The Art of the Possible

@andreasiomok
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Design ethnography
Customer journey mapping
Storyboarding
Personas
Co-design
Evidence safaris
Data visualisation
Styles of intervention
Policy canvas
Speculative design
Experience prototyping
Service blueprints
Experiments in policy making
Designed around people’s experience and behaviour
In complex systems
We sit on the edge

We experiment with new approaches here. If they prove to be valuable we bring them into Government and support their more widespread use in departments.
Innovation in Maritime
Using Speculative Design
Visit Cornwall for autonomous ferries

A local ferry operator in Cornwall will launch its first autonomous electric vessel this summer. In the hope of becoming the Uber of the seas it has upgraded the service between Falmouth and St Mawes. The operator, running in the region since the 1960s, chose to invest in electric propulsion to compete with other sea taxis. Generating maintenance and operational cost savings and reducing the company’s environmental impact. The vessel’s autonomy will allow the crew to focus on passenger safety and comfort over operational duties.

Enabling deep sea aquaculture

Seabed mapping / UTOPIA

Remote controlled sub-sea drones collect, bathymetry data for the business to explore deep-sea mineral deposits that could lead to the world's first offshore wind farm. Creating pathways for oceanic aquaculture in tropical waters, such as puffer fish, allowing the plants and animals to thrive. Farming out at sea allows for larger farming structures to replenish the population and expand sustainability.
Technology and Innovation in UK Maritime: The case of Autonomy

A Maritime 2050 Route Map

January 2019
Solutionism
Mystery-heuristic-algorithm

Adapted from Professor Roger Martin, Rotman Business School
Responsive innovation

A people-centric experiential perspective
Intrepreneurial / whole system mind-set
Multiple ‘end games’ or ‘fields of opportunity’
Uncertain future / many possibilities
Agility to respond to emergent data
Non-linear - zooming in and out
Expanded system-view of interventions
Gaps in evidence base require experimentation
Change is multiple points over time
Professional policy-makers as stewards
Fields of opportunity

Macro scaffolding

Current Situation

Micro actions

Committed to the long term outcomes as well as the short term learnings

First wave field of opportunity

Second wave field of opportunity

Third wave field of opportunity

Future state

Future state