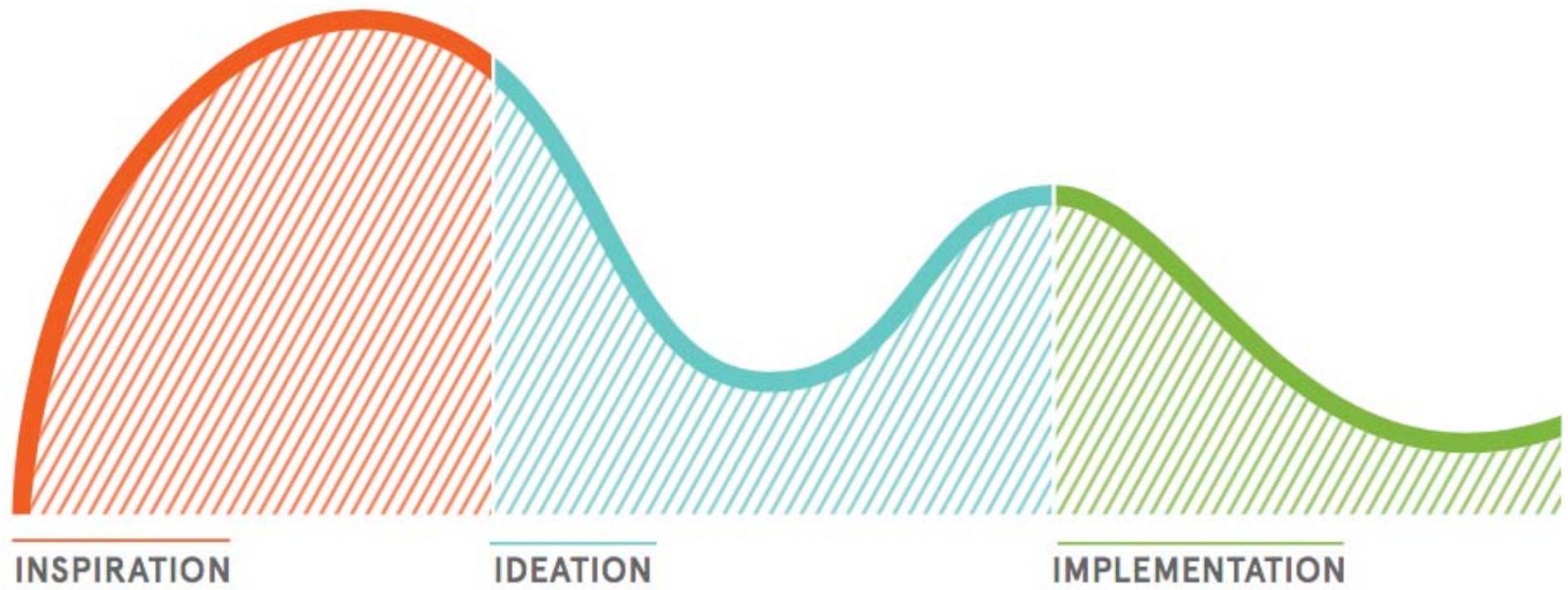


How might we change the AES so it is more relevant to you?

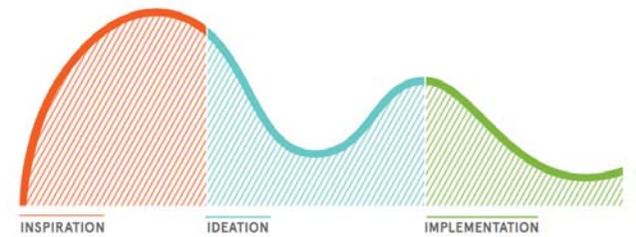
Insights from the IDEO.org

Introduction to Human-Centered Design
course



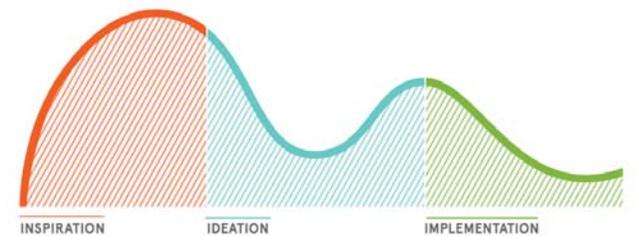
Who do we have in the room?

Segmentation



Seeking inspiration...

The empathy interview and the empathy map

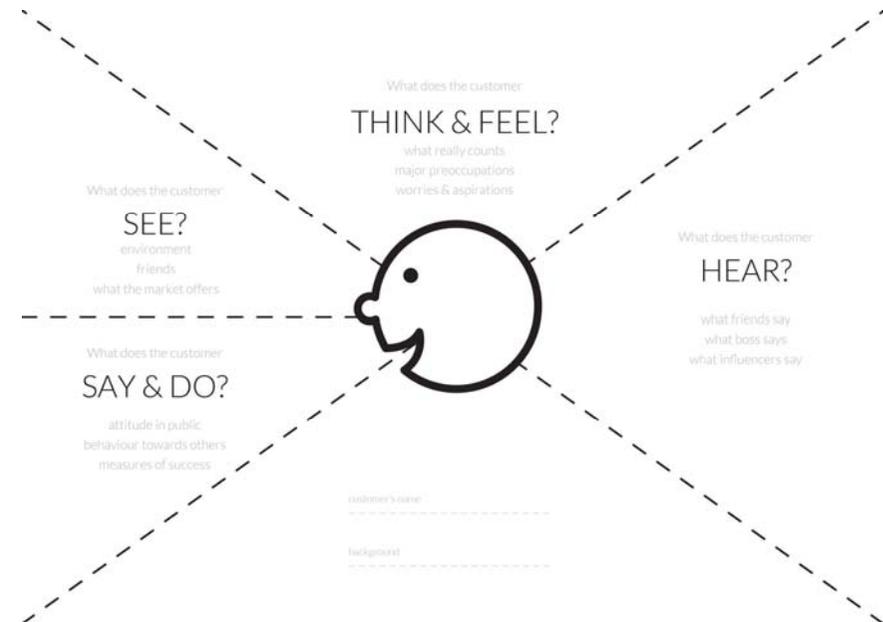


Two tools

Empathy interview

An approach to finding out as much as possible about a person's experience as a "user" of a space, a service, a process, an objective or and environment

The empathy map



SAY: What are some quotes and defining words

DO: What bits of the AES do they use/don't use? (and what might they need?)

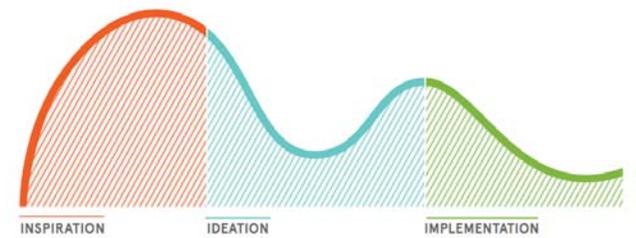
THINK AND FEEL: What might they be thinking and feeling?

PAIN POINTS: What are the sources of frustration?

HAPPY MOMENTS: What are the positive experiences and what contributes to these?

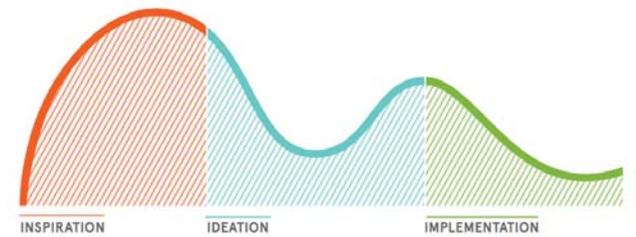
Ideation 1.

How might we....



Ideation 2.

Prototyping



Connections...



“Innovation doesn’t discard tradition – it just stops using it as a strategy for the future.”

Omer Soker, The Future of Associations

A question of relevance?

The status quo:

Our association is *good but not great*

- Its **expensive**
- Its **value proposition is unclear**, and
- has **high turnover**



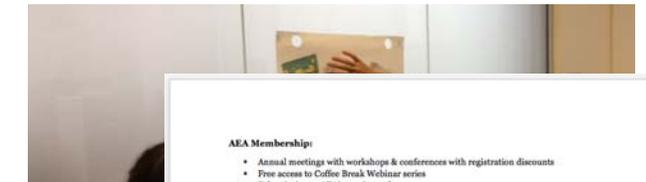
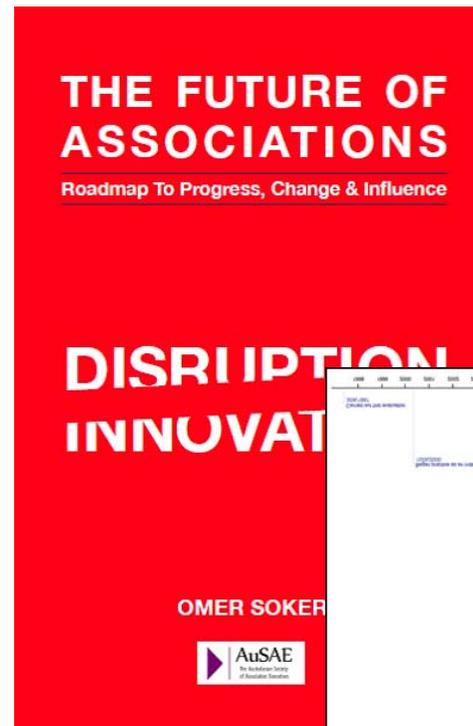
Our project:

How might we change the our professional association so it is more relevant to members and potential members?

Our research: Immersing ourselves in “needs”

What we did:

- Learnt from people
- Learnt from experts
- Looked at member experiences (immersion in context)
- Learnt from other associations (seeking analagous inspiration)

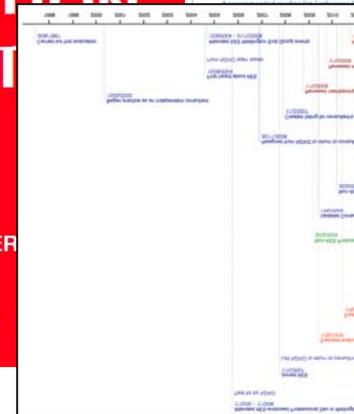


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Are there any forms of support
like to start tapping into to deve

Workshops, seminars and short traini
courses



AEA Memberships:

- Annual meetings with workshops & conferences with registration discounts
- Free access to Coffee Break Webinar series
- Subscription to AEA's two journals
- Submit a listing to "find an evaluator" database on the website
- Networking and community with colleagues of similar interests

<http://www.eval.org/>

APEA Memberships:

- Provides forums for discussions of ideas, publications, seminars, workshops and conferences
- Promotes transparent and accountable governance
- Linking members who have similar evaluation interests
- Facilitating education and training
- Establishes and promotes ethics, professionalism and exemplary standards in evaluation practice.

<http://asiapacific-evaluation.org/home/>

NZLS Memberships:

- Provides and maintains four databases so lawyer's clients can easily locate them
- Subscription to *LawCall*, the fortnightly magazine
- National Friends Panel, made up of NZ lawyers who are willing to be contacted on a confidential basis by fellow lawyers with questions or concerns
- New lawyer services for the first five years of a new lawyer's practice to aid a smooth transition into the profession
- Locum panel, an online database of lawyers who are able to work as locums
- Provides support and resources for the promotion of health and wellbeing, with resources on topics such as addiction, depression, and stress
- Access to Law Society libraries in Auckland, Wellington and Christchurch High Court buildings and smaller branch locations across the country, as well as online resources
- Information and resources to help in the management of a legal practice or a group of lawyers in practice
- Access to NSLZ CLE professional development materials

<https://www.lawsociety.org.nz/>

CAANZ Memberships:

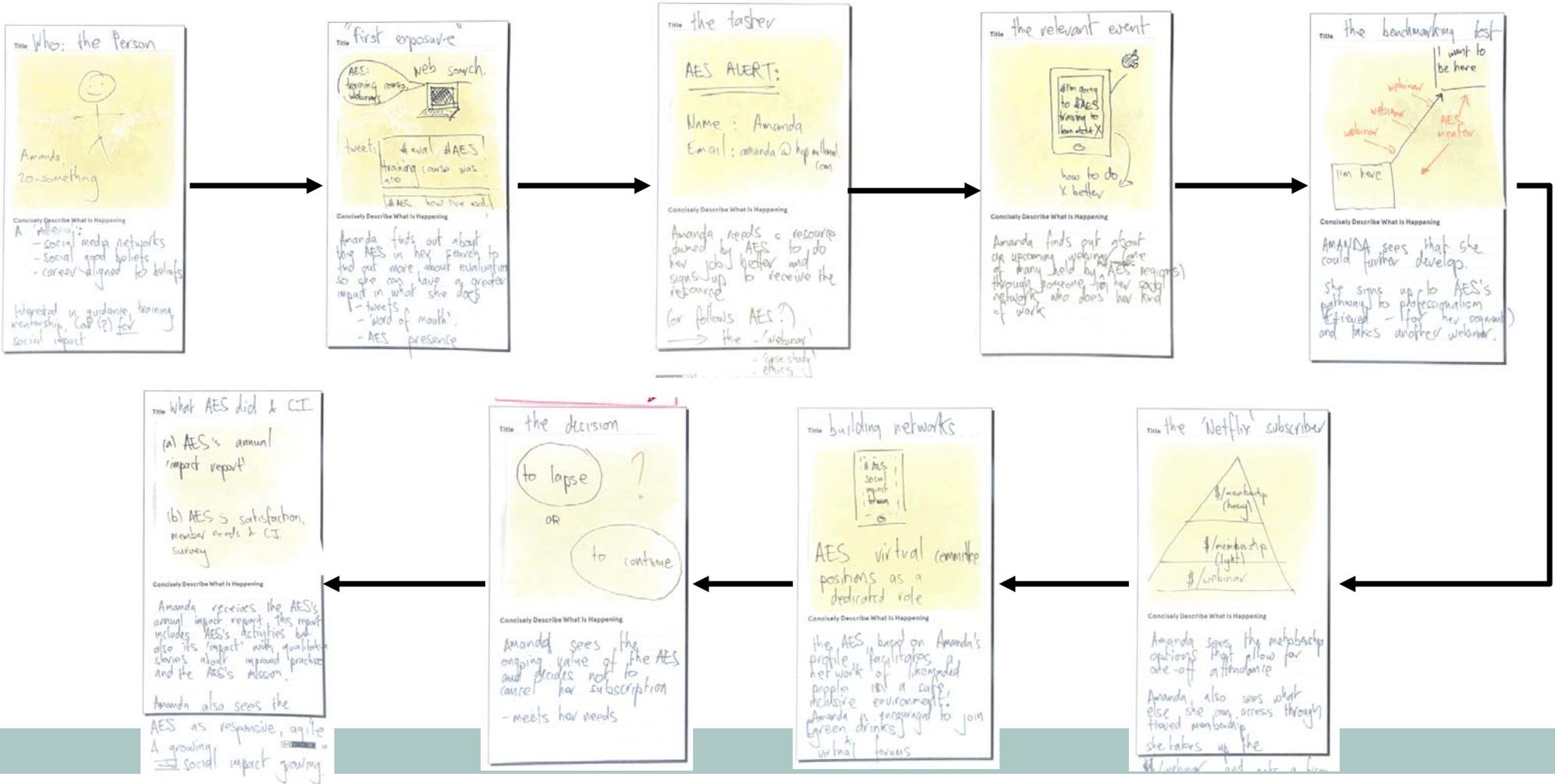
- Resources for tools, templates, guidance, data and marketing
- Support networks built on knowledge, experience and trust
- Access to Affinity: access exclusive offers from globally recognised brands
- Savings on office supplies
- Exclusive offers on financial products and services through Westpac

Our solution

- Evolving to incorporate a “virtual” association structure
- Tiered membership options
 - Segmented members
 - Monthly subscription option
- Broader services offered by the Association



A more relevant Association: we used the course's tools to understand how it works...



What next?

- **We are now embarking on our first phase of testing...**
 - **We will then iterate and test as we continue to improve our ideas**
-