

Listening to Victims

How to Design Services that Better
Meet their Needs

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Our Workshop Today

What are you hoping to
get out of this session?

What we'll cover

1. How do we connect more with our community of users, to improve the services we offer?
2. Particularly in regard to vulnerable populations
3. While reckoning with our own unconscious biases

BREAK

4. Drafting a community design plan to take home

2

Community-Driven Design Methods

A DESIGN APPROACH to LEGAL SERVICES INNOVATION

Follow
the
COMMUNITY'S
Needs +
BehAVIOR



CRAFT SOLUTIONS
ALONGSIDE +
with critical feedback
from stakeholders

EXPeriment,
Test,
Improve,
Test again





**MAKE
THINGS TO
SOLVE
PEOPLE'S
PROBLEMS**



**MAKE
THINGS
USABLE**

**MAKE
THINGS
USEFUL**

**MAKE
THINGS
ENGAGING**

1. Be **intentional with process** to create innovation (better systems).

DESIGN PROCESS: how to generate new solutions

1

DISCOVER



What is the landscape?
Understand the challenge's situation & the stakeholders.

2

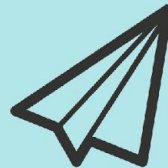
SYNTHESIZE



What is your mission?
Define & map the users and problem statement you'll be designing for.

3

BUILD



What ideas may work?
Generate possible solutions for the problem, and prototype them.

4

TEST



Are the ideas worthwhile?
Test promising prototypes with your users & in live situations.

5

EVOLVE



How to move forward?
Process the feedback, edit your prototypes, & vet them.

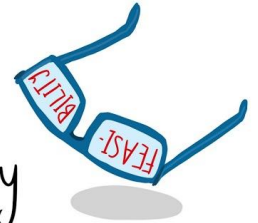
DESIGN MINDSETS

CENTER
YOUR WORK
AROUND
YOUR
USERS



KNOW WHO YOU ARE WORKING FOR, & MAKE THEIR NEEDS AND GOALS YOUR LODESTAR FOR DECISION MAKING

SELECTIVELY
PAUSE
FEASIBILITY



think wildly about what might be possible, disregarding constraints + practicalities



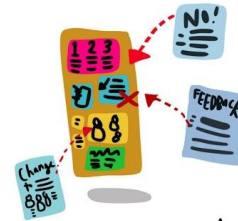
EMBRACE
CONSTRAINTS

Set limits on your time, & on your work targets, to come up with more grounded solutions more efficiently

BUILD
TO
THINK



once you start to try to create a rough version of your great idea, you think it through - & can test it out, too



Everything
IS A
PROTOTYPE

Bias Towards creating rough, NON-Precious versions of your CONCEPTS, THEN BE READY TO SCRAP & CHANGE THEM



BE VISUAL

get your ideas sketched out, to make them clearer, & engaging

WORK
WITH
INTERDISCIPLINARY
TEAMS



mixing diverse mindsets, ways of solving problems & skillsets

TAKE A
BEGINNER'S
MINDSET



Be OPEN-MINDED,
Naive, CURIOUS -
QUESTION your ASSUMPTIONS

LONG TERM DESIGN PROCESS

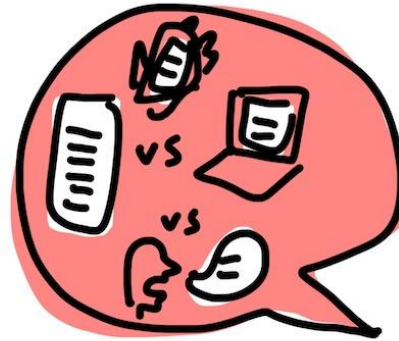
1.
GENERATE
DEFINE THE
PROJECT
VISION &
VET INITIAL
PROTOTYPES

2.
PILOT
IMPLEMENT
FIRST PILOT
EXPERIMENTS TO
TEST THE
PROTOTYPES

3.
SCALE
SPREAD
SUCCESSFUL
PILOTS
ACROSS A
SYSTEM

2. Know who you are serving, and base your work around them.

TUNE INTO YOUR AUDIENCE



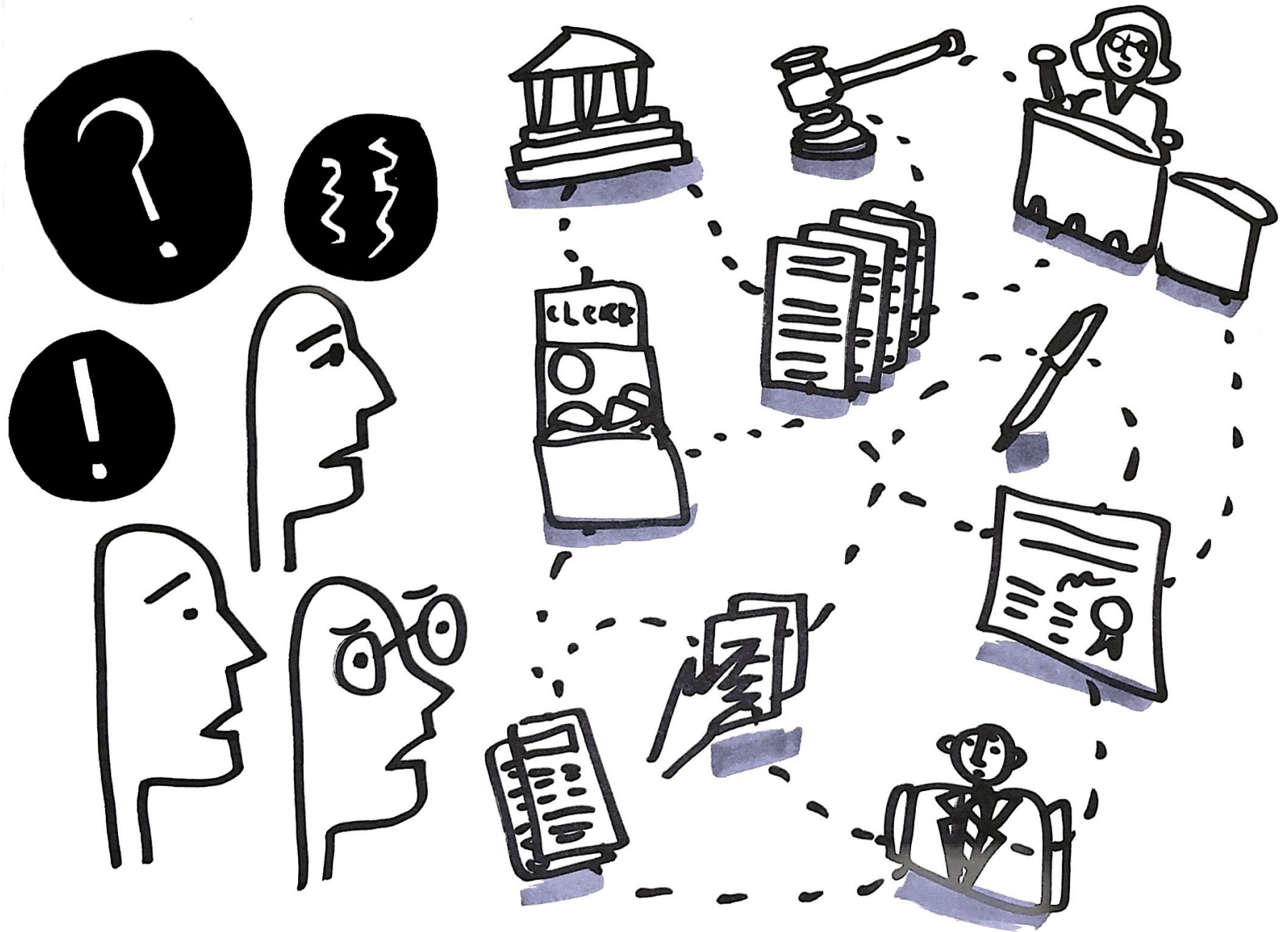
setting



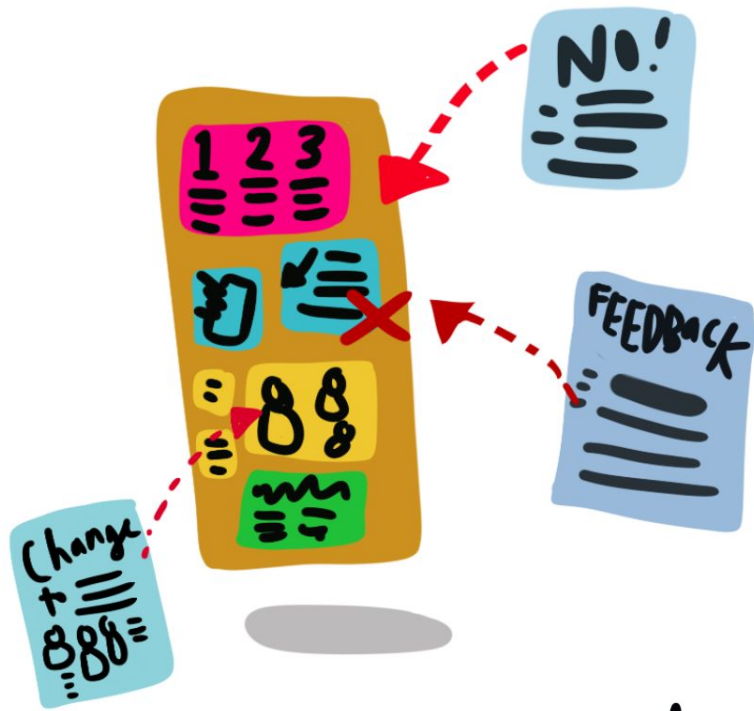
GOALS

Language
Age

Trust



3. Build to think, test
your hypotheses
through quick
prototype-test loops.

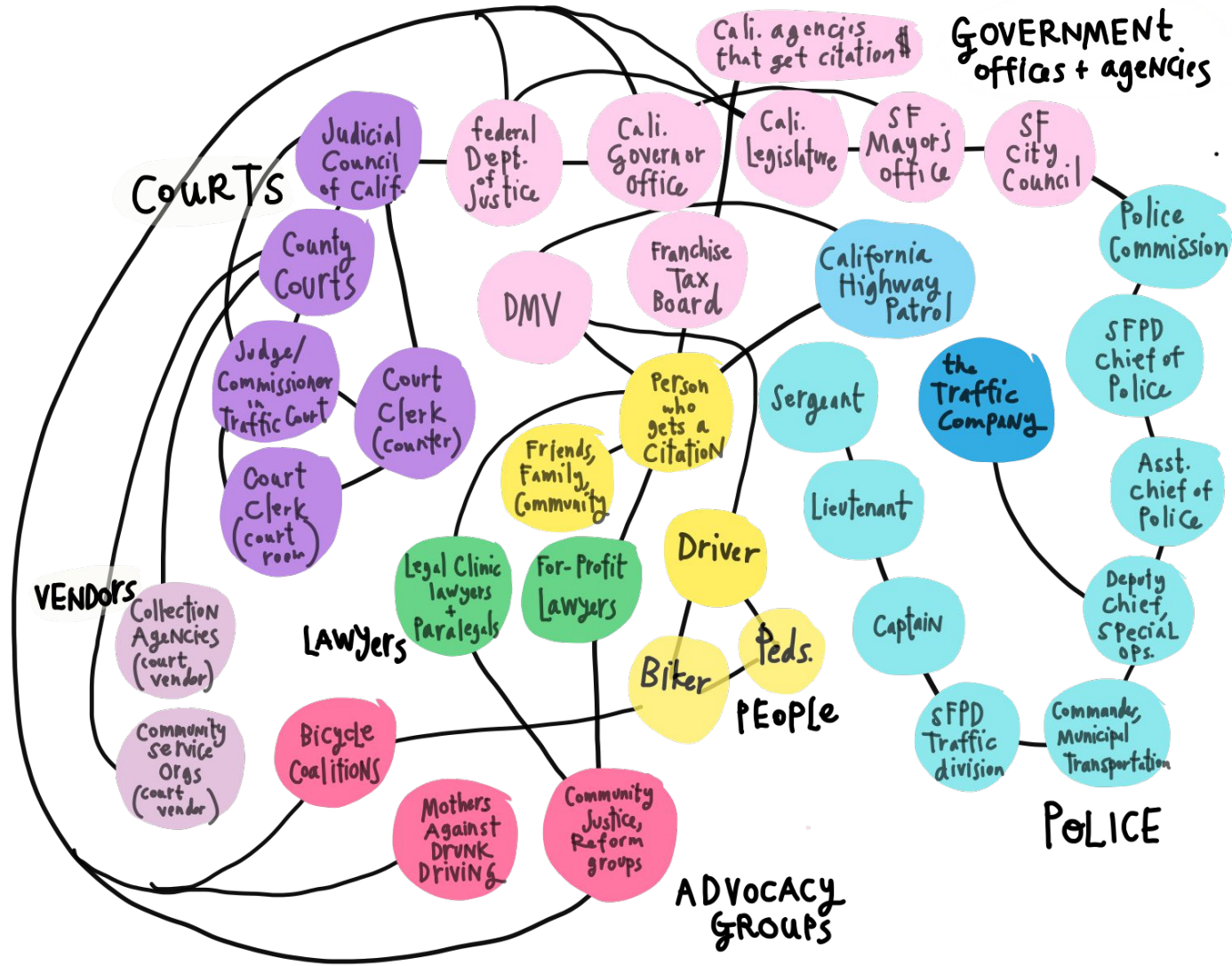


EVERYTHING IS A PROTOTYPE

Bias Towards creating Rough,
NON-Precious versions of your
CONCEPTS, THEN BE READY TO
SCRAP & CHANGE THEM



Stakeholder Map for the Traffic Citation System



Products

give support material to drivers when they get citations

teach seat belt training

two way rating cops & offenders

make car manufacturers have greater safety warnings

make car issues your safety warnings

showing signs for safety warnings

showing signs for safety warnings

showing signs for safety warnings

showing signs for safety warnings

showing signs for safety warnings

Services

have the cops be with you through the whole process

offer classes for people who are repeat offenders

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Policies

blitzes, hot spots, focus on hot spots where life coaches go

Bonus & GOOD LIFE OUTCOME

offer classes for people who are repeat offenders

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offer classes for people who are repeat offenders

Wild Cards

More Female Tickets

police to teach road safety to offenders

police to teach road safety to offenders

police to teach road safety to offenders

police to teach road safety to offenders

police to teach road safety to offenders

police to teach road safety to offenders

police to teach road safety to offenders

police to teach road safety to offenders

police to teach road safety to offenders

police to teach road safety to offenders

THAT MEAN profit making

change

revise their own

Increase safety on the streets (for drivers, bikers, pedestrians)

Mitigate the burden on the financial health of residents

CAN



Co-design

We want our participants not just to be passive 'testers' --

But rather we'd like to give opportunities for them to be designers with us. So they have have the **pen in their hand, annotating, sketching, brainstorming, creating...**

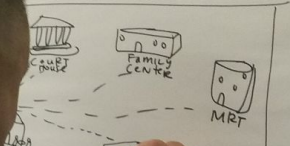


Justice Allies

HELPFUL
 "How can we help you?"
 "What can we do for you?"

Who Should Use
 "Small area of psychology offering
 "Open to MRT & Public
 "Basic education, some are

Lawyers on the Block



lawyer
 at court
 giving
 advice
 or to
 represent
 lawyer
 church
 * + MRT
 + family
 center

• different
 lawyers on
 schedule
 with differ

Coffee + Counselor
 Lunch with

at lawyers
 at MRT
 + lawyers
 at family ctr
 Full-time

to get things
 at to do
 of this
 legal services
 stability
 opportunity

Design Exercise

Scouting key

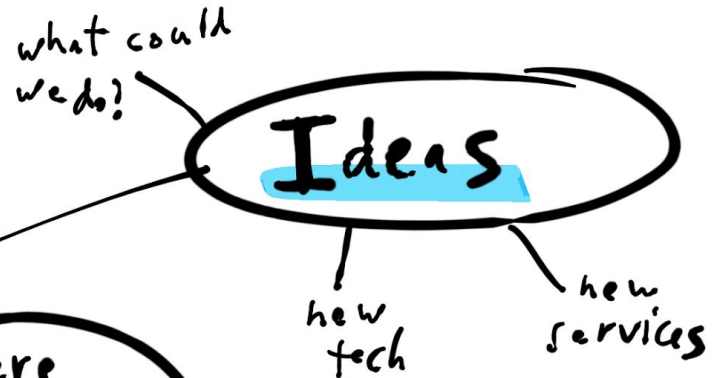
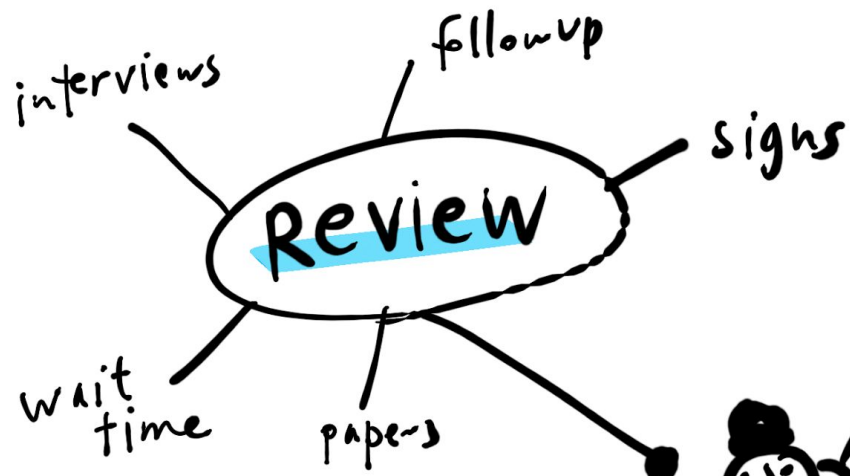
input

opportunities

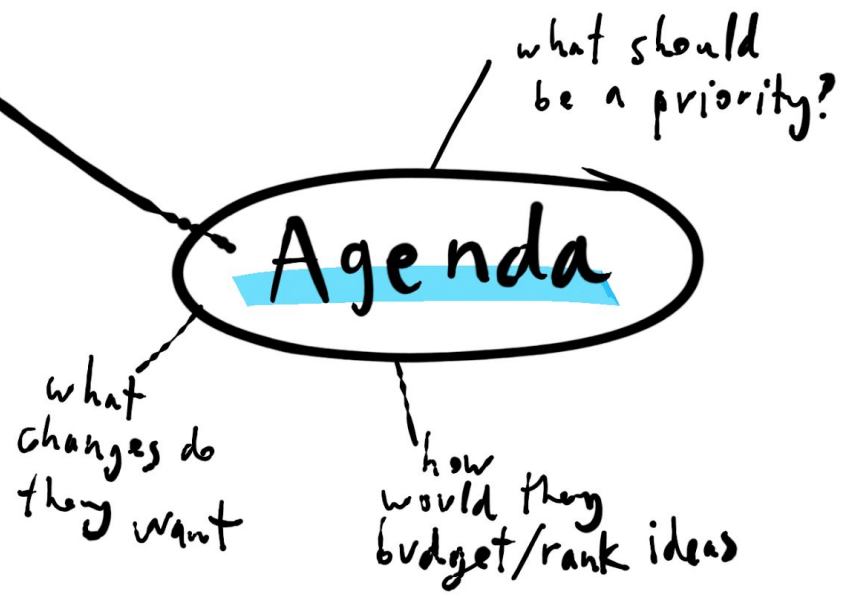
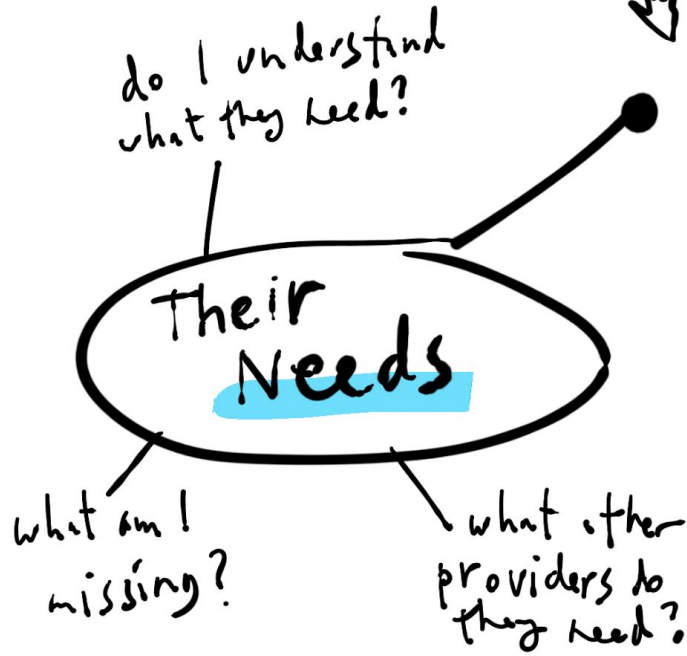
Make an opportunity mind-map

Where could you have more community voice regarding the services that you offer, or system that you're a part of?

1. **Reviews and feedback** of your current offerings
2. **Needs-finding** of people's lived problems
3. **Setting agenda** of what needs to be addressed, and how resources will be used
4. **Ideas** for new initiatives or services you could offer



where
could
CLIENTS'
INPUT help
my work



3

Connecting with Vulnerable Populations

How can we do
community design work
responsibly + ethically,
with people who may be
at risk, stressed, or
traumatized?

Recognizing point of view

- May feel **trapped**, lacking safety
- May not have **legal status**, or have worked in an informal or illicit sector
- May have **limited personal freedoms**, and limited knowledge of their rights and options
- May have experienced physical, sexual, or psychological **abuse** against themselves or family
- May face ethnic, social, or gender **discrimination**
- May believe that services **depend on their compliance** with whatever service-providers ask from them

Stress and Trauma

- Impaired sense of time or space
- Memory loss of certain events
- Risk behaviors
- Underestimation of risk
- Talking about past trauma experiences is like reliving it

For discussion:

What are the situations in your work, in which your team works with vulnerable populations?

Ethical + Safety Practices



Ethical + Safety Practices

Know The Risks:

- Assess what risks may come generally, and give specific people chance to self-assess
- Set up a consent protocol, and a plan for how to deal with problems that may arise
- Work with community experts to review

Ethical + Safety Practices

Protect The Person and their Info:

- Select and train your team on the protocol, and ensure they have key mindsets
- Ensure Anonymity and Confidentiality of the information you gather
- Plan questions or exercises so as not to traumatize

Ethical + Safety Practices

Give Value Back

- Prepare Referral Information, while don't make promises that can't be delivered
- Be Prepared for an Emergency Intervention
- Put Your Data-Collection to Good Use

Design Exercise

**Incorporating
Ethical Practices
in your Work**

Draft some best practices for user research

When you or your team does outreach to vulnerable populations, what could be the best ways to:

- Get informed consent and explain what to expect
- Talk through and assess risks
- Limit stress and re-traumatization
- Talk about next steps and follow-through

Talk in your groups about what has worked before, and sketch out some practices + principles.

What has worked for you before?

- _____
- _____

What are some key things to do in the session?

- * _____
- * _____
- * _____

What happens if person seems stressed?

- _____

SKETCHING OUT A PROTOCOL

4

Reckoning with our Unconscious Biases

What are unconscious biases?

When our mind makes snap judgments of other people based on patterns, social norms, and expectations.

They are natural, they are universal, and they are not necessarily a negative -- but can have negative consequences.

**You can run
Unconscious Bias
tests with your
team?**

Harvard's Project Implicit

[https://implicit.harvard.edu/
implicit/selectatest.html](https://implicit.harvard.edu/implicit/selectatest.html)

Look Different

<http://www.lookdifferent.org/>

Press "E" for

Bad

or

Disabled Persons

Press "I" for

Good

or

Abled Persons

Part 3 of 7

Use the **E** key for **Disabled Persons** and for **Bad**.

Use the **I** key for **Abled Persons** and for **Good**.

Each item belongs to only one category.

If you make a mistake, a red **X** will appear. Press the other key to continue.

Go as fast as you can while being accurate.

Press the **space bar** when you are ready to start.

**What can we do to
prevent our biases
from ‘doing harm’?**



bias cleanse



Interested in working on your own biases? With input from the [Kirwan Institute for the Study of Race and Ethnicity](#), we've created seven-day bias cleanses on race, gender and anti-LGBTQ bias that will provide you with daily tasks that will help you begin to change your associations.

Tweet [@LookDifferent](#) and let us know you're participating and [@MTV](#) might follow you!

start your cleanse

- gender bias
- anti-lgbtq bias
- racial bias

I accept the terms of the [privacy policy](#)

Working with

Community Partners

**Diversity and inclusion
experts**

Design Exercise

Making Your

Lenses Explicit

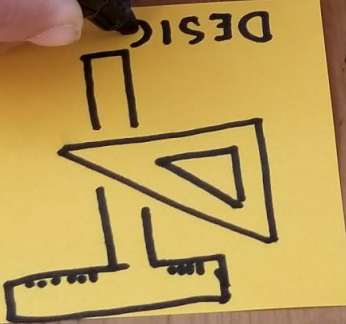
Make your lenses explicit

Put down **7 sticky notes** in front of you.



Make your lenses explicit

On each post-it, jot down a lens through which you see the world. They can be positive, negative, about biases, or not.



Make your lenses explicit

Share them with your partner.

Take turns talking through each others' 7 lenses.

How did you become aware of this lens? How has it played out in past interactions?



WOMAN

American

Lawyer

Semi
MILLENNIAL

upper
middle
CLASS

Midwestern

OPTIMIST



Now, think of...

a time at work, when you have had an **uncomfortable interaction** with a client or a colleague.

Share this story, in 4 minutes, with your partner.

Partner, write down the details -- and ask questions about what they did, what they thought, and what they felt.

Then switch.

What
happened?

Why were
you
uncomfortable
?

Would you
Have
Done
Something
Different?

Do you
Feel That
your
UNCONSCIOUS
Bias came
into play?

What
went
RIGHT,
what went
wrong?

Share a time at work,
when you have had an
uncomfortable
interaction with a
client or a colleague...

Choosing a lens intentionally

Now, with your partner, talk together **what lenses (of your original 7, or beyond them),**

- could have made the situation gone better?
- should be avoided in similar situations?
- you need to be very conscious of?

Watch
out for
These Lenses



Aspire
Towards
These Lenses

Empathizer



BREAK!

4

Developing Plans of Action

How can you
incorporate community
voice in your work in
the next 3 months?

1. **Testing Sessions:** Testing your current services with community members
2. **Envisionment/Agenda Session:** Creating an agenda for what the main needs + priorities are, that should guide future policies, like budgets, proposals, and decision-making
3. **Innovation Sprint:** Doing a brainstorm or hackathon session, in which you start building new innovations alongside your clients

Go back to your “Opportunity Mindmap”.

If you had to choose 1 area to focus on, where do you want to work first? Circle that.

We'll prototype a Community Design session
in small groups, to help you draft a plan and
protocol for engaging your clients in improving
your services.

1. **Setting Your Intention:** what do you want to achieve with a Community Design session?
2. **Who is your User Base:** identify relevant communities + how to reach them
3. **What Activities Can You Do Together?:** should your session include tests, reviews, brainstorming, agenda-setting, interviews, observations, etc.?
4. **What Will be your Principles/Protocol?:** what safeguards and structure will you have in place?
5. **Let's Test-Run this Plan:** get feedback from the room, with a short, interactive prototype of your session

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What do you want to achieve
with a Community/CLIENT DESIGN session?

INTENTIONS

What
are
we
doing right?

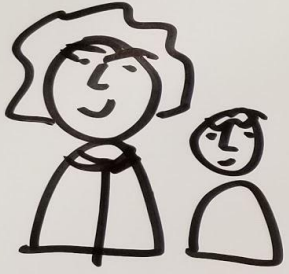
What's
hardest
part of
forms?

Can we
make
Waiting
Room
better?

Why aren't
more
people
coming to
workshop?

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Who is your User Base, & Community?



→ People to Hear FROM IN Session

People w/
Housing
Problems

- at risk of eviction
- low quality housing, asthma risk
- low income

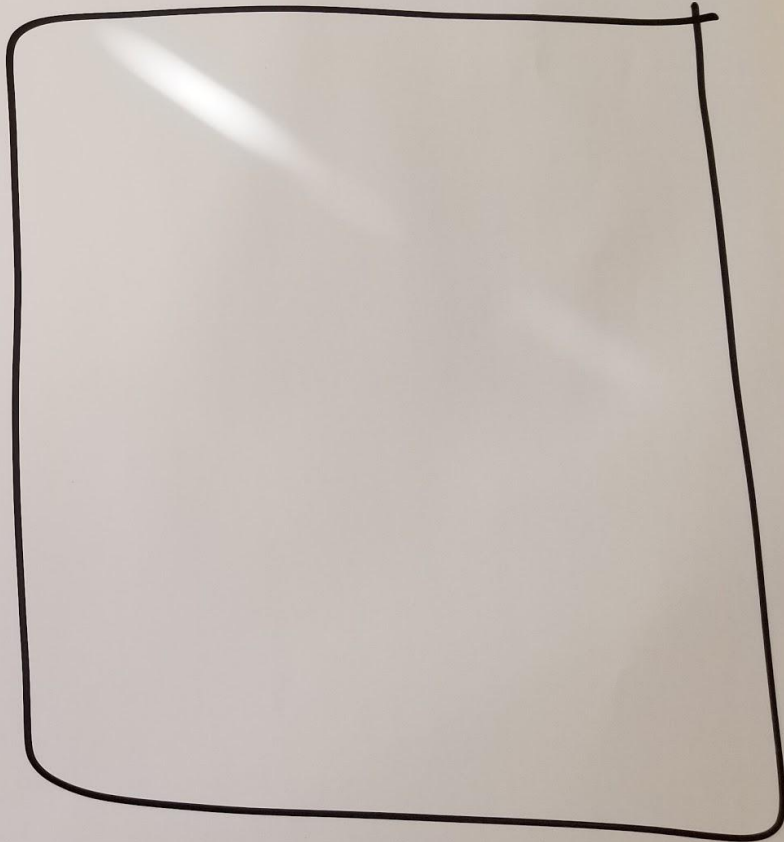
How can I
Connect/
Community,
Partners?

- Churches
- Clinics
- Schools....

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POSSIBLE
ACTIVITIES

GUIDING
PROTOCOL,
PRINCIPLES



Looking

Methods for observing human experience:

ETHNOGRAPHIC RESEARCH

- Interviewing
- Fly-on-the-Wall Observation
- Contextual Inquiry
- Walk-a-Mile Immersion
- ...

PARTICIPATORY RESEARCH

- What's on Your Radar?
- Buy a Feature
- Build Your Own
- Journaling
- ...

EVALUATIVE RESEARCH

- Think-Aloud Testing
- Heuristic Review
- Critique
- System Usability Scale
- ...

Understanding

Methods for analyzing challenges and opportunities:

PEOPLE & SYSTEMS

- Stakeholder Mapping
- Persona Profile
- Experience Diagramming
- Concept Mapping
- ...

PATTERNS & PRIORITIES

- Affinity Clustering
- Bull's-eye Diagramming
- Importance/Difficulty Matrix
- Visualize-the-Vote
- ...

PROBLEM FRAMING

- Problem Tree Analysis
- Statement Starters
- Abstraction Laddering
- Rose, Thorn, Bud
- ...

Making

Methods for envisioning future possibilities:

CONCEPT IDEATION

- Thumbnail Sketching
- Creative Matrix
- Round Robin
- Alternative Worlds
- ...

MODELING & PROTOTYPING

- Storyboarding
- Schematic Diagramming
- Rough & Ready Prototyping
- Appearance Modeling
- ...

DESIGN RATIONALE

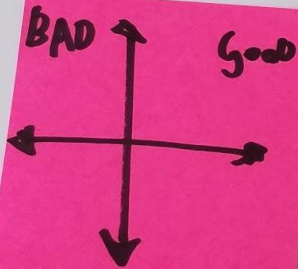
- Concept Poster
- Video Scenario
- Cover Story Mock-up
- Quick Reference Guide
- ...

POSSIBLE ACTIVITIES

WALK
Through
office,
LEAVE
FEEDBACK

INTERVIEW
about
past
services

RANK
IDEAS
for
IMPROVE-
ment



DRAW
out
your
situation

GUIDING PROTOCOL, PRINCIPLE

KEEP it
short +
direct

KEEP
all
INFO
ANONYMOUS,
NO sharing

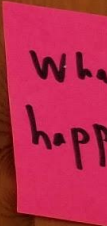
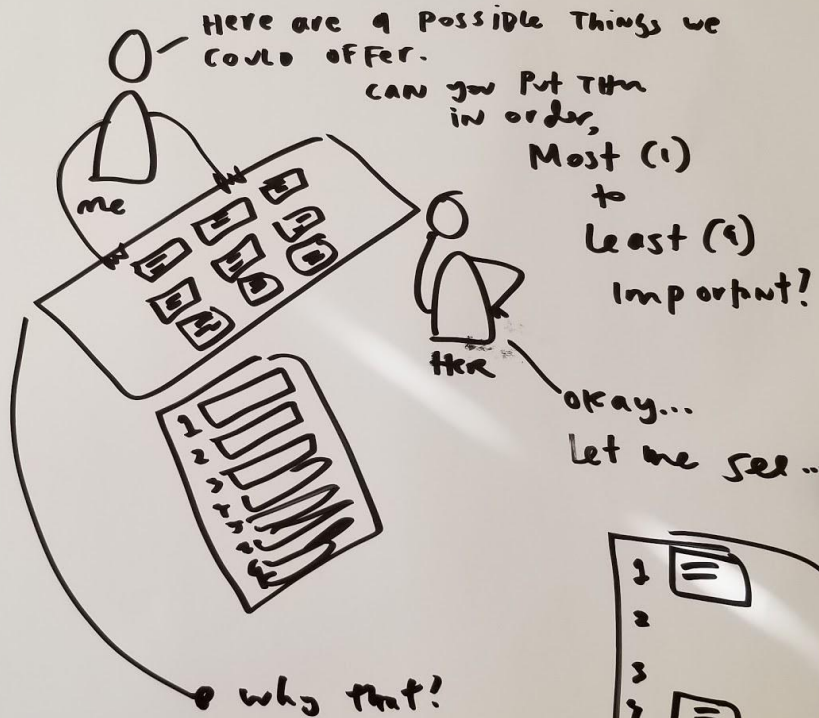


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Prototyping Mindset

PROTOTYPE one ACTIVITY





Understanding your Res

GUILTY

NO CONTEXT

NOT GUILTY

50% DISCOUNT
IF YOU PAY
NOW & PLED
GUILTY / NO
CONTEXT

ZOYA

Testing

Get critical feedback from at least one other person in the room about your plan.

You: set the stage (roles, context). Then start play-acting the session with your tester.

Tester: Go along with the flow, and play-act the session. After it's through, talk through their thoughts, ask questions, give critical feedback.

Debrief

What have you learned
about what would work --
and what wouldn't?
Any insights or plans to
share?

What can you do in the next month, to begin bring more of your clients' voice into your work?

Thank you!

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