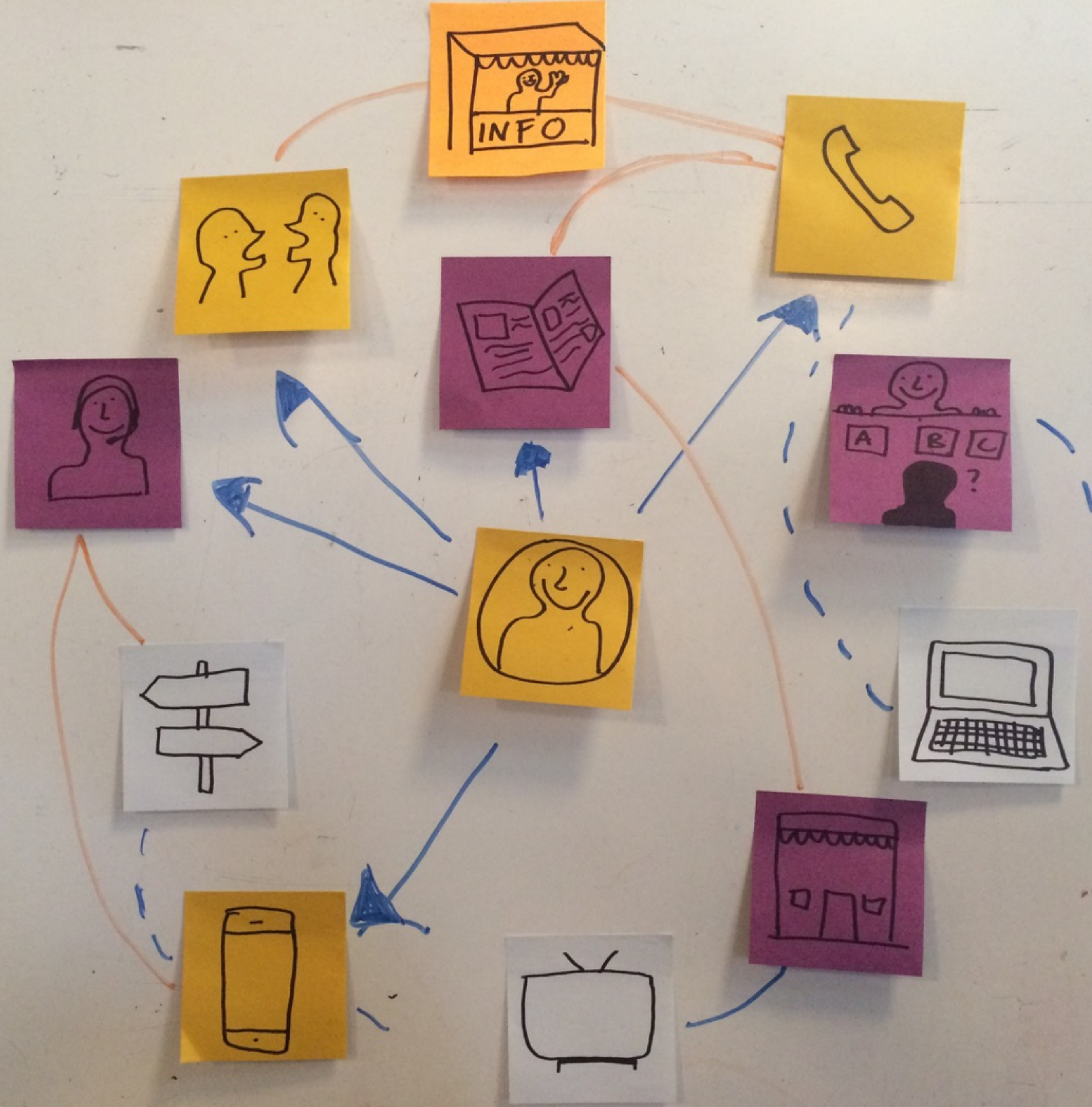


effective[®]

Bringing Back Holism- Anthropologists and Service Design

Dr. Tamara Hale

Digital Anthropologist/User Experience Strategist



Service Design

The application of established design process to the development of services across environments, communications, products, and people.

Image removed for anonymity

What else

for design anthropologists?

Human-centered design

“Human-centered design is a creative approach to problem solving and the backbone of our work at IDEO.org. It’s a process that starts with the people you’re designing for and ends with new solutions that are tailor made to suit their needs. Human-centered design is all about building a deep empathy with the people you’re designing for; generating tons of ideas; building a bunch of prototypes; sharing what you’ve made with the people you’re designing for; and eventually putting your innovative new solution out in the world.”

IDEO



“The User”

“The Customer”/“The Client”



“The Users”



Cathy's Story

Kent County Council

Late 2000s



Redesigning Services

For "Just Coping" Families in Kent



Joel Robbins on Dumont

“[we should]...be looking at divergent developments of values that hold between social formations that in fact share a fundamental commitment, recognized or not, to holism. Furthermore, if the work of individualism, where it is a value, is never finished, then individualist formations must of necessity be dynamic ones—ones in which individualism struggles to gain ground, producing social and ideological movement as it sometimes advances and sometimes retreats from domains it endeavors to organize.” (2015:174)

Holistic
thinking+
methods



Humanity-
centered
design

Thank you.



Resources

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Just Coping Report: <http://socialinnovation.typepad.com/silk/files/JustCoping-SILK.pdf>

- *Winner of the Market Research Society Award 2010 for Public Policy/Social Research-*

Kent County Council's Social Innovation Lab: <http://socialinnovation.typepad.com/silk/>

ESRO: <http://www.esro.co.uk/>

Engine: <http://enginegroup.co.uk/>

EffectiveUI: <http://www.effectiveui.com/>

EPIC: <https://www.epicpeople.org/>