor blot or a piece of paper with ink splatters, is centered on a white background. The shape is irregular and has a rough, torn edge. It is surrounded by numerous small, dark ink splatters of varying sizes, creating a dynamic and artistic effect. The text is written in a white, cursive, handwritten style within the dark area.

I LEARN by going
WHERE I HAVE to go

~~~~~

**What is design?**

# What is design?

Design is the rigorous humanization  
of technology

-John Kolko





"Design is the The rigorous humanization of technology" – John Kolko

... "Sort of..." – Kristofer Kelly-Frere

Technology

Techne / Logos

Teks / Leg

Technology

Carft / Reason

Weaving & gathering together

Weaving / Gathering

The word technology comes from two Greek words: *techne*, meaning "art" or "craft", and *logos*, meaning "logic" or "reason". Technology has been evolving since the first tools were created up to 2.5 million years ago.

# THE d WORD

Design is a verb and a noun

I will use it as a **verb**

There is an element of destruction **ad**

Take apart

This is why design is so trouble  
We can't take apart the whole

de-

active word-forming element in English and in many verbs inherited from French and Latin, from Latin *de* "down, down from, from off, concerning" (see de), also used as a prefix in Latin, usually meaning "down, off, away, from among, down from," but also "down to the bottom, totally" hence "completely" (intensive or completive), which is its sense in many English words.

As a Latin prefix it also had the function of undoing or reversing a verb's action, and hence it came to be used as a pure privative – "not, on the opposite of, undo" – which is its primary function as a living prefix in English, as in *defrost* (1895), *defuse* (1948), *deseculate* (1966), etc. In some cases, a reduced form of dis-.

designing (adj.)

"scheming, artful, intriguing,"

1670s, present-participle adjective from design (v.).

Earlier "characterized by constructive forethought" (1650s).

design (v.)

late 14c., "to make, shape," ultimately from Latin *designare* "mark out, point out," from *de* "out" (see de-) + *signare* "to mark," from *signum*, "identifying mark." The Italian verb *disegnare* in 16c. developed the senses "to contrive, plot, invent," etc. French took both these senses from Italian, in different forms, and passed them to English as *design* in all senses.

From 1540s as "to plan or outline, form a scheme;" from 1703 as "to contrive, to plan, to make, to shape," especially of a proposed work, is from 1630s; the artistic sense from 1660s. The intransitive sense of "do original work in a particular art" English with the meaning now attached to designate. Related: design (n.).

design (n.)  
1580s, "a scheme or plan in the mind," from French *dessein*, *desseing* "purpose, plan" (see design (v.)). Especially "an intention to act in some particular way," 1704; compare designing. Meaning "adoption of means to an end" 1704. In art a drawing, especially an outline, 1630s. The artistic sense was taken from Italian *disegno*, from *disegnare* "to mark out," from Latin *designare* "mark out" (which is also ultimately the source of the English verb), from *de* "out" (see de-) + *signum* "identifying mark, sign" (see sign (n.)).

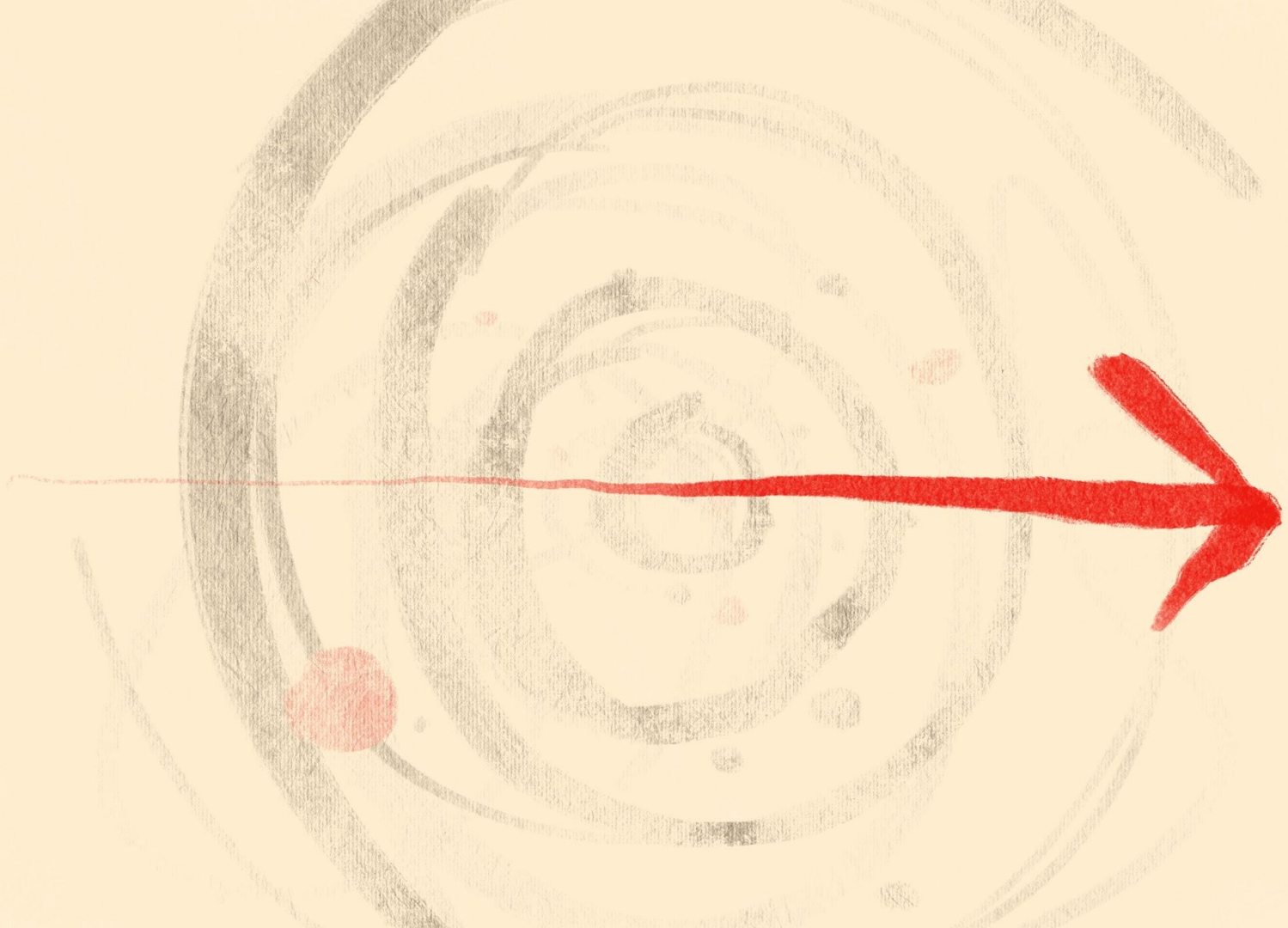
[T]he artistic sense was taken into Fr. and gradually differentiated in spelling from 1640s. Design is not the offspring of idle fancy; it is the studied result of accumulated principles" is from 1630s. Sense of "artistic details that go to make up an end" from 1640s.

Design is not the offspring of idle fancy; it is the studied result of accumulated principles" is from 1630s. Sense of "artistic details that go to make up an end" from 1640s.

Design is not the offspring of idle fancy; it is the studied result of accumulated principles" is from 1630s. Sense of "artistic details that go to make up an end" from 1640s.

Ruskin, "Modern Manufacture and Design," 1859]

WHAT HAPPENS WHEN WE TAKE THE THING APART







**But really...**

What is it?



# Design is...

A rigorous process

A set of steps

A way of thinking

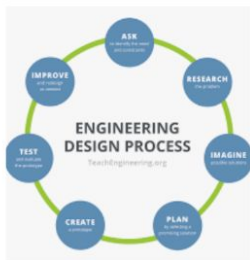
.....

(hint... here there be dragons)

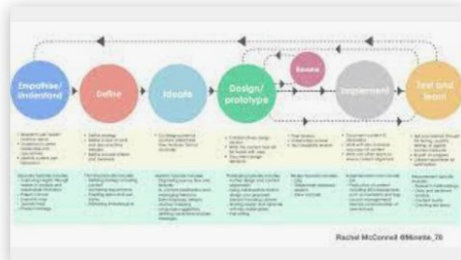




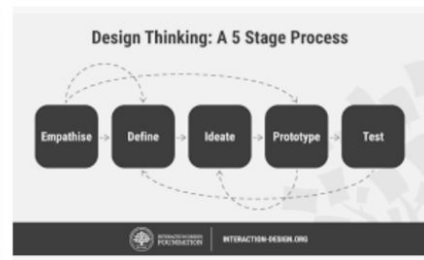
DiscoverDesign Handbook |...  
discoverdesign.org



Engineering Design Process...  
teachengineering.org



Content in the product design process ...  
uxdesign.cc



5 Stages in the Design Thinking Process ...  
interaction-design.org



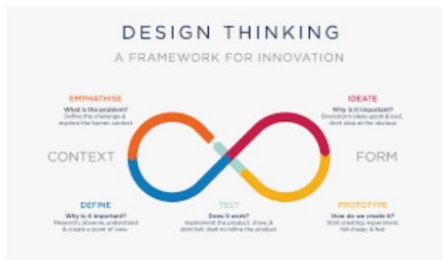
The Engineering Design ...  
sciencebuddies.org



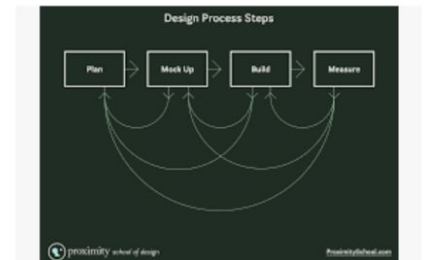
Reflecting on the design p...  
blog.prototypr.io



UX design process ...  
medium.com



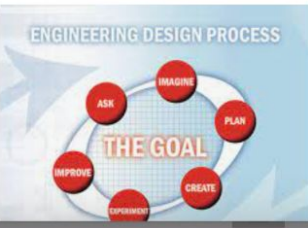
UX Design Processes  
uxbeginner.com



Design Process - Design Guides ...  
proximityschool.com



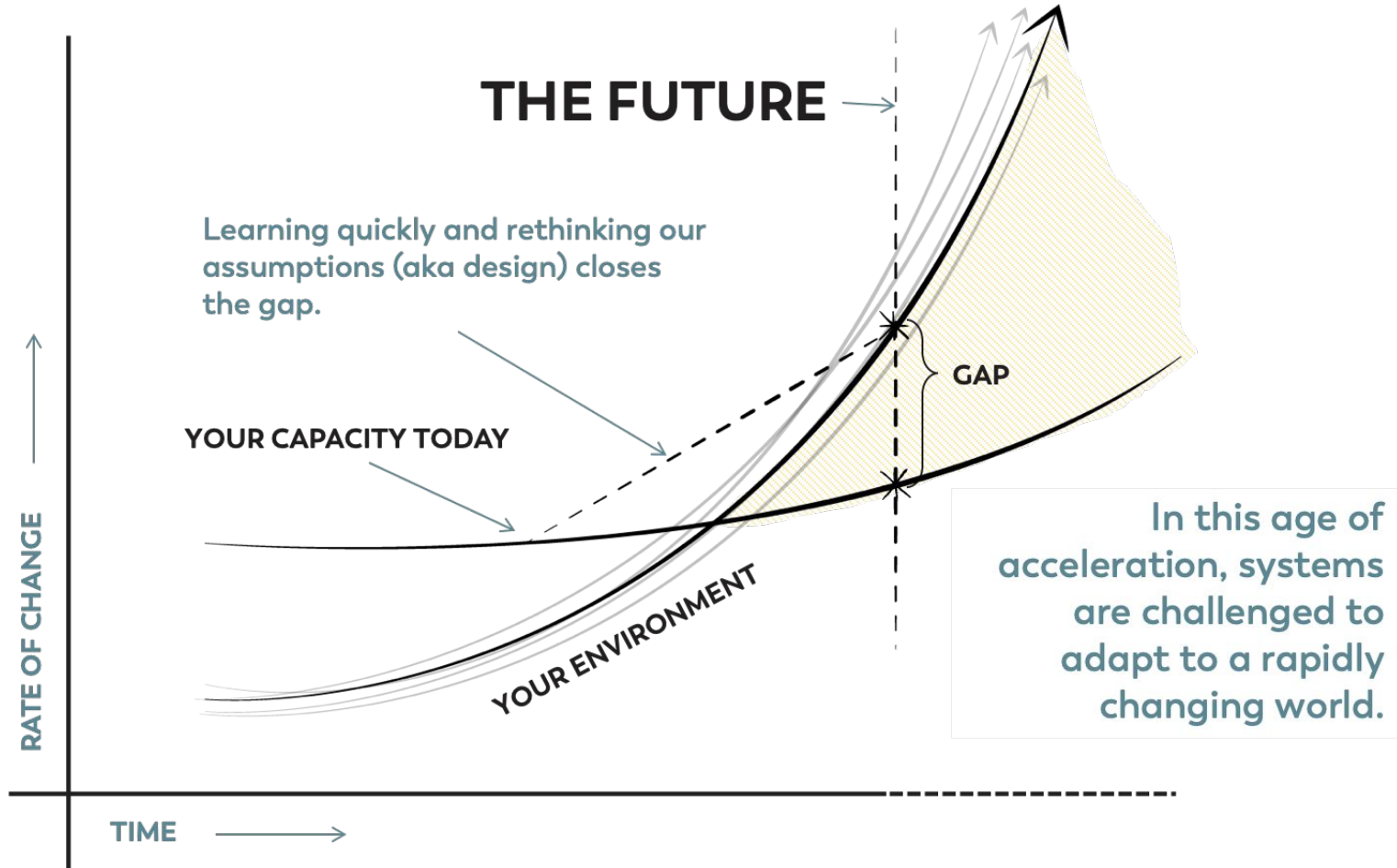
The Engineering Design Process: A Taco ...  
youtube.com



**Why is this a  
thing?**

The world is changing quickly



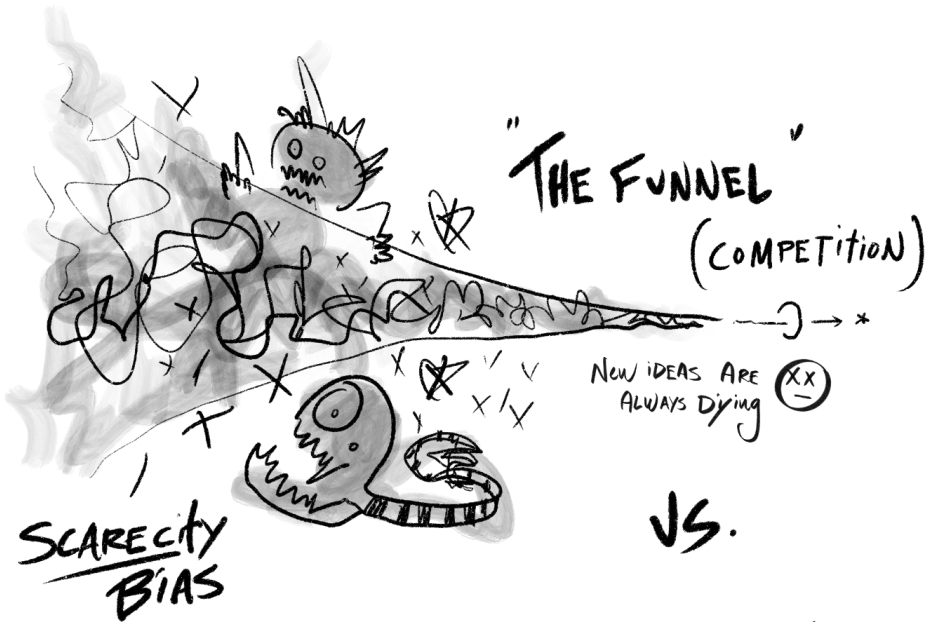


**But it's not that simple...**

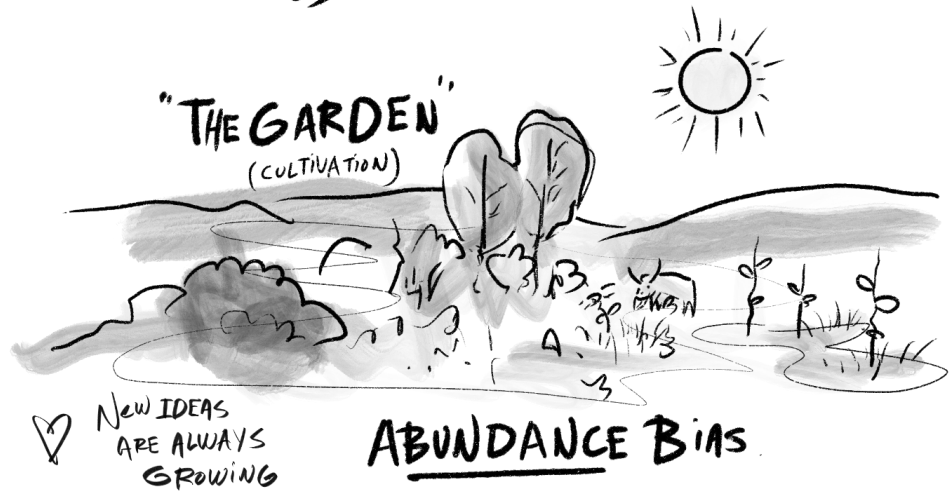


**"You can never direct a living system. You can only disturb it."**

**Humberto Maturana and Francisco Varela,**



VS.

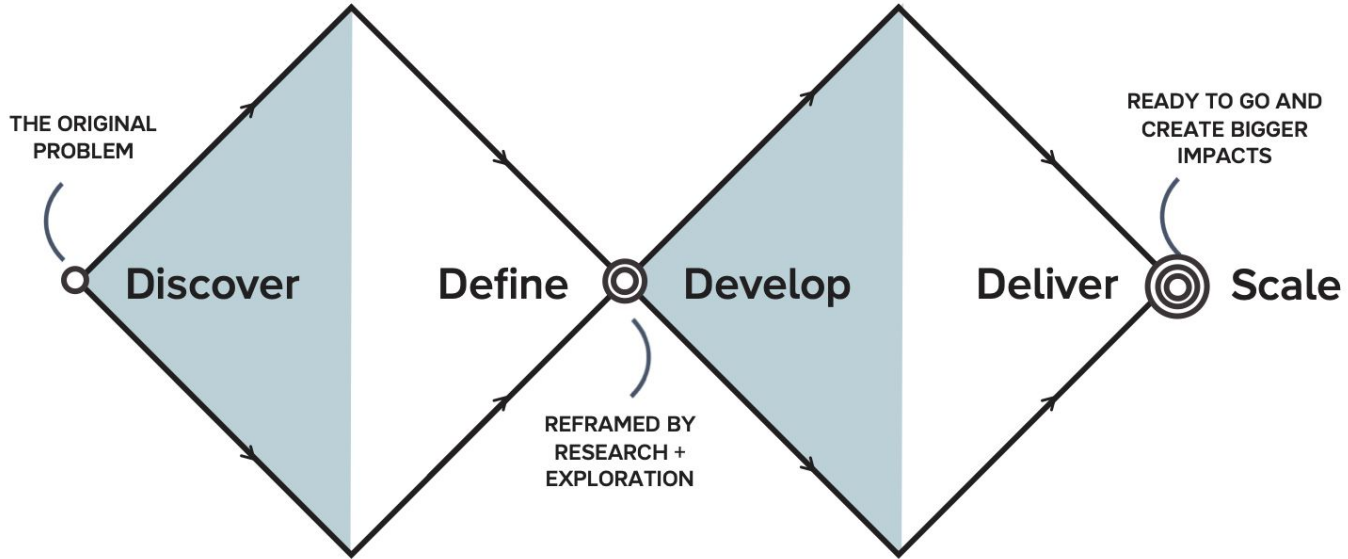


designing the **RIGHT** thing

designing the **THING** right

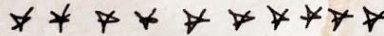
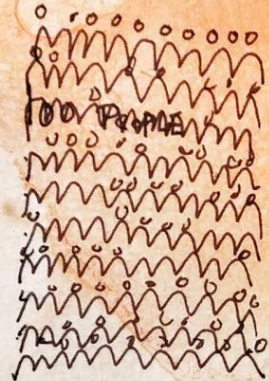


It's about UNDERSTANDING  
THE **RIGHT THINGS,**



**BEFORE DESIGNING THE  
THINGS RIGHT.**

Market survey 100 People

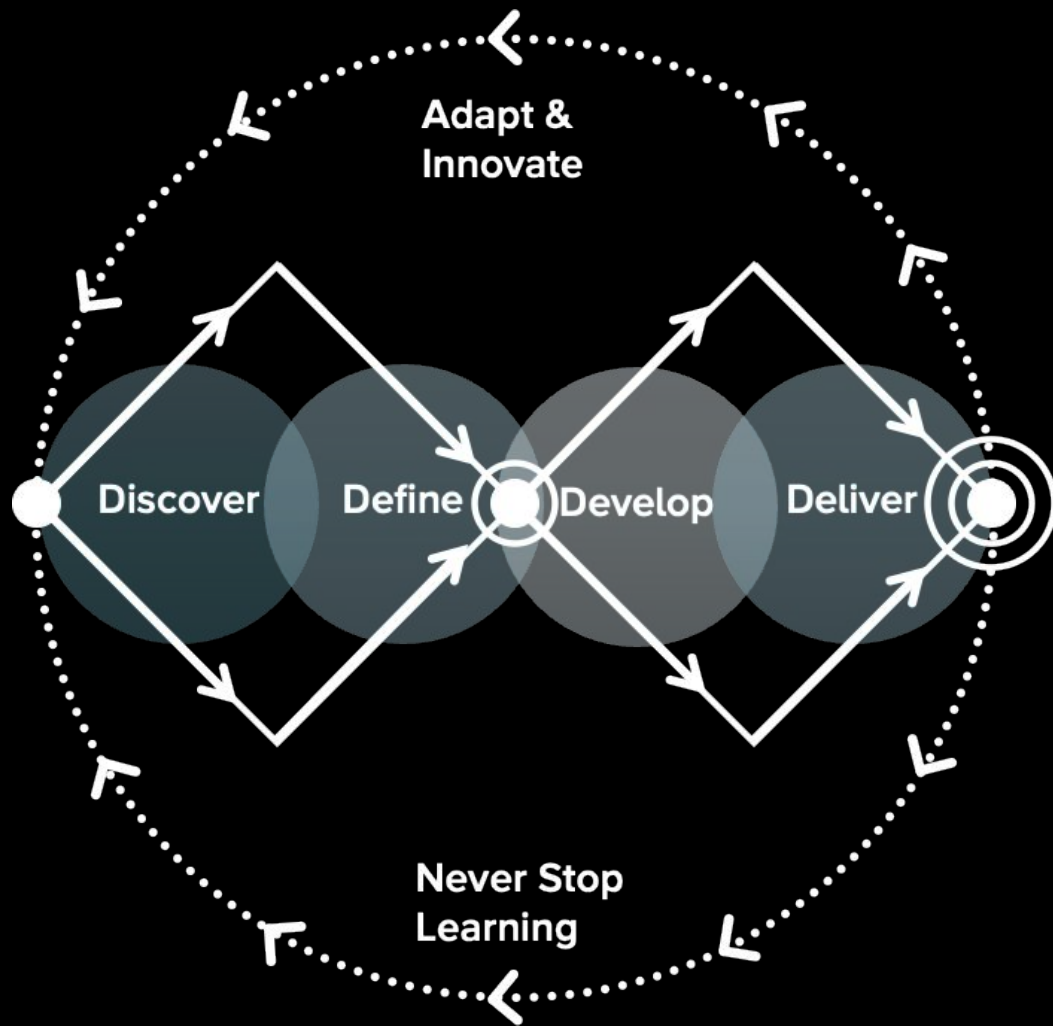


10 Truths

10 People - Design Research



100 Opportunities

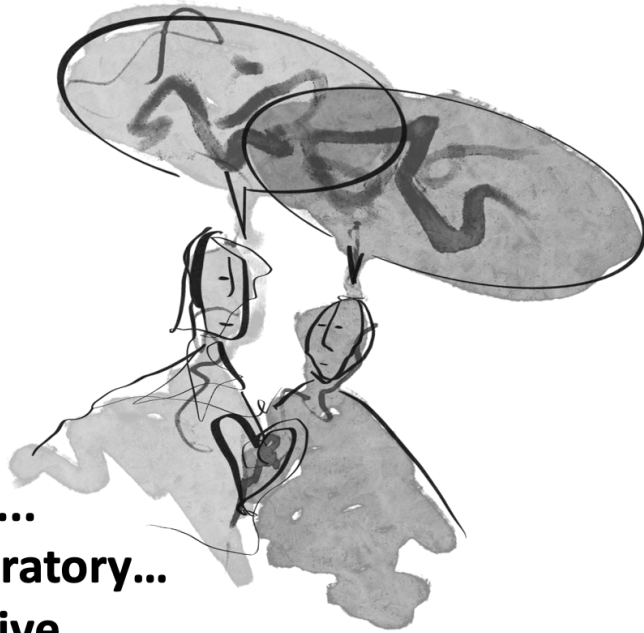








## Starts With Good Conversations



**Deep...**  
**Exploratory...**  
**Creative...**  
**Value bestowing...**  
**Authentic...**

## About What Might Be Possible.





Listening doesn't have  
to be complicated

# Field Research

The J5 team supported RDHA in engaging their residents onsite at 3 buildings. The stories captured during these engagements have been included in the “It’s [not] complicated book.”

The team also visited renovated and recently vacated units, interviewed staff, explored the current offices and service touchpoints, and learned about the complexities of the service delivery realities faced by RDHA.

Research materials, templates and other tools have been shared with the RDHA team so future engagement can continue.







**Hunches & Insights** Researcher: *Lwl*  
 (Complete post conversation)

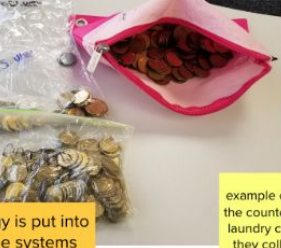
|                                                     |                                                                                    |                                                                            |                                |
|-----------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------|
| <b>Participant Name and Rough Age</b>               | <i>Charmane 35</i>                                                                 | <b>A Co</b>                                                                | <i>It's hard to work right</i> |
| <b>Situation / Location</b>                         | <i>work order 195 curdown</i>                                                      |                                                                            |                                |
| <b>Background / Key Facts</b>                       | <i>- Caucasian<br/>- lived with RDHA before<br/>- Not happy unit wasn't</i>        | <i>Clean and place for her kids.</i>                                       |                                |
| <b>Observations</b>                                 | <i>upset that fridge and stove and flooring wasn't brand new in her unit.</i>      | <i>- daycare<br/>- previous RDHA (young child parent)<br/>- No job but</i> |                                |
| <b>Values in relation to the Issue / Experience</b> | <i>- clean tenant takes care of her place<br/>- she wants work to help her son</i> | <b>Aspirations / D</b><br><i>- working job<br/>- pay for</i>               |                                |

I think this interview gives insight into

(Circle all that apply)

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| <input checked="" type="checkbox"/> <b>Pride of Place</b>                           | <input type="checkbox"/> <b>Social Connection</b>                                   | <input type="checkbox"/> <b>Independence + Usefulness</b>                           | <input checked="" type="checkbox"/> <b>Time</b>                                     |





example of all the counterfeit laundry coins they collect

y is put into e systems (dry coins) don't make use on the surface.



firepit = focal point = connection



it's all bad news.



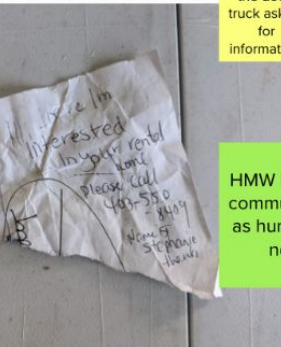
it doesn't take much to make a space where people will connect.



some residents are taking security into their own hands

residents have very limited financial capacity, AND are worried enough about security to take it into their own hands.

note left at the door/truck asking for information.



HMW keep the communication as human as a note?



the most damaged door is a bathroom door (because you can lock it)

A small percentage of the properties take up a lot of energy and brain-space (the bad stories)



some buildings have a really strong sense of community (but not much space to do it comfortably in the cold months / shade)

most people smoke / so the inside doesn't work.



there are many sides to every story.

when you engage the kiddos the adults can actually share their ideas



the van is very recognizable, people come to Luke to ask questions about every part of the service.

HMW utilize the positive presence of the vans? And support them to improve communication and



a small number of units take up a lot of brain staple.



this incident takes up a lot of imagination. And might lead to folks being more risk averse.



even though no one drank the coffee - it gave us a reason to talk to people. I think it made the engagement feel generous, and

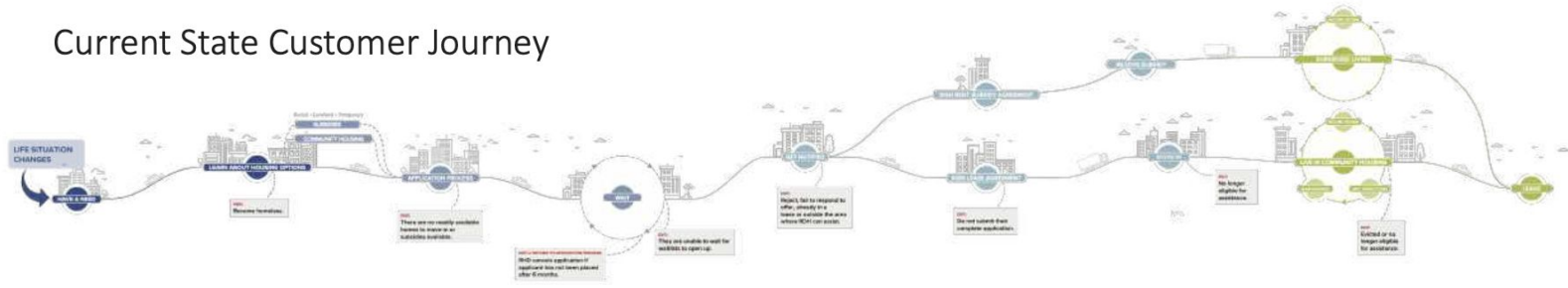


JOURNEY

TOUCHPOINTS

NOTES

# Current State Customer Journey



PHYSICAL TOUCHPOINTS

|                    |                              |             |                        |                                |                     |                     |                     |                           |                     |                      |
|--------------------|------------------------------|-------------|------------------------|--------------------------------|---------------------|---------------------|---------------------|---------------------------|---------------------|----------------------|
| Referrals          | Agency Partners              | Phone Call  | Application Assistance | Status Updates Phone           | Phone Call          | Phone Call          | Move-in Walkthrough | Annual Income Review      | Cash Payments       | Phone Call           |
| Brochures          | Workshop & Referral Services | Walk-in     | Hand-in-Application    | Status Updates Walk-in         | Housing Coordinator | Housing Coordinator | Receive Keys        | Annual Inspections        | Phone Call          | Move-out Walkthrough |
| Media              | Health System                | Front Desk  | Drop Box at Office     | Renew Application after 6 mths |                     | Lease Signing       | Housing Coordinator | Annual Tenant Meeting     | Housing Coordinator | Collection & Payment |
| Friends & Family   | City of Real Deal            | Coordinator |                        |                                |                     | Tenant Handbook     |                     | Maintenance (Work Orders) |                     |                      |
| Community Outreach |                              |             |                        |                                |                     | Drop Box at Office  |                     |                           |                     |                      |

DIGITAL TOUCHPOINTS

|              |            |              |                             |                      |       |       |       |                           |  |                   |
|--------------|------------|--------------|-----------------------------|----------------------|-------|-------|-------|---------------------------|--|-------------------|
| Email        | Web Search | Email        | Download Application Online | Status Updates Email | Email | Email | Email | Email                     |  | Collection Agency |
| Google Maps  | Websites   | REHA Website | Email Application           |                      |       |       |       | Emergency Service Ch-Card |  | Email             |
| Social Media |            | City Website | Prequal Pre-Screening       |                      |       |       |       | FTT Rent Payments         |  |                   |

PROBLEMS / OPPORTUNITIES

|                                                          |                                                         |                                          |                                                  |                                      |                                                                 |                                                 |                     |
|----------------------------------------------------------|---------------------------------------------------------|------------------------------------------|--------------------------------------------------|--------------------------------------|-----------------------------------------------------------------|-------------------------------------------------|---------------------|
| Customers may need translations help from other agencies | Options provided are not always what the customer needs | Don't have access to computer or printer | Website is too long                              | REHA can't get ahead of the customer | Tenant doesn't understand basic requirements, lease             | Community being complaints                      | Rent increases      |
| Need someone to advocate for them                        |                                                         | Need assistance to do application        | Available unit doesn't meet the customer's needs |                                      | Need for outreach workers                                       | No pet policy                                   | Disable to pay rent |
|                                                          |                                                         |                                          |                                                  |                                      | Need more support of units with tenants that have special needs | Work order tracking implemented due to COVID 19 | Lack of privacy     |
|                                                          |                                                         |                                          |                                                  |                                      |                                                                 | Inspections - 8 wk, 3 wk, 100%                  |                     |

IDEAS

|                 |                                                     |                                 |                                     |                                                        |
|-----------------|-----------------------------------------------------|---------------------------------|-------------------------------------|--------------------------------------------------------|
| Subsidy "today" | Be able to direct customers to more subsidy support | Support Worker                  | YARD application integration        | "Good job" or reward for tenants that respect property |
|                 |                                                     | Interactive application process | Unit vacancy - "I know it's vacant" | Video tutorials                                        |
|                 |                                                     |                                 |                                     | Simplified 3 page brochures                            |





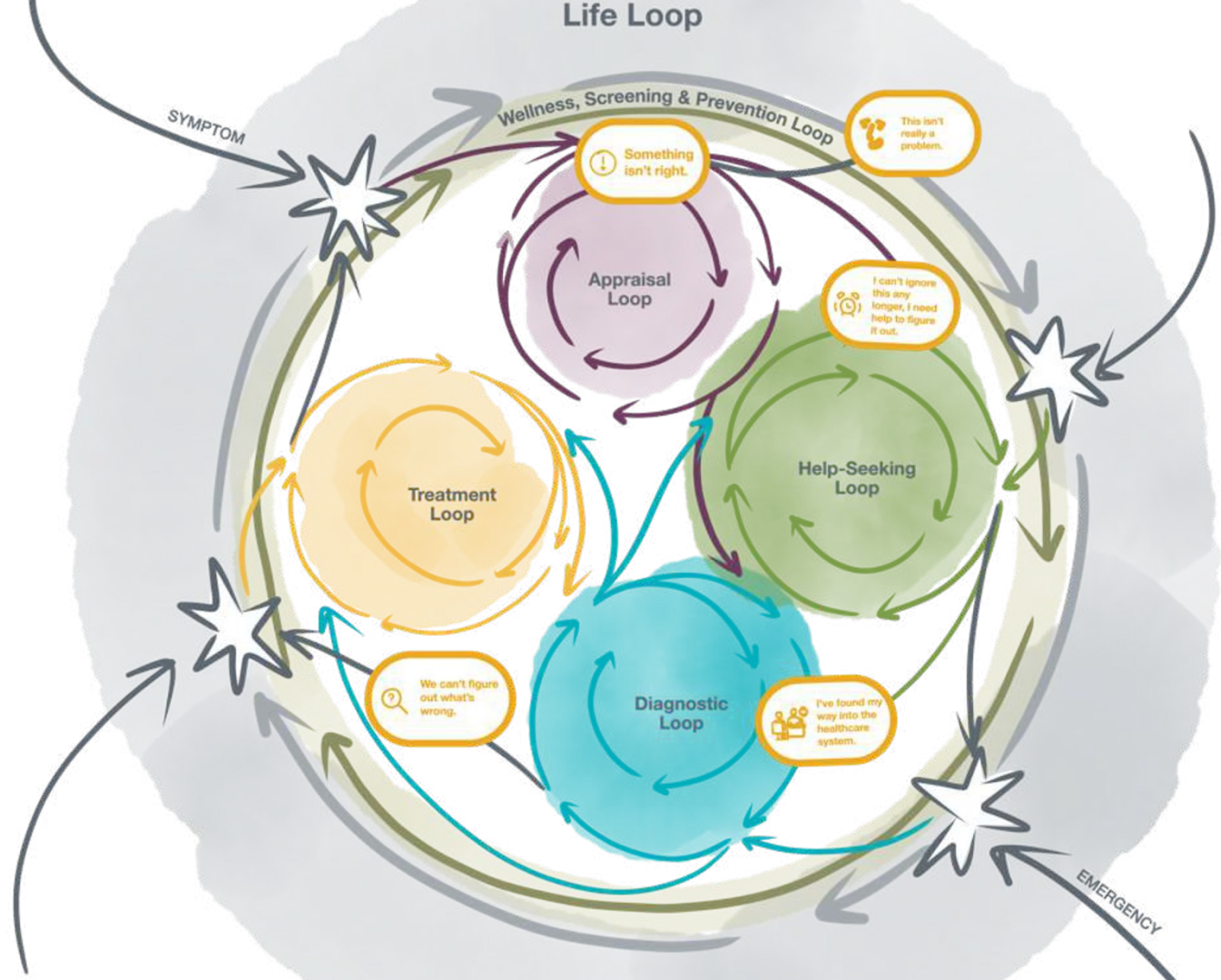
What could they teach us about diagnosing cancer?







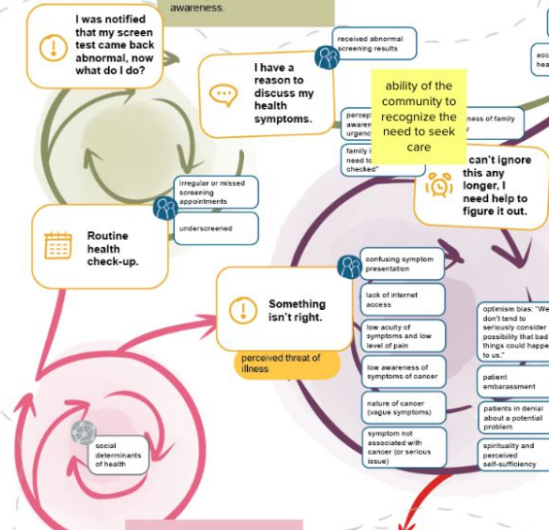
# Life Loop



# Unfolded Systems Map

## WELLNESS, SCREENING & PREVENTION LOOP

This loop is about the "active pursuit" that is associated with intentions, choices, and actions as citizens' work toward an optimal state of health and wellbeing, specifically about cancer prevention and awareness.



## HELP-SEEKING LOOP

The help-seeking interval is the time from perceiving a reason to discuss symptoms to the first consultation with a health care provider.



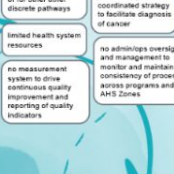
## I've found my way into the healthcare system.



## We can't figure out what's wrong.



## I know what's wrong.



## TREATMENT LOOP



## APPRAISAL LOOP

The appraisal loop recognizes the time between a patient's detection of symptoms and the perception that they need to discuss these symptoms with a health care provider.



## I don't think it's possible to find out what's wrong with me.



## DIAGNOSTIC LOOP

Once a patient interacts with the health care system to investigate symptoms, or to follow up on an abnormal screening result, the diagnostic loop begins. Generally, this phase will start with the first clinical consultation (typically with a family doctor or general practitioner) and if then proceeds with specialist referrals.



## EMERGING LOOPS

While some loops have emerged through literature and internal committee engagement, we acknowledge that other



## Defining the desired Experience



**1. Engagement Data**  
(From People & Communities,  
Patients & Providers)

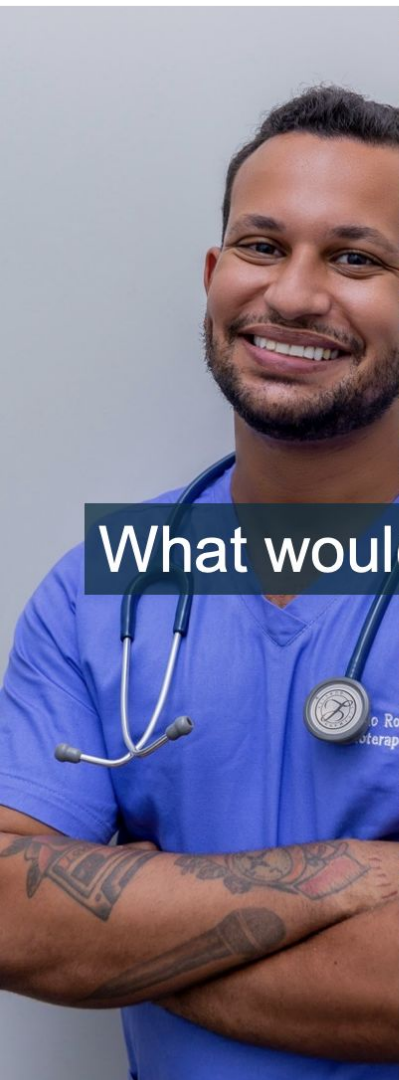


**2. Insights**  
(Preliminary Synthesis)



**3. Design Principles**  
(Themes, actionable, and center  
elevate the **human experience**)

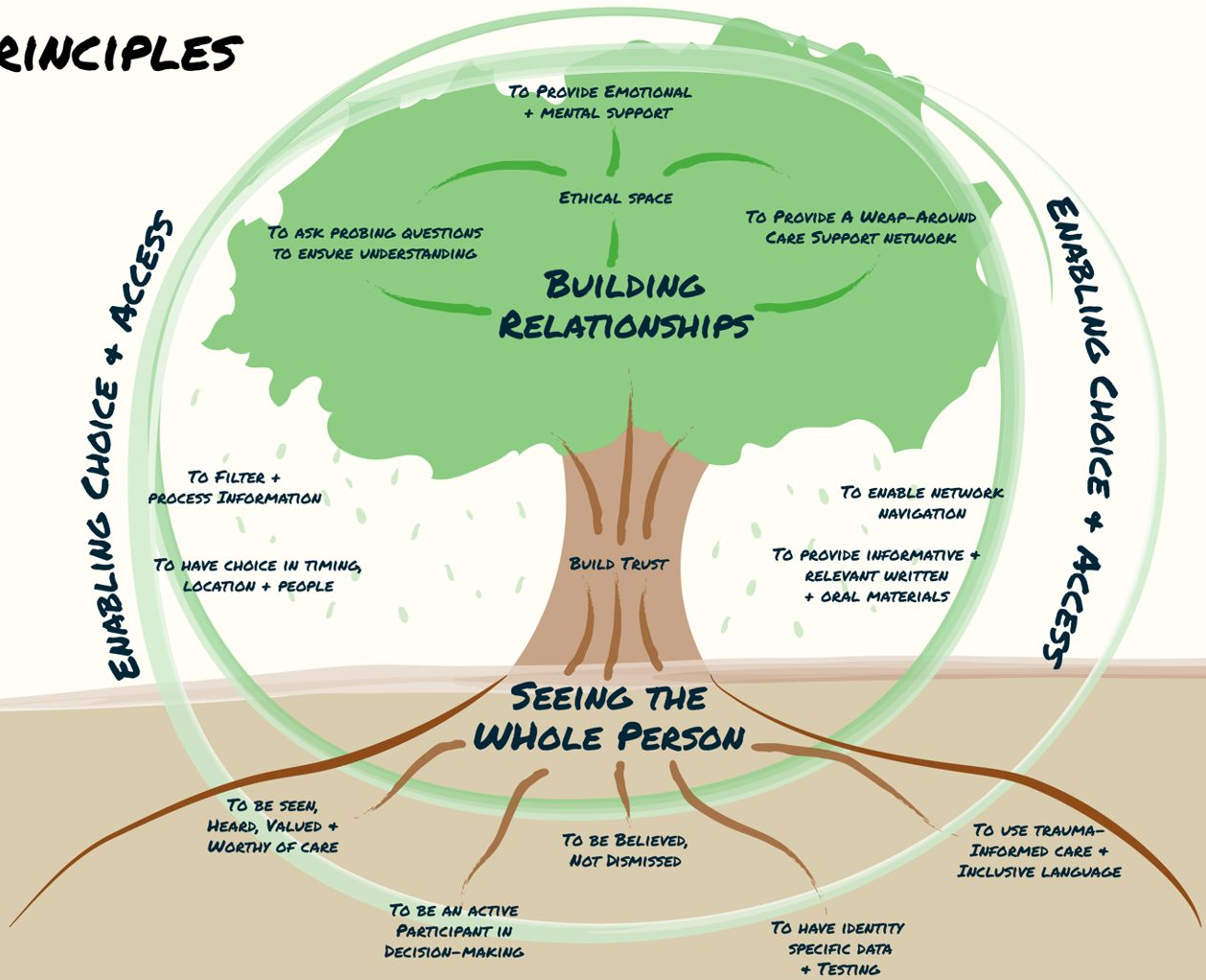




What would change if we asked them to re-design it with us?



# DESIGN PRINCIPLES









LEAVE MORE  
CURIOUS  
THAN YOU  
ARRIVED.

#9985



**What is “rural”**

**What is “design”**

**What is ....**

# Holophrase...

Take a word you care about.  
Describe it, in all of its complexity,  
without using the word itself

-inspired by Dr. Melanie Goodchild

**Rural is...**

**Design is...**

**(your hope...)**





/dɛˈzɪn/

*noun*

noun: **design**; plural noun: **designs**

1. a plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made.

"he has just unveiled his design for the new museum"

**Similar:** [plan](#) [blueprint](#) [drawing](#) [scale drawing](#) [sketch](#) [outline](#) [map](#) [▼](#)

- the art or action of conceiving of and producing a plan or drawing.  
"good design can help the reader understand complicated information"

2. an arrangement of lines or shapes created to form a pattern or decoration.  
"pottery with a lovely blue and white design"

**Similar:** [pattern](#) [motif](#) [device](#) [style](#) [arrangement](#) [composition](#) [makeup](#) [▼](#)

3. purpose, planning, or intention that exists or is thought to exist behind an action, fact, or material object.

"the appearance of design in the universe"

**Similar:** [intention](#) [aim](#) [purpose](#) [plan](#) [intent](#) [objective](#) [object](#) [goal](#) [▼](#)

*verb*

verb: **design**; 3rd person present: **designs**; past tense: **designed**; past participle: **designed**; gerund or present participle: **designing**

decide upon the look and functioning of (a building, garment, or other object), by making a detailed drawing of it.

"a number of architectural students were designing a factory"

**Similar:** [plan](#) [draw plans of](#) [draw](#) [sketch](#) [outline](#) [map out](#) [plot](#) [▼](#)

- do or plan (something) with a specific purpose or intention in mind.  
"the tax changes were designed to stimulate economic growth"

**Similar:** [intend](#) [aim](#) [devise](#) [contrive](#) [purpose](#) [plan](#) [tailor](#) [fashion](#) [▼](#)