

used to sleep on the streets of London for 6 months since my brother's dead. Then I lost my job and apartment. After that I could not get back on my feet. However, There is always a lot of people on the set to encourage me. I finally got it right and became involved with a local homelessness charity – first as a volunteer, and now as a full-time support worker,

my drug problem began when I was nine years old, and for 24 years I battled with addiction. During that time I was in and out of prison and homeless. I class myself as lucky because often people in my shoes – homeless with an addiction – have their mental health overlooked.

I'm a 85-year-old veteran, who once I fought in battles and suffered injuries. Now, I can't work normally, I have no children and have been wandering outside. As I meet more and more people who care about me like my childre, I feel warmth and sweetness. I would like to accept their love, which makes me no longer feel lonely in this world.

I used to be a depressed drug addict, "who was tortured by drugs and alcohol. After my parents were gone, I was wandering the street because I had no work. Then a little cat appeared in my life and made a big difference for me. We became friends, we walked together, fought the hardships of life and enjoyed the achievements and happiness that we have achieved together through efforts.

When I was a student, I was forced to drop out of school because I couldn't pay my tuition. Then I married and had a child, and then my wife accidentally died. I was depressed and addicted to drugs, and I've lost custody of my three-year-old child. Everything couldn't be worse. I became a tramp, and even though I regretted the things I had done before, I couldn't undo it.

INVISIBLE

To encourage understanding of homeless people through food innovation and by challenging stereotypes and prejudice.

JIE TANG

MA Service Experience Design and Innovation

London College of Communication

University of the Arts London

Tutor

Hena Ali

ACKNOWLEDGMENTS

I would like to thank you for all the support throughout this project, without which this project would not have been possible.

To Emmaus Lambeth for giving me a chance to volunteer and for offering space for research. I would also like to thank the interviewees for insightful discussions, especially Graham, Dan and Sarah for providing quality information and invaluable insights. Furthermore, I could not be more grateful to the fundraising manager, Leanne from Spires, who gave me the opportunity to develop my concept and who provided insightful feedback. Thank you so much to Ace of Club and The Youth Project for offering me a channel to research and talk to homeless people.

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Sincere thanks to Alison Prendiville and Design Against Crime Research Centre for the opportunity to join such a wonderful team, especially to Adam and Marcus. I had such a great time working with you all. Also, thanks for VBID for sharing documents and great insights.

A big thank you to my tutor, Hena Ali, who proposed inspiring challenges and offered encouragement throughout the project. I am also grateful to our course leader, Silvia Grimaldi, and our tutors, Cordula Friedlander, Lara Salinas, Alison Prendiville, and Phillippa Rose at the service design course, for their critical advice and guidance.

Finally, I am grateful to my parents, classmates and friends for their constant encouragement. I really appreciate it.



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INTRODUCTION

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INTRODUCTION

Background

More and more people are starting to notice rising levels of homelessness, as they see rough sleepers on the streets and in the cities across this country and worldwide.

The reality is that these visible signs of homelessness are just the tip of the iceberg. The new report from the Combined Homelessness and Information Network (CHAIN) finds that 8,108 people were seen rough sleeping in London by outreach teams in 2016 and 2017 (CHAIN, 2017).

Sleeping rough has serious consequences. The National Charity Crisis report that, on average, homeless people die at just 47 years old and homeless women die even younger at 43. This statistic is compared to 77 for the general population, 74 for men and 80 for women. A homeless rough sleeper is 35 times more likely to commit suicide than the average person (Crisis, 2012). Homeless Link indicates nearly 70% of rough sleepers have a mental health issue that could threaten citizens' security (Homeless Link, 2013).



Scope

Homelessness is a complex and intractable problem, with countless homeless support services trying to trace the root causes. Different charities and agencies contribute their own love to help in different areas and in different ways.

By defining themes and insights, I have narrowed the scope of this **research question**:

How to design a service to help build a positive dialogue and encourage understanding about rough sleepers through food innovation in Lambeth?

Aim of research

The aim of the project is to challenge stereotypes and prejudices and encourage understanding about rough sleepers through food innovation. I hope through this project, we can also better connect and build relationships between service providers, local organizations, groups, givers and rough sleepers.

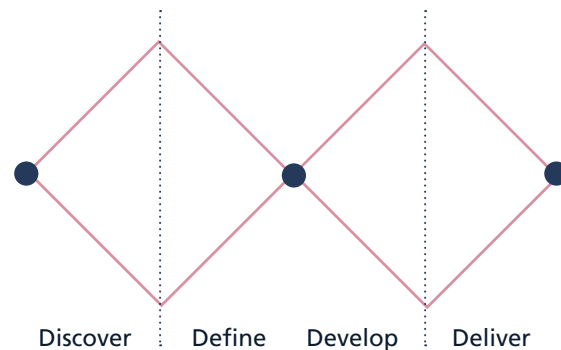
Homelessness is not going to be solved quickly, I hope my project can make a tangible difference for people on an individual basis.

METHODOLOGY

Project process

- **Double Diamonds Methodology**

Different designers manage the design process in various ways. In the service design field, the most popular one is the 'double diamond' diagram, which the British Design Council developed in 2005 to illustrate the design process.



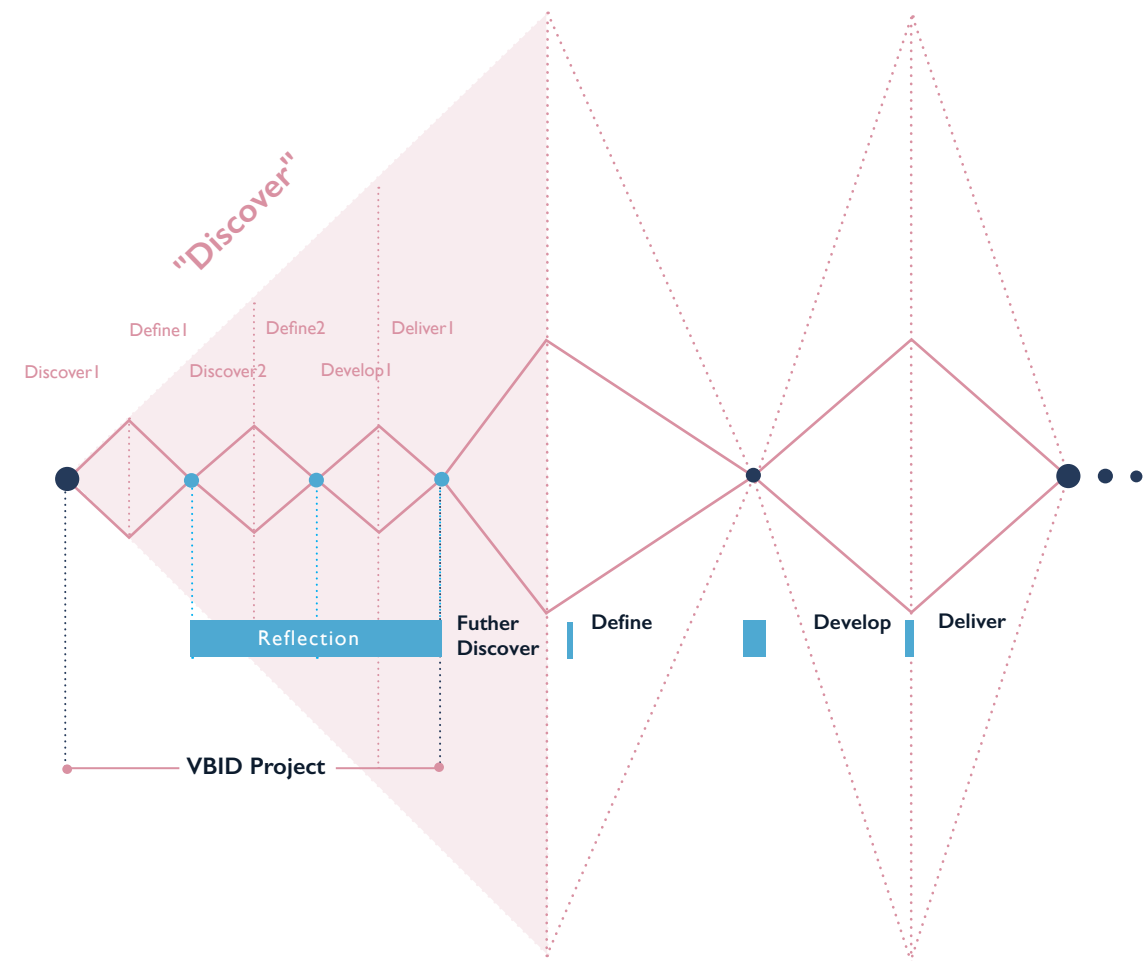
Divided into four distinct phases—Discover, Define, Develop and Deliver—it maps the divergent and convergent stages of the design process, describing how designers work and think through different modes.

(The British Design Council, 2005)

- **Project Process**

The following graphic showing the process of this project :

Because I was involved with Design Against Crime Research Centre on the “Socially responsive design for safe and secure public space” Project (VIBD Project) in the early stages, I experienced the 'five diamonds'. The VIBD Project was classified as a “Discover” stage because it gave me much insight and inspiration, which was a great help for rethinking the progress all the time.



M E T H O D O L O G Y

Key principle

What Is Service Design?

Services are all around us – airports, buses, shops, libraries, restaurants and post offices. They help us go to work, get food, or keep in contact with each other. Services are all around us and are made up of touch-points: the people, information, products and spaces that we encounter.

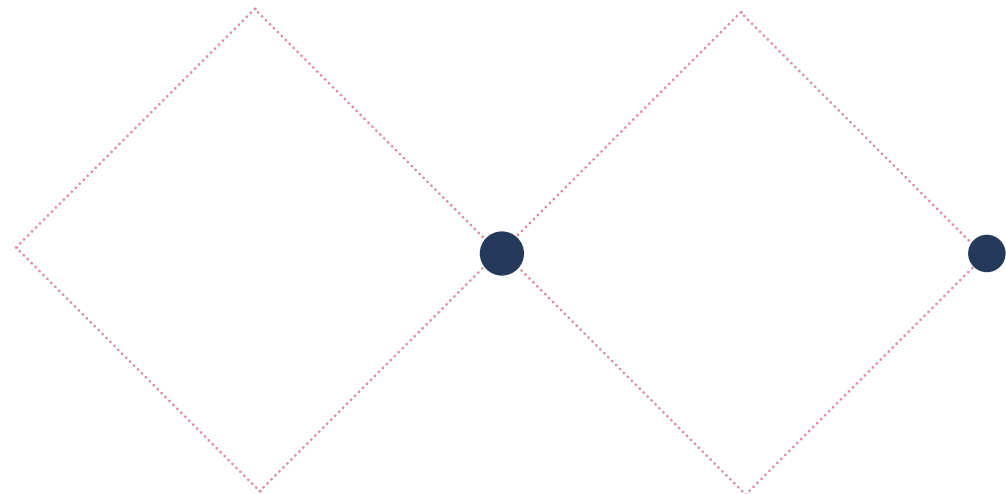
Service design therefore is all about taking a service and making it meet the user's and customer's needs for that service. The methods used in the field focus on use design thinking to understand the user needs and highlight pain-points and values of user's experiences.

Mat Hunter, Chief Design Officer at the Design Council explains that "service design is shaping of service experiences so that they really work for people. Removing the lumps and bumps that make them frustrating, and then adding some magic to make them compelling." (Design Council, 2015)



"In order to get to new solutions, you have to get to know different people, different scenarios, different places"

Emi kolawole, Editor-in-Residence, Stanford University D.School



M E T H O D O L O G Y

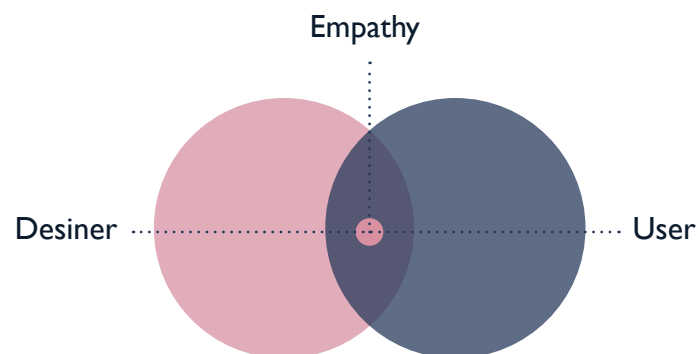
K e y p r i n c i p l e

- Empathy as a Service

Empathy /'empəθi/: The ability to understand and share the feelings of another.
(Oxford Dictionaries)

Empathy is an unavoidable word in the world of service design. Many designers begin to focus on empathy when designing quality support services. They are well equipped to engage in this and address complex social challenges.

In the service design field, design is always a process of addressing complex problems. Problems are easy to solve since what defines a problem inherently defines a solution. Some problems cannot be solved because stakeholders and designers cannot agree on the definition. These are 'wicked' problems. We need to redefine these problems as design opportunities that may spark new ideas.



However, we should note that if we are focusing too much on the experience of our design, we are probably running the risk of ignoring the problem it is intending to solve. (Jared M. Spool, 2017)

In addition, the professors of Design Against Crime Research Centre, Lorraine and Adam emphasise that the heart of this approach is the understanding that design is not only about problem solving or designers with creative ideal, but also about many objects, processes, systems and services. These are already the subject of twenty-first century design and are contingent on all sorts of communal understandings and behaviours that are developed and delivered collaboratively. They draw on diverse approaches to facilitation and participation. (Lorraine & Adam, 2016)

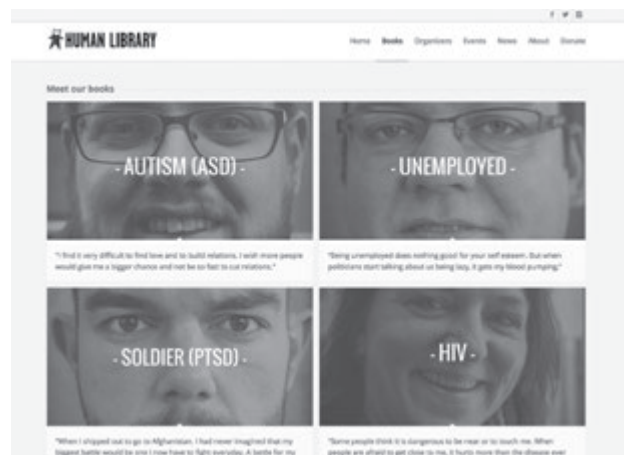
Design for empathy it is in response to 'co-creation'. It particularly addresses complex social challenges that we started to explore further, including the role of empathy in design. We specifically sought ways that design 'things' – the socio-material interactions surrounding the processes and products of design- might engender greater empathy between diverse social actors and help connect fragmented, even conflicted, people and the public toward social repair and transformation through collaboration. (Lorraine & Adam, 2016)



A range of projects have been designed to help individuals build their empathic capacity, such as:

The human library, an innovative method designed to reduce rumours, prejudices and encourage understanding. This is a place where real people are on loan to readers. It is set up as a space for asking questions and interacting.

<http://humanlibrary.org>



The Blind Café is an organization for positive change that uses the concept of darkness to allow people to engage in organic conversation in a room full of strangers and experience community, music and education in a new way. In the dark, there is no self-consciousness about your clothes or your appearance. There is no distinction between the sighted and blind.

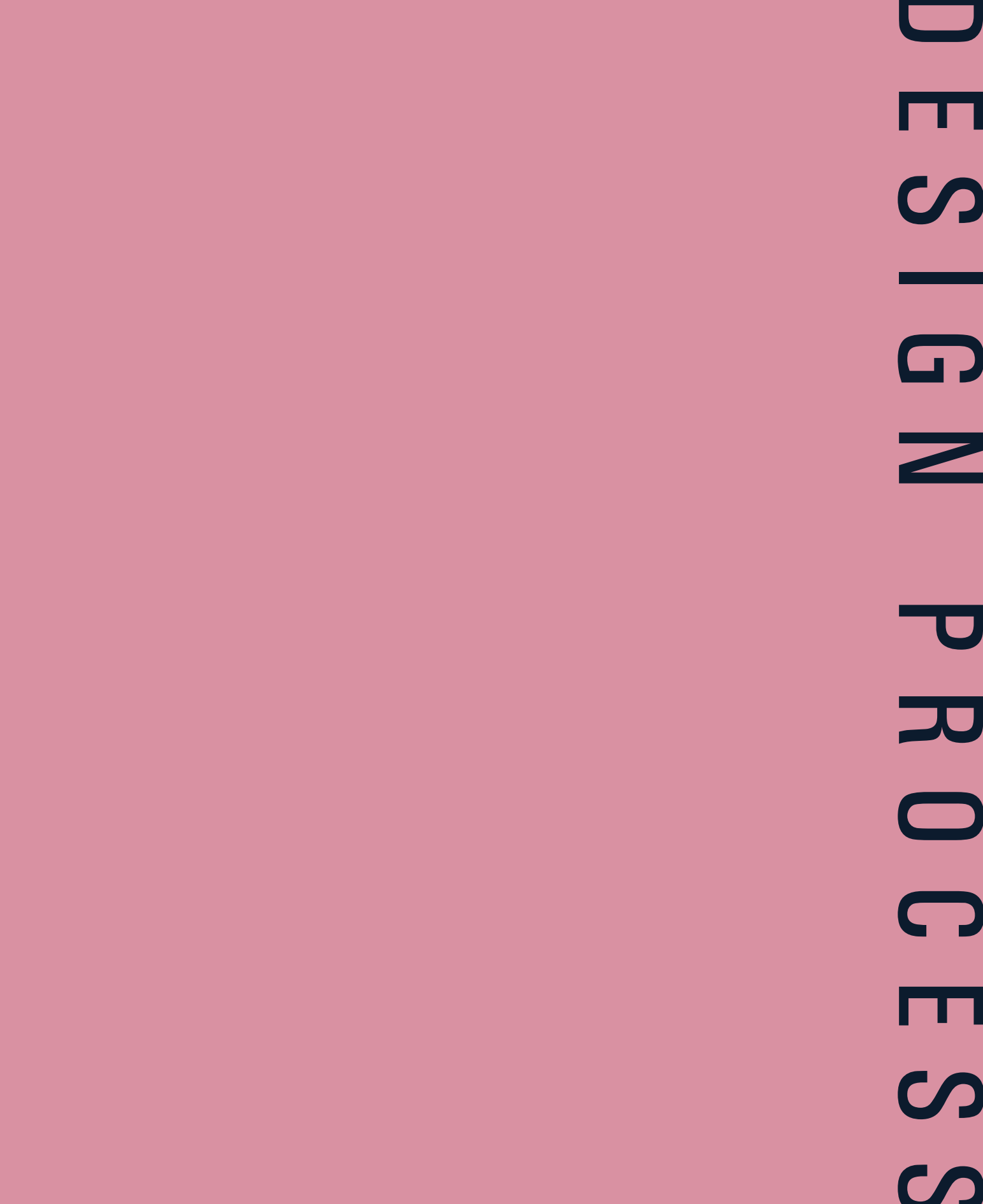
<http://www.theblindcafe.com>

The forgiveness project collects and shares stories of real people rather than the opinions of experts. The project is meant to build understanding, encourage reflection and enable people to reconcile with pain and move forward from the trauma in their own lives. Since the charity was founded in 2004, numerous books, films, websites and lectures have been created to inspire change.

<http://theforgivenessproject.com/>



DESIGN PROCESS



DESIGN PROCESS

YOUR CALL COUNTS
Emergency services: 999
Police: 101
Fire: 999
Ambulance: 999
Social Safer Victoria: 0203 722 2676
Email: info@socialsafer.org.uk
Website: www.socialsafer.org.uk
Social Safer Victoria is a charity registered in England and Wales (1155880) and in Scotland (SC045488). It is a company limited by guarantee with a share capital of £100,000. Registered office: 100, The Quadrant, London W1 1AA. Registered office in Scotland: 100, The Quadrant, Edinburgh EH1 1AB.

Welcome to the

Social|Safer Victoria

Poster Exhibition &
Collaborative Design Briefs
launch event

Wednesday 24 May 2017

Drop-in 3pm - 6pm
Announcements approx. 5.30pm

The Hinsley Room and garden,
Morepeth Terrace, Victoria SW1



ual: central
saint martin

Welcome to the Social Safer Victoria Poster Exhibition

The posters here are the work of
BA Graphic Design students from
Central Saint Martin's college at the
University of the Arts London (UAL).

They are made in collaboration with Social Safer Victoria
to help us tell our story and share the work we are doing to
make London a safer place.

Creating people, places and plans that make
London a safer place for everyone. We are
working with the police, the council and
the community to make London a safer place
for everyone.

We are proud of the posters and we hope you will like them.
We are proud of the posters and we hope you will like them.
We are proud of the posters and we hope you will like them.



DISCOVER



Reflection Summary - VIBD project

It was very pleased that in my early stage I worked with Design Against Crime Research Centre on the “Socially responsive design for safe and secure public space” Project sponsored by Victoria Business Improvement District Ltd.

Within its “Safe and Secure Programme” a focus has been placed on anti-social behavior (“ASB”) with the appointment of a new policy and security manager to work with local police forces, businesses, charities, and Client’s own security team to ensure a joined---up approach to the issues of begging and rough sleeping.



● Co-discover workshop

We found that there is a strong local consensus amongst residents and some stakeholders that rough sleeping in Victoria and the challenges it presents to other stakeholders in the area is perpetuated by a conglomeration of factors. These range from the proximity to transport hubs to the quality of services for rough sleepers in the area. Some stakeholders go as far as to say that the Victoria ‘system’ is ‘creating a homeless community’. It is important to recognize local services and resources available to rough sleepers and any ‘enablers’ that support them to sleep rough in the area, to ensure appropriate support available whilst avoiding the perpetuation of rough sleeping.

Victoria is home to different kinds of beggars who benefit from diverse and generous givers in the area. While begging is illegal, in the moment of being approached, it can be hard to know how best to help the person asking for money. Aggressive begging necessitates new approaches to giving.



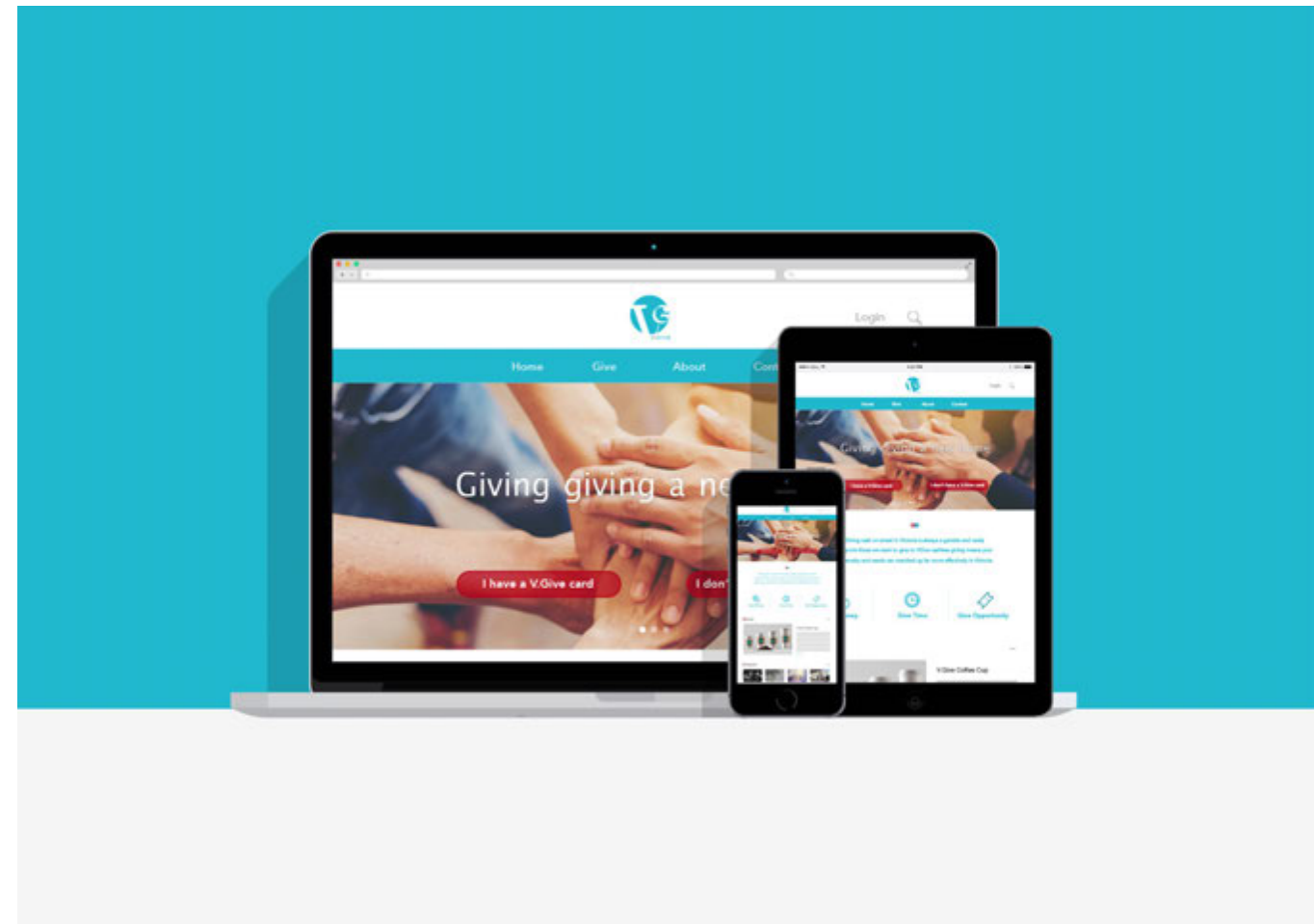
- Co-design workshop



This project was conceived with the belief that givers need to be engaged and educated to redirect their generosity towards more effective and constructive ways of addressing challenges and providing support to rough sleepers in the area.

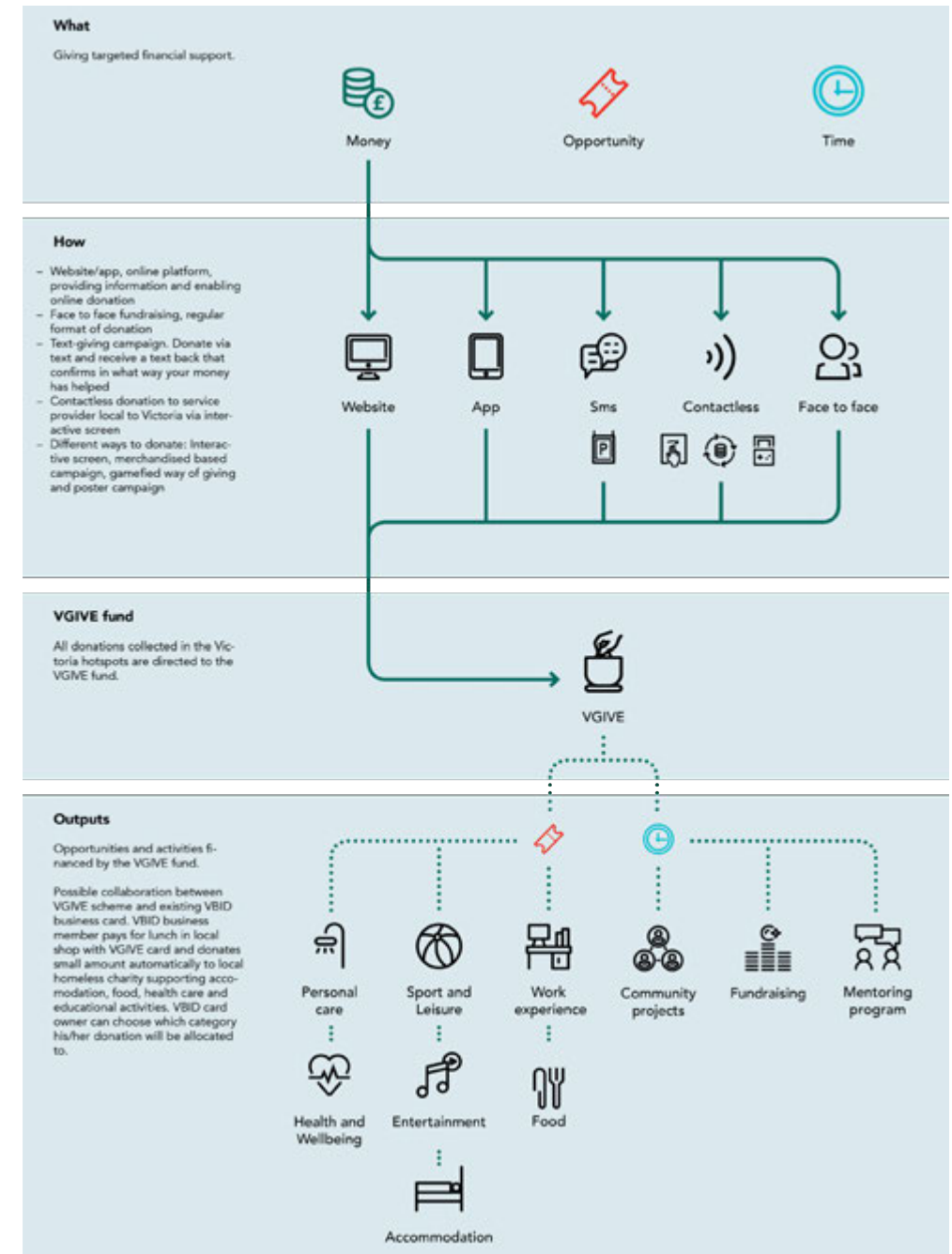
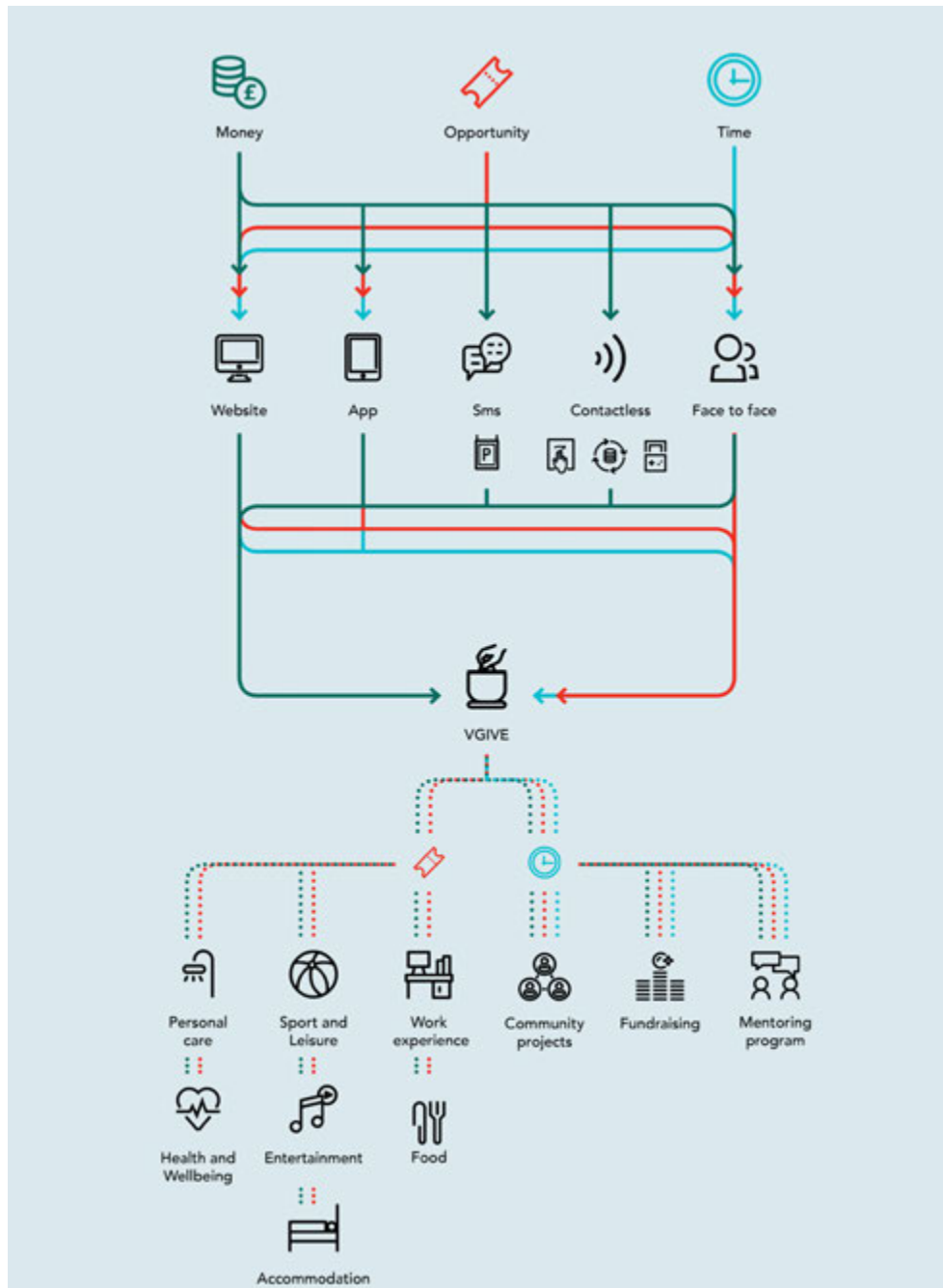
In terms of the brief which we co-created with stakeholders, we've developed a VGive website to engage givers to help rough sleepers in different ways.

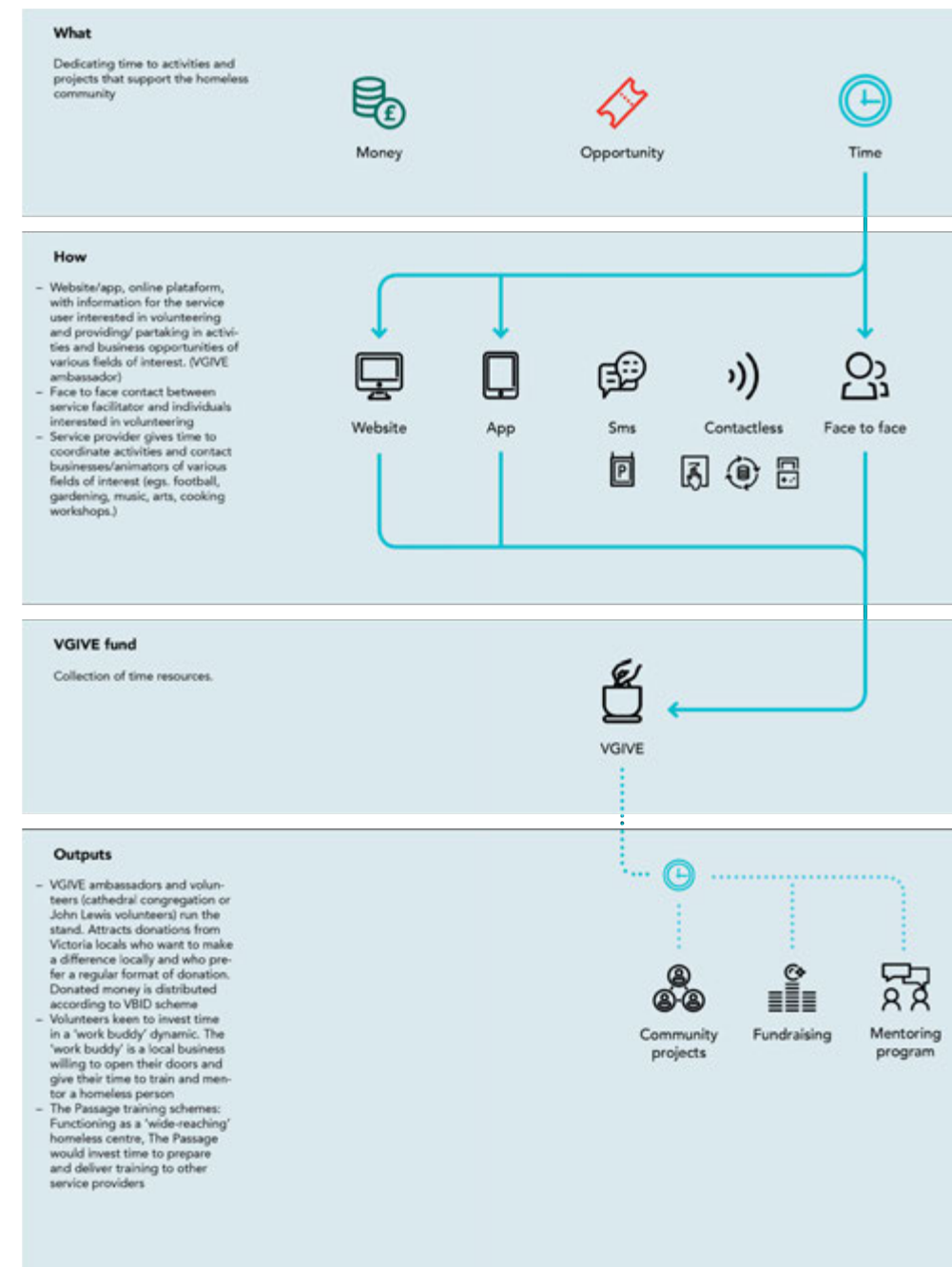
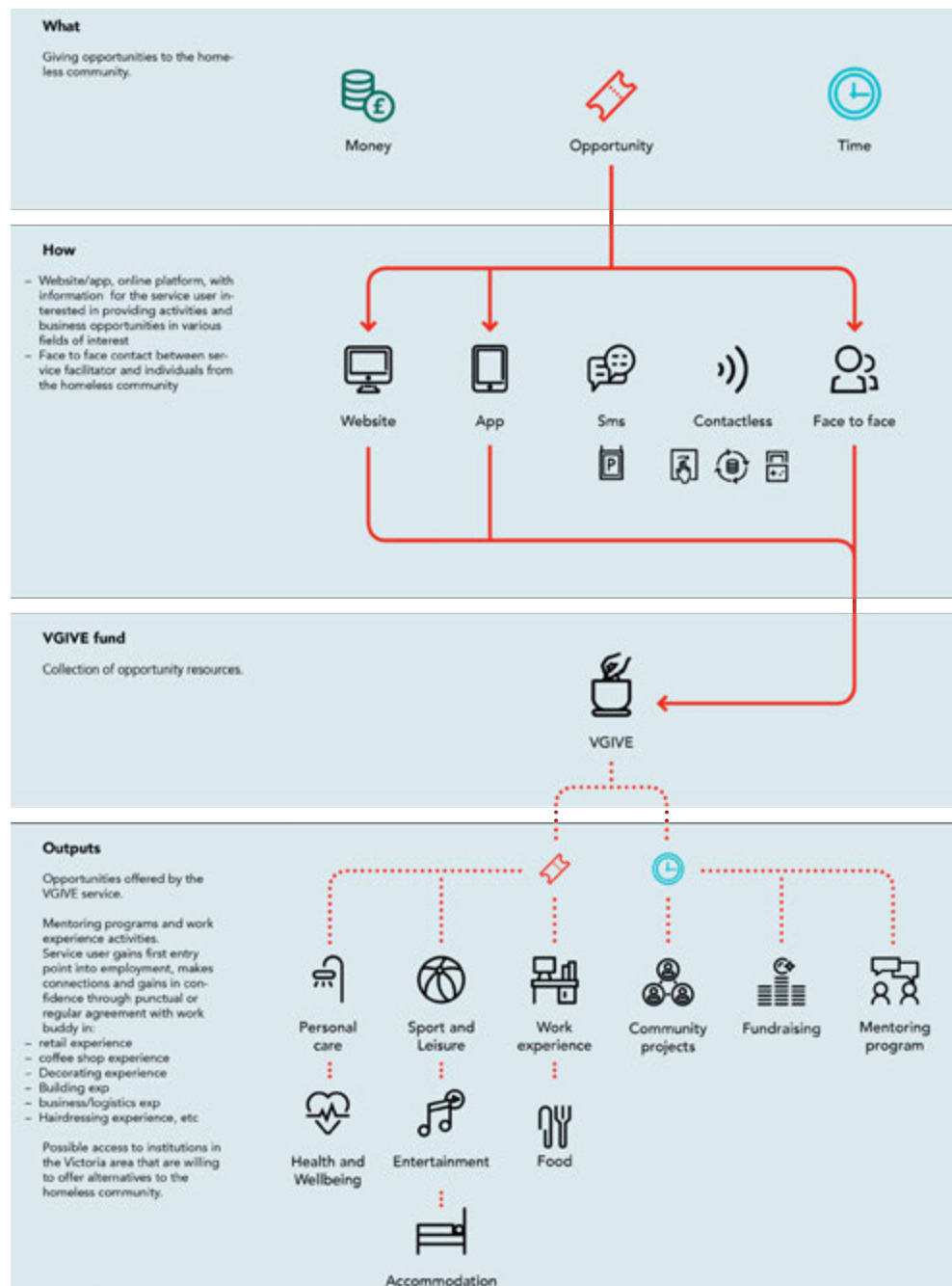
Through the platform, the giver can furnish money, time and opportunity. The following service map showing how it works.



- VGive Website

- VGIVE Service Map





Definitions of rough sleeper



Rough sleepers are defined for the purposes of rough sleeping counts and estimates as:

people sleeping, about to bed down (sitting on/in or standing next to their bedding) or actually bedded down in the open air (such as on the streets, in tents, doorways, parks, bus shelters or encampments)

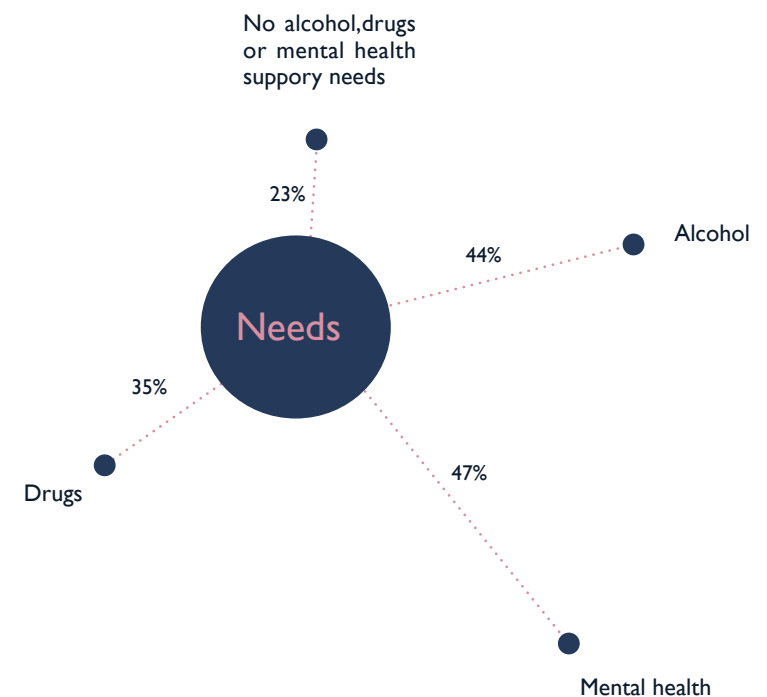
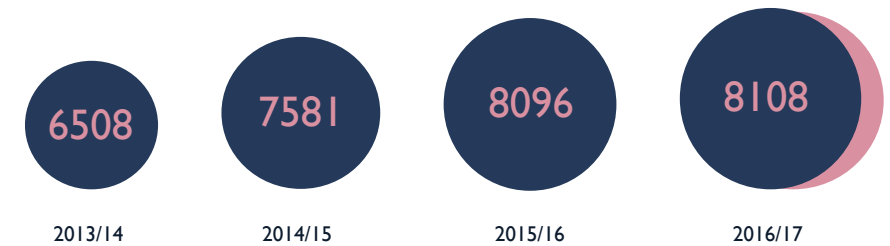
people in buildings or other places not designed for habitation (such as stairwells, barns, sheds, car parks, cars, derelict boats, stations, or ‘bashes’).

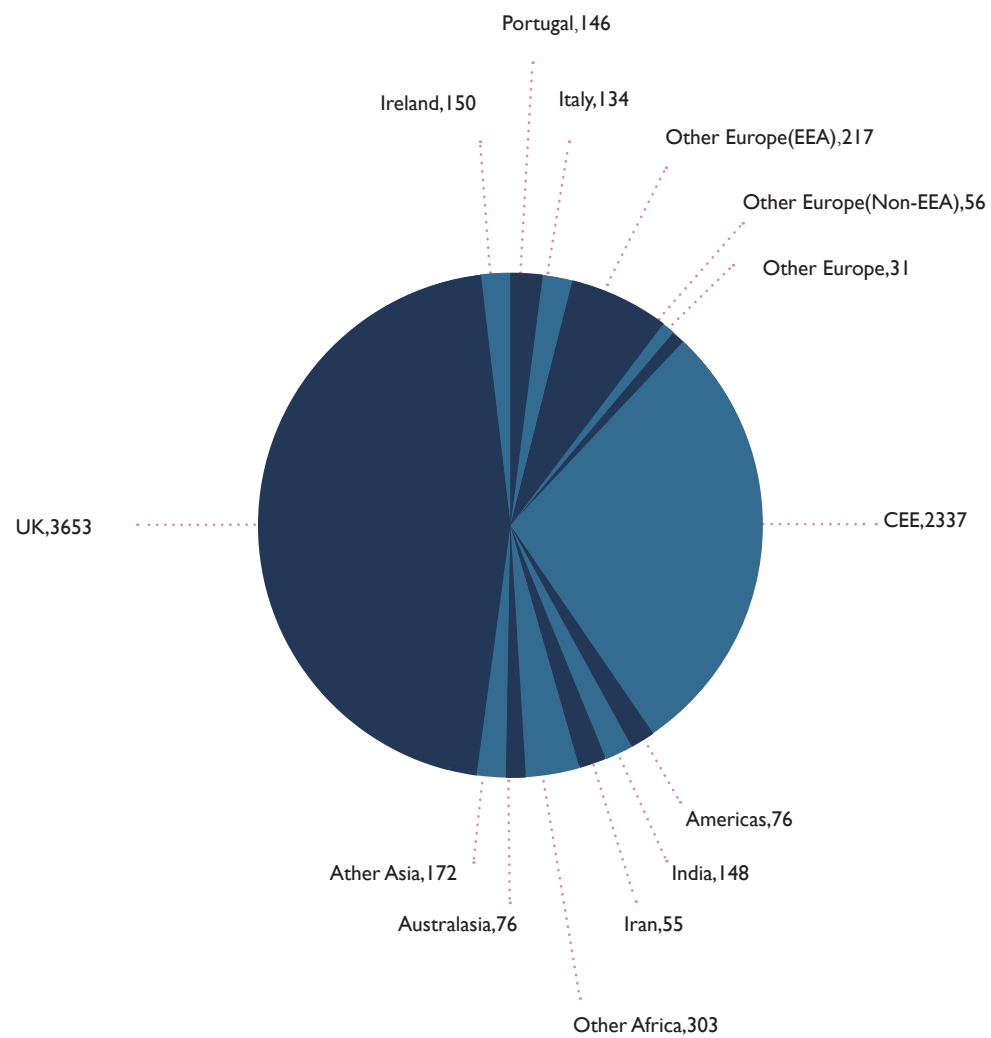
The definition does not include people in hostels or shelters, people in campsites or other sites used for recreational purposes or organised protest, squatters or travellers.

Bedded down is taken to mean either lying down or sleeping. About to bed down includes those who are sitting in/on or near a sleeping bag or other bedding (National and official statistics , 2013).

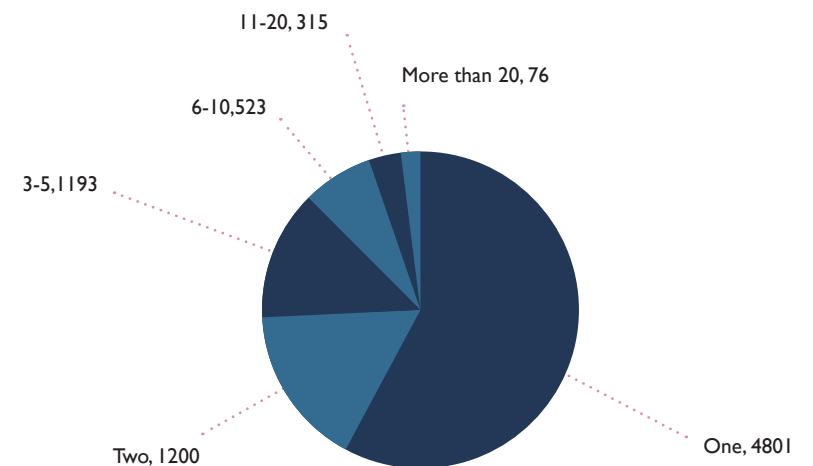


The new report from the Combined Homelessness and Information Network (CHAIN) finds that 8,108 people were seen rough sleeping in London by outreach teams in 2016 and 2017 (CHAIN, 2017).



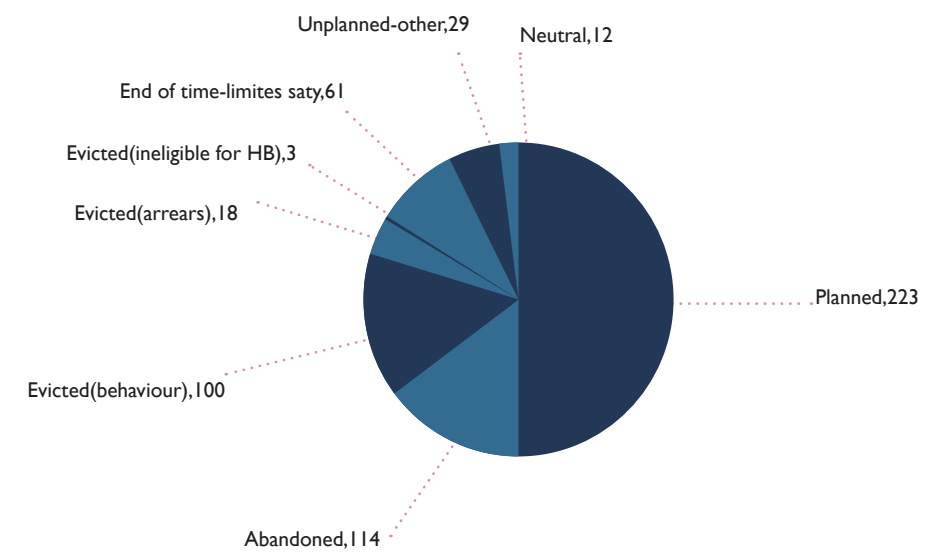


● Nationality profile of people seen rough sleeping in 2016/2017
(CHIAN, 2017 report)



Base: 8108 people seen rough sleeping in 2016/17

● Number of times seen rough sleeping
(CHIAN, 2017 report)



● Reasons for moves out of hostels and other short term accommodation
(CHIAN, 2017 report)

DISCOVER

Field Research

- Research on the street



In the past few months, instead of looking down at the homeless, I took plenty of time to sit down on the ground and speak with rough sleepers in the city centre and investigated how they ended up becoming homeless on their level. I tried to become a good listener, to learn a bit about them and their needs.

There are many deep-seated and complex reasons. Oftentimes, homelessness begins with a crisis in people's lives, such as a relationship break up or bereavement which hits them hard. It can start a vicious circle, when they struggle to cope mentally with such a crisis, and can then turn to alcohol and drugs as a way of coping with living on the street.

Most of all, they know that if they sit on the street they will receive food and money from well-intentioned people who want to help. However, as a result, there is no guarantee that the people who receive the money will not use it for purposes, such as alcohol, drugs or organized crime.

I've seen many well-intentioned people give money and coffee and sandwich meal deals to rough sleepers on the street. Have you ever thought about what they are going to do with that? Would they really take the food? Will this really help them get off the streets?

“ Story

I had a very good conversation with the woman in the picture, as she shared her experience, stories and family. I gave her a disposable camera, asked her to help me record her daily journey for one week, and made an appointment with her for the same place and same time. However, after one week, I could not find her. Her friends said they never saw her after our last conversation. I do not want to make guesses. It is hard to keep the relationship but I hope everything will turn out fine with her.

DISCOVER Field Research

● Interviews

Throughout the study, I talked with many experts and stakeholders in this field. I would like to introduce the people who provided invaluable insights and information for this project.

@ Informa

@ MET Police

@ Dong Energy

@ Westminster City Council

@The Passage service users

@ Informa

Highline:

Informa is community orientated - has people within in that really care and happy to volunteer.

See same people everyday on the street/ they look like they're familiar with the place.

Businesses can contribute time, skills, ideas but not responsibility for individual businesses to lead the way.

But project needs control/ different level of expertise to steer project and let businesses come together.

@ MET Police

How the police deals with aggressive begging?

It's a massive issue. We have beggars who aren't from this country and their English isn't good, I found they've been the aggressive ones.

If also have those sitting with a cup. It's illegal, but there is not much we can do about it. While aggressive begging I think it should be dealt more robustly.

Highline:

- It would be great an educational program not to give money. But there are tourists and we cannot educate everyone.
- The tourist they wouldn't be paying into a charity.
- Big issue is one way to deal with it. They are quite territorial, and people are less likely to beg around them.
- A group of 20 people becomes very problematic. Breaking them into smaller groups, so we can deal with them better, accept help.
- Word of mouth is a good thing

@ Dong Energy

Highline:

I feel guilty, some of them quite bad physical condition. Sometimes people give them sleeping bags so might be warm, people give them food, water, money. However, that does not get them leave street.

Giving people access and giving people encouragement in the right way, not hiding them or shifting them to the anther apartment.

How to you encourage people to access the help they need, campaign the education of what support actually is there.

Fundraising in a different way is a great idea.

She said the biggest challenge will be to get stakeholders on board (educating people about the stigma of the homeless – not all of them are ‘smelly’ for eg.)

@ Westminster City Council

Highline:

To engage with support means to stop drugs; drinking; get mental health counseling/ service users are re-quire to “progress”

Daytime population is 50% of night time population

Rough sleeping is not illegal

Support services since late 1980s

Coach station attracts rough sleeping and begging

Activities to help people back to their place of origin

Important is how issue is managed

Some rough sleepers because they feel threatened by hostels

UK nationals - some solitary homeless

Non-Uk - some deported last week - far more intimidating (more organised activity) -Romanian & Bulgarian groups are very organised

UK - more individuals/ maybe pair of buddies or a couple - more chaotic

@The Passage service users

What are some of the key problems/ challenges you face?

Finding a toilet

Where to keep luggage

Lack of warm feeling comfort

Streets are dangerous

Washing facilities

Shame when people look down at you

Highline:

For some people, they have slept here for years

"As a woman I only choose places with CCTV"

"We've heard really bad stories about private rented accommodation."

Complexities of housing benefit being cut as soon as you get work -Private landlords have too much power/ not enough accountability -"Private rented is the worst."

New developments has meant less space

Outreach teams focus mainly on vulnerable groups

DISCOVER

Field Research

- Activities

There are massive and complicated challenges relating to this topic. After observation and interviews I found it quite hard to start a conversation and keep a relationship with rough sleepers because they are sensitive and vulnerable. So, I started wondering, “How can I get closer and keep a long-term relationship with them to understand their needs?” I determined the best way was to join the local organization.

Volunteer experience:

- 1 Homeless Drive London
by The Youth Project
- 2 Volunteering with
Emmaus Lambeth



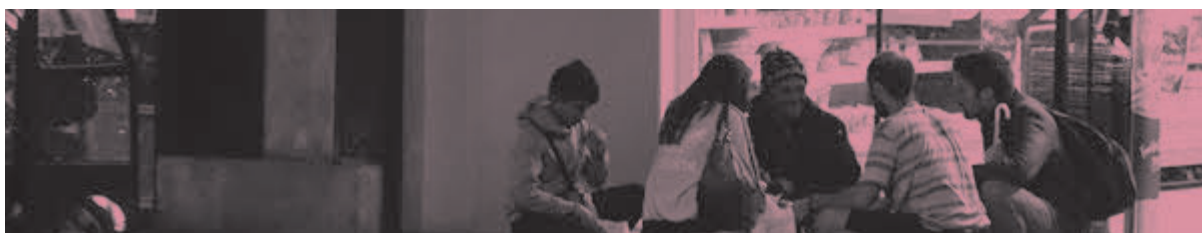
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Homeless Drive London--- by The Youth Project

During field research, I took part in Homeless Drive London organized by The Youth Project that takes young people into the streets of Central London to deliver resource packs filled with clothes, food and hygiene equipment. More importantly, we were there to share our love and time as we took the time to sit and talk with them.

When we distribute our packages, I saw there were soup kitchens on the street to offer hot meals for rough sleepers. They would sit on the ground and quickly eat all of it. When we approached them, many of them were quite friendly and talked with us. However, some of them were very unsociable and grabbed a parcel without say anything.

I began to realize that the streets are not a safe place for anyone to sleep. When large groups gather in one area, it can attract people who wish to exploit those who are vulnerable and also makes the work of our outreach team much harder.



2 Volunteering with Emmaus Lambeth

After observation and interviews, I found that it is quite difficult to start a conversation and maintain relationships with rough sleepers since they are sensitive and vulnerable. For this reason, I started wondering how I could get closer and maintain long relationships with them in order to understand their needs? From the previous insights, I noticed that for the survival of the community, food webs are necessary.

Afterwards, I joined Emmaus Lambeth and began volunteering to help at the kitchen for Lambeth Assessment Centre in Bond Way, Vauxhall. Basically, I cooked Chinese food every Friday for the homeless residents during their stay there, as they receive support and temporary accommodation.

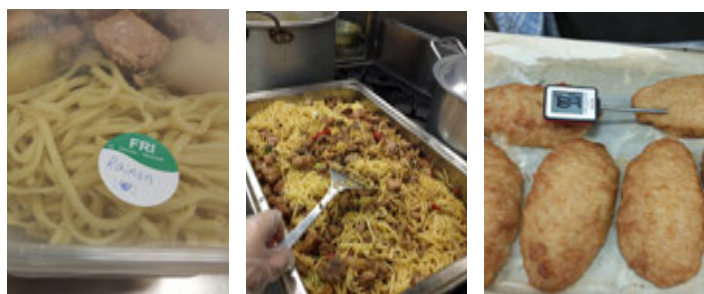
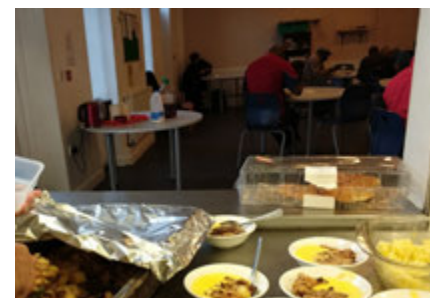




They are very friendly and always grateful for the food, Sometimes, the food reminds their memories and cannot stop sharing their stories, the volunteers who working with me also have rough sleeping experience on the street, they are very kind and like sharing their experiences, their family with me. I was greatly touched by the stories and decided to contribute what little I could as much as possible.

There is a saying “A sound mind in a sound body”. For me, it is not just a primary factor for survival. It is one of the things I love very much. My hope is that I can bring them joy or love or feelings of warmth through food.

I had such a great time working with them, I did several workshops in the kitchen, Chinese tea ceremony, dumpling workshop, special dishes experiment, to co-creation with staff, volunteers and test with ‘clients’ so as to find more opportunities in food service. I found that it is very easy to start a conversation when ‘clients’ having a meal.



Problem synthesis

How to encourage people to access the help they need.

A big group of rough sleepers when soup kitchen serve food on the street. It's endangers the safety of citizens.

Trust issues :

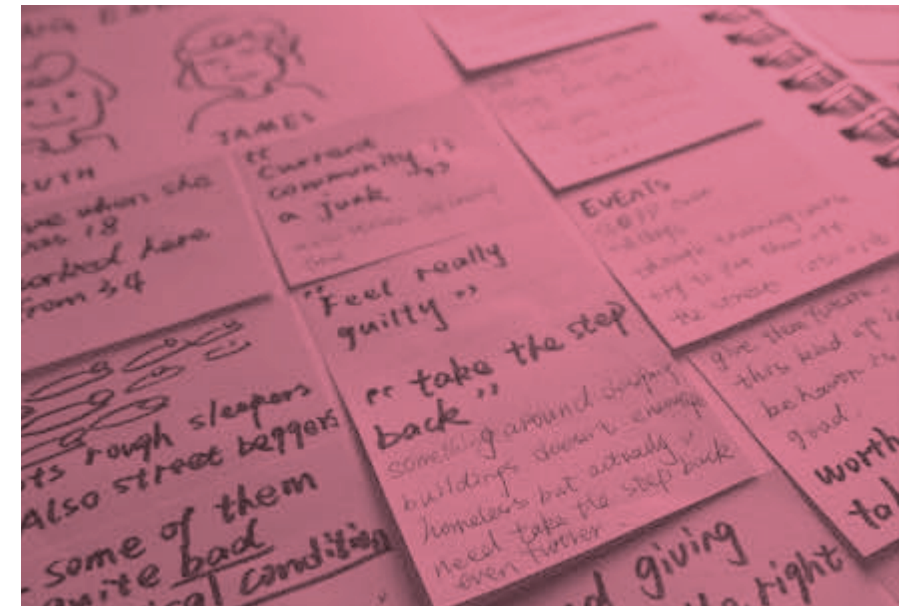
How do I know where my money is going?
Which charity should I donate to?

Rough sleepers around London have very few options around what to do with their personal belongings or where to go for toilet and washing facilities.

General malnutrition / Loss of tooth /
have special requirements for food

Mental health issue - support services are weak

Aggressive begging



DEFIN E Key insights



D E F I N E

P e r s o n a s & U s e r j o u r n e y m a p

The research and interviews I led with stakeholders have enabled me to create and develop three personas and their journeys.



Persona A
Nic
(Manager of the
charity)



Persona B
Jane
(Rough sleeper)



Persona C
John
(Resident- who are
potential giver)

Persona A - Manager of the charity



N i c
Manager of the charity
40, Male, Married



We try to cook what the clients request and we like to have a varied menu. However, the money is a big issue. We only have a small budget for food but we receive some free food donations from City Harvest, they bring fresh fruit and veg for us.

Hobbies

Music
Exercising - running & walking
Going to local concerts
Going to dinner and drinking with friends

Drivers

Want to spend whole life to help homeless

Needs

- More volunteer
- Money Money Money
- Fresh food
- More store space
- Fundraising in different ways
- Business comes together

Values

Independence & Equality
Family and friends



Persona B - Rough sleeper



Jane

Rough sleeper

37, Female, Divorce

Hobbies

Cooking

Music

Reading

Love look after children

Drivers

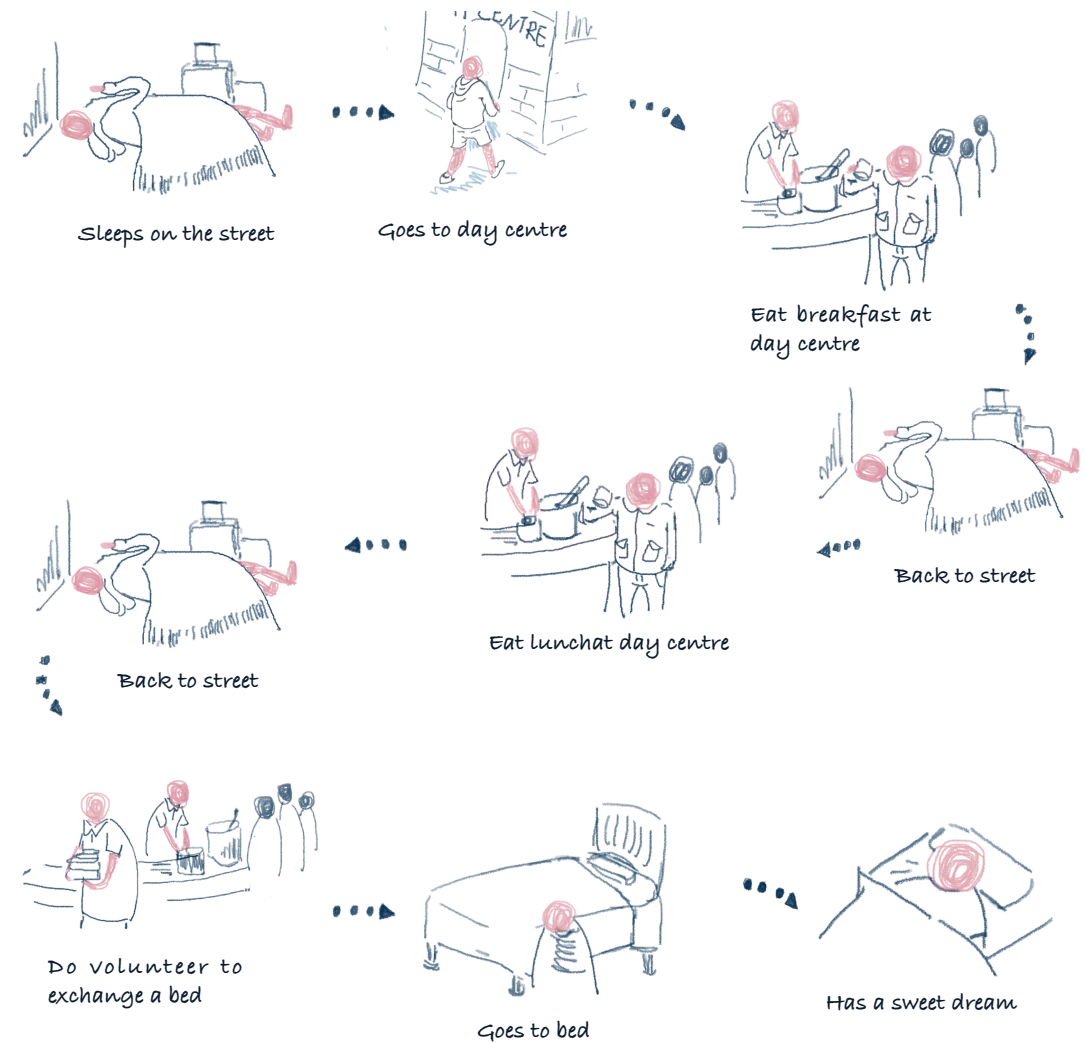
Want to find a job and a permanent housing

Needs

- Reduce hostel waiting lists down
- More Day centre
- More shelters
- More places to sleep that are protected from the rain
- Councils should have duty towards anyone
- Would like personal conversations with politicians

“

It's very hard being a woman on the streets—there's so much to cope with, keeping myself safe. However, I've got a temperate room and doing volunteer in the Day Centre. I'd love to share my experience and help people who are sleeping rough.





John
Giver
26, Male, Student

“

They are many rough sleepers on the street, some of them have quite bad physical condition. I feel very guilty when I pass them. I used to give them food and money, but it seems doesn't work. I want to contribute my small help but have no idea.

Hobbies

Football
Love cooking
Foodie
Hang out and explore delicious food

Drivers

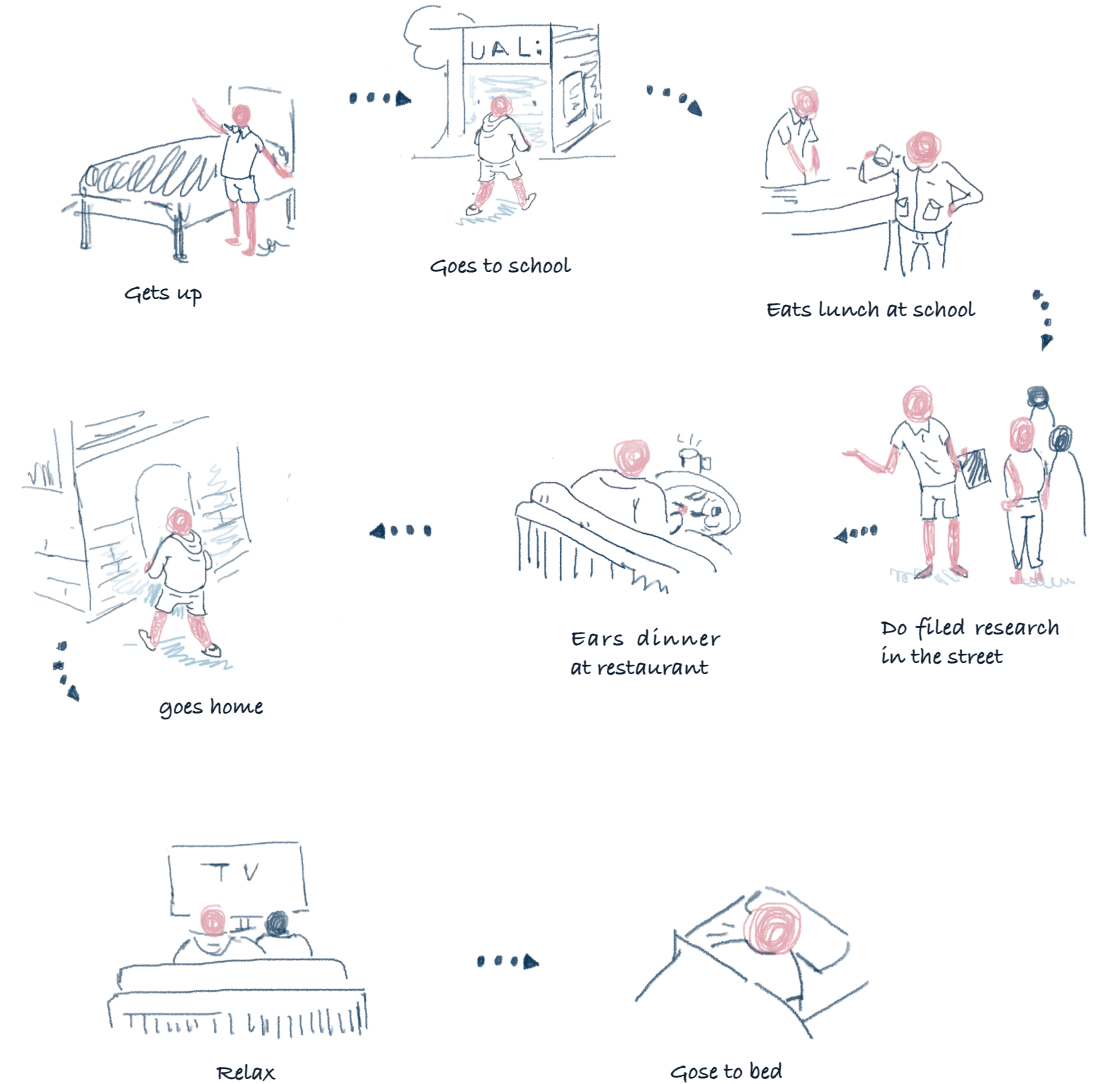
Want to help someone in need

Needs

- How to help in right way
- Would like to become a volunteer
- The reason why they live on the street
- Encourage people to access the help they need
- Be safe

Values

Minimalism
There is a will, there is a way



D E V E L O P

F u r t h e r r e s e a r c h

Homelessness is a complex and intractable problem, with countless homeless support services trying to trace the root causes. Different charities and agencies contribute their own love to help in different areas and in different ways. These have been slow to take effect, but we never give up. By defining themes and insights, I have narrowed the scope of this framed question:

Framed question

How to design a service to help build a positive dialogue and encourage understanding about rough sleepers through food innovation in Lambeth?

In the field research, I did many practices and activities in the food area, and I believe that food services are necessary for everyone, not only for survival, but also for their effects on human being's health. By trying to reframe my insights as How Might We questions to true challenges into opportunities.

How might we...

Exploring food innovation to channel public generosity to benefit rough sleepers:

Improving food service to better connect and build relationships between service provider/local organizations / groups and rough sleepers

DEVELOP

Further research

- Finding



The 'apple' signs presents the food services for rough sleepers in London.
(The Pavement, 2017)

- Observation & interviews at Day Centre
— Spires & Ace of club

When working at Emmaus Lambeth's kitchen, I loved to share my insights and ask questions all the time. The kitchen supervisor, Dan, found that my ideas suited the Day Centre perfectly. Dan suggested that I talk with the following day centres that he knows well.

- Ace of Clubs
- Brixton Soup Kitchen
- C4WS Homeless Preject
- 999 Club
- Spires
- Glass door
- Sisters of Charity

What is Day Centre?

Basically, most day centres in Lambeth provide a wide range of based services to those who are sleeping rough, the disadvantaged who are in need of warmth and food.



Finding:



Have a big canteen. likes a social hub.

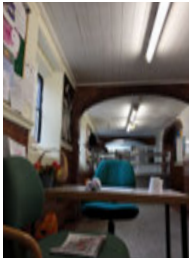
Many books and magazines in the canteen, likes a library.

Recives free food donation from different places.
(eg. City Harvest)

Somes homeless people doing volunteer in there.

Offter free meal.(some of them have to pay)

Some offer a chance for working to exchange a bed.



Big issue: need money.

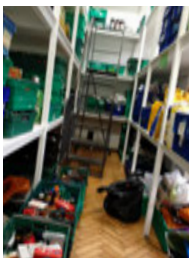
No choice for the food.
(more about what they can get)

The meat are not fresh.

Need more healthy food / nutrition.

Need more volunteers.

Some churches offer free food but the user have to listen sermons.



DEVELOP Key Insights summary

Need more fresh
and nutrient foods

Need money to ensure
they can continue to
provide services

Givers need to be engaged
and educated to redirect their
generosity towards more effective
and constructive ways.

eg. 1. Giving people access and
encouragement in the right way.

2. Raise awareness /educate
public on rough sleeping - cashless

Self-worth —
Explore opportunities for
engaging rough sleepers in
meaningful and constructive
activities
eg. day time employee

DEVELOP

Co-creation workshop



Co-creation tools are created to gather various kinds of information from users and stakeholders working collaboratively to examine and innovate a service experience and develop solution ideas.

As it was quite difficult to reach and to find rough sleepers to talk and ask to join the workshops, I contacted Emmaus Lambeth. With the help from Emmaus Lambeth, I was able to organize a workshop with staff and clients.

DEVELOP

Co-creation workshop

Tools:

Woolen yarn
Notice board
Push pins
Post-it



To shape the design proposals with users, I designed a tool with which they can interact. I prepared the problems, insights and ideas near by the pins, asked user use woolen yarn to select and connect the most valuable ideas to map their solution visually.

The aim of the workshop:

- Value mapping (Identifying core values at the individual and organizational level)
- Testing my initial design ideas
- Exploring target group's ideas and opinions



DEVELOP Opportunities

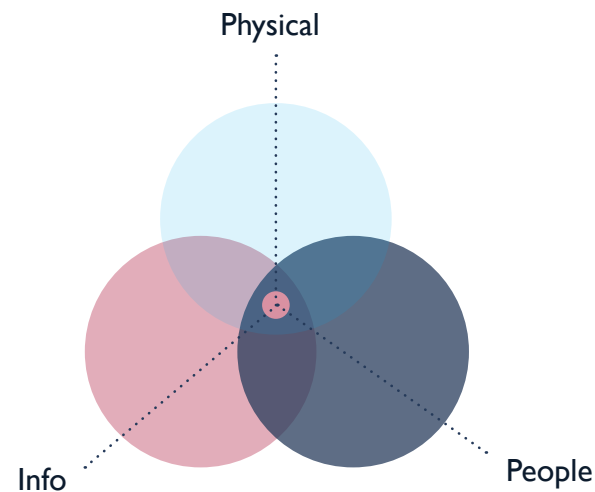
After the co-creation activity, I got some key ideas around educating the public, storytelling and food experience. These insights can be summarized as follows:



- Visual/ performative campaign to educate/engage diverse publics on the local situation.
- Explore opportunities for engaging rough sleepers in meaningful and constructive activities.
- A new system of cashless giving to encourage people to support rough sleepers in other ways including via local charities.
- New innovations to better connect and build relationships between formal and informal service providers around local organizations/ groups and rough sleepers.
- Making the 'begging system' easier to understand to encourage the public to pursue other ways of giving.
- Social enterprise- a chance to make social connection
- Raise money through fundraising.
- Share stories to better understand the homeless people.
- Foods from requirement / offer a restaurant like experience.

DEVELOP Prototype & test

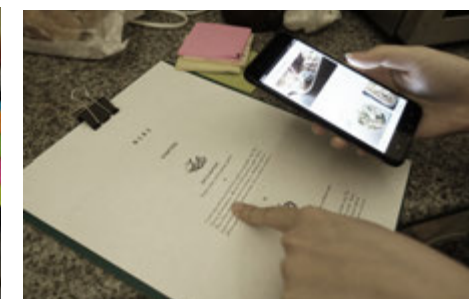
Services are made up of customers who interact with different things, physical stuff, information and other people. All can be prototypes. This method helped me proactively manage risk and not just avoid it.



Prototype and test at Sprise and Emmaus Lambeth

Based on the opportunities and ideas I have developed. I developed a draft solution that focuses on food innovation as a tool for social change. By creating a social space to engage day centres, residents and homeless people in Lambeth can better understand each other. The idea is about helping Sparise organize events where people will come and select food from special menu for less expensive prices. One hundred per cent of the meal price will go directly to the day centre to ensure it can continue to provide the food services for rough sleepers in Lambeth. The menu is special because the recipes are related to and designed by the stories of homeless people. The giver can read the story both on the menu and website. On the website, people can book or donate to a 'menu' that is offered from various day centres across Lambeth.

I created a prototype menu and website, then tested them with my key stakeholders Spires and Emmaus Lambeth.



DEVELOP

Prototype & test



- Exploring the recipes and test with Giver

● Feedback

The fundraising manager from Spires showed great interest in this idea. She suggested I make clear who is my target audience. Some people who already have Spires on their radar do not really need an empathy tool because they are already supporting us in some way. She suggested I reach out to other members of the public, such as the people who know a little but are curious about homeless people, or even people who want to have a cheap but good meal.

The feedback from givers was more positive than I could imagine. They enjoyed the experience and would love to become involve anytime and contribute their help.



D E L I V E R S e r v i c e c o n c e p t

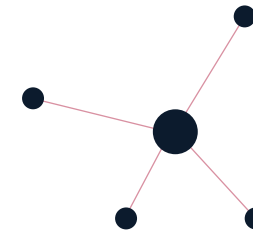
Service concept

Invisible is a service design project that is specifically crafted to build a positive dialogue by sharing stories about rough sleepers in Lambeth. The aim of the project is to challenge stereotypes, prejudices and encourage understanding about homeless people through food innovation.

Everyone on the streets has their own story, some made bad decisions, others were victims, but none of them deserve what they have been left with, and it is reflection of our own society that we just leave them there.

In-Visible is designed to build a space with my key stakeholder Spires which is a Lambeth based charity that helps hundreds of homeless all year round. Spires offers their canteen for sharing stories through food to challenge stereotypes and prejudices and encourage understanding about rough sleepers.

Through this project, I want to make invisible people on the street visible. I hope these people and their stories connect with you and their conversations with me will start a conversation in your circle of friends.



How it works?

The project focuses on food innovation as a tool for social change, by creating a space to talk about homeless people as human beings with a past and a possible future. The project brings together day centres in Lambeth, community residents and homeless people volunteering in exchange for food in local organizations.

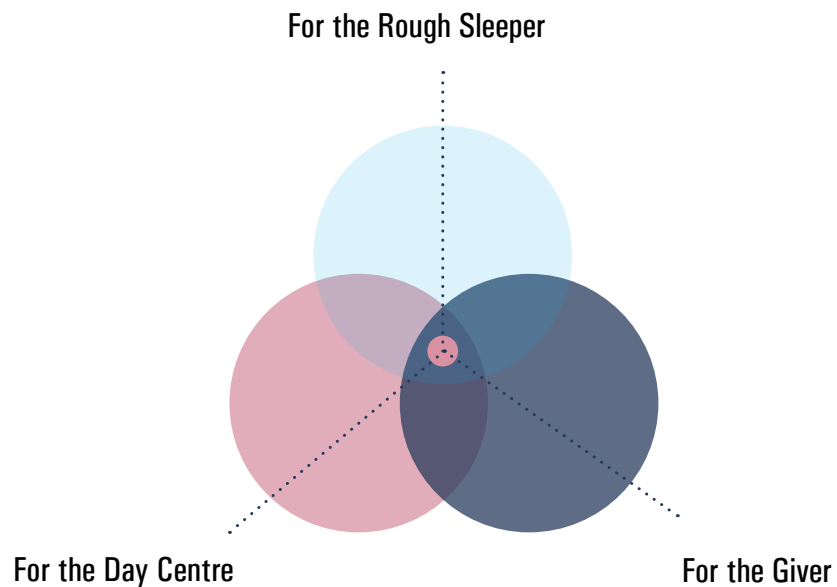
The project helps the day centre Spires organize events at their canteen in Lambeth where people will come and select food from a special menu for less expensive prices.

The menu is special because it is an empathy tool that has facts about rough sleepers and their stories. It means the recipes are related and designed by their experience. People can read the brief stories through the food menu and go to the website for more details. On the website, people can book or donate the 'set meal' which is offered from various day centres and participate in the offline experience. 100% of the meal price will go directly to helping homeless people.

DELIVER

Service concept

Value



For the Day Centre

- Public awareness Rasing money to better help homeless people
- Sustainable approach
- Socail reponsiblity- build empathy to customers
- Improving the food quality to homeless people.

For the Rough Sleeper

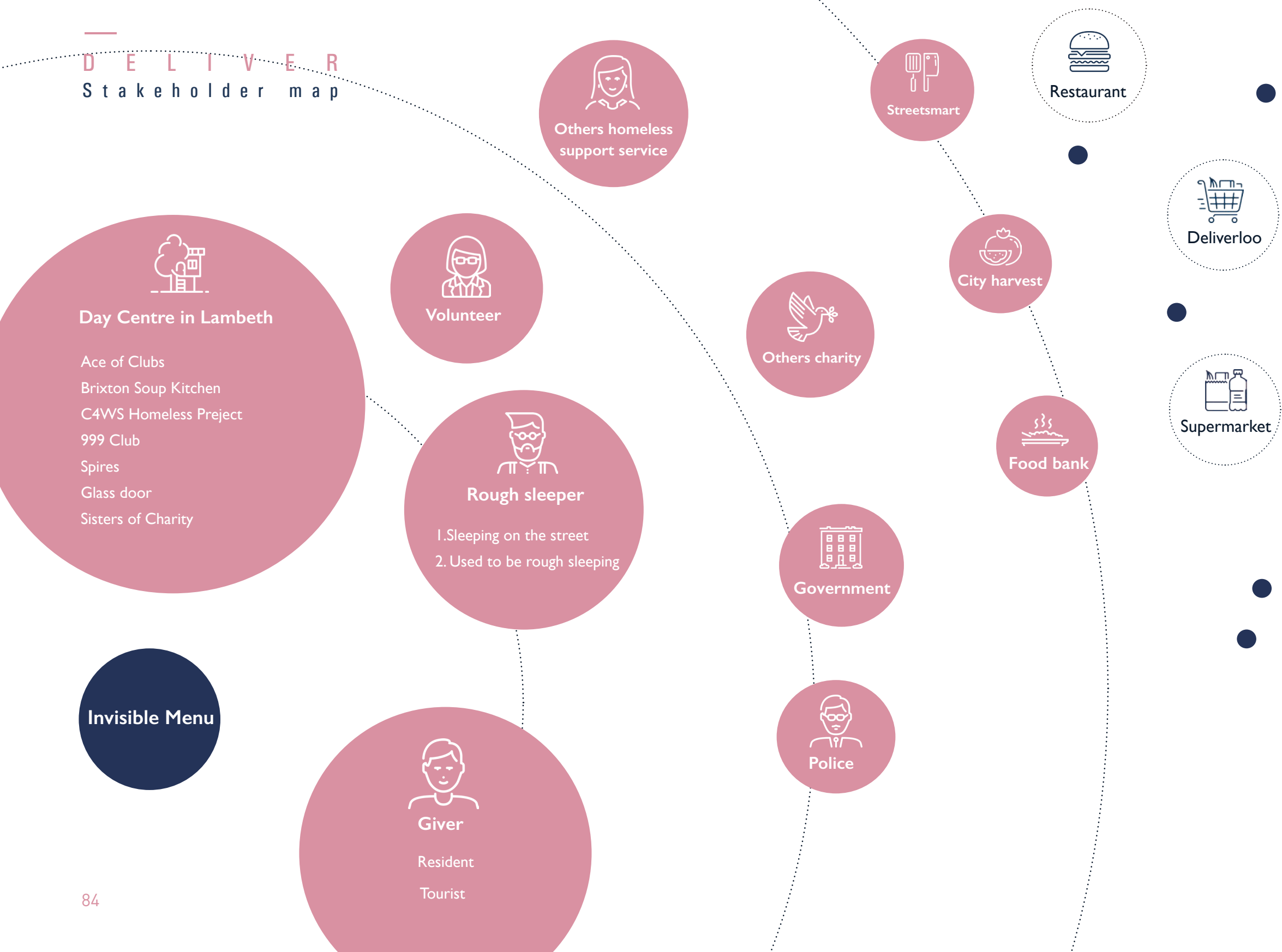
- A planform to share story
- Menu= empathy tool to reduce stereotypes and prejudices
- A chance to change the situation
- Socail enterprise- a chance to make socail connection
- Let them feel respect and useful

For the Giver

- Public awareness raising
- Special food experience in the cheapest price.
- Socail enterprise- a chance to make socail connection
- Be educated how to help in right way

DELIVER

Stakeholder map



DELIVER

Scenario

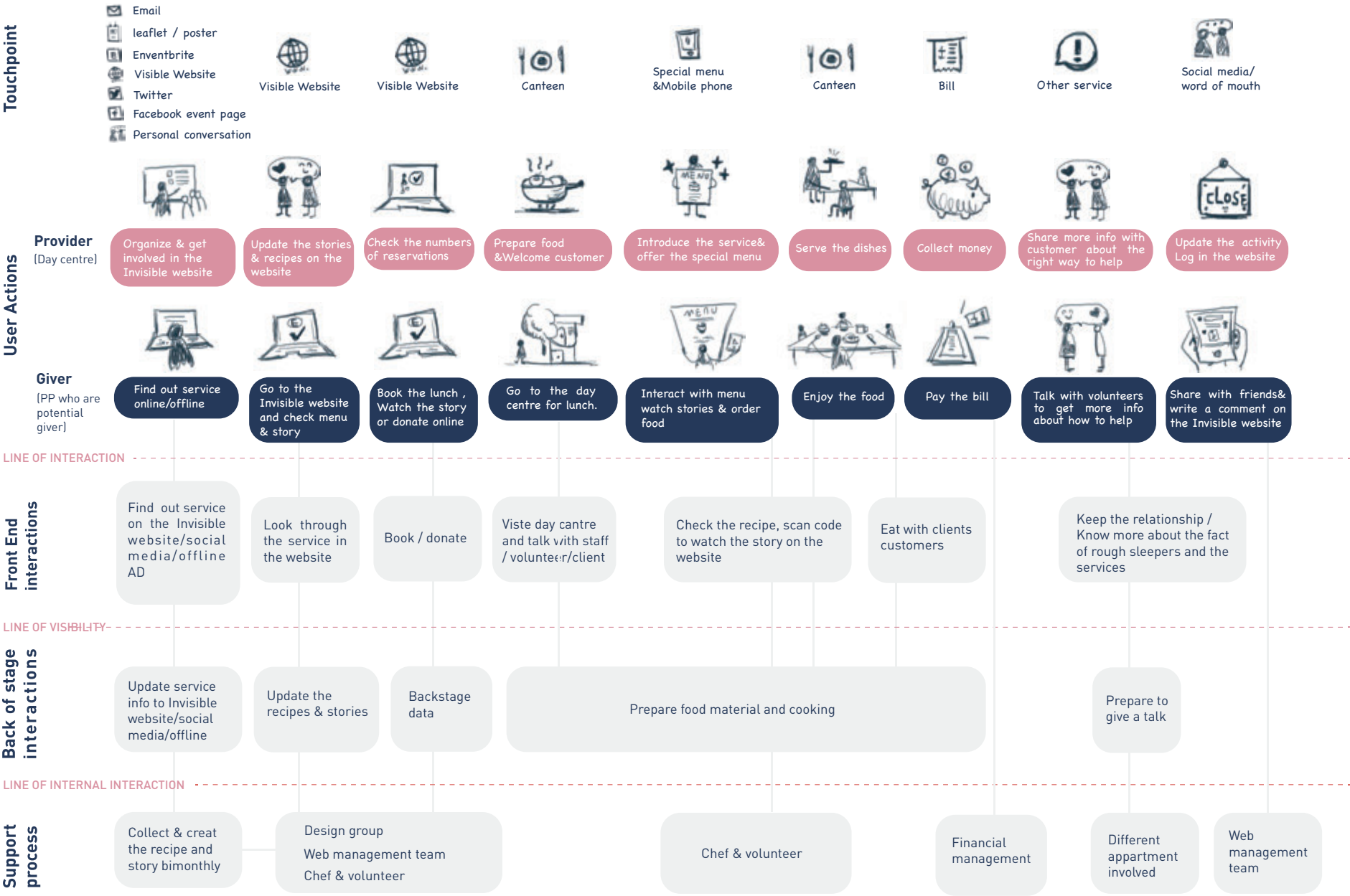


DELIVER

Service blueprint

The service blueprint shows how a service will be provided specifying the user actions as well as the staff actions and which systems and technology are needed to deliver the service. This is a blueprint for the service provider and giver, including which channels they use.

Service Blueprint

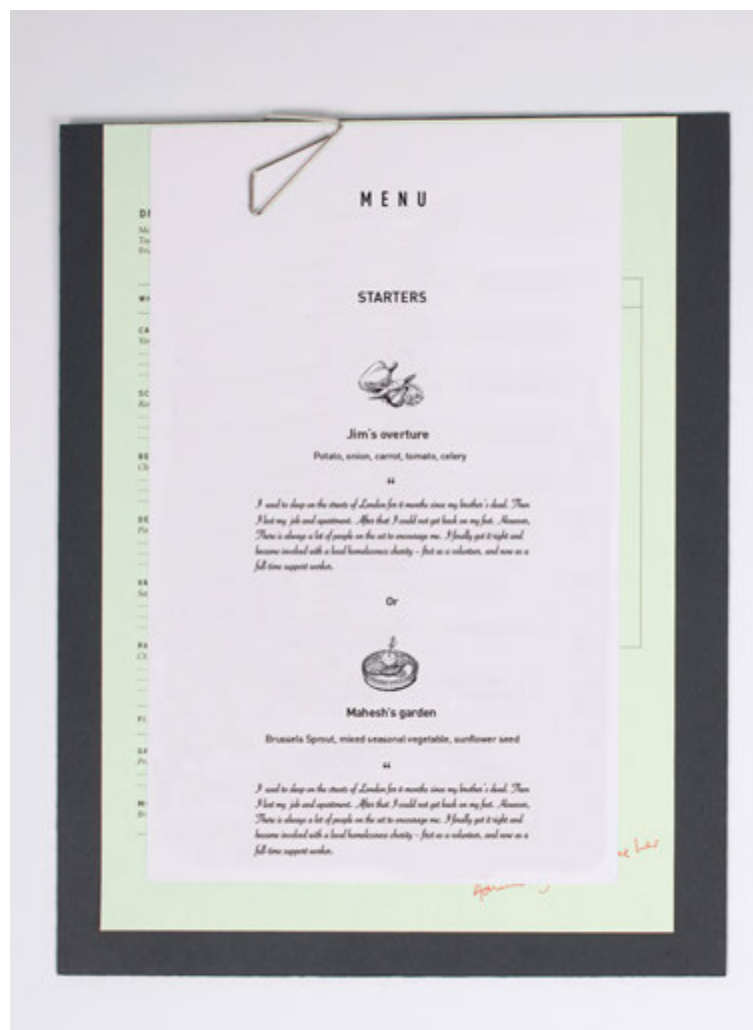


The Business Model Canvas

<p>Key Partners</p> <ul style="list-style-type: none"> ● Local Charity (Day centre): Spires Ace of clubs 999 clubs Glassdoor Sisters of charity ● City harvest ● Futher: Restaurant Supermarket Delivery 	<p>Key Activities</p> <ul style="list-style-type: none"> ● Collecting stories from rough sleepers ● Creating the recipe base on stories ● Offer a special food experience for giver ● Sharing the facts and educate the giver 	<p>Value Provided</p> <ul style="list-style-type: none"> ● Public awareness raising ● Menu = Story = Empathy tool ● Rasing money for Charity ● Socail enterprise — a chance to make socail connection ● Ecosystem ● Socail reponsiblity — build empathy to customers ● Offer a special food experience in the cheapest price 	<p>Customer relationship</p> <ul style="list-style-type: none"> ● Co - creation ● Communities ● Trust ● Customized service 	<p>Customers</p> <ul style="list-style-type: none"> ● Homeless — Rough sleeper ● Charity — Day centre ● Public / Giver — Who willing to help ● Futher: Restaurant Supermarket Personal
<p>Key Resources</p> <ul style="list-style-type: none"> ● Volunteers ● Web management team ● Donation institute 		<p>Channels</p> <ul style="list-style-type: none"> ● Day centre ● Web based channel ● Socail media ● Futher: Restaurant Home 		
<p>CostsR</p> <ul style="list-style-type: none"> ● Cost & Value driven ● Low price value proposition 			<p>evenue and benefits</p> <ul style="list-style-type: none"> ● Fundraising ● Dynamic pricing ● Product feature dependent ● Customer segment dependent 	

DELIVER

Invisible Menu



STARTERS



Neil's overture

Potato, onion, carrot, tomato, celery

“

I used to sleep on the streets for 4 years since I had a fire in my house. Then brother's dead, I got no family left. After that I could not get back on my feet. However, There is always a lot of people on the set to encourage me. I finally got it right and became involved with a local homelessness charity

Or



Jenny's gift

Brussels Sprout, mixed seasonal vegetable, sunflower seed

“

I used to be a depressed drug addict, who was tortured by drugs and alcohol. After my parents were gone, I was wandering in the street because I had no work. Then a little cat appeared in my life and made a big difference for me. We became friends, we walked together, fought the hardships of life and enjoyed the achievements and happiness that we have achieved together through efforts.

MAIN COURSES

[all served with rice]



Tom's book

Shredded chicken, specialty sauces with chilli & peanut

“

I'm a 85-year-old veteran, who once fought in battles and suffered injuries. Now, I can't work normally, I have no children and have been wandering outside. As I meet more and more people who care about me like my children, I feel warmth and sweetness. I would like to accept their love, which makes me no longer feel lonely in this world.

Or



Jame's secret

Aubergine simmered casserole with potato, spring onion, red pepper

“

When I was a student, I was forced to drop out of school because I couldn't pay my tuition. Then I married and had a child, and then my wife accidentally died. I was depressed and addicted to drugs, and I've lost custody of my three-year-old child. Everything couldn't be worse. I became a tramp, and even though I regretted the things I had done before, I couldn't undo it.

DESSERT



Graham's sweet dream

Mango/seasonal fruit, tapioca, coconut milk

“

I was on the street for the three months, I didn't eat for the first week because I was very unsure about everything, never being in that situation. Finally got myself into a night shelter, from there I got moved on to a hostel. I ended up having a drink problem because when you're in hostel you've got nothing to do. Then I decided this isn't for me and went to a homeless charity called Emmaus and that really changed my life around. I am now employed full-time by Emmaus.

Three courses £19



Please note that our clients may be homeless
but thanks to you, they are not hopeless!



Visit our website to check full recipes and stories

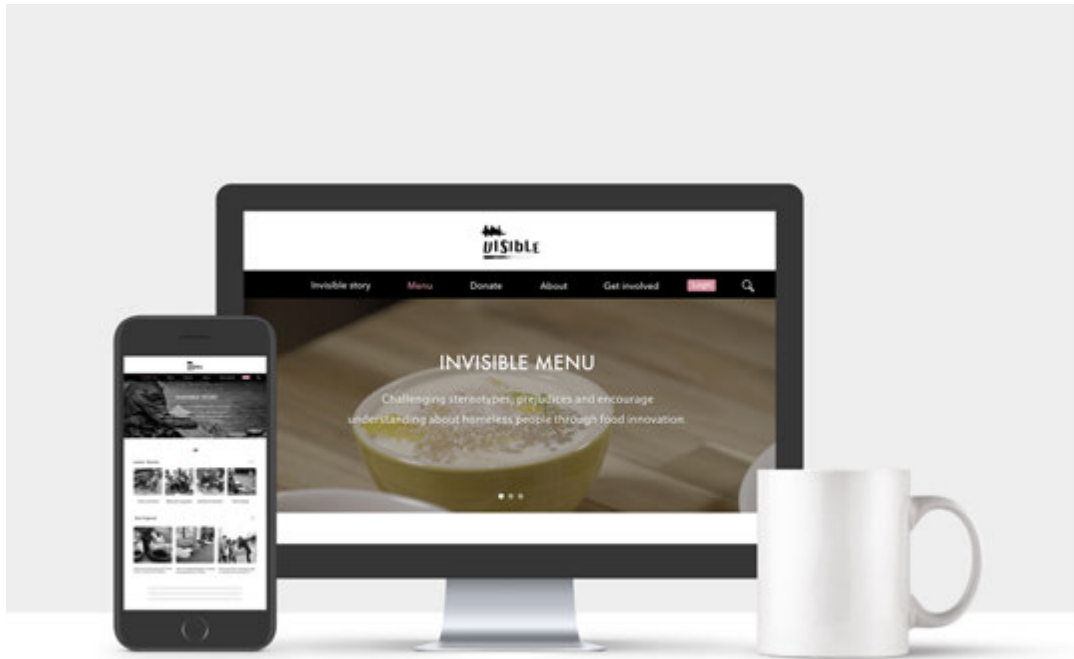
Our menu contains allergens.

If you suffer from a food allergy or intolerance, please let a
member of the restaurant team know upon placing your order.

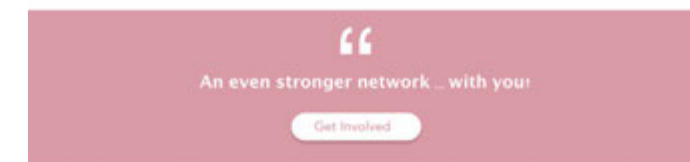
A discretionary 12.5% service charge will be added to your bill. All prices include VAT.

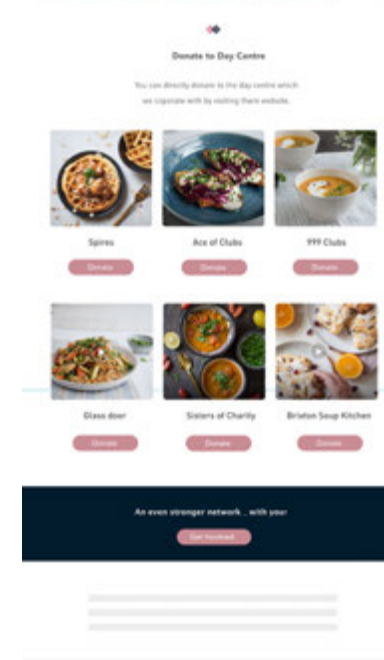
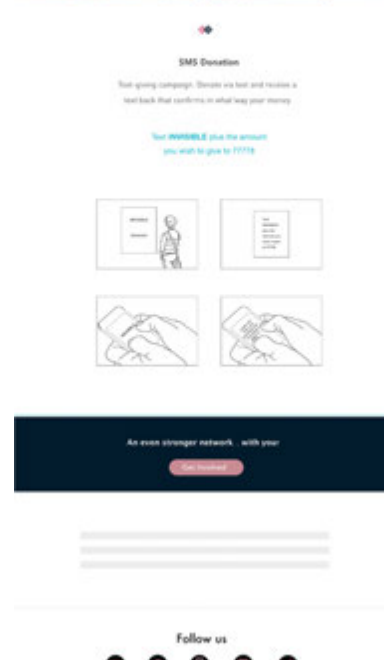
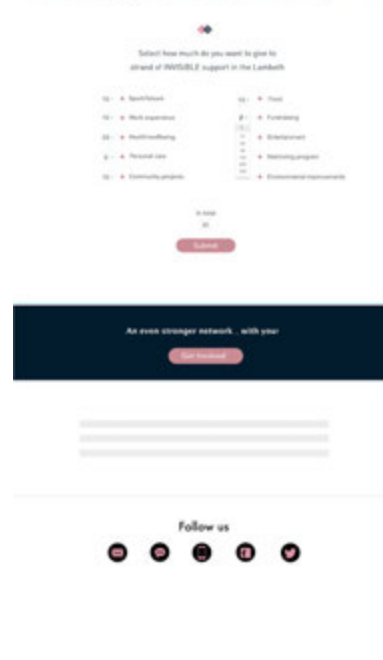
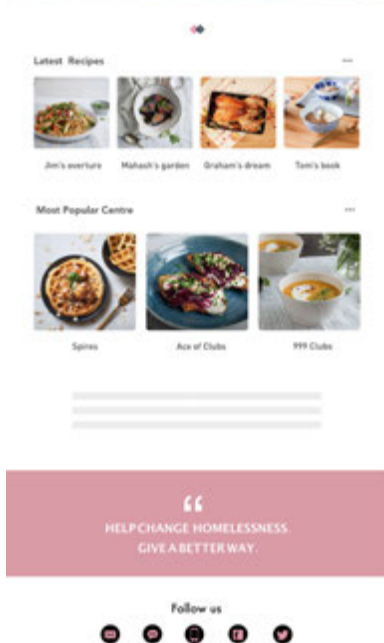
DELIVER

Invisible website



The website connects online and offline services where user can get inspiration of recipes and stories. They can also book the meal and donate in different ways





D E L I V E R

F u r t h e r p l a n

I have tested my concept with the service providers, in particular Spires, which was very interested and would like to offer a chance to make it real.

As part of the research, I listed the potential partners of the service, which are connected to the restaurants, supermarkets, food banks and the express delivery industry. These partners would also offer a chance for social enterprise and necessary equipment for the organization of events, such as The Old Spike Roastery and Ace of Club. Thus far, I have received interest and feedback from some of these companies, which is something that I would like to develop further in the future.

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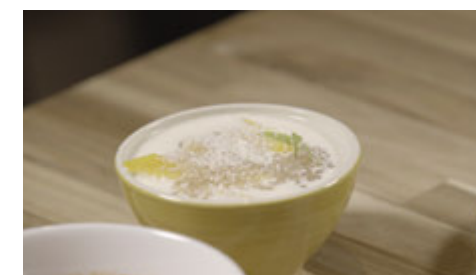
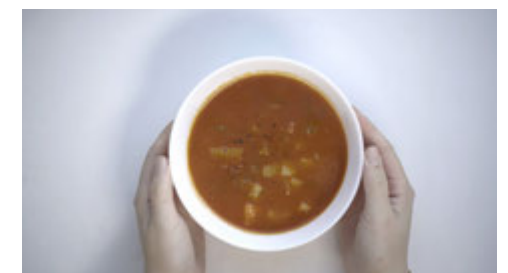
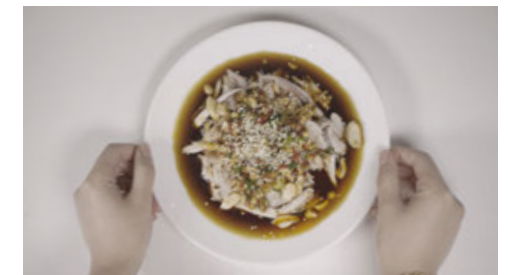
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APPENDIX

Video

The video record the recipes and stories.



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