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Design thinking in policy implementation

Good practice from Poland

Iwona Gmaj

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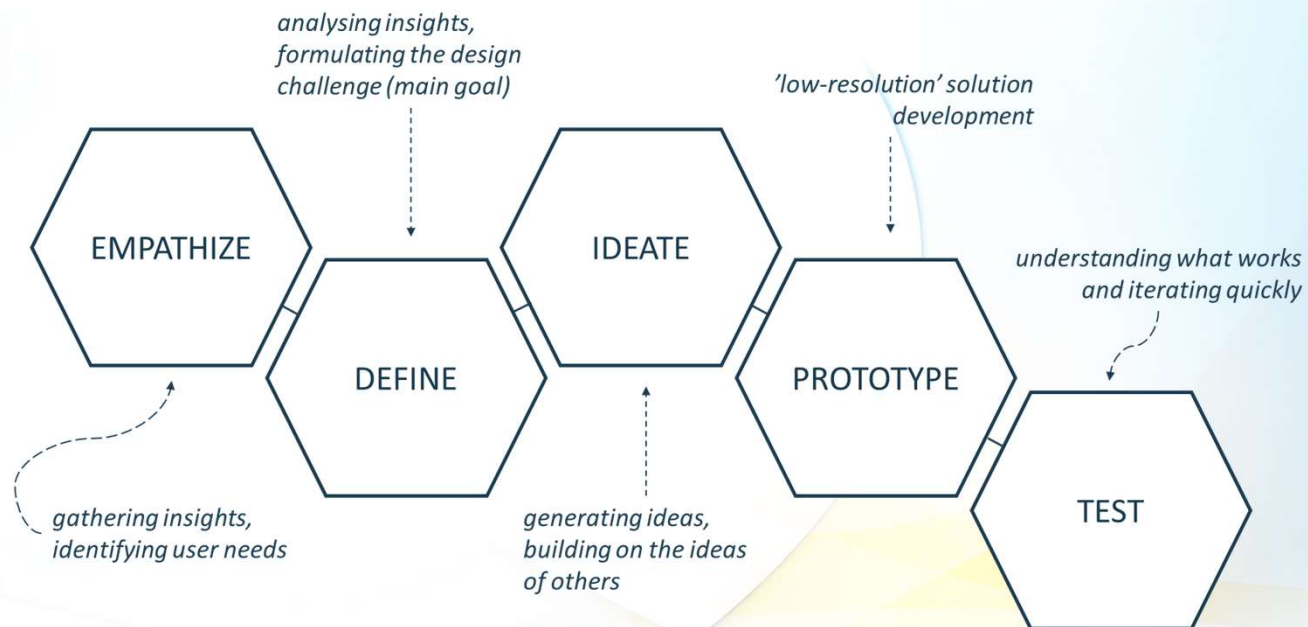
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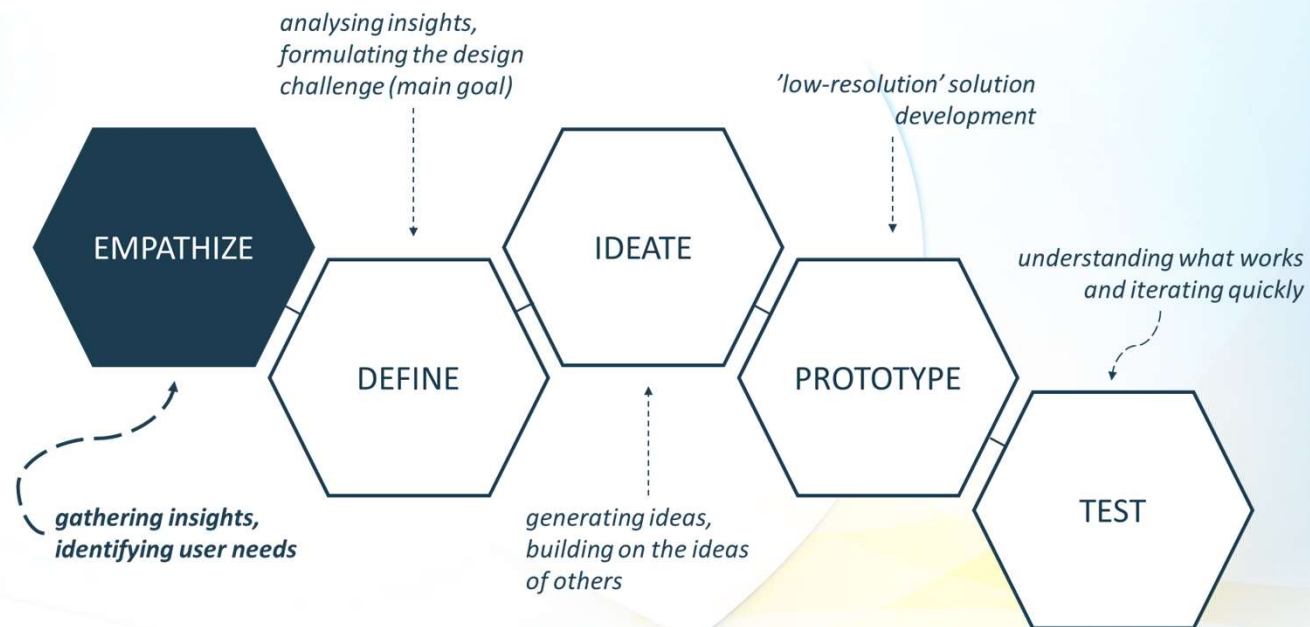
What is design thinking?

1. body of knowledge about engaging with design problems developed post-war and rooted in cognitive science and design research
2. multi-stage, non-linear process of designing with the following elements:
 - ✓ context analysis
 - ✓ problem finding and framing
 - ✓ solution generating
 - ✓ creative thinking and prototyping
 - ✓ user testing and evaluating
 - ✓ iterating

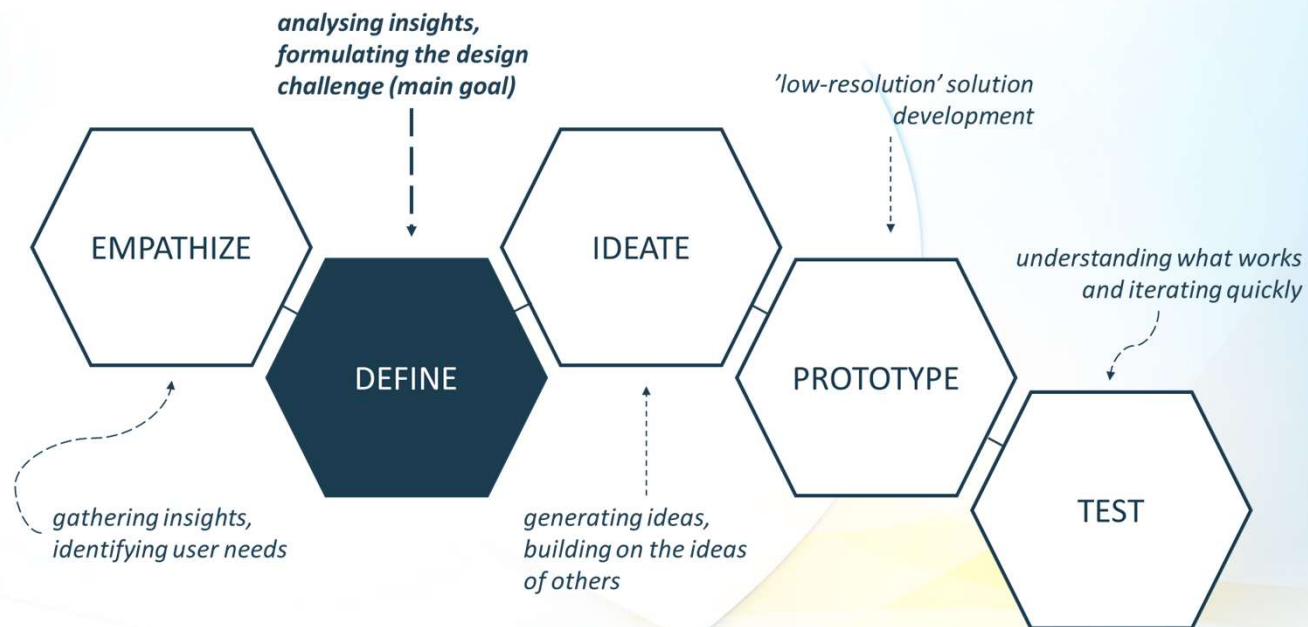
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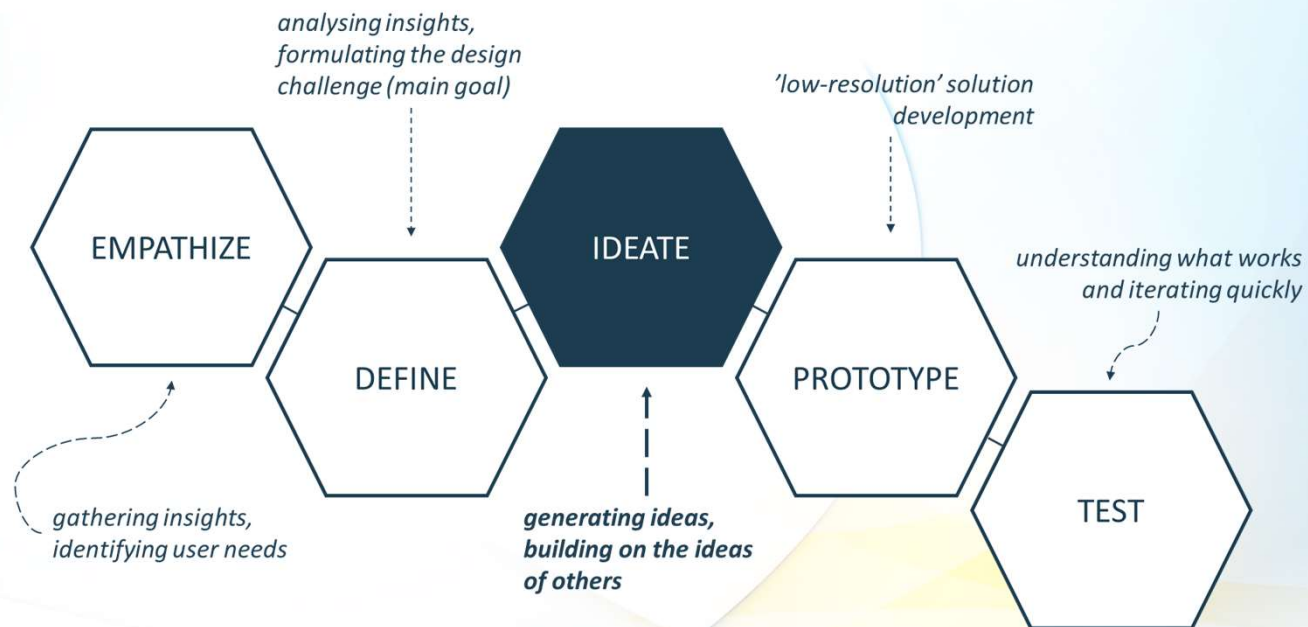
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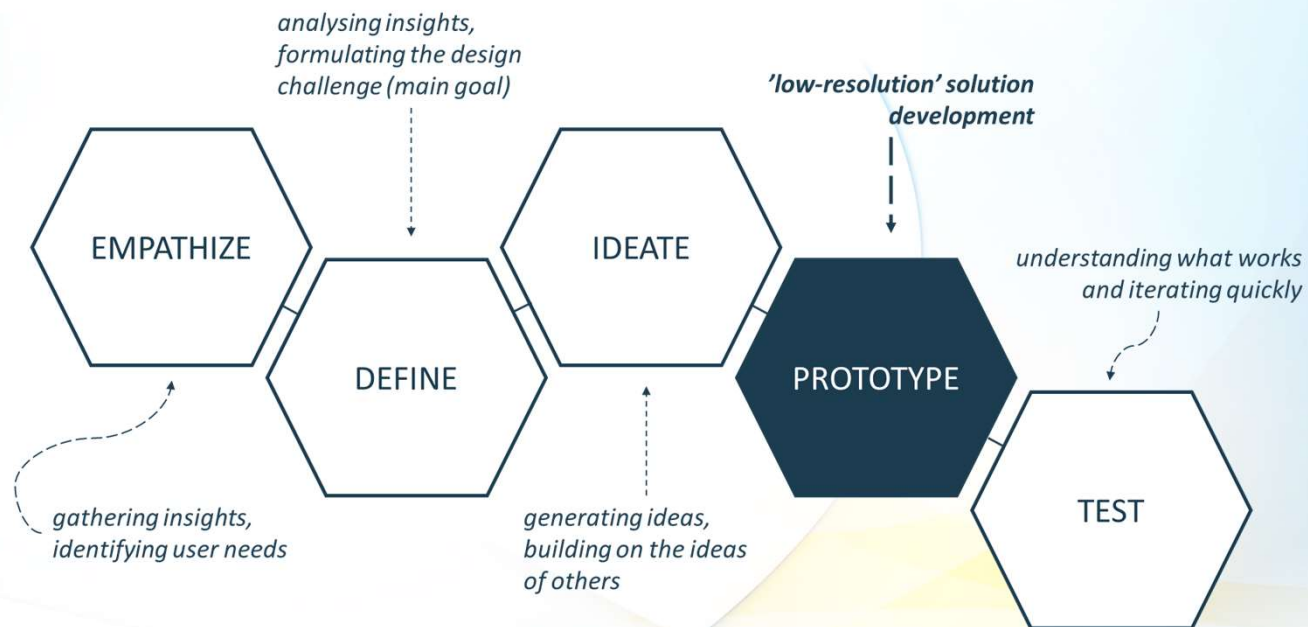
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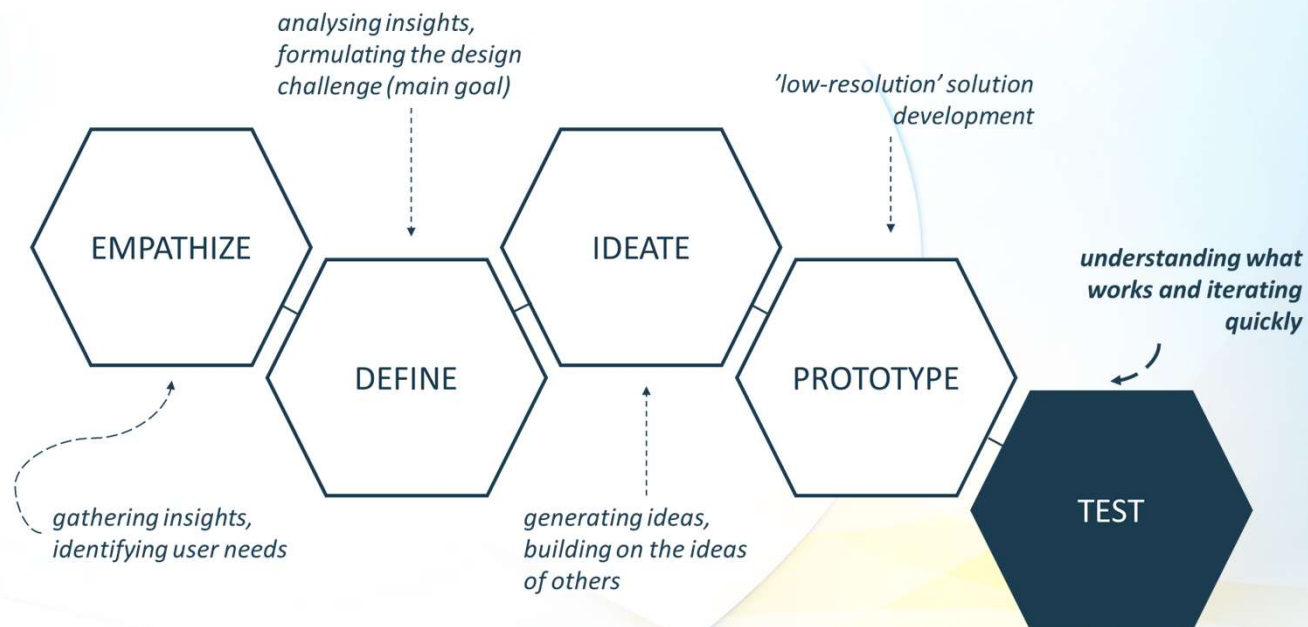
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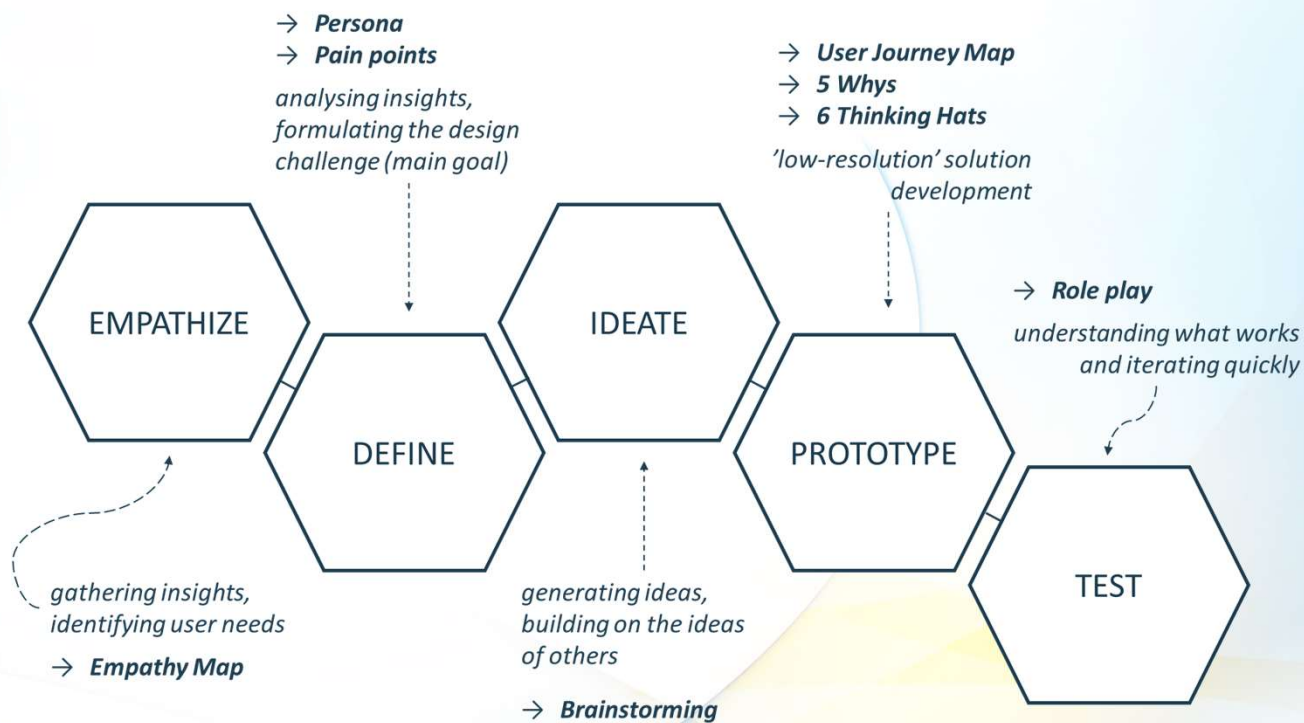
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What is design thinking?



Advantages of design thinking

- ✓ research-based design of policies as services and products
- ✓ agile approach to research and design → more iterations = less mistakes
- ✓ stakeholder and end user involvement → creating a sense of ownership
- ✓ building a basic base of users and partners who can promote the policy

- ! waterfall policy development projects
- ! restrictions resulting from internal regulations
- ! public procurement law

Use case #1



www.mbk.ibe.edu.pl

method of recognising competences for guidance counsellors and HR

Added value:

- ✓ perspective of different sectors included
- ✓ robust description of the process with examples and templates
- ✓ dedicated digital tool developed



Use case #2



MOJE PORTFOLIO

www.mojeportfolio.ibe.edu.pl

tool for creating a digital, competence-based portfolio with uploaded evidence for individual users, guidance counsellors and organisations

Added value:

- ✓ section dedicated for counsellors using the Skills Audit Method with additional functionalities
- ✓ improved design and user experience



Use case #3



field research related to the development of a training programme for guidance and validation practitioners on how to include transversal competences in their work

Added value:

- ✓ gathering insights on the practitioners' work
- ✓ prototyping the training
- ✓ networking and peer learning





THANK YOU

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Iwona Gmaj

✉ iwona.gmaj.insight@gmail.com

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