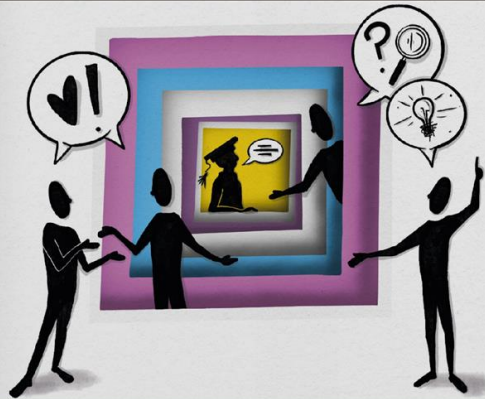


**TRANSFORMING
HIGHER EDUCATION
WITH HUMAN-CENTRED
DESIGN**

EDITED BY RADKA NEWTON,
JEAN MUTTON AND MICHAEL DOHERTY



Transforming Higher Education with Human Centred Design

RADKA NEWTON

MICHAEL DOHERTY

JEAN MUTTON

~~DON'T~~ BRING
ME PROBLEMS
~~BRING ME~~
~~SOLUTIONS!~~

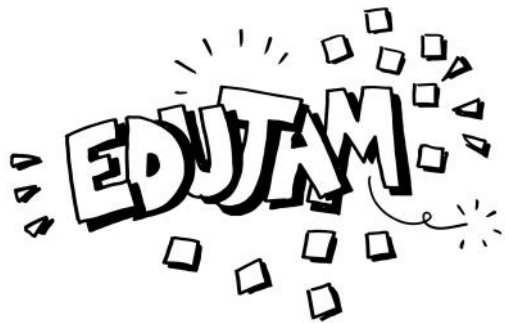
Bad news does NOT
Get better with time...

@TASHWILLCOCKS

So what is
this book
really
about?

Before the book, there were people

- ▶ Global network Service Design in Education – Medium
- ▶ Loads of trial and error Service Design in Education – Medium



And there was loads of pondering...

Radka + 4 • 1m

Our SDinEd BOOK

Made with panache

Chapter What is SD? Do we need one?
+ Add comment

Theme - curriculum design
+ Add comment

Radka's ECO system chapter - gives a sense of coherence / golden thread throughout
+ Add comment

Use 'HMW' as one page intros - defining the challenge which sets the context for the chapter
+ Add comment

Theme - Learning Experience Design (supporting reflective practices)
+ Add comment

Theme - experiential student's
+ Add comment

Theme - organisational development (systems and processes)
+ Add comment

Theme - Using SD tools (eg personas)
+ Add comment

Theme - what can we learn from success in other service providers? (eg Disney)
+ Add comment

Tone
We have serious academic researchers and practitioners - tone should be accessible
What would be acceptable for academics?
Different set of tones is good!
+ Add comment

Get chapter summaries out there as blogs - BOOK blog
Yes, I can do this from Lancaster and we can run a vlog on how we are writing, presenting our chapters at conferences, do videos etc.
+ Add comment

Theme - design (for whole co
+ Add comment

Action sheets and take aways for readers
+ Add comment

Book needs to be read and have an impact on HE practice
+ Add comment

What do you like and dislike about edited collections?
Incoherence - no links
+ Add comment

Simple guiding principles
what we can take away, learning points
+ Add comment

Chapter length and how do people want to read it?
Check what Rutledge allows
+ Add comment

Coherent the book
One page woven into

HMW as a preamble to each chapter - somebody else writes about the chapter as HMW and then write our chapter - what challenge we faced and for whom?

Link from one chapter to another
1
Radka 2yr
Do you see a link before and after yours? Help us with this pls
+ Add comment

Whacky Idea
Design as an adventure book.

Radka 2yr
Editors ought to create a one page for the authors as a

And loads of prototyping...

Service Design for Higher Education Edited anthology – autumn 2024

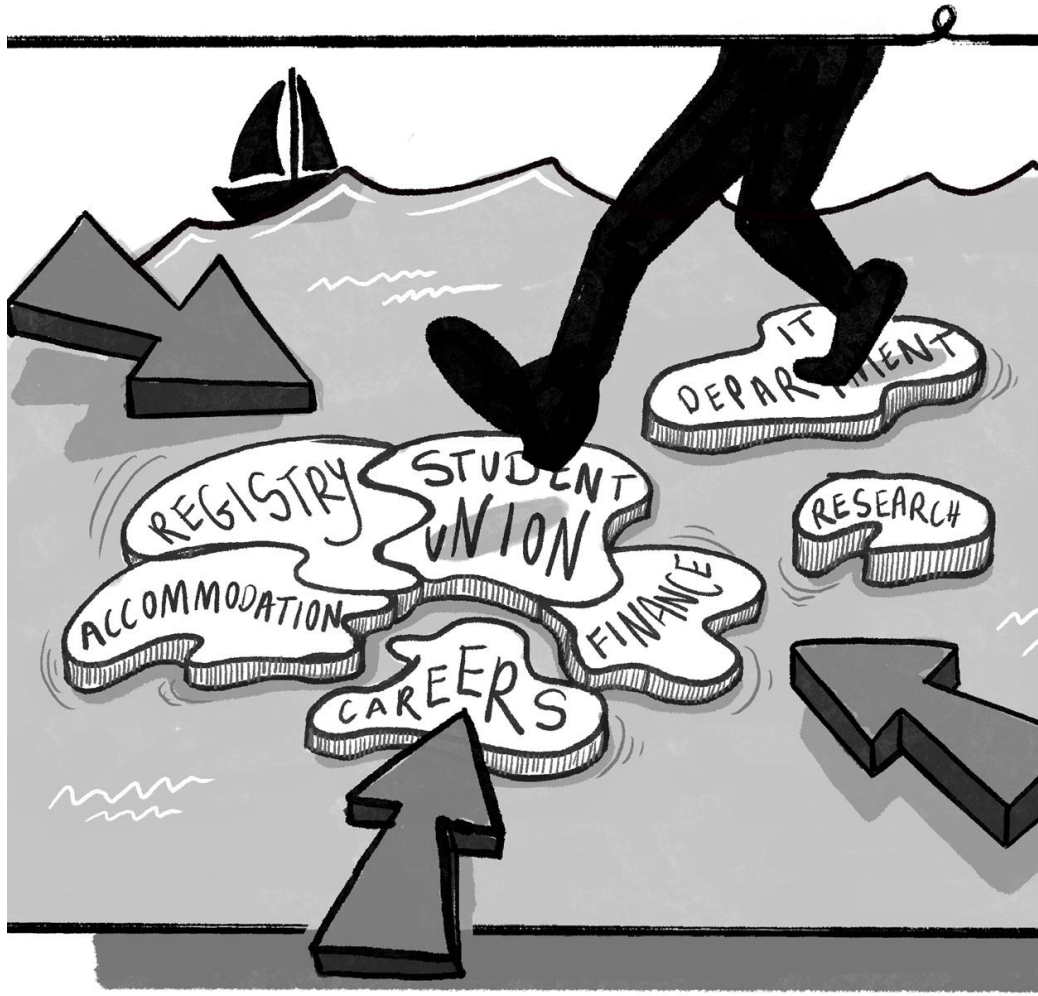


Meet the editors

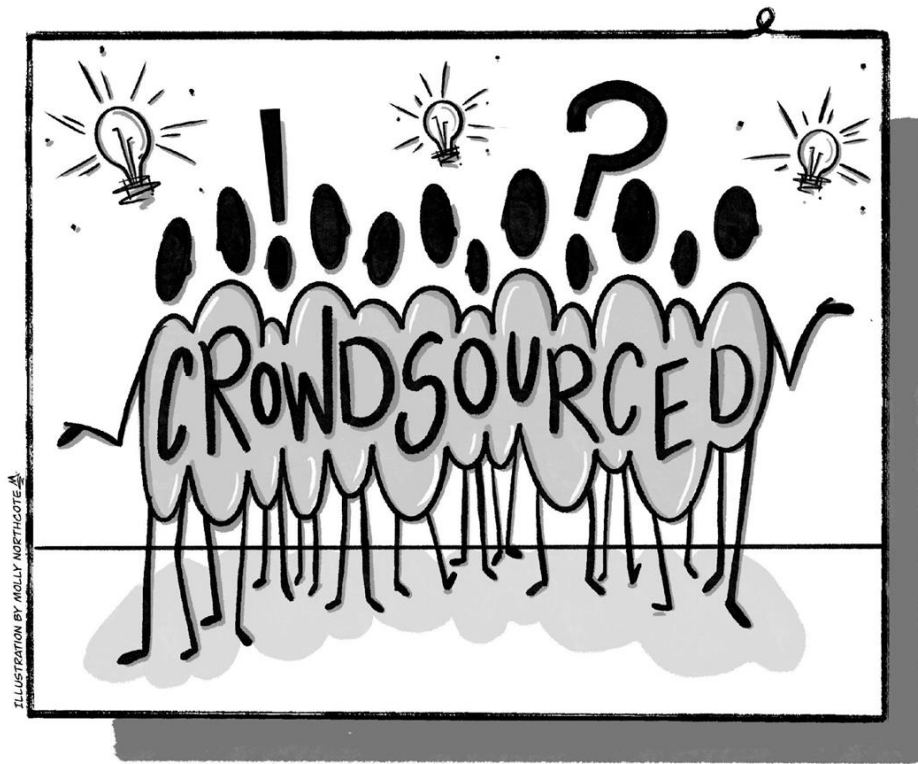
Chief editor – Dr Radka Newton, Lancaster University
Management School
Co-editor – Professor Michael Doherty, Lancaster University
Law School
Co-editor – Jean Mutton, Go Process Design Ltd

In the virtual chapter trailer session, Bernie and Daphne posed a few insightful questions on the [Padlet](#). Enjoy the trailer video and do contribute to this emerging and life-changing debate on the Padlet that remains opened for comments and insights.

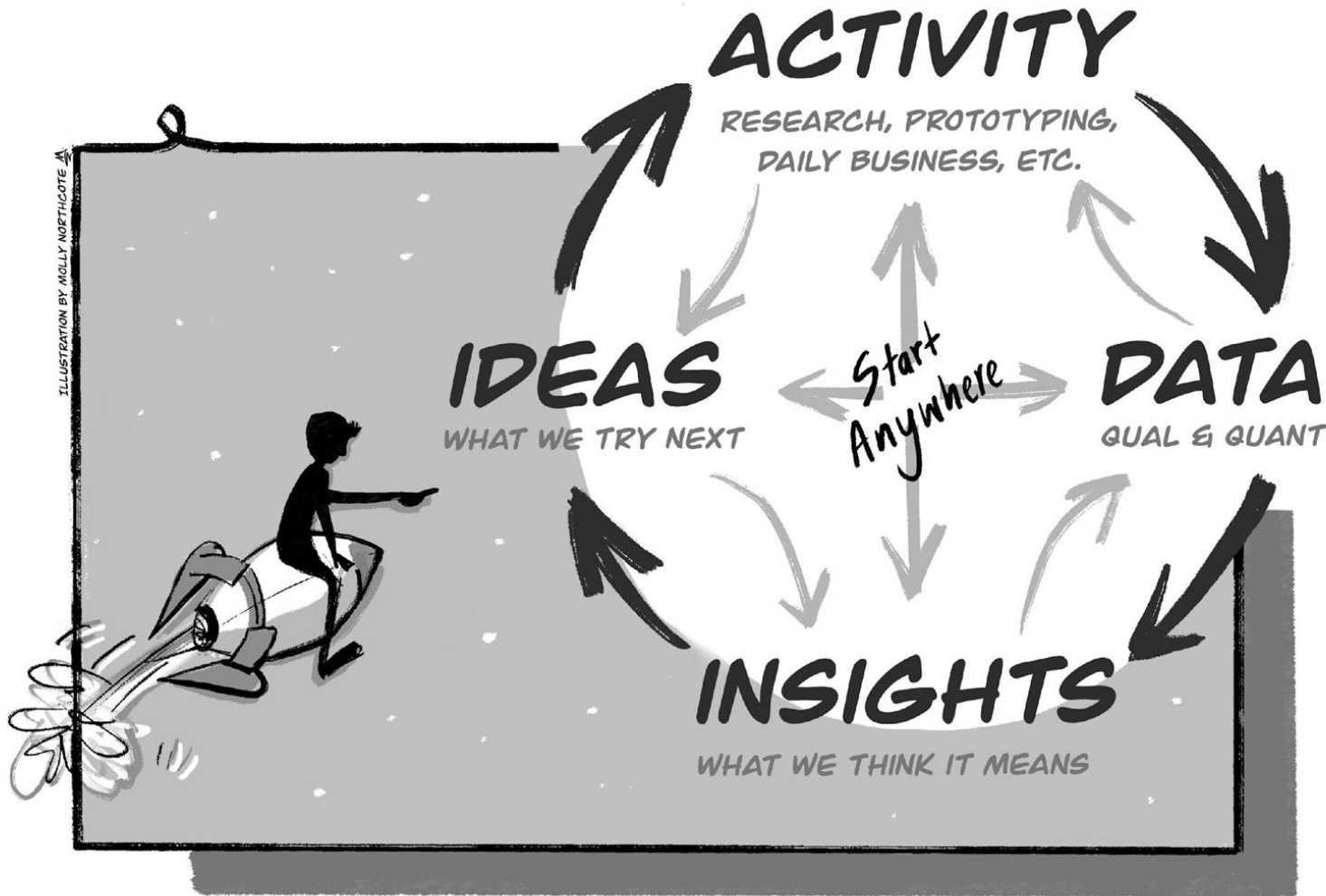




And so finally...we
curated a
seamless
journey???



But what did
the crowds
actually
say?



But first,
back to
basics...

And after
the
basics....



We were keen for everyone in HE
to find their voice



We wanted to showcase
designerly approach to
operations as well as to the
curriculum and student
experience



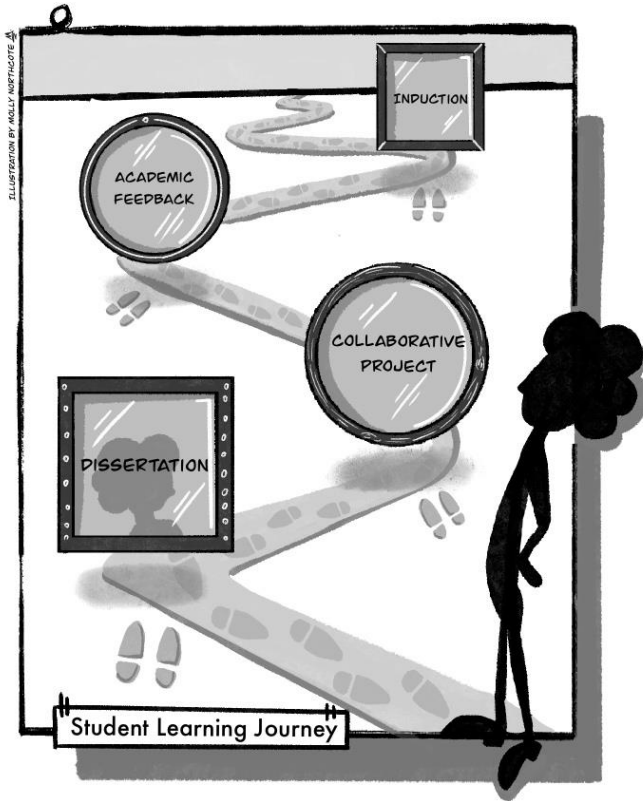
...and of course to keep the
human in the centre of all we did



Chapter 7

Prototyping educational change: Learning from a ten-week service design programme

Sarah Dyer and Ksenija Kuzmina



Ksenija again!

Chapter 15

Reflection By Design:
Embedding Reflective
Practice into the Student
Learning Journey

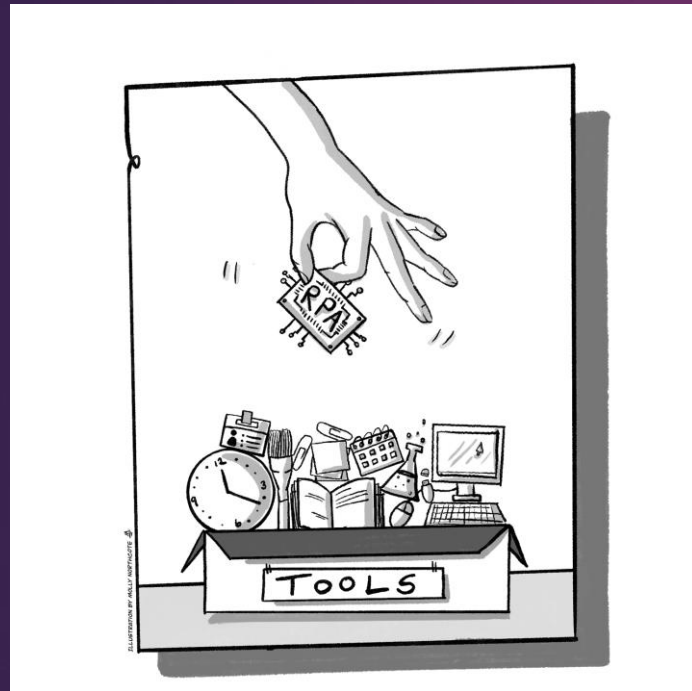
with James Moran

Chapter 9

Moving from silos to integrated services – a case study of three live experiments

Svein Are Tjeldnes and Karin Eilertsen

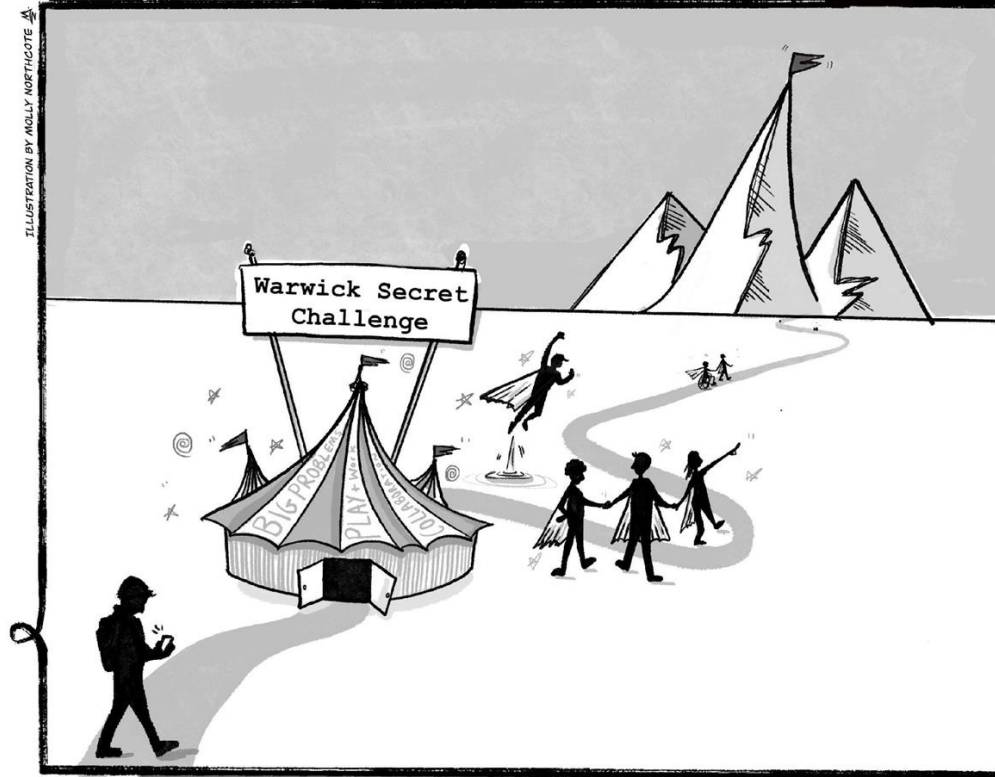




Chapter 12

Intelligent Automation: integrating human centred design thinking into an Automation Service

Jennifer Robertson



...and finally, the
lucky 13

Warwick Secret
Challenge: Design
thinking for re-
imagining student
engagement

Bo Kelestyn

And at the end, we went back to the crowds again...

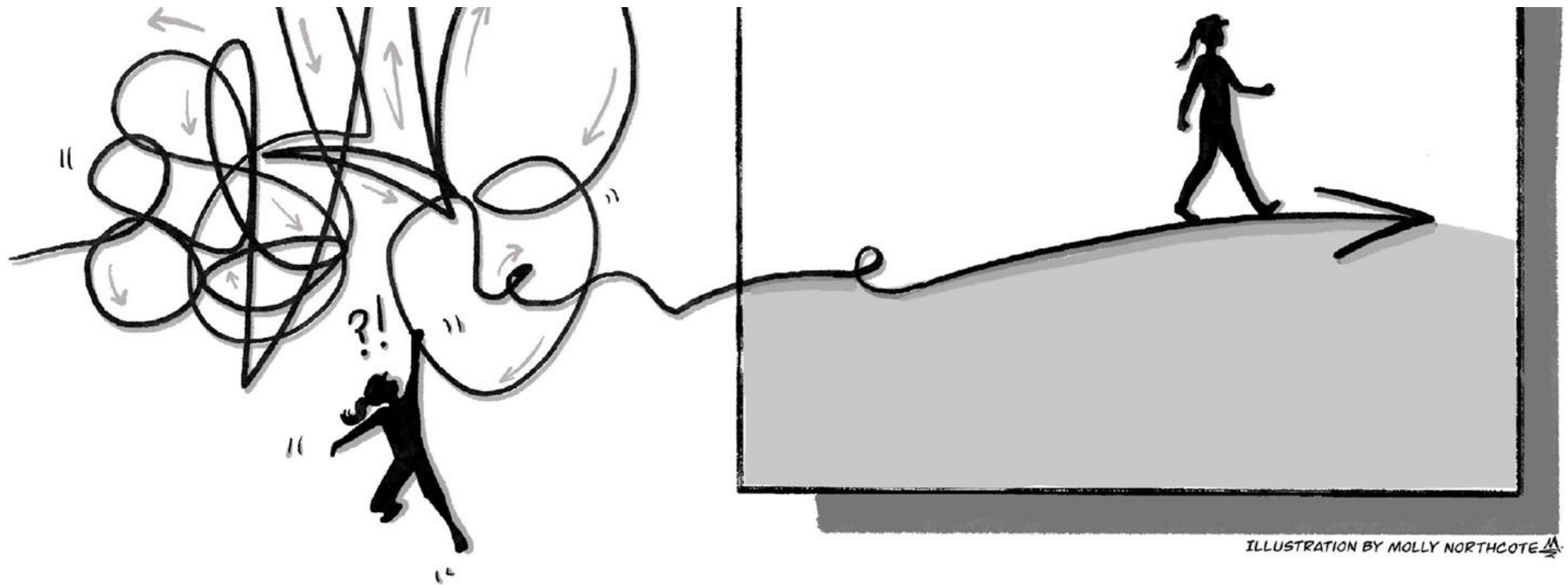
- But these were real posh crowds....

Professor Rachel Cooper OBE, Lady, Distinguished Professor, Design Management and Policy, Lancaster University: "Using this book should give us better programmes, education experiences and ultimately value for everyone."

Professor Jeff Grabill, Deputy Vice-Chancellor: Student Education, University of Leeds: "This book is one of those rare and valuable anthologies that enables creativity and innovation, and serves as a playbook for designing thoughtful, iterative change in our universities."

Professor Zoe Radnor, Pro Vice-Chancellor and Executive Dean, College of Business and Social Sciences, Aston University: "This book gives many examples where the cycle of service design of exploring, creating, reflecting and implementing has led to great results – with the continuing challenges of Higher Education we need to speed up the cycle allowing change of mindsets and faster results – learning from mistakes and giving space for innovation."





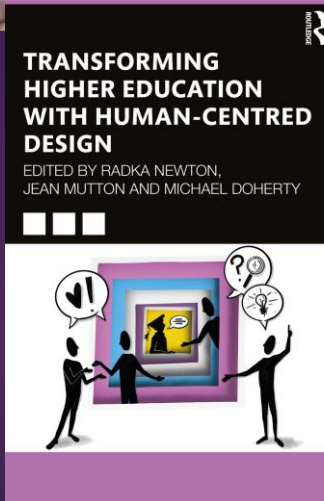
So now over to you!

Grab 20% off with our special
event code

EFLY03



And the one and
only copy goes to.....



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SDinEd

Public group



Book launch event 28th November
2024 10am - 12pm UK time

