



Social
Entrepreneurship

Social Centred Design



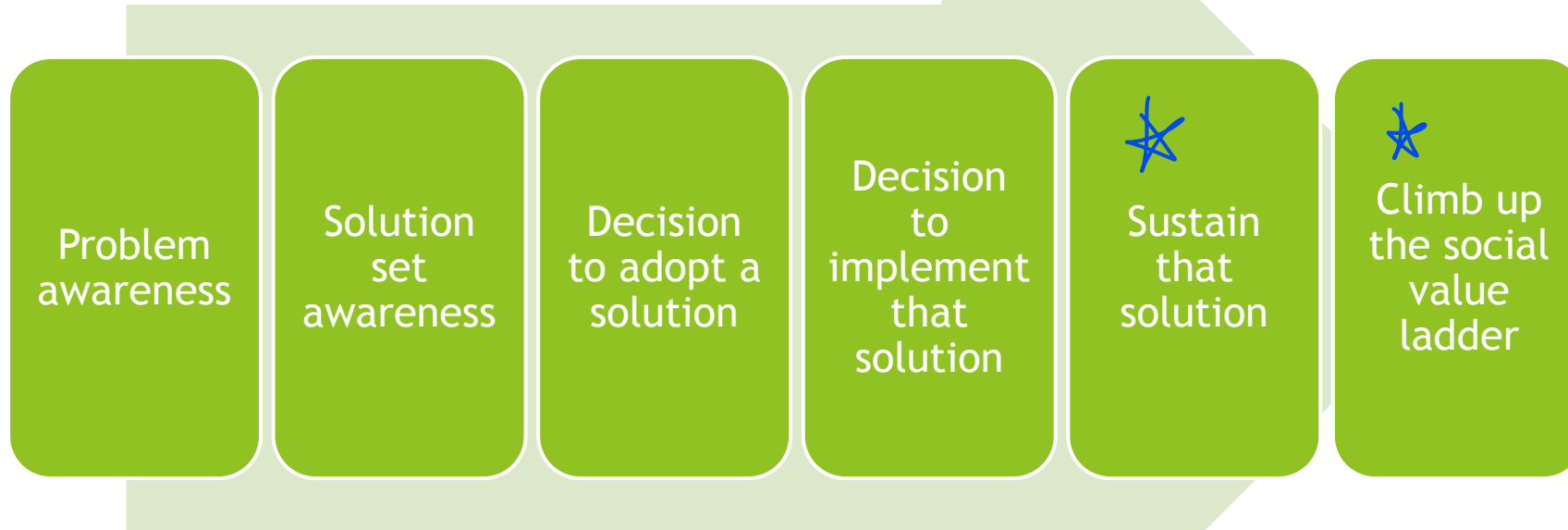
Session by
Jyoti Sharma
Visiting Faculty, IIITD
President, FORCE Non-Profit
www.force.org.in

Who are you
designing your
product for?

Social Centred Design

In Social-Centered Design (SCD), every need, want and limitation of the **beneficiary** are given extensive attention in each stage of the process even-though the real users of the product/system may be the **intermediary** (adopters / legitimizers)

Stages of Social Solution User - Each stage has a program design implication



Understanding user motivation and desired outcomes is critical



Is the beneficiary being consulted?

A Harvard study concludes that though the For-Profit Sector is involving end users in product design, the Non-Profit Sector is not.

The For Profit sector does so because every dollar spent on involving end-users in the design process brings in between \$2 and \$100 in return. Involving end-users in the design process enhances the three drivers of higher profits: innovation, quality, and capture of market share.

Genuine, multi-stage user engagement has positive impact

► Innovation

- non-experts often come up with product ideas that have more novelty value and benefit to customers than those created by engineers and designers.
- Non-experts also identify solutions to entrenched problems more successfully than experts.
- mathematics: when a sufficiently large and diverse group of people is asked to make independent predictions or assessments, the errors each makes in coming up with an answer will cancel each other out, leaving the most accurate information

► Quality

► Market share

- increased brand loyalty, customer retention, and users' active promotion of preferred brands

Increasing Shift to User Driven Design in for-Profit sector

- ▶ This shift was also influenced by three related factors that increased the feasibility of end-user engagement: an evolution in the method of involving end-users in product design, new tools for engaging end-users at scale, and increasing pressure from investors to test assumptions about new products with end-users.
 - ▶ Participatory design approaches like usability testing, role plays etc
 - ▶ Crowdsourcing of the development process
 - ▶ Connective technologies
 - ▶ Shift to Minimal Viable Product testing before large scale launch

Why is Not For Profit Sector not following this lead

- ▶ **End user exclusion** - systematically leaving out, **blocking**, or **ignoring input** from the people for-impact initiatives are intended to benefit.
 - ▶ **Focus** on satisfying **donor demands** ✓
 - ▶ **Culture divide** ✓
- ▶ **Consolidation of Influence** - a **persistent monopoly on decision-making power** and designer authority in crafting the impact agenda
 - ▶ Only 2 parties present during program design - **donors/investors**, and entrepreneurs/advocates, such as executive directors or program staff ✓
 - ▶ donors/investors wield the **most influence** ✓
 - ▶ **We have been trained...to think that we are smarter than the community.** ✓
 - ▶ People within the sector are also very **rigid**, with **stubborn ideas** about what creates impact ✓
 - ▶ In the for-impact sector, we still believe and **assume that we know** about people. ✓

#The Reasonable Person Model Effect

Reasonable Person Model is a psychological framework that suggests that people are most reasonable, helpful, and cooperative when their basic informational needs are met. The RPM is based on the idea that humans have relied on their ability to seek, store, and share information to survive. However, too much information, or information that is confusing or untrustworthy, can threaten a person's ability to be reasonable.

The RPM organizes people's core informational needs into three categories:

- **Exploration and understanding:** The need to acquire and understand information, to build mental models which help people recognize objects and circumstances, predict and evaluate possible future outcomes and decide on actions.
- **Being Effective:** The need to be able to utilize knowledge effectively and function effectively with a clear head based on the information one has
- **Meaningful Action:** The need to maintain the ability to focus on, select, and respond to information in the environment. People wish to make a difference, to be listened to and be given opportunities to participate.

The RPM takes a cognitive perspective, viewing environments as patterns of information. It contrasts with the rationality framework and is considered to provide essential ingredients for answering urgent problems

The absence of reciprocal information sharing by the non-profit sector, limits participation, conveys disrespect, and prevents beneficiaries from developing a sense of ownership and gaining deeper understanding of the project.