



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



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THE OPPOSITE: TRUST, RESPECT, and CONNECTION (THIS APPLIES TO ANY across the whole organization ORGANIZATION!)

Rest in Peace Fly-in-fly-out Design

• messaging
• training
• 2-way market-places

SOCIAL ENTERPRISE building technology

for people with BASIC PHONES

using VOICE + KEYPAD

SOMSOOK
BOONYA-BANCHAI



then-DIRECTOR
* COMMUNITY
ORGANIZATIONS
DEVELOPMENT
INSTITUTE

GO HOME AND FIND A
WAY TO DO IT WHERE
YOU'RE FROM, NOT
HERE IN THAILAND.

HOW CAN WE DO THIS WORK
AS A CAREER AFTER GRAD
SCHOOL?

STUDENT

In 2006, I decided I wanted
to work in INTERNATIONAL DEVELOPMENT
(AT THE TIME I DIDN'T KNOW IT WAS CALLED THAT.)

DESIGN WORK • Cameron Sinclair
• rooted in • David Kelley

ARCHITECTURE

+ HUMAN-CENTERED DESIGN

I'll travel the
world and lead
co-designed
building projects!

MY UNDERGRADUATE
THESIS PROJECT [model]
WAS AN INFORMAL
SETTLEMENT PROJECT
in Guatemala
(MY MOM LIVED THERE)

Went to Thailand
in grad school
to study community-
coordinated housing upgrades
through a CODI * program
LIFE-CHANGING MOMENT!

I
TOOK THIS
ADVICE
VERY SERIOUSLY
and WENT HOME TO CANADA.

Why? This program was
very successful in improving
people's lives... based in DEEP
COMMUNITY ORGANIZING and
SUSTAINED RELATIONSHIP-BUILDING
It was Thai people investing in
their own communities.

FOR THE NEXT 10 YEARS

I FOCUSED ON:

- DESIGN for COMMUNITY ORGANIZING
- USING TECHNOLOGY to WORK with CLIMATE JUSTICE BOARDS, LOCAL CANDIDATES & UNIONS helping them ORGANIZE ONLINE

PRODUCT DESIGN

BUT that degraded
during the PANDEMIC

things seemed
BLEAK & HOPELESS

We looked at a lot
of potential solutions
(stop-gaps)

OUR STRATEGIES

THE HARD TRUTH

BUT, COVID was kicking our butts.
LACK OF INTERPERSONAL
INTERACTIONS makes
H.C.D. really difficult
for our kind of service

TRAVEL
NO END-USER
RESEARCH

3 change who we are (DESIGN ORG)

Fly-in-fly out isn't just air travel.

GUARDED/SECRET
OPENNESS/TRUST

1 Ask for help

LOCAL DESIGN PEOPLE
worked on project-basis

We reached out to
INTERNATIONAL
DESIGN COMMUNITY

Some folks left (Great Resignation)
SO WE USED HIRING ROUND TO PUT
DESIGN STAFF CLOSER TO END USERS

2 Use what we have

SLACK
@channel

NOTIFY 309 PEOPLE
in 19 TIMEZONES?

we needed to rely more on other staff

CREATED 6-PART
Intro to H.C.D.
PROGRAM

We've trained ~100 people

PROGRAM GRADUATE
"Passport"
Nigeria
Kenya
Uganda
more
TIME ZONE
ALIGNED
Closer together
COORDINATED RESEARCH!

EXTRACTIVE RESEARCH

Seeing communities
as sources of DATA
UNCLEAR OBJECTIVES
SUBJECTS SEE THEIR VALUE

QUANT-ONLY RESEARCH
TWO-WAY EXCHANGES
VALIDATE IDEAS

SHORT-TERM RELATIONSHIPS

TRANSACTIONAL
SUSTAINED

NO FOLLOW-UP
BUILD INTO PLAN
NO DATA INTEGRITY
REPOSITORY w/
GDPR COMPLIANCE

PROJECT-OR FEATURE-BASED

REPORT-DRIVEN
PROTOTYPES +
WORKING IN ISOLATION
BUILD RESILIENCE
THROUGH COLLABORATION

NO DOCUMENTATION
BUILD IT INTO PLAN
WIKI of DESIGN PROCESSES