

Charley Pothechary

Service designer and user researcher
with a focus on inclusive design

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Background

A bit about me

I am an experienced service designer and user researcher with a focus on inclusive design. I have helped to build services from scratch, improved existing services and helped to embed user-focused and inclusive mindsets across public, private and third-sector organisations. From improving care planning processes across the NHS, to helping to redesign private rental sector policies with the Cabinet Office, to improving tools and systems to be further inclusive and accessible across the Ambulance Service.

User Research

Planning qualitative and quantitative research sprints, conducting in-context and remote interviews. Synthesising research into actionable insights, creating user needs, service requirements and acceptance criteria.

Service Design

Leading service design projects and supporting teams to redesign services. I have supported teams through ideation, concept development, user needs development, blueprinting, prototyping and usability testing. I have experience supporting teams to meet and surpass GDS service standards, and some accessibility standards.

Inclusive 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.

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.

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.

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.

Experience

Project and design research lead - Improving end-of-life care within hospital environments | Helix Centre and Imperial College Healthcare NHS Trust

Working with the Helix Center to lead this project to conduct inclusive research with people from underrepresented groups who had experienced the death of a loved one in a hospital environment so that we could better understand what the current service experience is like of end-of-life care and what improvements can be made. We then supported Imperial to identify key opportunity areas for future improvements.

Lead service designer and user researcher - Co-designing healthcare services with people with lived experience of homelessness | Common Ambition (charity)

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.

Lead user researcher - Understanding where people need more support to make informed decisions around their pension and plans for retirement | Money Advice and Pension Service

Working with Solirius to help support the Money Advice and Pension Service through this discovery phase project. I supported the team to plan inclusive and accessible user research, conducting user research with a wide range of participants and synthesise key findings ready to inform the alpha project stage and GDS assessment.

Service design workstream lead - Improving Mental Health services for children and young people across Sussex | NHS, Snook, YMCA, CORC and the Sussex health care partnership

Working with Snook, NHSX, NHSD, CORC, YMCA and the Sussex health care partnership I led the service design workstream to conduct research with clinicians, children and young people, commissioners and parents and carers to understand how best to improve service provision around outcome measurements.

Project director and service designer - Improving the uptake of breast cancer screening | NHS and Imperial College London

Working with freelance Inclusively associates and the Imperial College London team we delivered research and an animation to help increase the uptake of breast cancer screening. This project focused on understanding the barriers to attending screening appointments and co-creating inclusive and accessible SMS reminders and a short video animation with healthcare professionals and end users to help increase the uptake of breast cancer screening. This is now being piloted across London.

Service design workstream lead - NHS Ambulance service improvements | NHS Digital and Snook

Working with Snook, NHSX and NHSD I led the Ambulance workstream to conduct research with Control room staff, Paramedics and System administrators to understand key challenges, build user needs, craft service

requirements and understand how to improve inclusion and accessibility across the Ambulance service. This project was part of a larger area of work across PODAC - Pharmacy, Optometry, Dentistry, Ambulance and community.

Inclusive service designer and user researcher - Supporting the team to co-design an inclusive research community experience | Open Inclusion
Open Inclusion supports organisations to understand how to make their products and services further inclusive by conducting research with their pan - disability global community. Open inclusion wanted to make their research process further enjoyable, scalable, inclusive and accessible for their community. I supported the team and their community leads to redesign the community experience.

Service design workstream lead - Improving Children's Social Care technology procurement | Department For Education and Snook
Supporting DFE's digital and policy teams to uncover challenges and opportunity areas to improve Children's Social Care technology procurement journeys to better meet the needs of social workers and the families they support. We prototyped potential resources and tools to enable Local Authorities to procure further user-centred, inclusive and accessible technology in the future.

Lead service designer and user researcher - NHS inclusive and holistic care planning | NHS and the Helix Centre
Working with the NHS Sussex Health and care partnership team and the Helix Centre to improve holistic care planning. We researched and co-created inclusive improvements with a wide variety of clinicians, front-line staff and patients. We built and tested prototypes with the support of clinical governing bodies to help adhere to existing guidelines and policies. We then created an end-to-end service blueprint and evidence-based service proposition to support the delivery and rollout of a further inclusive and holistic care planning system and service.

Lead service designer and user researcher - Inclusive curriculum of support for people in temporary accommodation | Fat Macy's (social enterprise)
Supporting the Fat Macy's team to build an inclusive curriculum of support and impact measurement framework to best support trainees. Fat Macy's trains and supports Londoners in temporary accommodation to become chefs, with the aim to help them move into their own homes.

Inclusive service designer and user researcher - Inclusive environments playbook | Policy Lab
Working with the Policy Lab team who are part of the Cabinet Office to create a hands-on design sprint to help them create an inclusive environment playbook. Key activities involved further ideation on possible practical tools and identifying how best to get this playbook/toolkit utilised in an inclusive way.

Service and propositions designer - Supporting a small business banking service to become further inclusive | HSBC

Working with the small business banking propositions team to create a further inclusive end-to-end service journey and to support the team to meet FCA vulnerable customer guidelines. We conducted research and prototyping to better understand the potential inclusive blindspots and opportunity areas ready for launch and delivery.

Leading service design direction and project manager - Capability building and service improvements | The London borough of Havering and Snook

Leading a team of user researchers and service designers with Snook to improve three essential services across Havering Council whilst building internal service design and research understanding and capability. We supported the team to conduct research across three service areas, define and refine opportunity areas and test prototypes. We then supported the team to create a development roadmap and a wider organisational strategy for delivery.

Freelance service designer and user researcher with a focus on inclusive design & founder of Inclusively | Inclusively

Dec 2019 - Present

Inclusively was founded in 2019 by Charley Potheary (she/her), a service designer, and user researcher with a passion for making the world a more inclusive and accessible place. Inclusively is mainly a studio of one but occasionally we also bring in other freelancers on larger projects. We work with our clients to co-create solutions and build human-centered inclusive service design muscle.

Senior Service Designer | Idean (now part of Frog)

May 2018 - Dec 2019

Whilst working with Idean I worked on a variety of projects across both public and private sectors. 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.

Service Designer | Snook

March 2016 - May 2018

Whilst working with Snook I was 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.

Education

Google | Developing with Empathy accessibility training | 2019

MRS | Quantitative Research | 2019

Mental Health First Aid Training | 2017

IDEO Human Centered Design | 2016

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

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Clients

Healthcare:

NHSX
NHS
Helix Centre
General Medical Council
Sussex Health and Care
Partnership
CORC
Arch healthcare
Imperial College Healthcare
NHS Trust
Counterweight

Charities and social enterprises:

New Horizon
Lankelly Chase
Fat Macys
Open Identity Exchange
Think Forward
My Care Matters
YMCA
Just Life
Gamble Aware
Common Ambition
The Design Council

Public sector:

Policy Lab
Cabinet Office
Government Digital Service
Cork County Council
Newcastle City Council
Havering Council
Tower Hamlets CCG
HMRC
Department For Education
The UK Ambulance service
Money Advice & Pension Service

Housing:

Thames Valley Housing
Origin Housing

Education:

Kingston University
University of the Arts London
Imperial College London

Sustainability:

Safety Net Technologies
Loch Lomond & The Trossachs
National Park

Financial:

Big Society Capital
HSBC

Private sector:

Royal London
Vodafone
Purina
Timpson
Year here