

Street Hack

Michael.Mackenzie@Sustrans.org.uk



100 ways to squeeze a lemon

What is a hack?

- Originally a term from the coding world, events focussed on coming up with new solutions to computing problems
- In service design, “a time-restricted, issue-exploring, and idea-generating event, where participants come together to create a series of potential solutions to a problem and quickly test them in the real world”
- We worked with Snook to design and deliver Street Hack in Glasgow and Dundee

Why we hosted hacks

- We agreed with Transport Scotland to trial workshops with FHE students
- Hacks gave us a better idea of student priorities, barriers, and issues faced in FHE
- Identify potential infrastructure projects for our Places for Everyone fund
- (we thought) an attractive format for students, with opportunity to learn about approaches to service design / new ways of thinking

Positive/Negative points to hosting hacks

Positives	Negatives
Go beyond opinions and bugbears, and get to the heart of barriers and opportunities	Potential to raise expectations
Learn about new ways of thinking and generating ideas – a dynamic, fun process	Excitement from the day can dissipate / lack of follow through even where follow-up events are organised
An attractive form of consultation/engagement incorporating skills development	Requires skilful facilitation with tricks up your sleeve
“It went really well, even the activities I thought would be really awkward” (dependent on facilitators?)	

Barriers and opportunities

- As many as you can come up with
- Grouping into themes
- Selecting groups



Rapid ideas generation

- If you had no money
- If you had £1M
- If your idea was in space
- If your idea was for cats
- Bad ideas (how to steal a bike)
- Steal good ideas from other teams



“Body storming”

- Changes the mindset (wary at first, embrace by 2nd or 3rd go)
- Imagine ideas from a different perspective
- Sets up the rest of the day to be fun/creative
- Teams more comfortable working with each other



Rapid prototyping

- “build”, draw or model ideas and present to the rest of the group
- Unpick problems and good points



Research – get outside

- Desk based – e.g. Bike Life report, university and college travel plans
- Observe the problem outside, speak to people about their experiences (cycle parking)
- Challenges perceptions that were used earlier to create ideas (important for e.g. perception of safety)



Testing

- Get target audience engaged in your idea / with prototypes
- Market research – Open Streets “live party planning”
- Make adjustments / back to the drawing board



Persona Card



What is this person's occupation and background?

In what ways does this person engage with walking in and around Edinburgh?

Name:

Age:

Character traits:

What does their daily life look like?
What do they do in their free time?

What might this person say about walking in Edinburgh?

“

”

Minimum Viable Product



Consider your idea's most core functions. What exactly does it do?

List 10 things your idea does

User Experience Tool

Fill in the boxes to establish and document key pieces of information regarding a barrier or opportunity.

What did you see?	What was the environment like?	What did they do?	Who was involved?	What worked well?	What can be improved?

Use the boxes below to document (using text or images) how a person performs key actions on their journey step by step.

Use the grey area to draw a line showing the emotional narrative of the person as they perform these actions. Mark any points of opportunity or areas of pain.

Summarising the day

The problem is...	This happens when...	Solutions are...	How could we take this further? Who could we get involved?
<ul style="list-style-type: none"> - Bikes get stolen in the city - There are not enough safe places to store bikes 	<ul style="list-style-type: none"> - There is no storage infrastructure - People don't know where or how to store safely - We don't know who, how or why bikes are stolen 	<ul style="list-style-type: none"> - A pop-up event to educate people - A game "How To Steal A Bike" - Showing people how easy it is to steal - Raising awareness of bicycle safety. How to safely store. - What are the ethical + legal issues of this game? - Demonstrating alternative safety methods 	<ul style="list-style-type: none"> - Is it about demonstration or education? - Awareness of levels of security - Tools for security. Awareness, education + appropriateness - Dr Bike + other initiatives - A performance/ demonstration for other sustainability events - Replacing locks – "lock swap" – advertising for lock companies - Planning + resources + controlled environment - Cycle to work scheme staff – incentive from institution to keep these safe

Reflections

- Don't take ideas at face value: not a space for developing the perfect idea, but about exploring options
- Facilitation: steer away from the “app trap”, ideas not addressing solutions, or listening to research
- Starting point for future projects – effective way of gathering concerns, perceptions, aspirations on a topic
- Useful approach to engage students in your work – what will happen to ideas? Can students still be involved in future trials?

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

www.sustrans.org.uk

Registered Charity No. 326550 (England and Wales) SC039263 (Scotland)
VAT Registration No. 416740656.

