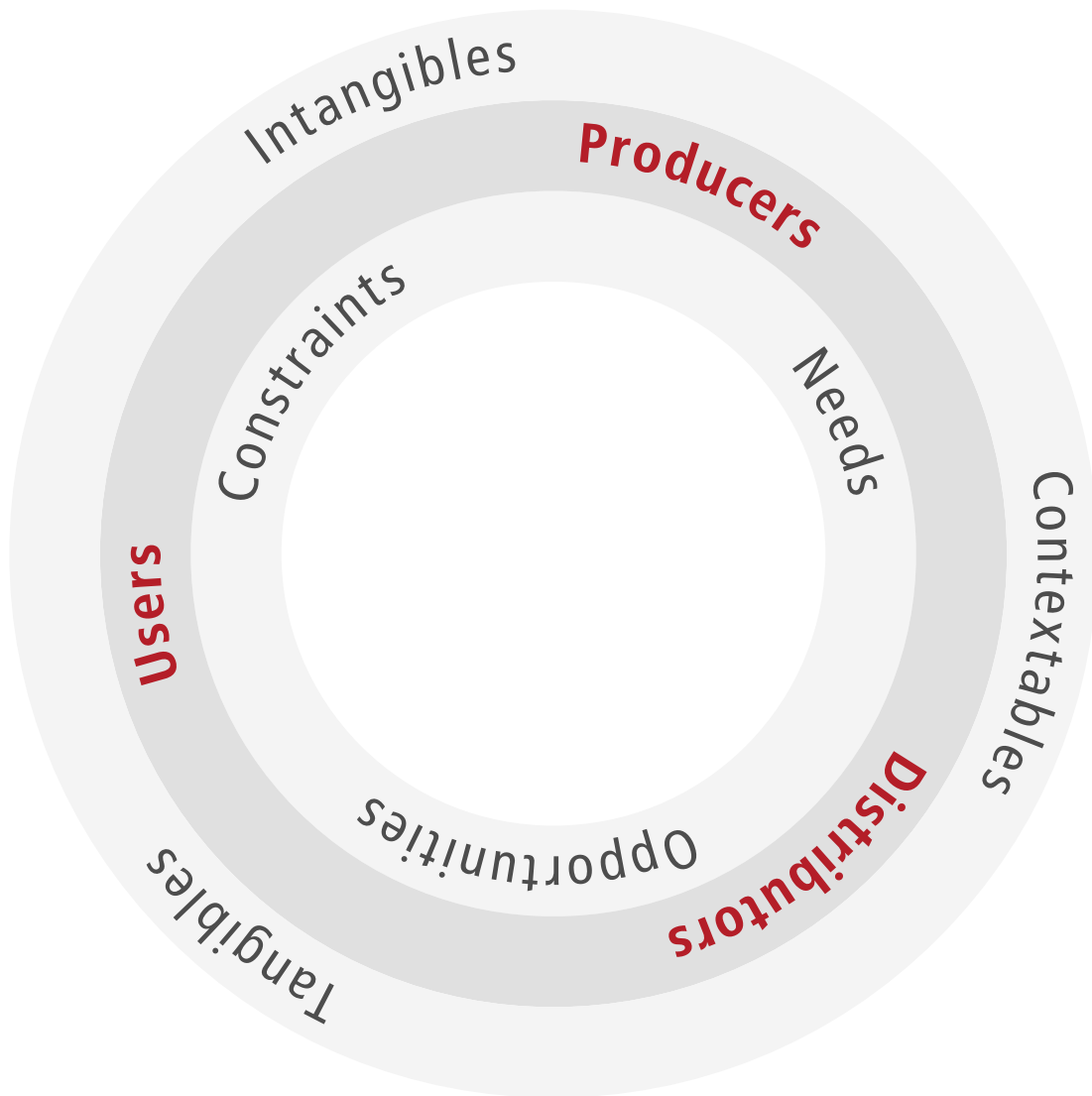


# Design for All

2012·11

## Information Design In / From / For Communities

*edited by the Institute for Information Design Japan – IIDJ*



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## Chairman's Desk

*Dr. Sunil Bhatia*

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Acceptance in Design is what is within the limit of associated parameters and beyond this it is rejection. Designers all over work with acceptable limits and remain busy in ignoring rejections. They forget that rejection is also an integral part of the design and no products/ services design can complete and conclude to final outcome without it.

Sculptures are designed to specific form and shape by rejecting and chiseling out the unwanted portion. Even carpenter uses various tools to remove the unwanted portion of the log to achieve desired shape and best part is that basic design of these tools for rejection are same even today what our ancestors had designed .

*Rejections set the limit of the acceptance and it is nothing but complementary to one another.* Rejection is symbolically represented by sign of danger or design of cross. Sometime rejections are expressed as warning and it calls for change in behavior of the passers wherever hospitals or schools by displaying graphics depicting horn with cross or child carrying school bag.

As a teacher when I evaluate the answer sheets I subconsciously use the graphical sign of right for correct answers and for wrong or rejection I use design of cross. I have developed my own way of using different color of the ink for expressing my opinion on file presented to me. If I pick up the red ink pen, other person sitting in front of me would understand that I have rejected the case. Blue ink means it is approved and green means it needs further opinion of other people associated with this case and matter is still open and yet no final decision has been taken. *Expression of rejection is individualistic and it has different meaning in different cultures.*

When a young man approaches lady for expressing his love or appeal for divorce , she rejects his offer according to her culture.

When an ancient man tried to imitate through art for what he was visualizing and it did not turn out what he was wishing, to eliminate the unwanted portion he might have designed the eraser. He might have used hands for erasing and later on moved to rubber eraser, duster for cleaning on black board to fluid eraser for printing. Eraser is nothing but tool to implement the process of rejection. Chisels, knives are other tools that are nothing but render help in rejection. Rejection in design is as significant as acceptance and no designer can escape from effects of rejection. Nature's best part is that it accepts as well as rejects and both work simultaneously.

Metabolism may be either constructive (anabolism), or destructive (katabolism). Anabolism is useful for body and katabolism is nothing but rejection. Opposite charge attracts and like charges repel or similar poles dispel and opposite poles attract. Repulsion or dispelling is nothing but act of rejection. These characters are a gift of nature and every designer should know how to use these for better designing of products/services and do not ignore any one's role.

Human body is designed in such a fashion that it accepts what is good for it and rejects that is toxic or harmful. It has many mechanisms to develop rejection. Defecating or vomiting is one kind of rejection mechanism. Tear glands main job is to keep the eye wet and releases the tear whenever we blink. Tear glands release in emergency whenever these sense any foreign elements in eyes and reject what is in the eye by releasing in such volume that it should washed away along with tears.

Emotions disturb our health and to control its affects our tears roll down from our eyes and it is mechanism of rejecting the effect of emotions on our body. Tears have lot of consoling effects and these help us to return to normalcy.

Defecating is a designed natural process of rejection of the waste material of the body and accepting the useful materials by our digestive system that are required for maintaining our body. Vomiting is another design but unnatural process to reject. Our eyelashes are designed in the brush form to prevent dust particle to enter our eyes and these are designed to reject dust particles which may harm our eyes.

Modern designers are busy in working for better waste management and designing toilet seats or urinal pots or bathroom design with control panel to create wishful movement of water with speed and at controlled temperatures. That may give utmost comfort. Design of sewage or drainage system is for managing the rejection effective.

Our designers are busy in fulfilling the demand of commercial world and ignoring social responsibilities. India is the only country in the world where manual scavengers are still existing inspite of law that bans manual management of scavenges. *Manual scavengers are curse of a civilized India.* Manual scavengers are people involved in cleaning or removal of human excreta from unsanitary latrines. Reportedly, Indian Railways employs the highest number of manual scavengers.

Even in our hospitals lack of proper designed equipment for patient management has led to man dependent. Reason is designers are lacking interest for social cause and never works where there is no commercial gain. There are lots of areas where designers can solve the problems and eliminate the role of man by introducing simple design products/services. Our patients in hospitals do not have proper ergonomically designed urinals or defecating pots. We do not have proper designed vomiting pots and we need effective management of vomiting.

We lack social responsibility and live under the influence of market driven forces. What market indicates commercially viable otherwise problems would remain unsolved. These areas do not demand huge capital but our wrong modern approach and inadequate education have corrupted the minds of young designers. These are aiming something big in life and focus on those areas that have quick and huge financial returns. Working for social cause means living with poverty and hunger. All ethical thinking seems to have banned in our educational pursuits.

Our earlier generations had expressed wisdom in many sides but they committed grave mistakes also. I do not know what forced them to commit such heinous crimes of introducing class based society and that too particular class was assigned to work for manual scavenge. I admire their selfless services and sharing of knowledge for social benefits.

What we call ourselves modern persons would never have come in life without selfless contributions by our past generations. They understood by observing that mosquitos are reason of many diseases and sometime it was fatal to such level that person could die. To keep them away they designed mosquito net and there is no substitute of it. As knowledge improved they developed repellants and creams. These are nothing but rejecting the mosquito's physical contact with human body.

Tree grows and shed fruits is nothing but rejecting for surviving and progress. Boiled potato can be peeled easily and it makes the rejection simple and what is not useful gets rejected.

A dead body is rested to peace in Indian community by funeral pyre. Fire is ultimate tools for management of rejections. Flute rejects the blowing air and person control the air to produce the rhythmic sound. Twisted pair of wire is designed to reduce the noise level.

Design of reverse osmosis water purifier is based on rejection. Resistance in electricity is rejecting the electricity to flow and with this principle we have designed various equipment like bulb, heater and regulator etc.

Look at the design of stabilizers for the safety of electrical appliances it is nothing but to control the rejected parameters that might harm appliances if it fails to manage the rejection like surge in voltage or amperes.

Design of muffler or exhaust in automobile is design for rejection.

Rejection is everywhere but we do not perceive its presence around us because of our less information and we live with ignorance that rejection is useless activity in the system. There is caution in this message if we turn blind eye it will bounce back and harm us. There are people who stubbornly pursue dead-end dreams and accept rejection. What we call dead end is nothing but our mental block and those who pursue accepts rejections. Bills in parliament are rejected and accepted.

Life is a challenge which includes rejection and acceptance. Polluted Water consumptions can harm human beings so they have designed storming water treatment plants based on principle of rejection of harmful elements. It's high time we should focus on caring for everyone because what our ancestors did was their mistake and if we do not work to correct the mistakes committed by our past generations and turn a blind eye and do not do anything for the elimination of manual scavengers we would be giving nothing but a divided society to our coming generations. New consciousness is invading the mankind with high intensity.

Retention in human mind is acceptance and forgetfulness is one a kind of rejection. *Forgetfulness is our important gift of nature to mankind. It at times leads us to peaceful ways.*

Love, affections are nothing but tool of acceptance. Anger and hatred is form of rejection. Everyone has to pass from the old age phase and it is nothing but gradual rejection by life as well as society. It reminds *you are no more useful and society is disinterested in your works and busy in rejecting whatever you do*. Wise people accept this rejection with grace and lives peacefully without complaining. Others reject this attitude and suffer a lot. *Death is ultimate rejection by life. Attempt to introduce the concepts of universal design in products and services are nothing but gradual process of adjusting the rejection.*

#### *Why do we reject?*

Reason is simple either it is no longer meeting our objectives for which it was designed or environment is dynamic and keeps on changing a lot or our system of thinking and living also works in improvement for achieving 100% objectives . Whatever may be the reason it contributes a lot in progress of mankind.

In primitive times dead branches of trees were nothing but rejection by tree and were used by man as weapons to hit others or used as firewood after the discovery of fire. The rejected dead wood was serving the society.

Designing is an inbuilt traits in human as well as in other animals and since they design to meet their needs. Birds design nest by arranging rejected dry straw.

Design of rejection has given us biggest revolution and helped it us in raising design of wheel. It was the man who changed wooden plank to wheel by rejecting those which were creating hurdles in its movement and gradually succeeded in designing wheel. This single invention had gone too far in shaping human destiny.

Geometrical pattern or traditional crafts had come to existence because man has inborn character of imitation and in this attempt he had learned the art of rejection to reproduce the exact what he was visualizing.



*What is rejection?*

An architect designs the doors, windows or ventilators is designing for rejecting of access of the unauthorized person, rejection of vagaries of weather that may harm the occupants, and design of ventilators for essential requirement of air and light for survival of occupants and reject the entry of animals that can harm. As technology improved new method of device for rejection came to existence. Design of latches, locks, biometric doors for authorized access is nothing but design for rejection.

A river set the direction of flow not by difference in height but hard rocks that resist and rejects its flow come to that direction is real reason. It means direction of the flow of river is set by design of rejection. To keep our body cool we have mechanism of sweating and it is nothing but rejection. What we call the safety razor is nothing but design to separate the rejections of what we consider is unwanted hairs.

Design of clotting of blood is design for acceptance and by rejecting some hormones we control the bleeding. *Designer should use the mechanism of rejection to make the acceptance possible and it will lead to sustainability of the products.* I look at pus that reminds me the beautiful design of rejection.

Winnowing fan is exclusively designed to accept the useful items and reject the unwanted. Design of lamp shade is to focus on acceptance where we need light and use the design of the shade to reject.

Various type of knives are nothing but cut to reject the unwanted items from edible products and accept that is required. Various types of filters are nothing but design for rejection.

Snake attacks and killed by rejecting the venom from his body that helps in for food as well for defense. Password is design for rejection of unauthorized access. *How can anyone deny the role of rejection in life?*

Rejection always hurts, even when we do our best to pretend that it doesn't. There's no quick fix for it. In India Kalidas – a Sanskrit dramatist, is no less than the Shakespeare of west was rejected by his wife Vidyotma and it wounded him so sincerely that he became a great writer. Similar the case of Tulsidas who wrote the great epic *The Ramayana* was also received the same treatment by his wife and that rejection made him a great poet and writer.

The passing of time, thinking about deficiencies that we have that might have contributed to us being rejected, turnout to reliable helps - all of these things can help or leads to some creative world that compel them to work for acceptance by others through their usefulness. I believe we preserve and even grow our capacity to revere and be revered. Rejection is at the root of many emotional problems and other issues relating to health. When we are rejected by others, we can also reject ourselves but rare people like Kalidas or Tulsidas prove otherwise.

### *Why does evolution reject intelligent design?*

Nature engenders nature and nature only, in its reproduction and in its life. The specific flowers blooms and produce the same breed of flowers, never anything different or unnatural. The human being creates humanity, but with this difference that what is human can at the same time be either *superhuman* or *human* or *inhuman*.

These positions are categorized on social behavior under the influence of nature 7 other forces. The results of human action range from creation that delights and benefits the society and inhuman destructive actions shake the foundations of human race. The human being has capability to alter and can create human as well as something inhuman.

What inhuman deeds are prevailing in this world is result of human beings. It is a human deed and other side it is an inhuman human deed.

*An inhuman human action or an inhuman human life*, may sound illogical but these describe other side of the nature with reality. *Rejection is Protection* and this is the reason we had never evolved an intelligent system after billion years of existence. We are constantly denied and rejected by nature not to be intelligent inhuman that can destroy the nature. Nature is surviving with self- sustaining mechanism by denying evolving the super intelligent system. it is constantly rejecting that all the power should not accumulate in one hand otherwise dire consequences will surface.

Nothing is rejected materials in this world. What is not meeting our objective is rejected but it may be useful for someone. A rag picker collects the material from the waste and earns his livelihood and supplies the raw materials to recycle for industries.

A tribe in India uses banana plant in such a way that nothing is waste and cotton is another where nothing goes waste and every part of the plant is useful.

Modern designers should work in this direction and designed the products/services that should be recycled and nothing should be waste. Look at the electronic / nuclear items after it dies out or do not serve our purpose because of improved technology or it is no more useful for us , disposing or destroying is headache for us because we wish to do in such a way that it should not harm our environments.

Our traditional people were wiser than modern designers and I feel pity when I look that our earlier wise designed products are losing their values when compared to our modern foolish designed products/ services.

Another vanishing aspect from our culture are Teli and their cotton ginning tools. These tools are a kind of cultural heritage and are getting rare in the modern times.

Telis have served our communities for a long time and are the obvious choice to recycle and renew old quilts, pillows and bed quilts. The good thing is that they have a mobile workshop and you don't have to pack their items and take to them rather they will provide their services at your doorstep. These cotton ginning tools are designed on the principle of rejection.

*Accept rejection and suggestions. Insertion needs careful attention*

.....  
IIDj, the Institute for Information Design Japan, is an affiliate of IIID, the International Institute for Information Design in Vienna and it is great honor for us that its founding partner Andreas Schneider has accepted our invitation for a special issue.

Reflection of their philosophy is clearly visible in this special issue. The re-design of the layout raises the bar for others to follow...

*Q: We are pretty familiar with Information Design – also we do have some ideas about Communities – how do you make the connections?*

*A:* Typically people in administration or businesses would consider what *they* can or should provide for communities. Communities are considered as targets. While that is certainly a legitimate attitude in many cases, I think that people and more or less organized groups of people, are producer of information that have the means required to communicate and share information amongst themselves as well as with those not being part of that group. Taking up the three views of *In / From / For* helps us explore insights and leads for action we would otherwise not be able to recognize when focusing just on any one single aspect.

The use-cases presented in this issue of *Design For All* clearly reflect that. They all emphasize the importance to collaborate and co-produce.

*Q: Can you explain the reasoning behind your selection?*

*A:* Obviously I can not claim to have a representative choice here and I am sure there are many more projects out there which would have deserved equal attention.

One early decision was, *not* to include any project coming out of *India*. Not an easy decision as I am aware of many activities here – conducted not only with great enthusiasm and engagement but also conceived, planned, and executed with a high level of expertise. Yet, assuming that the majority of readers would indeed be Indians, I reckoned interest to learn from activities farther away would be a strong motivation.

*Jaro Valuch* whom I met at a conference on the aftermath of the *Fukushima* catastrophe in Japan, march 2011, reports on the role online communities can play. His involvement with activities in disaster areas, working with the ad-hoc communities of affected as well as the ad-hoc communities of volunteers and professionals produces many lessons also for less spectacular times.

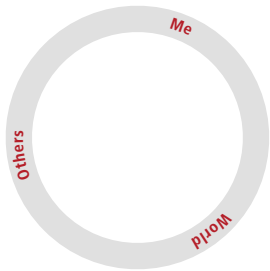
*Wilhelm Klauser* represents a convincing case on how the insights of research in one culture can benefit issues of another. His proposals successfully apply the principles identified in the highly service oriented business of Convenience Stores in Japan, to the disparate interests and needs of dying rural areas of Germany.

*Jan Lindenberg* exemplifies the designer / researcher who gets involved. All odds were against him at the beginning: he had only little exposure to the social fabric of central Tokyo, he could not even speak the language... Yet, his enthusiasm and ability to act in groups as an unassuming cog-wheel which nevertheless makes sure that all others move ahead with least friction, helped him initiate and execute a very successful project. While the books have been officially closed, the threads laid out will continue evolving at their own discretion.

*Q: Three concepts of community...*

*A: Yes – Communities has become one of these buzzwords. Attaching tags to something we risk isolating that something from its persistent context. The context it is part of and which it is shaping at the same time. We need to be cautious not to get into that trap.*

*DesignFactors*, the principles we use in our work, help to keep the objects of our research and work in context. In its most basic variation, *DesignFactors* identify three different actors:



- *Me*, the subject person
- *World*, the me is part of
- *Others*, the people *me* is concerned with and who are also part of the same *world*.

One could look at this construct as the *DNA* of every community. Variations of these three actors make the different cases presented here:

- Communities in disaster where the need of proper information at the right place and time in an appropriate format is crucial for all involved – those who suffered damage or loss, those who need to keep accounts, and those who help.
- Communities in rural areas are moving at a slower pace. Driving factors are demographic developments, long-term administrative planning, and varying degree of cohesion between members. Being able to connect different ends of information, understanding structural and systemic patterns, enables decision makers to recognize needs, constraints, and opportunities at an early stage.

- Migration, frequently changing working environments, and nuclear social units – facilitated by a wide availability of services and conveniences, make estrangement and isolation a pressing issue in urban communities. Communication offered through a large array of channels such as social networks, mobile health care, and online shopping are no substitute for analog / physical coordination and interaction. After all people are following their lives in intense proximity to each other...

*Q: How does all that relate to Design?*

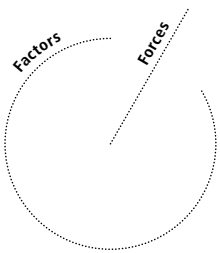
*A: Design is more than just an assistive expertise – expected to compensate for a lack of better understanding and planning. Design in my view represents an attitude or conviction. In order to achieve meaningful solutions, the three basic forces of need, constraint, and opportunity have to be brought together in a complementary relationship. This requires analysis, planning, and implementation. Efforts which can not be pursued with a user-centered approach alone. Actors are always part of a certain context. Communities constitute one frame in these contexts. It benefits the search for solutions when issues are considered as *community issues* of sort.*

*Q: Does this not add a great deal of complexity – and ambiguity?*

*A: When we grow up, we learn to handle complexity by creating models which we can feed with little chunks. The level of detail we use in our reasoning – and acting, is crucial to the execution of our everyday / every-moment chores. Building, tuning, and amending the many models we entertain simultaneously is what we call learning. A lifelong experience with periods of different intensity.*



The attention we spend at each step is directly related to the durability or resilience of a particular feature or aspect in a model. These are models we build inadvertently. They become extensions of a concrete experience, authentic and unharmed by arbitrary distortions, informed by the very context which brought them into existence. They support the trust we must have in our being. Models that are explicitly produced to analyse, understand, and extend, need to qualify for similar properties.



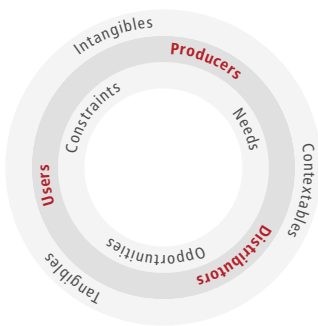
*DesignFactors* identify two dimensions: *Forces* and *Factors*. Both share the same context and represent a balanced set of generic aspects identified through triangulation.

*Q: Hmm...*

*A: In a triangle each point is connected to the other two. There is no hierarchy, nor start or end.*

*Q: Communities?*

*A: Communities can sustain themselves when there is a balance of people who produce, people who distribute, and people who use. This triangulation of tasks can serve as a foundation pattern for Design.*




*Q: More specifically...*

*A:* When asked to direct this issue of *Design For ALL* it was an obvious choice to introduce only projects with concrete purpose. Readers are expected to make their own inferences.

To facilitate that, I asked the authors to organize their presentation following a consistent scheme:

- *Summary*
- *Use-Case*
- *Actors*
- *Process*
- *Results*
- *Extensions*
- *References.*



Detailing a Use-Case encourages the authors to put their story on a pragmatic base. Hopefully it will also enable readers living in different contexts to make connections and to build or improve models they use in their own practice – professional or not.

A comprehensive research of Use-Cases starts with the triangulation of actors concerned. These are either individuals with their own stories to tell or organisations / institutions / businesses at varying degrees of abstraction. The Haiti effort presented by *Jaroslav Valuch* makes a compelling argument on the impact Information Design can have to bridge the requests, handicaps, and assets each of the actors has. Solutions are developed by exploring permutations of these factors. The handicap of people looking for relatives can be compensated with the expertise of online volunteers to build an ad-hoc database where systemic knowledge is complemented with detailed observations from people on the ground. These data then become an asset for international aid agencies to device mid- / long-term programs – and learn for coming disasters in other places.

*Q: I am keen to hear more on this last bit – the transfer of insights.*

*A:* Building *Smart Cities* has become an ambition for governments as well as businesses. A passe-partout for projecting all sort of visions and claims of expertise. There is a serious background though. Influx of populations – having cut their roots at home for various reasons, become unstable, heterogenous clusters where members are seeking anchors and references they could trust to restart building their lives around. Cities have to manage resources and the life-cycles these are part of in an accountable and transparent fashion. Urban agglomerations may even have to reconsider their actual existence – taken for granted matter-of-factly, as mere transitional states... In Japan, communities in the disaster zone of the *Fukushima* nuclear catastrophe had to be relocated. Communities on low lying islands will be forced to move away from mounting sea levels. Overpopulated and over-centralized regions can only promise livelihood to their citizens by splitting up and resettle. Lessons learned from disaster may well produce unexpected solutions when applied to such use-cases of slower progression and less sensible urgency.



*Q: The role of Actors?*

*A:* I think we all tend to grow in a comfortable web of certainties. Our expertise, our position at work, our purpose... The same holds for organizations, companies – and communities. The case researched by *Wilhelm Klauser* demonstrates how re-alignment and re-assignment of actors' tasks and responsibilities can create new scenarios. These scenarios still feed on the past, on the tangible and intangible context they evolved from. However, shedding their accustomed defaults they become ready for new partnerships and collaborations.

Information Design has to produce the scaffold for actors to perform. That could be a platform where everybody can contribute – in addition to input from external sources such as weather, traffic- and resource monitoring, movement of goods, scheduling of services, and others. That same platform will in turn provide contextualized, personalized, and normalized information in actionable formats.

*Q: OK -*

*A: Focus on Actors is a means to *de-focus Design*. It impels thinking to pay attention for the specific needs, constraints, and opportunities. Look and feel become secondary.*

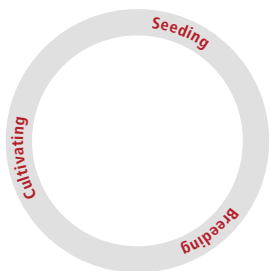
*Q: How would one ensure Actors' involvement?*

*A: Indeed – its all fine to analyse and document the factors motivating actors but in the end it is important to get each one engaged. Governmental programs, such as the resettlement of disaster affected communities, tend to shower funds but leave out the most crucial responsibility: creating momentum and perseverance for sustainable processes. That can not be achieved with money alone.*

*DesignFactors suggest three phases for consideration:*

- *Seeding*
- *Breeding*
- *Cultivating.*

From a structural viewpoint one could say: seeding happens at the atomic level. This is where input of funds to distinct actors should have an catalyzing impact.



Breeding happens at a molecular level. Larger structures evolve that ask for tending and selected pruning to allow successful schemes to grow while less effective approaches are discontinued. This process requires the physical attention of people.

Cultivating then happens at an organic level. This is when communities achieve independence from external support. They act as an whole organism where members pursue complementary roles. They can proliferate. They create off-springs.

Actors such as governments or large organisations which operate as external supporters need to follow a scheme of gradual interventions. They can provide frameworks that are then appropriated by the community as means to act efficiently.

*Jan Lindenberg's* experience with a small urban community in Tokyo makes a good account on that. While the local administration had invested over the years in building communal facilities and setting up town-office organizations, it is the people who operate a community cafe and maintain venues for communication that help reconciling needs, constraints, and opportunities of the different generations.



*Q: How could that inspire or help other communities?*

*A: I have asked every author to compile conclusions and insights in the Results section. However a discussion on documentation, appraisal, and advisory would call for more space. The *Design For All Institute* may take that challenge up in a future publication.*

Although we have access to crowd-sourced data and instant answers to almost any question – that alone is not enough. We request means where documentation and feedback converge with planning and projection. Sometimes that could be as easy as giving an elderly person the opportunity to share a life's experience.

*Q: Is this not the place for schools to take?*

*A:* The current education system is still very much based on the concept of a segmented life-path. Formal education is concluded around age 18 for most. Add universities then that makes age 25 or so. These years of requested learning are spent mostly in closed communities of peers – all belonging more or less to the same age group, studying the same field within the same set of cultural defaults. There is little exposure to difference. Models of perception and reasoning are build very much in line. Such an educational scheme might be adequate in communities of clearly marked up territory where formal education is complemented at home by experiences and guidance of a multi-generational family.

While this is true for all domains, in Design particularly there is an urgency to open up and practice more adequate schemes of training. The three cases presented in this issue of *Design For All* point at the need to have a place where different expertises are taught and practiced within distinct contexts. Where generalization and abstraction evolves from the research of concrete Use-Cases, involving identifiable Actors. Apart from the layer of *Students* – including people who are already firmly anchored in professional life, there would be a layer of *Not-Yet-Students* – kids who induce inspiration, and another layer of *Post-Professionals* – elderly who share the pragmatism of an accomplished life.



Following the phases of evolution within communities, *Seeding*, *Breeding*, and *Cultivating* describe the three interdependent core objectives that inform primary activities of such a place.

*Q: It seems that this would open up a whole new conversation...  
Can you conclude with some simple advice?*

*A: Design Interventions always need to be conceived from the research and understanding of larger Contexts.*

*Design Interventions have to be strategically planned for the relevance to a diversity of concerned Actors.*

*Design Interventions should be executed and managed to retain purpose and effect over whole Life-cycles.*

Thank you very much for your patience!

A detailed description of DesignFactors presented to the *International Conference on Design between Innovation & Sustainability*, Cairo, October 2012:

[iidj.net/DF\\_Cairo\\_201210.pdf](http://iidj.net/DF_Cairo_201210.pdf)

For an interactive version of the DesignFactors volvelles visit:

[designfactors.com](http://designfactors.com)

*This site requires a modern browser, such as Safari or Chrome*



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He is one of the founding members of the Institute for Information Design Japan - IIDj, and board member of the International Institute for Information Design - IIID, in Vienna.

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*Boston, January 17, 8pm*

*Picture a snowy Boston evening and the following Situation Room aka my living room at Blakeley Hall, part of The Fletcher School. My fellow PhD colleague Anna Schulz, who has rapidly become an expert in satellite imagery analysis and geolocation, receives an urgent request via Skype from InSTEDD's Eric Rasmussen...*

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## **Saving Lives From Your Couch – Designing Crisis Response 2.0**

*Jaroslav Valuch, Co-Founder of The Standby Taskforce*

Disasters come unexpected and hit hard. Those affected are labeled as victims who wait to be assisted. Until recently the local affected population had only limited options to participate in official humanitarian and recovery response as a partner.

The official first responders such as rescue workers, police, firemen, humanitarian NGOs are actually only the second responders. It is always somebody else who helps first - people on the street, neighbors, family members - they are the first who pull injured out of rubbles, provide shelter and first assistance.



*... an urgent request via Skype from InSTEDD's Eric Rasmussen... with Nico di Tada. That tent is pitched right next to the runway of Port-au-Prince's international airport, some 1,600 miles south of Boston. The urgent request? GPS coordinates for 7 key locations across Port-au-Prince where many Haitians were known to be trapped under rubble. They needed to communicate this information to the Search and Rescue (SAR) teams before 0600. Anna immediately got to work.*

Unfortunately, it is not them who usually had a voice and channel to let the world know about their work, despite the fact that they are the ones who have not only the best situational awareness - understanding of a place and community, but also the strongest and authentic motivation to help and recover.

Besides the actual work people do to recover from crises, they have one more invaluable asset – information. Information straight from the spot, timely, shared by word-of-mouth or distributed via some communication channel. Lack of timely and geo-located information in crisis situations used to be a problem until quite recently. Without fail the international media do deploy teams of journalists who cover the story, but they cannot be everywhere and cannot report everything as it happens when every single minute matters.

And without doubt, there are teams of humanitarian field workers deployed to collect data – which are however often incompatible across the community of agencies, NGOs and hardly understandable to the local population that might find some use in it as well. No need to quickly blame NGOs or governmental agencies. There simply were not that many channels to share and communicate across groups and formats. How could one provide efficient and timely response, when one does not have updated maps, real-time data, and full understanding of local specifics?

Today, however, we face the opposite challenge. Mobile communication, internet, and social networking generate enormous amounts of audiovisual content. We send text messages to relatives, they share it on their social networks, we update statuses, we tweet, others re-tweet... Where there was no timely information available in the past, we now have an avalanche of disorganized audiovisual content. In the same way we do update our statuses about the meal we had for lunch, people on an increasing level share information during crises.

As growing access to new technologies makes it more likely that those affected by disaster will be better placed to access information and communicate their own needs, a key question arises: are humanitarian agencies prepared to respond to, help and engage with those who are communicating with them and who demand better information? While aid agencies hesitate, local communities are using communications technology to reshape the way they prepare for and respond to emergencies.

So what if we managed to process these online conversations more effectively? What if there was a greater potential that could help to increase situational awareness of those, who can help and build more resilient communities and are not just victims waiting to be assisted, but useful partners in the process of recovery?

Powered by cloud-, crowd-, and SMS-based technologies, individuals can now engage in disaster response at an unprecedented level. Traditional relief organizations, volunteers, and affected communities alike can, when working together, provide, aggregate, and analyze information that targets, speeds, and improves humanitarian relief. This trend toward communications driven by and centered on people is challenging and does change the nature of humanitarian aid in emergencies. **27 • 128**



Several recent disasters and crises such as the earthquakes in Haiti and Chile, forest fires in Russia, floods in Pakistan, the uprising in Libya, tsunami in Japan... to name just a few, demonstrated that there is already a global initiative, ready to use online tools for improving communication with disaster affected communities and for assisting traditional responders in information management.

We present here two different experiences with crisis affected communities.



*Impromptu encampments, such as the above, shown on January 13, 2010, have sprung up around Port-au-Prince in the wake of the January 12 Haiti earthquake. But with power and telecommunications out, food and fresh water scarce, and most hospitals damaged, homelessness is only the beginning of the earthquake victims' troubles. The capital's main morgue is full, the New York Times reported on January 14, and hundreds of bodies have been abandoned on the doorstep—among them the corpses of people who had died waiting for treatment at a nearby hospital.*



*After two months of heavy fighting between revolutionaries and the pro regime army, the city of Sirte is in ruin. With an unknown number of ammunition used during the conflict, the number of unexploded ordnances scattered all over the city is enormous and represent a threat for people.*

- After the 2010 earthquake in Haiti information crowdsourced from affected population and processed by an army of online volunteers helped to provide better and timely situational awareness when the country and official response systems were paralyzed.

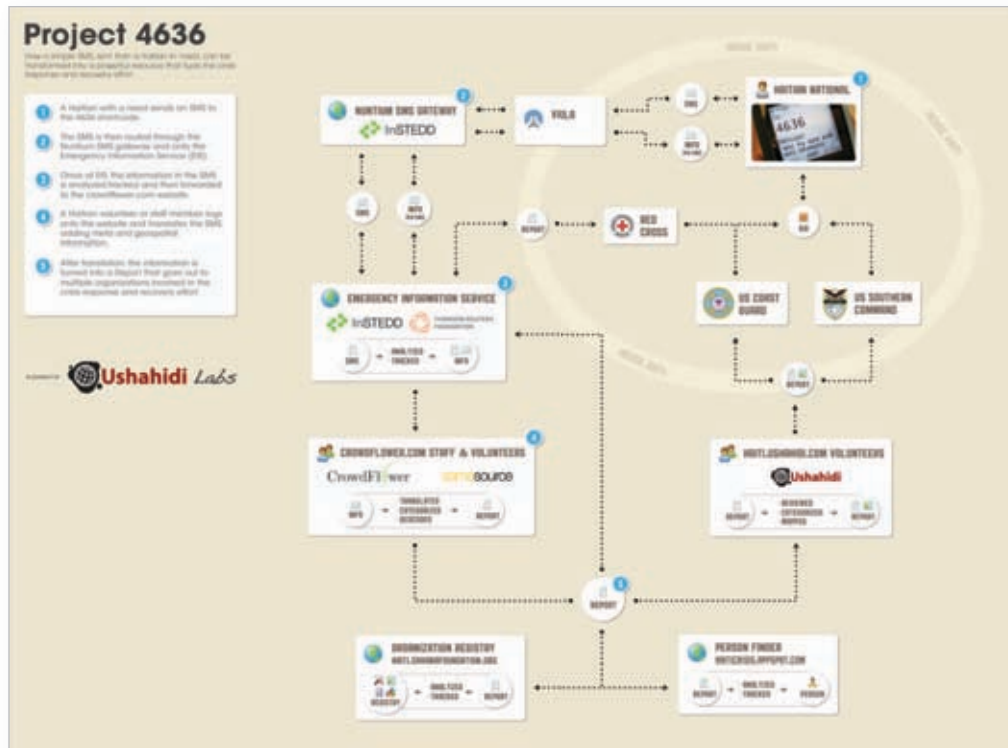
- During the Libyan conflict in 2011 humanitarian responders realized the potential of online crowdsourced volunteer effort and used it to increase their own situational awareness in a crisis, where standard ground-level data collection was impossible.

When the earthquake hit Haiti both the traditional news and social media were flooded with images, reports, and videos. The online volunteer crisis-mapping community mobilized to categorize these mostly disorganized and unverified data, edit them into reports and locate them on a map. This process of putting pieces together revealed certain patterns and clusters of incidents. To map these reports, volunteers needed to identify accurate locations, such as schools, hospitals, hotels and others; however maps of Haiti were poor what made life difficult not just for the volunteers, but responders as well.

While hundreds of online volunteers, equipped with good bandwidth connection and time, far away from the disaster zone, had the opportunity to aggregate reports from social media, organize them, and find the proper locations by examination of satellite images alone, the humanitarian responders on the ground were stuck with slow and unreliable connectivity, damaged infrastructure. They also had to struggle with tasks and procedures, deal with coordination issues, not really knowing where those most affected are, what actual needs they had and who was doing what and where. The absorptive capacity of such people is pretty low.

It's not because they do not have an affinity to technology. It's because they are very very busy 98% of the time, leaving them only 2% for sleep.

Only a few days after the earthquake, the local cell network coverage was recovered and a group of activists formed the *Mission 4636* consortium, named after the free SMS code 4636, where people could report their needs and location.



How a simple SMS, sent from a Haitian in need, can be transformed into a powerful resource that fuels the crisis response and recovery effort.

At the same time, Robert Munro of Stanford University led the mobilization via Facebook of over a thousand of Haitian people living abroad who at once started translating and locating messages on a quickly setup online platform. The Haitian diaspora with its commitment, knowledge, and energy was a very critical element in the whole effort. Inspired by these activities a group of students visualized actionable SMS reports on a map and fasttracked urgent reports to teams of official responders on the ground using the Ushahidi opensource mapping technology developed in Kenya.

In another case, hundreds of geospatial information systems experts used fresh satellite imagery to update the map of Haiti and plot a picture of the changed reality on the ground. This work – using OpenStreetMap – became an essential element of the response, providing much of the street-level intelligence that was used for logistics and camp management.

The conflict in Libya that followed the popular uprising in spring 2010 inevitably led towards a major humanitarian crisis as part of the population had to leave their homes to avoid the fighting and violence. Without the possibility to effectively deploy teams on the ground that could assess the needs of the replaced population, responders were dealing with a situation where not much data was available. At the same time a significant amount of information was being generated by news media and most significantly by social media.

As Andrej Verity, the Information management officer at OCHA – the United Nations Office for the Coordination of Humanitarian Affairs, confirmed: *It came down to two simple reasons:*

- *the UN did not have physical access to the country, and*
- *OCHA did not have the idle capacity to gather, verify and process the enormous amount of available online information.*


As in Haiti, the overflow of information challenged the official agency's ability to process the information into usable and timely situational intelligence about the rapidly changing situation on the ground. The Volunteer Technical Community – VTC, was officially requested to activate and produce a crisismap of Libya, available only to accredited humanitarian actors for their response planning.





The presented cases show that several actors can be identified in communications with disaster affected communities.

- The communities seek support and assistance but also provide initial assistance and support to victims. As the very first responders in emergencies they are an invaluable source of ground level information and knowledge.
- Local Community Based Organizations – CBOs, and Non-Governmental Organizations – NGOs, from the area. represent a variety of local activities and concerns. In crisis situations, they play an important role in the rescue and recovery process with their good understanding of local specifics and ability to plan, organize, and mobilize groups of people.
- International humanitarian NGOs provide material and other support to crisis affected populations. They collect information about the affected population structure – needs and particular locations, following standardized procedures. Through fundraising they are able to mobilize resources and their distribution to those who are in need. While contributing various professional expertise, they often lack knowledge of the affected area and local cultural particularities
- The United Nations stated aims are to facilitate cooperation in international law, international security, economic development, social progress, human rights, and to achieve world peace. In major crisis situations such as natural disasters and conflicts many UN organizations and agencies mobilize each of them working on particular issues: theWorld Food Programme – WFP, the United Nations Educational, Scientific and Cultural Organization – UNESCO, the United Nations Children's Fund – UNICEF, The Office of the United



Nations High Commissioner for Refugees – UNHCR, the World Health Organization – WHO. These agencies do most of the UN's humanitarian work such as mass vaccination programmes by the WHO, the avoidance of famine and malnutrition by the WFP, and the protection of vulnerable and displaced people by the UNHCR.

- The Office for Coordination of Humanitarian Affairs – OCHA, is the UN's central entity for major disasters. Its mandate includes the coordination of humanitarian response, policy development, and humanitarian advocacy. OCHA is an inter-agency body, serving both UN agencies and NGOs in humanitarian issues.

[www.unocha.org](http://www.unocha.org)

- The Donor community. International funding plays a critical role in the successful dealing with major crisis situations. Apart from the millions of individual or private donors, there are many governmental agencies that systematically raise funds for humanitarian and development programs. In humanitarian crises they are able to release significant amounts of financial resources to assist relief efforts. Among those strongest are the United States Agency for International Development – USAID, the Department for International Development – DFID from the UK, and the Swedish International Development Cooperation Agency – SIDA.

[www.usaid.gov](http://www.usaid.gov)

[www.dfid.gov.uk](http://www.dfid.gov.uk)

[www.sida.se](http://www.sida.se)

- InfoAsAid is a consortium of two media development organisations – Internews and BBC Media Action. It's goal is to improve the quality of humanitarian responses by maximising the amount of accurate and timely information available to both humanitarian responders and affected populations through enhanced information exchange.

[infoasaid.org](http://infoasaid.org)

- Governments and other official responders. It is the role of the government to provide appropriate protection and assistance to its people in crises through planning and implementing integrated rescues systems that coordinate all relevant actors such as Police, Fire Brigades, and the Military. However, in case of major disasters, such systems can be seriously disrupted or even completely disabled.
- One of the main actors in integrated rescue systems is the Military. It provides logistics and undertakes rescue operations, contributing significant human and technical resources as well as the appropriate infrastructure and operational capacity to act in such situations.
- Citizens or former citizens living abroad often maintain cultural heritage, language, and networks in diaspora communities. These communities are an invaluable resource of local knowledge, networks, contacts, and the energy of volunteers to hold interactive communication with affected people.
- Volunteer Technology Communities – VTCs, are initiatives, organizations, and individuals who activate online tools and forces during crisis situations. Thanks to the interconnected nature of these volunteers networks, they can operate from any location on the planet and quickly mobilize human power to develop and design tools and applications that can assist official responders. They mobilize crowds to aggregate, process, and visualise crisis information and establish channels of communication with affected communities on the ground.
- The International Network of Crisis-Mappers leverages mobile and web-based applications, participatory maps and crowdsourced data, aerial and satellite imagery, geospatial platforms, advanced visualizations, live simulations, and computational and statistical models to power effective early warning for a rapid response to complex



humanitarian emergencies. The International Network of Crisis-Mappers is the largest and most active international community of experts, practitioners, policymakers, technologists, researchers, journalists, scholars, hackers, and skilled volunteers engaged at the intersection of humanitarian crises, technology, and crowdsourcing. [crisismappers.net](http://crisismappers.net)

- The Standby Taskforce – Online Volunteer Community for Live Mapping. The purpose of the Standby Taskforce is to provide humanitarian organizations with real-time Crisis-Mapping support. The Standby Taskforce is a network of trained crisis-mappers who represent the first wave in the Volunteer Technology Community. Its origins reach back to the Haiti and Chile earthquake crisis-mapping deployments

[blog.standbytaskforce.com](http://blog.standbytaskforce.com)

- OpenStreetMap – OSM, is a wiki-style collaborative initiative to create a free editable map of the world. It's Humanitarian OpenStreetMap Team is particularly focused on disaster and conflict prone areas of the world while engaging local and online volunteers for the collection of ground data and its upload to the OSM platform.

[www.openstreetmap.org](http://www.openstreetmap.org)

- Crisis Commons is a global community of volunteers that are working together to build and use technology tools to help respond to disasters and to improve resiliency already before the crisis happens. It organizes Crisis Camps where skilled volunteers learn to deal with particular situations by building online tools and applications that can increase the efficiency of humanitarian communication, coordination, and intervention.

[crisiscommons.org](http://crisiscommons.org)

- Ushahidi is a free and opensource platform for crowdsourcing and mapping, originally developed in Kenya in response to the post-election violence in 2008. This platform is used around the world by different initiatives for a wide range of projects and campaigns.  
[www.ushahidi.com](http://www.ushahidi.com)
- The Sahana Software Foundation provides a free and opensource platform to help disaster and emergency management practitioners to better mitigate, prepare for, respond to, and recover from disasters effectively and efficiently.  
[sahanafoundation.org](http://sahanafoundation.org)
- The Digital Humanitarian Network is a consortium of Volunteer and Technical Communities – VTCs, that provides an interface between formal, professional humanitarian organizations and often informal yet skilled and agile groups of volunteers.  
[digitalhumanitarians.com](http://digitalhumanitarians.com)
- Humanity Road's mission is to educate the public before, during, and after disasters on how to survive, sustain, and reunite with loved ones. Humanity Road volunteers are trained to use Internet and mobile communications technology to collect, verify, and route information online during sudden disasters. They provide public safety information as well as directions for the general public on how to get in contact with governmental and aid agencies. Humanity Road is a member of the Digital Humanitarian Network.  
[www.humanityroad.org](http://www.humanityroad.org)

### Process

The deployment of a number of technology tools and online volunteer communities during the Haiti crisis opened a whole new field for research and analysis of lessons learned. These efforts alerted many official humanitarian responders who recognized the potential for



improved disaster preparedness and recovery.

Despite the fact that the Haiti deployment in the end had only little significant impact on the response operation, it nevertheless introduced new concepts and approaches that have been intensely developed further since. Key handicap has been the lack of preparedness for planning and designing of complex systems.

Proper networks of trust, standardized protocols and experiences did not exist. To build such systems and networks in the middle of an emergency is simply too late. As a key element for any successful future collaboration the official response agencies highlighted that VTCs need to become reliable partners that can guarantee services in future crisis situations following standardized processes.

Obviously there is quite a responsibility on the side of the responders to not only better understand the importance of two way communication with affected communities, but also to have better knowledge and skills concerning modern ICT tools – particularly free and opensource, and the workings of open online volunteer networks and the way these operate.

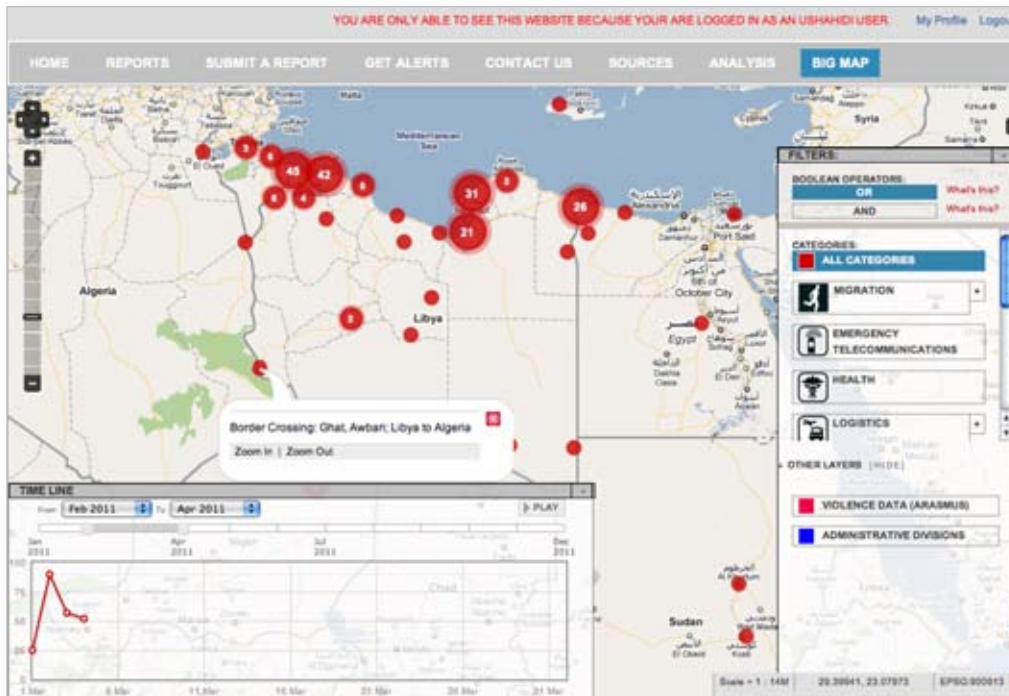
Using advanced technologies in communications with individuals and communities in times of crisis exposes also other challenges. The veracity of crowdsourced reports for example can be very questionable when sources are anonymous or simply unknown. Triangulation of accounts, a typical procedure in traditional journalism or data collection, becomes very challenging without setting your feet on the ground.

There are also ethical issues – do online volunteer communities have the right and mandate to enter into conversation with affected population? Opening reporting systems inevitably raises expectations on the side of those who are affected. Then who takes the responsibility to answer the needs brought forward? The list of issues goes on: Can we ensure the security of information providers – both in regards to direct threats on the ground as well as the privacy of data shared? Such concerns are already a serious issue in the case of natural disasters but become significantly more risky in conflict zones and events where repressive regimes are involved.

The two experiences presented helped to design improved and more sustainable systems of communication with disaster affected communities. They also helped to boost collaboration between traditional vertically structured humanitarian response organizations and horizontally distributed networks of VTCs.




Interactive live maps have been proven as desirable interfaces to turn disorganized conversations and data flows into structured and understandable formats. Online volunteer communities can become human-powered machines that manage and feed a system simultaneously.



*Although digital, online, geography-based mapping tools do not solve the world's problems, they can facilitate the development of holistic plans that show where volunteers are working, and where humanitarian aid is being dispersed, where outbreaks of particular diseases are occurring, and where international may and can be necessary. Interactive maps allow individuals to understand how their world is being impacted, and how they can effectively address these concerns by compiling data ranging from social media communications to humanitarian aid dispersment into one place—all of which can be done effectively through community and individual efforts.*

Unquestionably, all actors of VTCs have been striving hard to continuously improve their systems and approaches. The Standby Taskforce – an online volunteer community for live mapping with over 700 members around the world can serve as a case in point. This initiative started with the Haiti deployment and partnered officially with UN agencies in the Libya crisis deployment one year later.






The development of this group illustrates the implementation of lessons learned and how the design of operations improved. The chaotic deployment in Haiti revealed the most burning issues and helped to identify what should be put into practice most urgently.

Managing interactive mapping technologies to assess the needs of affected populations shouldn't become a responsibility of the online volunteer community itself. While the VTCs can contribute extreme value with the powerful workforce of actors from different cultures with enormous skills and energy, they should not take over the responsibility for communication processes, particularly when the affected communities are directly involved. Rather, they should become the supporting system for actors with official mandates. Since Haiti the Standby Taskforce therefore always deployed only upon specific request from officially authorized bodies.

Apart from the Libya deployment, the Standby Taskforce has been asked for collaboration by USAID, repeatedly by UNOCHA, UNHCR, Amnesty International, and various local actors in countries such as South Sudan, Alabama, New Zealand, Australia, Syria, Somalia, and others. Clear activation criteria were identified in order to ensure proper mutual understanding of possible services and collaboration.

The Standby Taskforce has given itself a structure which reflects the concerns over the flat nature of online volunteer networks that are spontaneously getting engaged in crisis situations. Ongoing consultations and conversations, as well as joint field trials – such as during the first official collaboration with an UN agency during earthquake simulation in Colombia, led to the identification of the main concerns.



While still maintaining a structure, where leadership is to a large extent distributed horizontally, the Standby Taskforce organizational set-up evolved from systematic and continuous redesign of workflows, activation criteria, and procedures into a modular structure of teams identified by task:

Crisis-Mapping services provided by the Standby Taskforce are composed of four key components:

- information collection,
- visualization,
- analysis, and
- response.

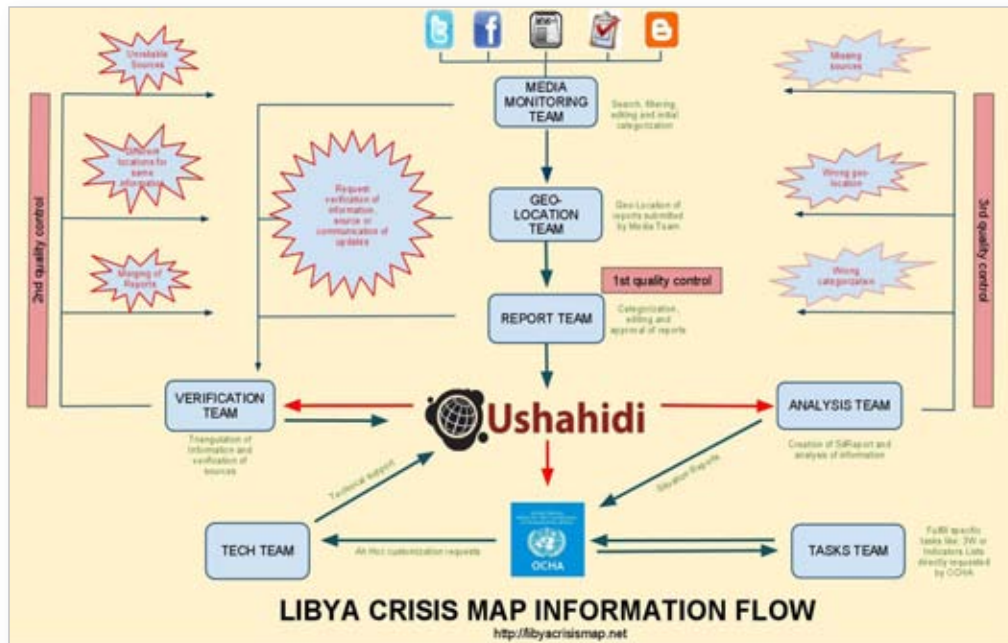
This explains why the Standby Taskforce takes a modular approach to define teams, which can be activated in combination or individually:

- The Technology Team is responsible for all technical tasks related to Crisis-Mapping such as launching crisis-mapping platforms and integrating existing SMS and RSS feeds.
- The Media Monitoring Team keeps online media under systematic review for relevant reports.
- The SMS Team validates and manages incoming messages from already existing SMS feeds.
- The Verification Team triangulates reports from the Media and SMS Teams, scrutinizing the veracity of reports carried by social media channels. The techniques and methods applied are summarized in this blog post



- The Translation Team takes care for the transcription of all Media and SMS reports into English. **42 • 128**
- Geo-Location Team geotags Media and SMS reports and assists in the gathering of additional map-specific information and resources.
- The Analysis Team compiles summary reports based on incoming data.
- The Satellite Imagery Team searches for up-to-date satellite imagery and provides analysis via micro-tasking.
- The Humanitarian Team is establishing the proper liaison between the Standby Taskforce and humanitarian organizations employing professionals track record in the field .
- The Task Team is a stand-in for tasks which can not be assigned to any of the other teams. It provides general support, does data scrambling, internet background research, and completes ad hoc assignments.

The Libya Crisis deployment became an official test for the ability of online volunteer communities to get rapidly activated upon request in an evolving emergency. Apart from the Libya Crisis Map, the experience of this particular situation helped develop specific workflows and procedures.



Organizing and working remotely with almost 400 volunteers all over the world is not an easy task.

The Standby Task Force for this reason has a structured system that allows the volunteers to join different teams, divide the work to be done in sub-tasks and then aggregate the final product in the Ushahidi platform. This structure is not fixed, but it changes according to the deployment, the requirements, the teams activated.

In the Libya Crisis Map deployment we activated almost all the teams, with the exception of the SMS team, because there is no SMS short code or phone number connected to the platform.

Here is how the teams interact with each other and how the information goes from the cloud, to the platform and from there to UN OCHA.

Obviously, remote data collection and visualizations on interactive platforms cannot fully replace traditional need-assessments conducted by teams in structured format on the ground. They can however provide additional intelligence and most importantly – given the rapidness of the collaborative collection process, they can improve the situational awareness of responders, both locally and internationally. They certainly have the potential to further improve the effectiveness of assistance delivery.

As technology is rapidly evolving, the choice of available tools and software is growing. The VTC community is by its very nature one of the early adopters, passing on the experiences and skills to more conservative and unskilled professionals in traditional humanitarian response organisations.



This was one of the unexpected outcomes of such collaboration, as Andrej Verity, an OCHA officer, writes in his blogpost .

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The biggest concern however remains: how to protect reporting citizens from being targeted – particularly in repressive environments? Despite the fact that many security precautions and practices were implemented by the Standby Taskforce, it has made a deliberate decision not to enter into deployment, unless the protection of information providers and Standby Taskforce volunteers can be fully guaranteed.


To further consolidate the operation of diverse VTC networks and official response agencies and also to enable coordinated activation of various actors during emergencies, the Digital Humanitarian Network has been established (WHEN?). This is another significant step towards full integration of traditional humanitarian actors and new open online volunteer initiatives.

While for responders communication is about the extracting or delivering of information, for disaster survivors the act of communicating itself is every bit as important as the information handled. Observations suggest, that for people to have a channel to tell their stories can play a very critical role in successful crisis management. In order to carefully deal with expectations emerging from communications, design of transparent and clear messaging has to be ensured.

In Haiti for example the initial message to the population was *Report your needs and location to the 4636 number*. This automatically cast people in the position of victims. In later deployments it was suggested to change the message to: *Help us understand, report what you see around you and where you are*. This small change in wording had a significant different effect. Victim turned into reporters. People became useful and respected partners. The ability to act as a reporter can be very empowering.

Future activities of VTCs should emphasize more direct support of local communities not only as reporters but also as first responders.

The devastating large-scale forest fires that hit Russia in summer 2010 can be taken as a forward looking example. Authorities were not able to provide timely information about the requirements of affected people nor to respond efficiently to these demands. At the same time widespread solidarity of citizens emerged – however appropriate support did not reach those most affected. Although there were several official map portals displaying areas of devastation, none of them provided crowdsourcing features which would have allowed people to report their needs, or to offer volunteering and material support.



Frustrated with the government's incompetence a group of Russian bloggers, journalists, and activists decided to launch a crisis-mapping platform to connect people in need with people eager to assist. They deployed the Kenyan crowdsourcing platform Ushahidi, launched a situation room, mobilized dozens of volunteers and started citizen-to-citizen support operations. Motivated from the positive experience, the core team developed their own platform [rynda.org](http://rynda.org) designed as a ready-to-use tool for future crises.

Technology developments and networks of online volunteers are already proving that disaster affected communities do no longer have to be victims waiting for assistance. With their knowledge and access to communication channels they are becoming invaluable resources and partners in crisis response and recovery. We can already witness how this new reality reshapes our responding to crisis situations.

Most importantly, these developments help to preserve the dignity of people who ended up in a situation that turned their lives upside down.

Still left in the dark? How people in emergencies use communication to survive and how humanitarian agencies can help

[url.iidj.net/dfid\\_yjqz](http://url.iidj.net/dfid_yjqz)

New Technologies in Emergencies and Conflicts: The Role of Information in Social Networks

[url.iidj.net/globalproblems-globalsolutions-files\\_Alpv](http://url.iidj.net/globalproblems-globalsolutions-files_Alpv)

New Media and Humanitarian Relief: Lessons from Haiti

[url.iidj.net/knightfoundation\\_39DC](http://url.iidj.net/knightfoundation_39DC)

How to Verify Social Media Content: Some Tips and Tricks on Information Forensics

[url.iidj.net/irevolution\\_srML](http://url.iidj.net/irevolution_srML)

Harvard Humanitarian Initiative. Disaster Relief 2.0: The Future of Information Sharing in Humanitarian Emergencies. Washington, D.C. and Berkshire, UK: UN Foundation & Vodafone Foundation Technology Partnership, 2011.

[url.iidj.net/unfoundation\\_26QE](http://url.iidj.net/unfoundation_26QE)

Independent Evaluation of the Ushahidi Haiti Project

Nathan Morrow, Nancy Mock, Adam Papendieck and Nicholas Kocmich, 2011

[url.iidj.net/alnap\\_2454](http://url.iidj.net/alnap_2454)

Human Rights and Information Communication Technologies: Trends and Consequences of Use

John Lannon, Edward Halpin; Leeds Metropolitan University, 2012



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## Profile



Jaroslav is co-founder and one of the coordinators of the Standby Taskforce. In 2010, after the earthquake in Haiti, he co-launched the Ushahidi crisis mapping platform, later becoming the Ushahidi Haiti field representative in Port-au-Prince. This project received the prestigious Knight Batten Special Distinction Award.

In 2010 Jaroslav was a Fulbright Fellow on the Philip Merrill College of Journalism at the University of Maryland. He worked for the Czech based international relief and development organization People in Need, focusing on the implementation of a media literacy program into educational curricula. He has been humanitarian and capacity building projects coordinator in Burma after the devastations brought by cyclone Nargis.

As a Social Innovation Program Manager at the International Human Rights Documentary Film Festival One World in Prague, Czech Republic, Jaroslav is leading a governmental media campaign on racism and hatecrimes, co-organizing Social Innovation Camps in the Czech Republic, Bosnia, Kazakhstan, and Moldova.

He provides consultations and trainings to numerous citizen initiatives in the Balkans, Caucasus, Central Asia, and Southeast Asia. He is working closely with Transitions Online, a media development organization that conducts journalism and new media training and has its own news-magazine on Central and Eastern Europe and the former Soviet Union.

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twitter: @jvaluch

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## Credits

- p 1 Haiti and the Power of Crowdsourcing , Ushahidi Blog  
[url.iidj.net/ushahidi\\_39AA](http://url.iidj.net/ushahidi_39AA)
- p 2 Haiti Earthquake Pictures, National Geographic  
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- p 5 foter, January 23 2012  
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- p 20 The Standby Taskforce, The Libya Crisis Map Information Flow  
[url.iidj.net/standbytaskforce\\_TCME](http://url.iidj.net/standbytaskforce_TCME)



*Up to the mid 70ies small sundry stores served as a base of supply not only in Germany but all over Europe, catering for villages and neighbourhoods.*

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## Mama-Papa Stores as Smart Enablers in Rural Germany

*Wilhelm Klauser, InD-berlin*

I remember this lady around the corner. She owned a shop. I do not know if this was her real name but everybody knew it was *Emma's* shop. To be more specific: the *Tante Emma Laden – Aunt Emma's Shop*. This is a name everybody in Germany understands without hesitation. The lady had everything on her shelves and occasionally people went there just to talk a bit or to gather information. There were many shops like her's in the Germany of the 50ies and 60ies. My parents even could leave the key of our apartment with her and when we came back from school we would pick it up right there. Even today everybody knows about *Tante Emma*.

Alas, there is a bit of sadness in our voices when we talk about *Tante Emma*. There must have been a *Tante Emma* everywhere around the corner. She took care of all sorts of supply, such as magazines, sundries, food – and conversations. Anyway: these Mama-Papa stores do not exist any longer.

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## Summary

Rural Germany is losing population. Market oriented actors are leaving the countryside as their businesses are shrinking rapidly. Infrastructures are eroding. Supply of goods and services can not be guaranteed any longer. The quality of life in rural Germany is in decline.

Nowadays for customers in rural Germany access to food, medical services or even *cash* is difficult as maintaining such services is no longer economically worthwhile. Shops are closing down, doctors are retiring and banks close branches. Gathering spots such as restaurants, pubs or churches do not exist any longer. Villages are dying. Prices of real estate in villages are falling, a loan-crisis is looming. This process is clearly visible for over a decade now and hard to stop.

It would be wrong to think that rural decline is due to shrinking markets alone. In reality, over the past decade commercial enterprises changed too. They have streamlined performance. Economies of scale outperformed small regional companies that could no longer compete. Smaller businesses were forced out of local economies. Today fewer and larger players are in the market, defining their proper environments: Hospitals are bigger and outlets need more space as assortments grows continuously. As a result catchment areas keep extending. Larger stores need more and more customers and in regions with little population people have to travel longer distances to reach services such as a supermarket, a hospital, or a school – it is as simple as that.



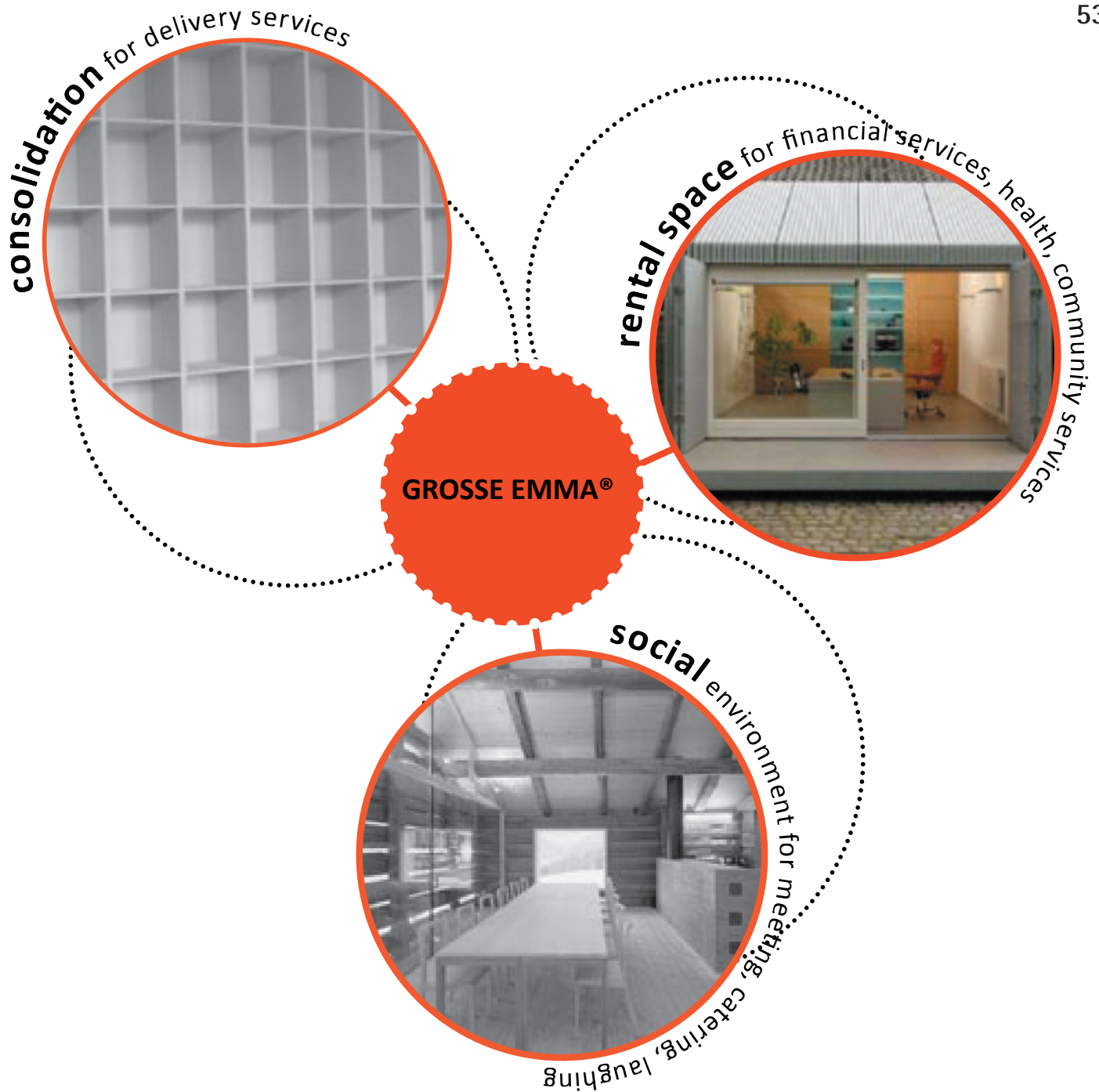


*Dispersed supply structures have been replaced by huge markets with extended catchment areas.*

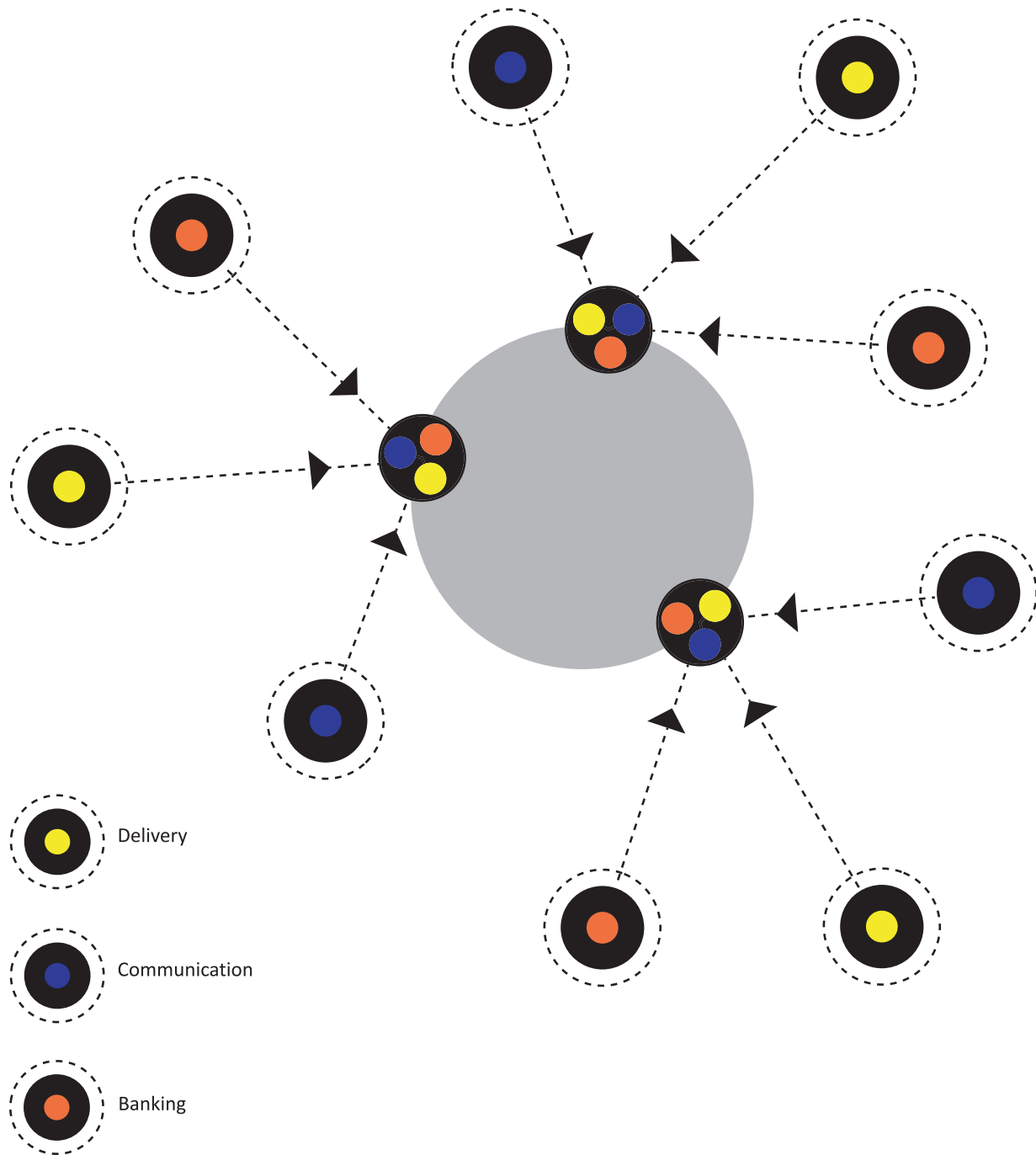
However large structures are not really appropriate to cater for the countryside. A dispersed organization of *Mama-Papa* stores, close to the people, can not be replaced by large enterprises.

InD proposes an alternative solution to bring supply to the countryside. Closely related to the concept of *Aunt Emma's Shops*, we developed a multifunctional dispersed structure that provides small villages with a room for services, supply, and gathering. This is not a solution for just one specific site but indeed a solution for a whole region. A coordinated network of sites where interests and efforts of different actors are brought together.

This is what we call the *Grosse Emma* – a grown up version of our beloved *Tante Emma*.



*A spatial framework in rural Germany which provides a room for services, supply and gathering.*



*Different stakeholders share one room while having access to different sites*

Stakeholders will work together in one particular site, sharing space and infrastructure, while each of them has also access to different sites. Such cooperative structures embedded in rural regions will allow enterprises which face ever rising costs of maintenance and energy to pursue balanced businesses even within shrinking markets.

Approximately 59% of Germany can be described as *rural area* or *countryside*. Lacking urban population density suitable for industrialized patterns of supply as common in Europe today those areas are facing constant decline. Yet, they cannot be neglected - representing 23% of the overall population of Germany they are too big. Obviously there is a hidden market of approx. 25 million people not served by businesses that focus only on urban and densely populated environments. How do people buy food in those areas? Where do they go if they want to buy a shirt or medicine? They will have to use their own car or ask a neighbor for help.



There are also mobile retailers who tour the countryside. Using small vans they stop for approximately 15 minutes at different locations where villagers can then do small scale shopping. Other services depend on transportation too: cabs bring people to doctors and nurses are visiting the villages in the morning and evening. Parcels are delivered on a daily base as more and more goods are bought online. Somehow everything seems to work, but still these are very weak solutions and everybody is painfully aware of that.



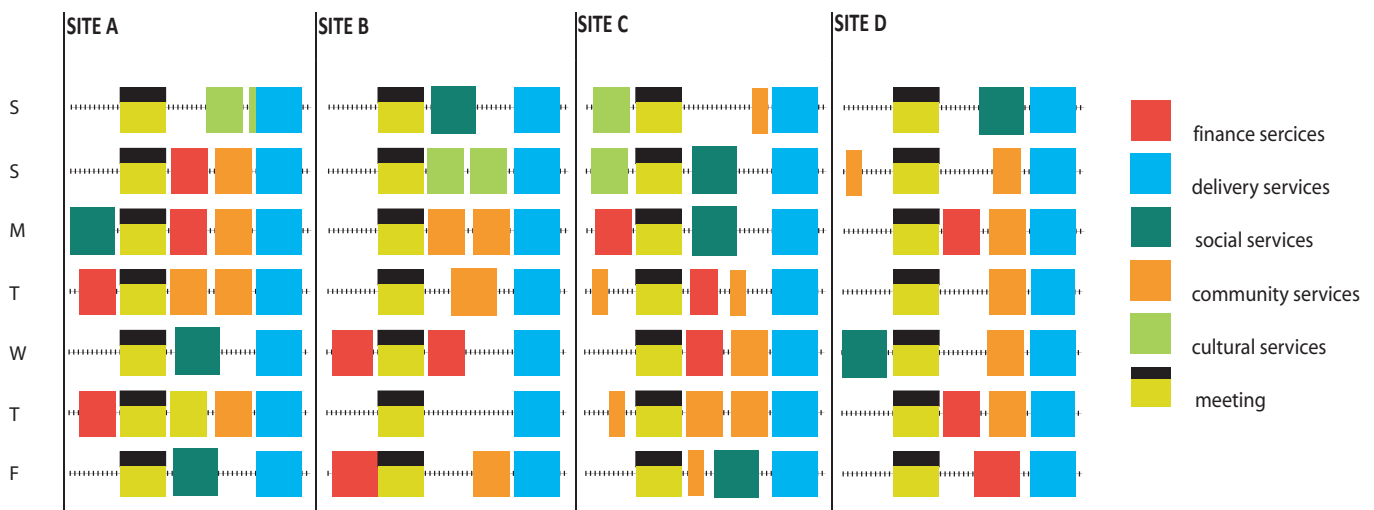
Mobility solutions are rather vulnerable: capacity and sustainability are clearly limited. External influences can have disruptive impact: what happens if there is heavy rain or the car breaks down? In the case of banking, mobility simply is not working. Sending money around is risky. Payment of retirement benefits to a rapidly aging population in the countryside becomes difficult. Projections show that by 2020 5.500 bank-branches will close down all over Germany. It will be left to the inhabitants of the countryside to cope with the expected shortfall in cash. Apart from such practical considerations it is more important to understand that the time for personal exchange and informal social interactions coming with a visit to a store or a coffee shop is reduced to a minimum if convenience is based on delivery services. There are no opportunities for interaction left. Mobile solutions do not offer any additional value to people.

## Implementation

Looking for an economically sustainable solution *Grosse Emma* was calculated right from the beginning to offer benefits to all stakeholders – clients, companies, and communities.

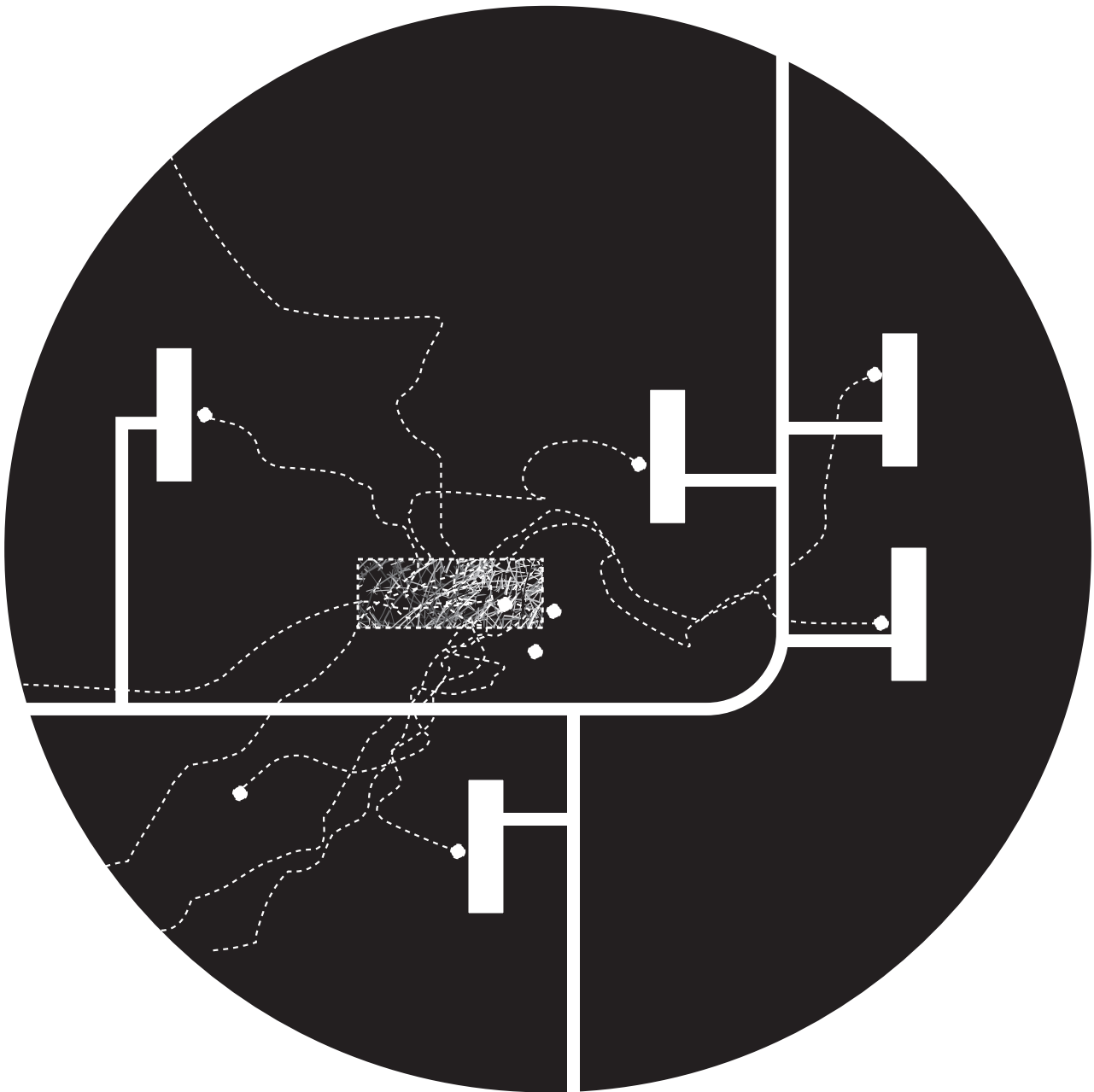
People in rural areas will appreciate to have supply re-installed close to home and they will enjoy to have a place where they can socialize again. *Grosse Emma* managers will see to make effective use of rental spaces while organizing the social environment. Catering for visitors, renting out rooms, and working with delivery-services they will earn enough money to sustain their everyday needs.

For banks and other service providers the costs of maintaining proper infrastructure in rural areas can be reduced by sharing facilities with associated stakeholders. Rental space will be organized according to a fixed schedule on a hourly base. *Sparkasse* - one of the banks with a traditional strong presence in the German countryside, will book space on Mondays and Thursdays, an insurance company on Tuesdays, and on Fridays it is the administration of the county which will have its people there. On evenings the same space could be used for meetings of the *Red Cross* and other associations which play a role in the local social fabric.




A schedule will regulate the use of shared space in *Grosse Emma*.

For delivery services distribution cost for the last mile will be limited if consolidation-points are integrated in *Grosse Emma*. Such piggy-backing of services will produce additional value to people who can have a cup of tea or see their financial advisor after picking up a parcel.



*A functional node in the village can become an anchor for further development and future investment*



Programming functional nodes for villages thus becomes a revitalization strategy for rural areas. It is well known that a functioning supply infrastructure is indispensable to keep villages alive. Bringing *Sparkasse* and delivery services together will assure sustainability of rural nodes. *Grosse Emma* will become a Mama-Papa store of the second generation, a modern infrastructure, developed for the countryside and developed within the countryside – a stable and durable core that preserves village life and bears a perspective for the future.

Pursuing solutions that would not destroy existing structures such as building typologies, local business practice, and relationships between local actors is indispensable.

Field studies in three rural areas allowed InD to develop a strategy for the implementation of the *Grosse Emma* concept in three steps:

- Analysis of regional context is required to identify sites.
- Nomination of actors leads to a clear brief for each site and allows to propose solutions to be discussed in public.
- Follow-up participation and moderation of *Grosse Emma* is essential to build trust and to integrate *Grosse Emma* deeply into a specific local setting.

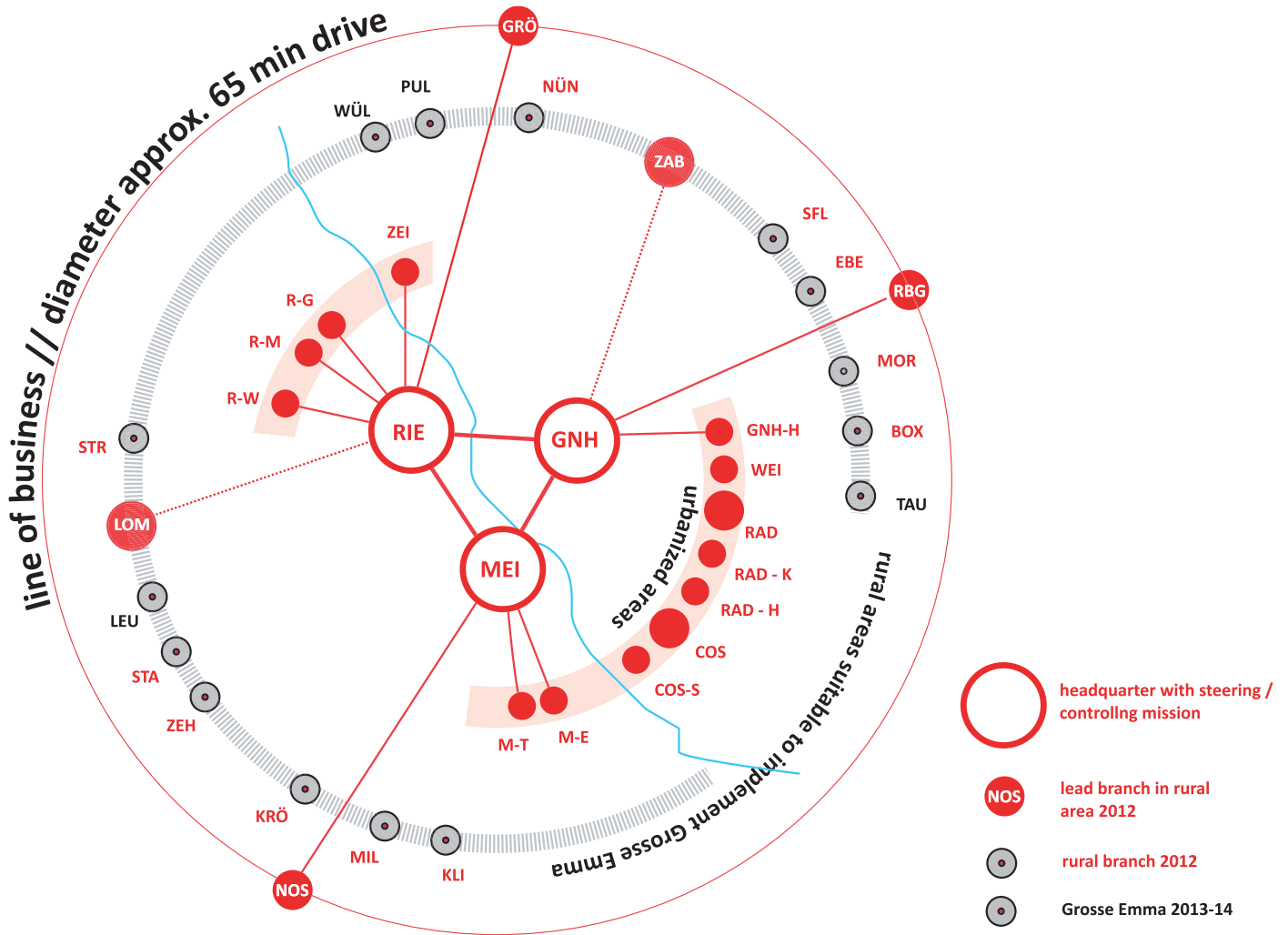
*Grosse Emma* has been developed over the past 10 years, based on in depth studies of rural environments in Japan, France, Germany, and the UK accompanied by studies of modern distribution and retail patterns in Japan and Europe.

First concept design for future infrastructures of supply in rural areas in Germany were done between 2005 and 2006, working closely with local administrative bodies. It soon became clear however that this was somehow a dead end. There has been a lack in funding and decisions in regards to entrepreneurship took too long.

When InD took up the threads again in 2011 it focused this time on contacts with the business side - namely the *Ostdeutsche Sparkassenverband* - the East-German Association of Sparkassen. The 2012 design of a pilot infrastructure in rural areas is based on research of the economic structure and local supply systems of two regions in East-Germany. Visualizing the economic patterns found there became an effective communication tool that helped our partners to understand the relevance of economic environments for their respective business areas quickly. Purchasing power, the speed of depopulation, or property value became clearly recognizable, supporting brainstorming sessions where most pressing short- and mid-term problems could be identified. Together with InD the Ostdeutsche Sparkassenverband selected possible sites for prototype installations of *Grosse Emma*.

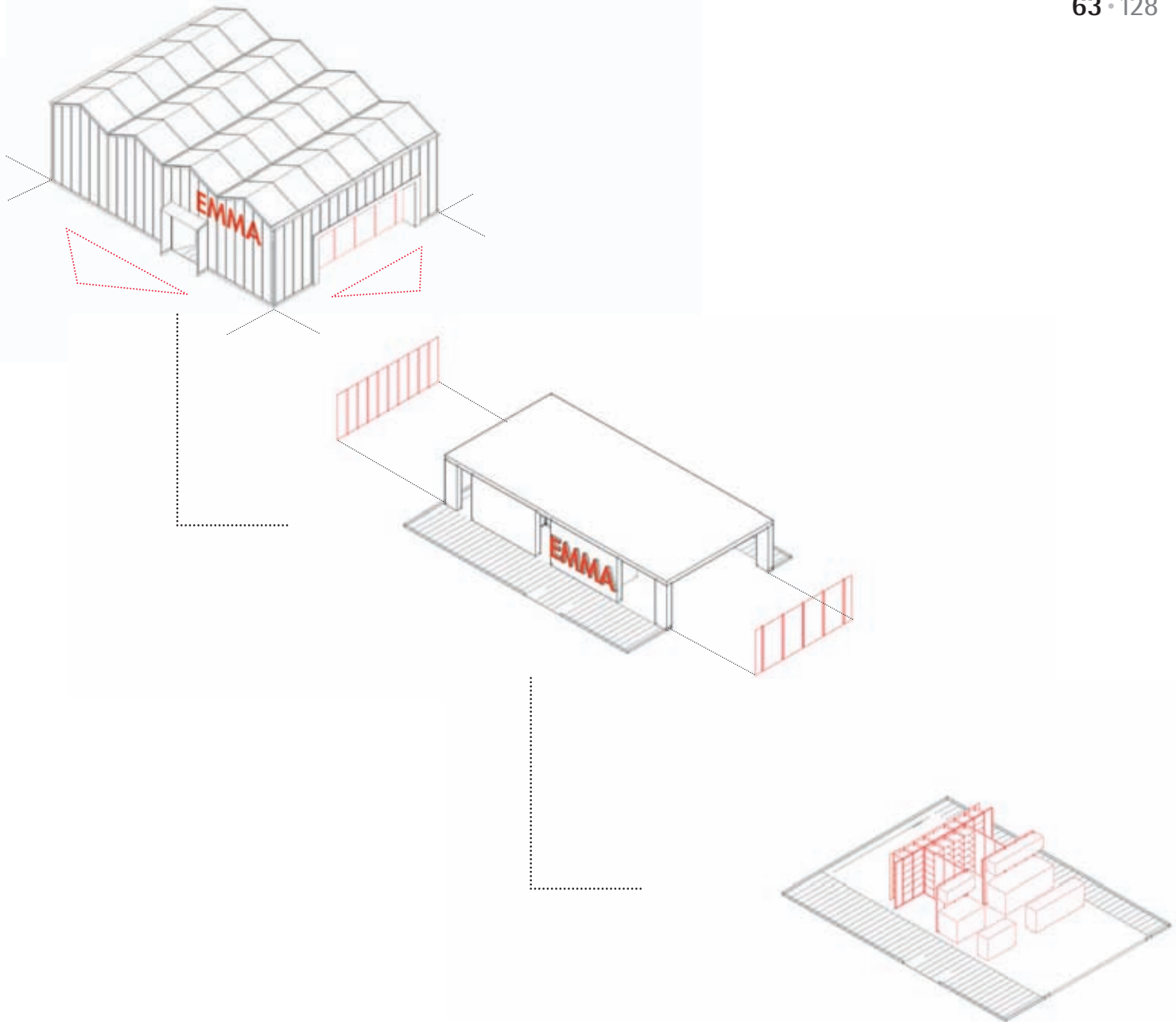


In next step InD organized workshops to bring in actors from other business sectors, designing a business case for *Grosse Emma*. The knowhow of banking, distribution services, and the franchise industries were integrated and translated in a first architectural framework where the primary purpose was to understand costs.



Visualization of research results into a compass to explain the future structure of a regional bank's branch network showing sites of multifunctional Grosse Emma in the Meissen county

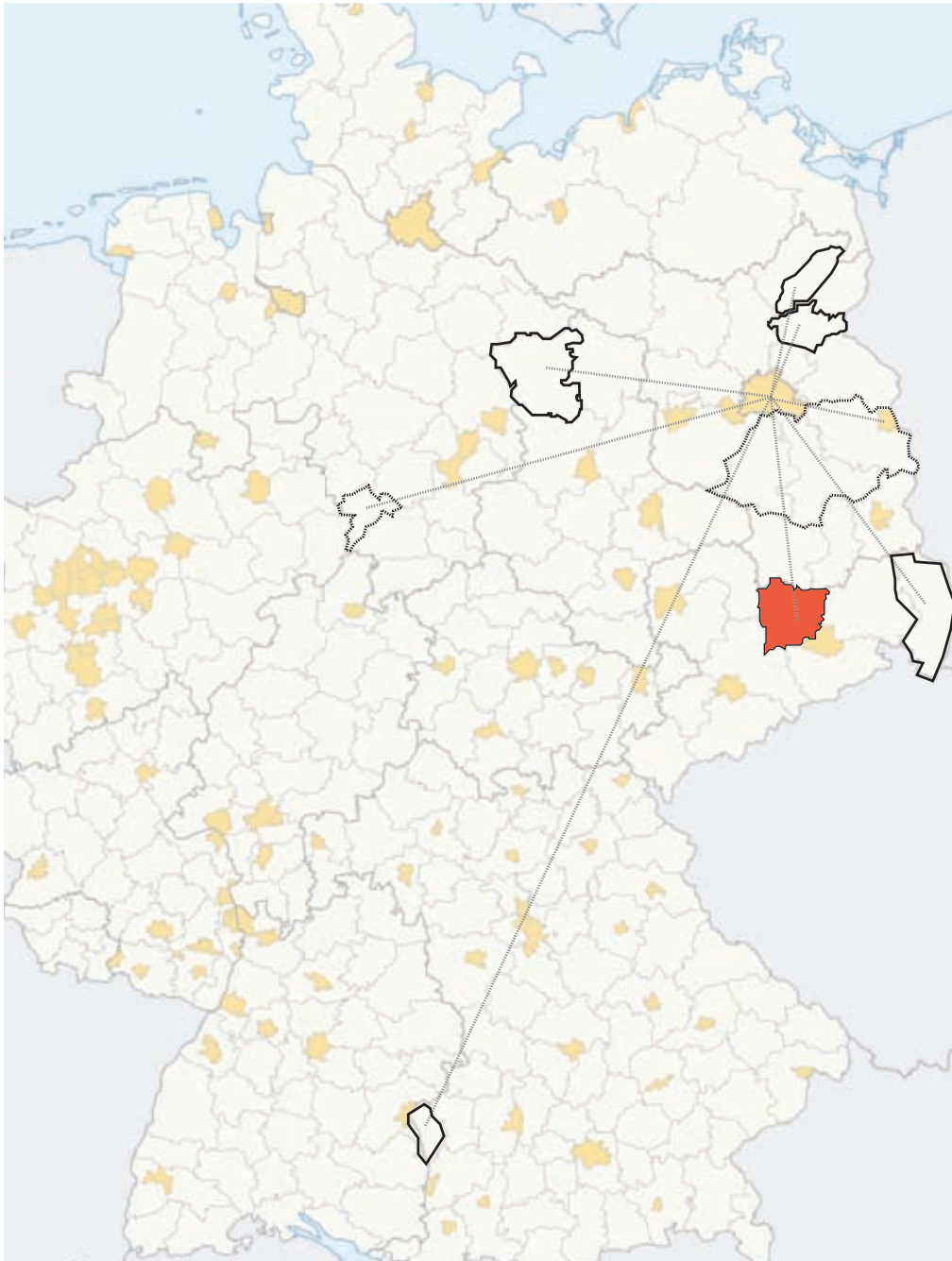
In Autumn 2012 InD produced a detailed business model for *Grosse Emma* which will be presented to all branches of the Sparkasse in the form of a travelling exhibition, complemented with public workshops on rural distribution and services. Put up for the first time in the secure environment of a savings bank congress the exhibition received very good reviews. It will start travelling in January of 2013.




*Skin / Body / Cells –  
A first architectural framework delivers estimated costs to design a business case.*



Within the past year InD succeeded in winning partners from the banking, distribution, and retail industries, further developing our capacity in reading and visualizing spatial and economic relationships.

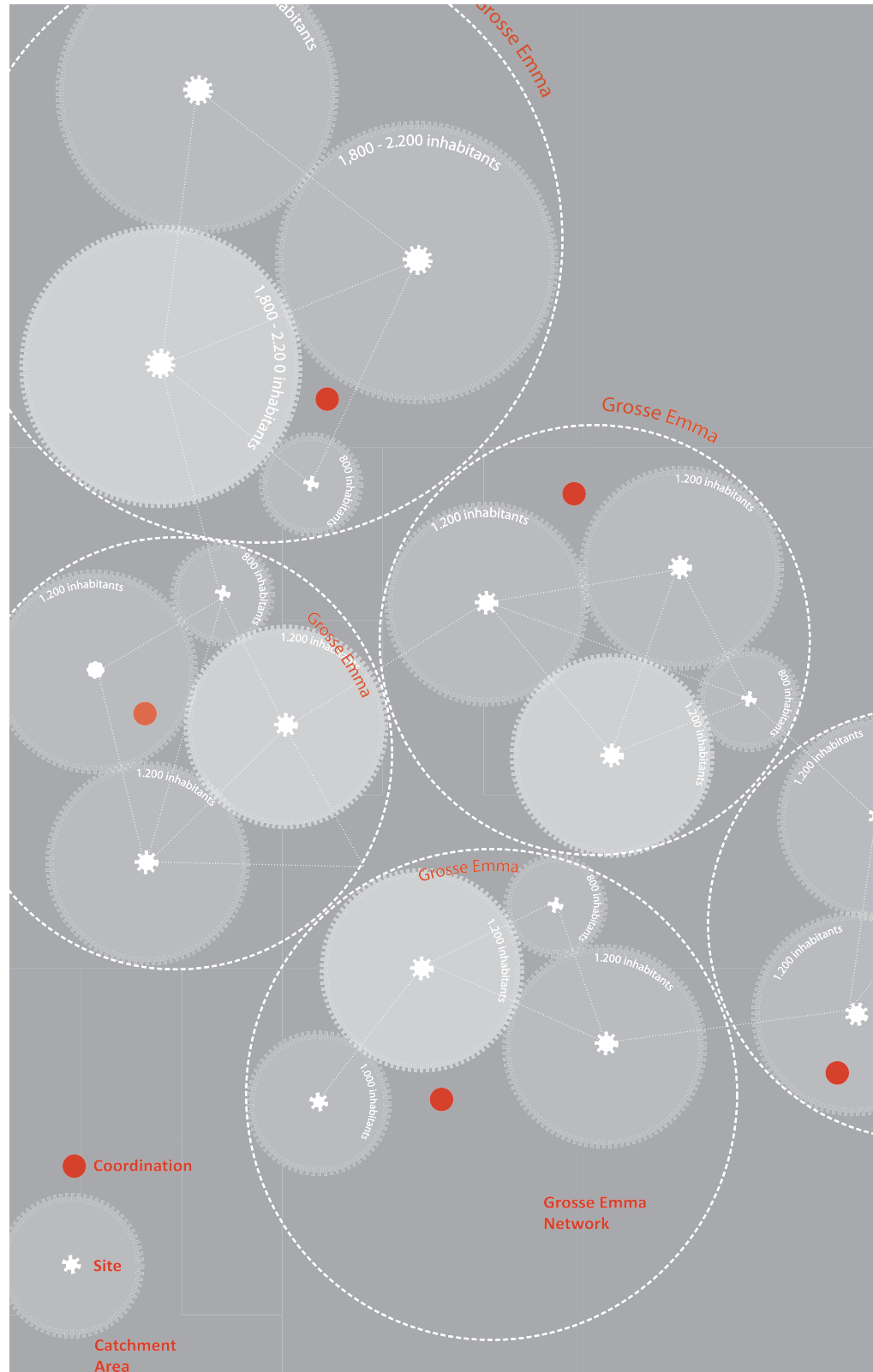


*Selected areas for research in the countryside – Meissen county - will be the first to implement prototypes.*




InD's collaboration with the Ostdeutsche Sparkassenverband has been critical in expanding the range of our proposals rapidly. In October 2012 this umbrella association of savings banks committed to support development. The Federal Ministry of Agriculture signaled its willingness to endorse *Grosse Emma* as a role model for rural areas in the whole of Germany. In 2013 first prototypes will be tested at four sites in the Meissen County in Saxony. This will allow InD to speed up project development, testing and evaluation, and finally to start with on-site installations.

Over the past five months we have been approached by eight regions expressing their interest in *Grosse Emma*. InD received such extremely positive feedback without spending any resources on communication or marketing, lecturing or writing. Apparently *Grosse Emma* touches upon an enormous need. Such strong demand has forced us to redefine our own business model. While we have been working as urban planners and architects so far, we do now see our focus shift to systems design, acting as mediator between architecture and urban planning. InD rearranged its organizational structure to afford the transparent integration of know how in innovation conjecture, market exploration, and business development. We are growing a network of specialists.



*InD's future vision is to develop a set of certified supply networks in rural Germany.*



Although we are firmly set on the implementation of pilot installations in 2013, we are already working on the development of a certification system for rural infrastructures. Having accountable metrics to qualify the possibilities of rural areas is indispensable for the planning of sustainable developments. Cooperating closely with the Sparkasse and its network of local branches is a highly effective way to ameliorate the situation in the countryside.

Insights from dealing with the situation in rural Germany can be applied to a large extent to all of rural Europe, or even places farther away. We are actively seeking the engagement of governments and businesses to adapt *Grosse Emma* for their particular needs.

Convenience-store, websites of leading Japanese convenience chains

[www.7andi.com/en/](http://www.7andi.com/en/)

[www.family.co.jp/english/](http://www.family.co.jp/english/)

[lawson.jp/en/](http://lawson.jp/en/)

[www.circleksunkus.jp/english/](http://www.circleksunkus.jp/english/)

Die Waren Welten, Research Paper on retail environments in Japan with particular focus on the convenience store industries

[url.iidj.net/kobv\\_fd44](http://url.iidj.net/kobv_fd44)

TESCO's Click & Collect convenience service

[url.iidj.net/tesco\\_9335](http://url.iidj.net/tesco_9335)

TESCO's Grocery Home Shopping in the UK

[url.iidj.net/vanderlande\\_EMgi](http://url.iidj.net/vanderlande_EMgi)

A report on how changes in customer behavior force retail shops to change

[url.iidj.net/nytimes\\_95zt](http://url.iidj.net/nytimes_95zt)

Mailing and delivery parcel service in the UK

<http://www.collectplus.co.uk>

[www.parcelpickup.co.uk](http://www.parcelpickup.co.uk)

Mailing and delivery parcel service in Germany

[url.iidj.net/dhl\\_xi54](http://url.iidj.net/dhl_xi54)

Mailing and delivery parcel service in The Netherlands

[url.iidj.net/ahold\\_3295](http://url.iidj.net/ahold_3295)

Michinoeki - Street Station

Japanese approach to generate cash flow in rural areas by setting up microcenters alongside roads

[url.iidj.net/worldbank\\_KL37](http://url.iidj.net/worldbank_KL37)

Machinoeki - A Challenge for Revitalizing Communities in Japan

[url.iidj.net/walk21\\_35DM](http://url.iidj.net/walk21_35DM)

The Plunkett Foundation in the UK supports rural economy building, setting up community stores and community food chains

[plunkett.co.uk](http://plunkett.co.uk)

The rural shop alliance in the UK represents over 8,000 stores in the countryside

[www.ruralshops.org.uk](http://www.ruralshops.org.uk)

Initiative to improve service quality in small communities by supporting the survival, development, and growth of rural retail shops.

[www.ruralshops.blogspot.de](http://www.ruralshops.blogspot.de)

Initiative of private companies to set up community stores and services in Germany

[www.dorv.de](http://www.dorv.de)

Support of local Market-Places by the State of Schleswig-Holstein in northern Germany

[www.markttreff-sh.de](http://www.markttreff-sh.de)

Demographic changes and implications in Germany

[url.iidj.net/bund\\_HEYH](http://url.iidj.net/bund_HEYH)

Regional Analysis, example of visualization in Saxony

[url.iidj.net/osv-online\\_6369](http://url.iidj.net/osv-online_6369)

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## Profile



Wilhelm Klauser studied architecture and urban planning in Stuttgart, Germany and Paris, France. He lived and worked in Tokyo between 1992 and 1998 where he researched distribution patterns and specifically the convenience store industry in the greater Tokyo metropolitan area.

He obtained his doctorate from the Technical University in Berlin in 2001. In his thesis - The Goods World, he researched the impact of retail-industries on spatial development.

In 1999 he founded InD-initialdesign.

He has taught extensively, amongst others at Bauhaus Dessau, Technical University Berlin, and UP4 Paris and a regular contributor to leading architectural magazines in Germany and abroad.

From 2008 to 2010 he participated in the Grand Paris Project conducted by Lin Architects, Berlin/Paris which produced proposals for the re-development of the Ile de France.

[www.mon-grandparis.fr](http://www.mon-grandparis.fr)

Currently he is editing a publication on mobility for the Bundesstiftung Baukultur.

[www.bundesstiftung-baukultur.de](http://www.bundesstiftung-baukultur.de)

[wk@initialdesign.de](mailto:wk@initialdesign.de)

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## Credits

- p 1 SLUB/Deutsche Fotothek
- p 3 Wilhelm Klauser
- p 4 - 5 InD-initialdesign
- p 6 Wilhelm Klauser
- p 8 - 9 InD-initialdesign
- p 12 - 15 InD-initialdesign
- p 17 InD-initialdesign

All websites of the Reference section have been visited and confirmed on November 15th, 2012.





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## Connecting Neighborhoods Tokyo

*Co-Designing Social Media with Local Communities*

*Gesche Joost, Jan Lindenberg*

Amongst other disciplines, Design Research faces the challenge to explore the phenomenon of demographic changes in an aging society and increased social alienation. The presented research focuses on the role design tools and processes can play to foster social sustainability in urban neighborhoods within these changes. It is part of a cross-cultural study between Germany and Japan engaging in local neighborhoods, focusing on local and participatory interventions to facilitate communication, sharing, and mutual help among local residents in urban contexts. We describe the participatory development of social media with a group of engaged neighbors in Tokyo and reflect on the design research tools used.

Initiatives on community building and empowerment of citizens seem to spread in urban environments. Examples of Urban Gardening or Co-Working Spaces might be a reaction to the popularity of the global digital communities of social networks. However, these local initiatives clearly focus on creating social cohesion, proposing solutions for problems brought by demographic change and social alienation. The Design Research Lab of Deutsche Telekom Laboratories in Berlin started in 2009 a pilot project to study local communities within a particular neighborhood. Teaming up with a group of senior citizens, all of whom members of a Senior Computer Club, the researchers began creating a dialogue to get a grasp of the challenges perceived by that specific community. This research is still ongoing, followed at this www site: [www.neighborhood-labs.org](http://www.neighborhood-labs.org)

In 2010 we started the 'Connecting Neighborhoods Tokyo' project in cooperation with the Design Research Lab Berlin and the Institute for Information Design Japan – IIDJ, expecting that the identification of differences and communalities exposed in these two distant culture would benefit our overall understanding.

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### **The decline of traditional neighborhood culture in Japan**

Recent research trends are confirming the importance of strong neighborhood ties and networks as a major factor of resilient communities and for supporting more sustainable ways of living: Local neighborhoods with strong bonds seem to be better prepared for emergencies and do recover easier and earlier from the impacts of disasters than communities of more isolated members. (*Aldrich, 2012*)

Local neighborhoods may also play a key role in the shift from the concept of personal material-based wellbeing to a more community oriented system of sustainable wellbeing which is based on shared production and consumption of local resources and mutual help, described by Ezio Manzini as *cosmopolitan localism*. (Manzini, 2005) Strong neighborhood networks are an important quality in urban life. In Japan and other *highly industrialized* countries however, traditional neighborhood culture is in constant decline.

Dore described a closely-knit neighborhood community in study of a Tokyo ward during the early 1950's where residents helped each other in times of illness or final crisis. (Dore, 1951) The situation has significantly changed since. Phenomena such as solitary death and Hikikomori – acute social withdrawal of young people, are being widely discussed in Japanese media and society at large. An average of 10 people – mostly, but not always, elderly people, per day is dying alone and unnoticed from their neighbors in the city of Tokyo alone. (Japan Today, 2011)

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### The Shiba Neighbourhood


The Tokyo district of Shiba is closely located to the Yamanote circle train line in the southern part of the inner city. While the area's center is characterized by a dense cluster of single-family houses, small shops, and narrow alleys, it is surrounded by high-rise apartment and office buildings along the larger streets at its periphery. This morphology is exemplary for many of the residential areas known as *Urban Villages* that can be found in central Tokyo.





*The Shiba neighborhood: the central are of small and wooden houses in surrounded by high-rise apartment and office buildings along the big streets at the outer borders of the area.*

The area's inconsistent built structure is a result of urban planning regulations and economic developments and has – together with the general demographic changes – significantly contributed to major social shifts and a decline of traditional neighborhood culture over the past decades.



Many of the wooden single-family houses are inhabited by elderly residents who have 'grown old' in this neighborhood and many of the small and privately owned shops are at the stage of closing down. In stark contrast, the modern high-rise apartment buildings near by are home to many young families and singles who have moved here from other parts of the city or country. These 'newcomers' seem to feel largely disconcerted and indifferent to the original neighborhood and its traditional community. As a result, the neighborhood in general has lost much of its former vitality.

Acknowledging the strong impact of the built environment, we were considering an approach that would focus specifically on communications – including communication interfaces, information networks, and media formats as potential tools and fixes for re-connecting the local community. *(Foth, 2004)*

We started with a study of the potential of digital mobile media to facilitate communication and sharing among local residents. However it became soon evident that such a techno-centric approach was not appropriate. Instead, we felt that the complexity and sensitivity of the issues called for research that was grounded in community collaboration and informed and driven by the needs, opportunities, and constraints of locals. This approach enabled us to keep expectations for final solutions more open and to broaden our understanding of local issues and anticipated problems when we launched the participatory exploration phase.

The different actors in the Shiba area are either permanent residents, visitors, or people who have their center of live in this neighborhood:

- The Community cafe *Shiba-no-le* – the Shiba House, is a local community cafe and social meeting space that is jointly run by members of the local neighborhood organization and students and teachers of the near-by Keio University.  
Situated in the center of the district, Shiba-no-le aims to be a central location for all residents, including parents, children, and elderly by offering creative workshops and activities of all kinds.
- Staff members working at the cafe have a variety of backgrounds: interested university students searching for experience in the social sector, committed neighbors that have an personal interest in the activation of their local area, and seniors that are seeking opportunities for meaningful engagement and contact with the younger generation.
- Seniors – mainly long time residents of the neighborhood, living in single-family houses. Many of the former shop owners are now also using the ground level of their buildings as living area.
- The local neighborhood association is a group of volunteers with quasi-governmental status that help organize local festivals, manage garbage collection, take care of disaster prevention measures, and are generally engaged in all sorts of activities. The neighborhood association acts as an interface for connecting the residents with the local municipal administration and collaborates closely with other local organizations such as the local group of senior citizens or the children association.

Choosing a Participatory Design approach from the onset of our research, the foremost purpose was to involve the neighbors as active dialogue partners and co-designers for creating shared ideas. Following methods proposed by Liz Sanders' (*Sanders, 2002*) we choose different design tools to engage people in an open dialogue with varying levels of commitment using media such as speech, image, or physical prototypes.

From our experience of previous projects we understood the need to partner with a local institution that was already 'rooted' in the neighborhood, acting as an interface between researchers and residents. In Shiba-no-je which is operating its community cafe since 2009 as a community of practice (*Lave, Wenger 1991*) we found an appreciative partner and supporting base.

We were pursuing action-based research in a so called Living Lab environment as a systematic framework for dealing with community-driven innovations in real-life contexts. (*Van der Walt & Buitendag, 2009; Ehn et al 2002*) Members and guests of the community cafe became central actors and drivers of research and design. The weekly design workshops at the neighborhood cafe, open for anyone to attend, became fundamental part of our field activities. At an early stage a small team of interested students and neighbors formed itself and started collaborating with us on a constant basis. Apart from the regular team the research was also informed by the temporary participation of guests and visitors of the café, who contributed valuable comments in regards to the process. Their views were sometimes challenging.





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## Initial Exploration

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The co-design process started with a series of mapping workshops that helped initiating communication with and among the residents (Perkins, 2007), while keeping the focus of discussion on the local area. These workshops were crucial in exploring problematic social issues and identifying relevant actors in the neighborhood.

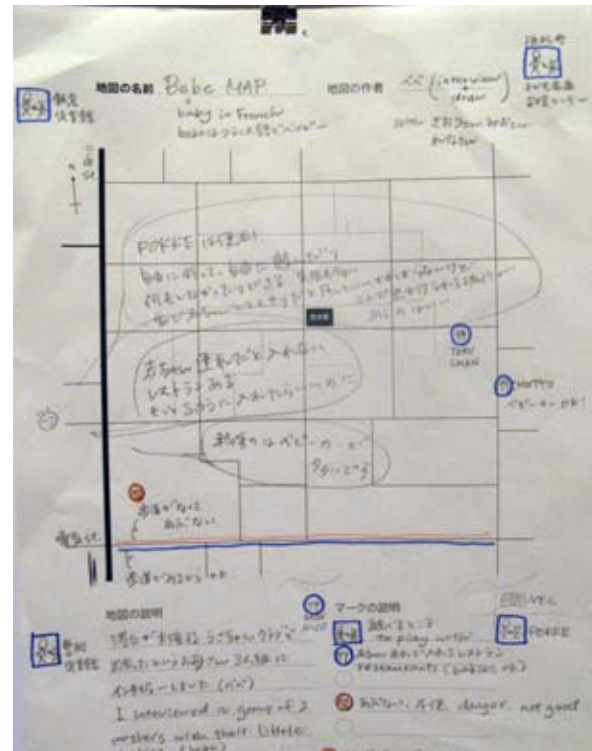
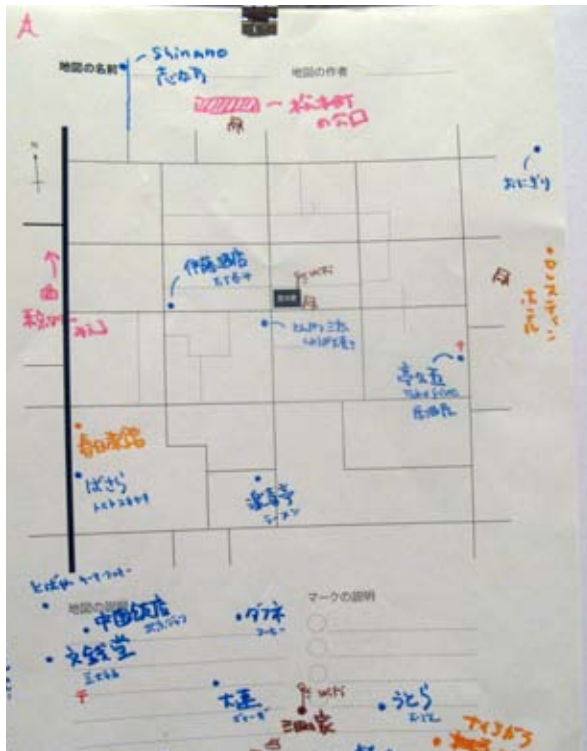


*Group mapping workshop at the community cafe.*

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## Group Mapping

The first mapping activities happened in small groups of mixed participants – local neighbors and interested students, mainly concerned with the historical development of the neighborhood. The topic was chosen to encourage seniors and experienced residents of the area to contribute their knowledge and younger participants to learn about the past of their community.



A range of individual thematic maps that were created by participating neighbors, showing favorite spots in the area and a Parents Map with playgrounds, child friendly restaurants and dangerous streets.

## Personal Mappings

Since some participants found it difficult to express their distinct views during group session, cartographic templates of the neighborhood were produced to be used by individuals or in dialogues and informal chats. This set-up kept the theme of the mapping process more open, allowing participants to decide and map locations and topics that were meaningful and important specifically to themselves.



*Neighbors participating in the public mapping workshop during the annual street festival.*

### Public Mapping

A final mapping workshop was organized during a local street festival. Here, people were invited to mark the location of their houses and to add comments and notes on a large map of the neighborhood. Participants identified areas and locations that were interesting or problematic for them. The discussions coming along with that revealed local issues and also ideas on how to deal with these. These mapping sessions and exploratory walks around the neighborhood brought forth a wide range of observations of existing communication and sharing practices that added important cultural and contextual insights to the design process.





The Keijiban is a public notice board where official announcement are posted to inform about disaster prevention measures, local festivities, or club activities.



A donated chair at a bus stop, often used by senior citizens when waiting for the local bus since there are no benches provided by the public authorities.



A flowerpot garden as seen in front of many of the old houses is not only providing aesthetic pleasures but an opportunity for the owner to chat with people passing by while watering the plants.



A sharing box seen at the local grocery shop where customers take or leave household items that are not longer needed but are still considered too useful to be just thrown away.



The traditional Engawa is a combination of sliding window and bench and a practical interface for the inside residents to engage in spontaneous conversations with friends and neighbors resting on the outside seat.



Roji are narrow and semi private alleyways that run between the backsides of many of the old houses. Being too narrow for cars or bicycles to pass through, they are often seen as an extension of the resident's private living, working, or storage space.



## Analysis of Observations

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Based on the insights and observations during the mapping sessions, the group used DesignFactors – a thinking tool for supporting brainstorming and planning within groups (Schneider, 2008), as a method for linking observed needs, constraints, and opportunities with the various actors in their roles as producers, distributors, or users taking into account the services, products, or environments these actors are engaged with.



*Using paper templates with pre-defined keywords for different roles of actors and contextual factors helped guiding ideation and structuring of analysis.*

For a more efficient discussion the collected insights were positioned and clustered in relation to three main topics:

Elderly – the situation of senior residents in the neighborhood

Community – the sense of community and neighborhood life in general

Mobile ICT – the various aspects of mobile Information and Communication Technology



*Triangulation of identified needs, constraints, and opportunities.*

By triangulating the elements against these basic terms, simple categorization was intentionally avoided by positioning each aspect within the semantic space defined by the three topics. This fuzziness allowed for a more intuitive reading of the matrix that helped the group to develop a set of strategies for the follow-up phase assigned to generate design ideas and scenarios:

Activating elderly neighbors: Include them as productive and responsible actors.

Inter-generational interaction: Focus on shared or complementary qualities between younger and elderly residents that could be aligned to reinforce each other.

Open cyclic structure: Thinking design solutions as interconnected and looped systems.

Contextualized development: Incorporating and focusing on actors, systems, and structures that are already existant.

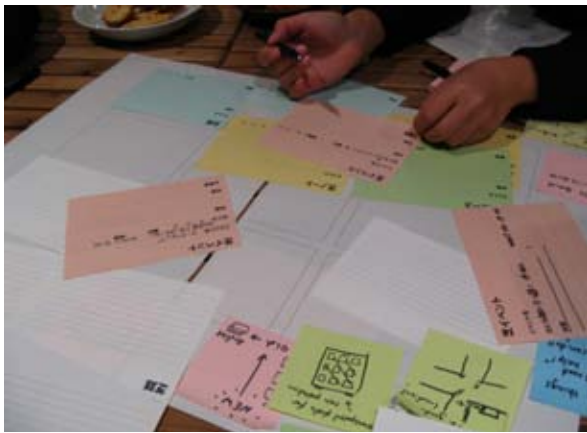
Favoring in-person interaction: Using technology not to replace, but to facilitate face-to-face meetings and communications.



### The Neighborhood Message Board

Informed and inspired by observations of local communication and interaction, the group developed the idea of a neighborhood sharing and information system as a first contextual intervention for facilitating communication in the neighborhood.

In the prototyping and design phase we used so called 'boundary objects' – physical representatives that function as models for sharing understanding and facilitating discussion among group members. (Ehn, 2008) The process started with simple drawings and gradually shifted to more advanced 2D paper prototypes. Finally, life-size physical 3D models were built that could be used and tested directly in the neighborhood context.



*Concept development, prototyping, and production of the neighborhood notice board.*



To strengthen the sense of ownership, staff members of the neighborhood cafe and project participants discussed and decided upon the name and logotype for the new system and developed a range of variations.



Based on the Japanese character 互 – tagai = mutual help, logotype variations for the notice board system were created.

Akin to a traditional notice board, neighbors can post short messages in categories such as *looking for*, *selling*, *giving away*, *please take part* that are distinguished by differently colored paper.

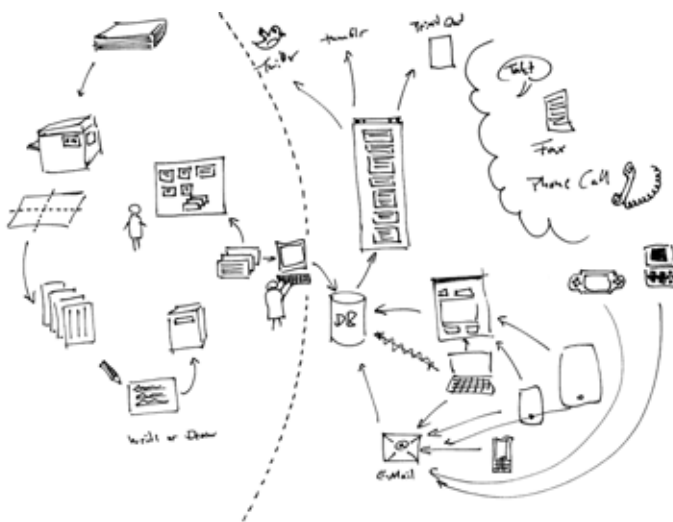
Staff members of the community center become the message board administrators, accepting message notes, approving them with the *official* stamp, and affixing them to the board.

Driven by concerns about privacy and security, we introduced a 2-way system in regards to contact information of the postings' authors: the email contact or phone number could be part of the note itself, or left with the staff of the community café if the posting person asked for privacy.

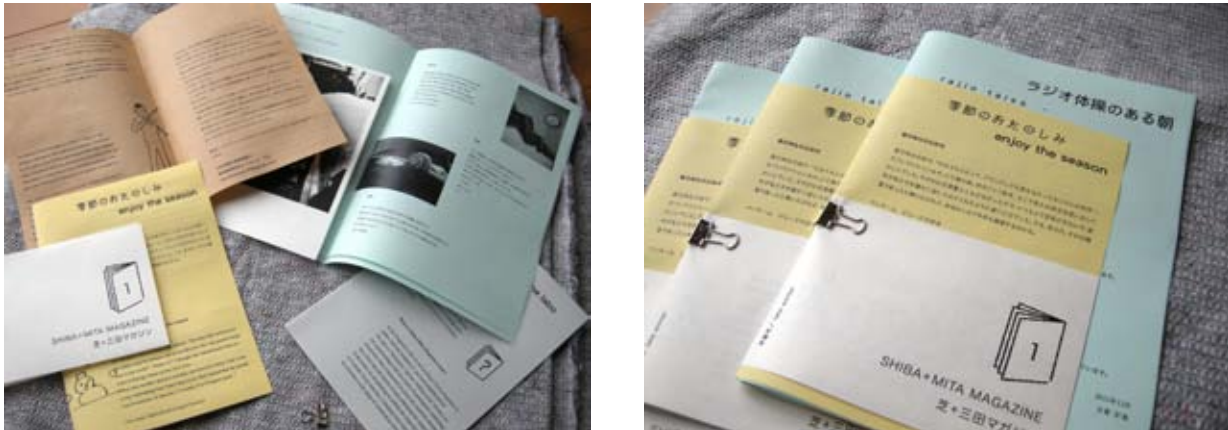




Testing and observing the neighborhood message board in daily use, this analog and situated approach was gradually complemented with a digital extension, creating a website where photos of the message were shared. The simple act of creating the online content with a mobile phone camera allowed for easy update by the staff of the community cafe.



A sketch of the analog and digital side of the system.



*The neighborhood magazine was designed as a loose collection of pages with different sizes and colors that can be separated or re-arranged in different ways, reflecting the heterogeneity and independence of the contributed material.*

The positive experience of designing the neighborhood message board inspired the group to develop the concept for a neighborhood magazine that was characterized by a flat hierarchy, mixed responsibilities, and changing roles.

Scheduled to be published every three months, the magazine naturally focused on topics of the neighborhood – everybody regardless of age or background, should be able to contribute whatever was related to the local community and seasonal activities.

The result was an unusual and interesting mix of children's drawings, poems by senior participants, or stories by parents.

During the development we did not focus so much on the end product but rather emphasized the creation process as a catalyst for social connections between participants.

Here again content and design gradually evolved through many iterations, based on the interests and distinct talent of the participants.

After the first issue was published and distributed among the local neighbors for free, the roles of producers and consumers became further blurred since some of the readers – invited by a letter inside the magazine, caught interest and produced content for the next issue.

Evaluating and comparing processes and results of the two projects in Berlin and in Tokyo is an ongoing process. First findings showed that many challenges seem to be comparable despite the differences in culture. The need for sharing knowledge and creating interfaces for exchange such as the message board inspired discussions within the Berlin community, leading to the development of a digital platform for sharing knowledge, accessible through analog interfaces, following a similar participatory design process. Experiences collected from the Tokyo neighborhood will surely be of great value.

On both sides we can look at the project itself as a boundary object. Our research activity certainly contributed to the growth of social cohesion amongst neighbors.

The mapping tools and workshop formats seem to be universally effective for research and development.

The importance to cooperate with an existing initiative or institution – the Shiba-no-Ie in Tokyo or the Senior Computer Club in Berlin, to integrate the project into existing structures has been a shared insight.

Comparing with approaches in social work or community psychology design research as practiced in the presented projects distinguishes itself in its pragmatic pursuit: while experimenting with process-oriented tools such as mapping and prototyping, it also expects concrete results of the knowledge platform, the message board, or the magazine design. Design research has to assure the relevance of outcome for the everyday life experience of the local community and track impact.

Collaborations between design research and activities directed by other expertises obviously offer fruitful opportunities for future projects.

Aldrich, D. (2012). *Building Resilience: Social Capital in Post-Disaster Recovery*. University of Chicago Press.

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## Profile

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Prof. Dr. Gesche Joost is Professor for Design Research at the University of the Arts Berlin. Since 2005 she is heading the Design Research Lab in cooperation with Telekom Innovation Laboratories, an institute affiliated with TU Berlin. With international partners, she is developing research and teaching projects concerned with social sustainability and participation, human-computer-interaction, and gender and diversity aspects in technology. Until 2010, she has been junior professor for Interaction Design & Media at the Technical University of Berlin. As a visiting professor, she taught Gender and Design at the HAWK Hildesheim. In 2009, she received the young talent award for science from the mayor of Berlin. She is the founding board member of the German Society for Design Theory and Research – DGTF e.V.

[gesche.joost@telekom.de](mailto:gesche.joost@telekom.de)



Jan Lindenberg is a computer engineer and interaction designer working at the Institute for Information Design in Tokyo as an associate researcher. His work is based on relational and contextual design strategies with a focus on participatory design processes, community mapping, and critical cartography.

[jan.lindenberg@iidj.net](mailto:jan.lindenberg@iidj.net)

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**Collaborators:**

Mariko Nakamura

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**Partnering organizations:**

Shiba-no Ie Community Cafe, Tokyo

KEIO University, Tokyo

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**Supporting organizations:**

Design Research Lab Berlin

Institute for Information Design Japan

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**Duration of project:**

2010.09 - 2011.05

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**December 2012 Vol-7 No-12**



Edward Steinfeld, Arch. D., AIA, Professor of Architecture and Director Center for Inclusive Design and Environmental Access, School of Architecture and Planning University at Buffalo, State University of New York will be the Guest Editor of December 2012 Vol-7 No-12

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**2013 – A year dedicated to young designers**

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**January 2013 Vol-8 No-1**



Dr. Martina Keitsch, Associate Professor of Department of Product Design, Faculty of Engineering Science and Technology Norwegian University of Science and Technology will supervise a special issue with undergraduate / post graduate students. Guest Editor will be Jonas Asheim and Anders Kjøllesdal.



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**February 2013 Vol-8 No-2**



Assistant Professor Dr Gaurav Rehaja of IIT- Roorkee will supervise this special issue.



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**March 2013 Vol-8 No-3**



Dr. Debkumar Chakrabarti, PhD Professor and Head Department of Design, Indian Institute of Technology Guwahati, IIT Assam, India will supervise works of his undergraduate/ post graduate students. Guest Editor will be Aditya Ponnada, a fourth year student of Bachelor of Design program.

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**April 2013 Vol-8 No-4**



Professor Rachna Khare, PhD – Architecture-Fulbright Scholar, Coordinator Doctoral Programme, Center for Human Centric Research – CHCR, School of Planning and Architecture Sports Complex, MANIT Campus, Bhopal, Madhya Pradesh, India will supervise her students to bring for this special issue.

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**May 2013 Vol-8 No-5**



Dr. Kenneth Joh is an Assistant Professor in the Department of Landscape Architecture and Urban Planning at Texas A&M University, Program Coordinator of the Graduate Certificate Program in Transportation Planning, and an Assistant Research Scientist at the Texas Transportation Institute. He will be the Guest Editor of this special issue

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**July 2013 Vol-8 No-7**

Christian Guellerin is president of Cumulus, the International Association of Universities and Schools of Design, Art, and Media since 2007. The organization counts 178 institutions in 44 countries. He is also the executive director of the Ecole de design Nantes Atlantique, which trains professionals to create and innovate for socio-economic development, with an interface between technology, economics, and the sciences. Today they are expanding to China and India. He writes on design and pedagogy. He will act as philosopher and guide for this special issue with the participation of students from different streams.

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**August 2013 Vol-8 No-8**

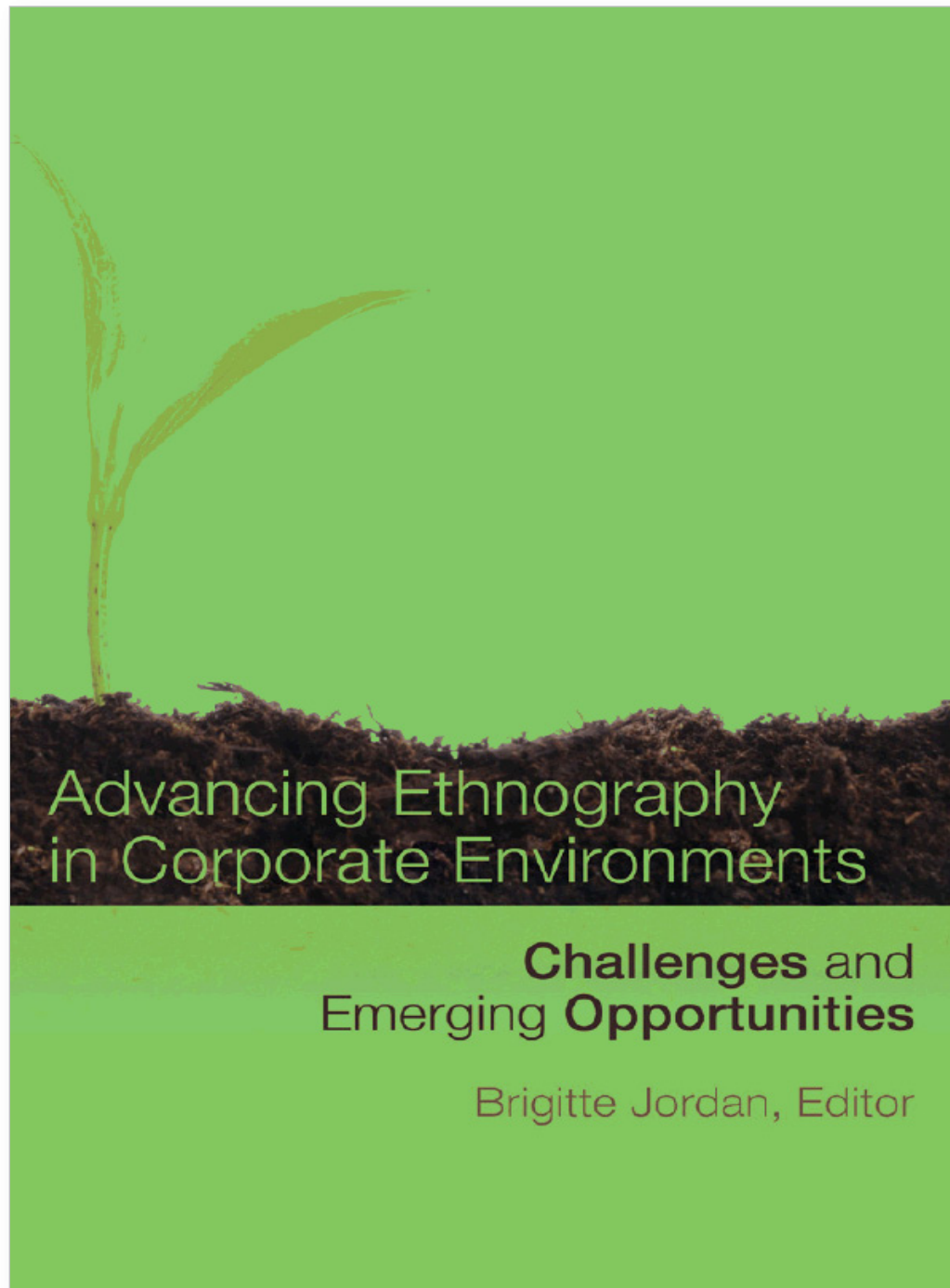
Dr. Antika Sawadsri PhD in Architecture, Planning and Landscape University of Newcastle upon Tyne, UK. Lecturer, School of Interior-Architectural Design Faculty of Architecture King Mongkut's Institute of Technology Ladkrabang – KMITL, Thailand, will supervise this special issue of student designers.

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**September Vol-8 No-9**

*Inclusive Tourism: international perspectives, accessibility and inclusion in the Brazilian tourism* is the topic suggested by Prof Regina Cohen Pro-Access Group – Federal University of Rio de Janeiro as Guest Editor.





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## ITU rolls out plan to standardize power supplies

Shaun Nichols

The International Telecommunications Union (ITU) has rolled out a plan which would see a number of personal electronics devices standardise on a single power supply design.

The UN agency said that its plan would see a common Universal Power Adaptor (UPA) design implemented for home and small office equipment. Possible implementations include networking devices, set-top boxes and land-line telephone equipment.

Under the proposed schematic, the UPA hardware would be designed to reduce power consumption and would also be optimised for use in areas which do not have reliable energy grids. In addition to conventional AC power, the supplies would also be designed to work with portable power and solar energy units.

In addition to improving energy consumption, the agency hopes that the universal design would also improve environmental practices by implementing a common hardware set which could be easily recycled and refurbished for use in multiple devices.

Officials hope that the UPA design would be embraced with similar enthusiasm to the 2009 resolution to standardise mobile phone chargers. That effort saw the GSM Association agree to adopt a common method for charging mobile handsets.

*Our global standard for universal phone chargers received a very warm welcome from vendors and consumers, and I am certain that this new universal power adapter standard will enjoy the same worldwide success, said ITU secretary general Dr Hamadoun I. Touré. These important environmentally-oriented standards will markedly reduce e-waste and greenhouse gas emissions, while saving money for vendors and consumers through more efficient use of raw materials and energy.*

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## IIT-D all set to open design innovation centre



A spate of new projects will soon grace the campus of the Indian Institute of Technology – IIT Delhi. While the institute has already set up its Student Innovation Centre with seed funding provided by the batch of 1986, it is now ready to set up yet another centre. *The Government of India has approved an innovation centre to be set up at the IIT campus. This is going to be a design centre and will be different from the existing student innovation centre that already exists*, said RK Shevgaonkar, director, IIT Delhi.

Research in this innovation centre will focus more on interdisciplinarity. Although the existing faculty will be employed for the purpose, the institute is also planning to hire trained professionals and additional faculty.

While the centre will become functional in six months' time, students will have several options to choose from such as aesthetic design, product design and animation.

*At present, there is a student innovation centre that operates in IIT Delhi. But the new innovation centre will float additional courses for students, such as those relating to becoming an entrepreneur. These interdisciplinary courses will make students more aware of the innovations*, said Shibhen Kishen Koul, deputy director for strategy and planning.

The institute has also received an initial seed capital of R25 crore from the Ministry of Human Resource Development – MHRD, for this purpose. It will also teach students how to formulate an innovative idea and put it into practice.

*This centre will teach students three basics – first, how to generate an innovative idea; second, how to convert that innovative idea into a product and third, to convert that product into a business. The students will always have the option of sitting for the institute's placement process*, Shevgaonkar said.



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## Dublin designer wins double awards and launches studio

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*Curtsey-Bernice Barrington*



Young Irish product designer Ben Harris, who won two major awards at the recent Irish Design Institute – IDI, Awards Night including the coveted Universal Design of the Year accolade, has branched out on his own, opening his own design studio and specialist consultancy, White Zebra Studios.

Based in Dublin's Malthouse Design Centre – MDC, on the North Circular Rd, the MDC is a greenhouse initiative for a cluster of Irish creatives.

White Zebra Studios is structured to take an idea from basic concept to mass-market production with product design and prototyping, through tooling design for production, to ready to market.

Previous to going on his own, Harris worked as an in-house senior product design engineer for a major international company for over five years.

In 2006 while still a student at Brunel University, he attracted attention of his invention of the Perfegg, a machine to cook the perfect soft boiled egg.

At the IDI awards it was his special needs children's Comfee Seat designed for Belfast manufacturer Leckey, which won him the Best furniture design award.

Entrepreneurship seems to run in the blood in Harris's family, with his mother, Elaine O'Hora, a former Miss Ireland and founder of the Munchies chain of sandwich bars and franchise network. His father Peter Harris is a serial entrepreneur who also founded Ireland first Courier Company, Pony Express, and the Bubblegum Charity.

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**Social Capital and Entrepreneurship Workshop at CSCW 2013**

The 16th ACM Conference on Computer Supported Cooperative Work  
February 23-27 in San Antonio, Texas, USA.

There is a strong relationship between social capital and entrepreneurship. Yet we know little of how groups across cultures and socio-technical configurations interact and collaborate online to transform innovation into commercial and social ventures.

This one day workshop will explore, through different perspectives, the challenges for CSCW in supporting the development of social capital for entrepreneurship, highlighting the gaps and opportunities for designers.

A key part of the agenda for this workshop is to form understandings of the formation of social capital and entrepreneurship activities in contrasting cultures and socio-technical configurations.

We hope to foster dialogue between academics in different disciplines interested in interdisciplinary research in social capital, entrepreneurship and CSCW.



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## Accessible ICT: Priorities for Future Research on Accessible Information and Communication Technology Systems and Services

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22 January 2013

Institution of Engineering and Technology, 2 Savoy Place, London WC2R 0BL

The aim of this conference is to obtain a consensus on priorities for future research on accessible information and communication technology systems and services. Funding bodies need to ascertain the best strategy for investing their finite resources in research and development to benefit disabled and elderly people. The scope will include network-based services – social networks, collective intelligent systems, augmented reality, cloud computing, advanced location aware services and ambient intelligent systems, as well as novel user interfaces and technology transfer.

Speakers include Mike Short, Brian Collins, Gregg Vanderheiden, Graham Worsley, Patrick Roe, Alan Newell, Deborah Pullen, Gunela Astbrink and Guido Gybels.

[www.cardiac-eu.org/about/conference.htm](http://www.cardiac-eu.org/about/conference.htm)

To register for this conference, please go to:

[www.theiet.org/events/eventsonline.cfm?u=/iebms/reg/reg\\_p1\\_form.aspx?oc=10&tct=SEMINAR&eventid=15065](http://www.theiet.org/events/eventsonline.cfm?u=/iebms/reg/reg_p1_form.aspx?oc=10&tct=SEMINAR&eventid=15065)

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## **Business of Design Week returns with spotlight on design**

Annual conference BODW highlights innovation and industry

3rd to 8th December, 2012, Hong Kong

Asia's leading annual design event is back for more exhibitions, forums and programmes to explore the growing business of design, innovation and branding.

Organised by the Hong Kong Design Centre – HKDC, since 2002, the week long conference brings the best of the global design community to Hong Kong, offering a chance for design experts and executives to network and share innovations and ideas. The premier gathering also encourages industry and business to unleash the power of design by focusing on their vital relationship and complex interplay. With China already the world's largest exporter of design goods and emerging to the forefront of the global creative industry, the Hong Kong conference is an excellent networking opportunity for delegates. The event is also becoming a vital link in growing the aggregate demand and boasting the global value chain for design in the world economy.

This year's BODW includes a showcase of Danish design with numerous experts and executives from the Scandinavian country set to appear and speak. Among the top Danish design experts scheduled to attend include Johannes Torpe – recently named Bang & Olufsen's creative director, Jacob Holm – president of furniture studio Fritz Hansen, interdisciplinary architect Rosan Bosch – designer of LEGO PMD's fanciful office, Eva Kruse – founder of the Danish Fashion Institute, Mads Ryder – CEO of porcelain house Royal Copenhagen, and graphics legend Bo Linnemann – founder of Kontrapunkt, who has contributed to the trademark look of international brands such as Carlsberg, Microsoft, Coca-Cola, and IKEA.

Other creative geniuses coming are the influential founders of Danish cross-disciplinary design studio KiBiSi, Lars Larsen and Jens Martin Skibsted. Top British architect Thomas Heatherwick will be here to explore his philosophy of space, people's livelihood and sustainable development. Another key speaker is German industrial designer Richard Sapper. The designer of the classic Tizio Table Lamp, the Alessi Melodic Kettle and many other products now part of MOMA collection in New York, will share his experiences on creating functional aesthetics.

International design experts include commercial art director Mirko Borsche from Germany, cutting-edge Japanese advertising director Masashi Kawamura – PARTY Creative Lab, tech start-up star Jeremy Fisher of Wander – USA, and rising Chinese architect Ma Yan-song, responsible for the Absolute Towers in Toronto, nicknamed the *Marilyn Monroe Building*.

In addition to a three day forum, special events around the week include the popular Detour public exhibits and displays, the BrandAsia Forum, the Technology For Design seminar, and, this year, the Hong Kong Design Centre – HKDC, Awards cum 10th Anniversary Gala Dinner. Topics covered over the conference include technology, heritage and culture, branding, education, and product and fashion.

[www.bodw.com](http://www.bodw.com)

Should you require any additional information, please contact DT Communications: Delase Gazo  
(d) 852-3696 6962 (e) [delase.gazo@dt-asia.com](mailto:delase.gazo@dt-asia.com)



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## Cameroon 2013 - International Workshop "Ageing and Healthy Environments"

22 January 2013



There has been great interest in the workshops taking place in Cameroon in May 2012 and the full program should be finalized in early December 2012. Due to the level of interest we have opened up the program to accept a number of abstract with the deadline for submission being 30 November 2012.



Entries for the 2013 Mark of Excellence Systems Integrator Awards will be accepted through September 14, 2012. The industry-recognized competition honors excellence in innovation and achievement in custom home electronics, services and installation technologies. The 2013 Mark of Excellence finalists will be announced in November and the winners will be awarded at the Mark of Excellence Awards Reception on January 9, 2013, during the 2013 International CES gathering.

New categories include *Tech for a Better World* and *Accessible and Universal Design Technologies*.



The European Commission opened on 22 May the competition for the third *Access City Award* for the most accessible cities in Europe. The annual prize recognizes and celebrates cities that are dedicated to providing an accessible environment for persons with disabilities. The new edition of the Access City Award is now open for applications. Deadline for submission is September 5, 2012.

[ec.europa.eu/justice/access-city](http://ec.europa.eu/justice/access-city).



[www.interact2013.org](http://www.interact2013.org)



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### Expo infoDesign

3 Day Workshop: Information Structuring, Architecture and Visualisation

15th - 17th November 2012 from 9.30am - 5.30 pm

IDC, IIT Bombay





## TEI'13 - Seventh International Conference on Tangible, Embedded and Embodied Interaction

Seventh International Conference on Tangible, Embedded and Embodied Interaction  
February 10-13, 2013. Barcelona, Spain.

### **Seventh International Conference on Tangible, Embedded and Embodied Interaction**

February 10-13, 2013. Barcelona, Spain.

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## HCI International 2013

21 - 26 July 2013, Mirage Hotel, Las Vegas, Nevada, USA



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## Global Sustainability Jam 2012 Bangalore

Friday, November 2, 2012 at 6:00 PM - Sunday, November 4, 2012 at 7:00 PM  
IST Bangalore, India







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### **WG 9.4: Social Implications of Computers in Developing Countries**

1st Call for Papers

12th International Conference on Social Implications of Computers in Developing Countries

Into the Future: Themes, insights and agendas for ICT4D research and practice

Ocho Rios Jamaica, 19-22 May, 2013

Submission Deadline: 26 November 2012

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### **17th Annual EUROMEDIA'2013 Conference**

1st Call For Papers

April 15-17, 2013, University of Lincoln, Lincoln, UK



# Empower with Inclusive Design



Calling designers & architects  
Consider 1.13 billion people with unique needs worldwide

ENTRIES DUE FEBRUARY 18, 2013

**DESIGN OMICS** **DESIGN OMICS** **THE LONG-TERM PAYOFFS OF BRANDING DESIGN MAKE IT A NECESSITY** **DESIGN OMICS**  
- KUMAR MANJALAM BELA

HOME ■ EVENT ■ AWARDS ■ TELEVISION ■ NEWS ■ ACADEMY ■ CONTACT

2011  
2012

Designomics is an initiative that endorses the value of strategic integration of *Design in Business*.

Design is no longer the domain of visual aesthetics and cosmetic beautification. Its potential to influence lives and shape the way businesses create value, is rapidly gaining recognition. Business houses are speedily embracing Design as a strategic tool, not just to empower their brands and engage their audiences but also to guide the driving philosophies at the core of the organization. And in the rapidly globalising Indian economy, businesses are realising the importance of holistic Design intervention to deliver ROI. The merging of the Design principles and economic disciplines is what we call Designomics.

[CLICK HERE TO SUBMIT ENTRIES FOR DESIGNOMICS AWARDS 2012](#)

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VGC WIG DEV



Last date for submission extended to  
**November 11, 2012**



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**Osian's is a pioneering institution in building the arts and cinema infrastructure of the country.**

[www.osians.com](http://www.osians.com)

[cinefan.osians.com](http://cinefan.osians.com)

We are expanding our design team to cater to the growing needs of our organization. 4 design positions are now open at Osian's Group, New Delhi.

General Requirements:

International education/exposure/experience in the world of art & culture is a plus.

Applicants should have over 2+ years of industry experience

They should be able to work under pressure and be able to meet deadlines.

Positions open:

Graphic & WEB Designer

- A designer with refined and subtle graphic design sensibilities to work with our coding team on our upcoming web resource centre.
- The applicant should be fluent with Photoshop, Indesign and Illustrator.
- He/she must be passionate about web design and always attempting to create newer and better benchmarks in design.

Graphic & Publication Designer

- A designer with interest in visual culture, image making, typography and publication design.
- Desire to experiment and work with unconventional publications.
- Interest in & ability to make mesmerizing and immersive graphic images.

- Some understanding of Indian art and cinema image making is a plus.
- He/she must be passionate about web design and always attempting to create newer and better benchmarks in design.

#### Exhibition Space Designer

- Understanding of museum spaces and a desire to work full time with a museum of art and cinema.
- This person must have the ability to curate exhibitions and work around themes to create experiential installations and narratives.
- Also work with the practical aspects of lighting, visitor flow, information design & signage.
- Ability to work with material and visualize/render objects and spaces in the third dimension.

#### Accessory & Product Designer

- To develop a collection of museum products and merchandize.
- Should have accessory design experience and exposure to material and techniques
- Would be required to create a whole range of merchandize from concept to production.
- Should be able to visualize and render 3 dimensional objects through software or sketches.

If interested, kindly mail your resume and portfolio to

[newdelhi@osians.com](mailto:newdelhi@osians.com)

[orchetan@osians.com](mailto:orchetan@osians.com)

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## RAXA EMR - Open Source Health Information System looking for UI/UX Designers, 1-3 years experience

### Key Responsibilities:

Create wireframes, mockups and prototypes

Visual/Graphic Design for the existing modules and future modules including creation of graphic elements

Work in a cross functional team

Work and coordinate with the team working across globe and the ability to organize and manage multiple priorities

### Qualifications

1-3 years of work experience with a strong portfolio showing the fulfillment of the above responsibilities

Front end development experience – a great plus

### Write to:

[sathyan.velumani@raxa.org](mailto:sathyan.velumani@raxa.org)

inclusion of portfolio and CV requested

Know more about the project here

[raxaemr.atlassian.net/wiki/display/RAXAJSS/Raxa+JSS+EMR](http://raxaemr.atlassian.net/wiki/display/RAXAJSS/Raxa+JSS+EMR)

[www.raxa.org](http://www.raxa.org)

### What we do:

We are creating a health information system that will perform the logistics of patient tracking, store patient information as well as enhance delivery in the field where there is low connectivity and electricity supply. We propose to improve the quality of care by providing up-to-date relevant information as well as decision support and analytics to clinicians performing diagnosis and treatment. We are designing this specifically for the non-profit rural hospital of Jan Swasthya Sayhog, grounded in the data model of the robust and

field-tested OpenMRS platform – [www.openmrs.org](http://www.openmrs.org), with the hopes of eventually making this system modular, extensible, freely and widely available for other organizations to implement as easily as possible in the future. This project will benefit tens of thousands of people in the near term, and undoubtedly many more in the long term.

#### Get Involved:

If you are interested in being part of this exciting project and helping our friends at JSS Hospital, we want to hear from you. There are a lot of ways to get involved, and if you don't see the right role for you or have other ideas, please get in touch.



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**Chleon Automotive – [www.chleon.com](http://www.chleon.com), designs next generation IVI – In-vehicle Infotainment Systems, system with focus on bringing connected-car/telematics and apps ecosystem to the in-vehicle environment.**

Qualifications:

Need a person with strong academic – BA/BFA/B.Des/M.Des etc., background in Graphics design with artistic and creative aptitude. Should be well versed in Photoshop/Illustrator/Corel, and other 2D UI design tools. Should have experience in UI design for either Web or smartphone apps. Familiarity with Flash is also desirable – expectation is to be able to create simple animations. Some exposure with 3D design tools like Maya/3DS Max is desirable but not necessary. Exposure to minimal coding such as translating UI designs to XML etc is a plus.

Experience:

Desired experience level is 3 to 4 year plus, but not a limitation for candidate with good potential. Please send samples of your previous work.

Role:

The role requires the person to envision and design UI for the complete Chleon IVI Platform. This includes not just the applications UI but also thinking around the overall Human-machine interaction. The UI should not only be eye-catching but also very intuitive to use. The apps are similar in functionality to those in modern day smartphones but are optimized for in car usage. *Think about how you can present the Facebook to the user within a car?*) The person should be able to think about UI flow from one screen to the next so as to be able to provide a good User Experience to the end user. The end product is targeted to very high end consumer markets in the Americas/Europe with very popular brand names of IVI market, so the design quality has to be very good.

Location:  
Noida

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Kindly contact Mr.Amit for further information:  
[amitupadhyay@gmail.com](mailto:amitupadhyay@gmail.com)

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## UX Designer for Nokia, Bangalore.

Requirements are as follows:

- Min. 2 years of core UX / Interaction design experience
- Good working knowledge of standard design tools – Adobe / Visio
- Prior experience in mobile domain will be preferred.

Kindly send your updated resume and portfolio, not exceeding 4MB, or an online link to work samples directly to Ashish Bhatia:

[ashish.bhatia@nokia.com](mailto:ashish.bhatia@nokia.com)

We are looking for a design intern for 6 months which might transcend into a full time position/Partner position after aforesaid time period. The candidate has to be from a dSchool who boasts about pulling a rabbit out of their hat as we really like people who do that. Location is based out of Noida. Apple fans won't be disappointed because they will get a Mac to work on here at Skopex. You would be involved with Teams working on Next-Gen Mobility Products. You can expect a very good compensation.

We have insanely flexible work hours and Smart work culture.

[skopex.com](http://skopex.com)

[ashutosh.upadhyay@skopex.com](mailto:ashutosh.upadhyay@skopex.com)

Process:

Email your resume with a brief about yourself, Updated LinkedIn/ Facebook Profiles would also do if you are not feeling like creating/ updating one, don't worry we are not going to judge *what's on your mind*, we would definitely be interested in *what you can do*. Also attach link/pdf/blog of you design sensitization which might be a showcase of project/seminar work.

A lil bit about Skopex:

At Skopex we do design. We are focused on delivering experiences, full product design lifecycle and in-house user experience capability for businesses and enterprises. We are enthralled by the endless possibilities of design and user experience in *bridging the gap* and bringing technology closer to a wider range of users with business as a driving factor and we are encouraged with the fact that core of design thinking can be fused together with Business and Technology to enable ways to collaborative innovation, form global product strategies and advance the balance between use of technological resources and intended experience in delivered products and services.

[www.facebook.com/SkopexLive](http://www.facebook.com/SkopexLive)

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**India's hottest shopping app DelightCircle is looking for UI/UX Designer at Bangalore, who can help us provide the best user experience to our users of DelightCircle applications – both mobile and web.**

UI/UX has been very critical part of our applications, and so our app has been rated as 4.5 on Google Play and has been featured by Samsung App Store. We have been rated by NASSCOM, ThinkDigit as one of the top apps in the country and have been featured on CNBC Young Turks. We have also been covered by Economic times and other media.

To apply send updated resume to: [raviteja@pipallabs.com](mailto:raviteja@pipallabs.com)

Required Qualifications:

- Ability to create pixel-perfect visual specifications with tools such as Adobe Photoshop/Corel Draw.
- Ability to think through complex user scenarios and design simple yet effective user interactions.
- Experience with providing themes, templates, color/swatch palettes, sprites, icons, buttons etc to the developers.
- Experience with designing mobile applications (native and platform agnostic) and websites optimized for mobile platforms is a big plus.
- Ability to either code in HTML/CSS/JS or have strong enough understanding to closely interact with the front-end developers is a plus.
- Excellent communications and collaboration skills to work effectively in a team.

Compensation:

Compensation will be competitive and will include salary and stock options.

Apart from compensation, we believe we can offer the following:

- An intense, collegial and zero politics work environment where one will get a chance to understand and work with the latest technologies, on some of the coolest products and have lots of fun.
- An opportunity to re-define and revolutionize how retailers and brands interact with consumers.
- Most importantly, joining us now will provide you an opportunity to be amongst the first few employees of the company. In our view the rewards of working at Pipal significantly outweigh the risks.
- Rapid career progression depending on your performance and the growth of our company.

To apply send updated resume to: [raviteja@pipallabs.com](mailto:raviteja@pipallabs.com)

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**Zensar Pune's UX group has immediate requirements for 2 Web Developers.**

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The position is for one of our customers in Australia for 6+ months. We are looking for candidates who can join immediately or within 2 weeks notice.

The skills we are looking for:

- Hands on web/application development experience using html5/4, CSS3, Javascript
- Sound understanding & experience of JQuery, JSON, AJAX
- Hands on experience of using tools like Dreamweaver, Photoshop
- Should have worked not only on front end web pages development for applications but also exposure to application development
- Should have solid understanding of application development process
- Should have worked on projects which required helping development team during UI integration and extensive helping & troubleshooting of UI issues that arise during integration/development
- Should have knowledge of common issues that arise during cross browser application development & ways to troubleshoot it
- Excellent communication skills
- Visual Design skills would be advantageous
- 5-6 yrs Experience

Please note that only those candidates should apply who can join immediately or within a 2 weeks notice.

Please send your profiles by 8th Nov 2012. to [l.sapre@zensar.com](mailto:l.sapre@zensar.com).

Job Description:

The Interaction Designer will join the engineering team, which is at the forefront of product design and innovation, and has an absolute commitment to delivering the best possible user experiences to our customers.

This position provides an opportunity to work within an exciting supportive team, to interact with Users, Product Owners, Senior



Managers, SW Engineers and Testers; and to gain valuable insights into the agile product creation process at TomTom.

UX Designer defines the basic concept for the interactive product in order to meet the project objectives taking into account project constraints. Designers apply a User Centered Design – UCD, methodology to understand users and their needs in order to create the most compelling solutions for the company. The designer also works together with all relevant stakeholders such as Product Management, to establish strategies that go beyond or pre-cede the project boundaries.

The UX Designer is the primary contact for all design issues. As design lead, he/she is responsible for:

- The interaction design of products or features
- The design process within projects and time estimations of design tasks

Tasks:

- Define and accurately document navigation, interaction and information architecture in relation to the user needs and project constraints
- Create the best possible user experience within the project constraints
- Present concepts and designs to the stakeholders and team members including a proper rationale
- Drive interaction designs from conceptualization through prototyping to implementation with the project team
- Assess the usability of existing designs or designs in development
- Coordination of the design project team
- Responsible for user analysis and interaction design
- Create high and low fidelity mockups/wireframes
- Conduct user feedback sessions

### Desired Skills & Experience:

To be successful in this role, you will need a passion for great design and a holistic understanding of what makes a great user experience.

### Additionally you need:

- Degree in Design, Human Computer Interaction, Human Factors or Industrial Design with 3-5 years of experience or higher professional level with 5- 8 years of experience
- Strong knowledge about Human Computer Interaction, and User Centered Design acquired by experience
- Solid knowledge and ability To apply both quantitative and qualitative usability research methods
- Experience with Photoshop, Illustrator, Axure or similar tools
- Strong design portfolio
- Some experience of usability testing
- A strong attention to detail and exceptional organizational, logical and analytical skills
- Ability to solve complex problems and drive projects from concept to conclusion; manage multiple tasks, and set priorities with direction or feedback from management
- Strong understanding of usability engineering
- Good presentation and writing skills
- Ability to work in a fast-paced environment
- Excellent teamwork and interpersonal communication skills
- Fluent English, verbal, reading and writing
- Prepared to travel

Please send CV to [amrutpujari@gmail.com](mailto:amrutpujari@gmail.com)

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Readers are requested to express their views about our newsletter to the Editor

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