

VALUING DESIGN THINKING Case Studies

Improved product usability and greater appreciation of the value of 'Design'.

Empowering over 100 families to thrive, not just survive at less than the cost of three children in state or foster care each year.

Efficiency savings of AUD \$537,000.

Award winning design for child protection outcomes.

Product by Design:

Australian Customs and Border Protection Service – Mobile x-Ray Unit



Emerging business trends indicated the need to increase the usage of the Mobile x-Ray units (MXUs) in the field. The MXU in operation at the time had usability issues causing staff injuries and risked damaging parcels, as well as placing unacceptable constraints on the composition of operator teams. Senior management appreciated the physical effort required to operate the MXU by performing the tasks themselves, which strengthened their support for the application of design thinking to new MXUs.

The manufacturers and MXU operators worked together to ensure the new MXU could be used safely and efficiently in the field by all staff. Resulting in 'happy operators and better business results.'

Service by Design:

The Australian Centre for Social Innovation – Family by Family program



Family by Family is a network of families helping to reduce the high demand on crisis services such as the child protection system, by providing pre-emptive support for 'at risk' families. The program improves family interaction and health outcomes, but its strongest impact is to the individual: self-esteem, believing one's choices make a difference, and having a positive orientation to the future.

The program was developed by working with families to co-design and prototype different responses to family stress and crises. The program finds and trains families who have been through tough times, pairs them with families who want things to change, and coaches the families to grow and change together.

Currently operating in the Cities of Marion and Playford, Adelaide.

Engagement by Design:

The UK Cabinet Office and 15 London Boroughs – Competition for Direct Debit

Terry & Sal - family life

Terry is head of Bacs Academy, Sal's a busy MD. This husband and wife team are experts on Direct Debit.

[Family life information](#)



Bob & Rose - retirement

Grandpa and Gran Smart are comfortably retired, but still like to be thrifty.

[Retirement information](#)



In 2011, a prize draw of £25,000 was run to encourage citizens to pay their local council tax by Direct Debit payments. Direct Debit is the most effective way of receiving payment on time and for the correct amount. Citizens also receive benefits such as 'set-and-forget' and protection against penalties.

Fifteen London boroughs, using behavioural insights and lateral thinking, decided to 'reward' instead of threaten to 'punish'. They each chipped in approximately £4,800 in order to fund a competition prize for signing up to Direct Debit payments. Marketing campaigns used scenarios to explain the user benefits of Direct Debit and promoted the competition. The campaign was a success, delivering 34,500 new Direct Debit customers. Each of the boroughs realised their return on investment within three months from the cost savings.

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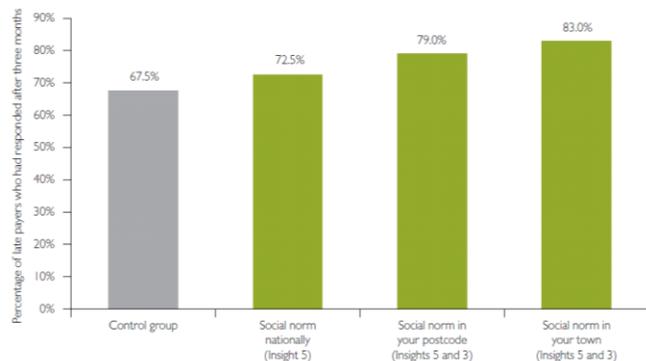
A 19% increase in tax debt recovery using better letters.

Gallagher on track to increase turnover by \$300M within 5 years.

Fresh ideas, increased engagement.

Started a deeper conversation about government's use of social media.

Communication by Design: The UK Cabinet Office and Her Majesty's Revenue and Customs – 'social norm' letters



Altering the messages in tax debt communications to increase compliance by encouraging citizens to pay their tax debts.

The Behavioural Insights Team from the UK Cabinet Office worked with the relevant departments to design randomised control trials to test different messages in letters, contrasting the recipient's behaviour with the norm. In one trial of 140,000 taxpayers, all the test letters contained the statement '9 out of 10 people in Britain pay their tax on time'; increasing compliance by 15.5%. A further trial of 108,000 taxpayers used the statement '9 out of 10 people in Britain pay their tax on time and you are one of the few people who have not paid yet' which raised the payment rate by a further 4%.

Strategy by Design: The NZ Better by Design program – the Gallagher Group



Focusing on 'what the brand is and what it is about' led the Gallagher Group to merge its various brands and in doing so increased its brand presence and saved time and money.

The Gallagher Group was challenged by the Better by Design Program's 360 degree review about why it was developing equity in numerous brands and whether its focus was on doing projects rather than the right projects.

Integrating design into business using the Better by Design Program is being trialled in Australia with good early results. See the Rossi Boots story at <http://www.youtube.com/watch?v=rOAB6ICcJRc>

Policy by Design: New Zealand Police – NZ public writes Police Act



In 2007, New Zealanders were provided with an opportunity to help the Government to rewrite the Police Act 1958. The NZ Police launched an open to the public 'wiki' in an attempt to gain a wide range of views and potential changes to the law.

This initiative was the first of its kind in the world, attracting 26,000 visits and significant international media coverage.

The wiki produced three positive outcomes :

- hundreds of constructive edits and fresh ideas;
- increase awareness and engagement in the review; and
- a deeper conversation around government use of on-line social networking technologies.

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