

User Experience Design. What governments can learn from IKEA and Apple. Dave Meslin. Organiser, trainer and author

Dave Meslin is a community organizer with two decades of experience, building bridges between average citizens and the political processes that shape their lives. His TED talk “The Antidote to Apathy” has been viewed over 1.5 million times and translated into 37 languages. Meslin is currently putting the final touches on a book, Teardown: Rebuilding democracy from the ground up, to be published by Penguin in 2019. **Link to presenter LinkedIn profile:** <https://www.linkedin.com/in/davemeslin/>

Session Description:

IKEA offers free childcare to attract young parents. Apple and Walmart have ‘greeters’ to ensure that each new visitor feels welcome. The Home Depot offers free workshops each Saturday, knowing that a skilled customer is an active customer. Companies bend over backwards to make their customers feel both comfortable and knowledgeable. What can we learn from these private companies, that can be applied to government decision-making? User Experience Design is the name of the game, and sometimes the best practices can be found at the shopping mall.

Who is your target audience?

Anyone whose job description involves public participation.

Proposed delivery format:

75% presentation
25% Q&A

THEME AND CONTENT FOCUS AREAS

Currently, public participation is being hindered by government spaces and programs that feel unwelcome, inconvenient and uncomfortable. By exploring corporate examples of terrific User Experience Design we can begin to create innovative approaches that apply to the public sector.

Focus areas are: Innovation, Imagination and inclusion.

LEARNING OBJECTIVES

- 1. Identify typical barriers to engagement that often go unnoticed**
- 2. Learn how to learn from corporate environments and steal their ideas**
- 3. Implement User Experience Design into every part of your work**