

design +
social
impact

Hi.

I'm Jocelyn.

I'm from IDEO.org.

We do design and innovation.



To address poverty-related challenges.



Human-centered design

is an approach to solving a problem that begins with gaining deep empathy for people's needs, hopes and aspirations for the future.

helps us understand not only people and their needs, but also the broader context that shapes their daily lives.





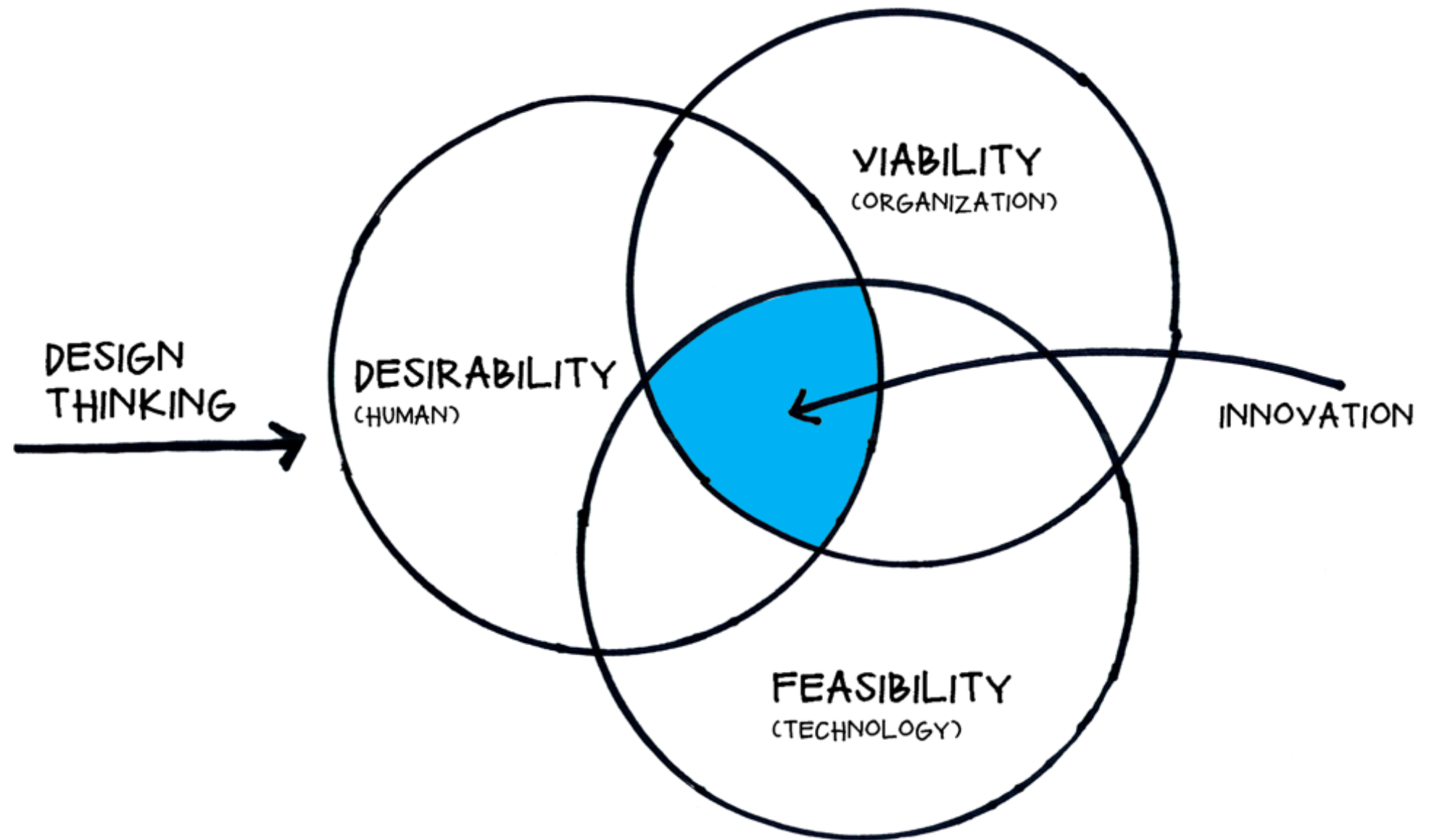
Human-centered design

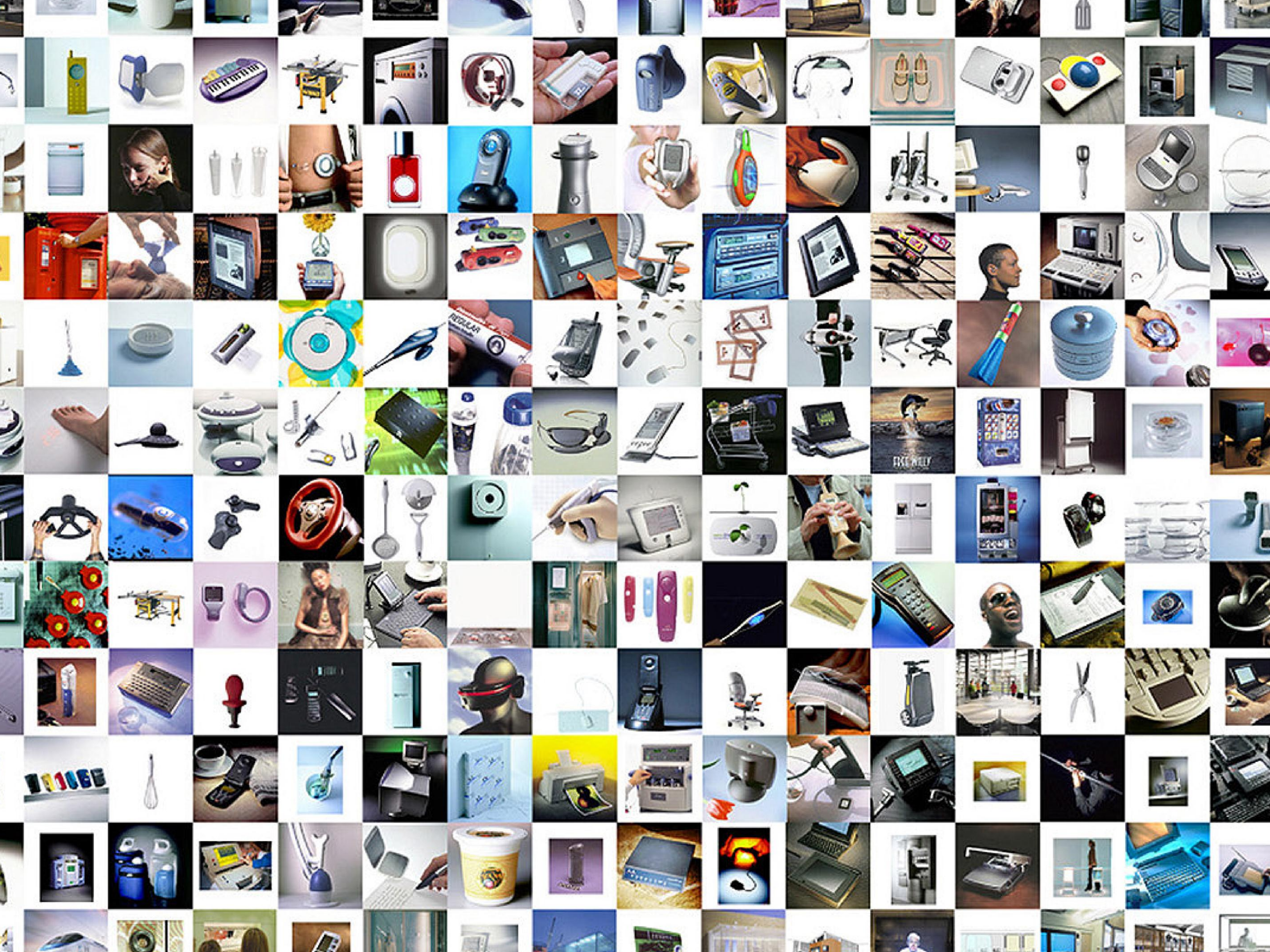
connects us with the people we serve more effectively

helps us develop creative solutions

leads us to quickly make abstract concepts tangible and get feedback on them through prototyping

Design Thinking





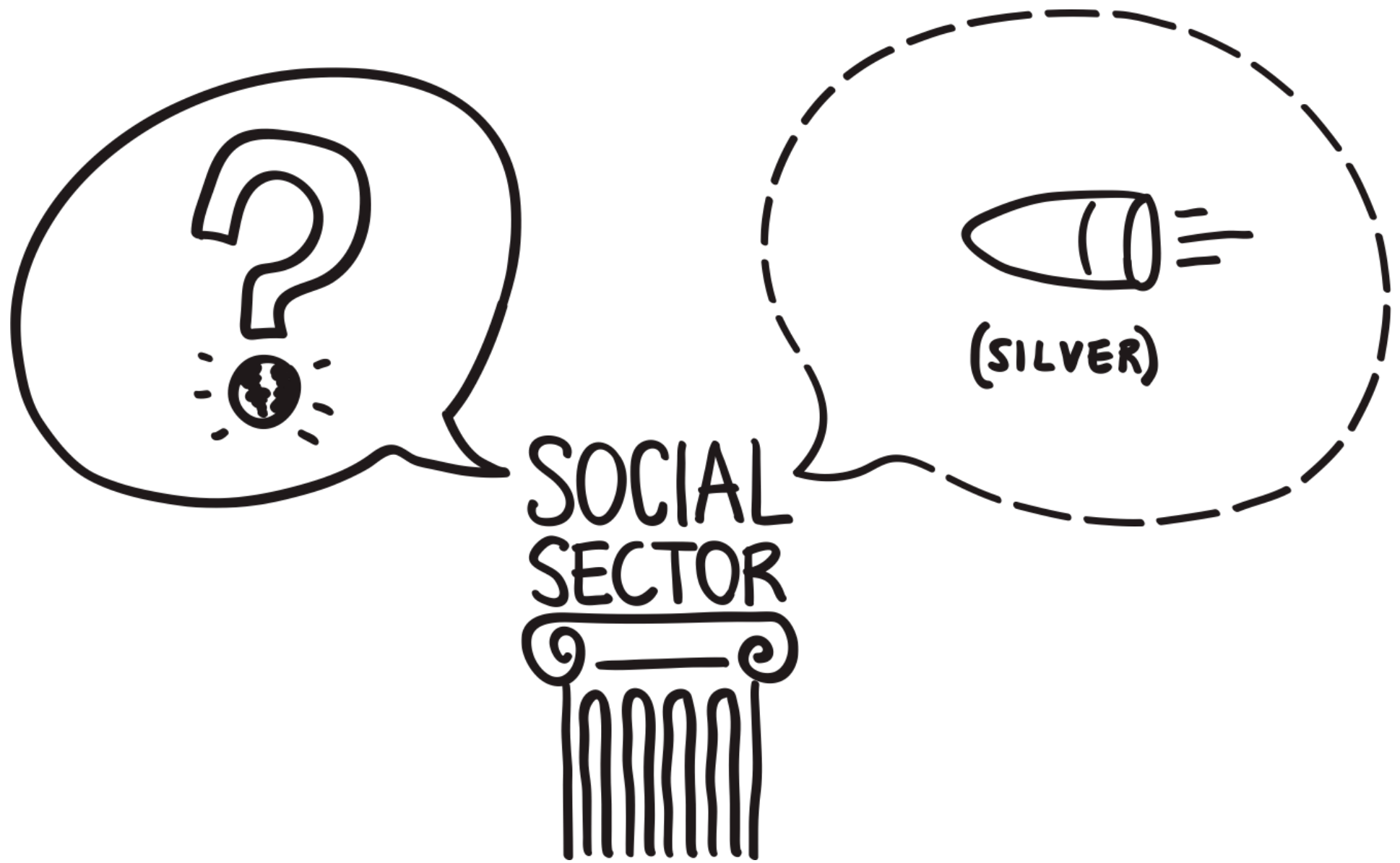
Seems obvious.

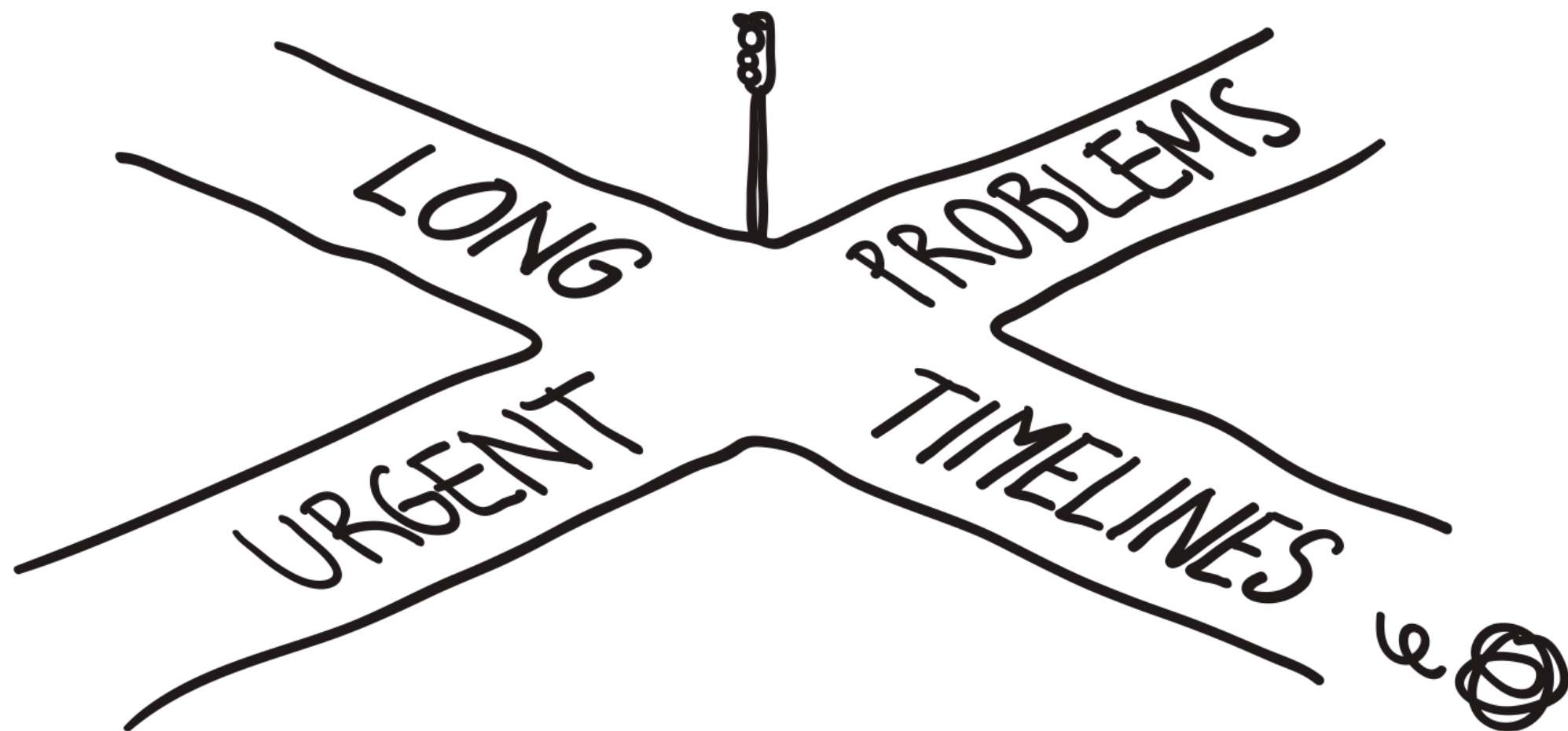
But it usually doesn't happen like that.





These solutions aren't working because we're not asking the right questions.





SOCIAL
SECTOR



DESIGN



We're learning how to ask the right questions.

And doing it with the tools of design.

Getting out there





Módulo Express^{MR}

**REQUISITOS PARA SOLICITAR
FACTURA
PRESENTAR SU RECIBO
FACTURAR DURANTE
DE COMPRA O 5 DÍAS
AL MES SIGUIENTE**

TRAMITA Y ACTIVA
TU CUENTA EXPRESS
BANCOMER CON SOLO
\$100⁰⁰

SI YA MANEJAS UNA
CUENTA BANCOMER
TRAMITA TU
BANCAMOVIL CON TU
CELULAR

Bancomer

1. SAVINGS?



PROJECTS

2. MOBILE?



ATM

3. REPLACING?



ENHANCING

Prototyping



← WATER TRUCK
← KIOSK OWNER FILLS IT
☑ PURIFIES IT (SOMEHOW)



RESTORES YOU + PURIFIES.





KEEP CLEAN

BE FIT



SmartLife



SmartLife



SmartLife



SmartLife

GEOFF TRANSPORTERS

1. ALL WATER ?



DRINKING

2. EVERYONE ?



MOTHERS

3. SUBSCRIPTION ?



PAY IN ADVANCE

Storytelling



The IDEO.org team is in Mwanza, Tanzania! We first met the GVEP team, who provided insights about their program strategy and introductions to entrepreneurs. Through those entrepreneurs and other acquaintances, we are connecting with current and potential end users.

Mama Fausta (aka Mama Jiko Bora), Entrepreneur

An ambitious business-woman, Mama Fausta runs Jiko Bora, a clean cookstove company. She makes various products from small household and double burner stoves to bread ovens. Though moderately successful, her business and products lack a level of sophistication required for real growth. Design improvements could reduce manufacturing costs and marketing and branding could differentiate her product. Longer-term capital would enable her to invest in equipment and produce in advance, avoiding the current delays of her made to order system.

How might we provide a set of tools to help entrepreneurs create more sophisticated and efficient businesses?

Inema, End User

Nineteen year-old Inema and her family are Mama Jiko Bora's neighbors and customer. The family originally owned an unlined cookstove. Living next to Mama Jiko Bora's workshop they decided that it was time for an upgrade. The family gave Mama Jiko Bora their unlined stove to modify with the ceramic liner.

How might we introduce the concept incremental upgrades to cookstove adoption?

Leah, End User

We met Leah in Magu, where she lives in a compound near the town center with her grandmother and five others. Her family has both a three stone fire and a cookstove. The cookstove was purchase two years ago by her uncle who thought it could make cooking easier. Yet, despite owning a cookstove, Leah continues to use the three stone fire, particularly when there is no money to buy charcoal. How might we market clean cookstoves as an supplement rather than replacement to encourage adoption?

— Your IDEO.org Team

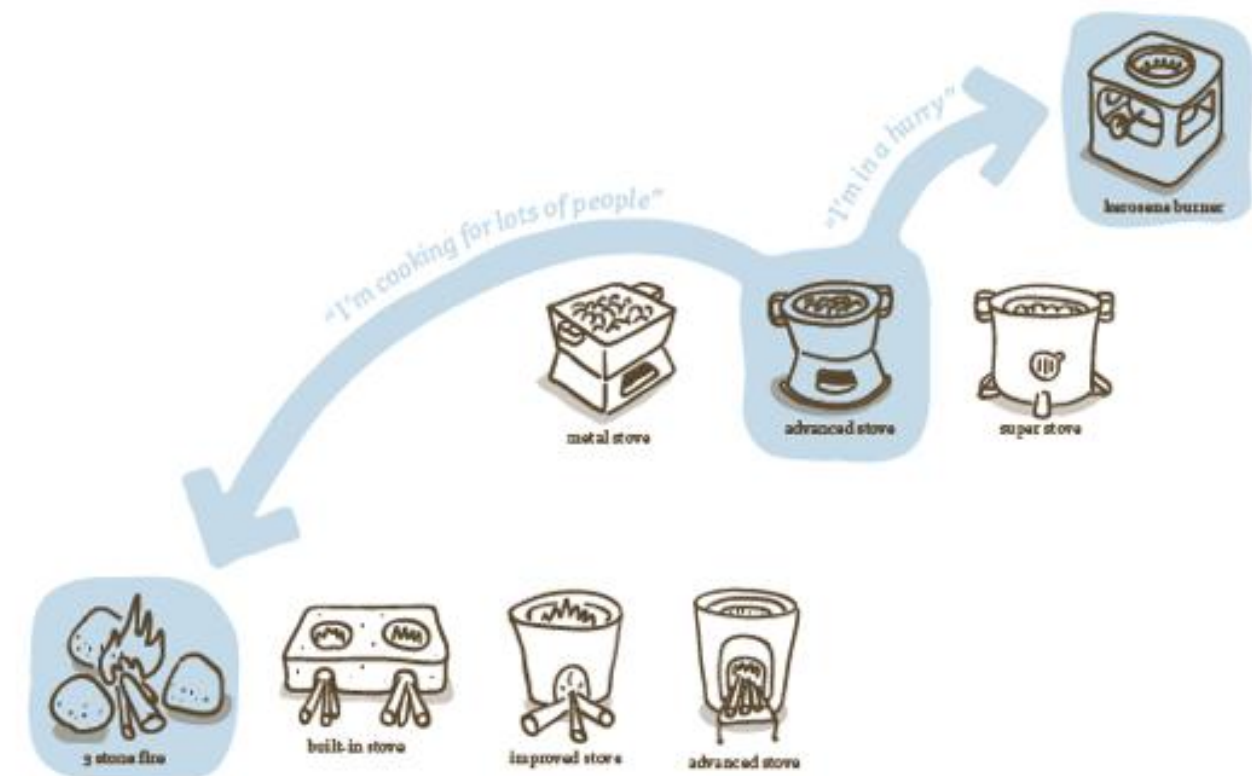




5 Shifts / From Saving Fuel to Cooking with Ease

Mama Sarah, Mwanza

Mama Sarah's default cooking option is a charcoal stove. In the morning, since she has little time to get the kids off to school, she uses her small kerosene stove to make tea. However, when she has guests over for a meal, she has no choice but to use her 3-stone fire. It is the only thing she has that will accommodate the amount of food she needs to cook.





Cooks + Cookstoves — Daily Life in Tanzania

by IDEO.org [PLUS](#) 2 months ago

IDEO.org used a human-centered design approach to examine the habits, motivations, and aspirations of cookstove users in Tanzania. This movie provides a glimpse into the lives of some of the cookstove users that the IDEO.org team met while conducting HCD research in Tanzania.

To learn more about the IDEO.org project (including the option to download the team's final deliverable to the Global Alliance for Clean Cookstoves) please visit: [ideo.org/projects/a-human-centered-approach-to-the-market-for-cookstoves/completed](https://www.ideo.org/projects/a-human-centered-approach-to-the-market-for-cookstoves/completed)

Credits:

Cinematography: IDEO.org

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1. COOKSTOVES? 2. EFFICIENT? 3. HEALTH?



How might we bring human-centered design to the challenges we're facing together?

thank you.

