

HUMAN-CENTERED DESIGN FOR SOCIAL INNOVATION

COURSE REFLECTION + PROJECT SHOWCASE



2018-2019
THAMMASAT SCHOOL OF GLOBAL STUDIES

+ What We Did
+ What We Learned
+ Why it Matters
sgs.tu.ac.th

Courtney
SAVIE LAWRENCE
courtneysavie.com @cocosavie

overview

Since 2016 I have had the opportunity to build and run the '*Human-Centered Design for Social Innovation*' course for third year students at the School of Global Studies and Social Entrepreneurship, at Thammasat University in Bangkok, Thailand. It has been a sandbox of experiments and ideas; and mostly an important place for students to learn the 'language' and applied practice of design and innovation for an intended end game of impact. After a few iterations and constant prototyping of the curriculum, this time I decided to switch from having students create their own projects out of the blue, and instead make them 'apply' to be the 'consultants' to real world organizations, companies and social enterprises. What follows is a prototype showcase of what the students developed- in terms of service, experience and product design- for their clients who have real constraints (time, budget and human resources for operations). Before we dive into the students work in the next few pages I'll share elements of the course design and my personal philosophy and learnings along the way.

why

As an educator, practitioner and entrepreneur playing in the 'design' and 'innovation' worlds I am creating this space to walk my talk and practice what I preach. To me it is through reflection and opening the doors to curiosity that we can learn and grow. I wanted to pause and share what I am finding (in terms of pedagogy and outcomes), and also express gratitude to my students and our 'clients' who have invested their time in this journey. The student's work deserves to be honestly considered and not hidden for a grade on the excel sheet. At the same time I want to see who else is exploring this space and offer this as a space for generating possible dialogue or collaboration.

insights

What I discovered- it is challenging and complex to run a class that is project based and with multiple teams. Specifically, managing the expectations of both the 'clients' and students was interesting and sometimes challenging for all parties. The students couldn't build off of hypotheticals because they had to design around their clients wishes- this made the students frustrated at times, yet certainly, in my opinion, more apt to segue into the real world where things can be tough in this exact regard. I also found that my goal of creating this extra layer of complexity to force the students to become better project managers, professional communicators and much more self-aware leaders was relatively achieved. This was an additionally important detail - practicing the art of leading a team through various design stages takes just that- practice, fail and learn.

course description

Human-Centered Design for Social Innovation is an intensive, hands-on project based course focused on bringing real-world social impact and innovation projects to life utilizing the human-centered design process. Students will be exposed to various design cycle methodologies, approaches and methods culled from dynamic centers of subject matter expertise from around the world. Students will work actively in multidisciplinary and diverse teams to design, develop and test real-world products or services that are inspired by reframing local challenges as opportunities in collaboration with Bangkok based client stakeholders. Teams will actively collaborate and build relationships with local community based partners to conduct field research that lends itself to co-generating effective solutions to the clients' contemporary challenges. By the end of the course students will have been exposed to design thinking methods practiced by innovation leadership organizations like ideo.org, the d.school at Stanford University, MIT-D Lab, the THNK School of Creative Leadership, Delft University of Technology, Frog Design Studios, Hyper Island and the DIY Toolkit by Nesta among many others. Students will also be trained in project and time management as well as design leadership and team facilitation methodology. The course culminates in a final presentation.

flow

2018 HCD FOR SI COURSE SCHEDULE FLOW

Slide Decks	Session 1 See Slides	Session 2 See Slides	Session 3 See Slides	Session 4	Session 5 See Slides	Session 6	Session 7 See Slides	Midterm Evaluation
Design Phase	Introduction	Design Sprint	Client Project Matching and Empathy	Kick Off and Scoping With Client	Sense Making and Problem Framing	Creative Innovation Methods and Prototyping Exposure		
Date	August 15	August 22	August 29	September 5	September 12	September 19	September 26	October 3
Special Activities/ Speakers	Introduction and Guest Appearance with Project Partners	Design Sprint - with Social Giver and Sati Foundation		Field research and client meeting		Prototyping Field Trip Details (off campus) with Aj. Hermes Huang		

Wednesdays	Session 8	Session 9	Session 10	Session 11	Session 12	Session 13	Session 14	Session 15
Slide Decks	See Slides		See Slides	See Slides	See Slides			
Design Phase	Prototype Development	'Deep Dive' With Client	Prototype Iteration	Feedback Rounds A	Development and Testing With Users	Feedback Rounds B	UX Final Testing and Development	Final Pitch and Prototype Presentations
Date	October 10	October 17	October 22 (Monday)	October 29 (Monday)	November 7	November 14	November 21	November 28
Special Activities/ Speakers	With Aj. Praewa	Field research and client meeting	Prototype Iteration	Internal Feedback Rounds	Field research and client meeting	Feedback Rounds with DBTM Students And UNICEF Social Innovation Team	Project Development and Workshopping	Final Pitch to Clients, Case Studies Due

Detailed Syllabus for the Curious-

<http://bit.ly/SHAREDHCDFORISYLLABUS2018>

high-level

THE PROJECT PROCESS



gratitude

It takes a village as they say- I would like to especially thank all of our clients, teachers, and hosting places for their support:

Clients: Savinda Ranathunga, UNDP Co:Lab; Aliza Napartivaumnuay, SocialGiver; Amarit Charoenphan, Hubba + Techsauce; Saks Rouypirom, Sati Foundation and Broccoli Revolution; Chris Oesterich, Full Circle Filament and Thammasat University; Austina Karma Gurung, Thammasat University.

Supporting Thammasat Faculty: Praewa Sututum, Pearl Phaovisaid, Alix Watson Fontaine, Hermes Huang

Guest Speakers: Jakub Lambrych, UNICEF

Design Sprint Volunteers: Aliza Napartivaumnuay, SocialGiver; Saks Rouypirom, Sati Foundation and Broccoli Revolution

Places: Made Here on Earth Makerspace and FabCafe Bangkok

synthesis

After three years, 45 class sessions, 135 classroom hours, 30 student project teams and 100 students later, a few learning themes stick out, which I'll highlight here: 1) place and space matters- I have found the students prefer natural light, energizing colors (we run class in a yellow room) and a dedicated spot to call home/their studio/workshop - where they can get messy and inspired; 2) afternoon classes, mid-week seem to be preferred or better for creativity; 3) students need structure, yet not too much and they want to know the why behind what they are assigned to do, (yay for critical thinkers!); 4) they really care about grades - I have them grade themselves at the end of each class and grade their teammates mid-semester for accountability; 5) attention spans can be wildly SHORT! better make things as interactive as possible! 6) they are tired of simulations- they do actually want real-world projects despite the extra pressure this may entail.

HCD FOR SI

STUDENT AND CLIENT PROJECT SHOWCASE

**THE DOTS
CONNECTORS
DESIGN TEAM, FOR
UNDP YOUTH
CO:LAB**

6 - 7

**THE GREEN PEAS
DESIGN TEAM, FOR
FULL CIRCLE
FILAMENT**

8-9

**THE SISUSUSU
DESIGN TEAM, FOR
SISU MAKERSPACE**

10 + 13

**THE CO(MA) DESIGN
TEAM, FOR SISU
MAKERSPACE**

11 + 14

**THE SISSY
DESIGN TEAM, FOR
SISU MAKERSPACE**

12 + 14

**THE SATANG
DESIGN TEAM, FOR
SATI FOUNDATION**

15 + 17

**THE ASHA
DESIGN TEAM, FOR
SATI FOUNDATION**

16 + 18

**THE GIVERS DESIGN
TEAM, FOR
SOCIALGIVER**

19 + 20

**THE HUBBIE DESIGN
TEAM, FOR HUBBA
COWORKING**

21 + 22

In the pages that follow you will see snapshots of project details and highlights. Note, the full details are in the students' final case study papers and presentations, yet these are not fully viewable here to respect the privacy of both students and clients.

“

**THE DOTS
CONNECTORS
DESIGN TEAM, FOR
UNDP YOUTH
CO:LAB**

**Interviews, as much as it seems
cliche and boring, were a very
essential part to get to where we
wanted to be. To gain the insights
from the crucial stakeholders, we
set up interviews with them one
by one, in every possible way.**

”

August-
November 2018

1 Student Team
"Dots Connectors"

Prototype Created
An optimized
Platform for UNDP
Co:Lab Team and
partners

Partnering 'Client':

UNDP YOUTH CO:LAB

UNDP CO:LAB

FROM PILOT MOVEMENT TO FORMAL PLATFORM



ORIGINAL DESIGN BRIEF PRESENTED IN AUGUST

<p>Description</p> <p>Youth Co:Lab is a movement to mainstream youth social innovation and entrepreneurship. Objective of Youth Co:Lab is to Establish a common agenda for Asia-Pacific countries to invest in and empower youth to accelerate implementation of SDGs through leadership, social innovation and entrepreneurship</p>	<p>Important Background and Context</p> <p>The alliance was just launched at the Asia-Pacific Forum on Youth Innovation, Leadership and Entrepreneurship in Beijing (August 2018), initial alliance consists of over 100 partners from various key stakeholder groups</p>	<p>!!! Important to Check Out</p> <ul style="list-style-type: none"> + Project Brief - LINK + Project Website - http://youthcolab.org/ + Concept Note for the Alliance - LINK + Project Social media - https://www.facebook.com/YouthCoLab/
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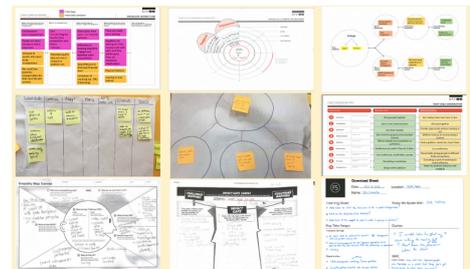
TEAM: DOTS CONNECTORS
WHAT THE STUDENTS EXPERIENCED



Redefining Focus

How Might We:

"How might we **establish quality connections and capture mutual motives** for youth entrepreneurs and Co:Lab's alliances by **designing** accessible on/offline **platform**, so they can **sustain their relationship and pursue their interest.**"



OVERVIEW / PROCESS / OUTCOME

IN THEIR OWN WORDS

UNDP Youth CoLab is creating a platform for it alliance and young entrepreneurs to maximize their operation. The problem is Youth Co:Lab is having a hard time to allocate the resource from its alliance and to maintain the interest of potential young entrepreneurs. The DotsConnector team engaged with the coordinator of the youth project of UNDP Asia-Pacific, to help design a way to get a better and attractive platform for alliance and young entrepreneur. Together we designed a prototype website that offers a sustainable networking and communication for its alliance and young entrepreneurs. We, DotsConnector, contributed as primary insight research such as interview, and Ideation of the platform. ■■

FINAL PRESENTATION PITCH | FINAL CASE STUDY PAPER WRITE UP

“

**THE GREEN PEAS
DESIGN TEAM, FOR
FULL CIRCLE
FILAMENT**

Waste pickers will have more recyclables to sell to recycling plants and centers in less time, they can have more time to do other work or to spend with their families. They will also be less exposed to unhygienic waste, reducing the risk of getting infected by diseases.

”

August-
November 2018

1 Student Team
"The Green Peas"

Prototype Created
"A creative weekend camp where children can learn about recycling and how their actions can impact the environment through hands-on activities"

Partnering 'Client':

FULL CIRCLE FILAMENT

FULL CIRCLE FILAMENT
FROM PILOT TO COMPANY



ORIGINAL DESIGN BRIEF PRESENTED IN AUGUST

Description

FCF is trying to work with the informal sector to increase the recycling of plastic bottles and to create something useful and of value- 3D printing filament.

Important Background and Context

The project is at an important point where we have achieved proof of concept and now we're trying to figure out how to take it to market, so there's a real opportunity to help make that happen.

!!! Important to Check Out

- + See [Concept Note](#)
- + See [Pitch Deck](#)

TEAM : GREEN PEAS
WHAT THE STUDENTS EXPERIENCED



How might we...

help improve the lives of trash pickers by making people separate trash. So Full Circle Filament can create value from the trash and generate income for trash pickers?



OVERVIEW / PROCESS / OUTCOME

IN THEIR OWN WORDS

Being the world's sixth biggest contributor of ocean waste, Thailand has a dysfunctional recycling system which leads to a large amount of waste spilling into the ocean. Most people do not separate waste, leaving a huge workload for waste pickers. Waste pickers in Thailand earn an unbelievably low income, as low as 3 USD per day. Furthermore, they face very poor working conditions which is heavy, unsafe, and incredibly unhygienic which directly affects their health. Being exposed to these issues, the design team came up with 'The Green Peas Weekend Camp' that will educate children about recycling through fun hands-on activities and eventually change waste handling behavior of Thai people in the future. As a not-yet-launched project, the outcome can not yet be observed or measured. By educating children to separate waste and recycle, they might influence their parents and friends to shift to recycling as well. As children in the present generation will become leading adults in the future, having an environmentally responsible mindset will improve the management system in Thailand and also create a more sustainable society. ||

“

**THE SISUSUSU
DESIGN TEAM, FOR
SISU MAKERSPACE**

The space will run by solar power which will generate electricity to the whole space since we promote green areas, green ideas, and green energy. It will no longer serve us as a typical makerspace. It will be opened for all who wish to unleash their new great ideas and share them with others.

”

“

**THE CO(MA)
DESIGN TEAM,
FOR SISU
MAKERSPACE**

We aim to inspire university students and staffs to have courage to be more innovative and at the same time providing them with necessary skill, tools, and space to make ideas become tangible.

”

“

**THE SISSY
DESIGN TEAM,
FOR SISU
MAKERSPACE**

Our solution can help solve the pain of SIP professors wanting to use the space- and they can make the space more lively by inviting experts to do workshop where everyone can join and visit the space often.

”

August-
November 2018

Partnering 'Client':

SISU MAKERSPACE

- 3 Student Teams
- 1- "SISUSUSU"
- 2- "Co(Ma)"
- 3- "SISSY"

Prototypes Created

SISU MAKERSPACE

FROM PILOT TO HIGHLY USED AND USEFUL SPACE



Southeast Asian
Social Innovation Network

TEAM 1:
A revamped
Multidimensional
Makerspace
leveraging design
from IKEA

TEAM 2
Makerspace
Revenue Generating
Services and
Student
Employment
Opportunities

TEAM 3
An integrated
Makerspace and SIP
Curriculum

Description

SEASIN is the Southeast Asian "version" of a project that was previously launched in Latin America (LASIN). Therefore, it is the follow up project of a pilot project (LASIN). It is considered a 'network building' initiative.

Important Background and Context

TU SISU - in itself is a pilot project. We have (now) three branches: Co-working space, a Makerspace and a Media space. The primary objective in establishing these spaces is to incubate socially motivated/centered initiatives.

!!! Important to Check Out

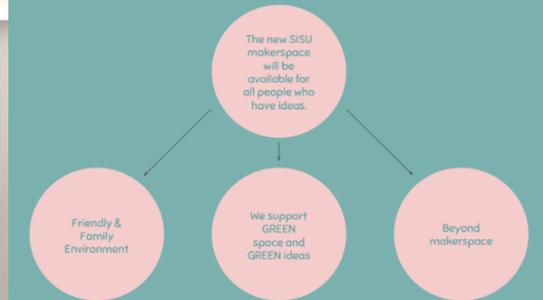
- + <http://www.seasin-eu.org/>
- + <https://www.facebook.com/seasin.eu/>
- + <https://www.facebook.com/TU-SISU-358068348013266/>

ORIGINAL DESIGN BRIEF PRESENTED IN AUGUST

TEAM 1: SISUSUSU
WHAT THE STUDENTS EXPERIENCED



-How might we redesign SISU Makerspace which provide safety and attract users by asking interior brand companies e.g. IKEA for financial or material support. So SISU Makerspace can become beyond just a makerspace-



OVERVIEW / PROCESS / OUTCOME

IN THEIR OWN WORDS

In this process, we started by observing the actual existing SISU makerspace. We found out that there is nothing within the room except unused machines, and it was really hard to get in the room due to the long process of permission. We also visited other makerspaces that exist such as Fab Cafe, TCDC, or Made Here On Earth to see how they keep people coming to their place, and to be able to adapt some ideas to our own project. Next we met with our client for an interview on further challenges. As a Human-centered designer, we consider our users and customers as a priority. Therefore, during our interview, we use our empathy skills to really understand our client's need in order to design the best solution for them. [Our plan] We will relocate SISU into a more crowded area of Thammasat University Rangsit campus which will be able to attract more customers; it will be completely safe and practical to use and will consist of four areas: green (garden), cafe, co-working space, and makerspace. Moreover, the space will run on solar power which will generate electricity to the whole space since we promote green area, green ideas, and green energy. ■■

Partnering 'Client' continued:

SISU MAKERSPACE

TEAM 2: Co(Ma)
WHAT THE STUDENTS EXPERIENCED



'How might we make create learning loop to students and professors (but not limited to) by providing training and workshop so they can conduct their projects?'

OVERVIEW / PROCESS / OUTCOME
The first step SISU can take is to initiate partnerships with other makerspaces in the area and educational institutions. This partnership can bring the benefit to both sides, for them, it is a good opportunity to acquire new markets with lower cost and risk, and for us, we can have an expert to help run the facility and an opportunity to learn from them. The second step is to set up the system to handle the future user. This includes, registration, security protocol, staff, etc. The unique part of our project is the staff. Due to location and budget, hiring full time staff might not be the most cost efficient way to do. Therefore, we have planned to hire students as our staff. ■■

FINAL PRESENTATION PITCH | FINAL CASE STUDY PAPER WRITE UP

TEAM 3: SISSY
WHAT THE STUDENTS EXPERIENCED



BUSINESS MODEL

- The experts -> space exchange
- Expert connection + SIP professors
- Collaboration with other makers spaces

OVERVIEW / PROCESS / OUTCOME
We used a lot of thinking methods such as Impact Gap Canvas, Fast Idea Generator, Impact and Innovation Matrix, Improvement Triggers, Empathy Map, Stakeholders/People and Connection Map, Cause Diagram, Problem Definition, and some others more. There are two tools that we think they worked best, which are the Improvement Trigger and Impact and Innovation Matrix. When our team did the Improvement Trigger tables, we think it worked out when we used it at the point of knowing the prototype and starting to revise. ■■

FINAL PRESENTATION PITCH | FINAL CASE STUDY PAPER WRITE UP

“

**THE SATANG
DESIGN TEAM, FOR
SATI FOUNDATION**

This project also opens Sati to new markets in tourism, one of the strongest industries of the service sector in Thailand...this will change peoples perspective of Sati from only a foundation to a foundation that is open for an outsider to be a part of creating better well-being for children- through a tourism platform.

”

“

**THE ASHA
DESIGN TEAM, FOR
SATI FOUNDATION**

We believe employees who feel appreciated and challenged through training opportunities will feel more satisfaction toward their jobs and recognise their indirect contributions.

”

August-
November 2018

Partnering 'Client':

SATI FOUNDATION

2 Student Teams
1- "SATANG"
2- "Asha"

ORIGINAL DESIGN BRIEF PRESENTED IN AUGUST

Prototypes Created



SATI FOUNDATION
FROM FOUNDATION TO THE EDUCATION FIELD

TEAM 1
Experiential
weekend tourist
trip to connect
impact donors and
projects:

TEAM 2
Mindfulness
Program for Staff of
Broccoli
Revolution, SATI
Funder

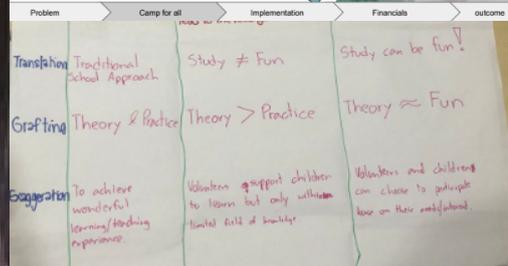
<p>Description</p> <p>A network of like minded passionate individuals from different occupations and backgrounds converging under a single goal of helping those in need.</p>	<p>Important Background and Context</p> <p>Sati is a Buddhist Pali word which means mindfulness. We are a collaborative medium which promotes mindfulness of those who are less fortunate. We believe in mindfully finding problem and well as mindfully solving them. Our not-for-profit organization focuses on improving health care and education for underserved children in Thailand.</p>	<p>!!! Important to Check Out</p> <p>+ http://sati.or.th/about/</p>
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TEAM 1: SATANG
WHAT THE STUDENTS EXPERIENCED



Our Vision

- To open Sati to different channel of gaining more participant and money by involving participants and sponsors throughout the process so we can gain liability and create empathy for both parties.



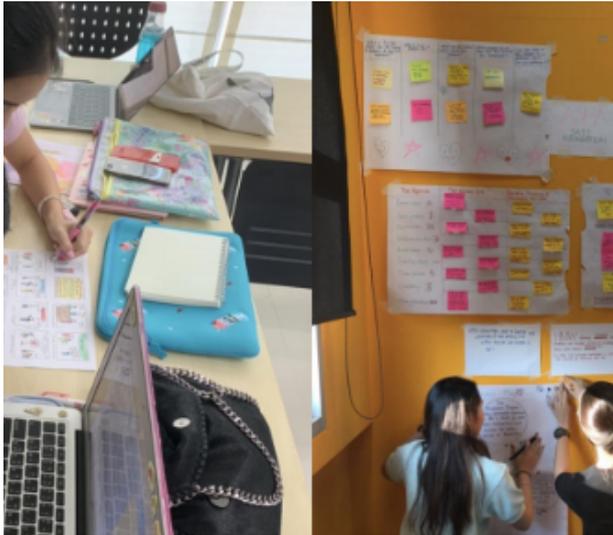
OVERVIEW / PROCESS / OUTCOME

WORDS
OWN
THEIR
IN

The inspiration phase in our case came from our interview with Khun Sak, the founder of SATI foundation. This stage we used the empathy method to understand our client. From the interview, we knew that his challenge was to make SATI become well-known by many people since SATI hadn't hired a marketing team, it relied on only social media like Facebook and Instagram. Also, the money that ran the foundation mostly came from Broccoli Revolution restaurant and the gallery which held by Khun Saks. We also know more about the project that Khun Saks works on both in Bangkok and rural area in Thailand. Khun Saks also expected us to do the project that could create awareness for people. After the interview which helped guiding the Camp for All project, the team decided to work on the problem of lacking of awareness which we used the identify the core problem method to understand about this problem since there has no PR strategy team, no engagement, don't have a solid information and lack of liability. We also identified the stakeholders, it made us knew that most of the people who supported SATI came from social media and people who visit the restaurant which most of them are foreigners. ■■

SATI FOUNDATION

TEAM 2: Asha
WHAT THE STUDENTS EXPERIENCED



Mindfulness Program at Broccoli Revolution

Impact - Innovation Matrix
(Map your problem framings here)



IN THEIR OWN WORDS

OVERVIEW / PROCESS / OUTCOME

Broccoli Revolution is a vegan restaurant that officially collaborates with Sati Foundation. The restaurant supports Sati Foundation with 5% of the profits monthly. Although, Broccoli Revolution and Sati Foundation deal with different fields of work, we believe as a restaurant that supports the foundation, it is important to take the restaurant's problems into consideration. After an interview with the founder, we aimed to solve the problem relating to staff management. The founder mentioned problems on retraining and recruiting staffs, and how most staff work for short period of time and resign. Therefore, we came up with this statement: how might we provide meaningful experiences to Broccoli Revolution's staff by allowing them to develop skills and collaborate with Sati Foundation's work (through training programs) so they feel that their contributions to BR are recognised as more than a restaurant worker... With the insight that 5% of Broccoli Revolution's profits support the foundation, we believe the staffs' potentials is an essential part in stabilising and ensuring the profits ■■

FINAL PRESENTATION PITCH | FINAL CASE STUDY PAPER WRITE UP

“

**THE GIVERS DESIGN
TEAM, FOR
SOCIALGIVER**

We wanted to understand not only what Socialgiver wanted, but also what other stakeholders wanted. Stakeholders such as their business partners and potential customers were especially important, as they gave us key insights into how an outsiders might view Socialgiver.

”

August-
November 2018

Partnering 'Client':

SOCIALGIVER

1 Student Team:
"The Givers"

Prototype Created
A low resource,
yet high impact
infographic
targeted awareness
campaign
to capture the
university market

SOCIAL GIVER

FROM SHOP AND GIVE SOCIAL ENTERPRISE TO GREATER SCALE



ORIGINAL DESIGN BRIEF PRESENTED IN AUGUST

<p>Description</p> <p><i>Because businesses don't always use their full capacity; they can pledge services on Socialgiver to support great causes. Socialgiver receives GiveCards free of charge; and you get prices that beats anywhere else.</i></p>	<p>Important Background and Context</p> <p><i>The current issues that Social Giver concerned things like awareness, conversion (customer interaction), and reengagement.</i></p>	<p>!!! Important to Check Out</p> <p>+ Social Giver's official website https://th.socialgiver.com</p>
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TEAM: THE GIVERS
WHAT THE STUDENTS EXPERIENCED



Prototype 2.0 Storyboard

OVERVIEW / PROCESS / OUTCOME

IN THEIR OWN WORDS

Through surveys and research we discovered that 93% of university students in Bangkok do not know of Socialgiver nor do they recognize the brand. The fact that university students are: a group with low restrictions, allowing for ease of access; more likely to make purchases online and spend more time online; and are a group known for seeking out experiences. we were able to come up with various ideas which could be a possible solution to Socialgivers needs to expand their market reach. Initially we leaned towards video based content as we saw great potential in the medium. The most promising form of video based content would have been through vloggers (video bloggers), specifically influencers which had large viewership numbers in the university student group. Another form of video based content was TV commercials. These advertisements would have had high level of reusability, by being able to be reused in various contexts such as: the BTS and MRT (mass transit system found in Bangkok Greater Metropolitan Area); social media; and of course television. However due to the constraints put into place we opted for a different option. Infographics would help us solve two issues. First of all, it would be a cheap medium with high reusability, limiting the budget constraints Social Giver is experiencing. Secondly, an infographic can help provide a better level of understanding for customers as to avoid confusion. ||

“

**THE HUBBIE DESIGN
TEAM, FOR HUBBA
COWORKING**

However, just the eco-friendly material might help yet it plays the small part, we believe that changing the behavior is the most practical way (to make impact).

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HCD FOR SI

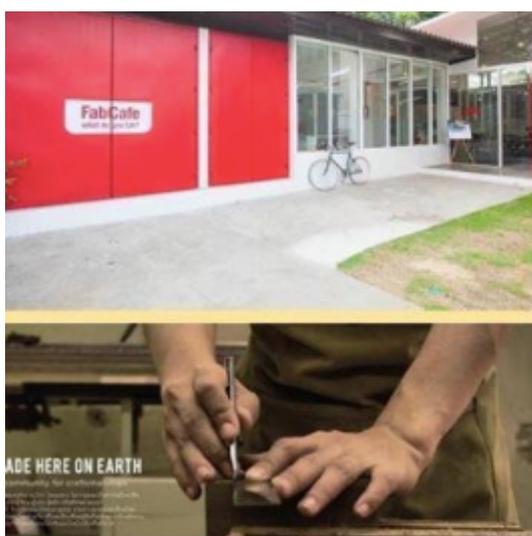
SITE VISITS AND DESIGN SPRINT DAYS



In August, at the start of the course the students ran a design sprint with the founders of Sati Foundation and Socialgiver - the objective was to have a basic understanding of what a general design cycle and process can look and feel like.



In September the students went on a site visit to FabCafe Bangkok and Made Here on Earth - a contrast between high and low fidelity prototyping options. From 3d printers to woodsaws, the idea was to inspire them to think bigger and with more confidence in terms of their abilities to create with their hands and bring a vision of a prototype to life.



Courtney
SAVIE LAWRENCE

questions? ideas?
reach out at
courtneysavie.com
[@cocosavie](https://www.instagram.com/cocosavie)