DESIGN RESEARCH FOR SOCIAL CHANGE

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HOW DO WE USUALLY TRY TO SOLVE CHALLENGES?

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No ifs or butts: Cigarette rubbish is littering Singapore's coastline

HOW DO WE USUALLY TRY TO SOLVE CHALLENGES?

Top Ten Items Over 25 Years

RANK	DEBRIS ITEM	NUMBER OF DEBRIS ITEMS	PERCENTAGE OF TOTAL DEBRIS ITEMS
1	CIGARETTES/CIGARETTE FILTERS	52,907,756	32%
2	FOOD WRAPPERS/CONTAINERS	14,766,533	9%
3	CAPS, LIDS	13,585,425	8%
4	CUPS, PLATES, FORKS, KNIVES, SPOONS	10,112,038	6%
5	BEVERAGE BOTTLES (PLASTIC)	9,549,156	6%
6	BAGS (PLASTIC)	7,825,319	5%
7	BEVERAGE BOTTLES (GLASS)	7,062,199	4%

TERNATIONAL COASTAL CLEANUP

THE USUAL APPROACH

DO MORE OF THE SAME

EDUCATE PEOPLE

THREATEN PEOPLE

BY LAW
NO SMOKING

FINE: $1,000

BY LAW
NO LITTERING

FINE: $2,000

FORCE PEOPLE

AN ALTERNATIVE APPROACH

I'd rather be stranded on...
Love Island
a desert island
Ballot Bin™

Best Superpower?
Flying
Invisibility
Ballot Bin

Best Superpower?
Flying
Invisibility
Ballot Bin

Best Player in the World?
Ronaldo
Messi
Ballot Bin

Best Player in the World?
Ronaldo
Messi
Ballot Bin

"THE BALLOT BINS HAVE REDUCED CIGARETTE LITTER BY 80%."
BARRY HART, CLEANSING TEAM, SUTTON COUNCIL
Which is best?
Lager
Ale
Ballot Bin

WE ARE NOT OUR USERS OR BENEFICIARIES

AN EMPATHY-BASED APPROACH TOWARDS USER RESEARCH

UNDERSTAND DIFFERENT PERSPECTIVES

LOVE

SCHOOL OF
cna

REDUCE INHERENT BIAS

KIN-HOMÉ
金曜日くらい褒められたい
ポイント2倍!!
シティ
ミロード②
5F
MYLORD
魚民
AOKI

FRAME A CHALLENGE FOR ITS MOST DESIRABLE IMPACT

Challenge

What is the problem that you think needs to be addressed?

Remember that after researching the issue you may need to refocus your challenge

Stakeholders

Who are the key people you need to design a solution for?

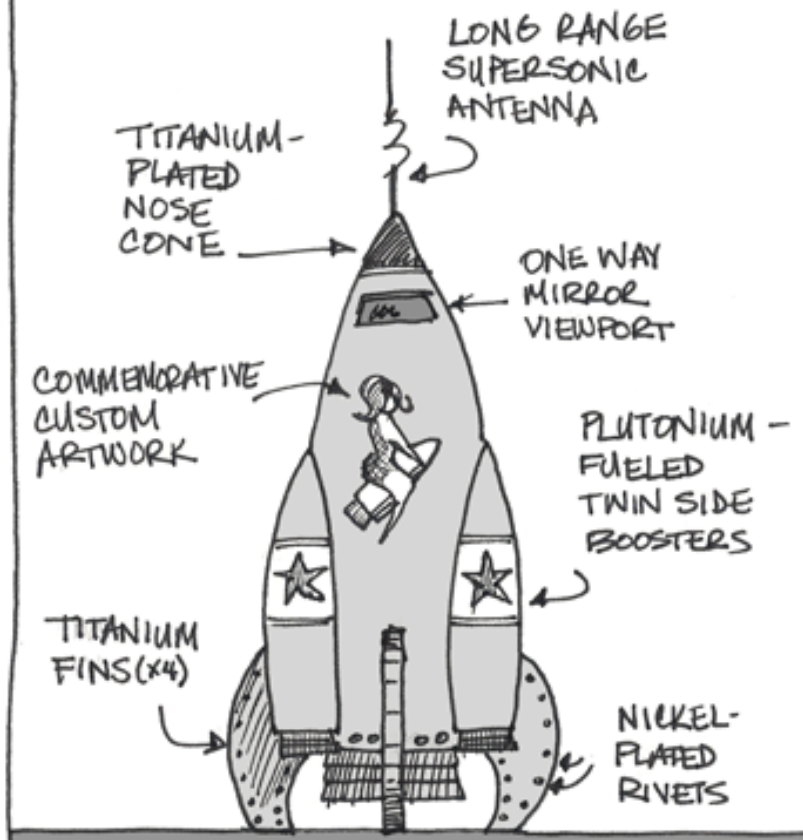
We should ideally design win-win solutions for all of the people we need to impact: service provider & beneficiary

Impact

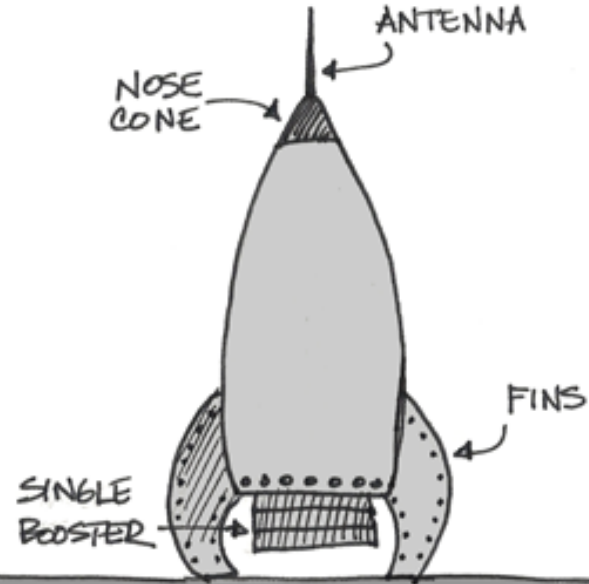
What are your desired outcomes? What would success look like?

Understanding what we are trying to achieve will enable us to generate more ideas for solutions

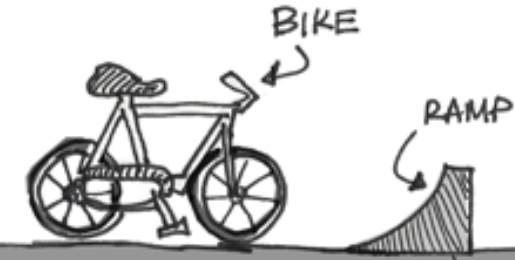
WHAT WE DREAM UP AT KICKOFF



WHAT WE SETTLE FOR AT LAUNCH



WHAT THE USER NEEDS



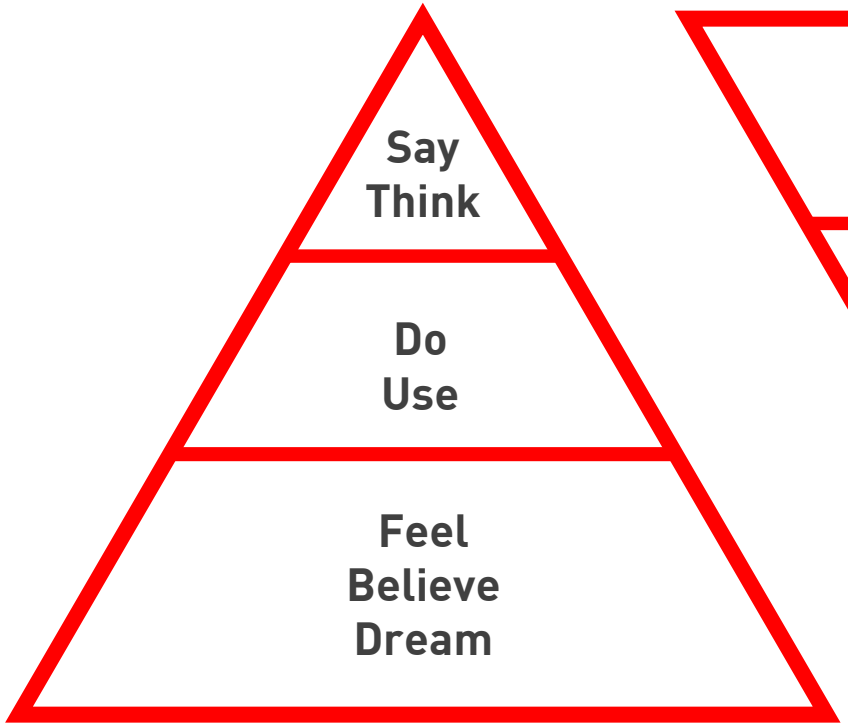
SCHOOL OF X

BONUS 2015

CLASSICAL RESEARCH APPROACHES

TIERS OF RESEARCH INSIGHTS

What people...



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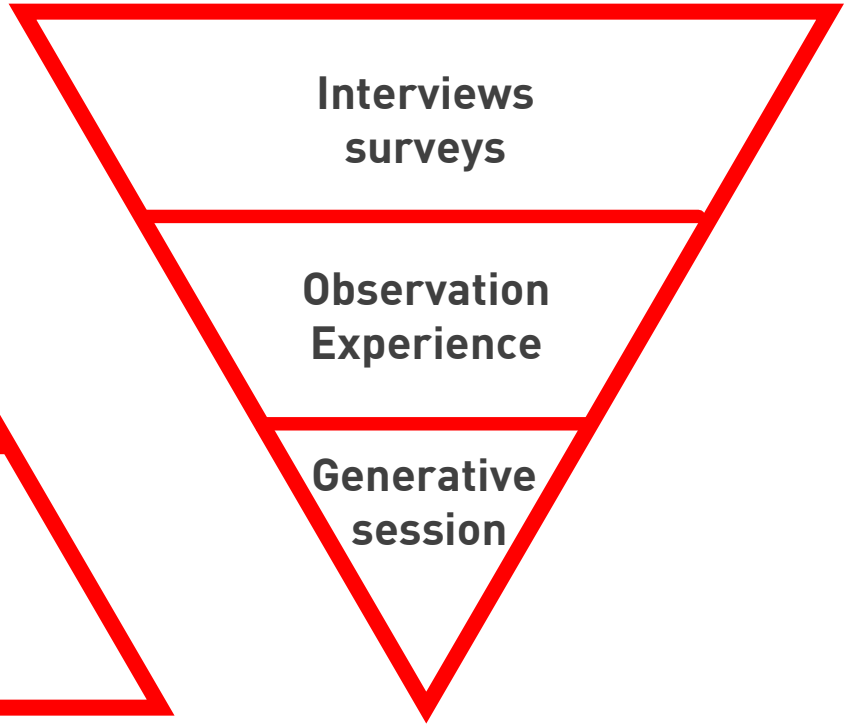

To provide...

Broad Insights

Deep Insights

HOW DOES DESIGN RESEARCH WORK IN PRACTICE?

BE
open &
CURIOUS
ASk
QUESTIONS
NO
WEATHER-

MARKET
REVENUE
PEOPLE
interaction
TOUCHPOINT
PROCESS
TOOLKIT
PEOPLE
OBJECT
environment
MESSAGES
SERVICES
EXPERIENTIAL
CONVERSATIONAL
TECHNOLOGICAL
RESEARCH
EMPATHY-BASED
user RESEARCH
IMMERSE &
SYNTHESISE
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COMPETITION

Truth or LIE

UNDERSTAND stories

ASK, OBSERVE & LISTEN fully to DEEPLY UNDERSTAND PEOPLE'S VIEWS

GO BEYOND the SURFACE

DRIVE

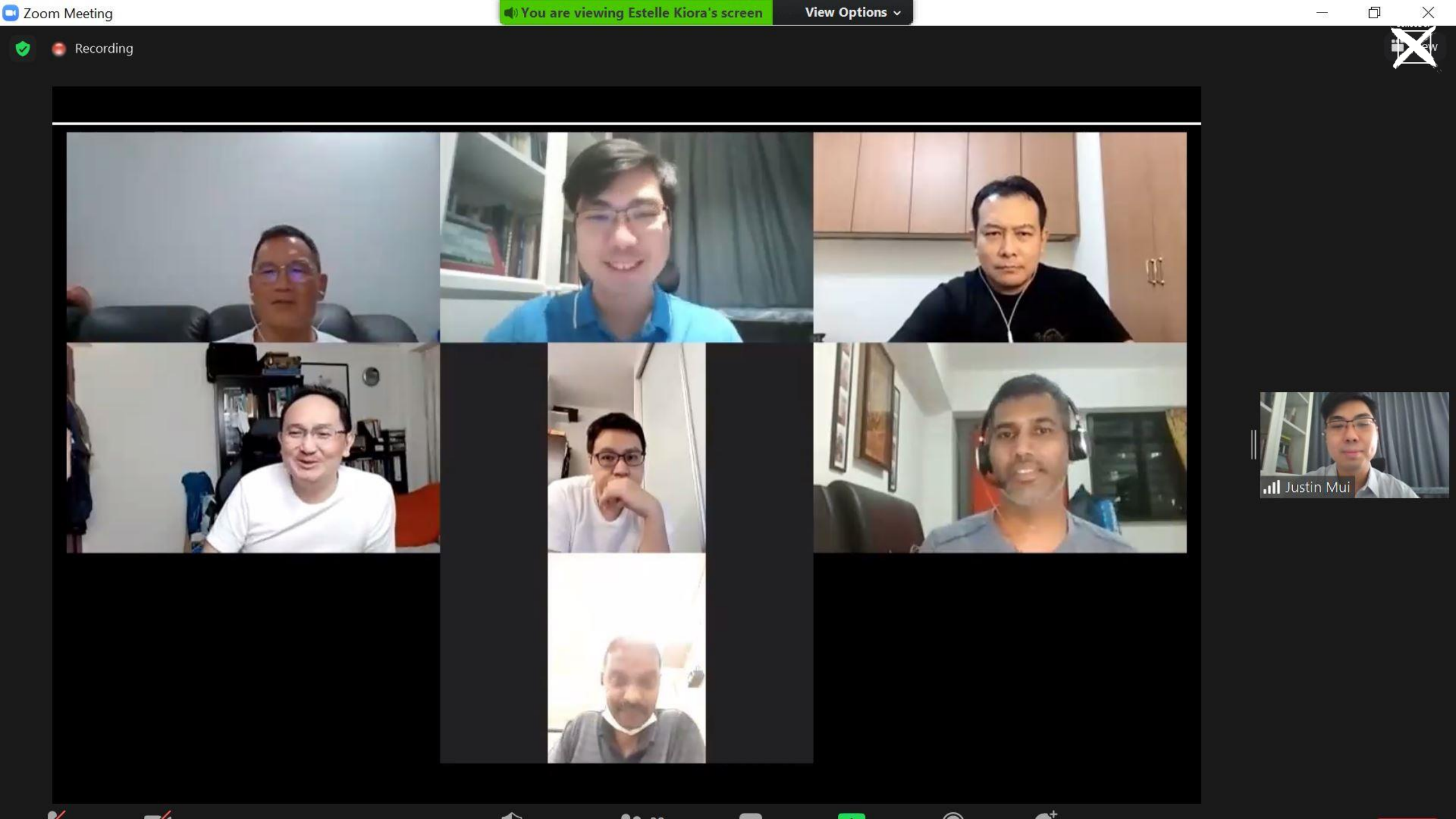
LIKES

PAINPOINTS

MOTIVATIONS

DESIGN RESEARCH ALLOWS US TO UNDERSTAND PEOPLE AFRESH

HOW DOES THE USER TESTING PART OF DESIGN RESEARCH WORK IN PRACTICE?


Zoom Meeting
You are viewing Estelle Kiora's screen
View Options
Recording
Justin Mui

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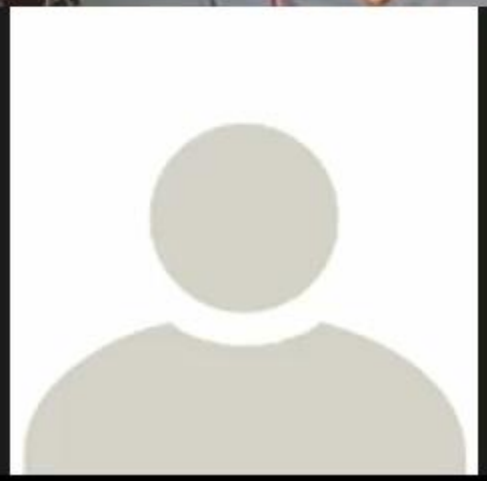
SCHOOL OF

BEING EMPATHETIC HELPS US STAY RELEVANT.



DESIGN RESEARCH GIVES US COURAGE TO CREATE NEW IMPACT.

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