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Paraskevi (Paris) Triantis is a designer based in Melbourne, Australia, at MedTechVic, Swinburne University of Technology, whose career spans architectural design, healthcare, and MedTech. With formal training in interior architecture and graduate studies in architecture and urban design, Paris has long been driven by an interest in how design can enhance wellbeing and quality of life, specifically in the realm of inclusive and universal design. This curiosity led to her transition into healthcare innovation in her role at MedTechVic, Swinburne, where she works within an interdisciplinary team and frequently collaborates with individuals

who have lived experience of disability and professionals across healthcare sectors.

Since commencing her academic career in 2018, Paris has lectured in engineering and lectured/convened a Master of Occupational Therapy and Design unit for six years at Swinburne University of Technology. She currently serves as Design Coach at MedTechVic, where she engages in research activities, works on and leads collaborative projects, and facilitates co-design workshops with people who have lived experience. Passionate about inclusive design and interdisciplinary collaboration, Paris is equally committed to supporting the next generation of designers, using her role to enact meaningful change in everyday society.

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Reframing the Problem Space: A Journey into Inclusive and Collaborative Design

Paraskevi (Paris) Triantis

Abstract

When designing inclusive solutions to design problems, an intimate understanding of user needs is essential. Traditional design education equips us with technical and analytical skills, yet often neglects the crucial front-end of the process: deeply understanding user needs before proposing solutions. This gap became clear during my honours studies, when I was introduced to design thinking and inclusive design frameworks. These approaches emphasised the value of uncovering user insights, and engaging meaningfully with accessibility, disability, and universal design. From that point, my ethos as a designer shifted. I began to see the "problem space" as a source of creativity and innovation, strengthened further through collaboration with diverse teams, collaborators and individuals who have lived experience of disability. My journey from architecture to MedTech and healthcare innovation has been non-linear, but through it all I have gained important insights into design thinking, co-design, and interdisciplinary collaboration in creating inclusive, impactful solutions.

Keywords: **Inclusive Design; Co-design; Healthcare Innovation; Interdisciplinary Collaboration; Career Pathways; MedTech.**

Introduction

This paper reflects on my career journey, highlighting how my educational and professional experiences have evolved my identity as a designer. Through these reflections, this article emphasises the critical importance of co-design and inclusive practices in preparing designers for meaningful, real-world impact across multiple sectors.

Educational Foundations in Interdisciplinary Practice

I began my architecture journey with a clear goal shared by many of my peers: to become a registered architect. However, during my honours year, new pathways emerged when I was introduced to interdisciplinary design. The program, delivered by Swinburne's Design Factory Melbourne, included two weeks collaborating with researchers at CERN in Geneva. Drawing on CERN research insights, our team addressed the United Nations Sustainable Development Goals (SDGs), with my project focusing on hospital waste management. This experience ignited a lasting passion for the intersection of design and healthcare, shaping my career ever since.

After my honours degree, I received a scholarship to attend a Design Factory hackathon in Portugal, facilitating workshops with students and staff from international Design Factories. This sparked a love of teaching and facilitation, prompting a gradual shift from industry practice to academia.

After several years in industry, I began lecturing; first in a first-year engineering unit, then in a master's unit bringing together Occupational Therapy and Design students to collaborate with individuals with lived experience of disability. Through this work, my

commitment to inclusive design deepened, ultimately leading to my role with MedTechVic, where I continue to explore how design can meaningfully contribute to healthcare innovation.

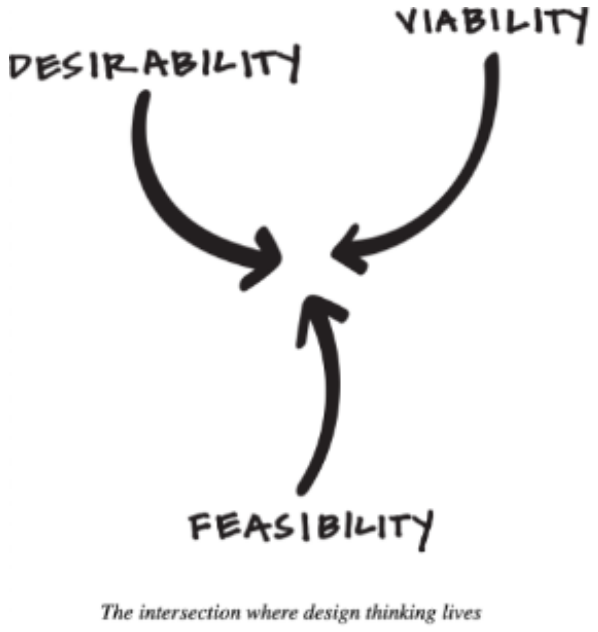
Above: Swinburne's MedTechVic team working on the design of the Comfort Seat, a solution providing pressure relief and improving stability for toileting. From Swinburne. 19 July 2024.

Exploring the Importance of Co-Design Through Three MedTechVic Case Studies

In my current role at MedTechVic, I work with an incredibly interdisciplinary team. Some days I collaborate with engineering colleagues, while on others I work closely with clinical advisors. Our projects range from co-designing new products with assistive technology partners to collaborating directly with people with lived experience of disability. I attribute the success of our work to the strength of our diverse team, the rigour of our design research, and the depth of our co-design processes.

Above: Photo of MedTechVic team (McDonald, 2025). Reproduced from LinkedIn. December 2025.

At MedTechVic, we use Design Thinking and the UK Design Council's Double Diamond as frameworks for creative problem-solving, empathy, and iterative design (IDEO, n.d.; Design Council, n.d.). We have refined these models to make them more inclusive, ensuring collaborators with diverse needs can meaningfully participate.



Above: Diagram from IDEO explaining the core of design thinking. From Design Thinking (IDEO, n.d.)

Case studies

I will now highlight three projects from my time with MedTechVic that exemplify our inclusive project processes across different sectors.

Department of Jobs, Skills, Industries and Regions (DJSIR), Skills Solutions Partnerships Grant (SSP), Commercialisation Training Program (2024-2025):

This Victorian Government–funded collaboration between AAMRI Victoria, MTPConnect, Swinburne Edge and MedTechVic supported early- and mid-career life science researchers to navigate pre-seed commercialisation. Co-designed with industry experts, researchers, and investors, the resulting 12-week program was piloted across two cohorts (n=44) and, following its success, secured funding for future delivery.

Above: Learners from the first cohort of the AAMRI VIC SSP commercialisation training program at their pitch event. Photo by the author. 7 May 2025.

Whitepaper: *How might the built environment prevent or actively support people experiencing delirium?* (Lambert et al., 2024):

MedTechVic collaborated with ACMD and Safer Care Victoria on a whitepaper document exploring how hospital environments influence patients' experiences of delirium. Through co-design with healthcare professionals, designers, families and patients, the MedTechVic team developed key recommendations. The recommendations emphasise reducing noise, optimising lighting, creating familiar and engaging interiors, and improving layout design to enhance safety and navigation.

Above: Participants at the ACMD Challenge Workshop on delirium held on July 2nd that helped inform the development of the whitepaper. From ACMD. July 2025.

National Centre of Excellence in Intellectual Disability Health Conference, co-producing a conference presentation (2025):

MedTechVic collaborated with Angus (Gus), an ambitious non-verbal young man with intellectual disability (ID), to co-produce a

conference presentation. Together, we shared recommendations for making co-design processes more inclusive and collaborative with people with ID. The project offered practical guidance for others in the disability space on effective collaboration. Since the presentation, Gus has continued to expand his professional experience and advocate for inclusive employment practices.

Above, from left to right: Paraskevi Triantis (MedTechVic), Gus, Claudia Bridge (MedTechVic), after Gus' successful conference presentation. Photo by the author. July 2025.

Conclusion

I have witnessed firsthand the benefits of engaging end-users. Through my work on design projects in the disability and healthcare sectors, it has become increasingly clear how essential the perspectives of people with lived experience are in creating meaningful outcomes. This principle applies to all design projects, ensuring that those directly affected are actively involved in decisions that shape their lives. The phrase "Nothing about us, without us" captures this perfectly, emphasising that no policy,

design, or solution should be developed without the participation of those it impacts (United Nations, 2004).

My experiences across education and professional work have reinforced that the most meaningful solutions emerge when diverse perspectives are integrated from the outset. By prioritising co-design and inclusive practices, designers can develop outcomes that contribute to a more equitable and inclusive world for everyone.

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Anupa Dasgupta

Service Designer & Product Strategist

Anupa is a service designer with a strong foundation in design strategy, leveraging service, and product design to develop process-driven outcomes for emerging tech communities, including initiatives like Unlock Protocol Dao and TrueStars NFT.

Her journey began with pioneering blockchain solutions for Ethiopian farmers and has evolved into designing Web3 ecosystems tailored for diverse communities. She is also one of the spearheads of Rolemodelrebels, a platform dedicated to amplifying women's voices in Web2 and emerging tech spaces.

Anupa has participated in programs such as Mission Impact for Global Leaders in Emerging Technologies for Women, NFT TALENTS, and SHEFI. As a proud neurodivergent individual, she is passionate about creating inclusive, innovative, and impactful solutions.

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Designing for Web3 Through a Service Design Lens: Reimagining Trust, Value, and Human Experience

Anupa Dasgupta

Abstract

This article explores how service design frameworks can be applied to Web3 — the decentralised, blockchain-driven evolution of the internet — to humanise complex technologies and create inclusive, purpose-driven experiences. As a service designer navigating this emerging landscape, I examine how tools like service blueprints, value flow mapping, and co-creation workshops can transform blockchain ecosystems into more accessible, ethical, and emotionally resonant systems. By analysing the philosophical, technical, and experiential dimensions of Web3, this article highlights how UX and service design can bridge the gap between code and community, enabling meaningful participation, sustainable token economies, and equitable creator ecosystems.

Keywords: **Web3, Service Design, UX Design, Tokenomics, DAOs, Blockchain, Decentralisation, Creator Economy, NFT Design, Participatory Systems**

Introduction

As a service designer who has spent the last few years navigating the evolving intersections of design, technology, and community within Web3, I often find myself explaining what this new paradigm really means. For many outside the space, Web3 feels like a confusing mix of buzzwords — blockchain, crypto, NFTs,

DAOs(Decentralised Autonomous Organisations), metaverse — wrapped in futuristic promises. But beyond the noise and volatility, Web3 represents something deeper: a human shift toward reclaiming ownership, trust, and building internet community via peer-to-peer transactions with intermediaries.

At its core, Web3 is a user-owned internet built on blockchain — a distributed ledger technology that allows transparent, verifiable, and immutable transactions without intermediaries. In this model, decision-making and action flow directly between creators, communities, and users, enables shared financial wealth, ownership and governance of digital ecosystems. If Web1 was read, and Web2 was read and write, Web3 is read, write, and own.

The philosophy of Web3 stems from decentralisation, transparency, interoperability, and community governance. It takes the early ideals of the internet — openness, peer-to-peer collaboration, and freedom from gatekeepers — and makes them technically possible through blockchain infrastructure. From DAOs to token economies and digital identity systems, Web3 invites us to rethink how value and trust are designed. As a service designer, this intersection feels human-centred and design frameworks to humanise complex systems, create equitable participation, and make decentralisation meaningful.

Web3 systems are often built for technologically and financially literate mindsets. This is where service design offers both a language and a methodology for transformation and adoption. The discipline's systemic and participatory nature helps decode the

technical into the experiential — connecting human needs, business goals, and technological enablers into coherent value flows.

Service design frameworks like service blueprints, ecosystem maps, and value network mapping can bring clarity, empathy, and structure to the chaotic landscape of Web3. For example: Service Blueprints visualise every step of a user journey — from interacting with a wallet to participating in a DAO vote — exposing friction points and dependencies across frontstage (UX) and backstage (blockchain logic) layers.For example, The idea of a "wallet," which is equivalent to a bank account, is a digital tool that lets users securely store, send, and manage their crypto assets and identities while interacting directly with blockchain applications without any intermediaries.This is a less-than-second transaction, a complete peer to peer transaction. Value Flow Maps help visualise how tokens move between users, creators, and governance systems, revealing where value is captured or lost.

Co-creation workshops can align developers, token designers, and community members to prototype participatory models for shared governance.

In decentralisation, there is no single owner or manager to "fix" the experience. Design must therefore act as the connective tissue — ensuring that technology, governance, and human intent coexist in meaningful, transparent, and emotionally resonant ways. The UX challenges in Web3 are distinct. While Web2 trained users to expect frictionless onboarding, password resets, and centralised help desks,

Web3 requires users to manage private keys, gas fees, and self-custody wallets — responsibilities that feel technical and risky.

UX and service design converge by mapping the emotional journey from curiosity to confusion to confidence designers can uncover opportunities to support trust, comprehension, and accessibility. On boarding flows could be redesigned to include visual storytelling, progressive learning, and community-based support, turning complexity into empowerment.

An example is SheFi, a global learning platform that empowers women to learn, invest, and lead in DeFi and Web3. It combines education, community participation, and gamified rewards — a classic service design approach — transforming abstract financial systems into actionable, human experiences.

One of Web3's most powerful yet misunderstood layers is tokenomics — the design of economic systems that define how value circulates in decentralised networks. Service design helps here by viewing tokenomics as behavioural design rather than pure finance. It's about understanding motivations, fairness, and long-term sustainability.

For instance, a learning DAO might reward members for teaching or content creation. But without thoughtful design, this can create extractive hierarchies or reward speculation over contribution. A service blueprint can help visualise where effort meets reward, ensuring that participation is meaningful and inclusive. Similarly, journey mapping can highlight emotional and motivational drivers —

why people join, contribute, or drop off — informing better incentive design.

Real-world example: In a Web3 ticketing DAO I co-designed, we built a mentorship service where NFT holders could access structured learning, peer-led reviews, and token rewards for teaching others. We treated it as an end-to-end service ecosystem — where learning, earning, and belonging were all designed experiences, not byproducts.

One of the biggest barriers in Web3 is adoption. Non-Web3 users often find decentralised systems intimidating and opaque. The disconnect between decision-making, knowledge, and action leads to confusing errors or lost funds. Governance fatigue is also real in DAOs, participation often drops as decision-making becomes complex or unclear.

Service design can intervene through participation design crafting clear roles, feedback loops, and governance rituals that align incentives with purpose. For instance, voting dashboards could visualise not only proposals but their human and environmental impacts. Co-creation circles could replace passive voting with active dialogue.

Environmental concerns also call for ethical design thinking. While proof-of-work blockchains have high energy costs, the service designer's role is to facilitate responsible adoption — using sustainable systems mapping to connect energy-efficient technologies (like proof-of-stake) to community values and choices.

The creator economy in Web3 has been revolutionary. For the first time, artists, musicians, and storytellers can monetise directly and retain ownership through NFTs and smart contracts. Creators no longer depend solely on platforms; they own their markets, royalties, and communities.However, empowerment without guidance can be isolating. Many creators lack technical literacy, mentorship, or market understanding. The NFT space, once about collective creativity, now often rewards speculation and hype over artistry.

By designing holistic ecosystems from – discovery to distribution to post-sale support – we can shift NFTs from speculative assets to cultural assets. For example, an NFT mentorship program could use journey maps to connect artist onboarding, collector engagement, and community storytelling, ensuring every interaction builds value and belonging.

Service design allows us to imagine not just "how NFTs sell," but "how creative economies sustain." It reframes success around shared growth, learning, and purpose, not just profit.

Web3 challenges us to rethink how we design for trust, ownership, and value. It is as much a social experiment as a technological evolution. The designer's role is not to simplify blockchain for the sake of usability alone, but to translate distributed systems into experiences of belonging, fairness, and meaning.Service design frameworks make this possible by mapping complexity, centring empathy, and creating participatory governance models that scale

ethically. UX bridges the gap between code and culture, helping people not just use Web3, but feel part of it.In this evolving space, design isnot just about usability it is about reimagining how humans collaborate, create, and trust in a decentralised world. Web3 offers the tools. Service design gives it the soul.