

— 设计重构体验

**DESIGNING BIG & SMALL**

UNDERSTANDING THE IMPORTANCE OF SCALE

• JOIN THE CONVERSATION •

• FRIDAY 25 SEP 2015 • 设计师如何把握设计尺度

主办单位：frog

指导单位：HI 上海设计之都  
活动周  
SHANGHAI DESIGN WEEK

合作平台：800 4-HI 1W

13.00 Design Industry Guests Arrive

13.15 Big Day/Small Introduction

Brandon Berry Edwards, Executive Creative Director, frog

13.30 Small Details / Big Ideas

Simone Rebaudengo, Senior Interaction Designer, frog

13.50 Co-Design / Big Challenges

Hammans Stallings, Principle Strategist, frog

14.10 No Design / Big Data

Francesca Valsecchi, Researcher & Practitioner, Tongji University

14.30 BREAK

14.50 Big Designers / Small Companies

Yili Lin, Product Director, Mobvoi

15.10 Small Designers / Big Companies - Panel Discussion

Siddharta Lizcano, Creative Director, frog

Duncan Trevor-Wilson, Global Design Director, Advanced Concepts, GE Healthcare

Asok Abraham George, Design Director, Design Innovation Centre, Volvo

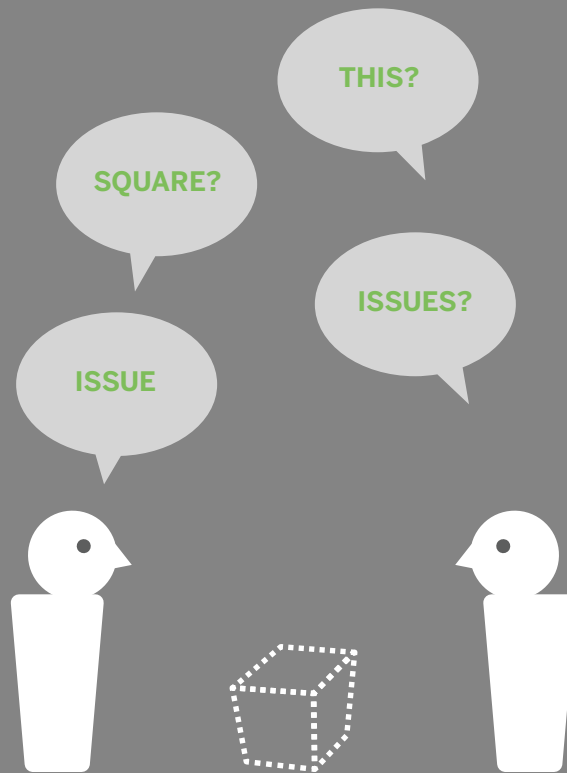
15.45 Q&A

frog plus all guest speakers

16.00 Networking drinks

17.00 Close





## Co-Design/Big Challenges

*Working with people in their context to design or facilitate design to tackle bigger issues.*

**Hammans Stallings**  
*Principle Strategist, frog*







# SCALING SOCIAL IMPACT WITH HUMAN CENTERED DESIGN





**“DESIGN MUST DISENGAGE FROM  
CONSUMER CULTURE AND ... BEGIN TO  
RETHINK ITS ROLE.**

**THE RESULT ... WILL BE A NEW POWER  
FOR DESIGNERS ... IN PROJECTS FOR  
THE WELFARE OF HUMANKIND.”**

**— VICTOR MARGOLIN  
THE POLITICS OF THE ARTIFICIAL**



# **BACKGROUND**

# **WHY DESIGN**

# **LEARNINGS**



# APPROACH TO SCALING SOCIAL IMPACT

**TRADITIONAL:**

**TOPS DOWN**

**DONOR PUSH**

**INDUSTRY LED**



# BUREAUCRACY AND INEFFICIENCY

Where change efforts rely on local and national government institutions for governance and implementation, bureaucracy and inefficiency take a toll. Foreign aid may even be siphoned off through corruption, ensuring those in power stay there while those in most need go without help.





# DONOR CONTEXT

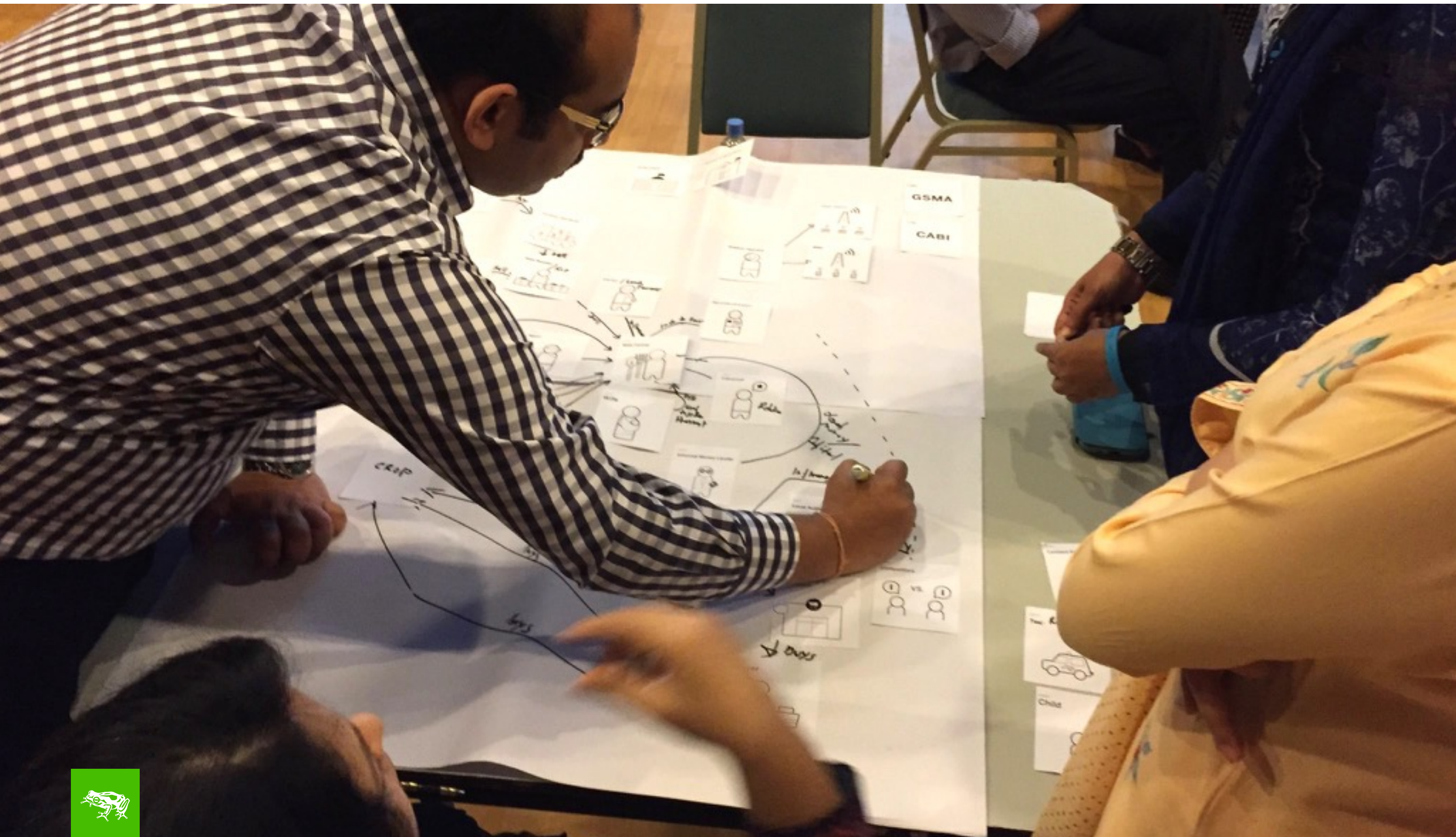
Donors often have little understanding of local social practices and informal systems of power. For instance, local leaders take control of donated resources and loan them out as favours. Donated items are often not relevant to local conditions. Tractors that are appropriate in one country sit idle in another, waiting for repair.





# SYSTEMIC COMPLEXITY

Even experts have a hard time understanding the overall ecosystem of stakeholders around a complex issue like healthcare or agriculture at a national scale. In addition to multiple industries, there are often overlapping territories overseen by different regulatory agencies and addressed by different donor groups.



# WHAT DOES A HUMAN CENTERED DESIGN PROCESS BRING?





# USER RELEVANCE & COLLABORATIVE PROCESSES

## EMPATHY



The ability to connect with another human and recognise emotionally, and intellectually, their experience.

## CONTEXTUAL AWARENESS



The ability to recognise how the physical, social and cultural environment shape people's needs and the solutions that can address them.

## PROTOTYPING



A skill in making and communicating early solution ideas for user validation of need, understandability, and ease of use.

## INTERDISCIPLINARY COLLABORATION



The ability to bring together diverse functional perspectives from across a company or stakeholder ecosystem to integrate ideas and process.



# NEW APPROACH TO SCALING SOCIAL IMPACT

**TRADITIONAL:**

**TOP DOWN**

**DONOR PUSH**

**INDUSTRY LED**

**HCD:**

**BOTTOM UP**

**USER PULL**

**SYSTEMIC**



# WE DEVELOP HUMAN-CENTERED INNOVATION STRATEGIES FOR NONPROFIT ORGANIZATIONS

In the last decade frog has been working in emerging economies in Africa, Asia and South America, on projects that tackle complex societal problems.

Our expertise spans domains of global health, learning and education, gender empowerment, disaster relief, agriculture and financial inclusion, with extensive experience in mobile innovation.



*Past and current partners*





# HOW ARE WE OVERCOMING CHALLENGES TO SCALING OUR IMPACT?



# **CHALLENGES:**

- DIFFERENT LIFE EXPERIENCE**
- LOGISTICS / RISK MANAGEMENT**
- SUSTAINABILITY OF IMPACT**



# CHALLENGE: REALLY DIFFERENT LIFE EXPERIENCES

## ME



36 years of age, American, speaks English, individualistic, not married, post-secondary education, lives on the opposite side of the world from his family

## USER



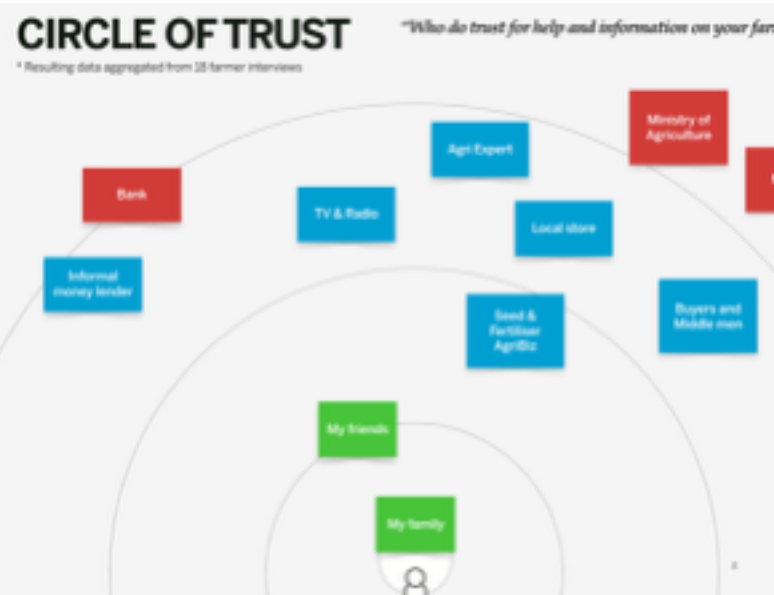
Elderly married couple, Indonesian, speak Bahasa, relational, some primary school education, much closer to family and neighbourhood community





# SOLUTION: PARTICIPATORY DESIGN

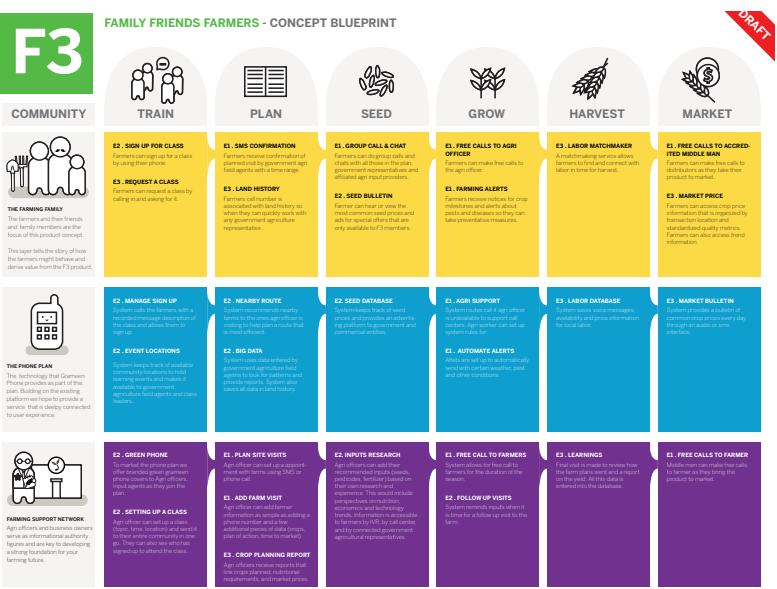
## TRUST MAPPING



## PAPER PROTOTYPING



## JOURNEY MAPPING





# CHALLENGE: LOGISTICS / RISK MANAGEMENT







## SOLUTION: THE FIXER ROLE

A team member who is from the local community who has existing relationships with potential participants and potential partners. They provide translation services and understand the nuances of local culture — as well ensure the team's overall safety and wellbeing. Do not travel in emerging markets without them!





# CHALLENGE: SUSTAINABILITY OF IMPACT

How can we improve the durability of our change effort and increase its scale? As external partners, we ultimately support clients and their partners but our approach should recognise that change is complex and requires building awareness, engagement and capability in new places.



electra



# SOLUTIONS FOR SUSTAINING IMPACT

## COMMUNITY ENGAGEMENT



By engaging and supporting local communities and stakeholder groups, we help ensure their relevance and support for the change effort.

## CAPACITY BUILDING



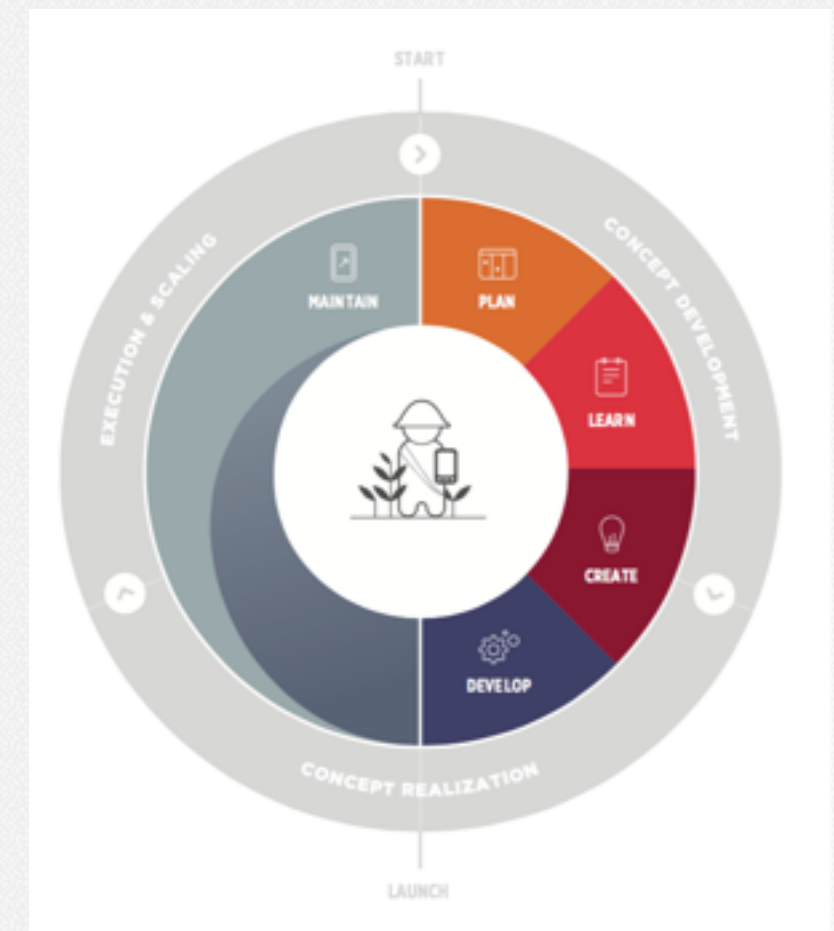
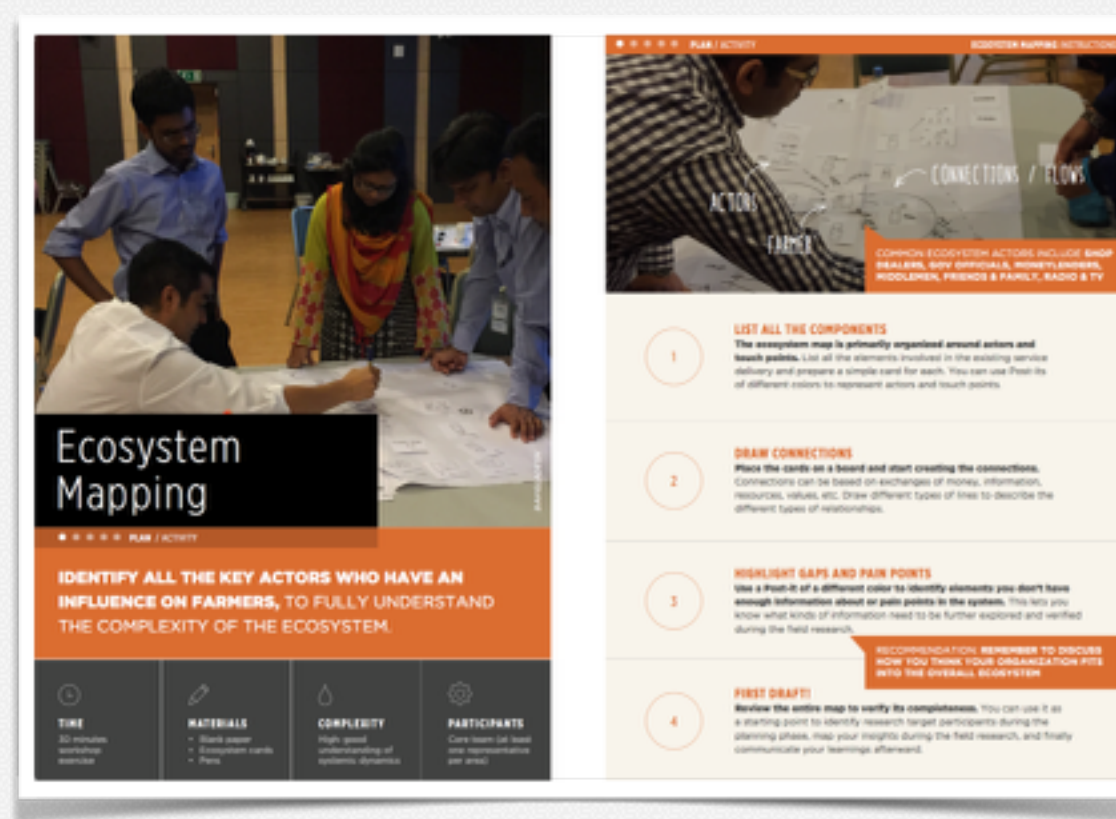
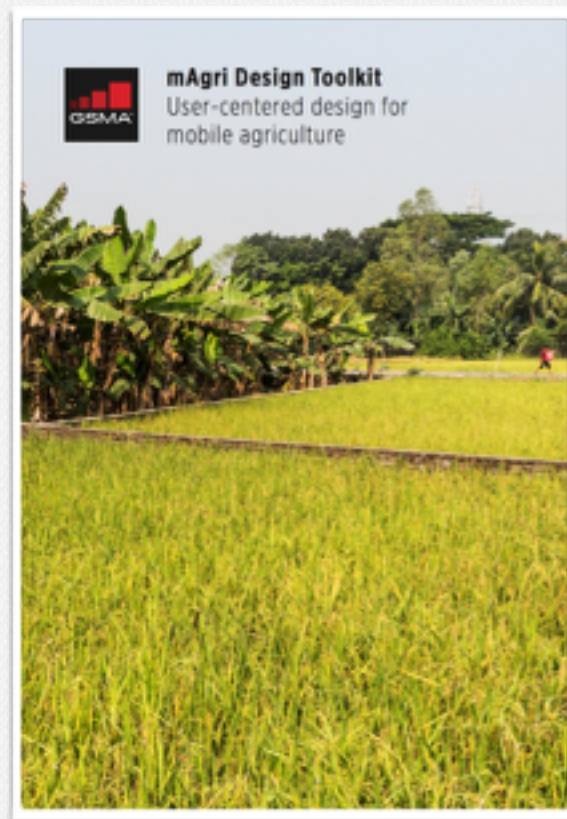
We help clients develop the capacity to continue our work without our presence. We do this by including their team in our field work and process. We help ensure that they are recognised as experts within their places of work.

## DEVELOPING LOCAL TALENT



As we work across the world, we are creating a community of guides, translators and fixers who are proficient in human centered design for our clients to use after our programs have finished.





## SOLUTION: OPENING OUR TOOLKIT!

The mAgri Design Toolkit is a collection of instructions, tools, and stories to help develop mobile agriculture products by applying a user-centered design approach. Click **here** to download your own copy.





FOR MORE INFORMATION:

*visit* **www.frogdesign.cn**

*or email* **business@frogdesign.com**

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