

Workshop : Gender Lens in the design of services

Opportunities Cards

These are the opportunities to develop gender sensitive in the service design process. With them, you can exercise identifying the causes and underlying structures of systemic oppression.

If you would like to have the complete material please do not hesitate to get in touch with us.

hello@sensitive-servicedesign.net

sensitive
service design

OPPORTUNITY

when discovering,

Which are the norms and social constructions that influence the problem?



PROBLEM STATEMENT

When conducting research, designers need to gather information that helps identify how norms influence the context of the project and opens up opportunities for innovation.



OPPORTUNITY

when finding,

**What constitutes
knowledge in my eyes?
What is relevant for me?**



PROBLEM STATEMENT

**When drawing insights, designers need to know
what are the lenses they have that enables them
to feel empathy.**

**Visualizing how empathy was built clarifies blind
spots and allows taking action for improvement.**



OPPORTUNITY

when Ideating,

**How might my attitude,
the organizations and the
ones in society limit
the range of options
I consider and propose?**



PROBLEM STATEMENT

**When facilitating ideation sessions, designers
need to integrate gender diversity and equality.
Because it stimulates creativity, allows people to
reflect on diversity on a tangible way and imagine
inclusive solutions.**



OPPORTUNITY

If futurecasting,

**How will current trends
impact future behaviours?**



PROBLEM STATEMENT

**If futurecasting, designers need to nudge
gender equality, because it would encourage
design outcomes that contribute to social change.**

