

DESIGN THINKING CYCLE OVERVIEW AND HIGH-LEVEL DISCOVER PHASE RESULTS

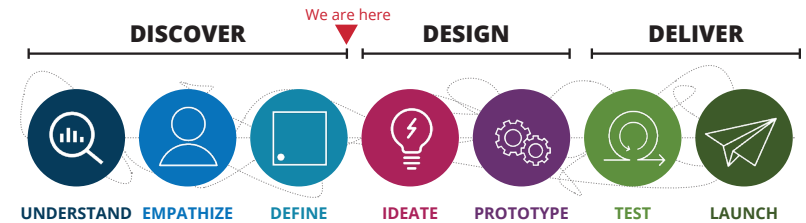
The Innovation Lab CONSULTING
Project: Beltline & Inglewood Pools Program
Client: Community Services
Date: November 2019 - December 2020

Administration is using a Design Thinking Cycle to deliver the Beltline and Inglewood Pools program of work. This overview provides:

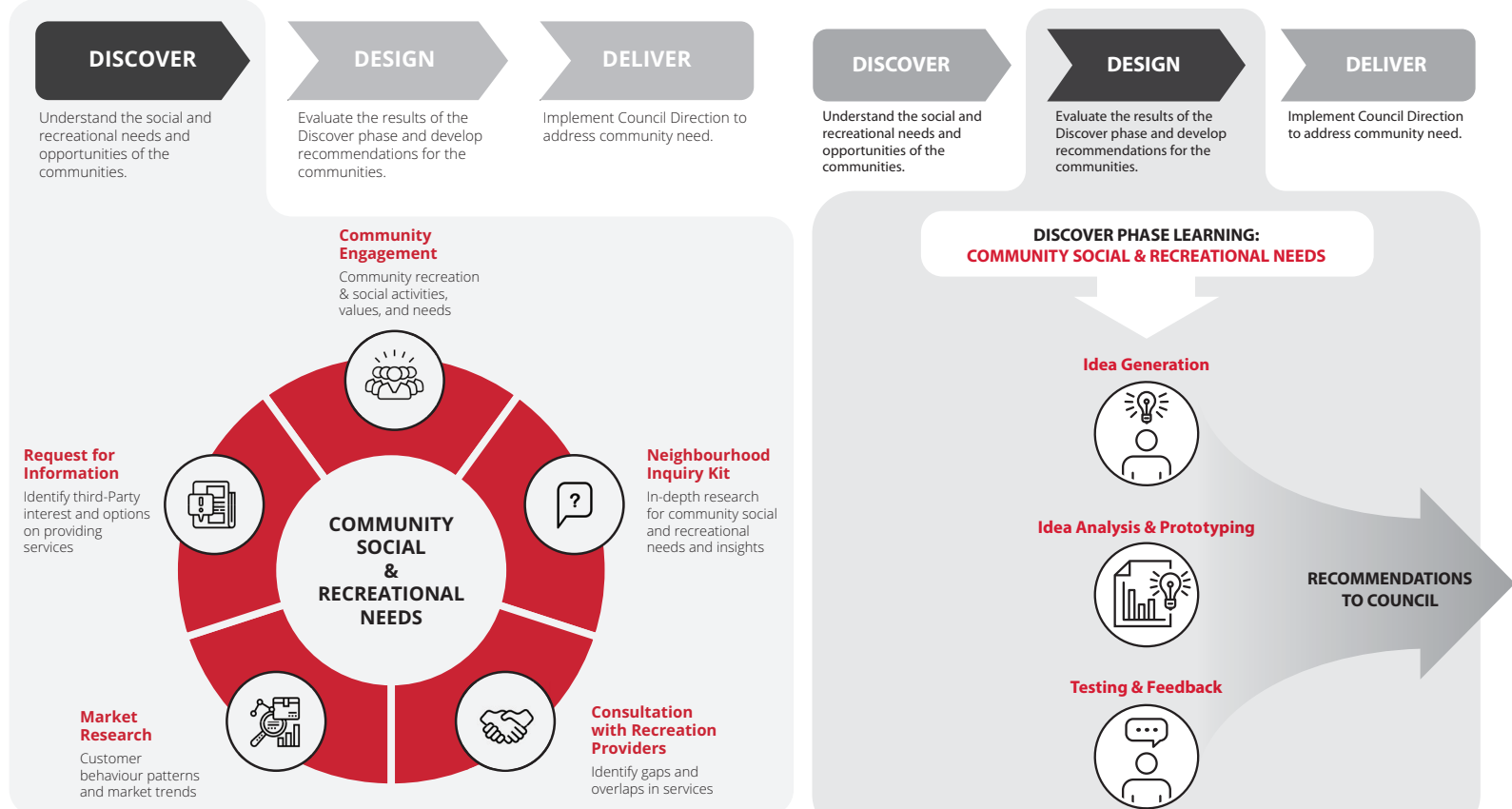
1. An explanation of the **Design Thinking Cycle**
2. Details on the **Discover and Design phases** of the cycle
3. Key **learnings** from the Discover phase

Design Thinking cycle

A Design Thinking Cycle is a proven problem-solving method that addresses complex, human-centred challenges. The process applies innovation best practices from multiple fields to lower project risks, decrease the costs of change, foster buy-in and ultimately deliver better solutions. It includes seven stages that work in a non-linear, iterative manner. Design research is a suite of techniques used during the Empathize stage to understand complex human behaviours and translate those behaviours into actionable insights.



Discover and Design phases of the cycle



High-level Discover Phase Results

The high-level results below summarize content from the Beltline and Inglewood Pools program Discover Report. These results are the foundation for generating ideas – and ultimately recommendations – in the Design phase. These results are organized into three categories: key insights, project frames, and design principles.

Key insights

Administration learned about community residents, their social and recreational needs and requirements, and their interaction with the Beltline and Inglewood pools. The statements below are Administration’s key insights about the substantial data gathered.

Project frame

The project frames below are also grounded in the Discover phase data. These frames help Administration take focused, actionable steps forward.

Design principles

These design principles were developed from the Discover phase data. Administration will use these design principles to address the project frames and guide generation of ideas.



- Local Businesses Matter
- Economic Divides Exist
- Diversity and Vibrancy Draw People
- Parks Matter
- Safety is Top of Mind

THE LIVING ROOM EXTENSION WITH A COMMUNITY BACKYARD

Create ways to support meaningful social interactions through unique, all-season recreational experiences, providing a safe additional place to augment residents’ smaller private living spaces and facilitate social and recreational interactions between a wide variety of residents. **Keep safety in mind** (in particular parks and public spaces), as well as the challenges of building community in a place where many people often move within and outside of the neighbourhood. **Consider equitable access** in a neighbourhood with a higher percentage of low-income and marginalized residents who feel disadvantaged in building social capital.

1. Focus on **social connection**
2. **Involve/invite** diverse residents
3. **Diversify opportunities** to engage – City-led, as well as private and community-led
4. Extend **connection** beyond physical walls
5. **Inclusive and accessible** opportunities
6. **Discoverable** in multiple ways
7. Consider perceptions of **safety**



- Recreational Amenities in Line with Future Growth
- Collaboration Matters
- A Village in a City
- Rivers and Paths are Vital

NEIGHBOURLY SOCIAL CONNECTION AND RECREATION, ALL-YEAR-ROUND

Create ways for Inglewood and Ramsay neighbours to support each other and recreate, keeping in mind that these residents are loyal and supportive of their local amenities and businesses. Help enable the community to continue building strong social and neighbourhood connections through **all-season recreational experiences**. Test the assumption that the Inglewood Pool is the most effective way for this vibrant community to achieve those social outcomes.

1. Respect strong sense of **neighbourhood identity**
2. Take **inspiration** from historic as well as emerging community identity and context (railway, music, arts and breweries)
3. **Involve** the neighbourhoods (and local partners) for a home-grown feel
4. Be **friendly and accessible** to all ages
5. Consider **all-season** indoor and outdoor social and recreational experiences