USER STORIES, USER MEANINGS

USING SENSEMAKER TO WIN INSIGHT

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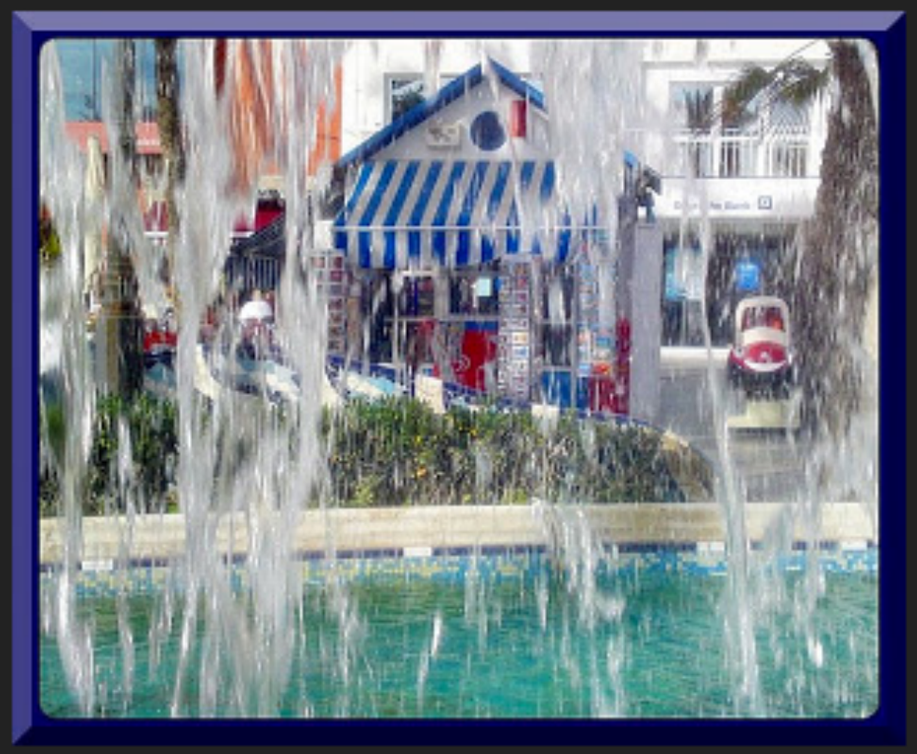
The Photography of Tony Quinlan

30.1.13

Waterfall Torrevieja



Tony Quinlan

Every one of these shots were taken with a Fujifilm Finepix 6900 zoom (picture above).....a few have been tweaked in photoscape. I take my camera everywhere with me to make sure I don't miss a picture and

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WHAT WE'RE SKIPPING TODAY ...

Non-causal systems

Mexican drug gang culture

Cynefin

Colombia

Cross-silo information sharing

Citizen and customer panels

Bangladeshi latrines

Knowledge management

Lessons learned

Overcoming obstacles to culture change

Bounded applicability

Knowledge vs doctrine

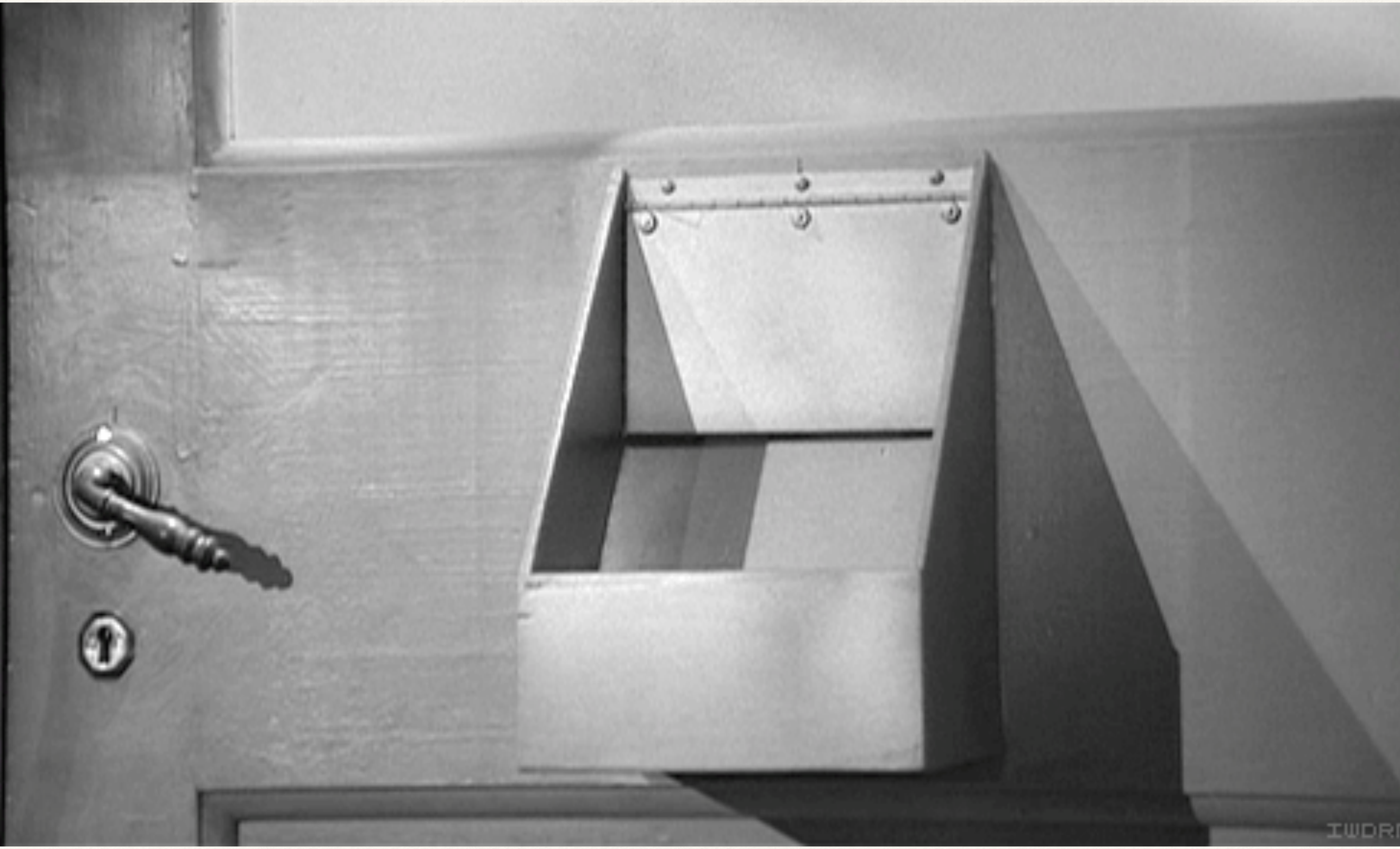
Stimulating innovation

Net Promoter Score

Distributed cognition

Customer insight

Impact assessment



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Innovation Begins With Reality And The User's Voice

- **Gathering the user's voice**
- **Understanding what the opportunity really is**
  - Not necessarily what we thought it was
- **Designing and monitoring our interventions**
  - Impact vs outcome measurement
- **Practical examples (and technical challenges)**

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The Process

- **Copy the following two triangles - translating into your language**

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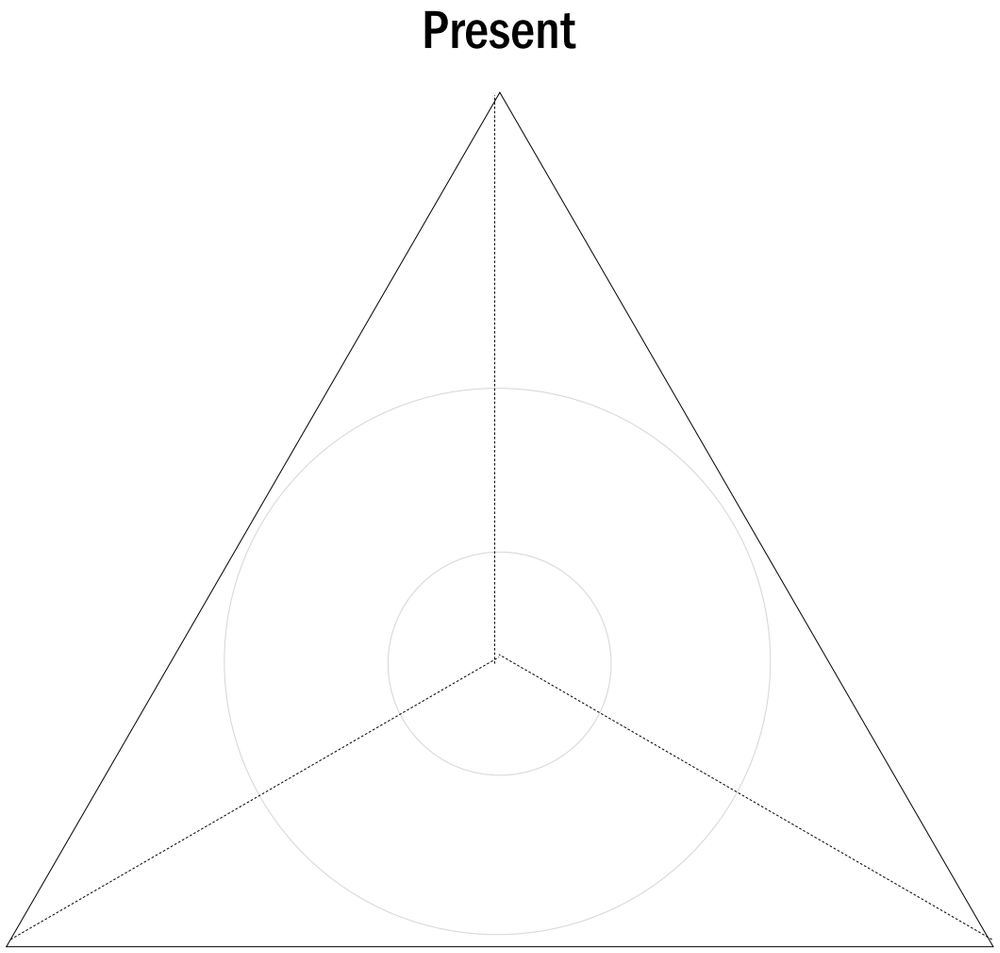
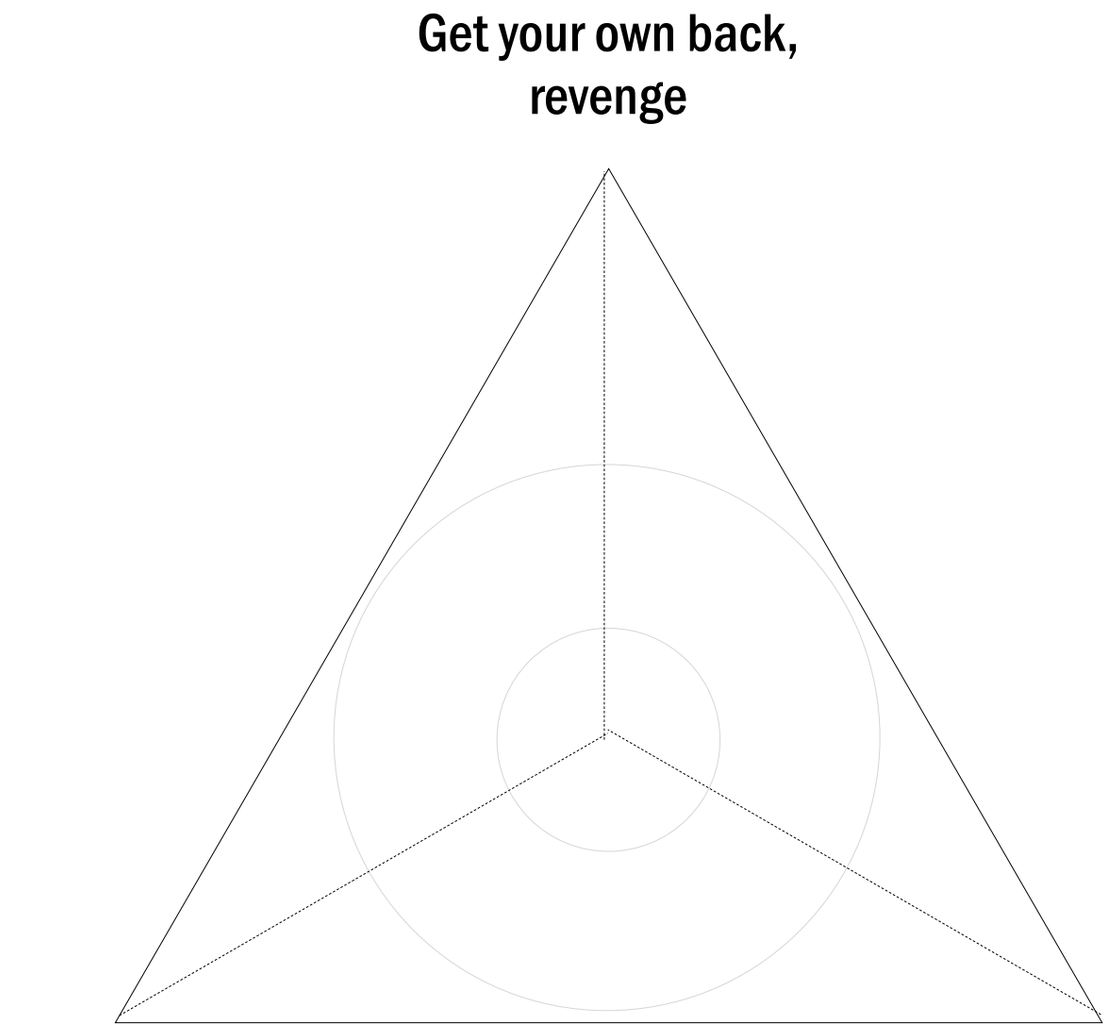
The lesson in this story applies to the



What sort of justice is shown in your story?



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The Process

- **Copy the following two triangles - translating into your language**
- **Which of the following three pictures strikes you?**
- **Think of the story/fragment that the picture makes you think of**
- **Make a couple of notes of the story**
- **Then, thinking of that story, put a mark on the triangles**

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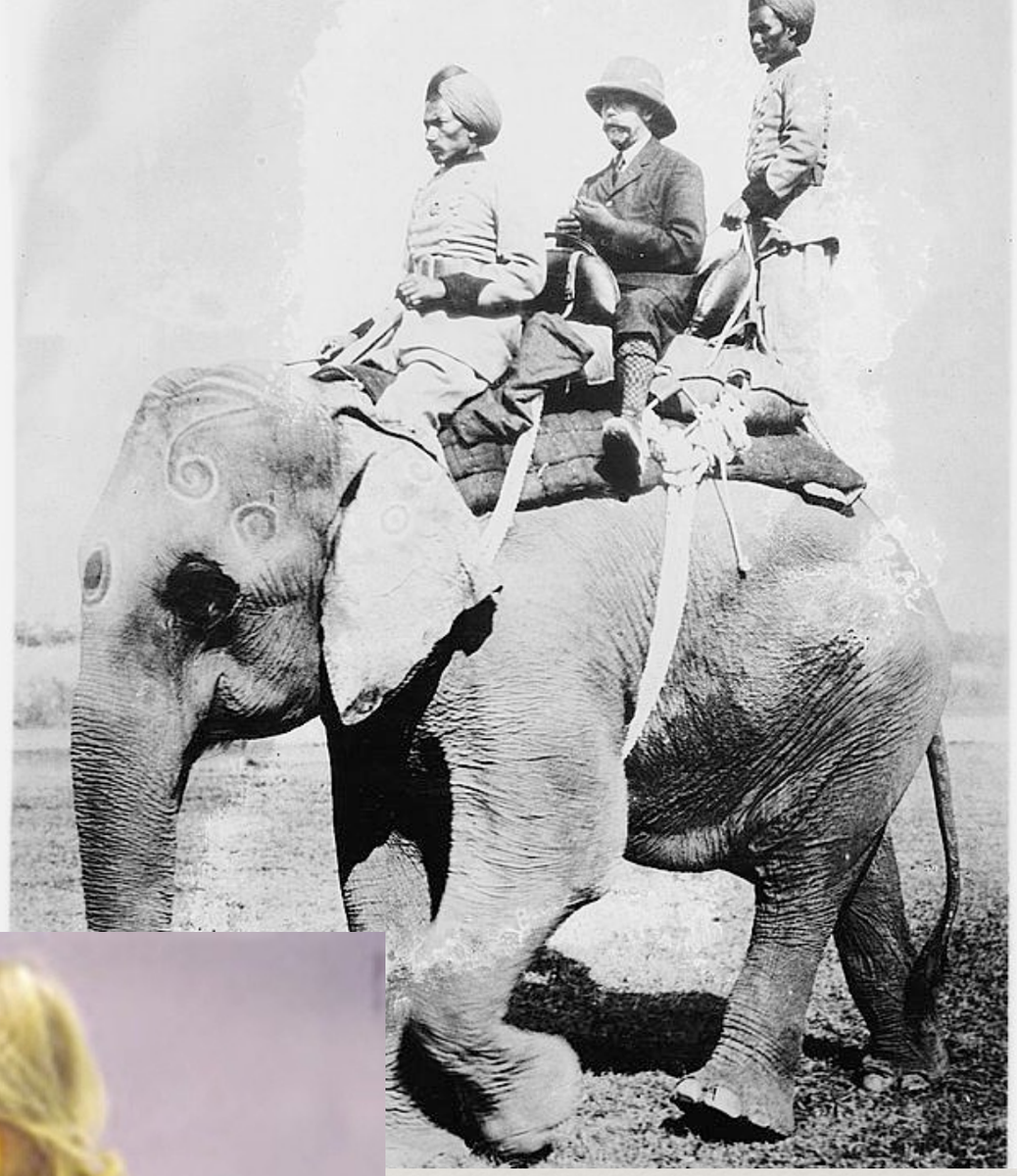

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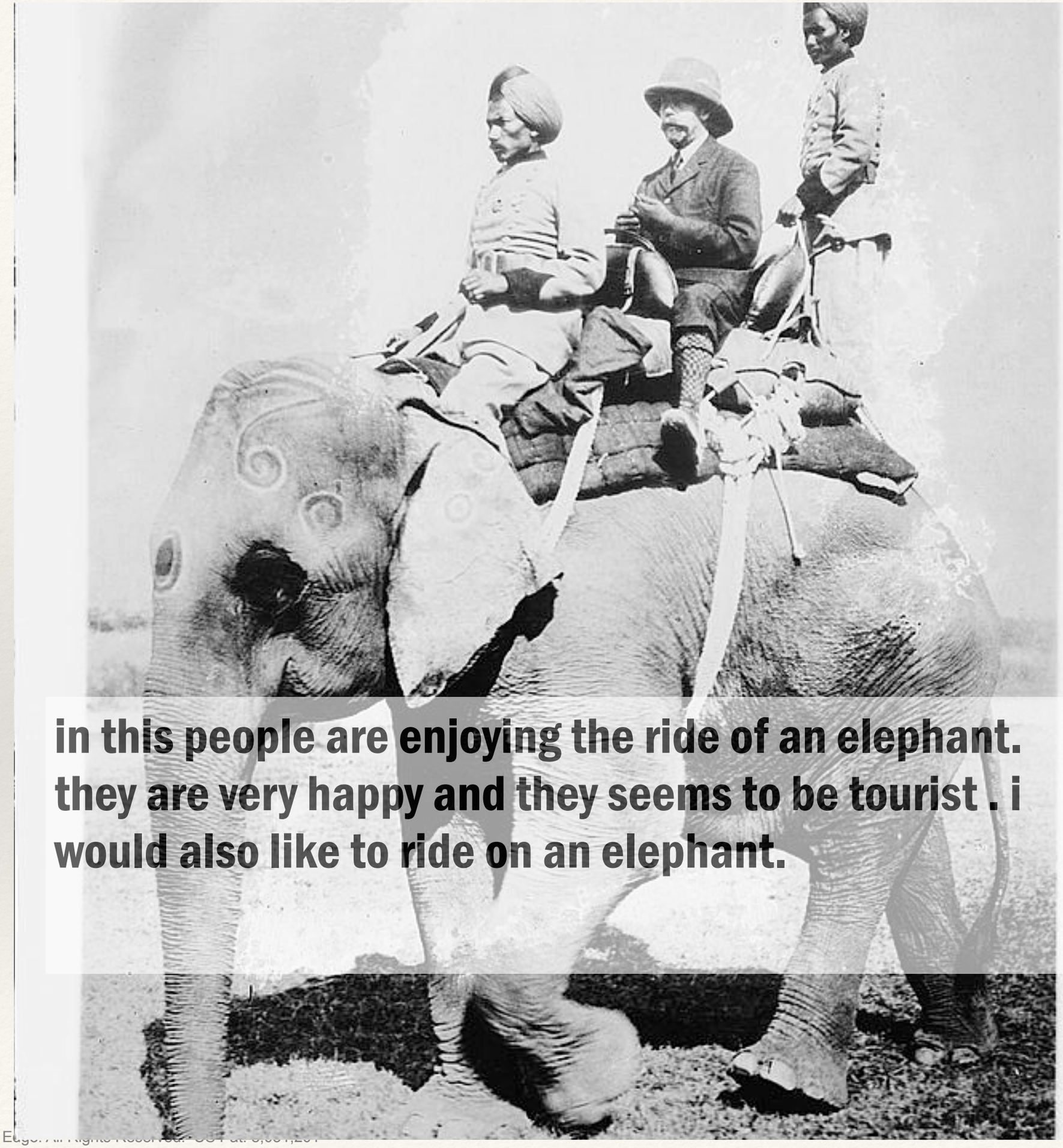

in this people are enjoying the ride of an elephant. they are very happy and they seems to be tourist . i would also like to ride on an elephant.

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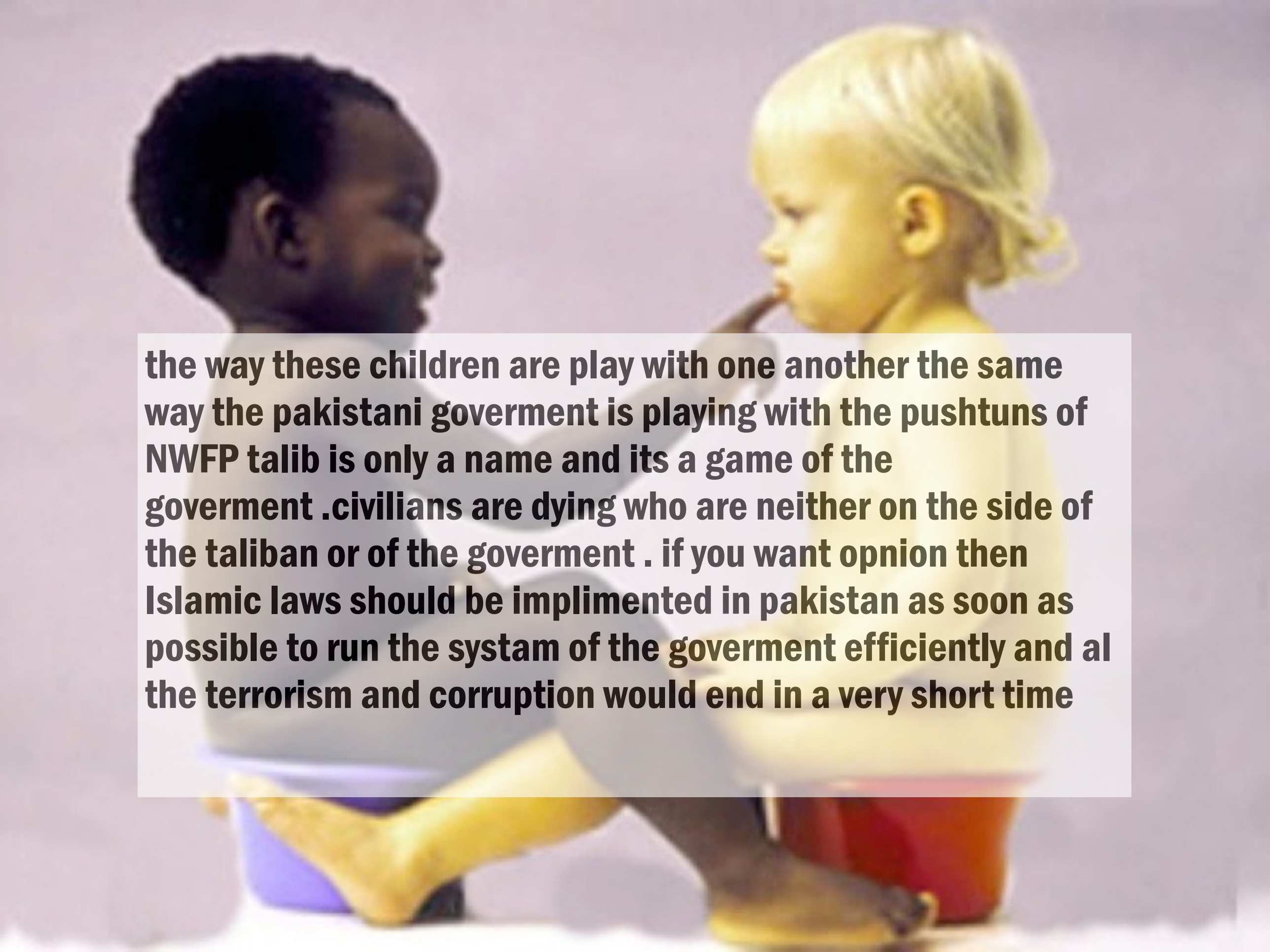

the way these children are play with one another the same way the pakistani goverment is playing with the pushtuns of NWFP talib is only a name and its a game of the goverment .civilians are dying who are neither on the side of the taliban or of the goverment . if you want opnion then Islamic laws should be implimented in pakistan as soon as possible to run the systam of the goverment efficiently and al the terrorism and corruption would end in a very short time

this is a girl she is smoking a cigerate and she is in jeans and shirt thats not a good dress for women she seems to be a corrupt woman

this pic shows us a young girl smoking which can be the result of bad gathering or frustration

this girl in the picture is very prety i would like to marry a girl like this

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حمامة الحرية

بتفكرنى بالحرية وهى عبارة عن حمامة الحرية شوفت زيها على النت ماكنتش بحرك كان مكتوب تحتها حمامة الحرية والحرية يستحقها كل انسان وهى غريزة فى الانسان والحيوان

What type of justice is shown in your story?

Get your own back, revenge

Restorative, reconciling

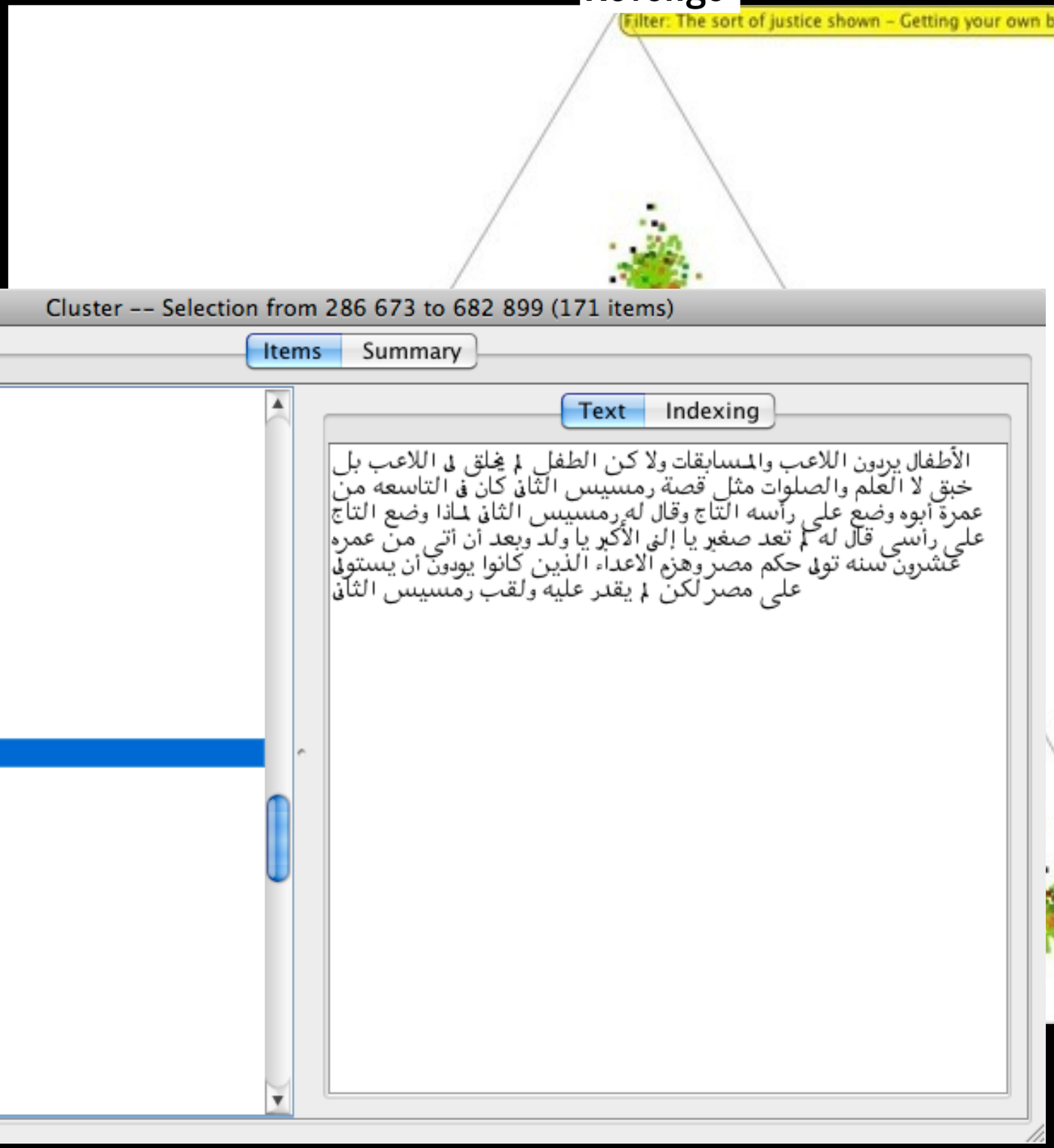
Deterrence, stop other people doing the same

Revenge

Restorative, reconciling

Deterrence

Revenge



Deterrence

SenseMaker®

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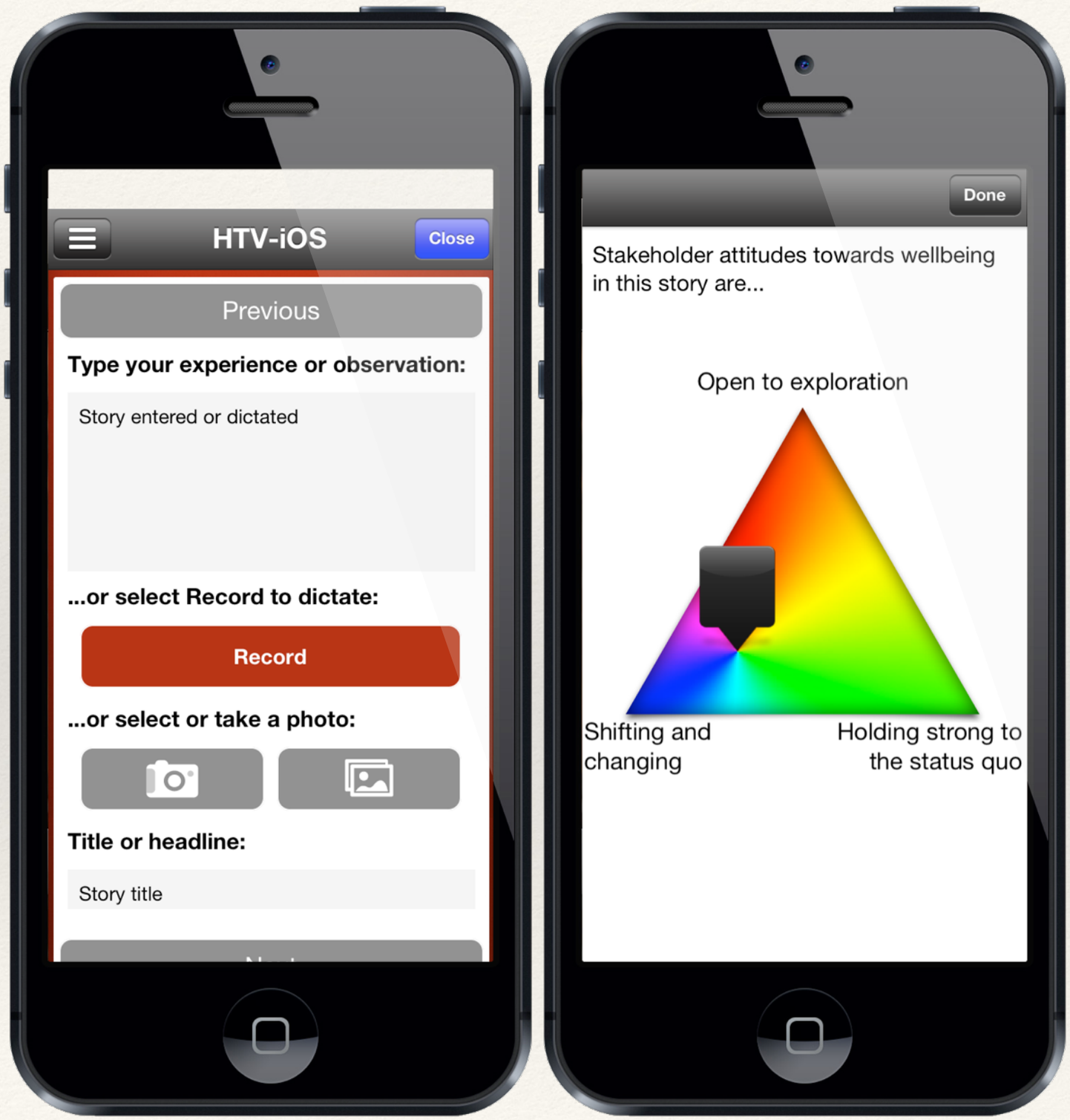
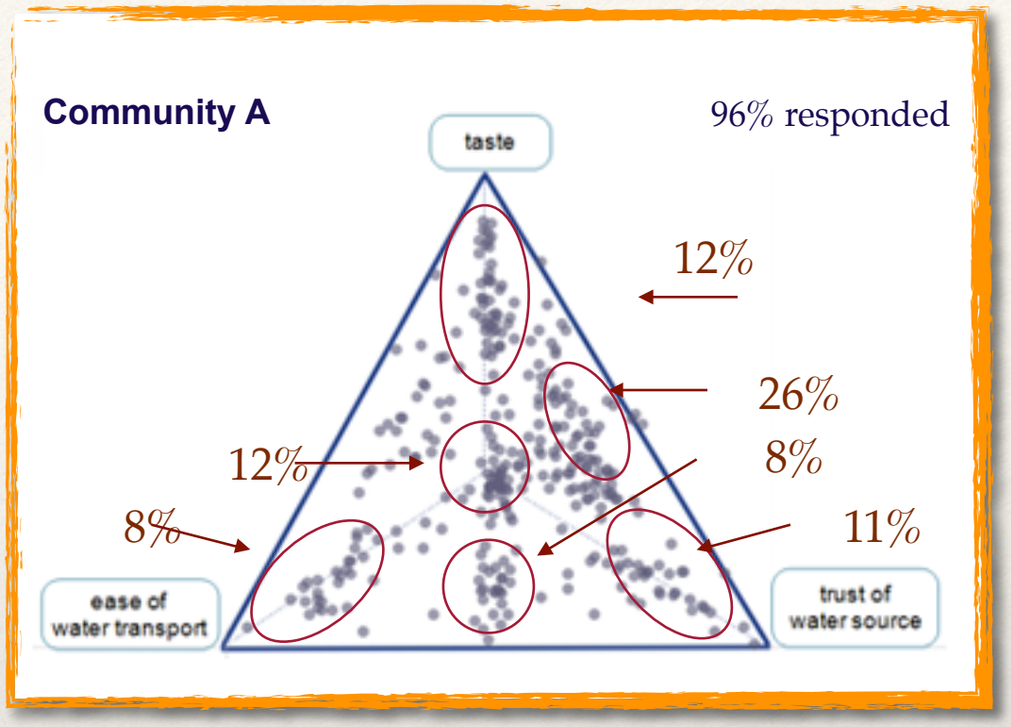
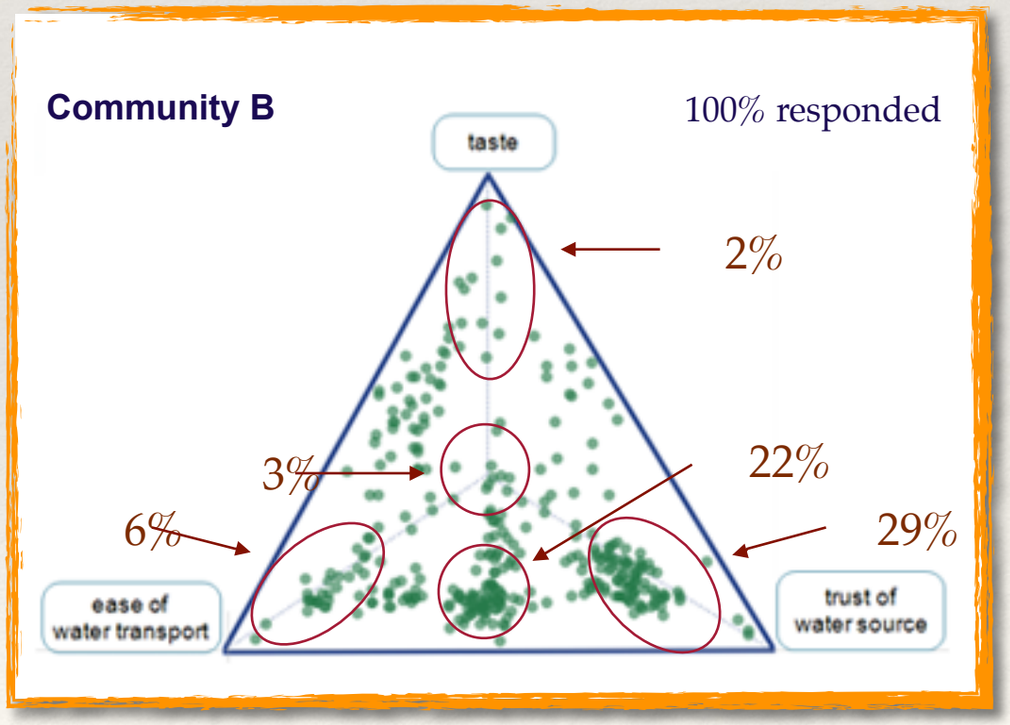
SenseMaker®

healthy together Victoria







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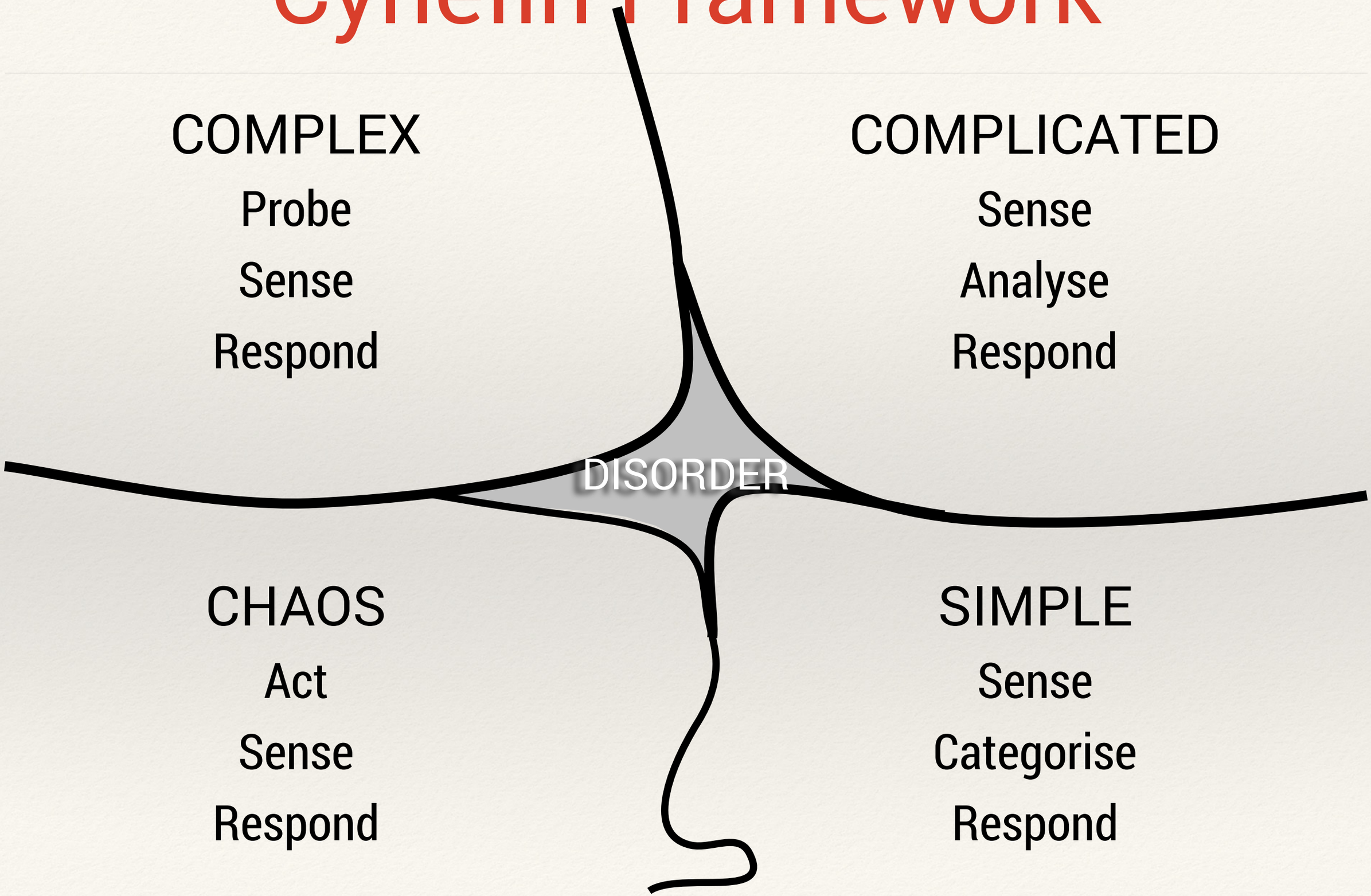
Sifting through the grounds of everyday life

Always looking beyond what we're looking for

Cynefin Framework



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Understanding Micro-Narratives

- **Collecting the day-to-day and the sacred stories**
  - With their meaning attached
  - Social media is one route
- **The meaning is not in the content**
  - Metaphor

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“Red shirt” is an assessment of life expectancy, not a statement about fashion

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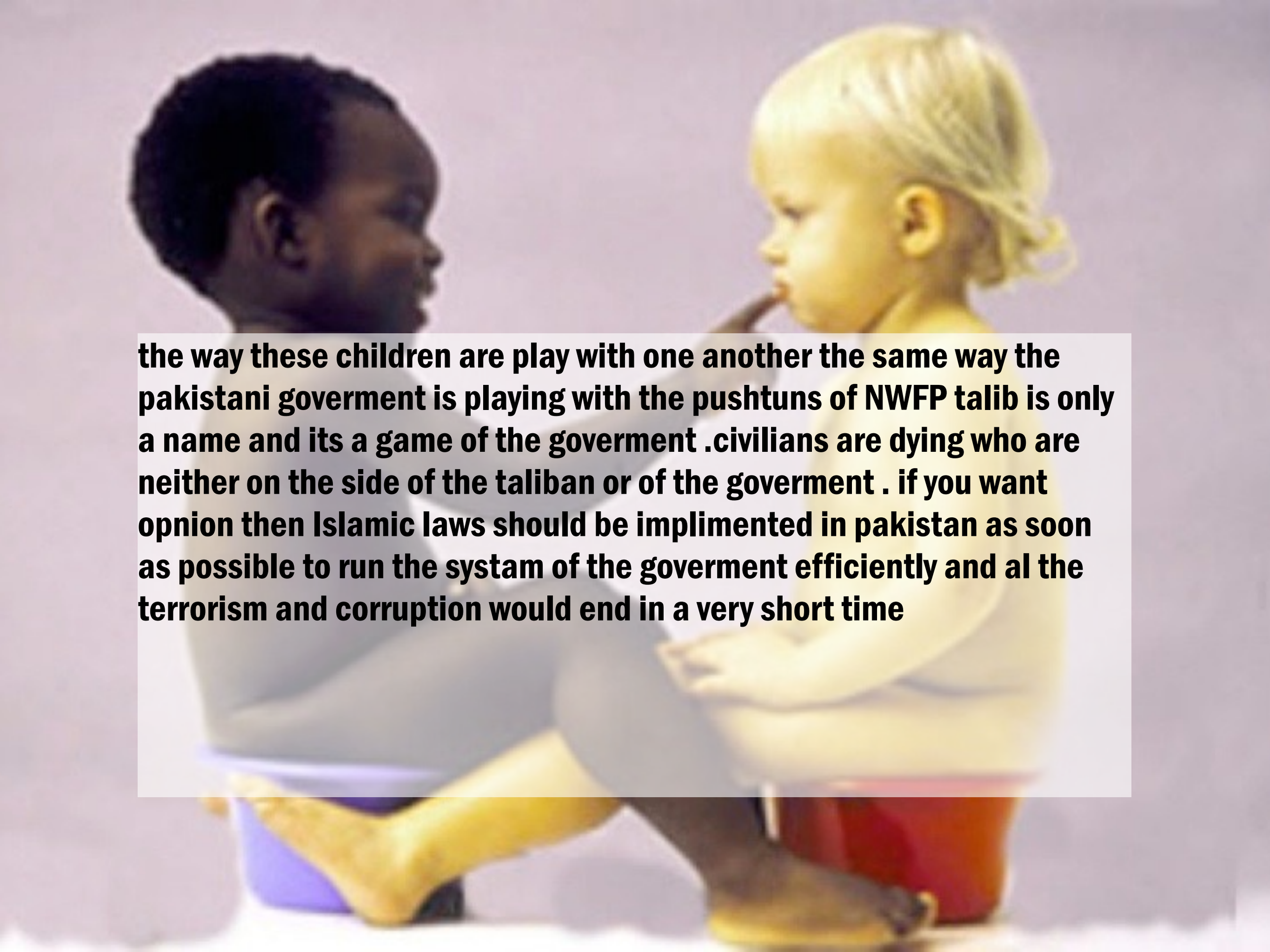

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Understanding Micro-Narratives

- **Collecting the day-to-day and the sacred stories**
  - With their meaning attached
  - Social media is one route
- **The meaning is not in the content**
  - Metaphor, sarcasm

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"Dad's mowing the lawn"

Understanding Micro-Narratives

- **Collecting the day-to-day and the sacred stories**
  - With their meaning attached
  - Social media is one route
- **The meaning is not in the content**
  - Metaphor, sarcasm, family language – all get missed by content analysis approaches

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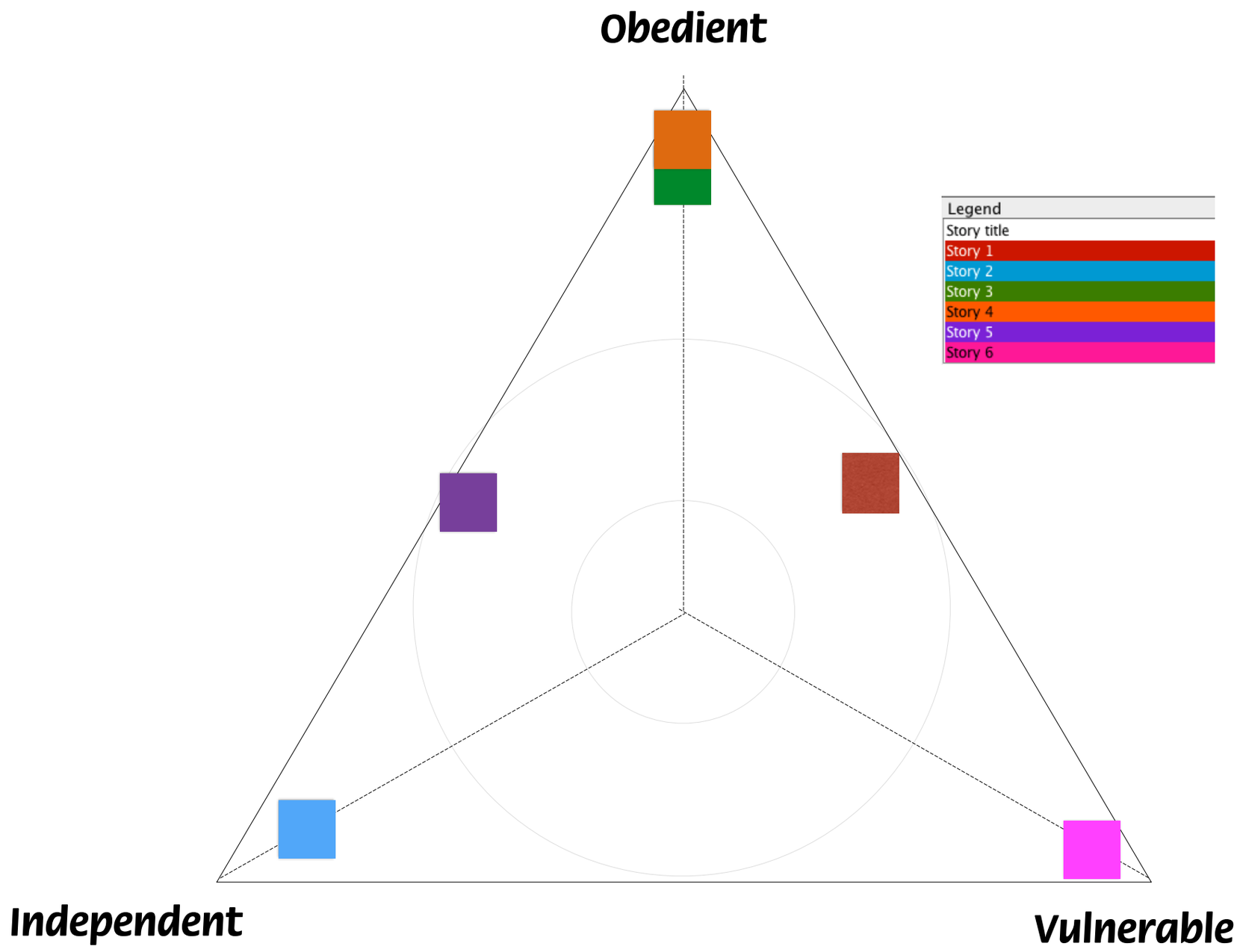
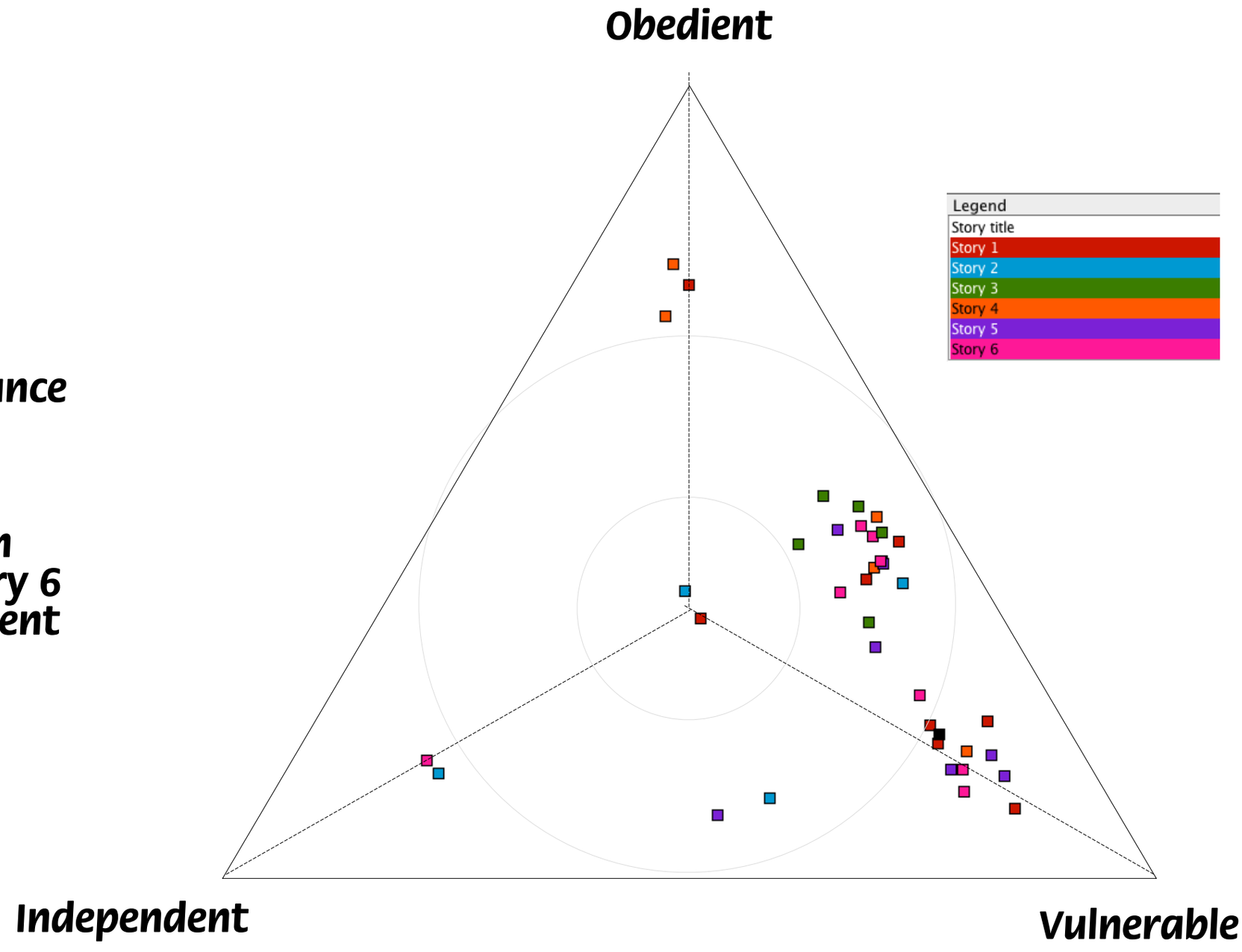
T4 About girl - Mostly indexed toward Obedient and Vulnerable



T4 About girl - Mostly indexed toward Obedient and Vulnerable

The stories were largely indexed to indicate a balance between Obedient and Vulnerable, or Vulnerable

There is one example from Story 2 and one from Story 6 indexed toward Independent



This speaker had…

Poor *presentation* skills

Excellent *presentation skills*

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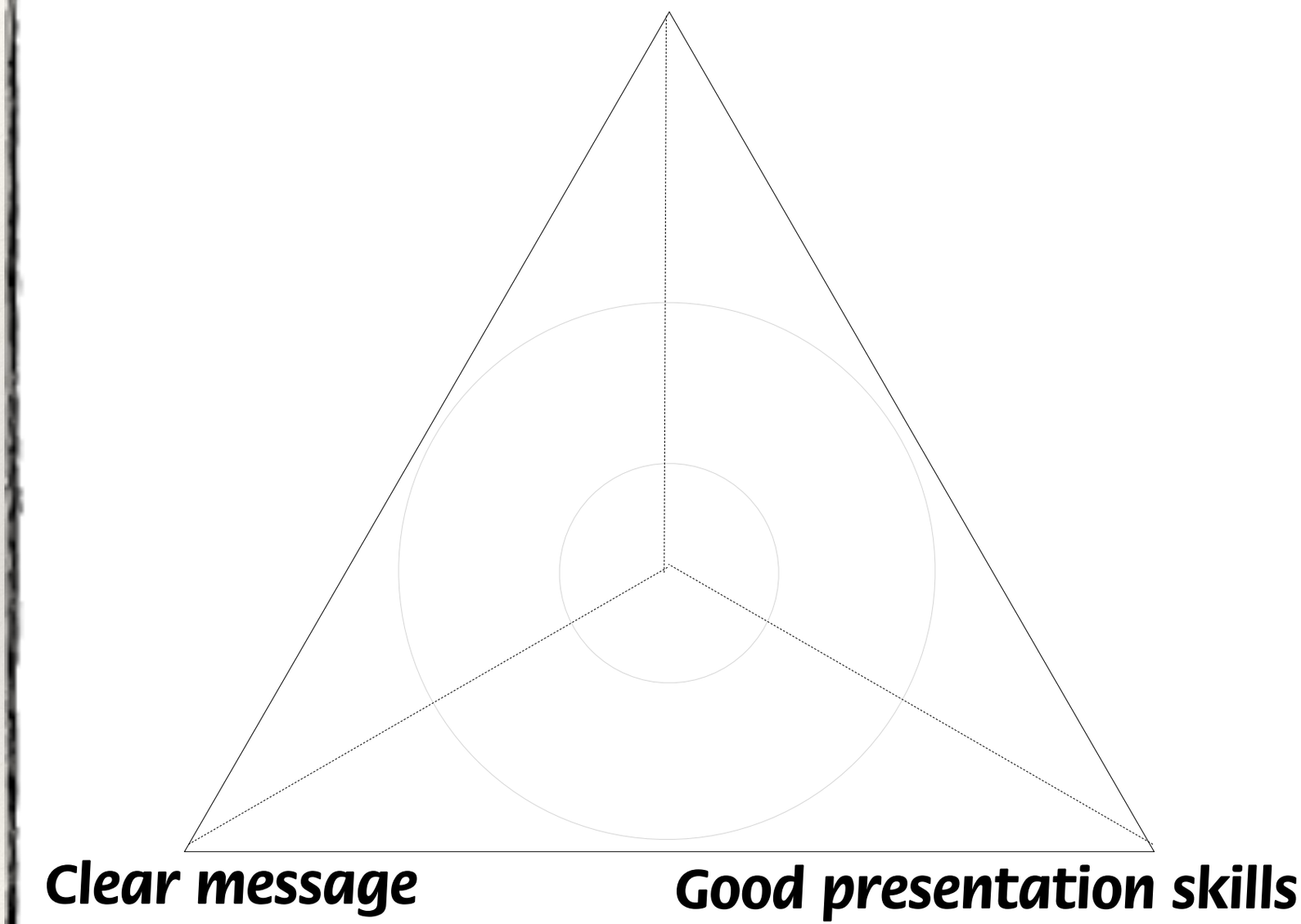
This speaker`s strengths were…



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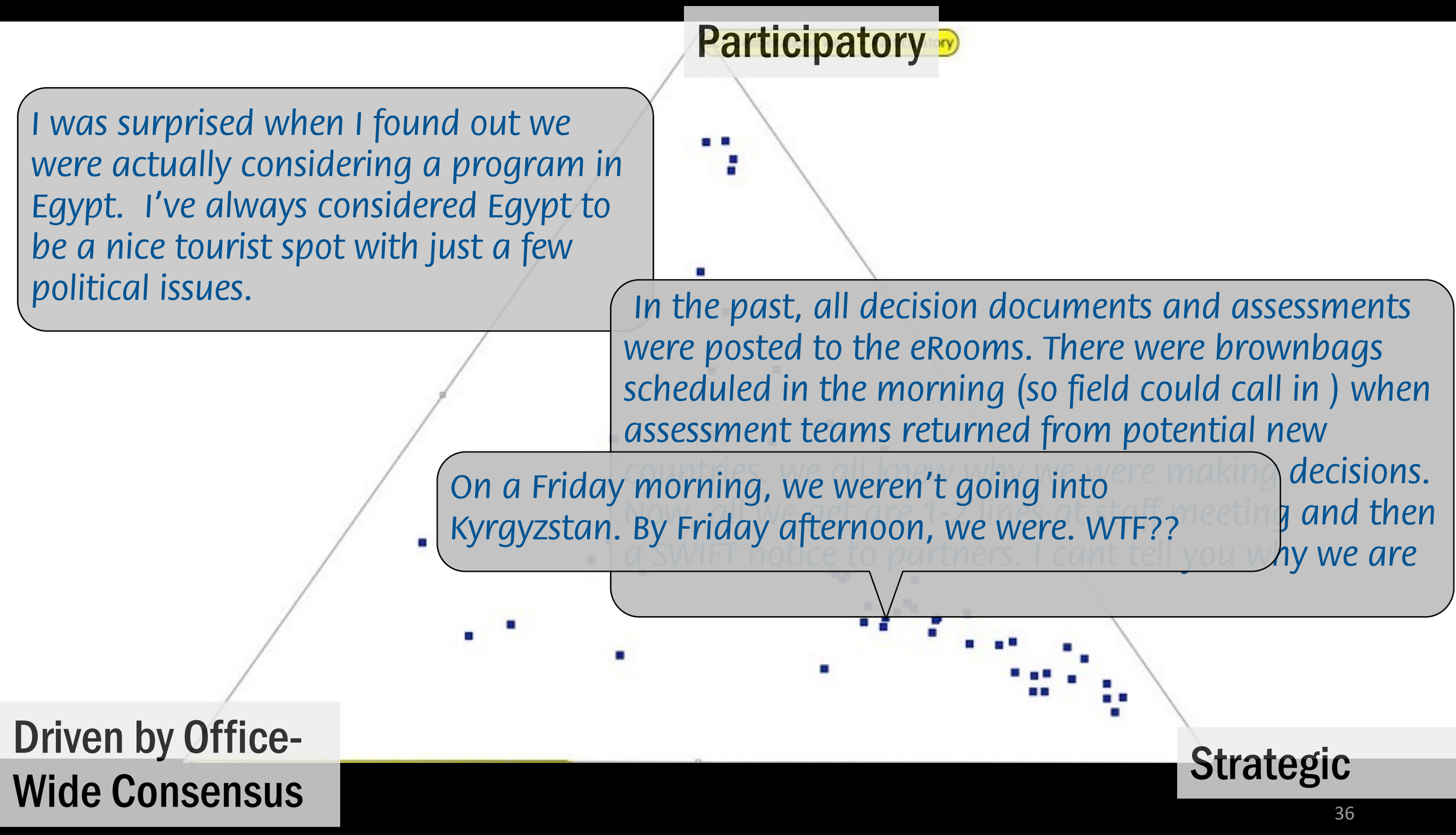
LEADERSHIP DELIBERATIONS TO START NEW PROGRAMS WERE



Three Stages

- **Collect stories**
  - with audience's meaning
- **Look for patterns that emerge**
- **Come up with activities**
  - What can we do that might improve the situation?

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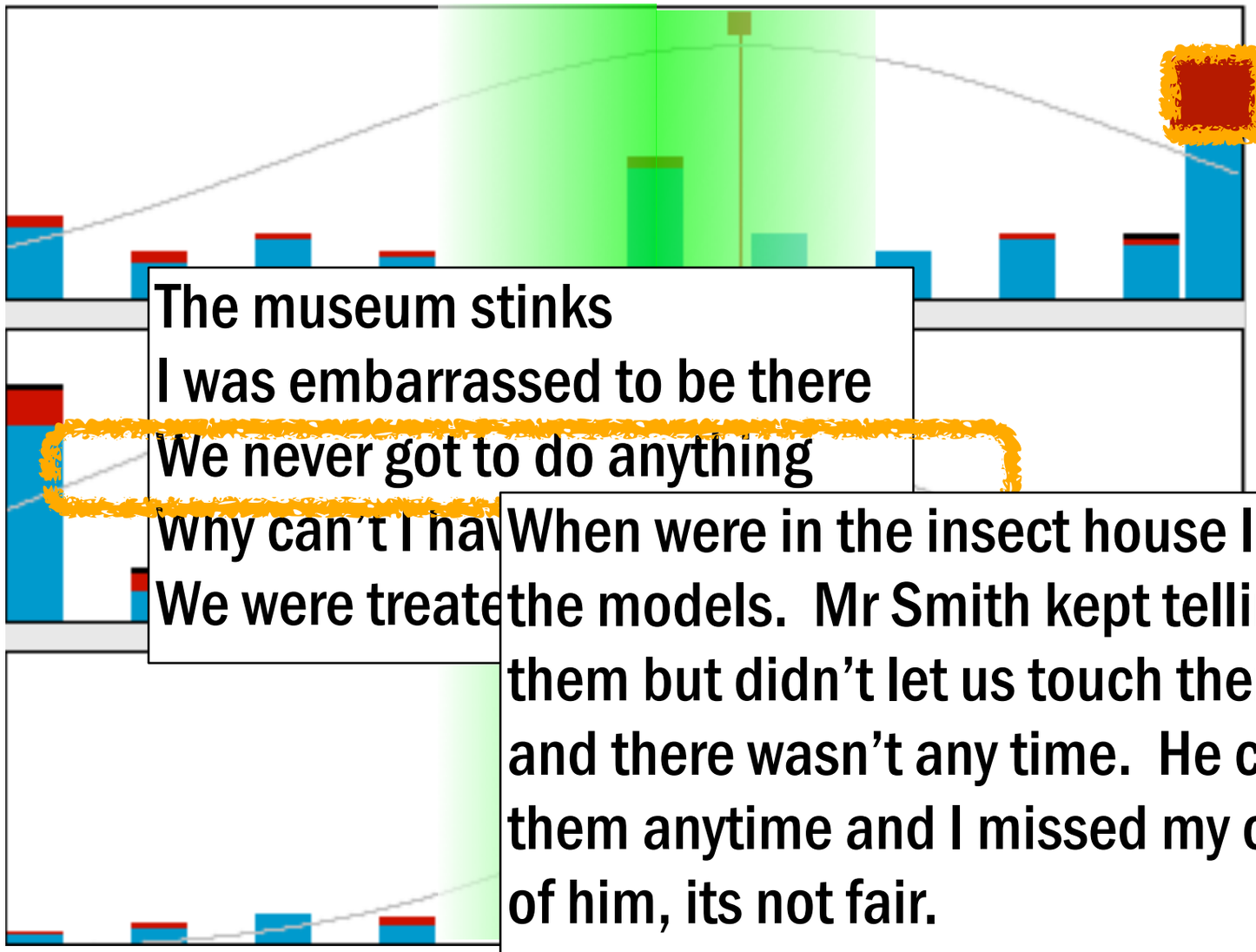
LIVERPOOL MUSEUM
IMPACT MEASUREMENT

Staff patronise children

Too much to see and its overwhelming

Rushed from place to place missed things



Staff are too child like & pathetic

Not enough to keep me

The museum stinks

I was embarrassed to be there

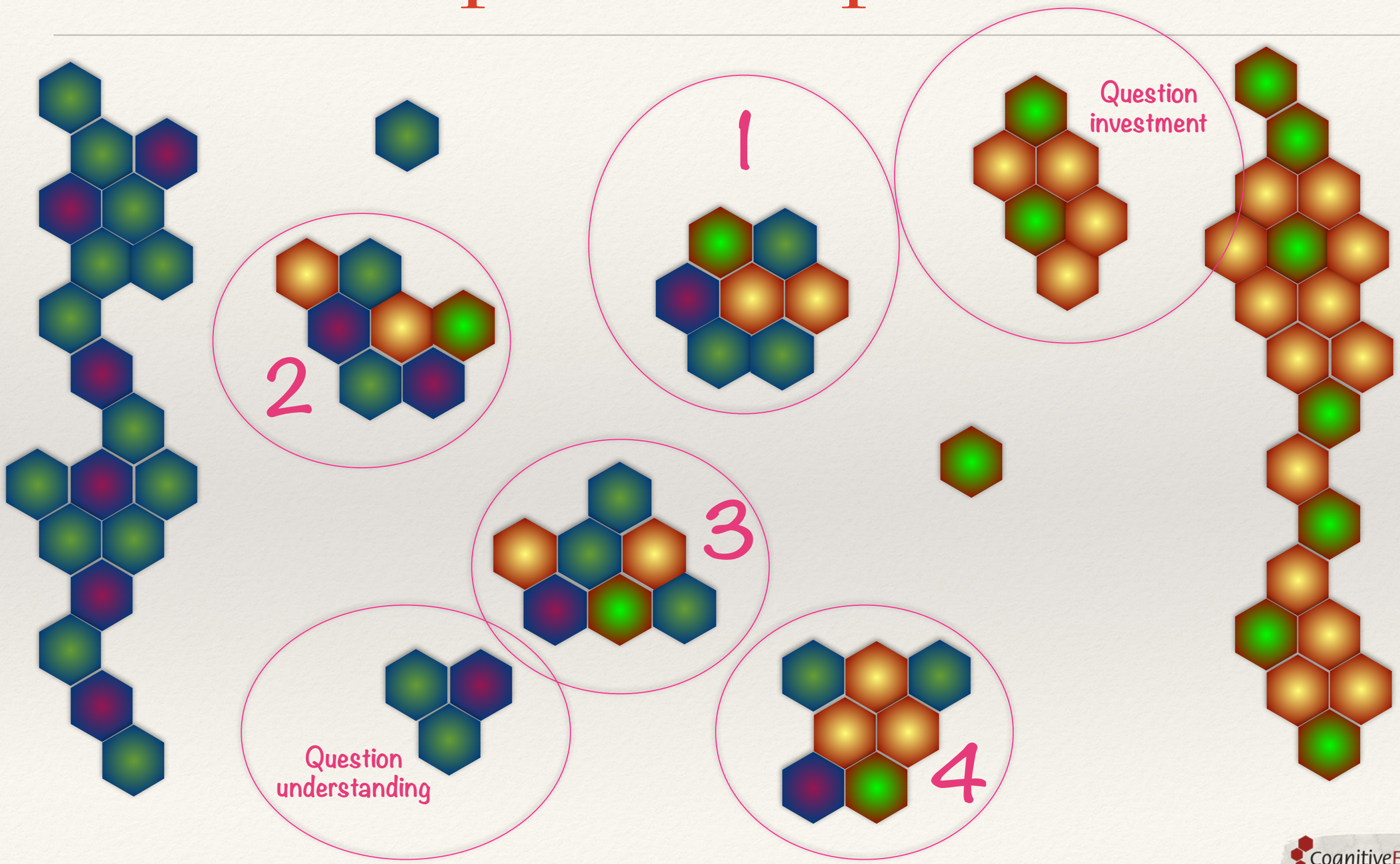
We never got to do anything

Why can't I hav

We were treate

When were in the insect house I wanted to use the models. Mr Smith kept telling us about them but didn't let us touch them until the end and there wasn't any time. He can play with them anytime and I missed my chance because of him, its not fair.

Exaptation in practice



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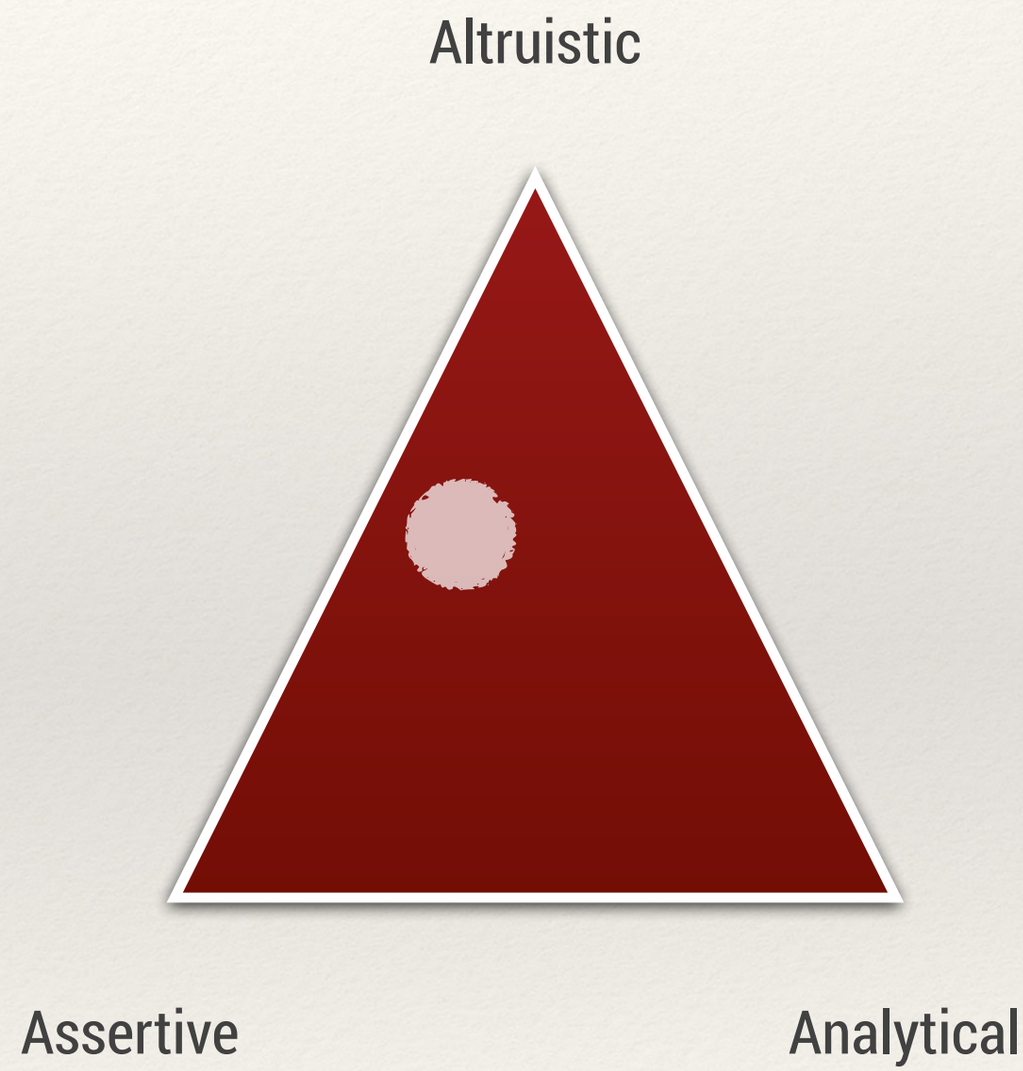
Human metadata

- Micro-narratives are the basis of human sense-making, not the ‘grand’ narratives of facilitated workshops.
- Asking direct questions is subject to *gaming* or *gifting* by the respondent
- A non-hypothesis question: *What story would you tell your best friend if they were offered a job in your work group?*
- Then *In that story please position managerial behaviour between …*
- Triads labels are all positive or negative
- Signifiers have necessary ambiguity, forcing cognitive load to gain deeper insight
- Distributed ethnography, scalable at very low cost through human sensor networks



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Questions and conversations

- I can't stay so instead you get the more sociable version of me…
- …Anna Hanchar

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