Grounded Intelligence: thick data as evidence
We’re InWithForward:

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We’ve worked around the world:

- **Grounded**: developed at participle (2008-2010)
- **Get Together**: developed at TACSI (2010-2012)
- **Kudoz**: developed at TACSI (2010-2012)
- **HomelessSMS**: developed at Weavers (2010-2012)

#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 into what makes people tick & bring in new perspectives

To find unusual suspects & untapped resources

To shape opportunities that are relevant and novel
Meet Crazy
First days out of jail.
We met at the bus stop ...
We navigated bureaucracy ...
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
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
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 anywhere will do. He’s got nowhere 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.

Meet Ko

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**Discover insights**

- **Go out & collect stories**
- **Set briefs & constructs**

**Define opportunities**

- **Generate opportunities & ideas**
- **Reframe pain points & outcomes**

**Develop alternatives**

- **Visualize & share back stories**
- **Co-make & test alternatives**

**Distill learnings, principles & practices**

**Thick data as input**

- **Recruit**
  Engagement 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 if”, 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.
Working backwards from people to policy:

from:
- policy
- programs
- people

to:
- policy
- practice
- people
Case Example: the Underhills
100s of Splendid Learning Experiences

Want to go deeper or wider?

Over the moon for Tap! Your feet as the musical instrument
Stephanie

Salut! Express yourself in French
Charlotte - Designer

Capoeira: a Dancing Martial Art
Charlotte - Designer

Shine like a star! Looking great in your own video

Riding a Trike along the Bike Path

Positive Puppy Playtime
value propositions

tools

roles

experiences
Questions?
Comments?
Ideas?

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