

# Connect with Me

# Training Toolkit

For organisations co-designing  
with people with disability.



**This toolkit will provide you with directions on how to successfully engage, connect and co-design with people with disability.**

**Should you have a specific enquiry or require specific training, please contact us at [codesign@pwdwa.org](mailto:codesign@pwdwa.org)**

## About Co-Design

**Co-Design is a way of improving services with people with disability.**

Co-design focuses on understanding and improving peoples experiences of services as well as the services themselves.



# Engage

Establishing and maintaining meaningful relationships with people with disability to understand and improve services. This critical element underpins all improvement work and is continuous throughout.

## Example »

# Connect with Me Co-design Steering Group

- Talk with prospective members
- Build relationships through an ice-breaker activity
- Provide information and gather feedback
- Use benchmarking surveys when the project begins
- Research on similar issues
- Practical insights from similar projects
- Pilot ideas and refine them together









# Plan

Working with people with disability and organisational management to establish the goals of your improvement work and how you might go about achieving them.

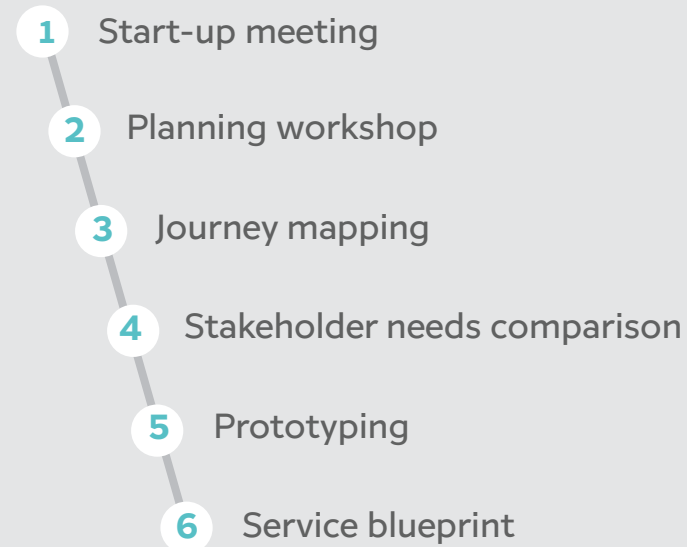
# Route maps

**Route maps are used to demonstrate how to proceed with a particular activity.**

- » They can be used with organisations who know what they need to do and want to engage with stakeholders but don't know where to start.
- » They can be used to estimate the timeframes and resources required.

# I w w a

## Example A: Route map to **Develop** a new service



# nt to

## Example B: Route map to **Improve** an existing service

- 1 Start-up meeting
- 2 Planning workshop
- 3 Journey mapping
- 4 Shadowing or lived experience stories
- 5 Ideas groups
- 6 The biggest difference

## Example C: Route map to **Solve** a specific issue

- 1 Start-up meeting
- 2 Planning workshop
- 3 Shadowing
- 4 Journey mapping
- 5 Prototyping

Email [codesign@pwdwa.org](mailto:codesign@pwdwa.org) for further route map ideas

# 3



# Explore

Learning about and understanding the experience of people with disability in using services and identifying improvement ideas.

# Journey Mapping

**A journey map is a diagram of a person's service experiences. Identifying, mapping and analysing the service experience can identify ways to improve.**

Information is recorded in a way that suits the situation and could include audio or video. All approaches rely on note-taking by or on behalf of people, which needs to be managed carefully.

Two methods are individual interviews or working with groups of similar people or who have similar service experiences.

1



Start your interview or workshop from the perspective of the person, the family and other supporters (noting families and supporters have significant journeys). Draw out stories from beginning to end.

2



Divide stories into phases to understand how the journey changes. Three to five phases is usually good.

3



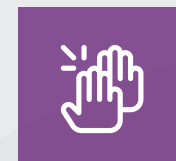
Write down the phases on a large sheet of butcher paper. This is known as a journey sheet.

6



Ask people to highlight any especially good and bad service experiences in each phase. Summarise the experience on the journey sheet. Record any details about specific service elements on a separate sheet.

7



Thank the people on their 'map' and on the insights and opportunities it affords.

8



Develop a master version by including all the different versions you have. If people want to keep maps, you could take a photo to make sure you have an accurate record.

4



Ask people to describe their overall experience of each phase in more detail.

5



You could use a scale from one to ten to rate feelings and write it on the sheet. Record feelings at each phase.

9



Add any observations of your own, asking for comments.

10



Ask for feedback on the map.

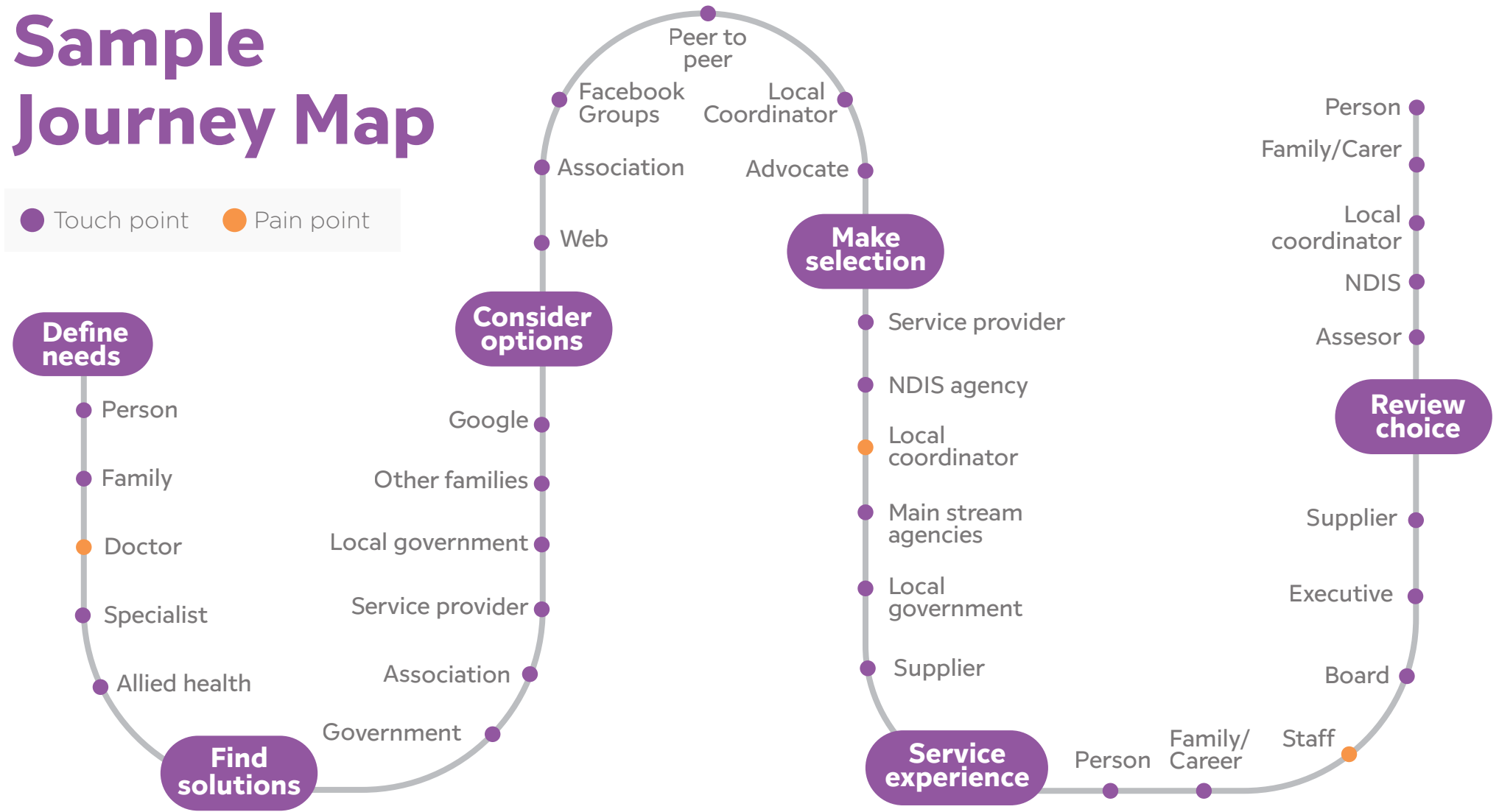
» The first draft includes everything and will be messy and complex. Keep simplifying it until key improvements are clear in each phase drawn from peoples experiences. Include the person in the refining process if you can.

» Next, find the phases and actions in the journey where you/your organisation is responsible and highlight any critical improvements that are required. Make sure you clearly understand each phase.

» The final diagram and accompanying detailed notes can become a central reference for improvement teams and future work. It is important to make sure it is accurate, emotionally rich and visually simple.

# Sample Journey Map

● Touch point    ● Pain point



## Questions

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# Assumption Busting

Please follow these steps to use the Assumption Busting Tool.

**Identify the assumption you need to challenge. Ask the person or group questions about what they know and think they know, to identify what is driving any assumptions.**

**Use reframing to find ways to resolve the issue which lies beneath the assumption.**

**It's a useful tool if your thinking gets stuck or you run out of ideas.**

**It challenges set thinking and allows users to be more creative in their problem solving.**

## Exercise: Assumption busting

### Example

People with disability don't know about service design

- What are the assumptions?
- How do we reframe the thinking?

### Assumption Busting Tool

Problem:

Assumptions

e.g. People with disability  
don't understand about  
policy

Reframe it

e.g. People with disability  
can work with organisations  
collaboratively to develop  
policy



# Develop

Working with people with disability to turn ideas into improvements that will lead to better experiences.

## Stakeholder Needs Comparison

- A Stakeholder is anyone that is affected by an organisation, project or process.
- A Stakeholder Needs Comparison table shows everyone's different needs. Comparing each other's needs can help identify common goals and ideas or possible improvements that can help more than one stakeholder.
- Use it to compare needs: for example the needs of a person with disability compared to a manager or support staff needs.
- Use a large whiteboard or sheet of paper and list issues for people with disability across the top. Then list the needs of services providers (or other stakeholders) down the side.
- Work across and down the table, put a tick in each box where the needs clearly match. Then number each tick.

### Stakeholder Needs Comparison template

		List issues for people with disabilities			
		A	B	C	D
Services Provider Issues (or other stakeholders)	A				
	B				
	C				
	D				

## Improvements and Benefits

- Use the improvements and benefit template to brainstorm specific improvements from perspectives of both people with disability, service providers (or other stakeholders), writing benefits for each alongside.
- You may notice patterns in the types of improvements being suggested. Review these and look for improvements

that address multiple issues and/or achieve benefits for multiple stakeholders. These are likely to be the highest-value improvements and the most important to focus on.

### Improvements and Benefits template

Improvement Ideas	Benefits to people with disability	Benefits to service providers
1		
2		
3		
4		
5		
6		







# 5



# Decide

Choosing what improvements to make and how to make them. Success depends on understanding the requirements of people with disability and their insights about service improvements.

# Platforms

**This refers to social media platforms and other online spaces that are used to engage with consumers to improve products and services.**

**Different people use online media differently and it can be used to target people based on who they are, where they are and how they live.**

**It can be a way of sharing options that have been developed to bring people together in a collaborative decision making process.**

Commonly used online platforms include Facebook and Twitter. Facebook can be used to share information, gather feedback and make decisions. This might be done on a public page or in a closed group that has been set up for invited participants to address a specific issue. Twitter can be used to ask open ended questions or conduct brief surveys. Other examples include Loomio and Doodle polls, where decisions can be made without meetings.

There are regular reports about social media use available online that can help you decide which social media channel best suits your purpose.

Organisations that undertake a significant level of consultation or codesign may develop a dedicated website or webpage that is used routinely to engage with their target audience.

Loomio is an app that helps people make decisions together. It helps collaborative decision making through increasing accessibility and diversity.

[www.loomio.org](http://www.loomio.org)

The Lego Ideas website supports a community of Lego enthusiasts. Lego fans can post ideas for new Lego products, give feedback on other people's ideas and help the company decide which ideas should be developed into actual products.

[www.ideas.lego.com](http://www.ideas.lego.com)



# 6



# Change

This step records evidence of the difference an improvement has made to the experience, what the change is, which part of the service made the change and the evidence of the difference and improvement has made to the experience of people with disability.

This tool focuses on the person's experience and explores improvements without needing a lot of detail about the current experience, by comparing and contrasting new experiences with the current.

# The Biggest Difference Tool

## Biggest Difference template

You can use this tool to evaluate a prototype or pilot version of an improvement, or to monitor the performance of an improvement after implementation.

Key users	What was different about improvement	What effects this had
	What made the biggest difference	What effects this had



## Please follow these steps to fill the **Biggest Difference** template

- » **Identify the key users** of the improvement and make sure you have identified who the improvement is designed for.
- » **Make sure you check the improvement works** equally well for different people. Assess whether it is working best for those who need it most (without compromising the service for others).
- » **Get people with disability** to trial it during actual service delivery and observe people having the experience.
- » **Ask the person** to tell you about their experience of the improvement. Use open-ended, non-specific questions. Video is a very useful way of capturing critical aspects of the person's experience.
- » **Work through the questions** to help the person to evaluate the improvement. Make sure the person has time to reflect on the questions and answer them fully. Some paraphrasing and encouragement should be used.
- » **Document your findings** about the experiences carefully. Use the Biggest Difference template to help you do this.
- » **Identify changes** to improve experience. Review your findings. Identify ways to reduce negative effects and maximise the benefits of the improvement.

# Sample questions

**How has this improvement made a difference to you?  
Was anything else different?  
[Repeat until they say 'no'.]**

**What effects, good and bad, did [name one difference they mentioned] have for you?  
[Repeat until all differences have been checked.]**

**What was the biggest difference the improvement made for you?**

**What effects, good and bad, did this biggest difference have for you?**

**How did the changes affect you while you were accessing the service, at home or during other times?**

**What ideas and suggestions do you have about making this difference even bigger and better for you?**

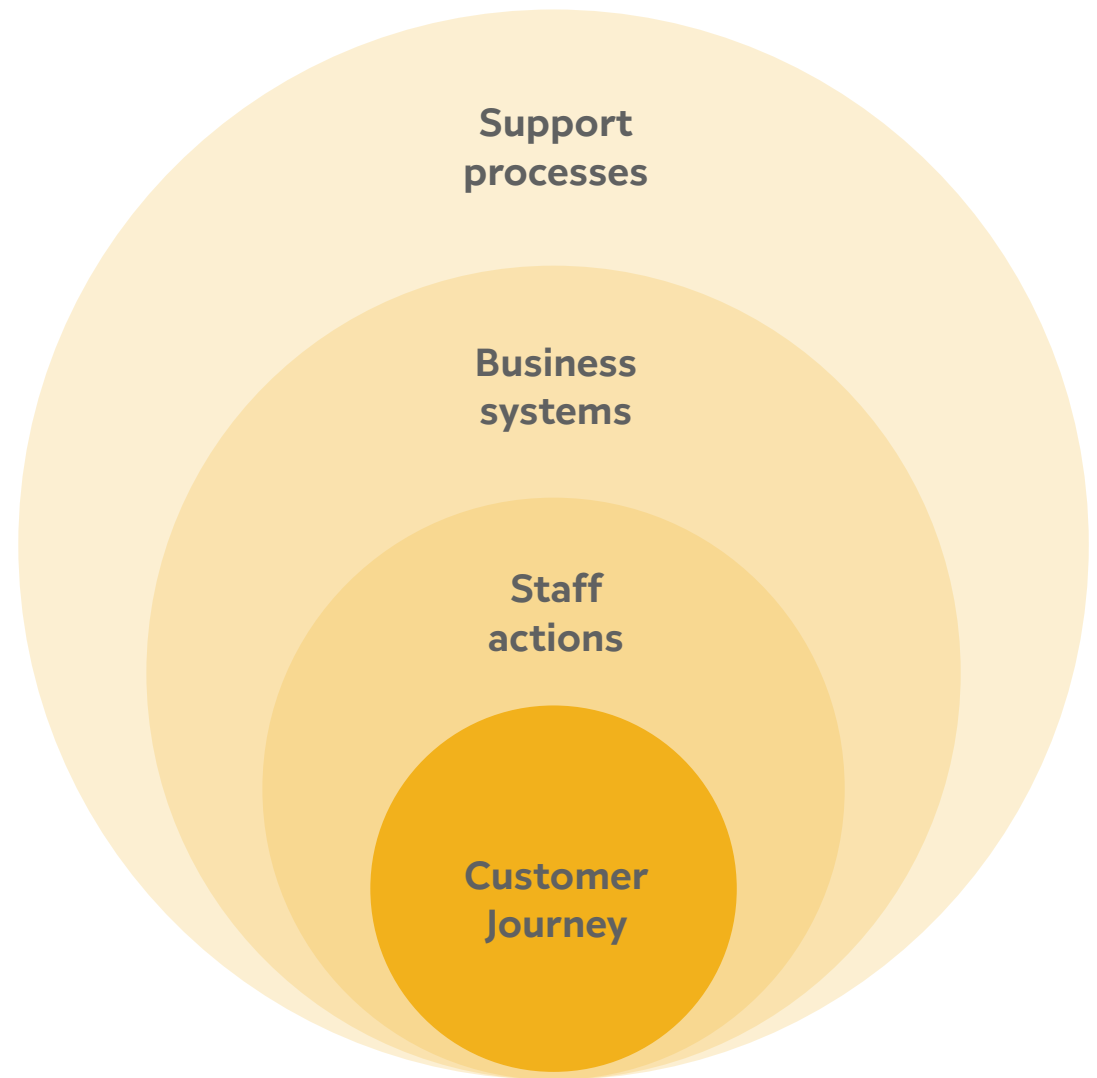




# Service Blueprints

A simple blue print records the steps within a business process or service. It documents what happens during the interaction between the customer and the organisation and what happens behind the scenes. It records customer actions and the organisations response. It also documents the business activity needed to support the interaction and the business systems/or processes required.

Each customer action is listed separately and occurs over an expected time frame. (See page 34)



## Example: using an Expression of Interest (EOI) process

Time frame	>	>	>
<b>Front of house</b>	A customer calls to find out how they can be involved in a co-design group they have heard about	The customer emails completed expression of interest (EOI) form to join co-design group	The customer is sent a letter and an email advising of their successful application to join the co-design group
	The receptionist answers the call and forwards an expression of interest (EOI) form to the caller	The staff person receives the email and sends an acknowledgement to the customer	The co-design coordinator prints the letter and mails it to the customer within the required time frame
<b>Back of house</b>	Behind the scenes, an expression of interest form has been developed by the co-design coordinator	Behind the scenes, a spreadsheet is used to record all expressions of interest	Behind the scenes, a project plan has been developed to record project activities and deadlines
	The expression of interest (EOI) form and information about the process is shared with frontline staff on the intranet and published on the organisation's website	An ICT system is used to store information. Policy is used to protect private information	The project plan may have been developed using specialist project management software or in a simple word document and is shared on a computer system between project staff

# Co-design

**Engage people with disability and involve them in the process from the very beginning and throughout the whole journey.**

**Ensure everyone understands the common goal.**

**Be prepared to compromise.**

**Commit to working together in collaboration as a team.**

# principles

**Make sure the process includes mutual exchange and is more than consultation.**

**Use a listening approach and be empathetic, flexible and supportive.**

**Be professional and respectful.**

**Look for solutions that are functional, useable and sustainable.**

## Quick Links

Refer to [www.pwdwa.org](http://www.pwdwa.org) website

- » Disability Discrimination Act 1992
- » Convention on the Rights of Persons with Disabilities.
- » National Disability Strategy 2010-2020
- » National Standards for Disability Services
- » UN Declaration on rights of Indigenous Peoples
- » Disability (Access to premises – building) standards 2010
- » Occupational Health and Safety Act 1984
- » Equal Opportunity Act 1984

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- » **City of Belmont**
- » **WACOSS**

PWdWA Inc. would like to acknowledge that this co-design toolkit was adapted from:

Website [www.healthcodesign.org.nz](http://www.healthcodesign.org.nz)

- ♦ Health Service Co-design: Working with patients to improve services, Hilary Boyd, Stephen McKernon and Andrew Old. Waitemata District Health Board: Auckland. 2010.
- ♦ NDS Co-design for Community Inclusion by Cat Sutton-Long, Kristina Skov Aagaard, Dr Zaana Howard, Vito Tassone & Huddle
- ♦ MARCIA Project
- ♦ NDS National Standards for Disability Services tool kit
- ♦ WACOSS Co-design tool kit

## Disclaimer

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# References

## » **WACOSS tool kit**

[www.wacoss.org.au/wp-content/uploads/2017/07/co-design-toolkit-combined-2-1.pdf](http://www.wacoss.org.au/wp-content/uploads/2017/07/co-design-toolkit-combined-2-1.pdf)

## » **Health services NZ**

[www.healthcodesign.org.nz/tools/TOOLKIT\\_WEB\\_DOWNLOAD.pdf](http://www.healthcodesign.org.nz/tools/TOOLKIT_WEB_DOWNLOAD.pdf)

## » **National Standards for Disability Services**

[www.dss.gov.au/sites/default/files/documents/12\\_2013/nsds\\_web.pdf](http://www.dss.gov.au/sites/default/files/documents/12_2013/nsds_web.pdf)

## » **MARCIA Project**

[www.bunbury.wa.gov.au/Pages/MARCIA.aspx](http://www.bunbury.wa.gov.au/Pages/MARCIA.aspx)

## » **Alison Blake - Strategic Support**

[www.strategicsupport.com.au](http://www.strategicsupport.com.au)



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people with  
disabilities  
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[www.pwdwa.org.au](http://www.pwdwa.org.au)