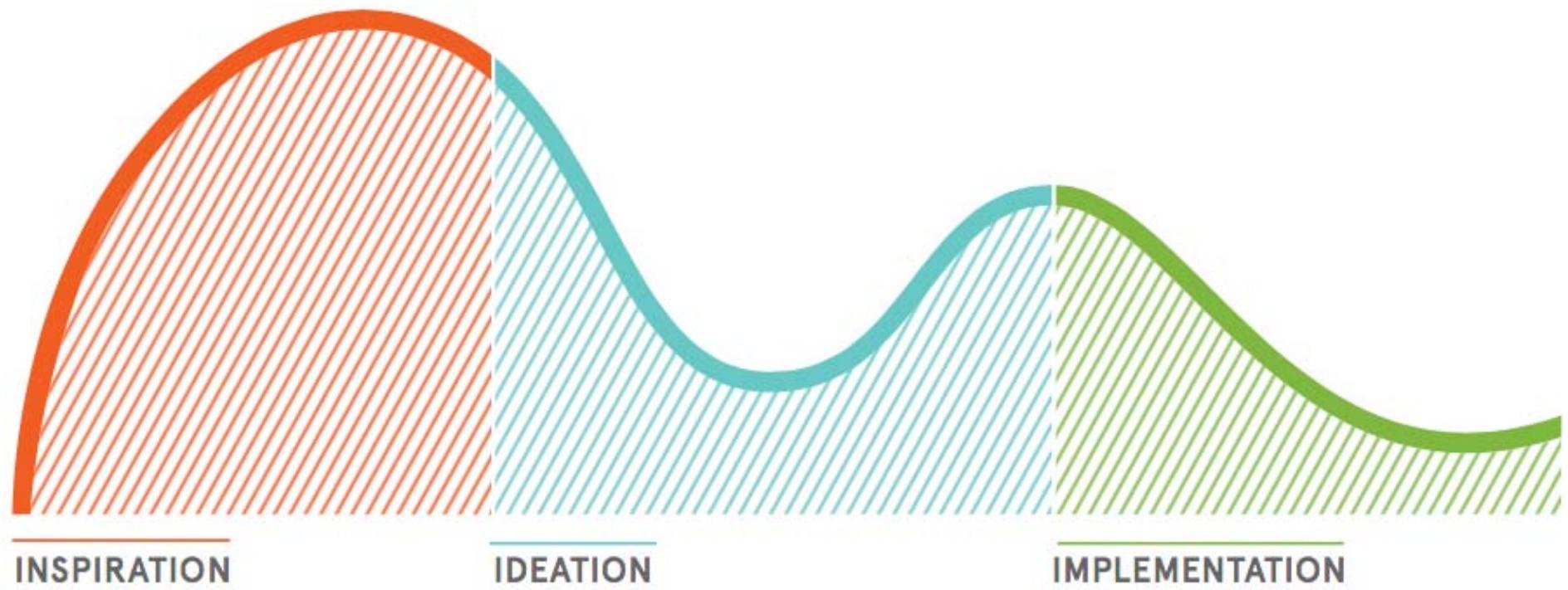


**How might we change the AES so it is more relevant to you?**

Insights from the IDEO.org

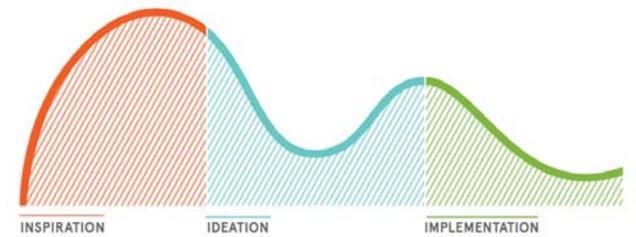
*Introduction to Human-Centered Design*  
course

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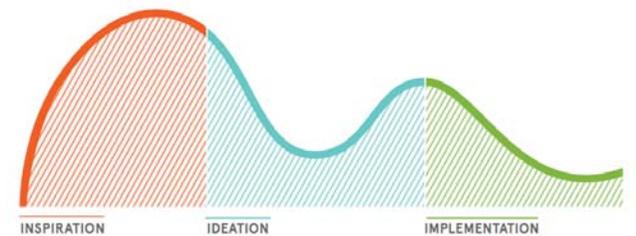
# Who do we have in the room?

## Segmentation



# Seeking inspiration...

The empathy interview and the empathy map

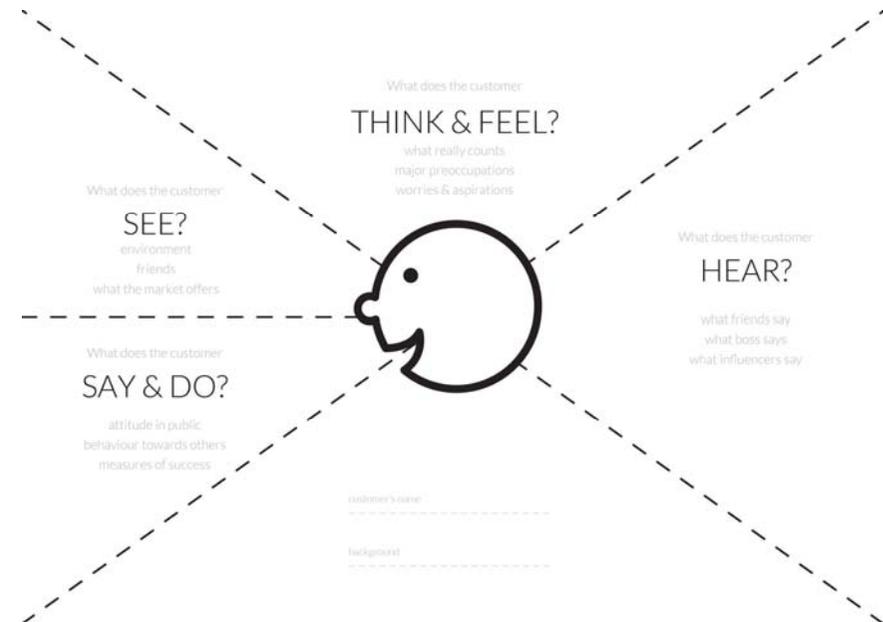


# Two tools

## Empathy interview

An approach to finding out as much as possible about a person's experience as a "user" of a space, a service, a process, an objective or and environment

## The empathy map



**SAY:** What are some quotes and defining words

**DO:** What bits of the AES do they use/don't use? (and what might they need?)

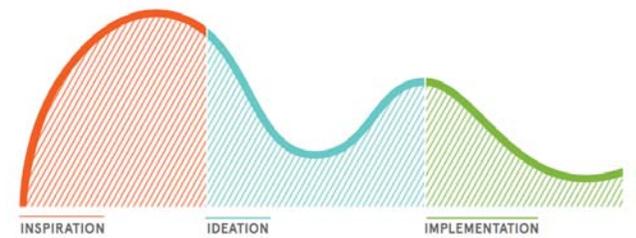
**THINK AND FEEL:** What might they be thinking and feeling?

**PAIN POINTS:** What are the sources of frustration?

**HAPPY MOMENTS:** What are the positive experiences and what contributes to these?

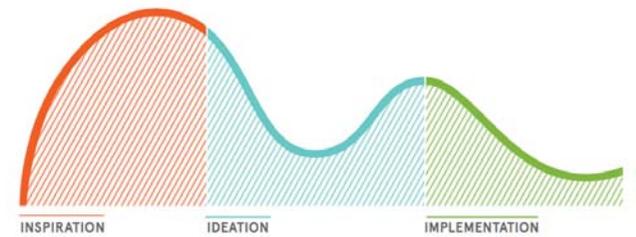
# Ideation 1.

How might we....



# Ideation 2.

## Prototyping



# Connections...



***“Innovation doesn’t discard tradition – it just stops using it as a strategy for the future.”***

***Omer Soker, The Future of Associations***

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# A question of relevance?

## The status quo:

Our association is *good but not great*

- Its **expensive**
- Its **value proposition is unclear**, and
- has **high turnover**



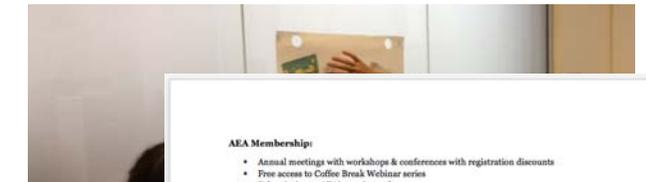
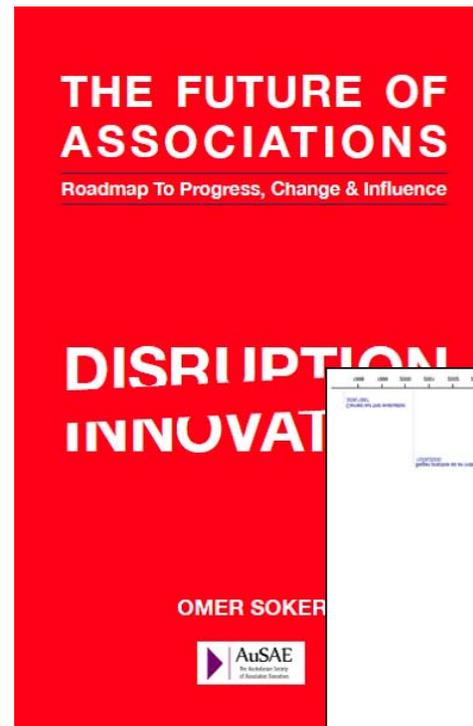
## Our project:

*How might we change the our professional association so it is more relevant to members and potential members?*

# Our research: Immersing ourselves in “needs”

## What we did:

- Learnt from people
- Learnt from experts
- Looked at member experiences (immersion in context)
- Learnt from other associations (seeking analagous inspiration)

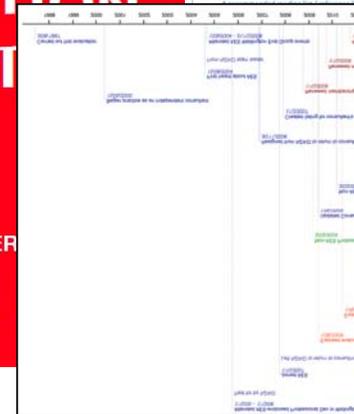


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Are there any forms of support  
like to start tapping into to deve

Workshops, seminars and short traini  
courses



**AEA Memberships:**

- Annual meetings with workshops & conferences with registration discounts
- Free access to Coffee Break Webinar series
- Subscription to AEA's two journals
- Submit a listing to "find an evaluator" database on the website
- Networking and community with colleagues of similar interests

<http://www.eval.org/>

**APEA Memberships:**

- Provides forums for discussions of ideas, publications, seminars, workshops and conferences
- Promotes transparent and accountable governance
- Linking members who have similar evaluation interests
- Facilitating education and training
- Establishes and promotes ethics, professionalism and exemplary standards in evaluation practice.

<http://asiapacific-evaluation.org/home/>

**NZLS Memberships:**

- Provides and maintains four databases so lawyer's clients can easily locate them
- Subscription to *LawCall*, the fortnightly magazine
- National Friends Panel, made up of NZ lawyers who are willing to be contacted on a confidential basis by fellow lawyers with questions or concerns
- New lawyer services for the first five years of a new lawyer's practice to aid a smooth transition into the profession
- Locum panel, an online database of lawyers who are able to work as locums
- Provides support and resources for the promotion of health and wellbeing, with resources on topics such as addiction, depression, and stress
- Access to Law Society libraries in Auckland, Wellington and Christchurch High Court buildings and smaller branch locations across the country, as well as online resources
- Information and resources to help in the management of a legal practice or a group of lawyers in practice
- Access to NSLZ CLE professional development materials

<https://www.lawsociety.org.nz/>

**CAANZ Memberships:**

- Resources for tools, templates, guidance, data and marketing
- Support networks built on knowledge, experience and trust
- Access to Affinity: access exclusive offers from globally recognised brands
- Savings on office supplies
- Exclusive offers on financial products and services through Westpac

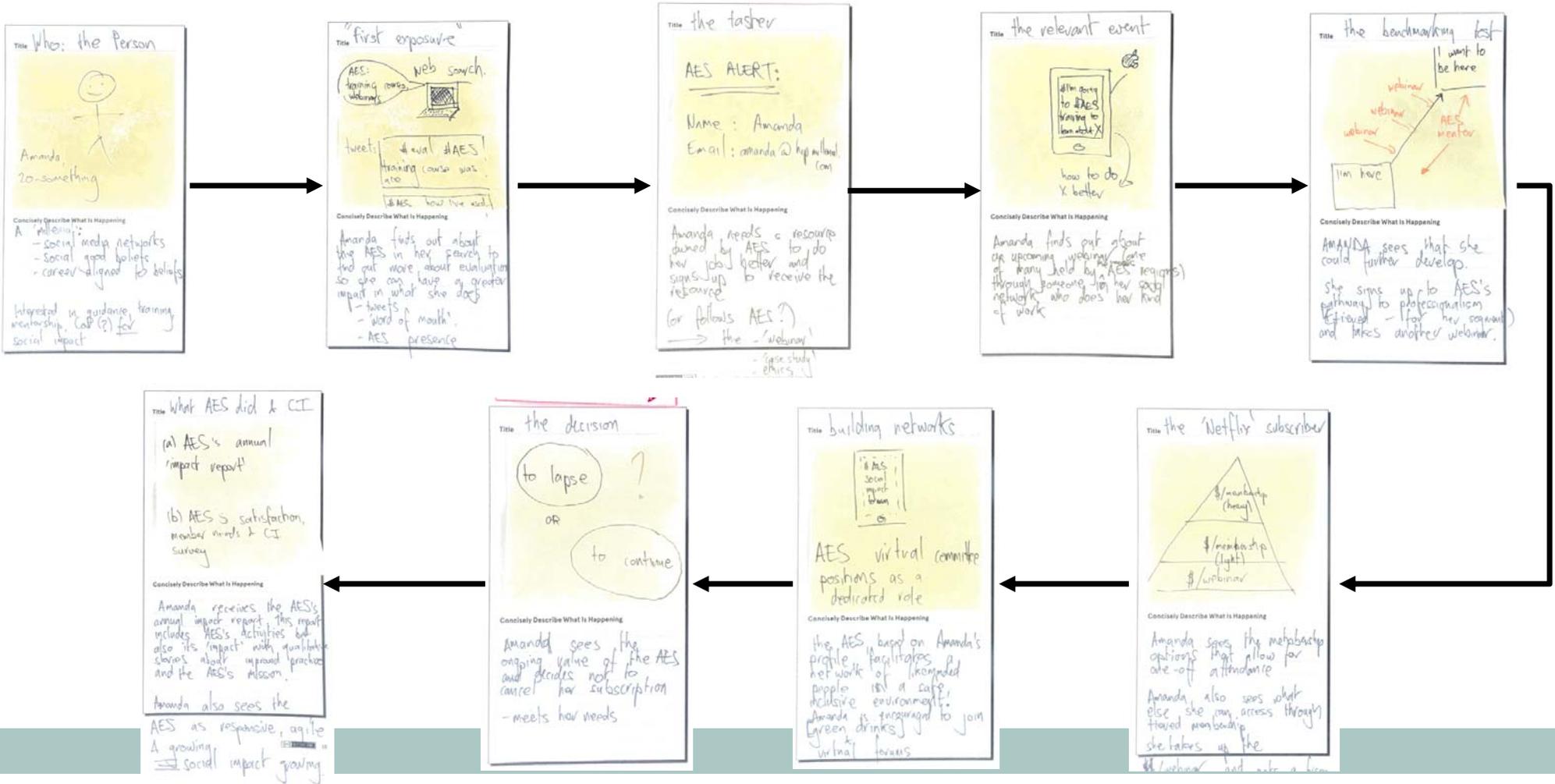


# Our solution

- Evolving to incorporate a “virtual” association structure
- Tiered membership options
  - Segmented members
  - Monthly subscription option
- Broader services offered by the Association



# A more relevant Association: we used the course's tools to understand how it works...



# What next?

- **We are now embarking on our first phase of testing...**
  - **We will then iterate and test as we continue to improve our ideas**
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