



The Art of the Possible

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Design ethnography
Customer journey mapping
Storyboarding
Personas
Co-design

Data visualisation
Styles of intervention
Policy canvas
Speculative design
Evidence safaris

A man in a striped shirt is seen from the side, reaching up to adjust a large-scale network diagram on a wall. The diagram consists of numerous thin lines connecting various points, with some thicker lines and labels like "CENTRAL PARTIAL" and "LINES" visible. The background is a plain wall with some posters or notices.

Experiments in policy making

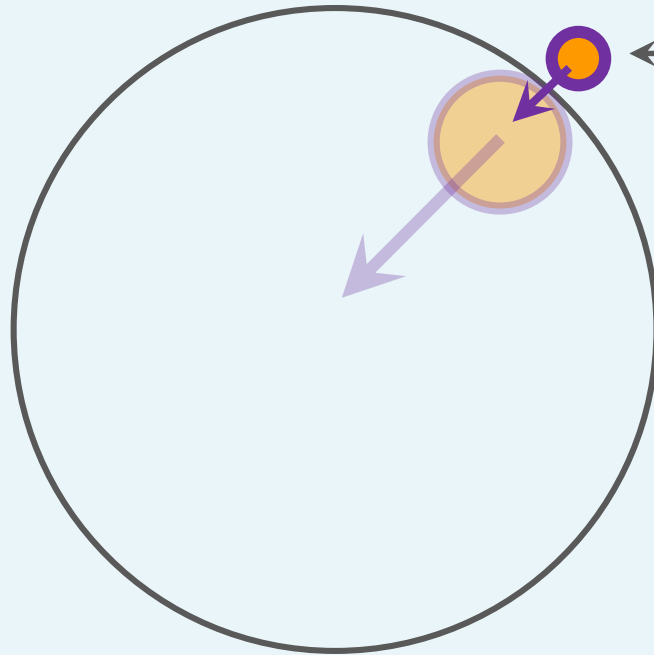


**Designed around
people's experience
and behaviour**

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





**ALL HATCHES
TO BE KEPT
CLOSED AT SEA**





Speculative Design



Visit Cornwall for autonomous ferries

Autonomous passenger ferries / UTOPIA

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.



Department for Transport

Enabling deep sea aquaculture

Seabed mapping / UTOPIA

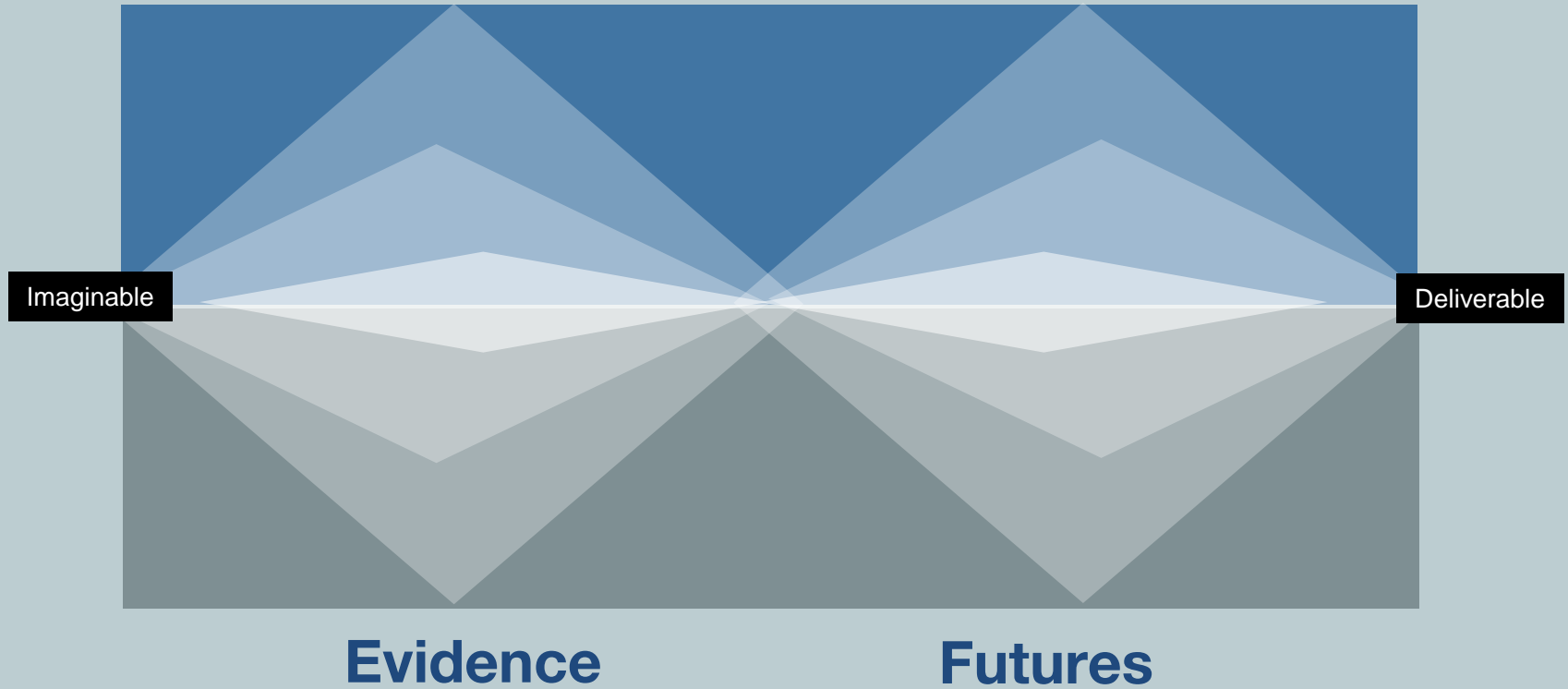
Remote controlled sub-sea drones collect bathymetry data for the businesses to explore deep-sea mineral deposits that could lead to charts identify locations for oceanic aquaculture in tropical waters, at UK innovation hubs clean and repair themselves, making the pr nets. Farming out at sea allows coastal fishing stock to replenish population is fed sustainably.

Autonomous trucks and money

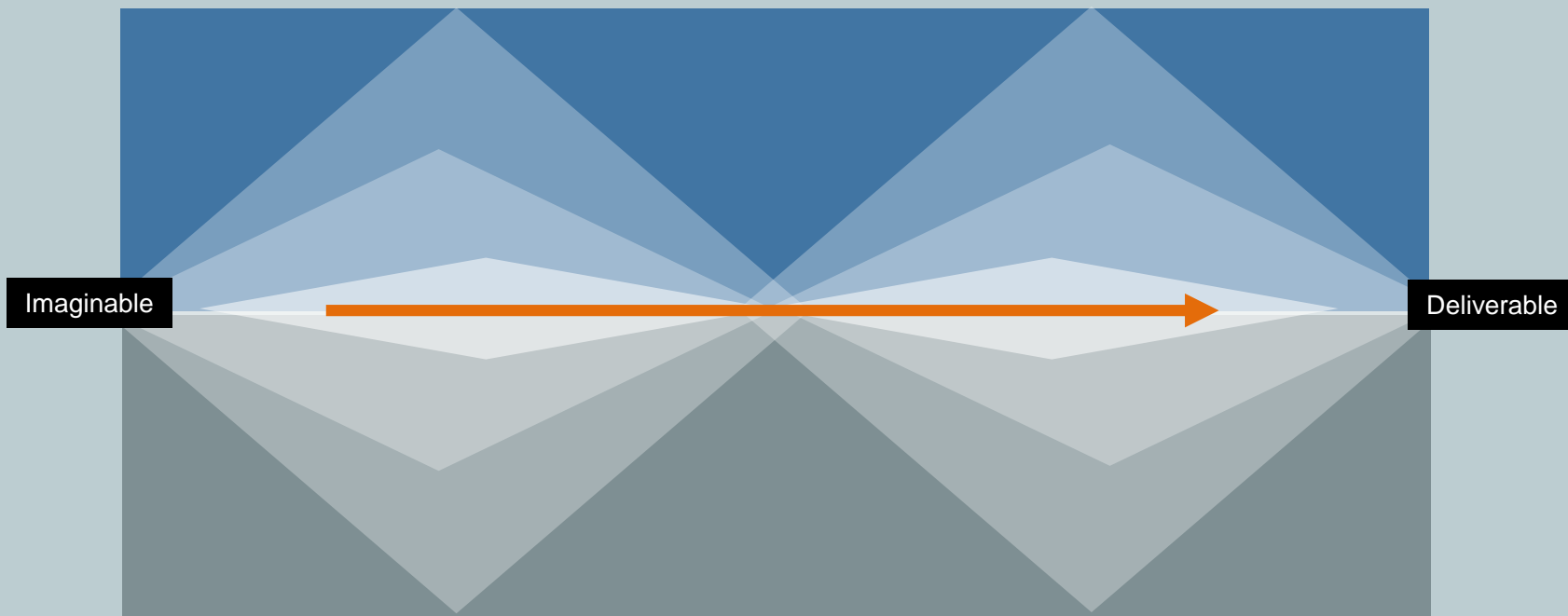
Autonomous trucks and money. They make provision for multiple bunkering options including liquid natural gas and electric. Large container shipping loss of life from breaking mooring ropes. Smart autonomous trucks feed into the road logistics network, streamlining the supply chain. Insurance companies can track goods more easily, tailoring



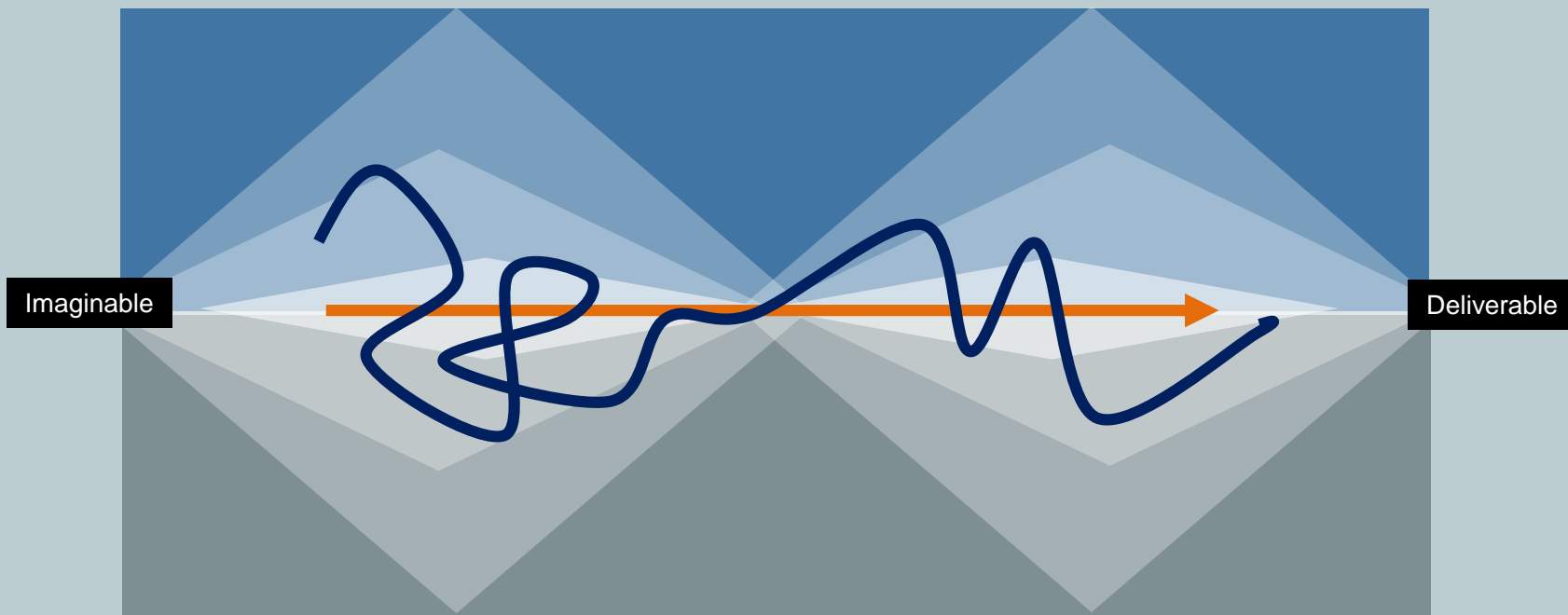
Divergent thinking



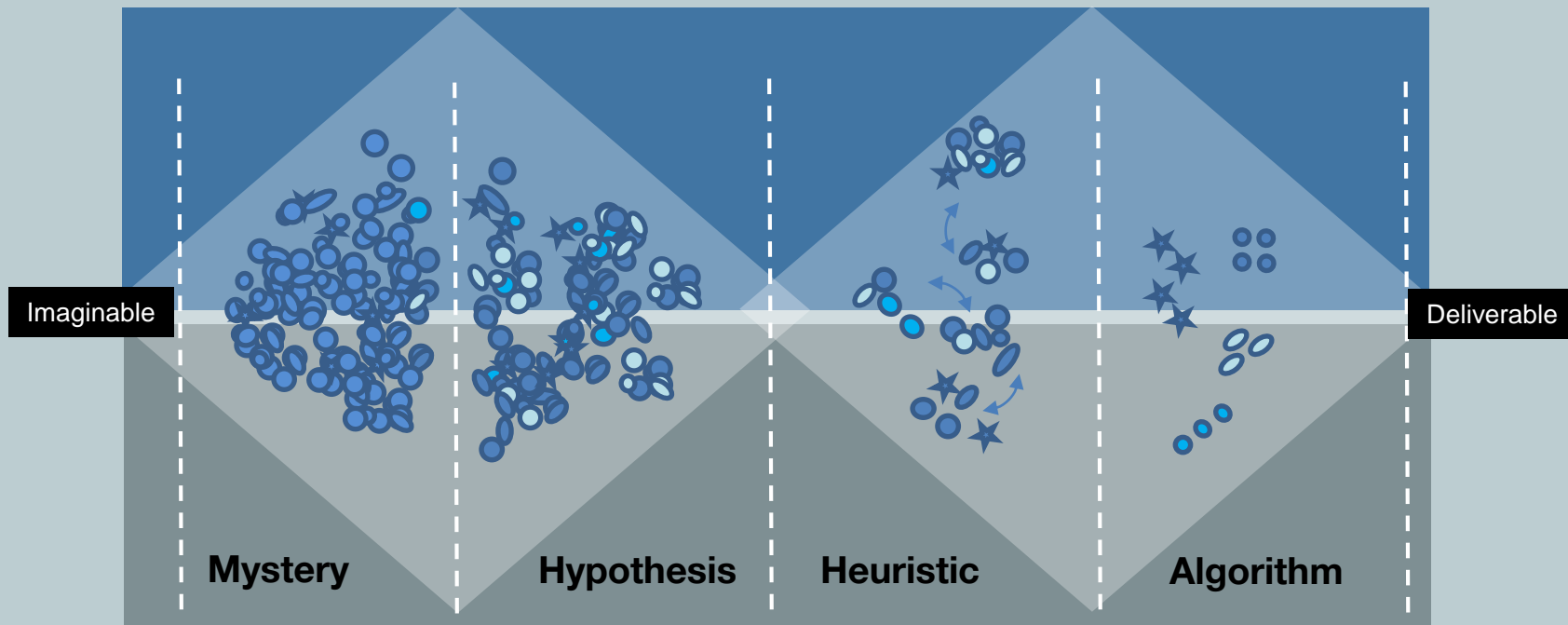
Solutionism



Exploration



Mystery-heuristic-algorithm



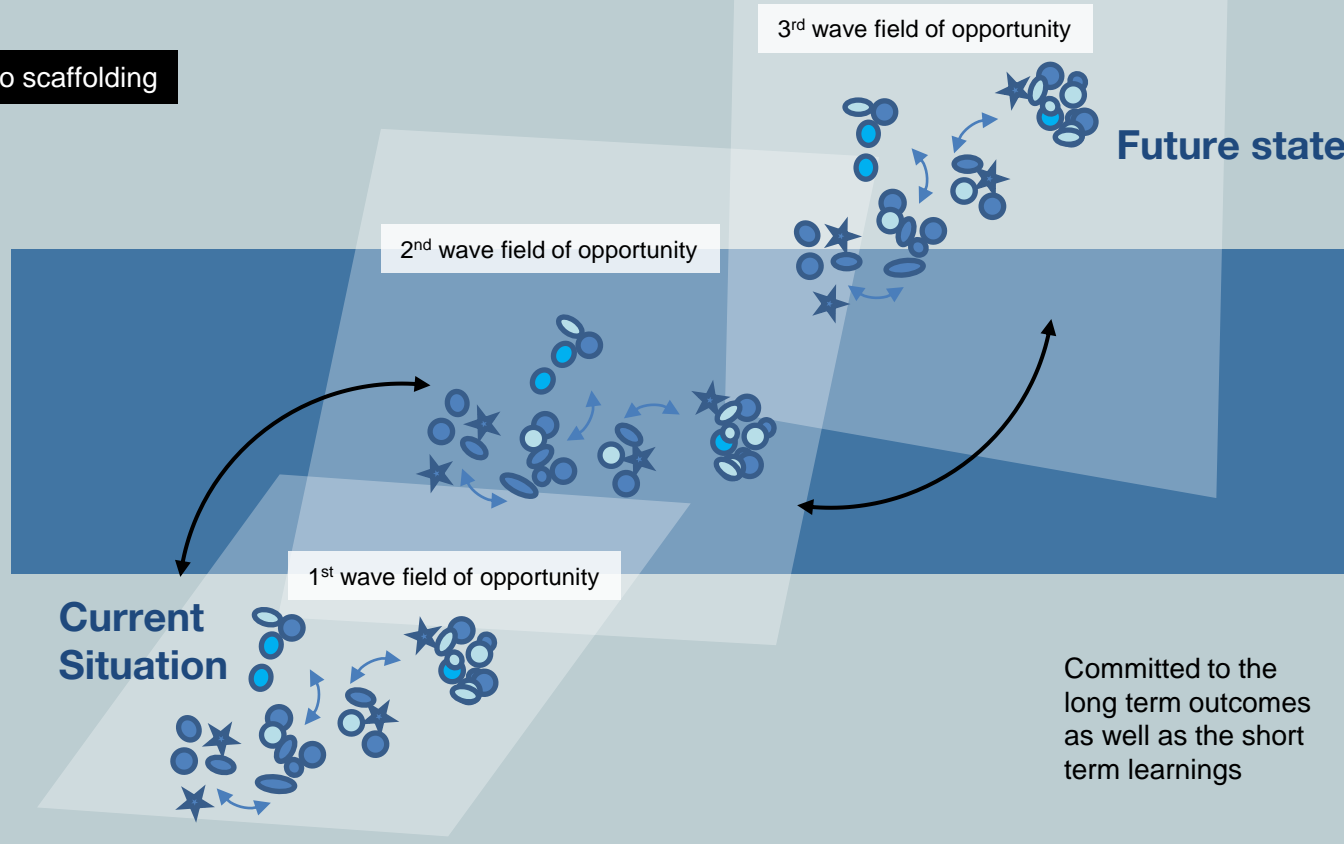
Adapted from Professor Roger Martin, Rotman Business School

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



Micro actions

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