

The logo for the Design Council, featuring the words "Design Council" in white, bold, sans-serif font centered within a solid red square.

**Design
Council**

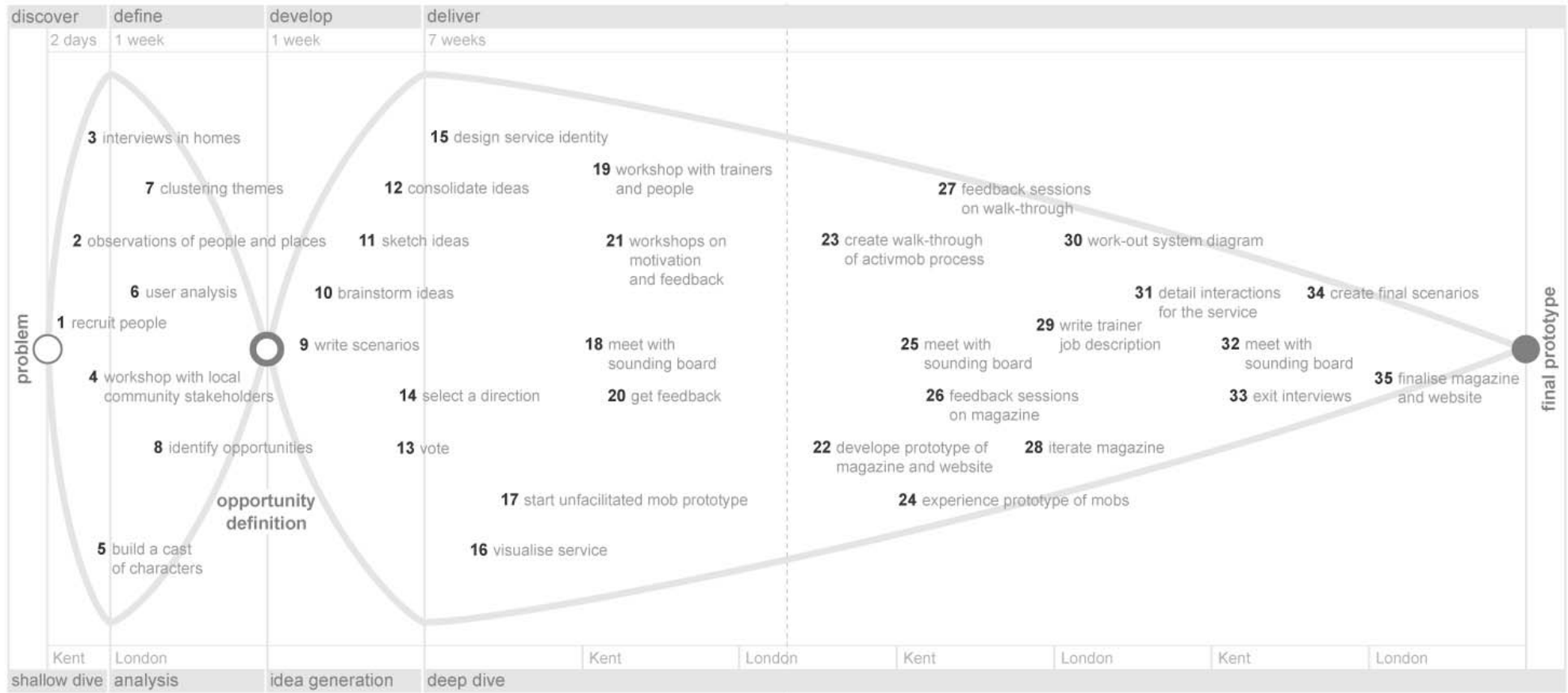


Activmobs: Increasing activity in older people

RED Unit with Kent County Council and the residents of Park Wood

Design Process in Park Wood

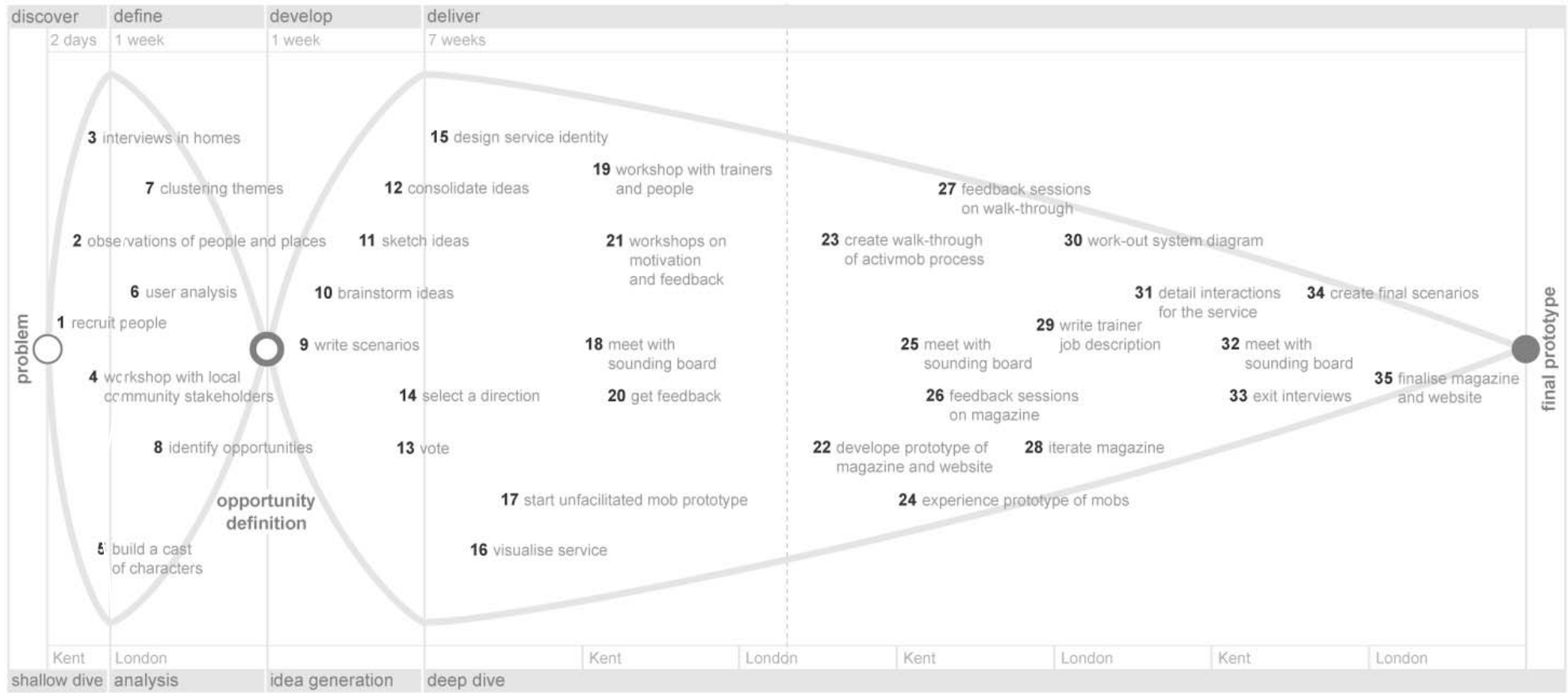
Kent process timeline



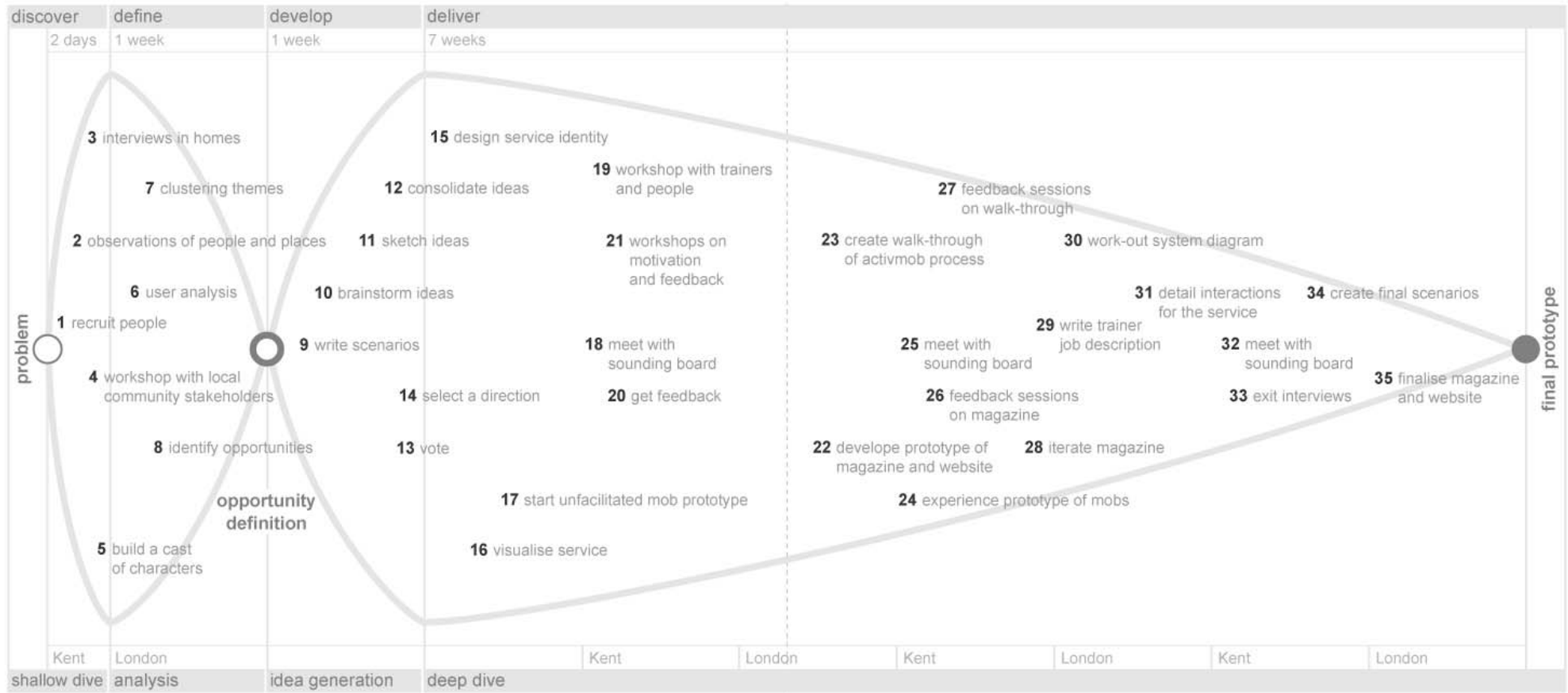


Shallow Dive: Contextual research

Kent process timeline



Kent process timeline





Activmobs

Self-starting small groups

Self-organising

Any activity

All ages

System grows from participants' input

Tupperware Parties



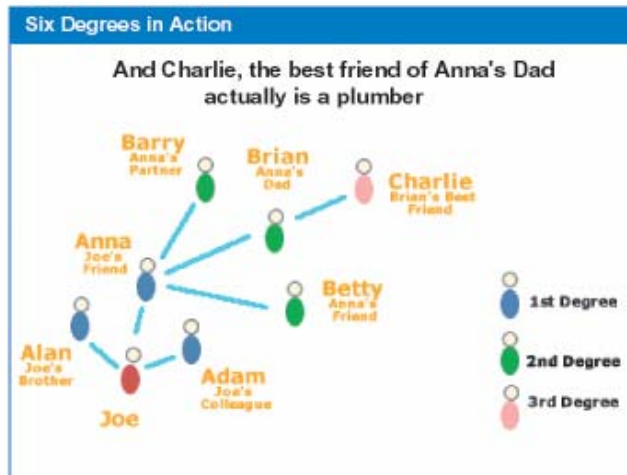
<http://www.photographsdonotbend.com/artists/landscape/pages/>



<http://www.flickr.com/photos/63511593@N00/sets/19017/>

Flash Mobbing

Friend of a Friend networks



<http://www.askmynetwork.com/>



<http://www.newspics.co.uk/folio/D50680-024a.htm>

Smart Cards

Inspiration: Social interactions

Combining old and new modes of group organisation & incentives

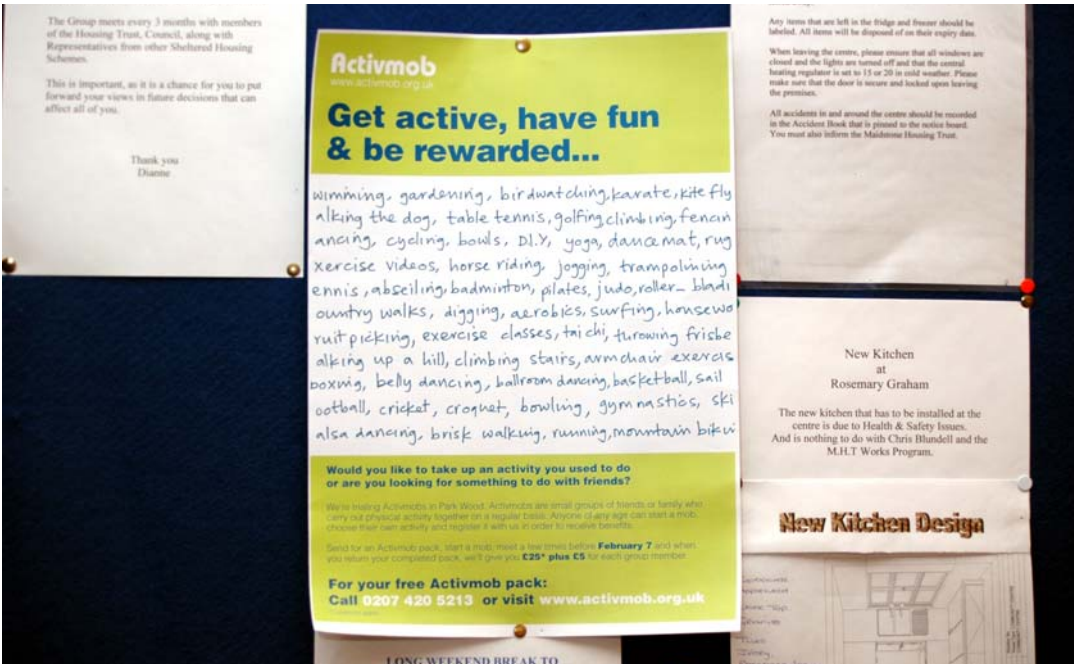


5 weeks of Experience sketching

Backmob

Timemob

Welliemob



Unfacilitated mobs

Self organising

Word of mouth





Multi-disciplinary expert workshops

Feedback & Motivation

- Service design
- Interface design
- Health
- Statistics
- Economics
- Online systems
- Policy
- Sports science
- Sports psychology
- Fitness

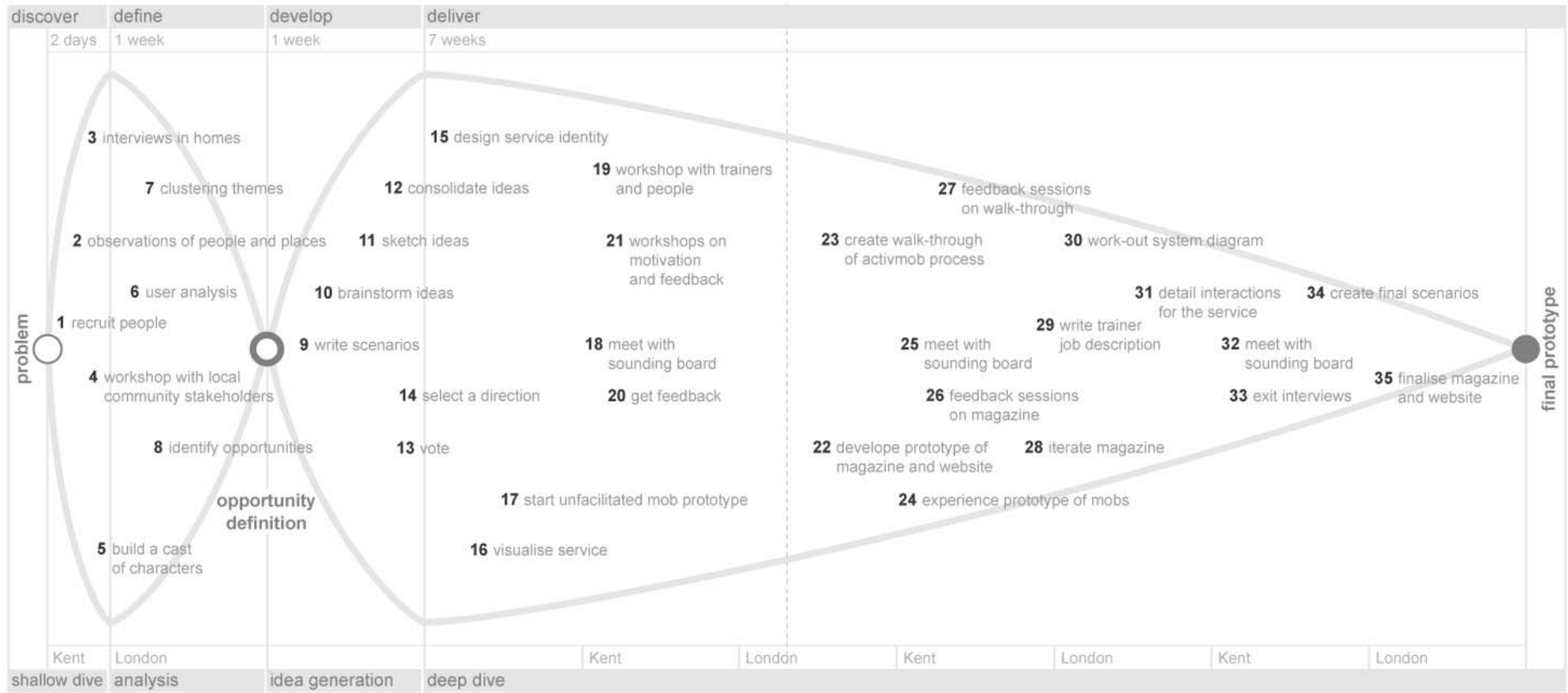


Sounding Board

Bi-weekly

A Broader range of opinions

Kent process timeline



www.designcouncil.org.uk/RED