Grounded Intelligence:
thick data as evidence

Dr. Sarah Schulman

Lead of Social Impact

IN WITH FORWARD

@inwithforward

We're InWithForward:

#social science

dr. Sarah Schulman

dr. Daniela Kraemer

#design

Jonas Piet

Valentina Branada

#industrial

Melanie Camman

#business

Anna Bond

#coaching

Maggie Vilvang

Natalie Napier

#user research

Muryani

Brandon Siemens

#tech

Lisa Joy Trick

We've worked around the world:

#family #older people #disability #youth #homelessness #addiction #domestic violence

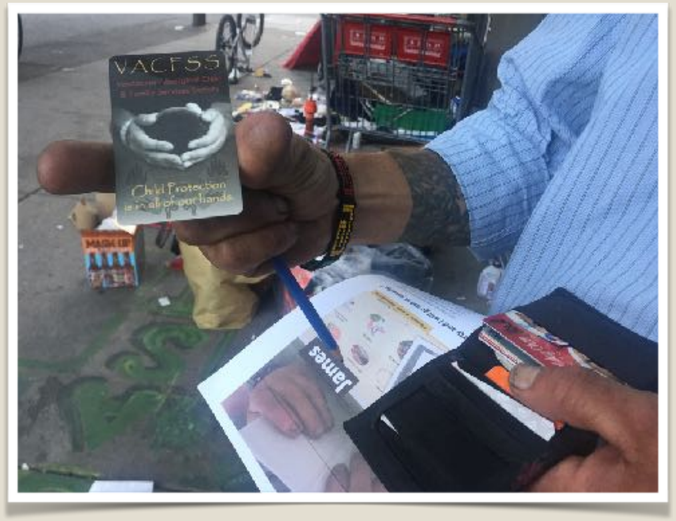
Our ambition is to turn our social safety nets into trampolines ...

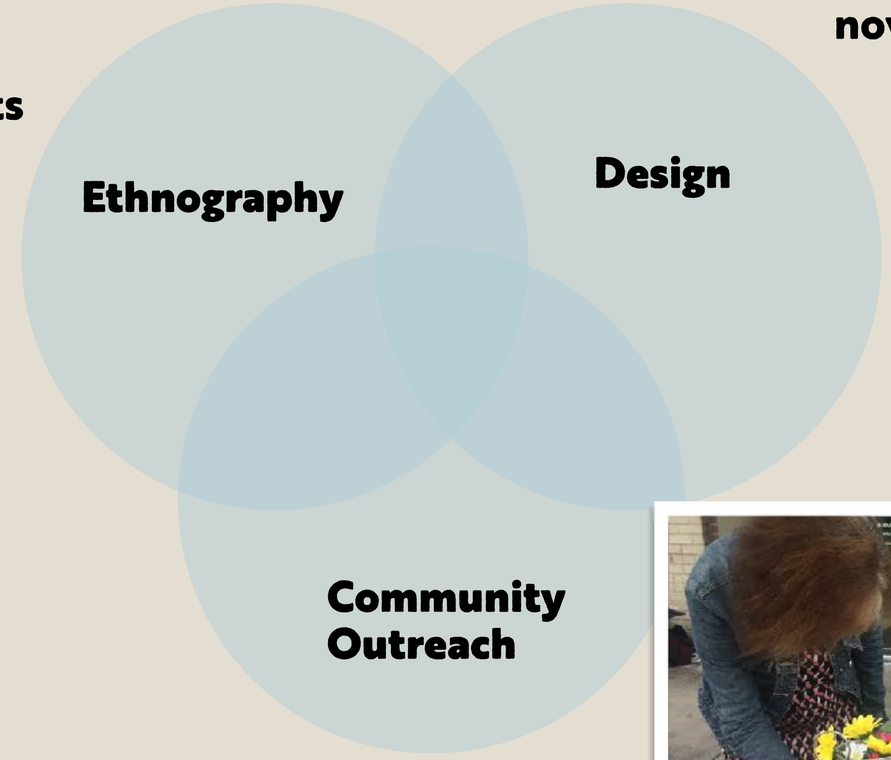
It all starts with people.

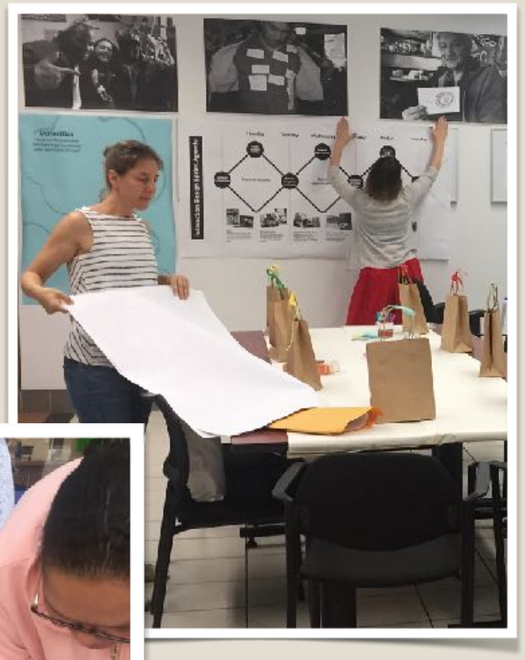
Blending ethnography, outreach and design:

To find fresh insights what makes people tick & bring in new perspectives

To shape opportunities that are relevant and novel







To find unusual suspects & untapped resources

OPEN

Meet Crazy
First days out of jail.

We met at the
bus stop ...

08:48:59
343 - UHM02

2017/12/12
LISA 5.2

Inquire Client File
Client Information

INQUIRY FUNCTION - INPUT WILL BE IGNORED
File Number: 1029729 File Status: APPROVED DO: 343 Unit: B Caseload: 1
Application: [redacted] Reopen: 20171120 Closure: 20170731 16 Diary: 20180601
Liv Arrang: 7
Head/H : [redacted]
Fin Admin : _____ Res. _____
Address: _____
(mailing) NFA _____
EDMONTON AB _____
T0H 0H0 _____
Work Ph: (hh) (___) _____ (sp) (___) _____
Home Ph: (___) _____ Designated Facility: 00001 GEO Code: __
Marital Stat: 4 SINGLE Deletion Date:
Del: _ Partner : Effective Date: (HT) 20171120
Client Subtype: (hh) 42 (sp) __ (HT) 42 Med Date of
Medical coverage: (hh) Y (sp) _ Sex Birth Date Cov PHN Deletion
Sel Dependant Names

_
_
_
_

We navigated bureaucracy ...

- END -

PF1-HLP PF2-ADD PF3-RTN PF4-MNU PF10-BF PF11-BAN PF12-CMT
PF5-PID PF6-NXT PF7-BWD PF8-FWD

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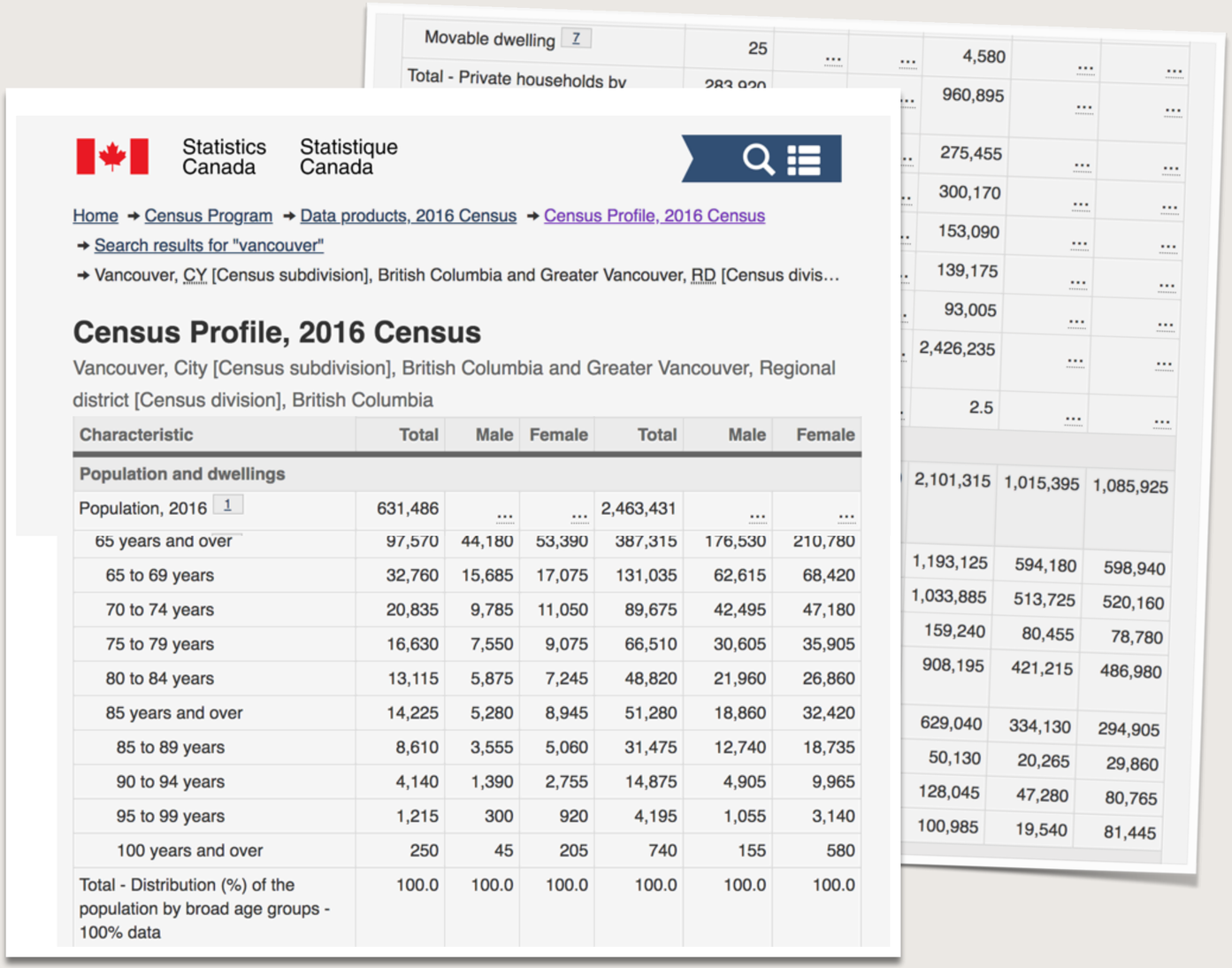
We stayed awake ...

Six weeks later …

Social services know Crazy as one of 8,400 homeless individuals.

Statistics don't tell us about who chooses to sleep rough or why



Statistics Canada Statistique Canada

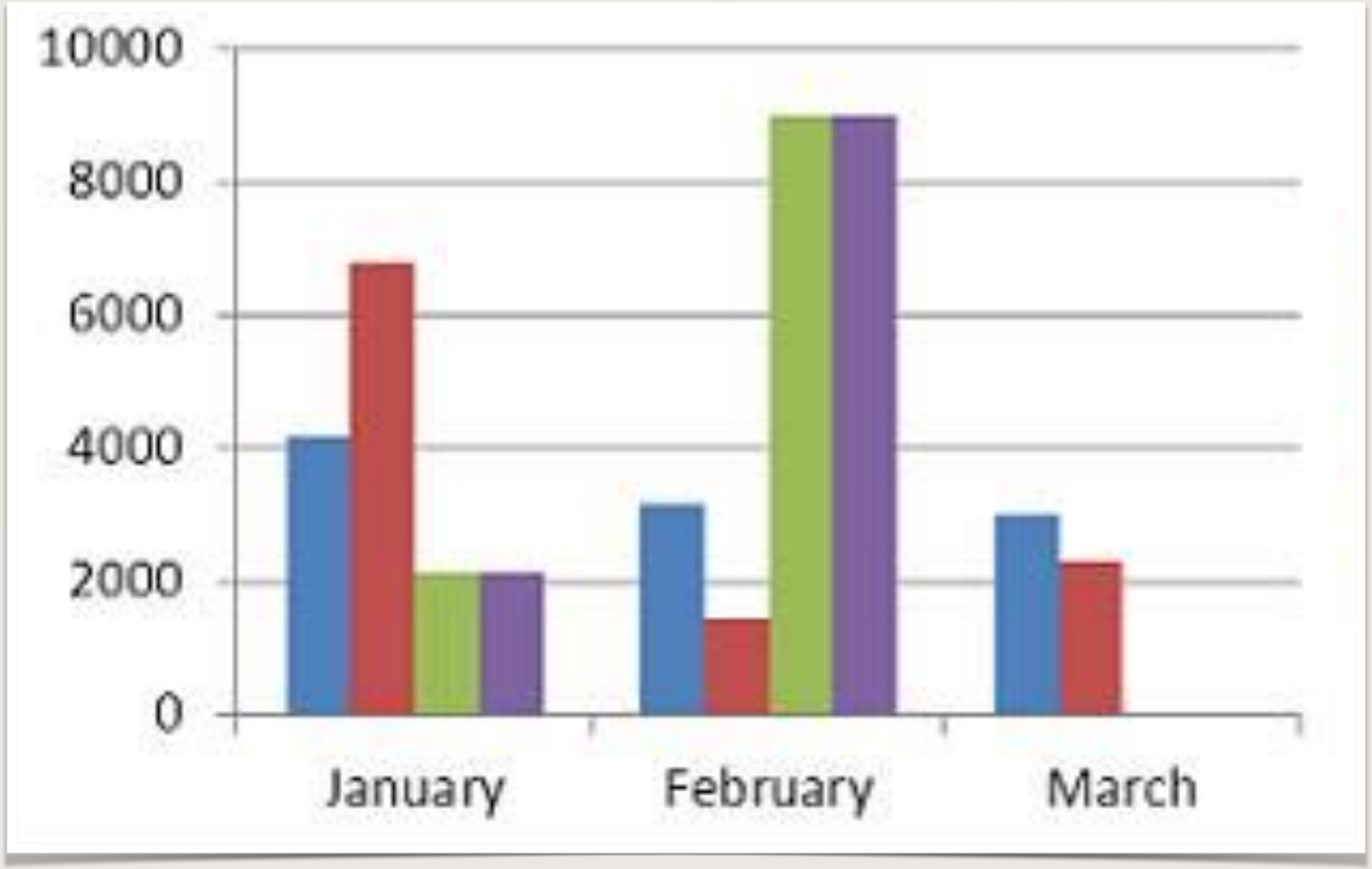
Home ➔ Census Program ➔ Data products, 2016 Census ➔ Census Profile, 2016 Census
➔ Search results for "vancouver"
➔ Vancouver, CY [Census subdivision], British Columbia and Greater Vancouver, RD [Census divis…

Census Profile, 2016 Census

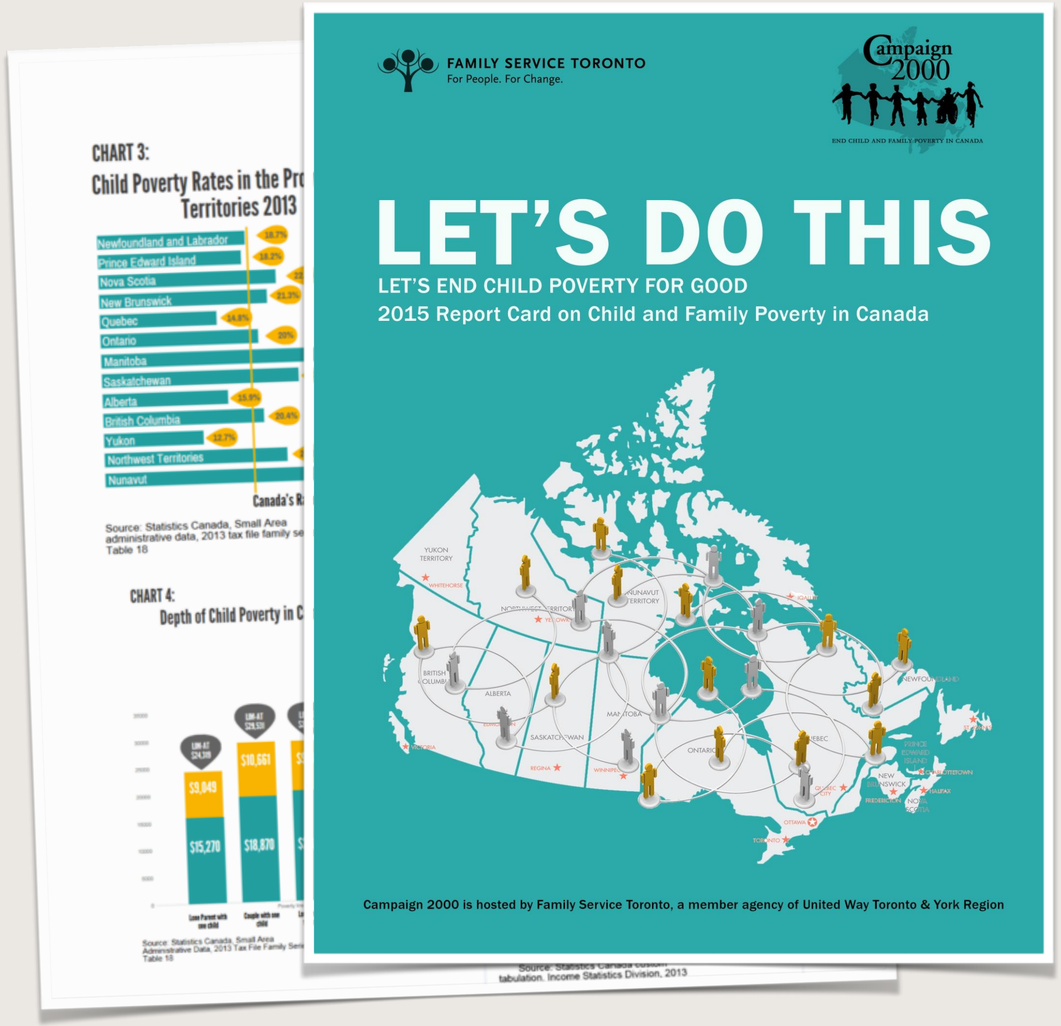
Vancouver, City [Census subdivision], British Columbia and Greater Vancouver, Regional district [Census division], British Columbia

Characteristic	Total	Male	Female	Total	Male	Female
Population and dwellings						
Population, 2016 1	631,486	...	...	2,463,431	...	...
65 years and over	97,570	44,180	53,390	387,315	176,530	210,780
65 to 69 years	32,760	15,685	17,075	131,035	62,615	68,420
70 to 74 years	20,835	9,785	11,050	89,675	42,495	47,180
75 to 79 years	16,630	7,550	9,075	66,510	30,605	35,905
80 to 84 years	13,115	5,875	7,245	48,820	21,960	26,860
85 years and over	14,225	5,280	8,945	51,280	18,860	32,420
85 to 89 years	8,610	3,555	5,060	31,475	12,740	18,735
90 to 94 years	4,140	1,390	2,755	14,875	4,905	9,965
95 to 99 years	1,215	300	920	4,195	1,055	3,140
100 years and over	250	45	205	740	155	580
Total - Distribution (%) of the population by broad age groups - 100% data	100.0	100.0	100.0	100.0	100.0	100.0

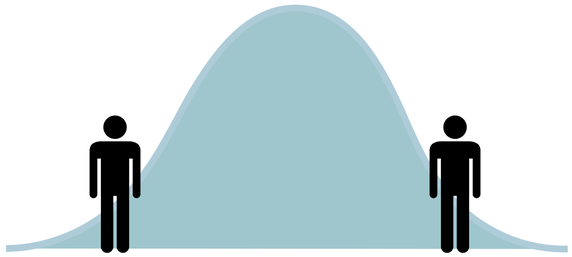
Service delivery data doesn't include the people who don't sign-up or show-up.



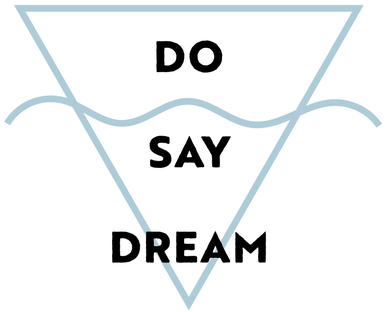
Academic reports don't give a real-time view of people's appetite for change.



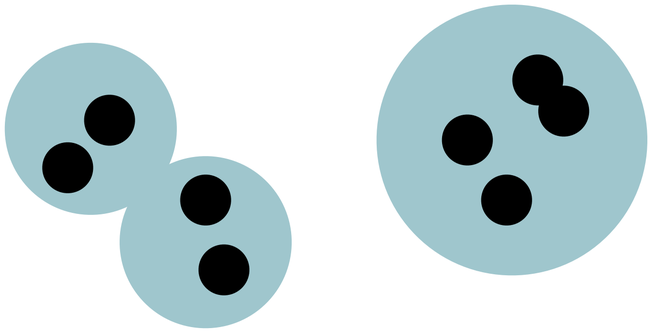
Thick data offers a new kind of intel:



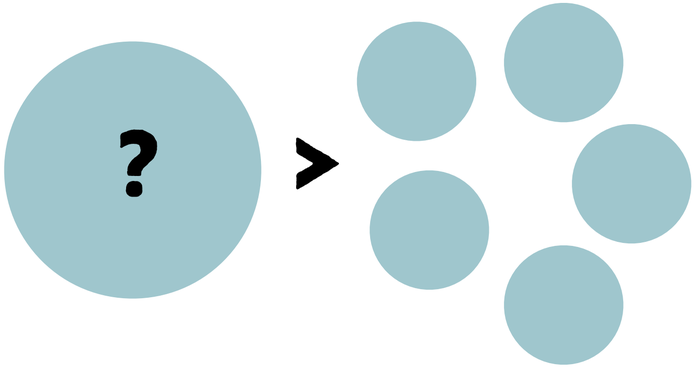
Finds people left out of traditional research



Gets underneath disconnects



Segmentation to show what works, for whom



Explores features of problem AND solutions

Meet Ko

Albert walks and walks, and walks some more. Every day, after a no-frills black coffee, he pulls out a map, and goes somewhere. Parks and libraries are preferred destinations - but any where will do. He's got no where to be and no one to return home to. The one-story brown house where he lived his whole life has been sold. His sister won't talk to him. His parents are dead.

Thick data as input

Discover insights

Define opportunities

Develop alternatives

Set briefs & constructs

Go out & collect stories

Reframe pain points & outcomes

Generate opportunities & ideas

Visualize & share back stories

Co-make & test alternatives

Distill learnings, principles & practices

Recruit

Engagment tactics that allow us to meet a large number of people quickly, followed by more targeted efforts to meet the hard-to-reach.

Ethnography

Spending time with people, often in their homes; shadowing them on appointments, and other aspects of their routines; semi-structured conversations

Idea Generation

Making sense of our data by segmenting the people we've met in different ways, pulling out themes and 'what ifs', identifying opportunity areas

Writing

Distilling what we learned into stories, visuals and infographics to be shared back and validated with people

Co-design

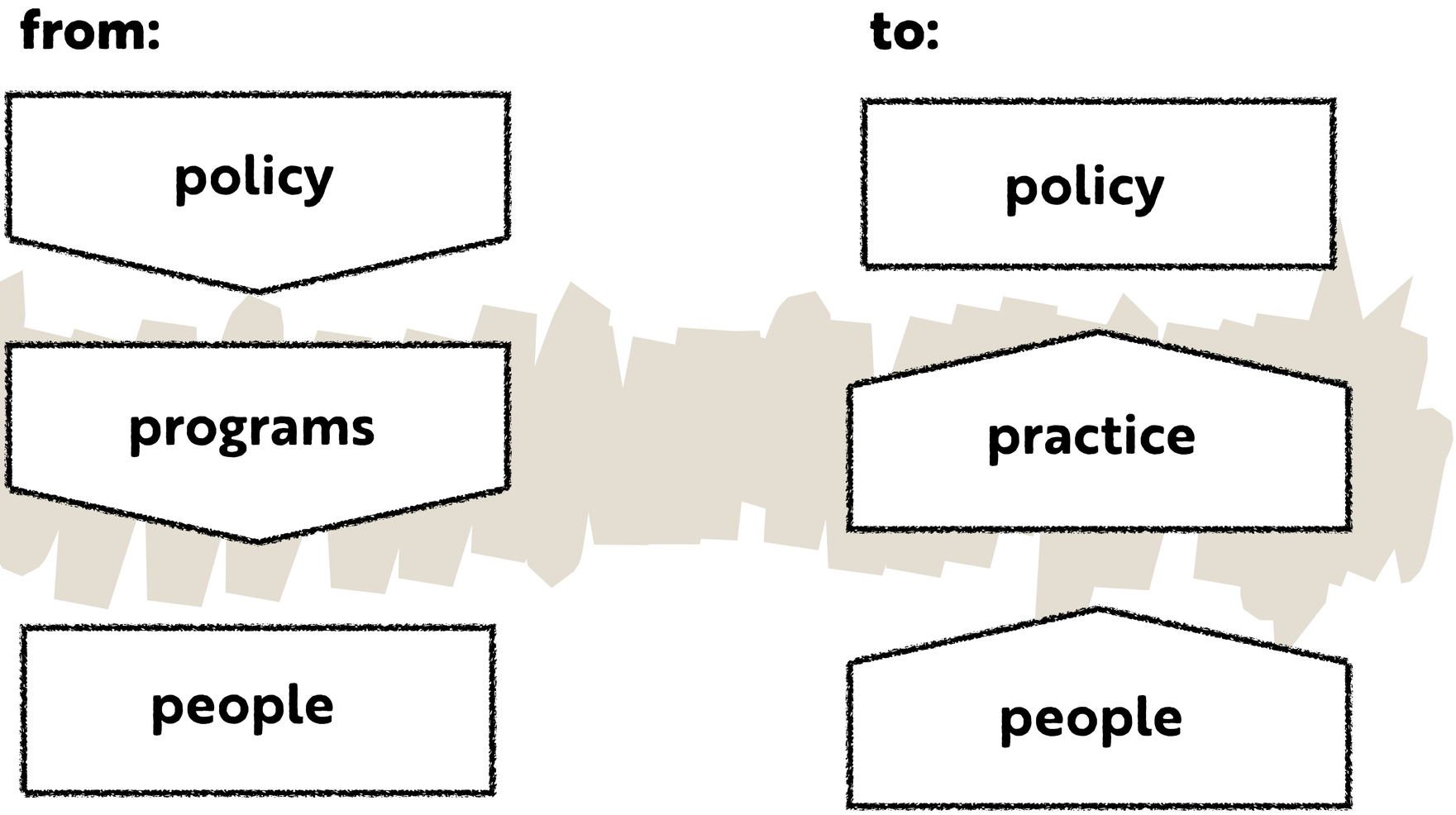
Prototyping new roles, settings, props and/or scripts with participants to create fresh interactions and services.

Testing

Evaluating the prototypes in real settings, with real participants.

Grounded Data

Working backwards from people to policy:



Case Example: the Underhills

Kudoz

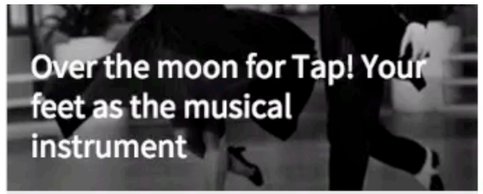
Sign in Sign up Menu Post a new listing

100s of Splendid Learning Experiences

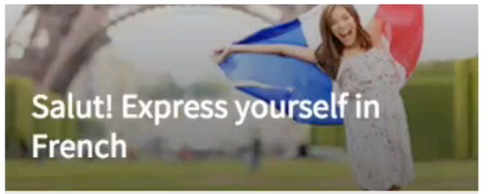
Want to go deeper or wider?

- ANIMAL HOBBIES
- MAKING THINGS
- FOOD
- FASHION & BEAUTY
- MUSIC & PERFORMANCE
- SPORTS & ADVENTURE
- HEALTH & SELF
- COMPUTERS & TECH
- BUSINESS
- OUTDOOR & NATURE
- SCIENCE
- POLITICS & CURRENT EVENTS
- ARTS & CULTURE

For how many Ku-doers

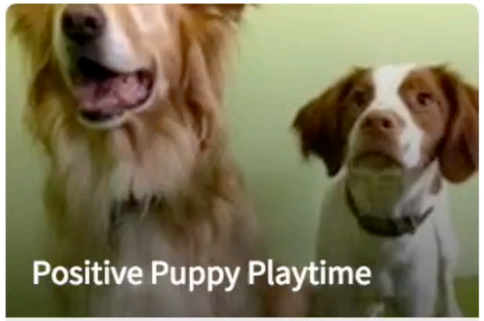


Stephanie



Charlotte - Designer

Charlotte - Designer



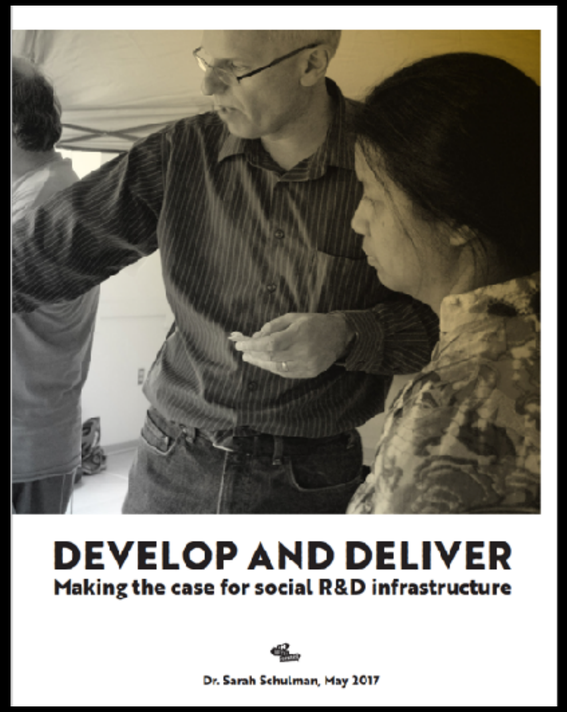
value propositions

tools

roles

experiences

Questions?
Comments?
Ideas?



@inwithforward
sarah@inwithforward.com