CANADIAN INSTITUTE OF PLANNERS CONFERENCE 2019

Building Consensus Through Rapid Prototyping : Lessons from Maker Engagement

PRESENTED BY

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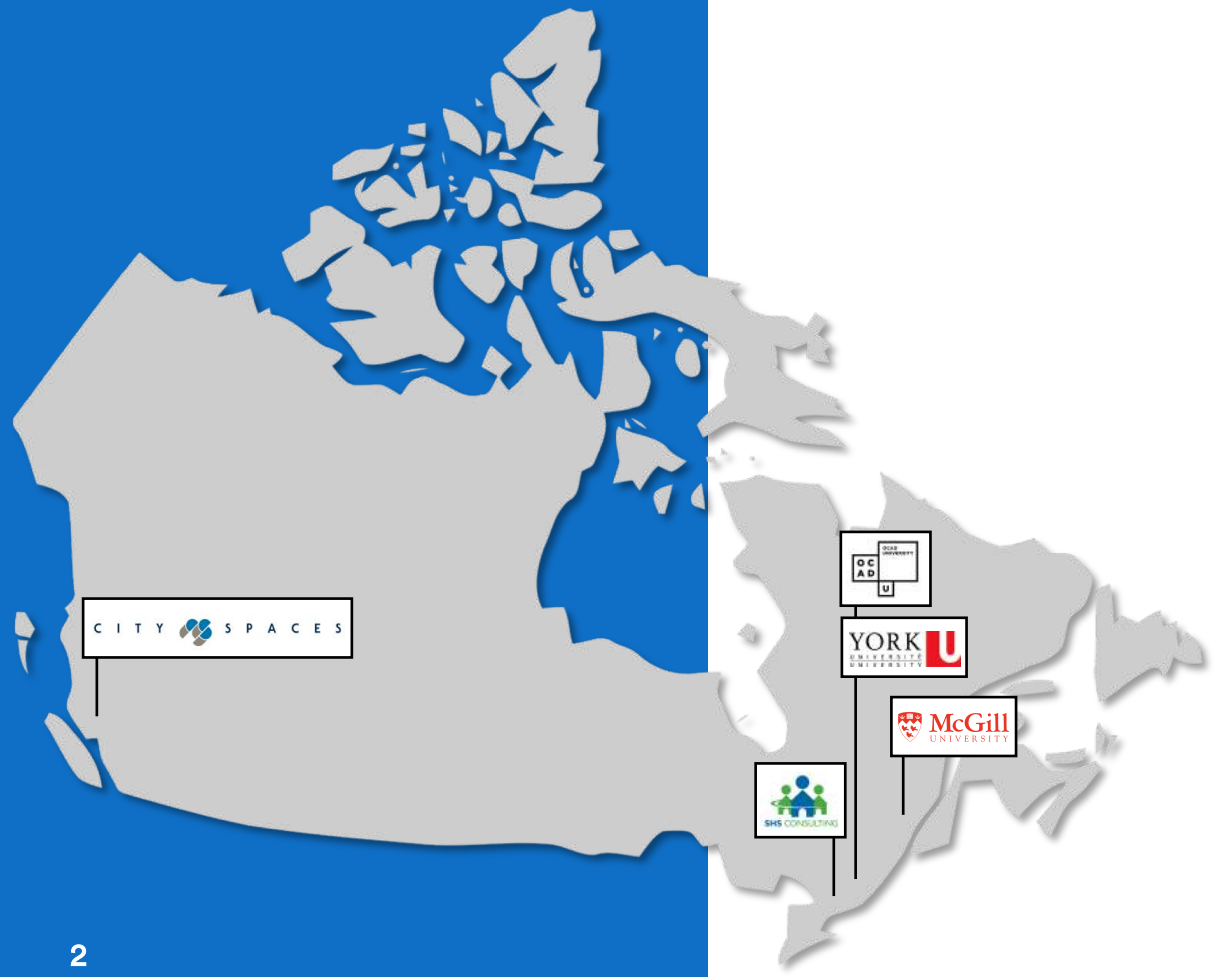
CITY SPACES

SHS CONSULTING
POLICY • RESEARCH • COMMUNITY DEVELOPMENT

ABOUT US

Nice to meet you!



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CONTEXT

We will speak in the context of using participatory approaches to work towards shared solutions, plans, policies, or strategies.

Building Consensus Through Rapid Prototyping : Lessons from Maker Engagement

Rapid prototyping is action of creating of low-fidelity mock-ups of your concept or solution.

We define “maker” engagement as any collective design activity emphasizing “showing” your ideas instead of “telling” about your ideas.

THIS PRESENTATION

WHY do we convene around participatory approaches to our work?

WHERE do we meet?

HOW do we collaborate?

WHAT did we learn?

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WHY WE MEET MATTERS

Humans are social creatures.

The city is a social place.

Perhaps the best definition of the city in its higher aspects is to say that it is a place designed to offer the widest facilities for significant **conversation**. The **dialogue** is one of the ultimate expressions of life in the city.

The physical environment affects the social experience.

... where do consultation events happen?

- Municipal Town Halls
- Recreation Centres
- Gymnasiums
- Gymnasiums
- Gymnasiums

The physical environment affects the social experience.

Leave the gymnasium!

… where can consultation events happen?

- Parks
- Bars
- Farmers’ markets
- Streets

WHERE WE MEET MATTERS

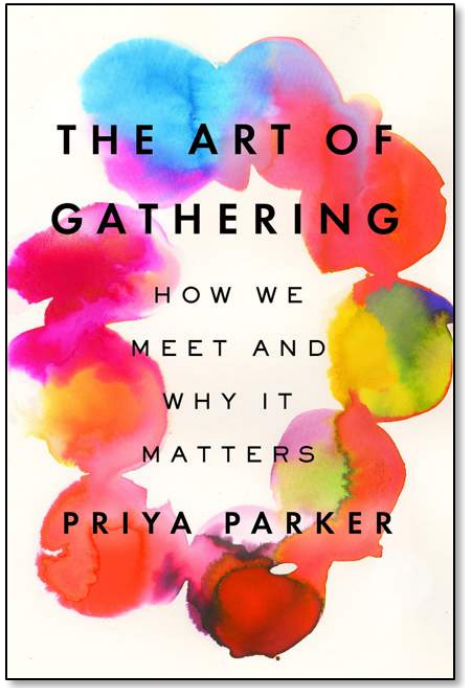
Leave the gymnasium!

Identify the “why” before determining the “how”!

DEFINE A PURPOSE

… why is this gathering different from all other gatherings?

- A category is not a purpose.
- Move from the *what* to the *why.*
- Zoom out.
- Drill, baby, drill.
- Reverse engineer an outcome.



Passive vs. Active Engagement

STORYTELLING

...how can we create active engagement events?

- Create an environment conducive to collaboration, not conflict.
- Provide opportunities for meaningful connection.
- Show, don't tell.
- Be a human, and not just a facilitator.

...what does active look like?

CO-DESIGN

WHY do we convene around participatory approaches to our work?

WHERE do we meet?

HOW do we collaborate?

WHAT did we learn?

Co-design is a creative, inclusive approach to problem-solving, and developing and evaluating solutions.

Co-design is participatory—people involved in the problem are involved in solving the problem.

Everyone is an expert in their own domain, and brings value through their experience and through contribution to the design process.

Co-design is iterative and inclusive—from concept creation to testing and evaluation of ideas.

Co-design takes a human-centred approach, with the person at the forefront of the problem you're trying to solve by building empathy.

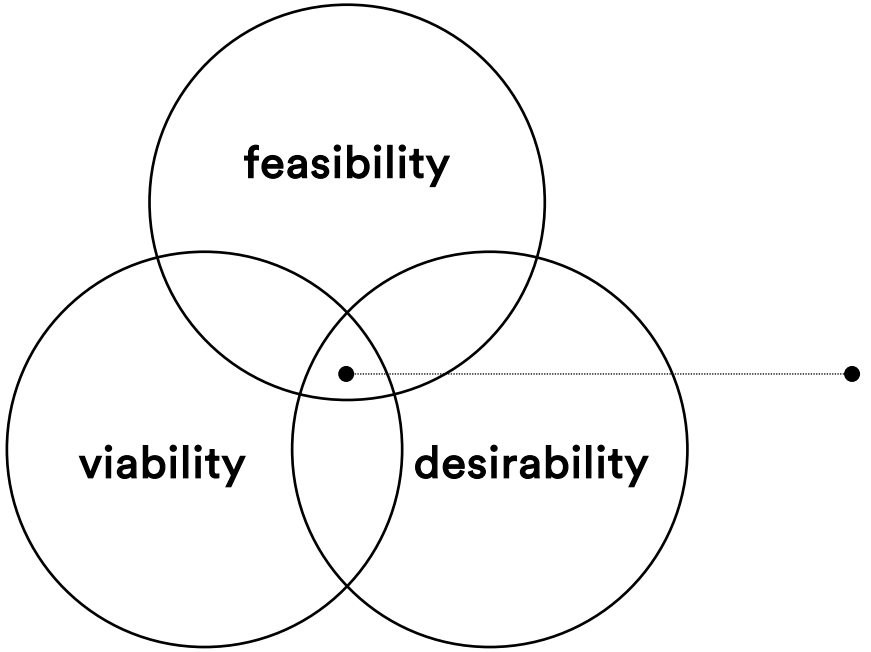
Co-design embraces ambiguity by withholding the urge to quickly get to "the answer".

We have a bias towards "showing" instead of "telling" by making ideas tangible.

Bringing people to the forefront

BALANCED BREAKTHROUGH

The balanced breakthrough model describes the place where innovative solutions emerge.



The sweet spot for **innovation** is where we find a solution balancing desirability, feasibility, and viability.

Source: figure adapted from Brown, 2008 and Stanford d.School

Bringing people to the forefront

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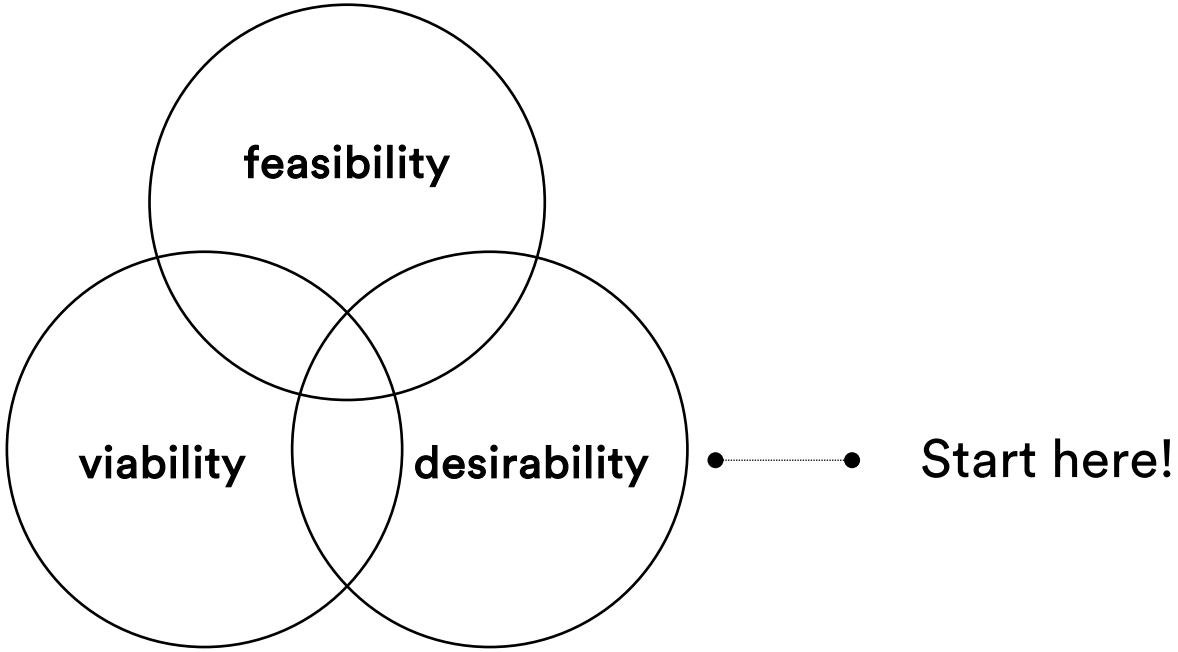

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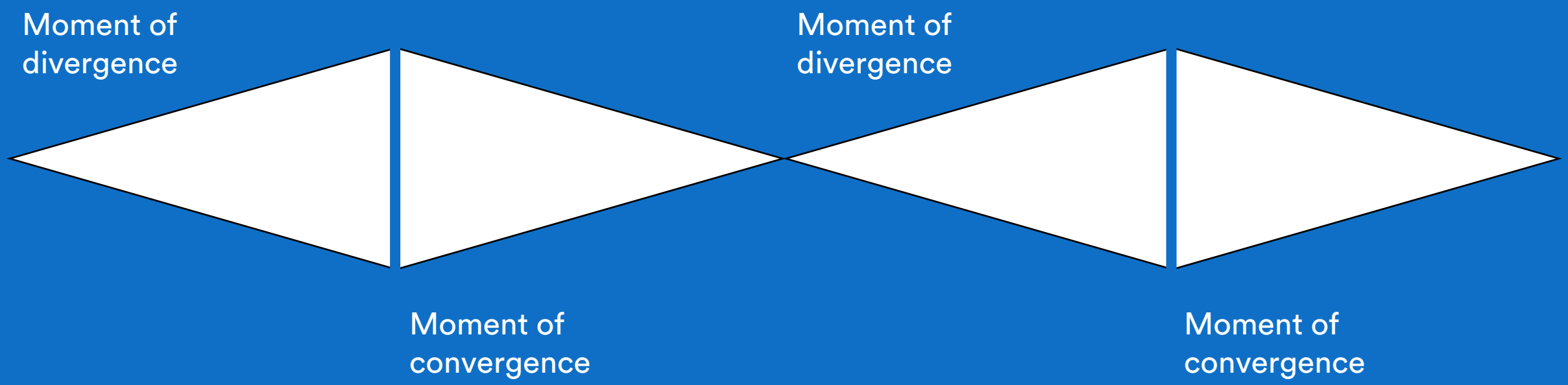
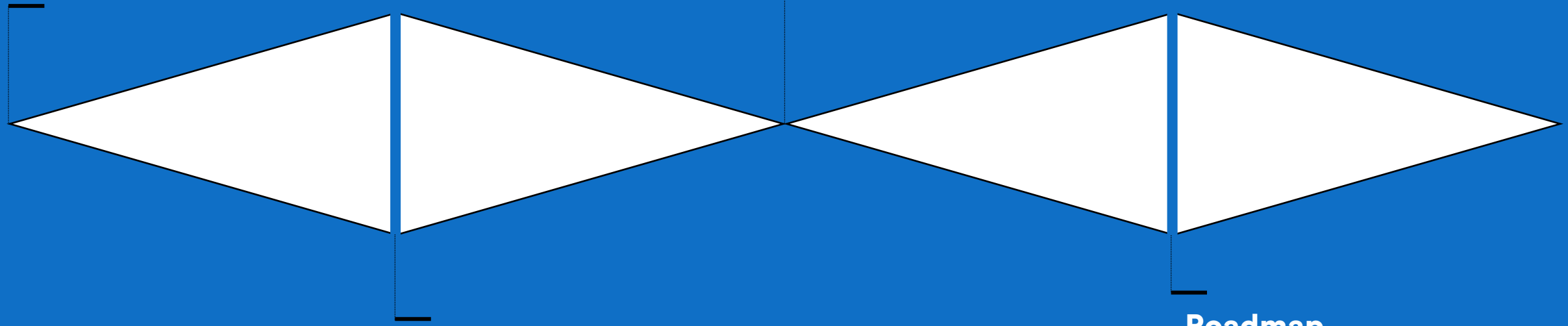
An iterative approach



DESIGN METHODOLOGIES

Problem Finding
Discovery, vision, and insight

- **Literature review**
- **Stakeholder interviews**



Problem Framing
Focusing on the definition of the problem we're trying to solve

- **Co-design workshop**

Solution Development
Discovery, vision, and insight

- **Co-design workshop**

Roadmap
Refining and articulating potential ways forward

- **Data synthesis**
- **Insight development**

EXAMPLES FROM THE FIELD

WHY do we convene around participatory approaches to our work?

WHERE do we meet?

HOW do we collaborate?

WHAT did we learn?

How can we show what density looks like?

KEY CONSIDERATIONS

Is it scale-able?

Does the scale make sense and help show an ”average” lot and building relationship?

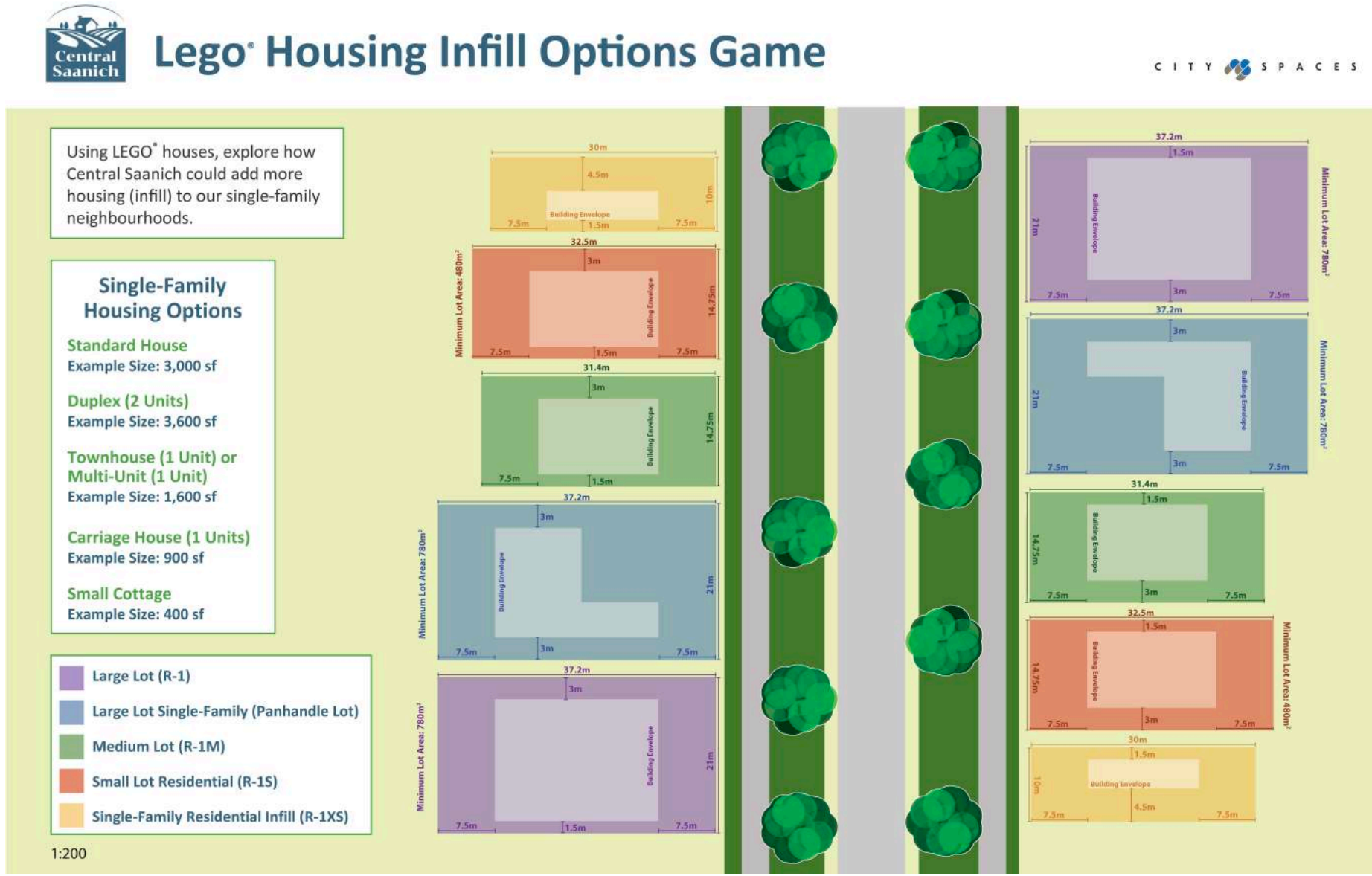
Is it relate-able?

Does the design help or hinder visualizing the options?

Is it reinforce-able?

Do the options actually help to reinforce the technical data and support the engagement?

Lego helps to show what infill housing could look like, and provides an opportunity for storytelling.

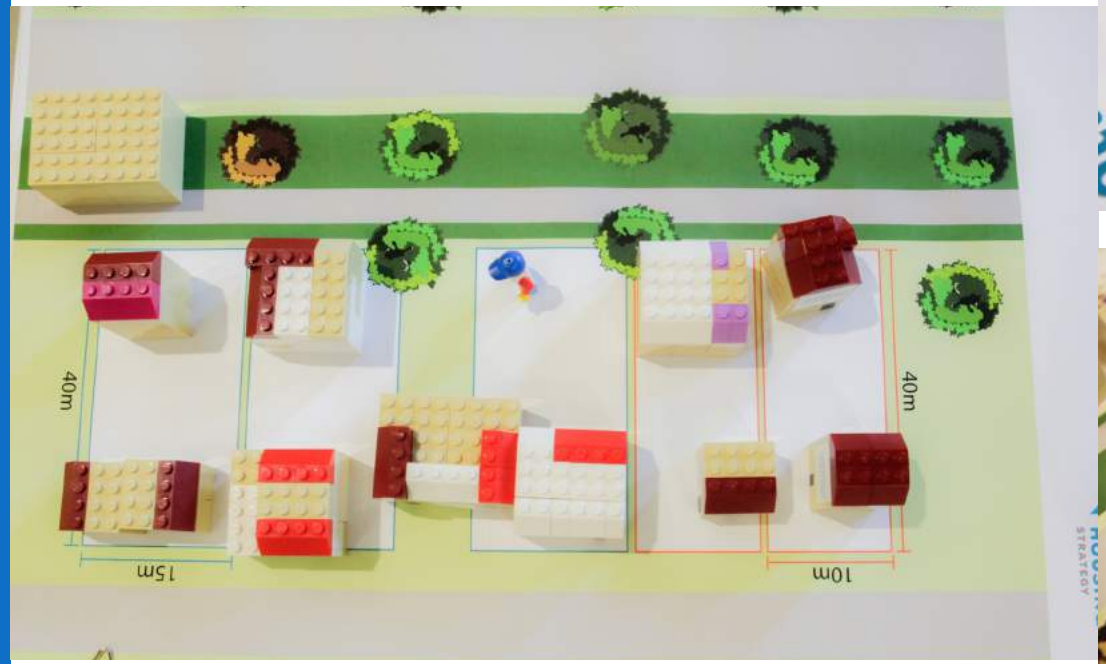


EXAMPLES FROM THE FIELD

Lego is also a quick, interactive & easy way to break up a “traditional” open house.

EXAMPLES FROM THE FIELD

We learned about the desire of many older residents to age-in-place, and heard about the importance of green space and landscaping.

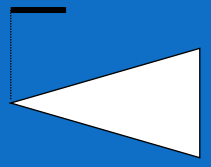


EXAMPLES FROM THE FIELD

Visual Explorer Game

How can we learn what people want to see in their community?

Problem Finding



Visual Explorer Game

If a picture is the same as 1,000 words, what do these pictures say to you?

On the table are all sorts of images showing different types of infill housing. Don't worry about finding one picture that exactly shows your ideas. Instead, pick an image that tells a story closest to the one **YOU** envision for infill housing in Central Saanich.

HOW DO I PLAY?

1 IMAGINE
Think of the types of infill housing you like and would want to see more of in Central Saanich.

2 BROWSE & SELECT
Select an image from the available collection that tells a part, or all of your story.

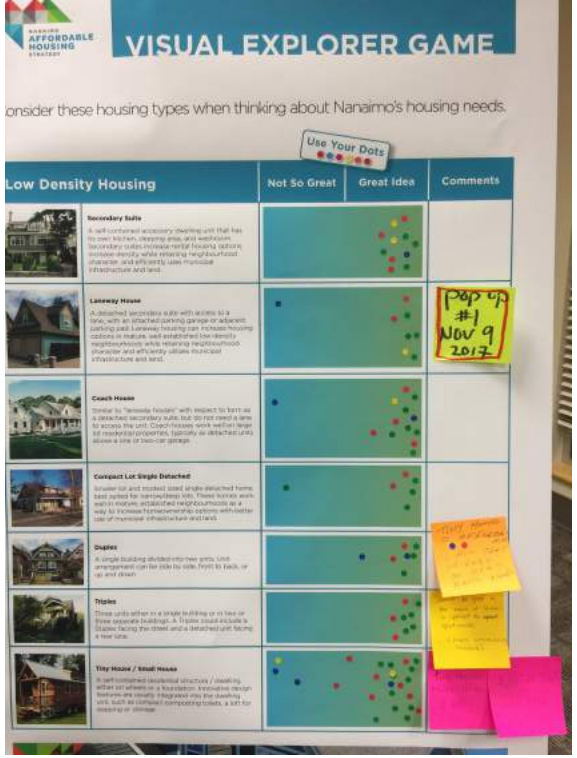
3 REFLECT
Take a moment to write or draw on a post-it how, or why the image relates to your vision.

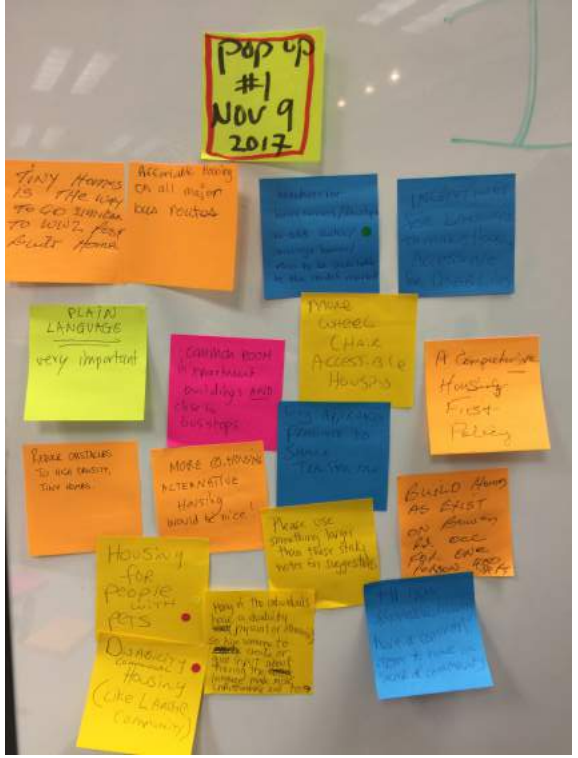
4 SHARE
Place your post-it on the comment board, and enjoy the contribution of others.

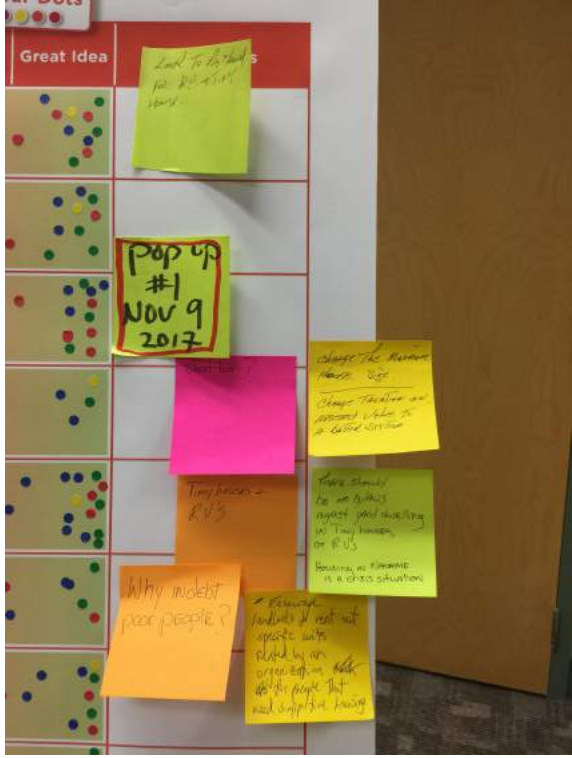
Note:
The images were randomly selected from 1,000s of photos from across the globe. They do not, nor are they intended to represent Central Saanich in any particular future. Their role is simply to help inspire you.

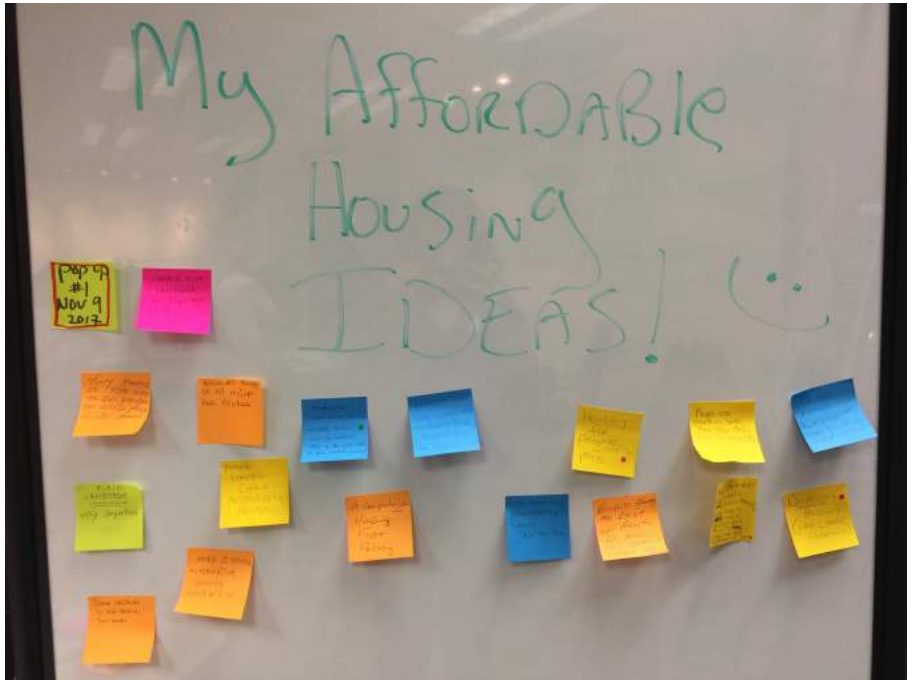
EXAMPLES FROM THE FIELD

Focuses the conversation, and provides specific feedback on building form



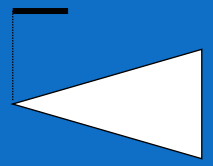






Today's Narratives

How might we use real estate investment as an inclusive community-building tool?



OCAD UNIVERSITY

What we wanted to learn:

- What are people's current sentiments around the housing system in Toronto?
- What keeps people up at night?
- What is the prevailing narrative about the current system?

EXAMPLES FROM THE FIELD

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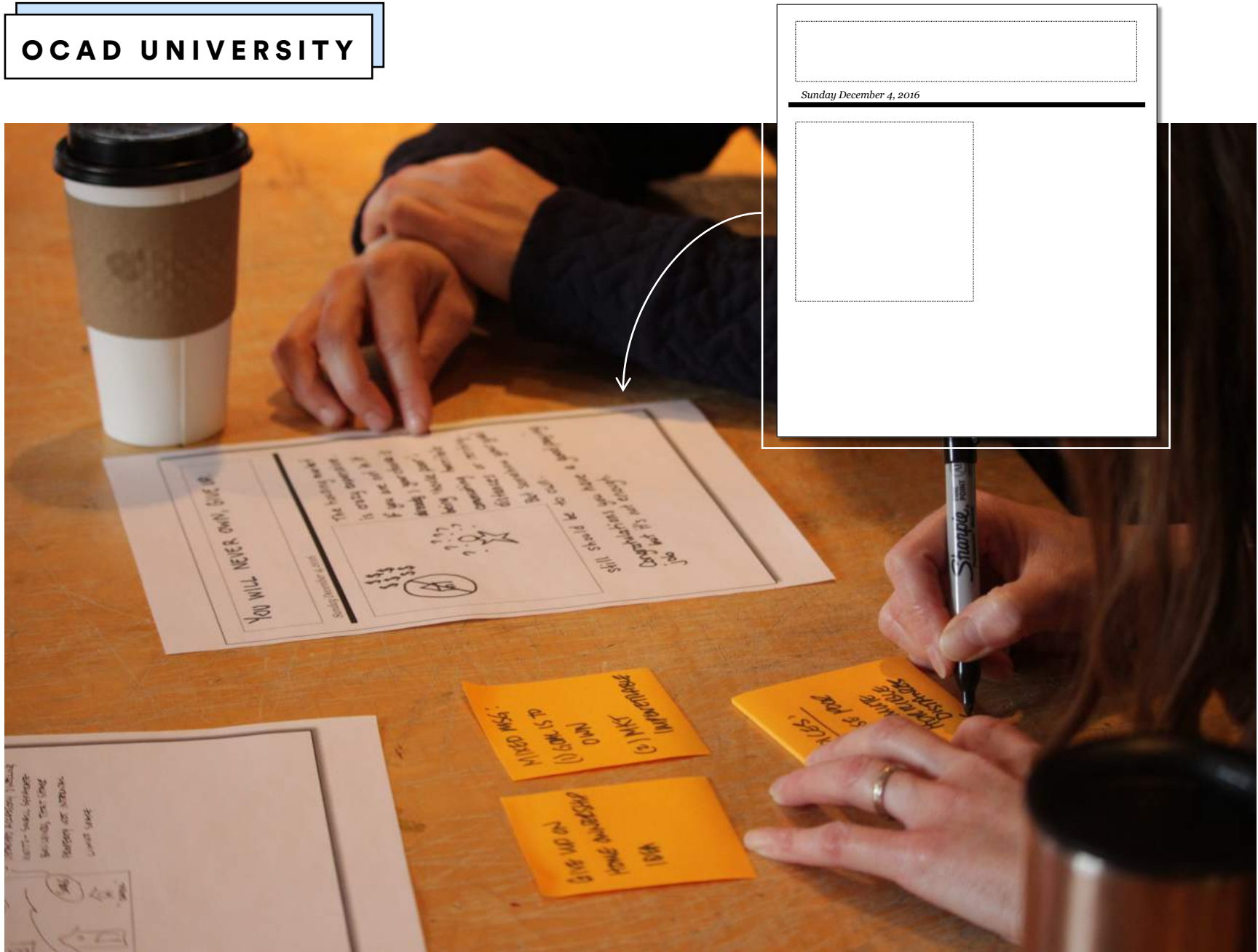
Problem Finding



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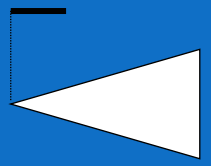
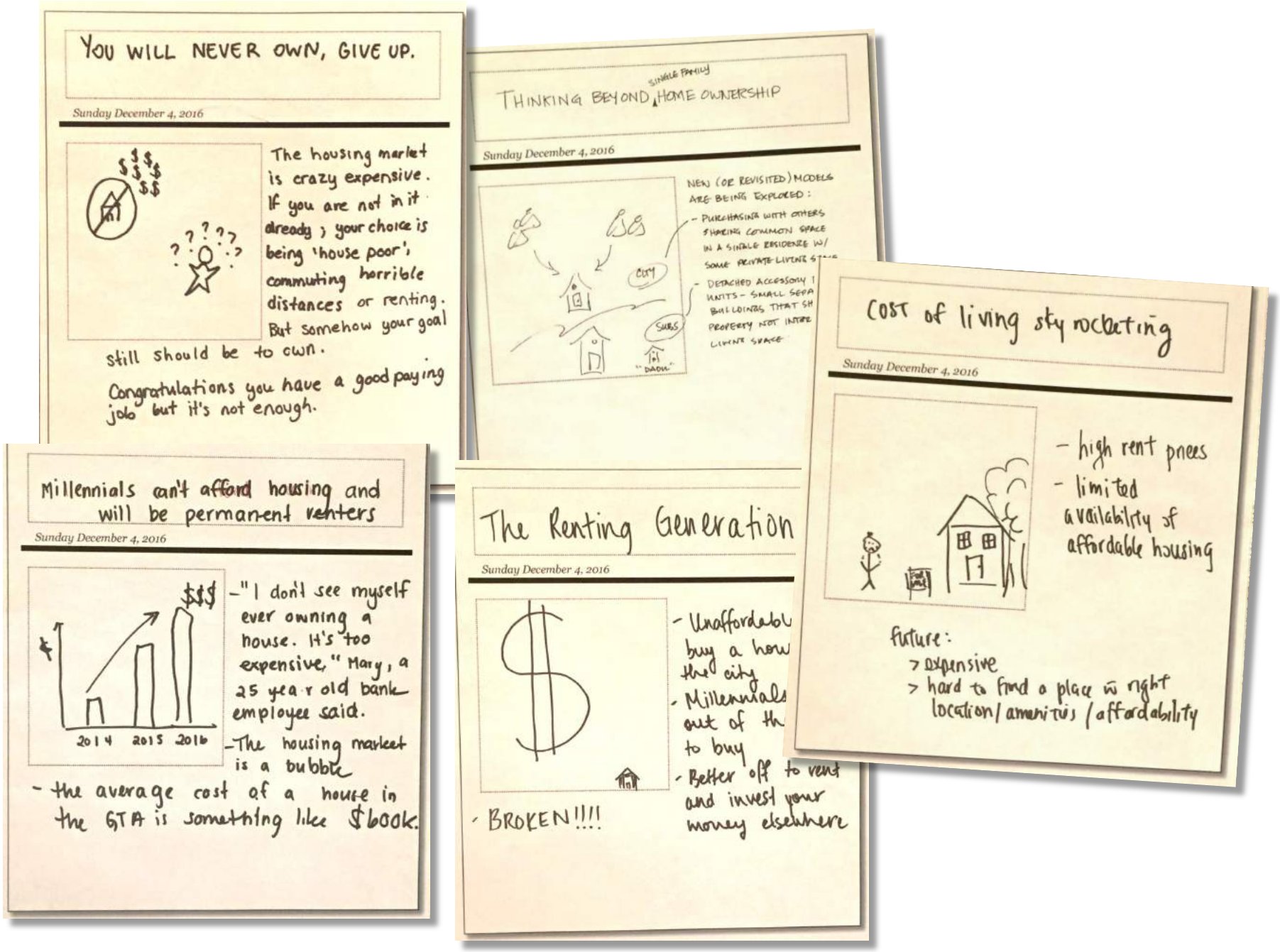


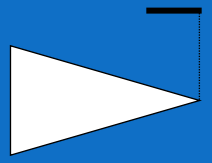


EXAMPLES FROM THE FIELD

Low-Fidelity Prototyping

How might we envision future possibilities for a Canada Housing Benefit in our communities?

Solution Development



CMHC SOLUTIONS LAB

What we wanted to learn:

- Based on a shared vision for success, what might desirable solutions for the Canada Housing Benefit look like across the country?
- What have multi-stakeholder design teams in each workshop achieved alignment on?

EXAMPLES FROM THE FIELD

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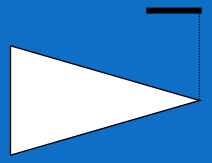

CMHC SOLUTIONS LAB

What we asked of participants:

- Based on an initial brainstorm of potential elements of their solution, develop a low-fi prototype in the form of:
  - Mock-ups
  - Storyboards
  - Role play
  - Low-fidelity models
  - Journey maps
  - ...etc.

EXAMPLES FROM THE FIELD

Low-Fidelity Prototyping

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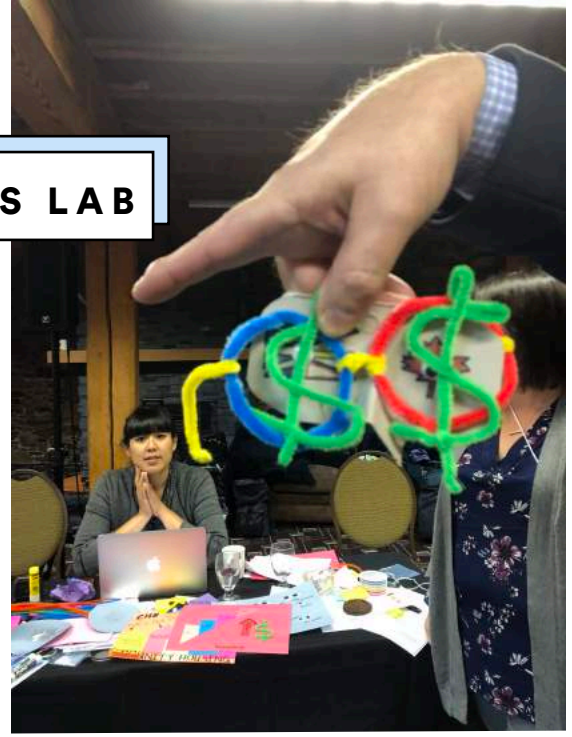
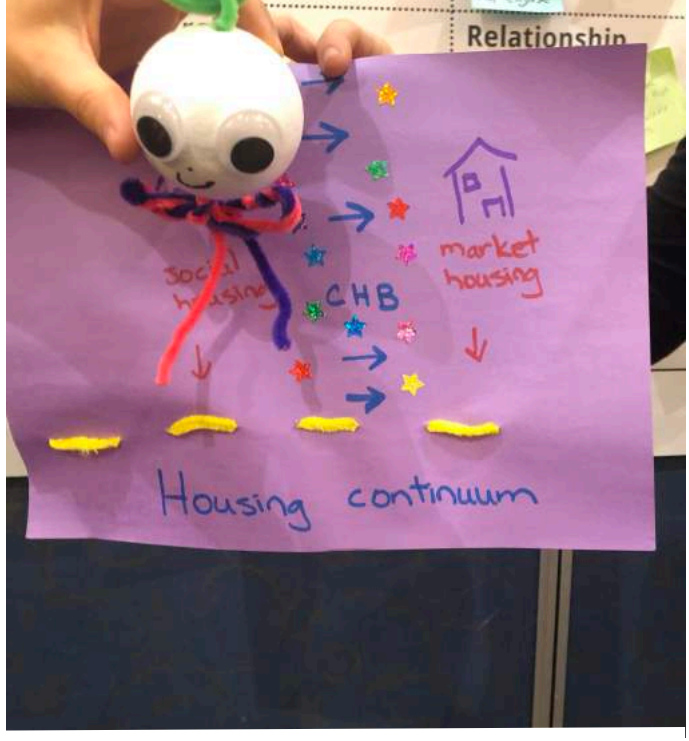
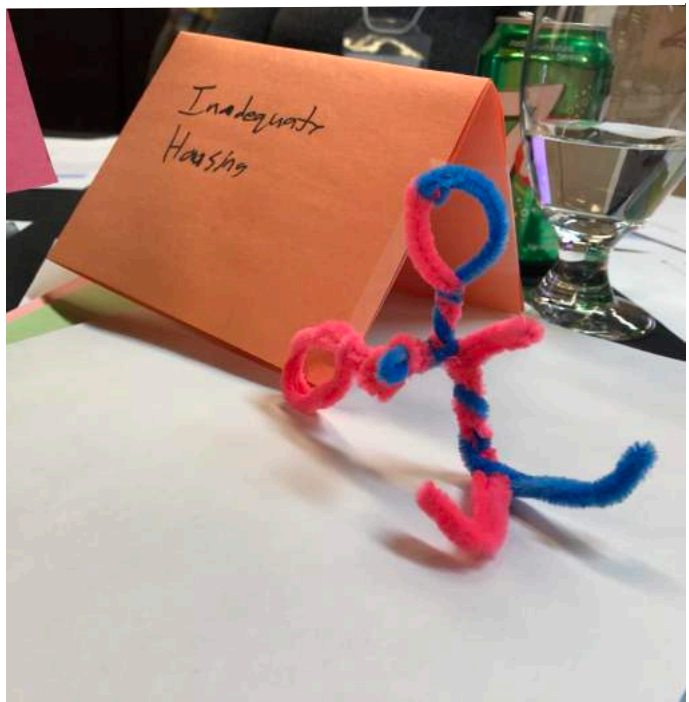






Solution Development

Low-Fidelity Prototyping

WHY PROTOTYPE?

... Is it just arts and crafts?

- It brings your idea out of your head and into the real world.
- It allows the group to react to, build on, and interact with ideas in an unconventional way.
- It forces people to take a leap of faith and articulate, build, and execute an idea.
- It helps keep the humans at the centre of the design process.

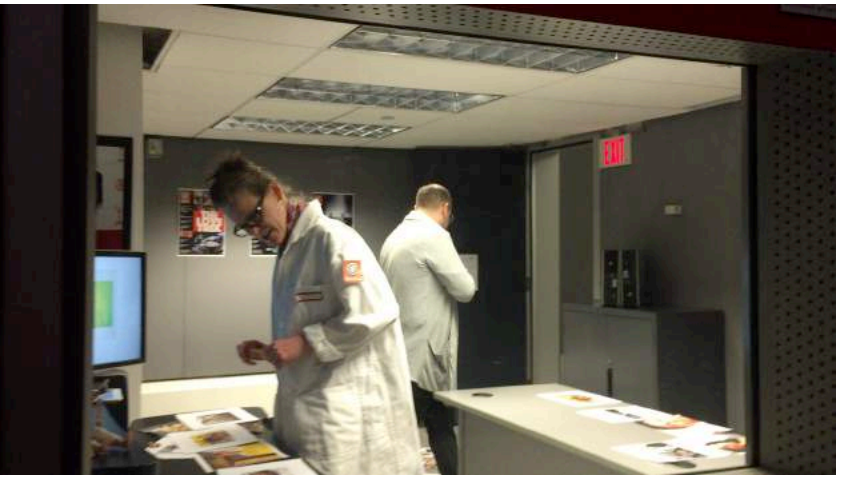
Low-Fidelity Prototyping

WHY PROTOTYPE?

Want to get really ambitious?

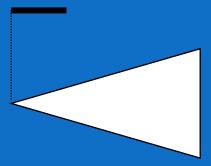
See how “real” you can get!

TIME MACHINES



My Future Home Tour

How might we better understand housing preferences across different family lifestyles in Toronto?



SIDEWALK LABS

What we wanted to learn:

- What makes a “home” in the city of the future?
- What characteristics of the built form and layout create comfort or discomfort for people?
- What expectations and assumptions do people have about condominium living?

EXAMPLES FROM THE FIELD

My Future Home Tour

How might we better understand housing preferences across different family lifestyles in Toronto?

Solution Development

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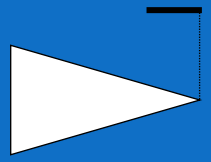

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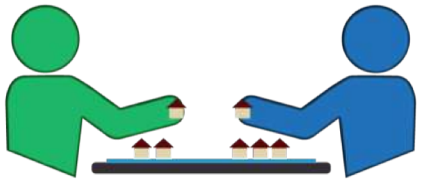
- What have multi-stakeholder design teams in each workshop achieved alignment on?

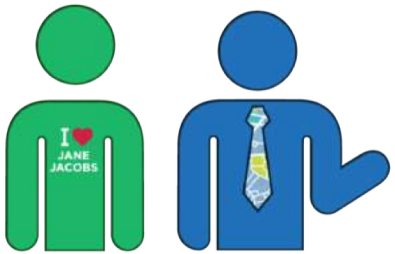
LESSONS LEARNED

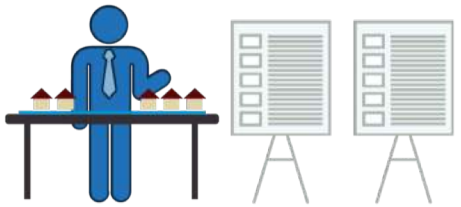
Lego Housing Infill Options Game / Heritage Action Plan Lego Options

WHY PLAY?

- Prescribed options help to facilitate conversation
- Hands-on and easily personalized
- Breaking up the boards
- Knowledgeable staff nearby







THE END.

Questions?

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