



**Public sector  
development based  
on user needs!**

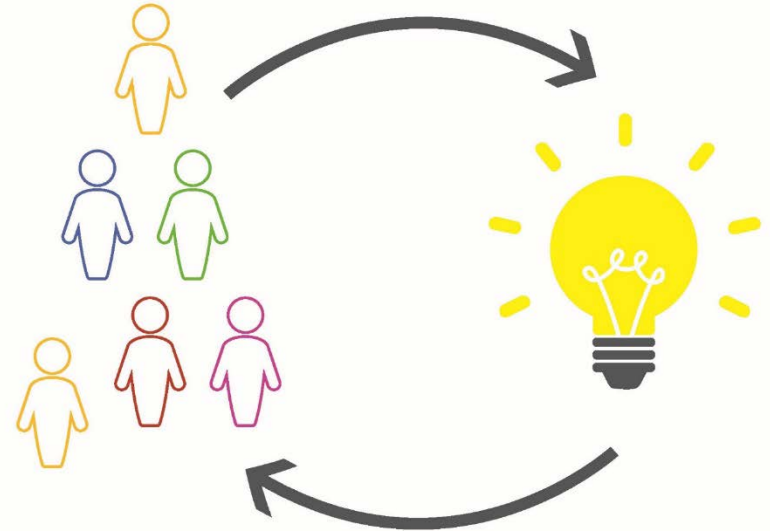
# Innovationsguiden

**Innovationsguiden (The Innovation Guide) aims to introduce and spread design thinking/service design as a means to develop smart and innovative services in the public sector.**



## What?

Supports municipalities, county councils and regions to work with **user-driven innovation – service design**, by themselves, in their own development work.

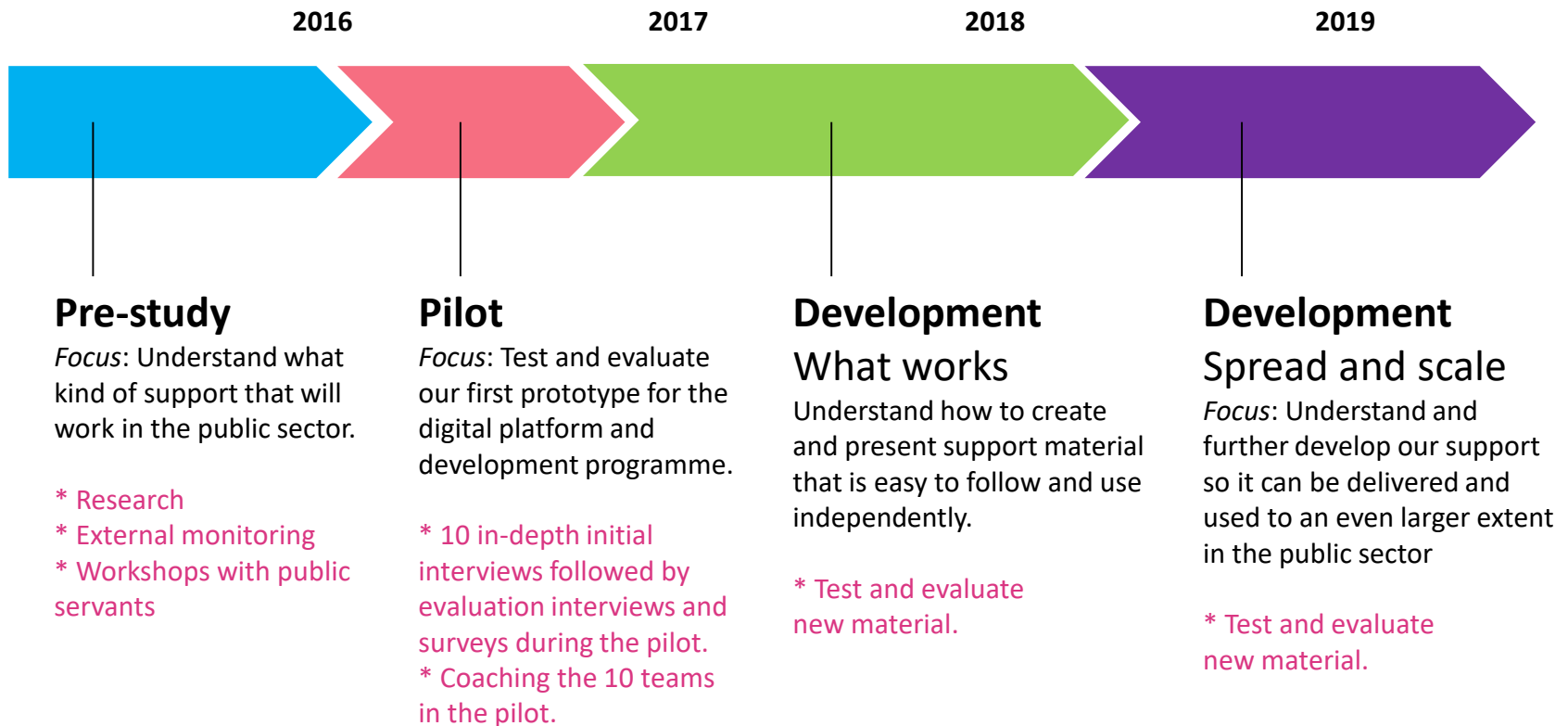


## How?

By providing support to work with a development process based on **user needs** and **co-creation of services with users and providers**.

# Working process

Our working process towards understanding how, in the best suitable way, to support and inspire the public sector to develop services based on user needs.



## Outputs

### Digital platform

Step-by-step instructions, movies, templates, inspiration.

Do it on your own.

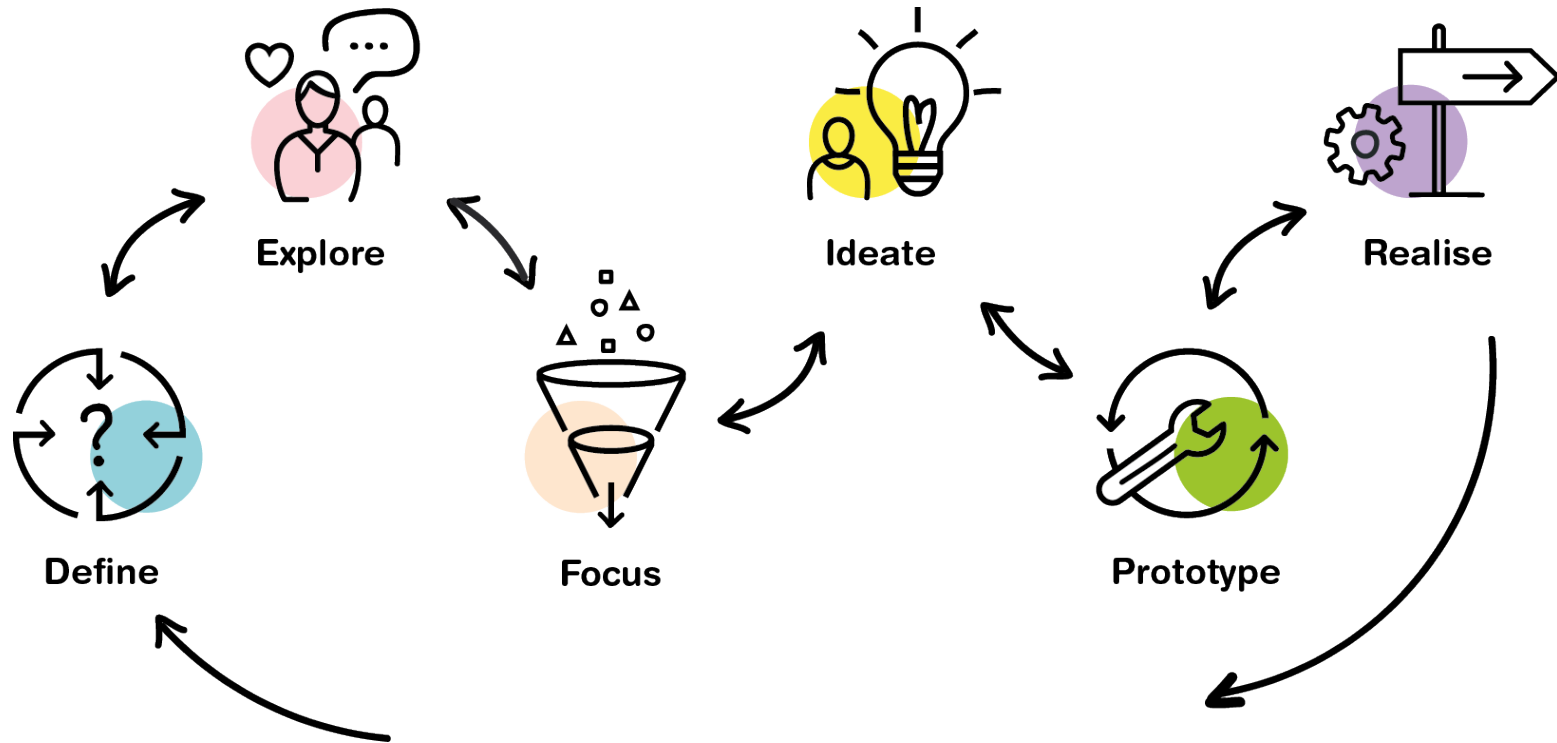
# Innovationsguiden

### Development programme

Working with a real challenge for 8 months, training workshops, coach support. Support throughout the whole process.



# The innovation process

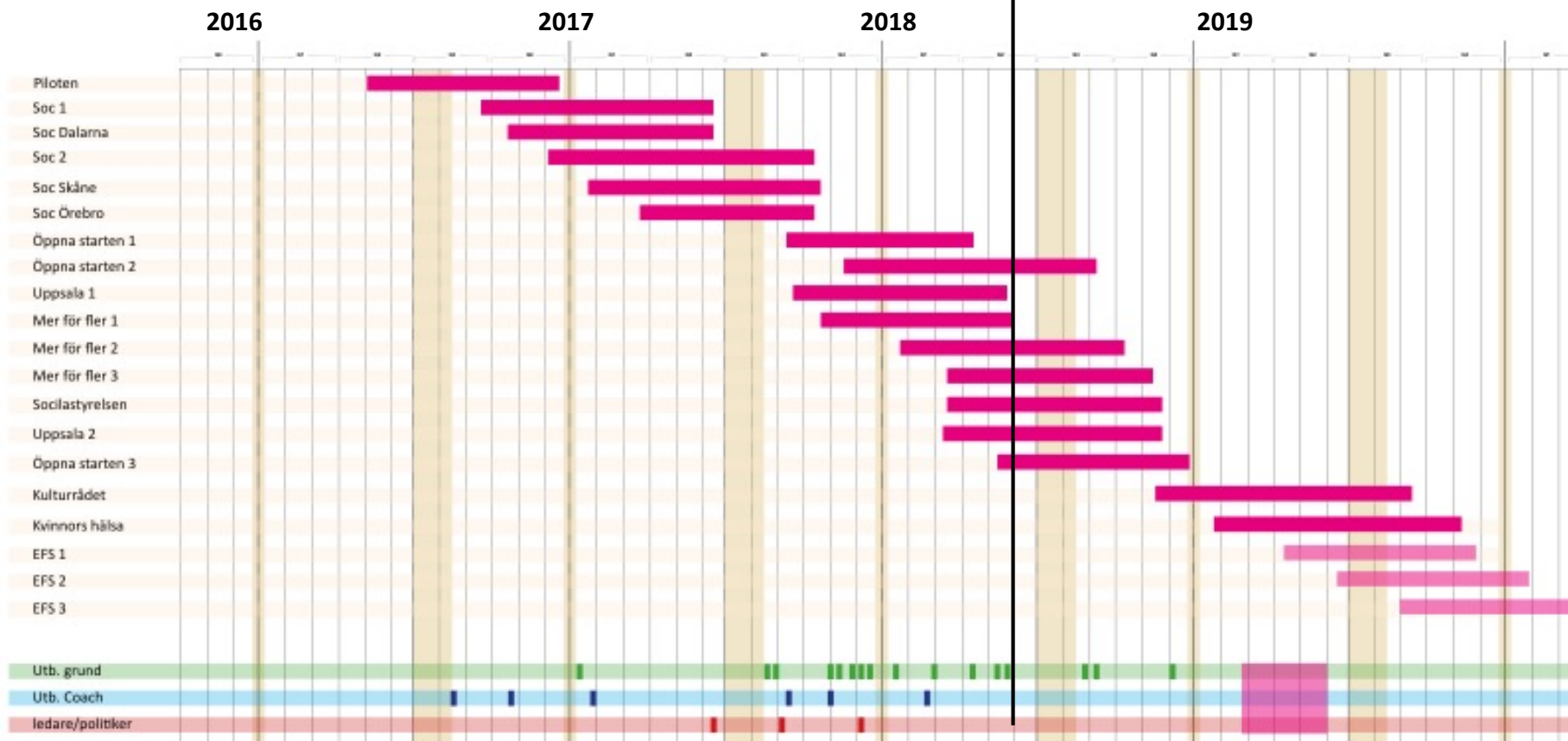


Innovationsguidens innovation model contains six steps – adapted to suit the working conditions in the public sector – to guide the development teams from challenge to solution in a structured way.

# Overview

Number of completed, ongoing and future development programmes, courses in service design and courses for leaders and politicians.

130 project teams (700 people)  
55 coaches  
220 course participants  
100 politicians and leaders



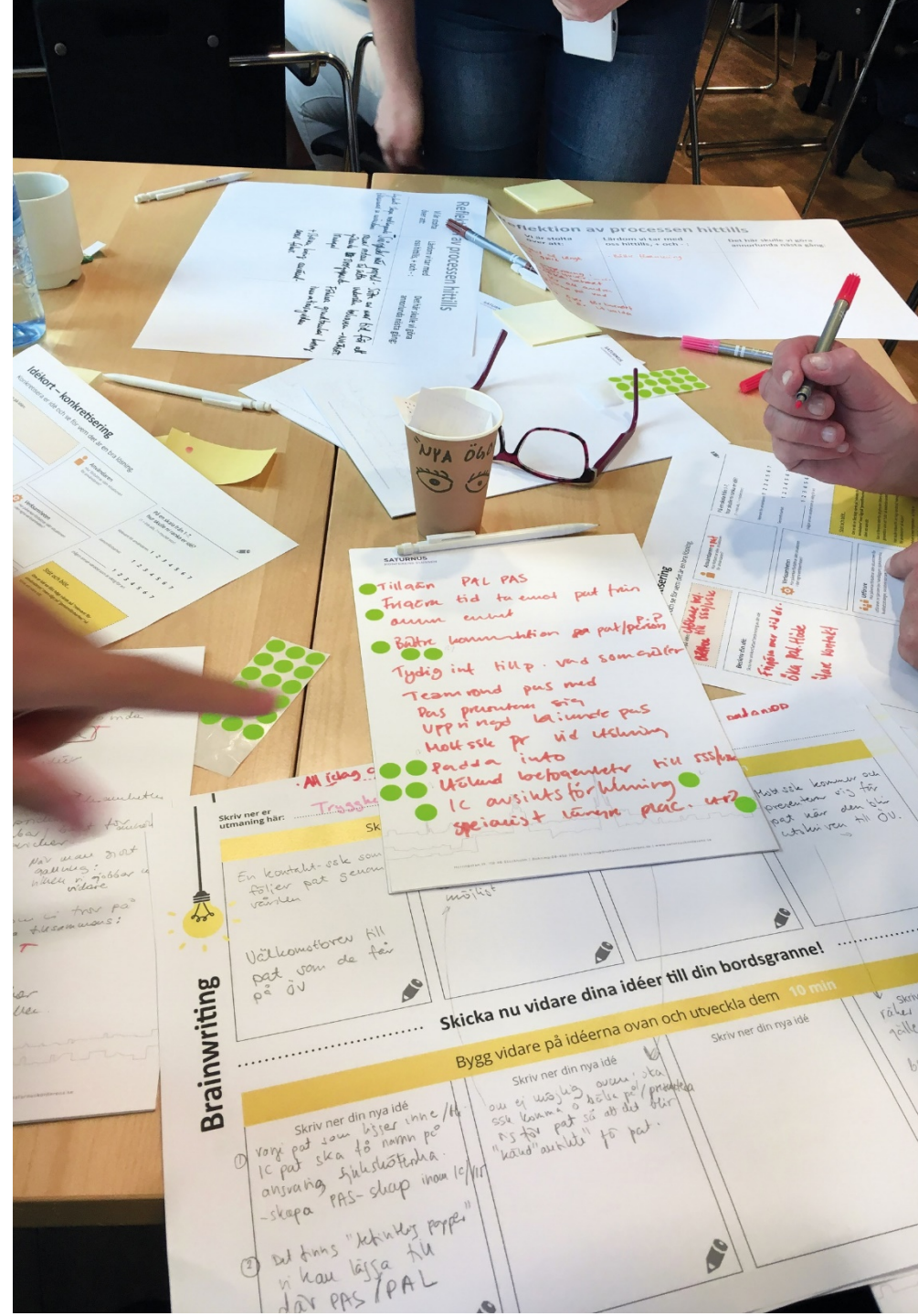




Training day with participants in the development programmes

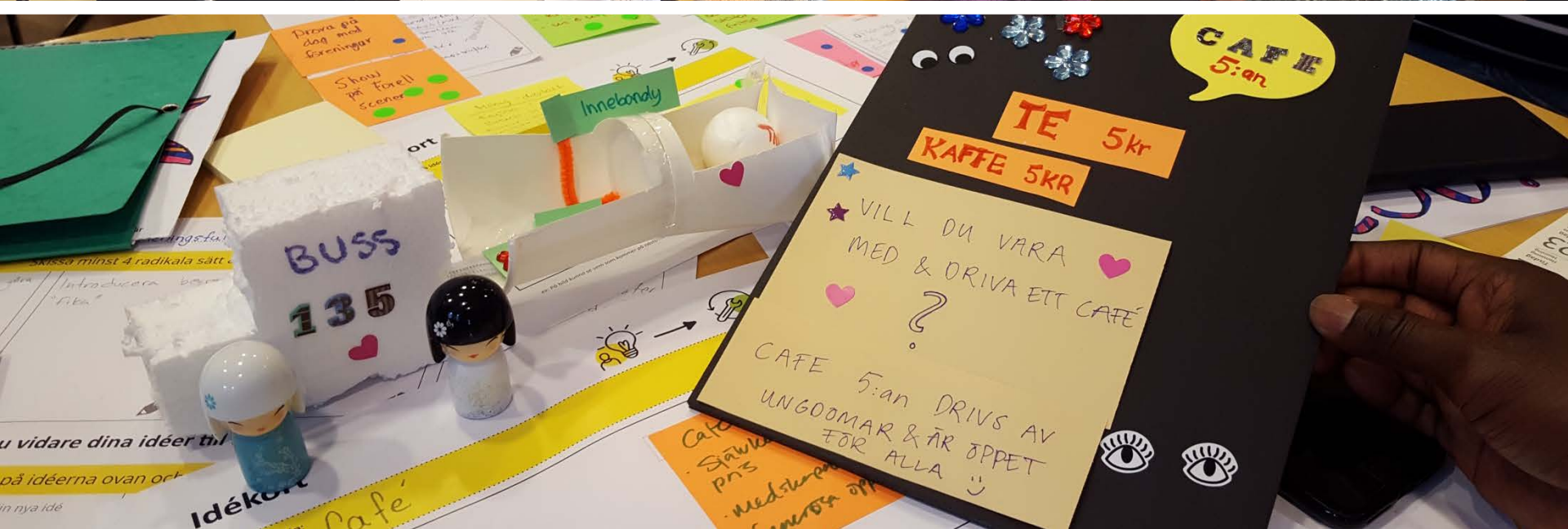


## Having fun at the 2-day crash course in service design





## Training day



## Template "challenge definition and goals"

To make the team work in the same direction.

### Utmaning & Mål

Beskriv och formulera er utmaning. Utgå från användarens behov och vänta med lösningen.

Vad handlar er utmaning om?

Varför är er utmaning viktig att ta sig an?

Formulera en målbild. Vad vill ni att användare och medarbetare säger om er innovation i framtiden?

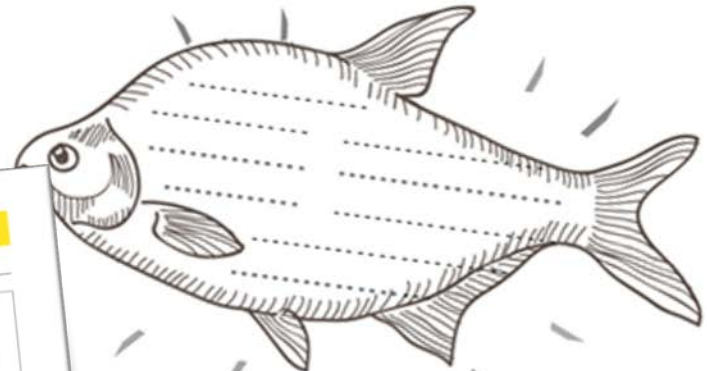
Vad säger en användare (om 2 år)



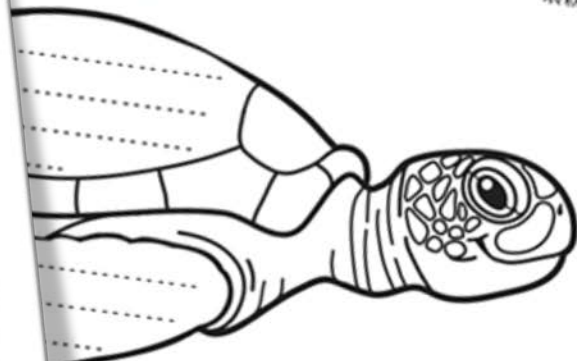
## Template "stinky fish – happy turtle"

To acknowledge fears/hopes and strengthen the team.

### "Stinky fish"



### "Happy turtle"



#### 1. Idégenerator

##### Vad skulle "Mcgyver" göra?

Hur skulle ni utveckla tjänsten om ni bara fick använda resurser från er egen avdelning?

##### Ur en anhörigs perspektiv

Ikkläd er rollen som anhörig till er användare. Ta fram idéer som utgår ifrån den anhöriges behov, erfarenheter och önsningar.

##### Miljardären

Ni får ett rekordstort tillskott i er budget på över en miljard av en välgörare.

Hur väljer ni nu att utveckla tjänsten?

##### "On the road"

Er tjänst är idag bunden till en fast lokal. Hur skulle ni utforma den om er lokal försvann och ni inte fick vara bunden till en fast adress igen?

##### Vad roligt!

Ta fram idéer som gör er tjänst till den roligaste upplevelsen för era användare.

Fokus är att det ska vara kul!

#### 2. Utveckla era idéer



##### Vad skulle IKEA gjort?

Ta hjälp i er idégenerering av en framgångsrik organisation i en annan branch.

Gör en lista på alla tjänster och komponenter som ingår i ex IKEAS erbjudande. Hur skulle dessa typer av komponenter kunna utveckla er tjänst?

Ex: Gör-det-själv, kory 5 kr, familjerabatt, självplock, hemkörning, levande visningsmiljöer, tydlig "vägvisning" genom varuhuset...osv.

##### Subtraktion

En metod för att utveckla och flinslipa era idéer.

Gör en lista på de viktigaste komponenterna eller stegen i er tjänst.  
Ex: Personal, byggnader, datasystem, transportmedel, fysiska möten, reception, kösystem osv

Tänk er nu er tjänst utan någon av de viktigaste komponenterna/stegen. Vad skulle tjänsten eller processen tjäna på detta? Vem skulle vilja ha den nya tjänsten? och varför skulle de finna den värdefull? Adderar detta nytt värde till tjänsten?

Om du försöker lösa ett specifikt problem, hur kan detta påverka själva utmaningen?

## Template for ideation

To spark ideas from different perspectives.



**"Happy and fulfilled,  
after over 40 years in  
public service, it was the  
first time I got a real and  
handy tool to work with"**

Participant after the 1-day  
course "Service design for  
politicians"

"This is a new way of  
thinking. Instead of  
imposing our solutions on  
the user we investigate  
what our users actually  
have a need for."

Quote from the Head of  
Unit Care and Welfare,  
municipality of Uddevalla



# User case 1 – Home care services for senior citizens

In-depth interviews  
with the user group

The users recorded their  
daily lives through **diaries**

Quick **prototyping** and  
co-creation with users



**Insight:** Creates distress not  
knowing who will show up at  
the next home care visit.

Several home care groups have  
started to use **the solution** and it  
has spread to other municipalities.

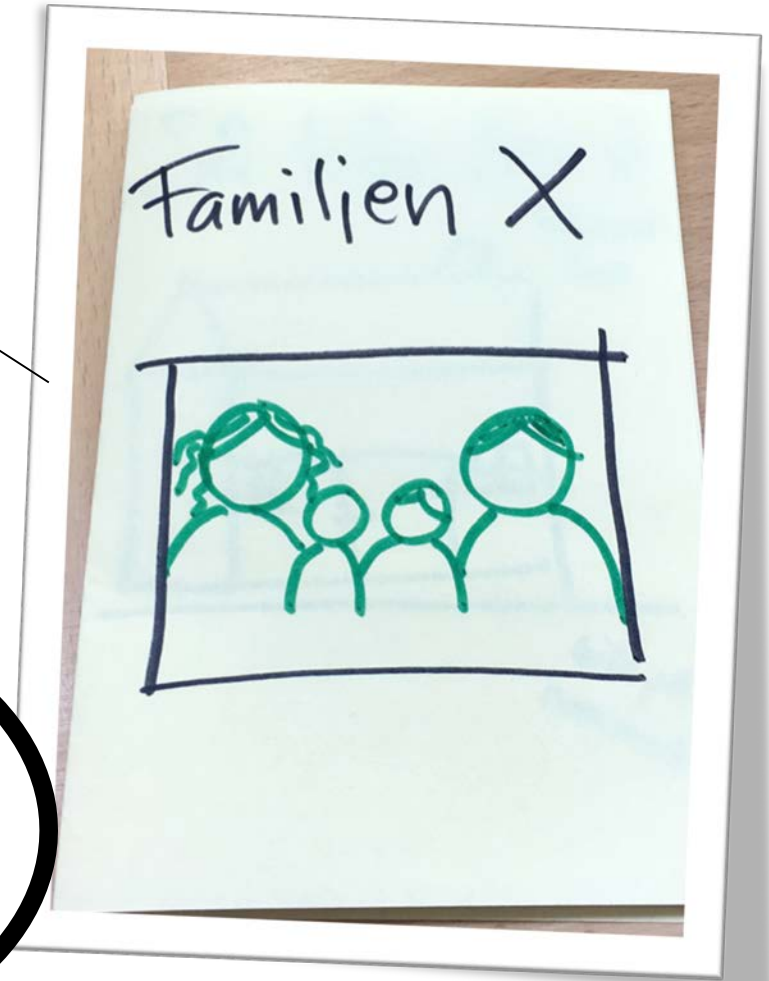
## User case 2 – Social services for youths placed in family homes

Some quotes from **interviews** with family home placed children

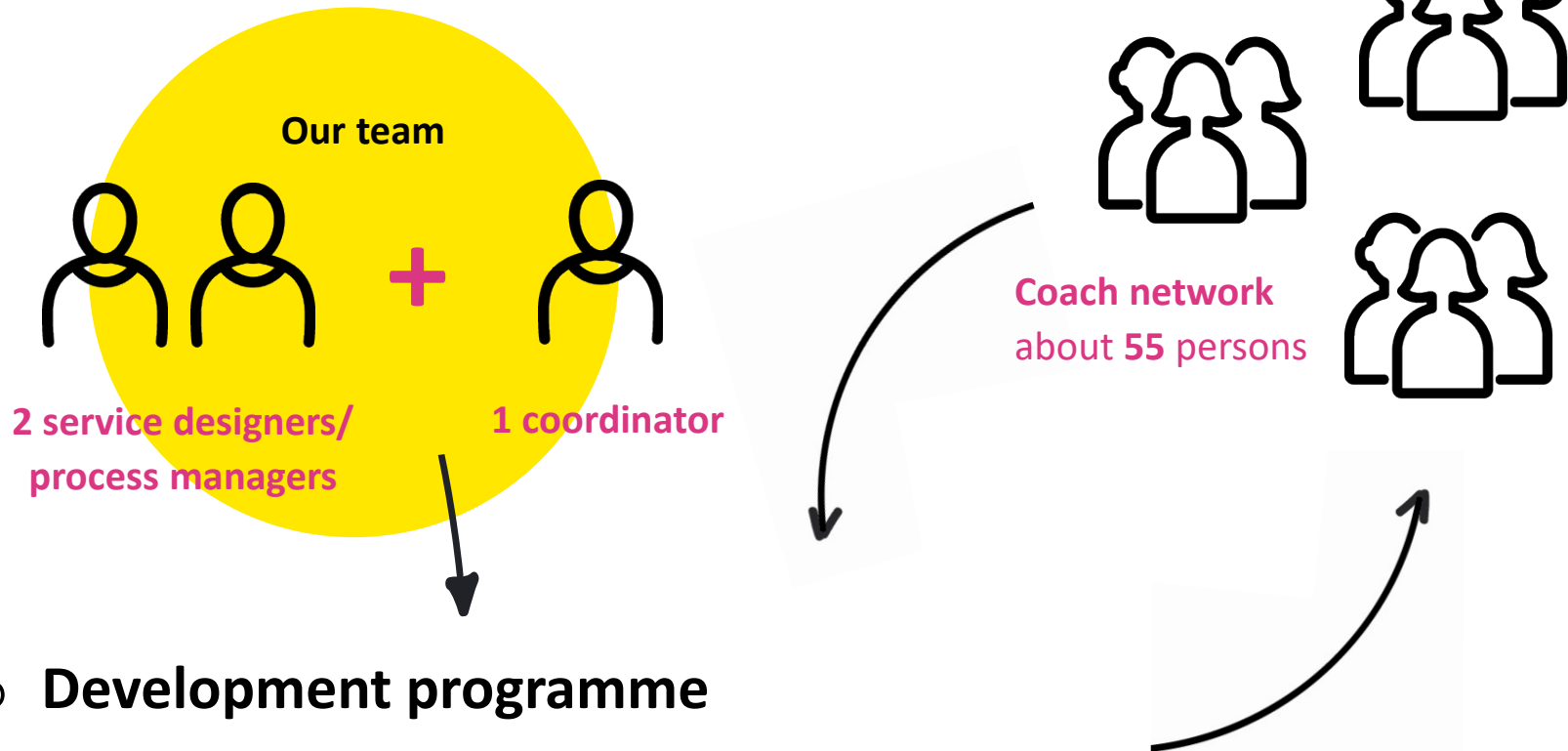
"The social service only told me which city I would move to, I did not know where it was"

"Felt stressed when everything happened so fast. Was told in a garage that I would be placed, all concrete and dark"

First **prototype** for the final **solution**; the booklet "Welcome to us". It's now being used by all social services in the municipality.



# How we are organized



- **Development programme**
- **Coach training: education + practice**
- **2-day crash course in service design**
- **Eye opener for politicians and leaders**



# Some ripple effects...



Our biggest university hospital has started to employ service designers as well as training current staff to be able to lead service design projects and teach the method to others – with the support of our material.



Several member organisations have started to use our support tools independently, creating their own courses and development programmes around it.



Gothenburg municipality has introduced policies to always use our model or a service design perspective in all the city's development projects.