

Clear Horizon Stepping out: Evaluators working as designers.



About us

FIRST MEETING OF THE AES
DESIGN & EVALUATION SPECIAL
INTEREST GROUP
Tuesday 28 Sep 16, 1:30 pm

AES Special Interest Group

DESIGN and EVALUATION

No AES membership
required!

Steering Committee (so far):

Jess Dart (chair), Liz Smith, Mark Bailey

NOTE: Non-consultants are welcome - please
join the committee!

1 WHAT DO WE MEAN BY 'DESIGN & EVAL'?

Historically and today:

Role of evaluators on design
teams e.g. International
Development is program design

Now we have...

THE RISE OF
NEW TERMS

design thinking rapid prototyping
human-centred design
fast-track



THERE IS A LOT OF OVERLAP
AND POTENTIAL FOR
TWO-WAY LEARNING

We use design skills, designers use evaluative thinking

2 WHAT DO WE WANT FROM THE DESIGN & EVALUATION S.I.G?

4 initial focus areas:

- A Learning more about design thinking tools and approaches
- B Understanding and "mapping" the design territory - what's doing what?
- C How can design and "design thinking" make us better evaluators?
- D How can we, as evaluators, add value to design thinking & designers?

GROUP
RANKING
OUTCOME:

FIRST, focus on A and
B to get the basics
THEN look at C and D

Notes by Katrina Middleton (katrina.middleton@peter.gid.gov.au)

Overview

- A brief background to Design
- 3 key ways evaluators are engaging with design
- 3 cases of evaluators working as designer
- A workshop session to explore evaluators working as designers

HBR.ORG

Harvard Business Review



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SPOTLIGHT ON THE EVOLUTION OF DESIGN THINKING

Design Thinking Comes of Age

The approach, once used primarily in product design, is now infusing corporate culture.

by Jon Kolko

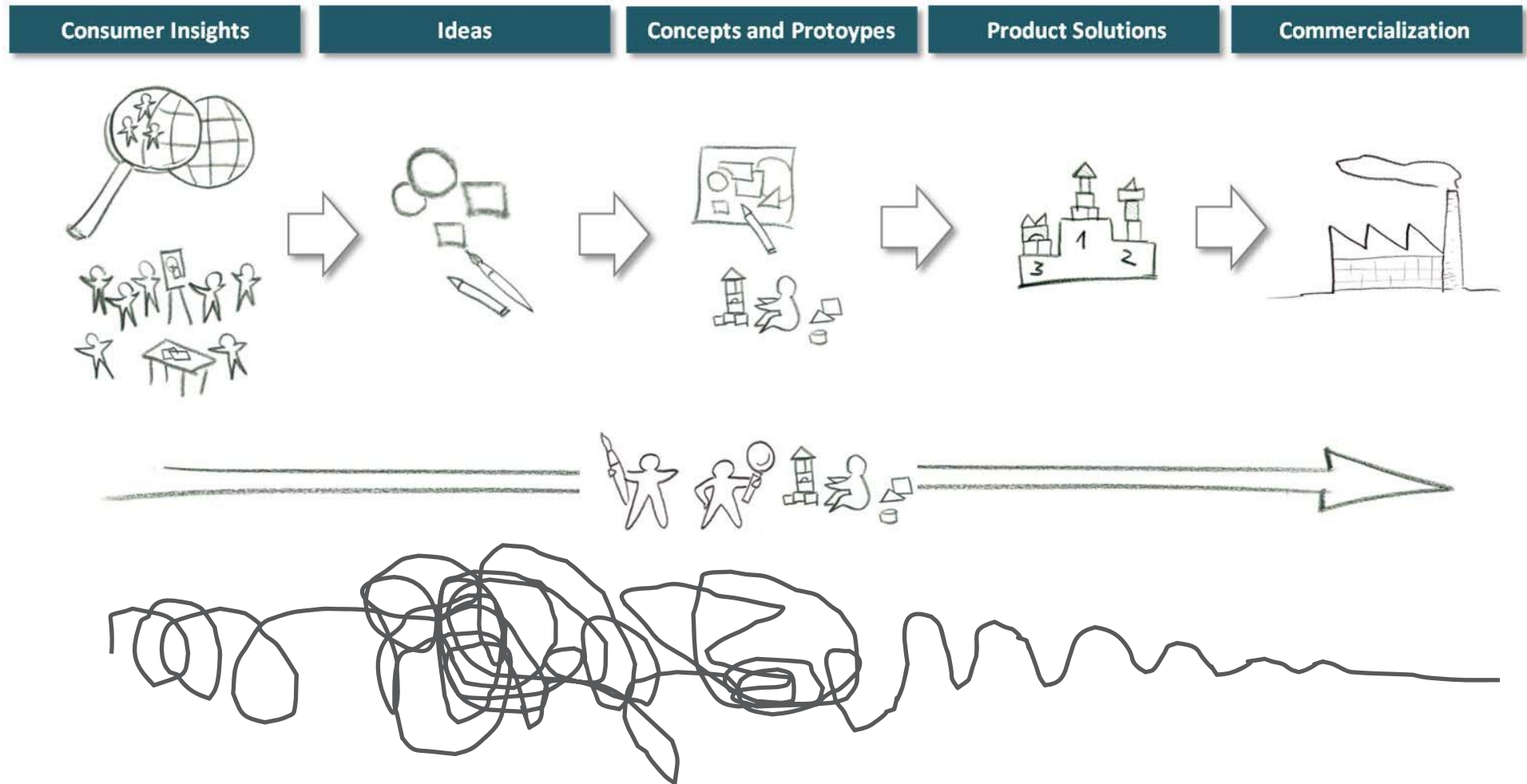
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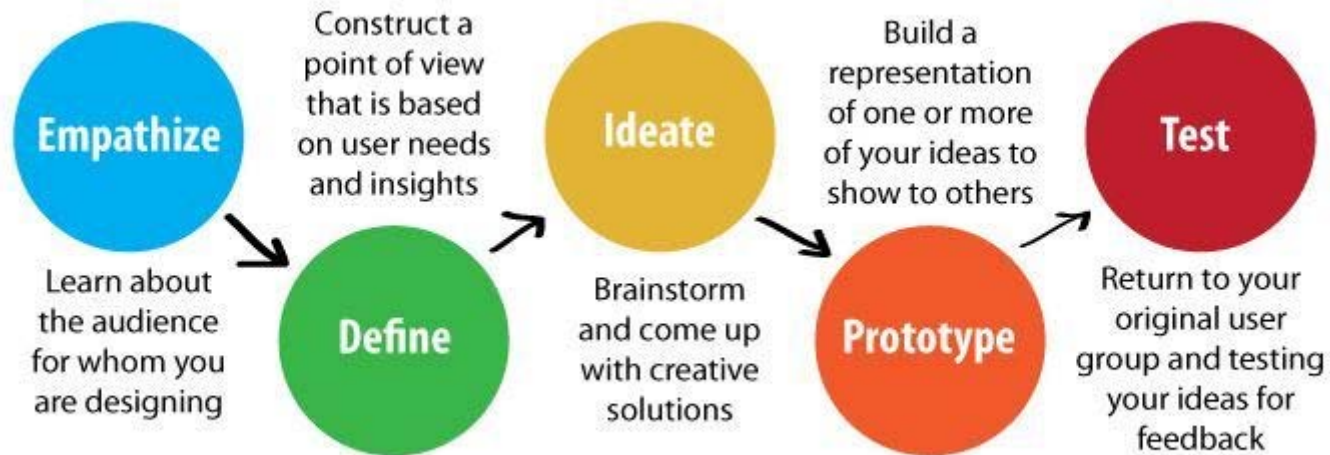
What is design thinking?



“purposeful and systematic process to create positive change”



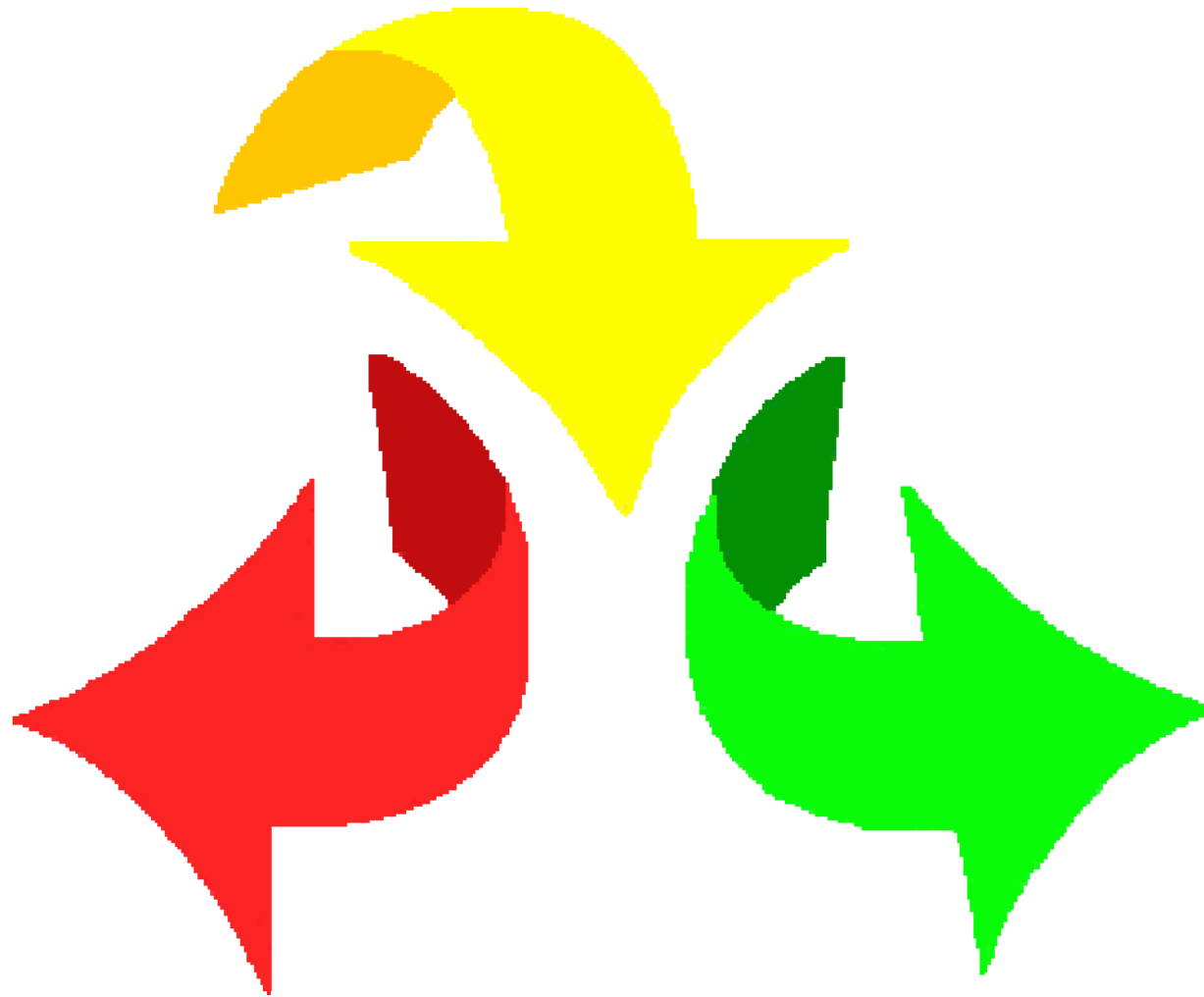
Human-centred design



What is it?

- Human-centred
- Tangible
- Co-creative
- Messy
- Contextual
- Experimental
- Action oriented

Evaluators and design

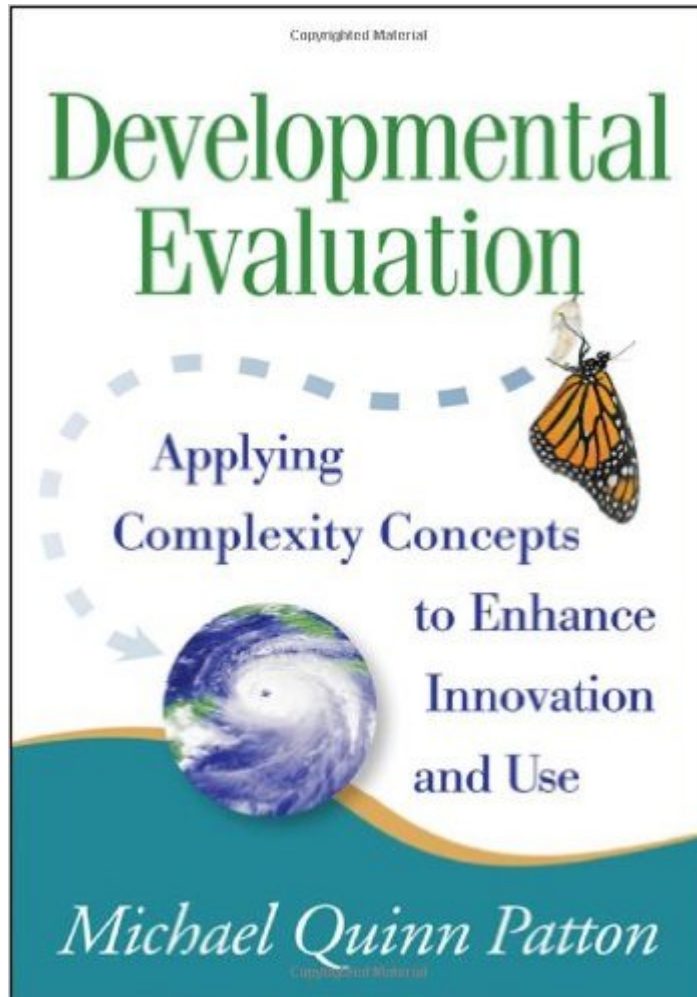


1. Using Human Centred Design when designing an M&E system or evaluation

Evaluators can also apply the principles of design thinking/ human centred design to their own work – in particular:

- To design an M&E system to be user-focused
- To design an Ap for use in M&E

2. Accompanying social entrepreneurs



Rather than become designers – some evaluators work as “developmental evaluators” within the social innovation phase.

3. Evaluators becoming designers

Some evaluators are beginning to step sideways and use their skills to design policies/ services and programs.



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Case from Sara Webb



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Case from Anna Powell



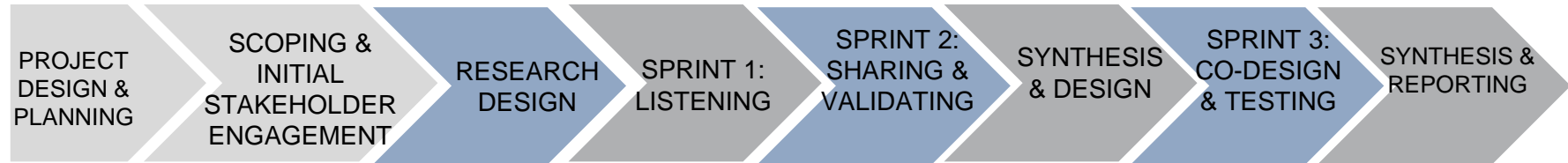
Client - Government Department

Design project- Early-stage discovery and design with intent to prototype ideas

Evaluation priorities:

- Contribution of user centred-design process to policy-making
- Capability building of project staff in design

Evaluating a Design Project



Research Design	Sprint 1 - Listening	Sprint 2 - Sharing & Validating	Design	Sprint 3 - Co-Design & Testing	Recommendation & Documentation
Literature Review Theory of Change for current policy Theory of Change for design project Baseline interviews of project team	Daily debrief process for field End of fieldwork debrief process Policy Theory of Change: - new insights from fieldwork /identifying opportunities Synthesis workshop reflection process	Theory of Change revised with new insights from fieldwork Workshop reflection process	Debrief process designed for co-design workshops	Capability building questions for evaluation included in the Fieldwork Workbook. Evaluation questions embedded in prototype and idea testing.	End of project reflection workshop Project team debrief Project team interviews and survey on capability building and value of prototypes. Evaluation Report



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Case from Jess



Case study: An evaluators approach to co-design



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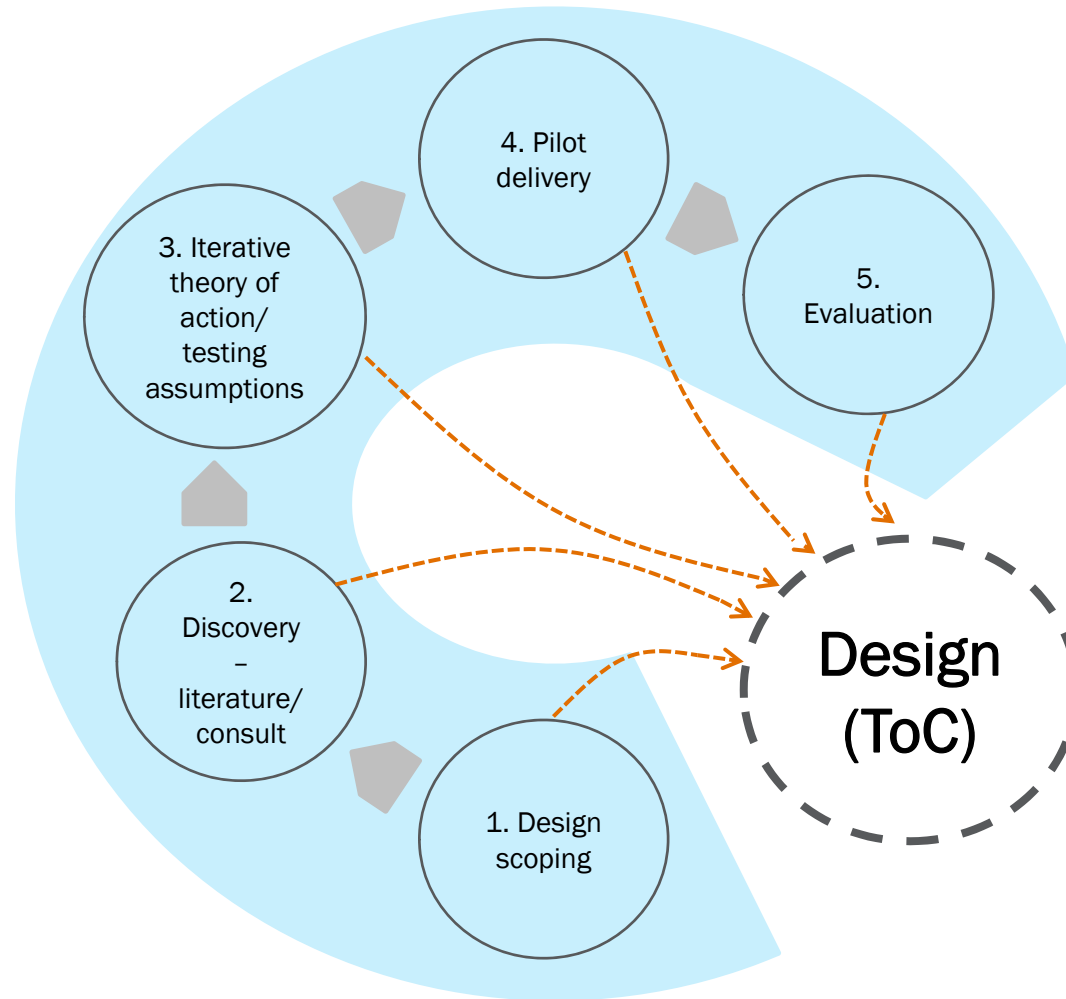


Case study: An evaluators approach to co-design

Content

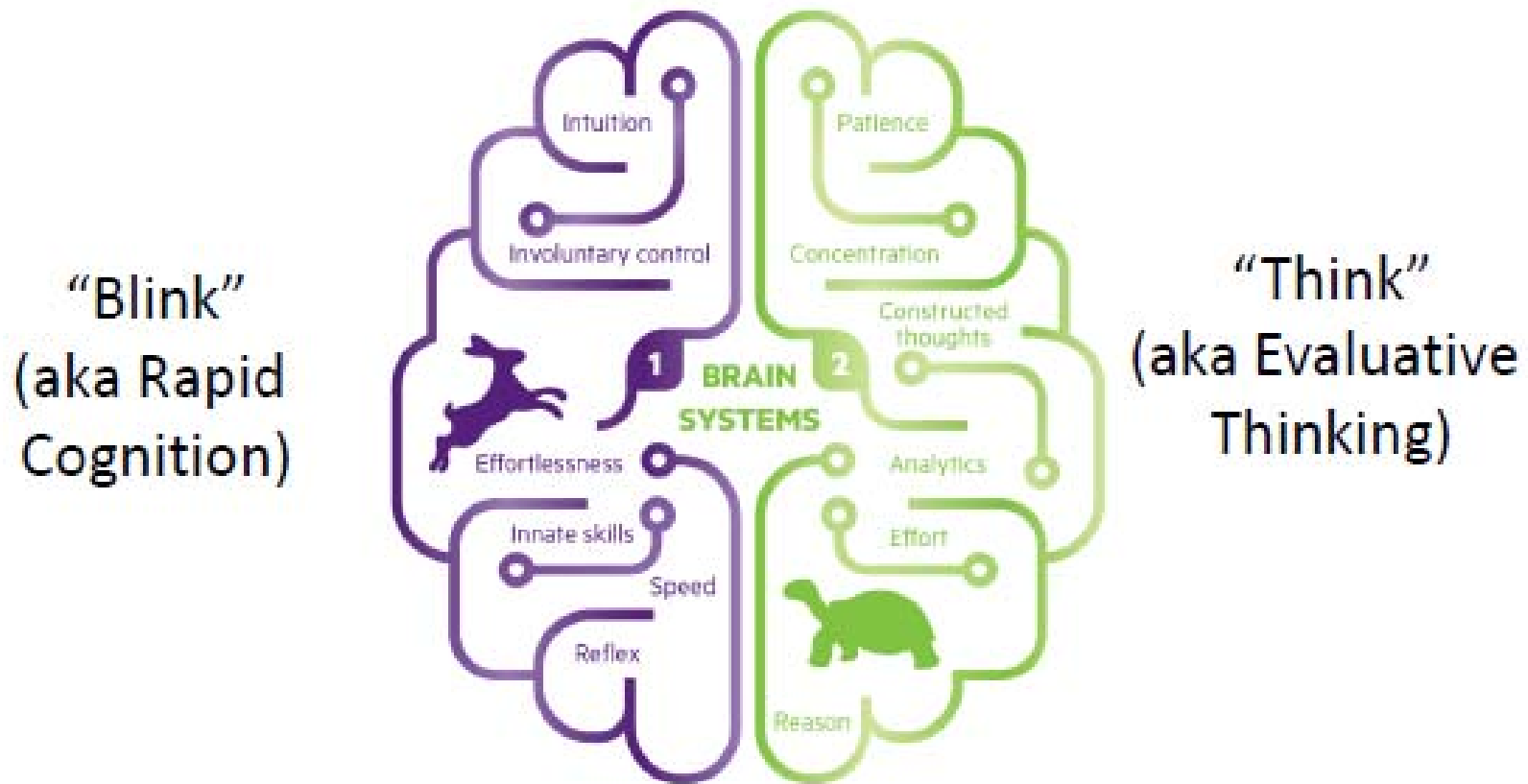
Process

Key stakeholder and end-end user input and feedback



**Iterative
Theory of
Change (ToC)**
held the
process
together

Design & Evaluation



(Credit Mark Cabaj)

Open question: Can we and do we want to be both evaluators and designers?
Do we want to support designers with evaluation? Do we want to do both?

