



SPECULATIVE DESIGN INTRODUCTION

Learning the basics of
speculative design practice to
help create new organizational
value and impact



WELCOME

The School of Critical Design

We are an experimental design school dedicated to the application of emerging methods to innovation, design and strategy.

Our professional and academic courses offer new ways for individuals and organisations to meet the critical challenges facing our planet, people and businesses now, and the for next 1000 years.

Come and explore the future with us.



J. Paul Neeley

Service Designer & Speculative Designer
Neeley Worldwide

Co-founder
School of Critical Design

J. Paul is a designer & researcher based in London. He is the director of Neeley Worldwide, a studio helping organizations create meaningful impact through speculative design, service design, research & strategy.

He has worked professionally at Unilever & the Mayo Clinic, and studied on the Design Interactions course with Tony Dunne & Fiona Raby at the Royal College of Art from 2009 - 2011. For the past 10 years he has applied in his professional practice and taught Speculative design with leading companies around the world, and as a tutor in Service Design at the Royal College of Art.

jpaul@neeleyworldwide.com



Gemma Jones

Interdisciplinary cultural researcher
and strategist specialising in
semiotics and futures thinking

Co-founder
School of Critical Design

Gemma's work explores the connections between people and their bodies, habitats, communities and planet. She works with designers and communicators to create experiences and strategies with imagination, cultural resonance and bravery.

In the decade since her masters in Culture and Creative Industries at King's College, Gemma has worked on innovation, brand strategy and design projects with organisations including Nike, Microsoft, United Nations, Uber, PepsiCo and HB Reavis. She guest lectures a course on critical research methods for design on MA Strategic Design HFG Schwäbisch Gmünd.

gemma.ra.jones@gmail.com



15.30 – 16.00 Welcome

16.00 – 17.30 **Introduction** : Expectations, specific questions, agenda
Speculative design : What is about... Why it is relevant... When is it successful... Cases...

17.30 – 18.15 Tour ndsm terrein in Amsterdam

18.15 Drinks and snacks

18.45 **Exercises** : Working in teams on selected cases
(Future Wheel, Brainstorming, Speculative Design, Implications)

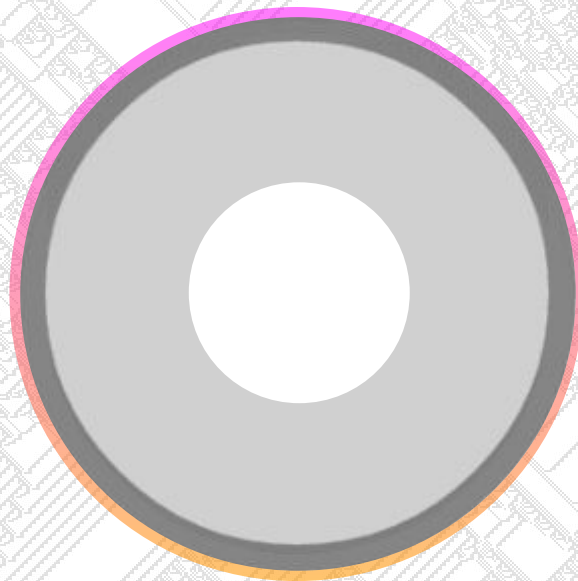
20.00 Dinner

21.15 Tea / coffee

21.30 End



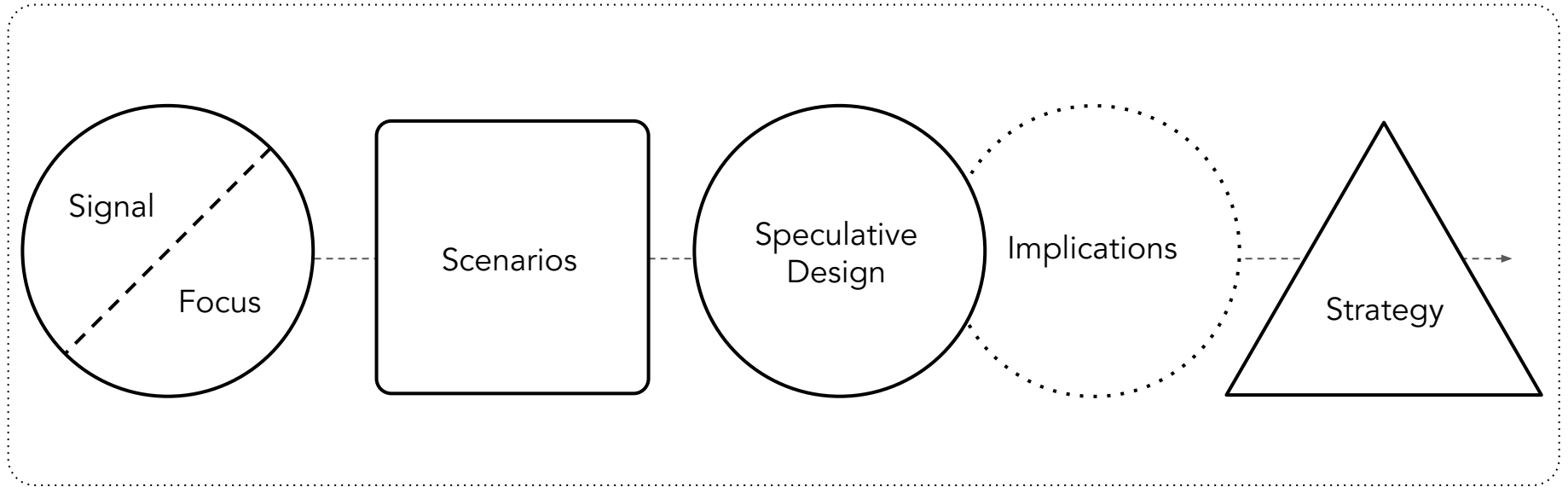
Prep : 60 seconds





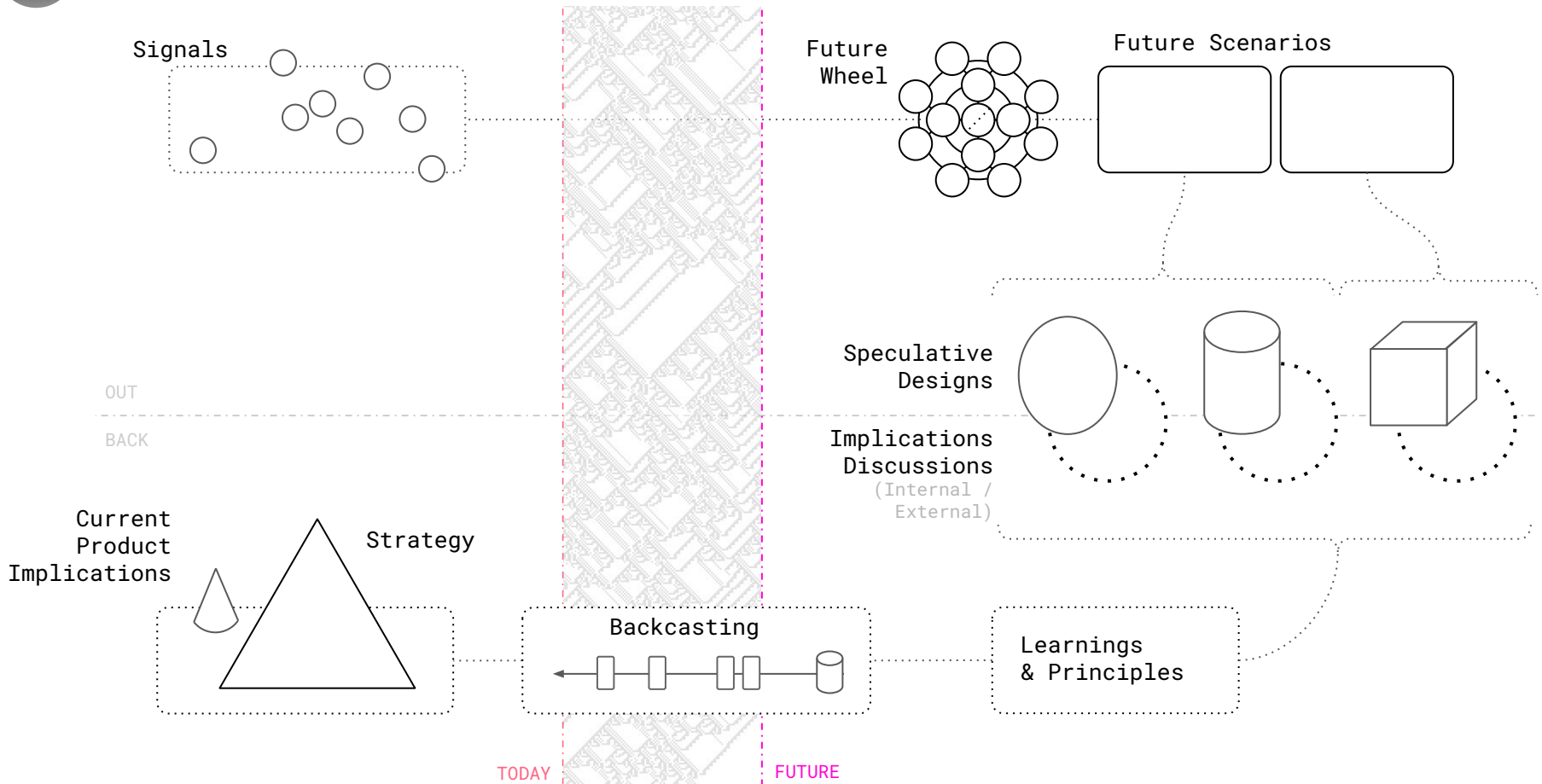
SPECULATIVE DESIGN PROCESS

We'll run through the process during this workshop, getting a taste of each moment of the process with a focus on Speculative Design, Implications, and Strategy.





WORKSHOP SD OVERVIEW





WORKSHOP GOAL

- A new approach to product and service development & innovation
- An empathetic approach to systems thinking
- Frameworks for connecting long term considerations and near term action
- Freshly ignited creativity and energy for change
- An approach to shaping organizational change, strategy and purpose



FEEDBACK

<https://forms.gle/WDs8Vi53QbxtYVa76>





UPCOMING COURSES

Speculative Design Masterclass

DISCOUNT CODE "MOONBEAM23"

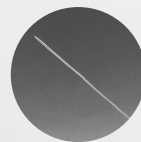
Keep in touch!

gem@critical.design
jpaul@critical.design

<https://www.critical.design>

Twitter: @criticaldesign_

Instagram: @critical.design_





What is the future of the restaurant?

Drought, Fire, Flood, extreme heat, and other extreme weather due to climate change is making once generally predictable systems, become unpredictable and chaotic to the point of collapse. The global food system is one of these impacted systems, with farmers increasingly puzzled by when to plant and when to harvest, facing crop loss, and consumers facing rising prices, while some people in other parts of the world are starving. How might this global food system change in the coming years? How will our production, acquisition, and consumption of food change in the future? Help us understand the future of the restaurant in the year 2037.



What is the future of mobility?

Traffic. Pollution. Cities for bikes & pedestrians. Electric vehicles. E-scooters. Trains. Self-driving cars. Flying taxi. How will our cities change? How will we pay for transport? What new kinds of efficiency will we enjoy? What limits might be imposed? What other industries might be impacted? Help us understand the future of mobility in the year 2037.



What is the future of clean energy?

Cheap solar. Wind. Geothermal. No coal or oil. Transition away fossil fuels. Micro grids. How will energy consumption change? How might we experience these changes in our homes or businesses? How will societies track and pay for energy use? What impacts will be felt in cities? How will those working in fossil fuels transition? What will happen to old fossil fuel infrastructure? Help us understand the future of clean energy in the year 2037.

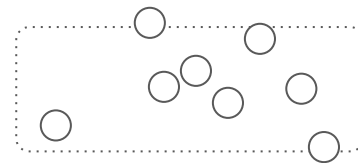


What is the future of ...?

Think of a topic that is interesting to you. Emerging technologies? Social or cultural changes? How will they impact the way we live? How will they change society? Help us understand the future of (...) in the year 2037.



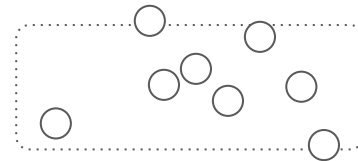
TOOLS



SIGNALS



SIGNALS



GLIMMERS OF TOMORROW, VISIBLE TODAY

CONCRETE, SPECIFIC

CONTEXTUAL, MEANINGFUL _ WHO, WHAT, WHERE, WHY

CAST THE NET WIDE _ MAKE CONNECTIONS BEYOND THE OBVIOUS SPACES _ ANALOGOUS _ WHOLE SYSTEM

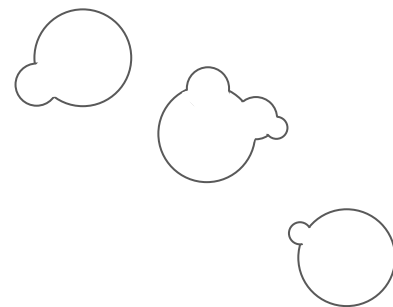
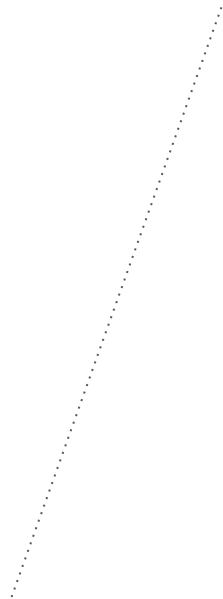
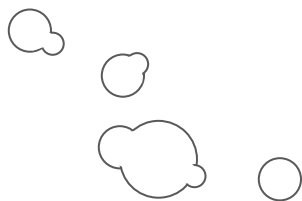
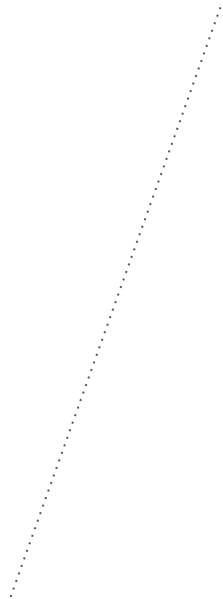
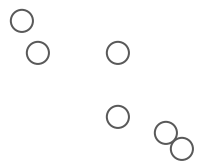
REFLECT ON YOUR OWN POSITION AS SIGNAL INTERPRETER

SIT WITH THE CONTRADICTIONS AND COMPLEXITIES

SIGNAL READING IS AN ONGOING PROJECT



SIGNALS / TRENDS / MEGATRENDS



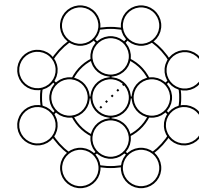


SIGNALS COLLECTION

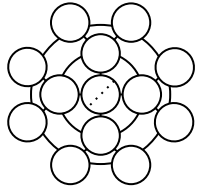
AI
Machine Learning
Blockchain / Crypto
Connected Home
IoT
Mobile Only Living
Virtual Personal Assistants
AR / VR
Autonomous Vehicles
Drones
3D Printing
Natural Language Processing
Self Quantification
Robots
Batteries
Chat Bots
Wearables
Exoskeletons
Computer Vision

Privacy
Security
Climate Change
Pollution
Traffic
Populism
Propaganda
Fake News
Inequity
Universal Basic Income
Disruption / Glitches
Synthetic Biology
Clean Energy
Space
Infrastructure
Urbanism
Governance
Education
Transportation

Personalized Medicine
Cognitive Behavioral Therapy
Tele-medicine
Personal Genomics
Epigenetics
Gene Therapy
Obesity
Epidemics
Privatization
Hacking
State Actors
Predictive Analytics
Food / Water / Shelter
End of Death
...



FUTURE WHEEL



BRAINSTORM ACTIVITY

SPIDER DIAGRAM _ “RIPPLE IN A POND”

SET IN THE FUTURE (SIGNAL _ NOW REALIZED AT SCALE)

START WITH SIGNAL & FOCUS _ (SIGNAL OF INTEREST)(YOUR COMPANY OR INDUSTRY OR TOPIC FOCUS)

BE INCREDIBLY EXPLORATORY

FIRST RING _ DIRECT CONSEQUENCES

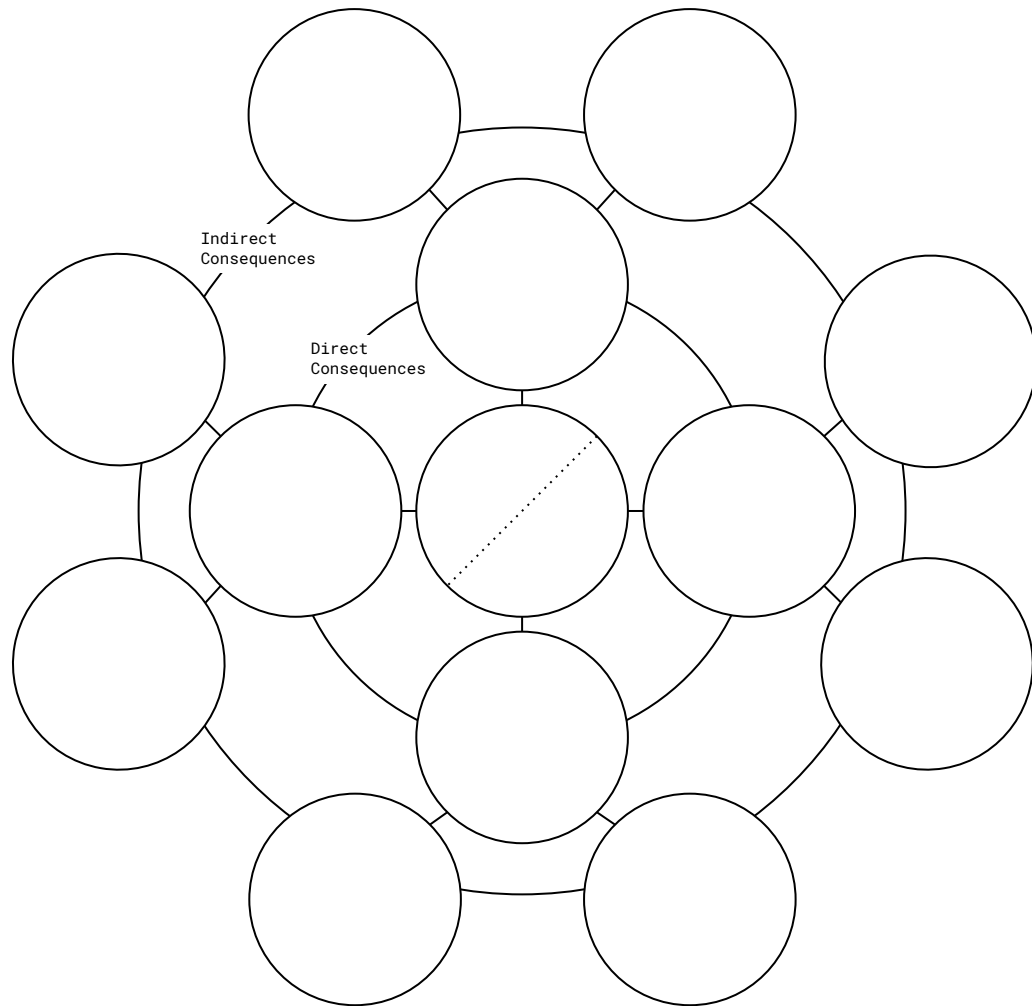
SECOND RING _ INDIRECT CONSEQUENCES / KNOCK ON EFFECTS

SIT WITH THE CONTRADICTIONS AND COMPLEXITIES

NO RIGHT ANSWERS

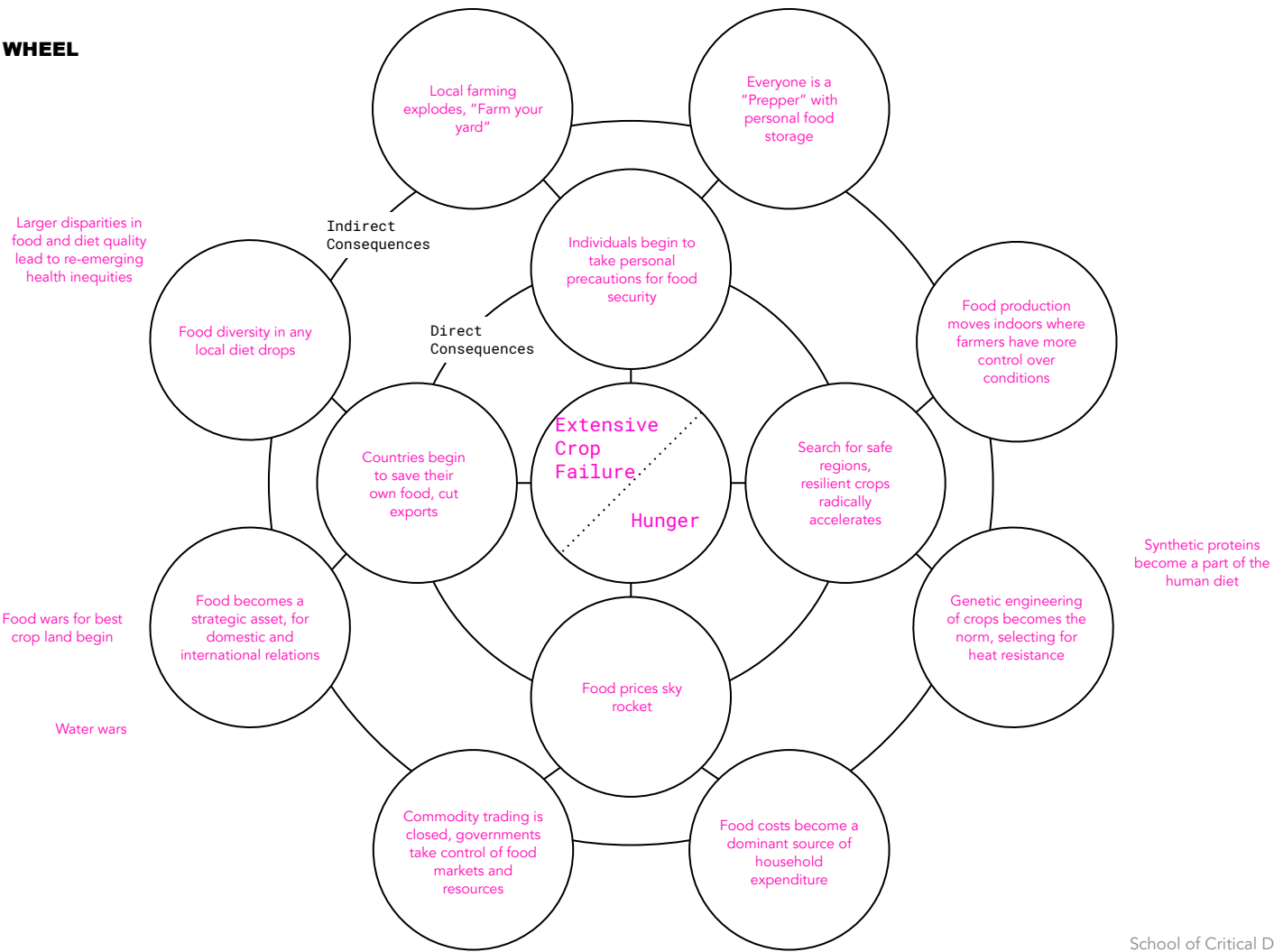


FUTURE WHEEL





FUTURE WHEEL





BRAINSTORMING

What products or services would we offer or would exist in this future world?

Rules of Brainstorming

- Start Silent & Solo
- Be visual
- Wild ideas are encouraged
- Go for quantity
- Defer judgment
- Build on the ideas of others
- Stay focused on the topic
- One conversation at a time

Brainstorming Techniques

10x10

(Go for 10 ideas, and then generate 10 more ideas inspired by the originals)

How would X solve this?

(Apple? Disney? A buddhist monk? A Swiss watchmaker? McDonalds? Tesla?)

What would utopia look like?

(Perfect State, no constraints!)

How could we make this worse?

(Trump?)



SPECULATIVE DESIGN



CHOOSE WHAT YOU WANT TO COMMUNICATE

SAME DESIGN SKILL SET WE USE TODAY (PRODUCT, SERVICE, ARCHITECTURE, BUSINESS...)

USE CLIENT PRODUCT / MATERIAL LANGUAGE

HINT AT IMPLICATIONS _ CONSEQUENCES

OFTEN WORK IN MULTIPLES 3+ _ (CAN ALSO WORK WITH JUST ONE)

MAKE THEM DISTINCT _ (EXAGGERATION CAN HELP)

MAKE IT MEMORABLE

BUILD IN UTOPIA / DYSTOPIA / COMPLEXITY

NO RIGHT ANSWERS

HAVE FUN



FUTURE CONCEPT

NAME & TAGLINE

Can you give the concept a name? Can you give it a tagline?

PRODUCT & SERVICE DESCRIPTION

Can you explain the problem and solution in a sentence?

SKETCH

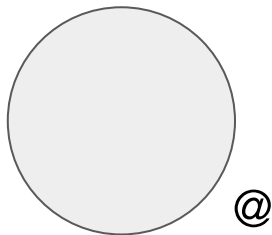
Can you draw a picture of the new concept?

BENEFITS / FEATURES

Benefits, features, key touch points, etc...



FUTURE TWEET



9:30 PM · 11 August 2037

25.7K Retweets **116.1K** Likes



IMPLICATIONS



IMPLICATIONS

GET REACTIONS FROM MANY PERSPECTIVES

THINK HUMAN EXPERIENCE

THINK WIDER IMPLICATIONS

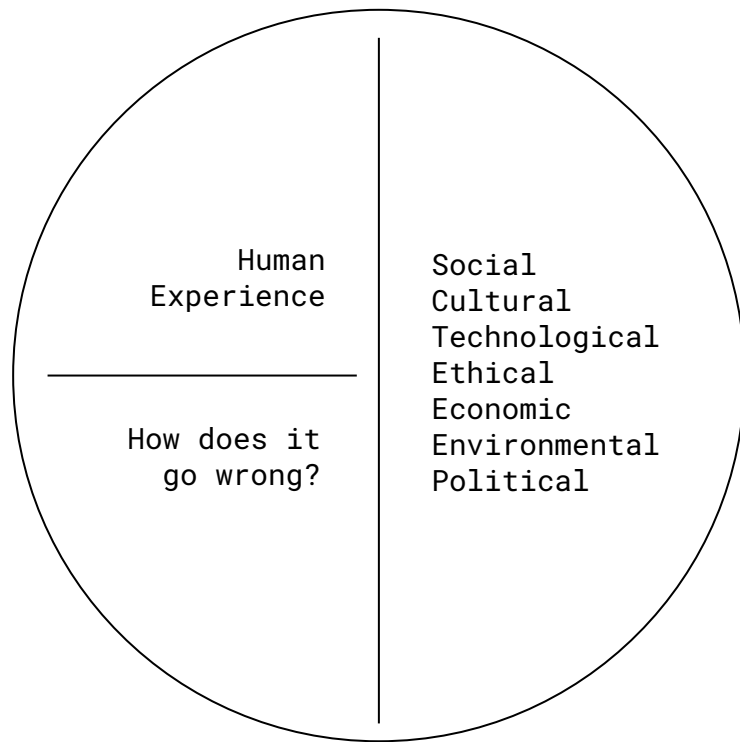
THINK SHIPWRECKS

DOCUMENT / RECORD THE REACTIONS (THINK USER RESEARCH)

YOU CAN ITERATE OR CHANGE THE CONCEPT IF NEEDED



IMPLICATIONS PIE





TODAY'S STRATEGY



HOW DID OUR EXPERIENCE IN THE FUTURE IMPACT US?

WHAT DO WE DO TODAY?

WHAT STOPS?

WHAT CHANGES?

WHAT STARTS?



- What is our aspiration? (Future Vision)
- Where will we play? (New product development, New research, New investment)
- How will we win? (Metrics of future success)
- What capabilities must be in place?
- What systems are required?
- What we can do right now? (Product development, strategy, research, partnerships...)

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