



Design at Scale
by Rosenfeld

@Design_at_Scale #DAS2022
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THEME 2: Design Processes for a New Normal curated by Lada Gorlenko



"I mean, I can lift a shovel": Design Skills in Disaster Response

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- SERVICE DESIGN
- VISUAL + GRAPHIC DESIGN
- DATA BASE DESIGN
- USER RESEARCH

(PHYSICAL DISASTERS)

our design skills really help create CLARITY in times of chaos

My talk is about situations in the U.S. but I welcome conversation about DISASTERS SEEM TO BE BECOMING OUR NEW NORMAL elsewhere

15 years ago, I gutted over 400 homes after Hurricane Katrina. I lived in New Orleans for 11 years, through countless other storms and the Deepwater Horizon oil spill. I moved to Houston just a few months before Hurricane Harvey and served as an analyst for ExxonMobil's COVID-19 response.

ANATOMY of a DISASTER (ROUGHLY)



Improve service accessibility

Services are stood up fast. Design can get resources to people who need them.

Emergency Communities ORGANIZATION
HOT MEALS, H₂O, INTERNET, etc.



HERE, YOU HAVE TO TALK TO A WHITE PERSON TO GET INFO.

Found to be not serving those directly affected

1st RESPONDERS
EMS, FIRE, RED CROSS

2nd RESPONDERS
UTILITIES, DUDES W/CHAIN SAWS

3rd RESPONDERS
FEMA, CONSTRUCTION WORKERS, SCHOOLS, UX

BASIC NEEDS MET BUT NOT BACK TO NORMAL

*It's our responsibility to witness & understand how we can help ARE HERE

HURRICANE KATRINA, 2005
80% of New Orleans underwater > 1 million people displaced

DEEPWATER HORIZON OIL SPILL, 2010: 134 million gallons of oil spilled into Gulf of Mexico

COVID-19 PANDEMIC, 2020+

HURRICANE IDA, 2021
Second most damaging hurricane to Louisiana

Get more people to read the email

Disasters create information vacuums. Communicate better to get facts to people



OFF YOU GO

What to do to get started...

DO NO HARM

DISASTER-IMPACTED USERS HAVE IT HARD ENOUGH.

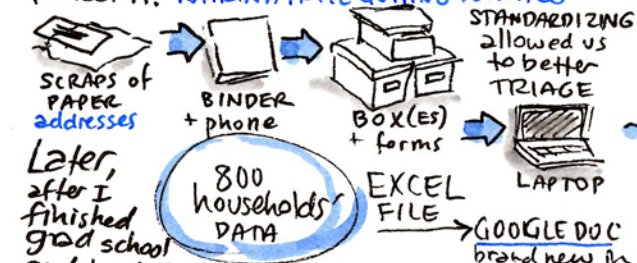
Some things are obvious

But move quickly as needs change fast.

dozens of screens with lists of impassable roads
UNUSABLE DATA VIZ OPPORTUNITY

Support decision-making with data

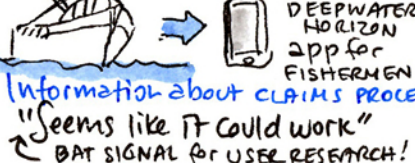
Design systems help organize and protect it. KATRINA HOME GUTTING



Later, after I finished grad school and had changed jobs twice, I got a call from FBI showed them CONTRACTOR claimed to have done work we did

Some ideas are bad

Even if they're fully funded



Information about CLAIMS PROCESS
"Seems like it could work"
DOZENS of FRAUD CLAIMS
Federal corruption case SETTLEMENT returned MILLIONS to the city of New Orleans

Identify Problems

- FOCUS ON ONE you cannot solve everything!

Build relationships

- ACCOUNTABILITY
- KNOW YOUR END
- SEE'S FAITH
- ADRES COMMUNITY LEADERS

Establish a Core Team

- BOOTS ON GROUND: are there, close of know people who are
- THOSE NOT DIRECTLY IMPACTED

WHAT'S THE SAME

- Your design principles
- Rapid, frequent iteration
- Clear definition of user groups
- The importance of user research
- Limits to your capacity

WHAT'S DIFFERENT

- Communication with users (in person or on phone)
- No formal data collection (rely on observation of "chats" as appropriate)
- Designers will not be recruited
- Your feelings about the project & sense of urgency
- Be extra patient & extra gentle with people (including yourself)

SKETCHNOTES: @mjbroadbent