

# CHARLEY POTHECARY

Service Designer and user researcher  
with a focus on inclusive design





## Embedding service design in local government

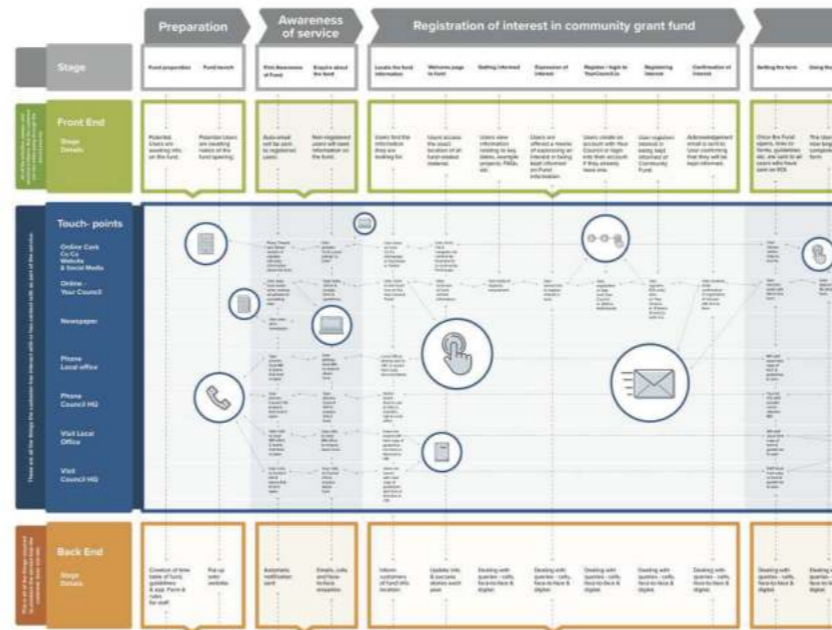
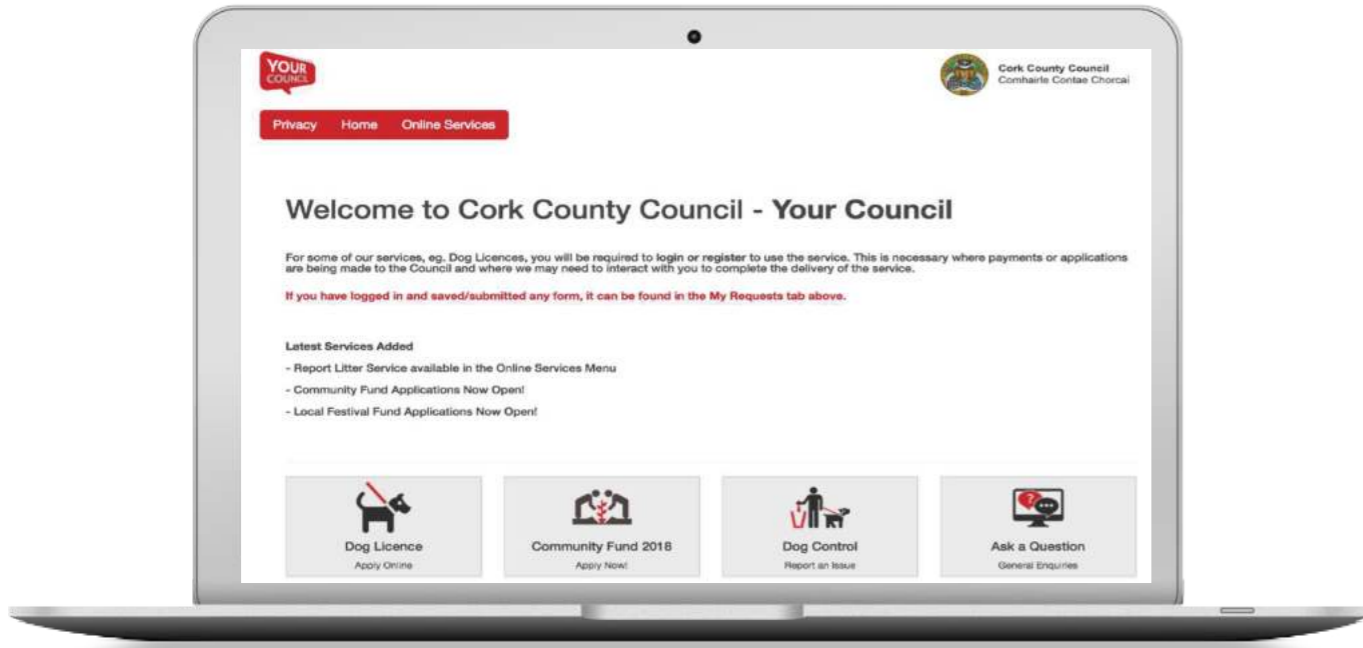
Supporting the creation of a service design team within Cork County Council and embedding a user-centred culture and mindset.

*Service design coaching, organisation transformation and implementing end-to-end services.*









Outcomes | **Decrease in the cost of delivering the service**

We created buy in across the council with the success of two projects and the service design team are now thriving.

**The Community Grants service**

We achieved an 86% decrease in processing time for the community grants service. The service is now being used by the public and is up for a local government award.

**Housing representations service**

We achieved a reduction in the time it took members of the housing policy in processing documents from 15 minutes to less than two minutes. This equates to almost a week of time saved per administrative staff member per month.

**Challenges**

At the start of the project some stakeholders were unsure on the value of Service Design. As a result, we had to quickly create an impact to showcase the value. Regular show-and-tells helped to alleviate some of this unease.

**Highlights**

The Cork team were fantastic to work with and it has been brilliant to see them all progress as Service Designers.







## Supporting Common Ambition to co-design healthcare services with people experiencing homelessness

Identifying inclusion barriers and co-designing solutions.

*User research, co-design and service design capability building*



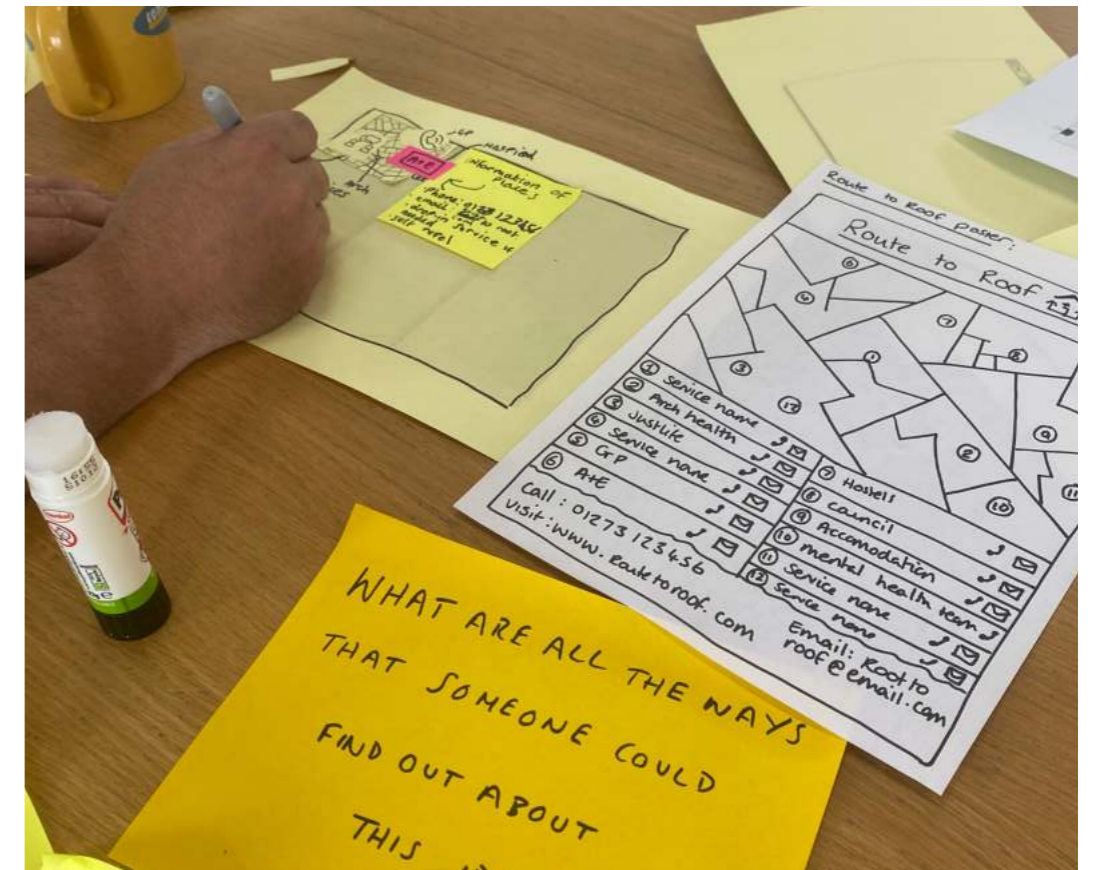
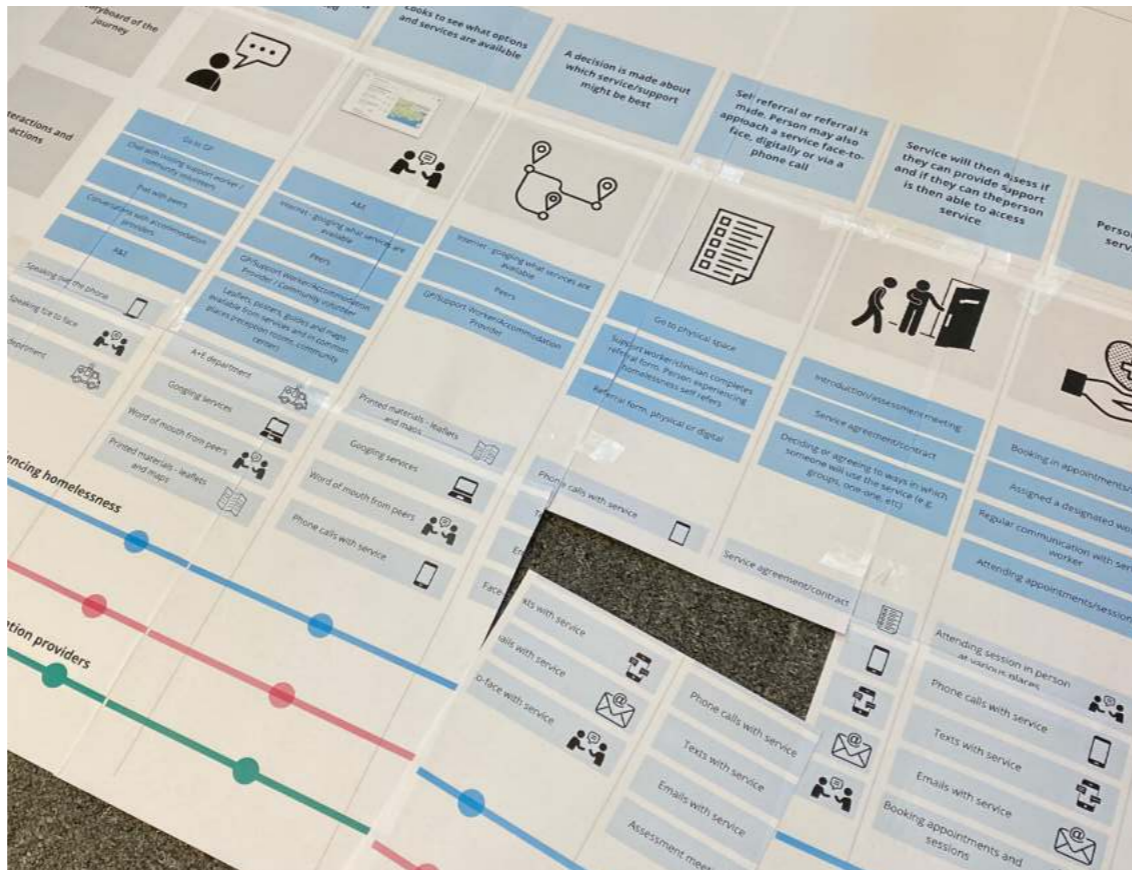
## Aims | Co-designing inclusive healthcare services

Inclusively supported the fantastic Common Ambition team and a brilliant steering group of people with lived experience of homelessness to help improve how people experiencing homelessness can access healthcare services in a more accessible and inclusive way.

This project had two main aims. The first aim was to support the team to build Inclusive service design capability and a repeatable project process so the team could continue to improve services going forwards. The second aim was to support the team to create a future service prototype that they could use to start engaging with the wider system and various healthcare services in Brighton to help improve the access to healthcare services for people experiencing homelessness.

## Project Background | Two charities coming together

The Brighton and Hove Common Ambition project brings together people with lived experience of homelessness, front-line providers and commissioners through co-production within homeless health services, in order to improve health services and outcomes for people experiencing homelessness in Brighton & Hove.





## What we did | Co-produced and prototyped solutions

Throughout this project, the Common Ambition team and steering group collectively identified some of the largest challenges people experiencing homelessness face when accessing health care services, we prioritised these and chose an area to focus on for Common Ambition's first service design sprint.

The key barrier we identified is that there are lots of places to find information but not many places bring this information together in a consistent way across a variety of services. Often some information like the criteria to access the service, opening hours, and the physical accessibility of services centres was missing.

We co-produced and prototyped a service that could bring together information about a range of healthcare services in an accessible and inclusive way to enable people experiencing homelessness and support workers to find the services that best suit someone's situations and needs.



### Route to Roof

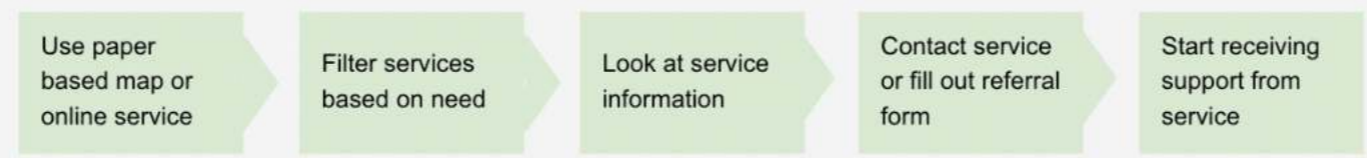
A service that brings together information into one place about all of the services that are available to support someone experiencing homelessness.

### The problem this solves

Currently it can be hard to find out what services are available to offer support, what their support might look like, what their eligibility criteria is and how best to contact them.

### How it works

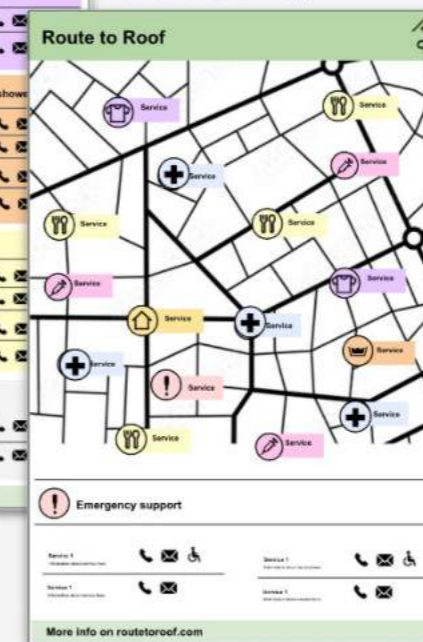
Route to Roof brings all service information into one place in a structured way, people can view this information in a list or map format and can filter the services based on needs. The information is kept up to date by service providers being able to log in and update a template of their information every few months.



One side of map



Other side of map



Information about a service you can see on paper map



### The online map will enable people to filter services based on need

People can filter services based on the type of service they are looking for and if they are accessible.

#### Research we need to do:

- More research will need to be done to know what these filters should be and what services should be included.
- Can the online map also help people to work out their route to the service?
- Is google maps the best map to use?
- How do we add information about seasonal support?



## Outcomes and impact | Organisations using insights to make inclusive improvements

The team have been running events to get feedback from wider services and are starting to create partnerships to help push the prototyped service solution further.

Some organisations have already taken some of the learnings and insights uncovered throughout this project and have started to make changes to their services to better meet the needs of people experiencing homelessness in a further inclusive and accessible way.





## **Building a support service for residents in vulnerable situations**

Helping to prevent social housing residents who are in potentially vulnerable situations from reaching crisis point.

*Service and pilot design, providing vulnerability training and service design coaching.*





## Aims | **Support people in vulnerable situations**

A housing association needed to develop a training programme to raise awareness and skills for engineers working with vulnerable customers.

After an initial discovery phase, the Snook team and I proposed piloting a new referral process to ensure that engineers could identify signs of vulnerability but also enable the housing association to act upon them.

“Maybe I don’t pay attention to it because who would I tell?”  
– Operative



## What we delivered | **Piloted a referral service**

By shadowing engineers, we learnt that they will often come up against difficult situations where a tenant needs further support. We delivered vulnerability training to provide them with ways of looking after themselves and the tenant.

We also piloted a referral service enabling engineers to flag potentially vulnerable tenants for support workers to provide them with further help.



## Outcomes | Residents received further support when needed

This service enabled support officers to detect that there was further support needed by four residents over the initial four-week pilot.

Operatives were pleased to be part of this pilot and the development of this service.

The next steps would be for this service to be piloted with approx. 20 operatives over a longer period of time.

This service is relatively cheap to set up and install. This could be used across other housing associations.

“It makes me feel great as I know I am helping people”  
– Operative

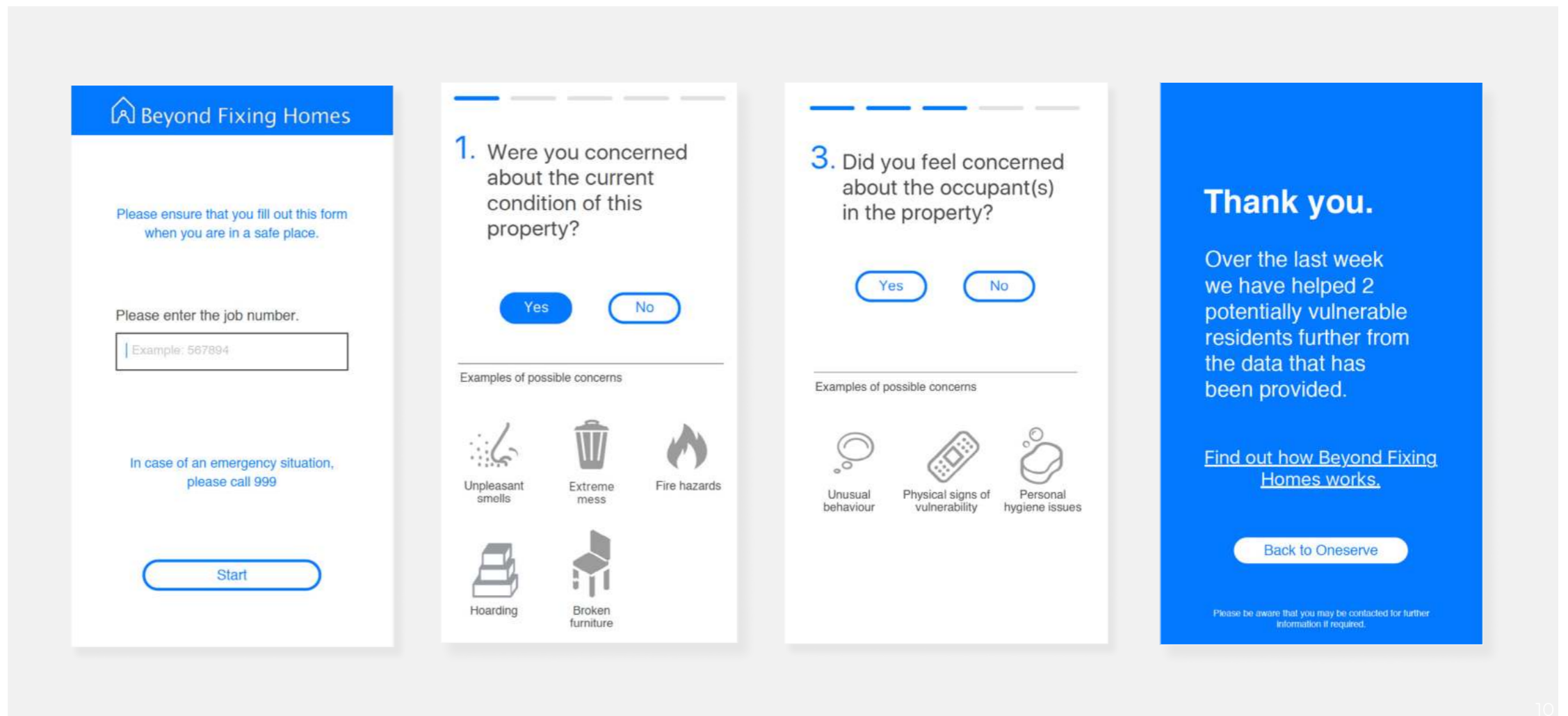


## Challenges

Getting buy-in and integrating with existing technology.

## Highlights

It was brilliant to hear from the engineers how much this service impacted on their lives in the pilot feedback workshop.







## Co-designing wellbeing support pathways from temporary to permanent housing

Enabling Fat Macy's to provide inclusive and excellent wellbeing support.

*Service design to create end-to-end trainee journey, data analysis to create impact framework. Co-design and user research to build support curriculum.*



## Aims | Co-designing an inclusive support curriculum and impact measurement framework

Fat Macy's trains and supports Londoners in temporary accommodation to become chefs, with the aim to help them move into their own homes. We supported them to create a consistent curriculum of support tools and enabled them to further track their impact.

## What we did | Co-creation with engagement officers and trainees

Inclusively supported the Fat Macy's team to co-create an inclusive curriculum of support with and for their trainees.

We worked very closely with engagement officers and current trainees to co-design, prototype and test the support curriculum to ensure that it will be useful, regularly used, flexible and can be continually improved.



The collage includes four graphics: 1. 'AN INTRODUCTION TO FAT MACY'S' with the logo and text about supporting people from temporary accommodation. 2. 'OUR IMPACT' featuring a man in a hoodie and statistics: 10 completed trainees, £16K spent on training, 1600 hours of training, 28 people helped, 1000+ hours of support, 80% of trainees, 3 trainees, and 16 people. 3. 'THE PROGRAMME' detailing the Milestone Programme with 200-hour work experience and 1-1 progression support. 4. 'WHAT DOES FAT MACY'S PROVIDE?' listing benefits like work placement training, progression support, access to housing deposit, uniform, team work, and staff dinner before shifts.





## What we delivered | Wellbeing support tools and live impact framework

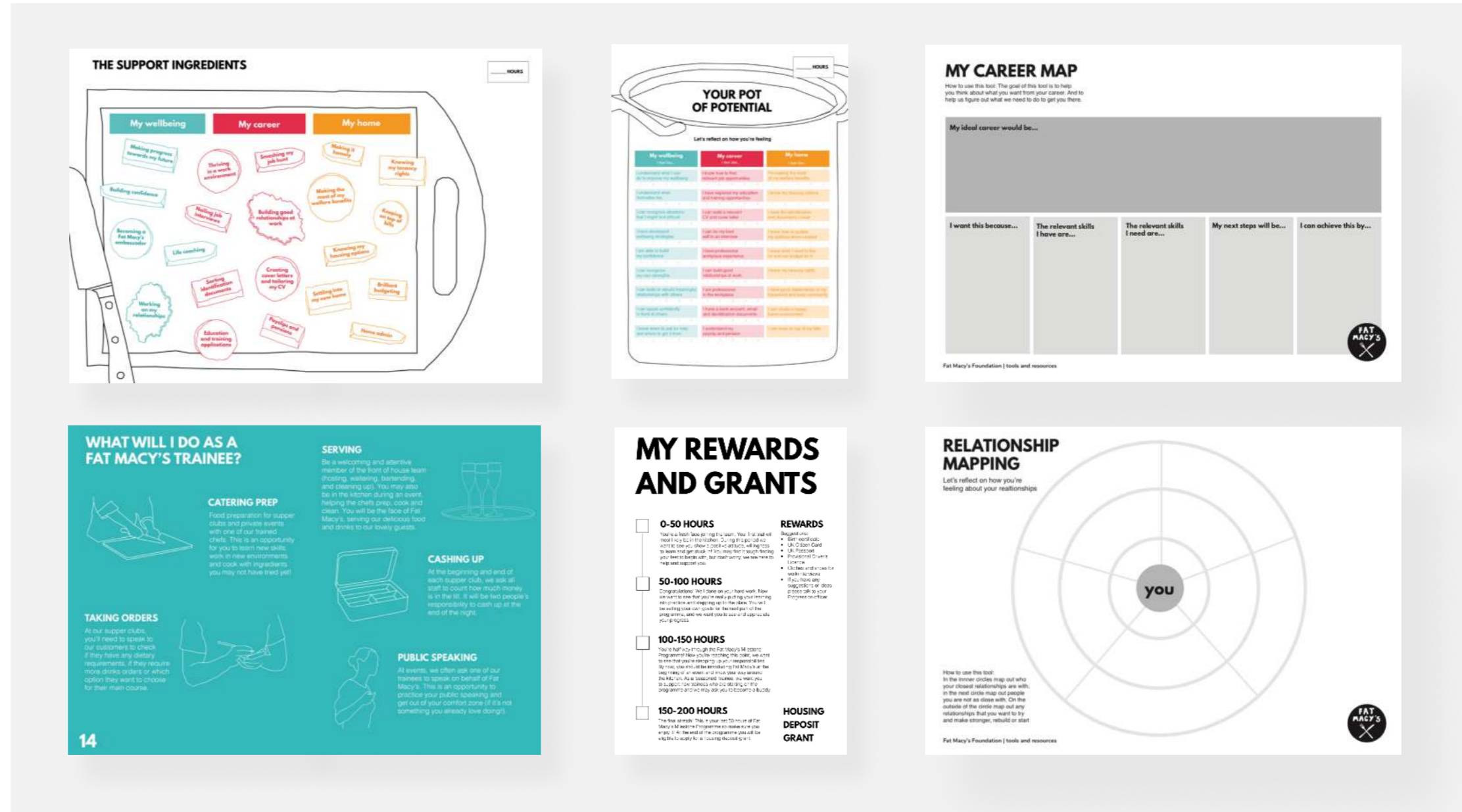
We created wellbeing support tools and activities that could be used remotely when needed and also in a face-to-face environment.

We also co-created an impact measurement framework that has enabled the team to easily track the progress of their trainees and measure the organisation's overall impact.

## Outcomes | Consistency across wellbeing support delivered and ease in tracking impact

The curriculum of support has helped to clarify what areas of support trainees can access through Fat Macy's and provides signposting to other support networks where needed. This curriculum of support has also helped engagement officers to share resources, learnings and make the most of their time with trainees.

The impact measurement framework has enabled the team to see what areas they need to focus on improving and has made it easier for them to showcase their impact.



## Impact measurement framework

Fat Macys trainees overview		
Area	Impact measurement	Where is the data from
Hours volunteered	How many hours have trainees volunteered?	Hours log (Automatic)
Housing deposit money	How much money has FM provided to trainees for housing deposits?	Hours log (Automatic)
Food hygiene certs	How many trainees now have Food hygiene certs	Central doc (Automatic)
CV's	How many trainees now have cvs?	Central doc (Automatic)
Passport	How many trainees have passports?	Central doc (Automatic)
Driving license (full or provisional)	How many trainees have (full or provisional)?	Central doc (Automatic)
Birth Certificate	How many trainees have Birth Certificates?	Central doc (Automatic)

Wellbeing impact		
Area	Impact measurement	Where is the data from
Progression	Total number of trainees who felt they had made progress with their wellbeing	Self assessment using progression tool (Manual)
Engagement	Total amount of support sessions that have been attended by this cohort of trainees	9 Communication log (Automatic)

Career impact		
Area	Impact measurement	Where is the data from
Progression	Total number of trainees who felt they had made progress with their career	Self assessment using progression tool
CV improved	Total amount of CV's worked on with Fat Macys	Central trainee doc (Automatic)
Required documents gathered	Total amount of documents sourced with Fat Macys	Central trainee doc (Automatic)
Jobs gained through FM partners	Total number of jobs gained through FM partners	Central trainee doc (Automatic)
Long term employment at end of programme	Total number of trainees in long term employment at end of programme	Central trainee doc (Automatic)

Housing impact		
Area	Impact measurement	Where is the data from
Progression	Total number of trainees who felt they had made progress with their housing situation	Self assessment using progression tool
Perm housing	Number on trainees in perm housing at end of engagement	Central trainee doc (Automatic)
Time it takes on average to get perm housing	Length of time it takes on average to get perm housing from hostel vs fat macy's	Central trainee doc (Manual)
Deposit	Amount of trainees who have got a deposit towards housing	Central trainee doc (Automatic)
How long do trainees stay in the housing	How long they stay in the housing	Follow on support feedback (Manual)
Relationship with flat mates and landlords	Relationship with flat mates and landlords	Follow on support feedback (Manual)

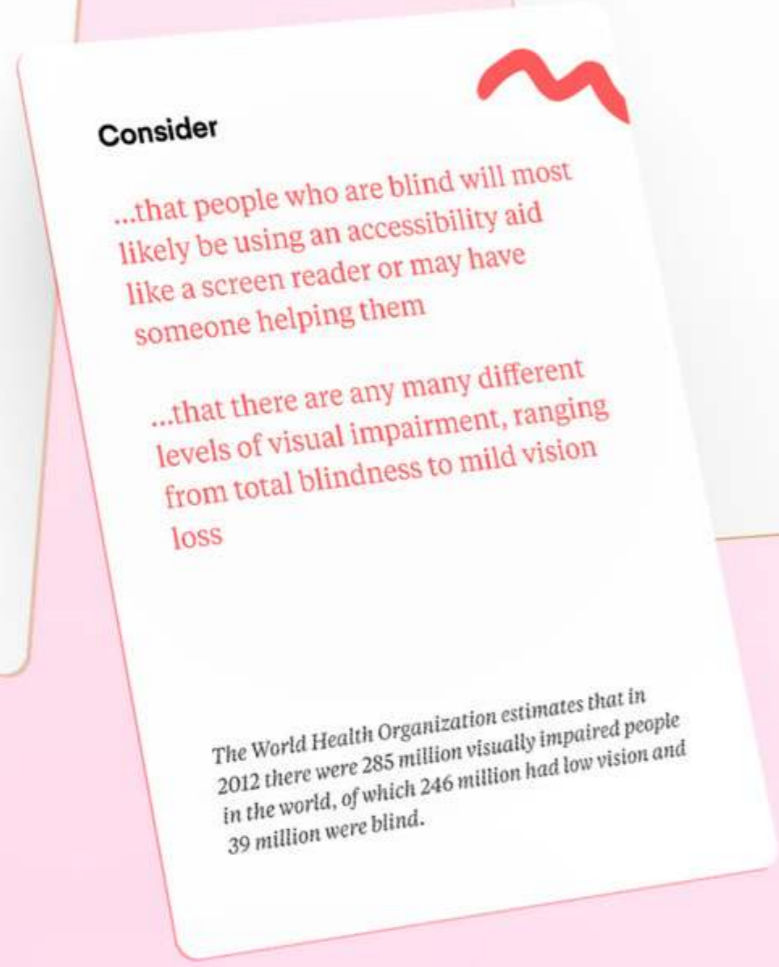
## Challenges

Creating inclusive wellbeing support tools that can be used by all trainees no matter what technology they have access to or whether its a remote or face to face environment was sometimes challenging.

## Highlights

Co-designing wellbeing support tools with the highly experienced Fat Macy's engagement officers and current trainees was a real privilege.





**Creating an inclusive mindset**

Cards for Humanity is an inclusive design tool that helps to support designers to create inclusive products and services.

*Inclusive design coaching, inclusive design training and service design.*



## Aims | Inspire inclusion

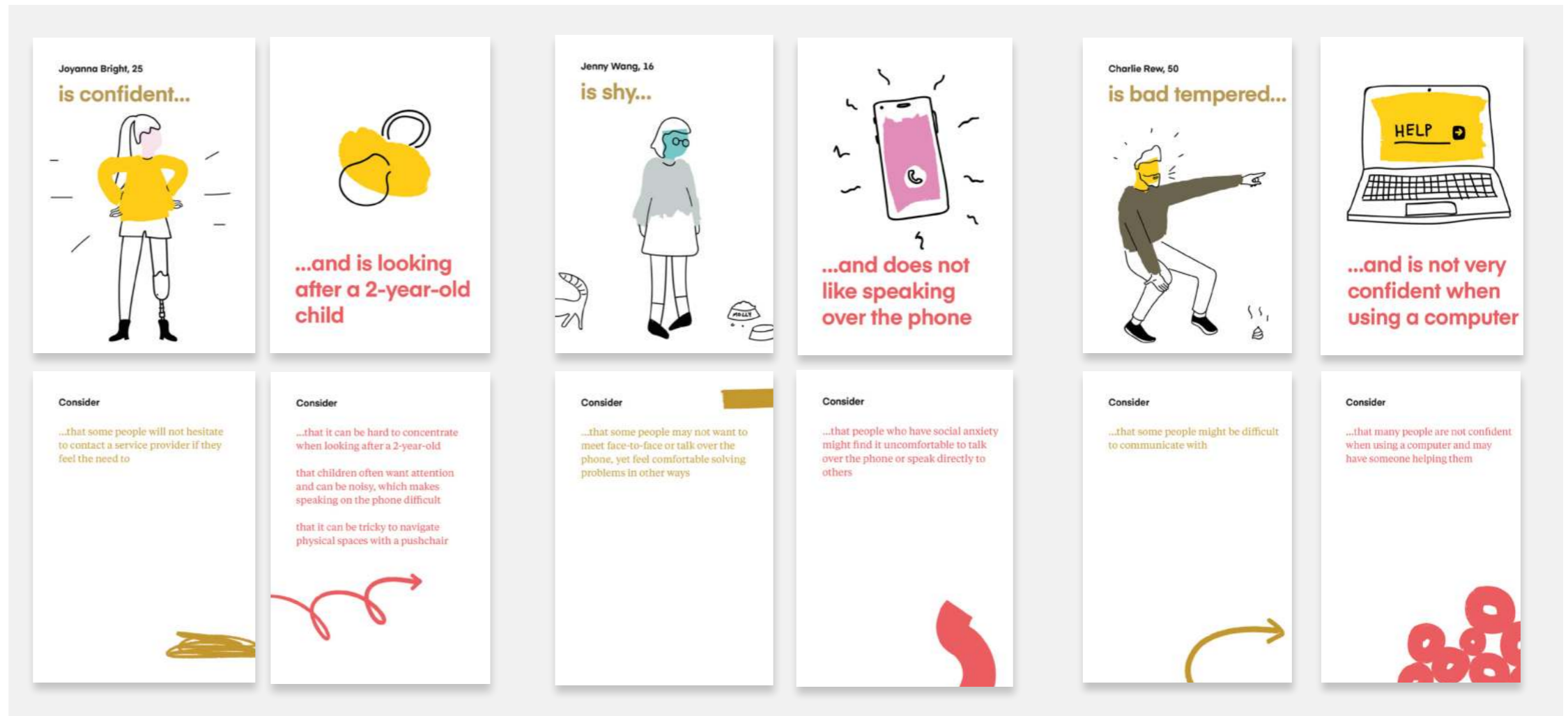
Support designers to consider a wider range of needs during the design process to make services and products easier for everyone to use.

## What we did | Creating considerations

Whilst working with Idean I focused on creating an inclusive mindset and enabling a further inclusive design practice across the studios. Cards for Humanity was created to help make it easier for designers to create inclusive products and services.

This tool encourages users to create personas that bring to life various situational impairments, disabilities and personality traits to enable users to create services and products to meet a wider range of needs.

On the back of each card, there are design considerations that provide useful tips and suggestions for how best to meet that personas needs.





## Outcomes | Inclusive ideation

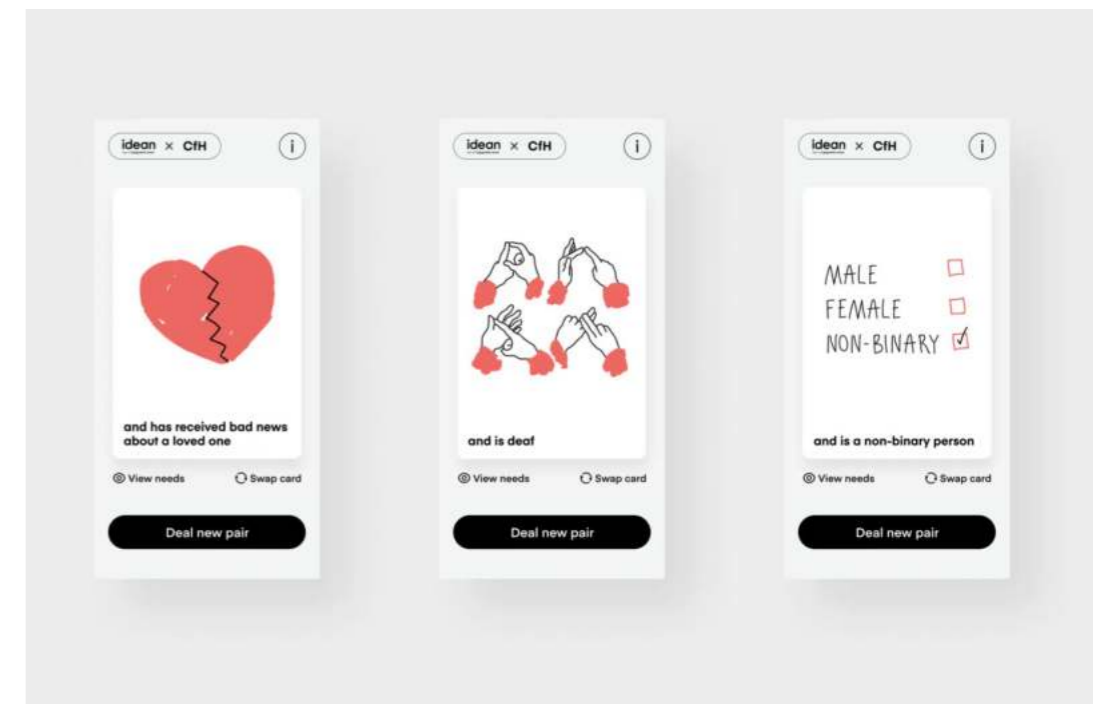
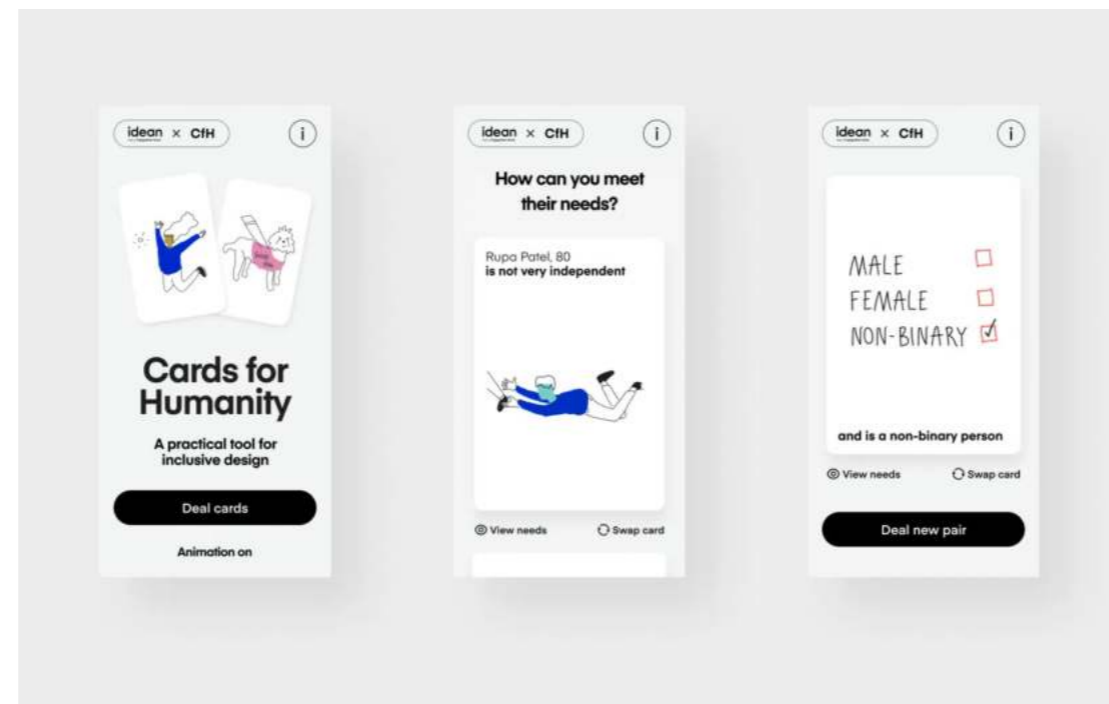
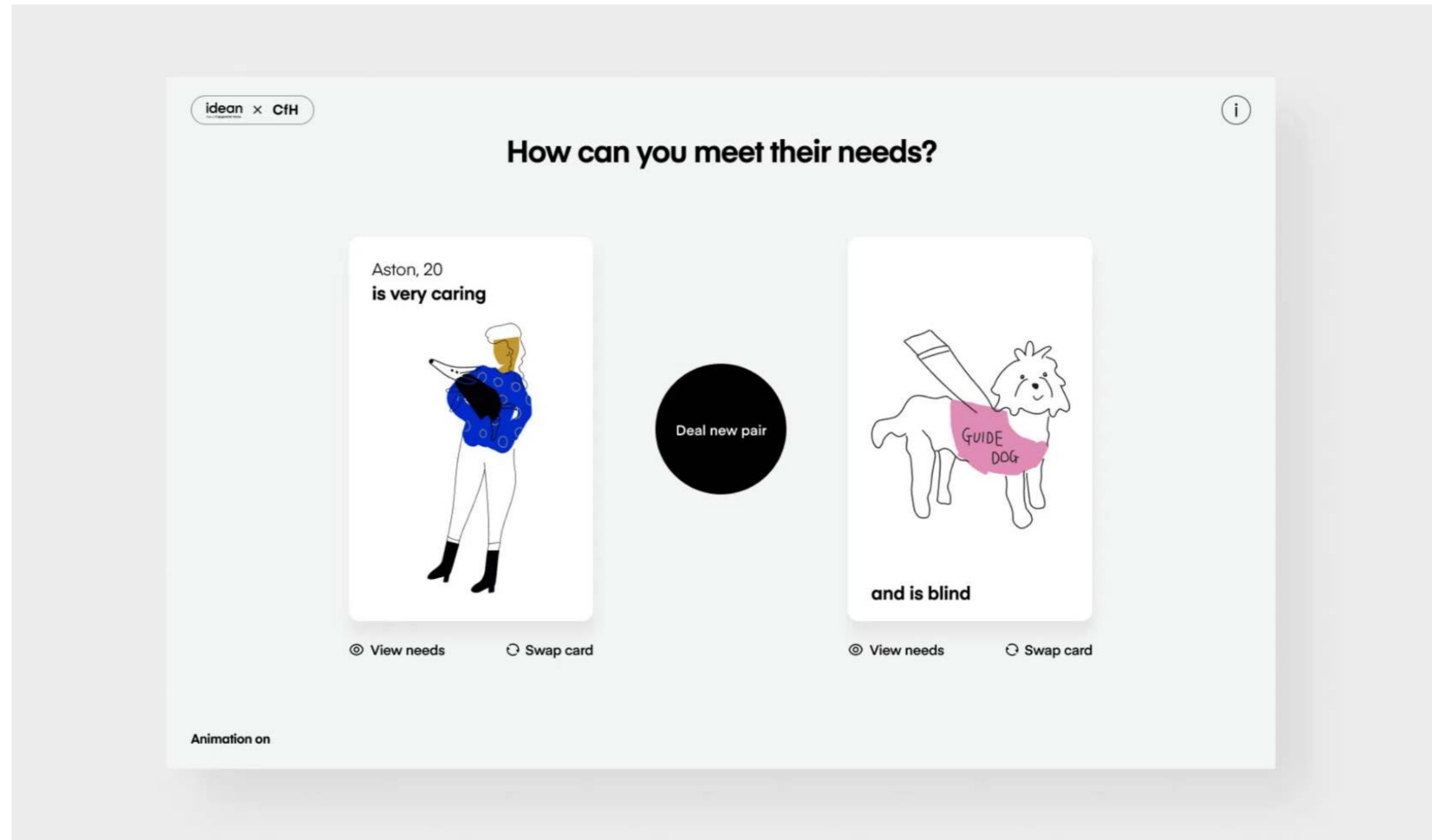
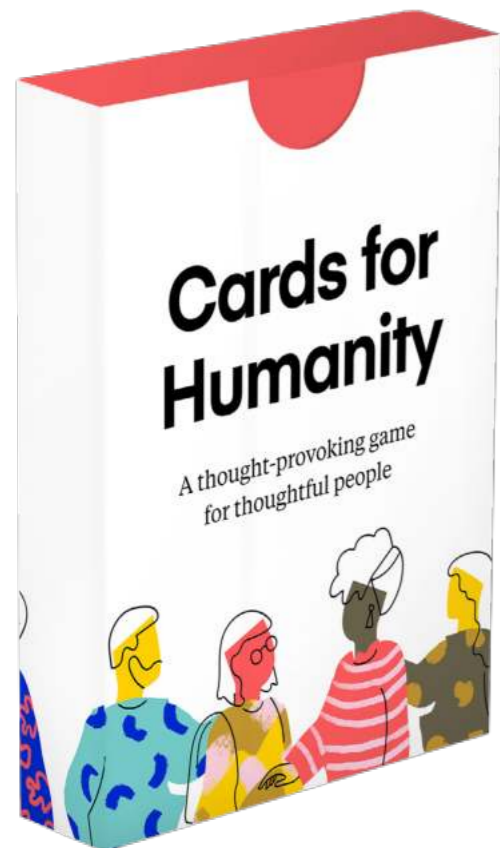
This tool can be used within initial ideation stages right the way through to checking how inclusive an existing service or product might be. These cards are now being used across Idean studios globally and are available for anyone to download.

## Challenges

Getting buy-in and resources..

## Highlights

An unexpected but brilliant outcome of this tool being created is that the illustrations are now being used across Ideans global studios, this means that Idean now have a more representative illustrative style.







## Launching a sustainable product and service

Supporting a sustainable fishing start-up to improve their product and get it into the hands of their users using research and service design.

*End-to-end service design, user research and product design.*



## Aims | **Get product to market**

SafetyNet Technologies (SNTech) had created a fantastic sustainable fishing product called Pisces that helps to reduce bycatch but they had not yet worked out how best to get it into the hands of their users.

## What we did | **Co-designing with fishermen**

I worked with the Snook team to support (SNTech) to design a service, support network, and roadmap for Pisces to ensure it would be used by fishermen.

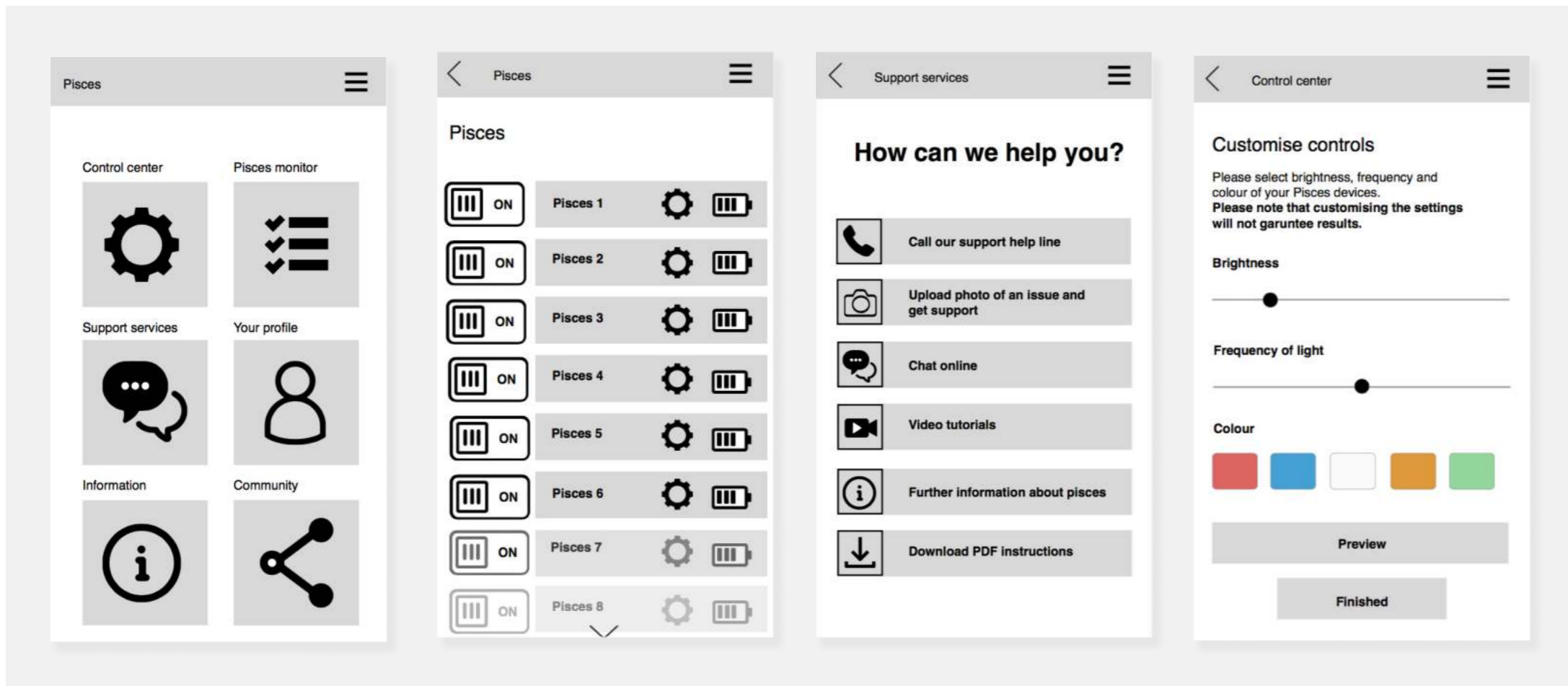
At the start we focused on studying how the product would be understood, bought, and used by fishermen. We did this by getting out on the boats and asking them to try the product to best understand their needs.

“Discards – It’s like seeing my mortgage payments chucked over the side of the boat..”

— Fisherman, Brixham







What we delivered | **End-to end service and product roadmap**

Over a one-week period, we built digital and physical working prototypes of the key service touchpoints, ready to be put in the hands of fishermen.

Using these prototypes, we conducted a live service walkthrough with fishermen which helped us to understand how the Pisces service would function in the real world.

Outcomes | **User focused service experience**

The SNTech team are currently working their way through this development roadmap and using the service blueprint as a working document to support service improvements.

Researching the product	Researching the product	Considering payment options	Trail period	Subscribing	Pick up or delivery?	Tracking the product	Receiving the product	Installation & setup	Programming Pisces	Attaching the product	Using the product	Removing the product
<ul style="list-style-type: none"> <li>Word of mouth (MCR)</li> <li>Industry publications</li> <li>Customer journey</li> <li>Fishing associations</li> <li>Social media</li> <li>Trade shows</li> </ul>	<ul style="list-style-type: none"> <li>Google it</li> <li>Talk to friends about it</li> <li>Research</li> <li>See or meet</li> <li>Call local suppliers or main sales team</li> </ul>	<ul style="list-style-type: none"> <li>Navigate possible payment parameters</li> <li>Explore possible funding mechanisms (eg EMFF, UK New Services)</li> </ul>	<ul style="list-style-type: none"> <li>Go to eight weeks</li> <li>Requires a deposit for the device to be returned</li> </ul>	<ul style="list-style-type: none"> <li>Users subscribe to the service with the help of a sales team or online</li> <li>Key data will be collected from user including: type of net, vessel type etc.</li> </ul>	<ul style="list-style-type: none"> <li>Option: get the product delivered to a preferred address or pick it up from a local supplier</li> </ul>	<ul style="list-style-type: none"> <li>Web app provided by dealer and on Pisces website to track the product</li> </ul>	<ul style="list-style-type: none"> <li>Receive the product</li> <li>Customer sent a 'Here you received it and have done to set it up' email after a few days to acknowledge receipt of delivery</li> </ul>	<ol style="list-style-type: none"> <li>Open box</li> <li>Read 5 step instruction All steps included</li> <li>Download Pisces program to monitor or install new Net bar</li> </ol>	<ul style="list-style-type: none"> <li>Use the control system to programme Pisces</li> </ul>	<ul style="list-style-type: none"> <li>When it sea and ready, attach product to net</li> </ul>	<ul style="list-style-type: none"> <li>Use the product when fishing, battery can last up to 40 hours</li> </ul>	<ul style="list-style-type: none"> <li>Scenario 1: Remove device every time the net comes down at the end of a fish</li> <li>Scenario 2: Only remove device when they need to be changed</li> </ul>
<ul style="list-style-type: none"> <li>Pisces website</li> <li>Other commercial product sellers</li> </ul>	<ul style="list-style-type: none"> <li>Pisces website</li> <li>WOM</li> <li>Sales team</li> </ul>	<ul style="list-style-type: none"> <li>Pisces website</li> <li>WOM</li> <li>Sales team</li> </ul>	<ul style="list-style-type: none"> <li>Pisces website</li> <li>Sales team</li> <li>Email</li> </ul>	<ul style="list-style-type: none"> <li>Pisces website</li> <li>Phone</li> <li>Email</li> </ul>	<ul style="list-style-type: none"> <li>Pisces website</li> <li>Course app</li> </ul>	<ul style="list-style-type: none"> <li>Pisces website</li> <li>Course app</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Product</li> </ul>	<ul style="list-style-type: none"> <li>Pisces website</li> <li>Video content</li> <li>Written setup guide</li> <li>Product</li> <li>Online community</li> </ul>	<ul style="list-style-type: none"> <li>Control system</li> <li>Product</li> </ul>	<ul style="list-style-type: none"> <li>Control system</li> <li>Product</li> <li>Attachment guide</li> </ul>	<ul style="list-style-type: none"> <li>Control system</li> <li>Product</li> </ul>	<ul style="list-style-type: none"> <li>Control system</li> <li>Product</li> </ul>
<ul style="list-style-type: none"> <li>Being active on social media</li> <li>Contenting fishing groups</li> <li>Fishing publications</li> <li>Trade shows</li> </ul>	<ul style="list-style-type: none"> <li>What is the value proposition?</li> <li>Funding support (EMFF)</li> </ul>	<ul style="list-style-type: none"> <li>Gather feedback on trial service parameters and quality to inform product development</li> </ul>	<ul style="list-style-type: none"> <li>Capture customer data</li> <li>Take control</li> <li>Provide manufacturer team with requirements</li> </ul>	<ul style="list-style-type: none"> <li>Warehouse team to programme the product with requirements</li> <li>Warehouse team to coordinate supply chain and delivery of component parts</li> </ul>	<ul style="list-style-type: none"> <li>Warehouse team dispatch the product to carrier</li> </ul>	<ul style="list-style-type: none"> <li>Send automated email once you received it and have done to set it up' email after a few days</li> </ul>	<ul style="list-style-type: none"> <li>Provide customers with an installation and setup guide</li> <li>Online help forum</li> <li>Installer from local suppliers optional</li> </ul>	<ul style="list-style-type: none"> <li>Best practice guide</li> <li>Customer feedback and support team to lead the community engaged and harvest innovative product ideas</li> </ul>	<ul style="list-style-type: none"> <li>Functionality to enable sharing tracks and results with other fishermen</li> </ul>	<ul style="list-style-type: none"> <li>As a fisherman I need to be reassured that the product works as I can use that confidence purchasing it</li> </ul>	<ul style="list-style-type: none"> <li>As a fisherman I need to be reassured that the product works as I can use that confidence purchasing it</li> </ul>	<ul style="list-style-type: none"> <li>As a fisherman I need to be reassured that the product works as I can use that confidence purchasing it</li> </ul>

**Challenges**

Co-designing a product with fishermen was an interesting experience, it is often hard to get hold of fishermen!

**Highlights**

Creating an adventure-book style co-creation workshop format.





# How I could help...

**I have experience across service design, research, project management and bring inclusive design and accessibility expertise.**

I enjoy building capability within teams and supporting organisations to empathise and understand their users. I always take an inclusive approach to design and strive to develop products and services that will enhance lives.

I work best in a fast-paced multidisciplinary environment.



## Service Design

From service redesign to creating new services to meet user needs. Ideation, concept development, blueprinting, prototyping, usability testing and coaching. I can embed Service Design tools and methodologies within a team and wider organisation. I can use well known service design tools and create bespoke ones depending on the project needs.

NHS | HMRC | Policy Lab | Tesco | GDS | General Medical Council | Etc



## Project management and coaching

I have led, project managed and coached multidisciplinary teams from discovery to delivery across public, private and third sector organisations. I particularly enjoy building service design muscle with organisations and have previously helped to build service design teams from scratch.

HMRC | Tesco | Cork County Council | Ofgem | Policy Lab | Etc



## User Research

Planning research sprints, qualitative and quantitative research, conducting in context interviews, creating surveys, leading usability tests, ad-hoc research and facilitating co-design workshops to draw actionable insights. Synthesising research into actionable insights, themes, creating user needs and acceptance criteria.

NHS | Purina | Government Digital Service | HSBC | Ofgem | Etc



## Inclusive and Accessible Design

I often provide advice to projects, organisations and teams to support them to create further inclusive and accessible services and ways to conduct research.

HSBC | Policy Lab | HMRC | Think Forward | Fat Macy's | Etc



## Strategy

Creating an understanding of development opportunities within an existing or new service. Ensuring that services meet users' needs but also align with the wider system and organisational strategies.

Royal London | Sodexo | General Medical council | HSBC | Etc



## Prototyping and development

I can support you to create prototypes and carry out research and usability testing. I can support you to then work with UX and UI designers to design a service ready for launch.

Origin Housing | Newcastle City Council | HMRC | Etc



# A bit about me...

## Background

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Short story:

**I am passionate about creating and improving services to enhance lives. Services should always be inclusive, accessible and reflect the needs of the user.**

Long story:

I am an experienced service designer and researcher, specialising in inclusive and accessibility design. I have built services from scratch, improved existing services, helped to embed user-focused and inclusive mindsets across public, private and third sector organisations. I have worn many hats from designer, researcher, project manager to coach.

With a graphic design background, I pride myself on being able to unpick and visualise complex problems and ecosystems to create clarity.

## Contact

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Personal:  
charleypothecary.com  
charley.pothecary@gmail.com  
07534135886

Inclusively:  
weareinclusively.com  
charley@weareinclusively.com

## Expertise

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I have worked across public, private and third sector organisations. From creating sustainable fishing products and services, to creating easier consumer experiences when shopping with children, to improving care planning processes across the NHS to helping to redesign private rental sector policies.

I have expertise within service design, user research, rapid prototyping, usability testing and supporting projects to create positive social impact and behaviour change.

I support organisations and lead projects to create inclusive solutions.

## Education

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**Google - Developing with empathy, accessibility training**  
2019

**MRS - Quantitative research**  
2019

**Mental Health First Aid training,**  
2017

**Kingston University,  
First BA (Hons) Graphic Design**  
2014 - 2016

**IDEO Human Centered Design,**  
2016

## Experience

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**Inclusively  
User researcher and service designer  
with a focus on inclusive design,  
Dec 2019 - Present**

Inclusively is a design collective specialising in creating inclusive services and products. We work with our clients to co-create solutions and build human centred inclusive service design muscle. We support teams to uncover opportunities and break down barriers to create inclusive and accessible services, also enabling them to surpass inclusion and accessibility policies/ regulations.

**Service Lab  
Community director and  
co-organiser,  
Oct 2018 - Present**

ServiceLab is a Meetup, a community and a place for service designers and people interested in service design to learn something new and talk to others. We run regular events with brilliant speakers from organisations like GDS, Citizens Advice Bureau, IBM and Public Health England.

**Idean  
Senior Service Designer,  
May 2018 - Dec 2019**

I often managed large scale projects, helped to set the service design direction within workstreams and built service design capability within organisations. I worked across Discovery, Alpha, Beta and on live services. As an inclusive design leader and champion, I supported the global studios to adopt further inclusive practices and methodologies.

**Snook  
Service Designer,  
March 2016 - May 2018**

Responsible for creating service design direction, user research, designing and facilitating workshops, project management, creating digital prototypes and carrying out usability testing to simplify and improve complex services. I supported a wide range of projects across different industries from housing, sustainable fishing technology to policy design.

**Design Council  
Service Design Intern,  
2015, 4 months**

I supported the Design For Elderly Care Programme and Design Challenges team with design research, synthesis and insights playback.

**Fundraising Team Manager,  
2015 – 2016, 1 year**

Leading a team of 30 at the University call centre to generate revenue to support funding for a diverse range of student projects at Kingston University.

**Interbrand  
Creative Intern,  
2015, 2 months**

Responsible for creating and developing cross-platform branding ideas and strategies for clients under the guidance of the Creative Director. I also designed and created client presentations to illustrate our branding ideas and concepts.

## Clients

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Public sector:

**Policy Lab  
Government Digital Service  
Cork County Council  
Newcastle City Council  
Havering Council  
Tower Hamlets CCG  
HMRC  
Department for Education**

Healthcare:

**NHSD  
NHSX  
Helix Centre  
General Medical Council  
Sussex Health and Care Partnership**

Charities and social enterprises:

**New Horizon  
Lankelly Chase  
Fat Macys  
Open Identity Exchange  
Think Forward  
My Care Matters**

Housing:

**Thames Valley Housing  
Origin Housing**

Financial:

**Big Society Capital  
HSBC**

Education:

**Kingston University  
University of the Arts London**

Sustainability:

**Safety Net Technologies**

Private sector:

**Royal London  
Vodafone**