

2021 -
2022

Five Good Ideas®

about using human-centred design
for social change



Galen MacLusky and Nandita Bijur,
Prosper Canada

Tuesday, March 29, 2022 - 1:00 to 2:00 p.m.

With a growing number of barriers to accessing vital services, we need to think critically about accessibility and people's services experiences in the social and public sector. Human-centred design is an approach which centres the voices and lived experiences of people who are impacted in the design or re-design of a program or service.

During this session, Galen MacLusky and Nandita Bijur of Prosper Canada share the mindsets and principles that have helped their organization introduce and integrate human-centred design into their projects. Specifically, you will hear how they used human-centred design in their work integrating financial empowerment into municipal services and in designing impactful frontline services for people living on low incomes. Human-centred design can often feel overwhelming, but this session will help you think about small shifts you can implement in your practice and decision-making that could make a big difference.

Prosper Canada began its human-centred design journey in 2016 with an in-house design research manager and consultations with Bridgeable, a leading design firm based in Toronto, Ontario. Since building design methodologies into its project work, its staff and program delivery partners have been able to learn more about the experiences of people living on low incomes, pinpoint organizational needs, and ensure programs and resources are designed with these learnings in mind. A human-centred design approach also helps Prosper Canada think about how to best integrate programs and resources within its partners' existing services.

Five Good Ideas

1. More poetry, less long-division
2. Use design tools as a scaffold, not a checklist
3. Start and end with people's experiences
4. Focus on the "why's" when creating together, not the "what's"
5. Use boundaries and constraints as creative springboards



Resources

- Creative Reaction Lab's [Equity-Centred Community Design \(ECCD\)](#) approach – An excellent guide to doing values-based and equity driven design work. This includes a field guide on how to centre equity in the design work you're doing.
- IDEO.org + Acumen's free [Introduction to Human Centred Design](#) course – A free, online, seven-week course that takes you through the basic tools and approach behind human-centred design. It's a great way to build your toolkit and understanding of what this practice can offer you in your work, from two amazing organizations.
- [Service Design Tools](#) - A curated selection of service design (a practice within human-centred design) tools that you can use as a scaffold for your own explorations into research, idea-generation, prototyping, and implementation activities.
- [Mental Wellness at Work in Toronto's Downtown East](#) – A helpful case study by the Health Commons Solution Lab that gives insight to how to frame challenges and design an approach that meets the needs of participants.
- [Conceptual Blockbusting](#), by James L. Adams - Complete with activities and stories, this book can help you understand the psychological barriers to creativity and how you can "unblock" them. A great resource for anyone who wants to support their own and others' creative ideas.



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Speakers



Galen MacLusky
Manager, Program Delivery and Integration

Galen is responsible for managing Prosper Canada's Technology-Enabled Financial Empowerment projects, including the Benefits wayfinder. Galen is passionate about working with community organizations to help build and scale new ideas that deepen their impact. The foundations of his work are approaches that help organizations engage with those who are impacted by their services and test new programs and services with minimal investment. He has ten years of experience as a service designer in the private, public, and non-profit sectors, as well as a Master's Degree in Engineering, Design, and Innovation from Northwestern University.



Nandita Bijur
Senior Officer, Program Delivery and Integration

Nandita (she/her) is a senior officer at Prosper Canada, working with municipal and community partners to integrate financial empowerment into existing services. As a service designer who has worked with frontline organizations and governments, she is most energized by learning how to make complex systems accessible and understandable.

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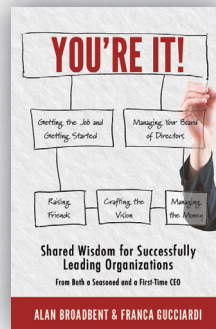
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