# A Roadmap to Community-Driven Design and Development
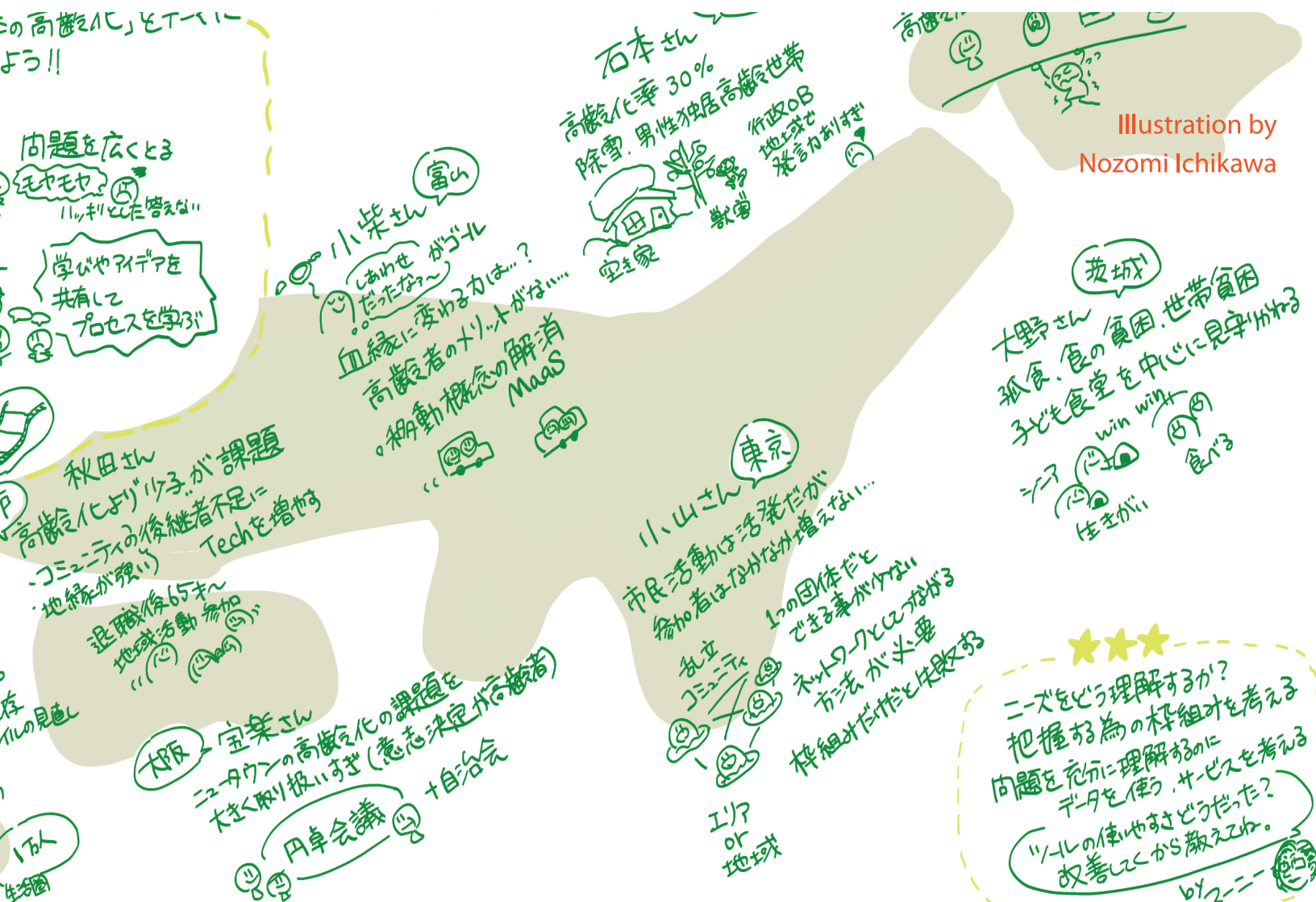
# About this project

This collaborative project was originally designed as in-person workshops with community experts in Japan to learn about Caravan Studios' community-centered design methodology.  With the onset of the global pandemic, in-person and collective activities turned into online and distributed individual work. This is the guidebook participants used to lead their asynchronous and online work. For more information about this project, visit www.jnpoc-caravanstudios.org.

We are so grateful to our participants for engaging in this process, especially during this time of isolation and uncertainty. This project was funded by the American Embassy in Tokyo, Japan.

# About the collaborators



**Japan NPO Center (JNPOC)**
245 Shin-Otemachi bldg. 2-2-1 Otemachi, Chiyoda-ku, Tokyo
100-0004 Japan2

Founded in 1996, Japan NPO Center (JNPOC) acts as a leading national infrastructure organization for the growing nonprofit sector in Japan. With a variety of programs, JNPOC aims to support the civic activities of Japanese civil society and the growth of its nonprofit sector through the development of NPOs (nonprofit organizations) and NPO intermediaries, and via the promotion of collaboration between nonprofits, the government, and the private sector.
**www.jnpoc.ne.jp/en    www.jnpoc.ne.jp**

# CARAVAN
## studios

**Caravan Studios, a division of TechSoup**
Caravan Studios, TechSoup Global, 435 Brannan Street, Suite 100,
San Francisco, CA 94107 USA

Caravan Studios, an award-winning division within TechSoup, builds technology-based services and apps that help communities organize, access, and apply resources to their most pressing problems. Their work is informed by their experiences with communities, as well as by 19 design thinking principles used by corporations such as IDEO and Cooper Studio. They expand on these models by shifting ownership from a corporation or a client to the community who needs the tool most. This process is vital to encourage community ownership and adoption; that is, "we helped build it, and now we use it." Their community-driven approach has resulted in successful app development across issue areas such as labor migration, human trafficking, domestic violence, food security, and disaster response.

Founded in 1987, TechSoup Global, a registered 501(c)3 nonprofit, provides both the digital platforms and in-person experiences that enable people to work together toward a more equitable world. Its programs and projects are designed to build capacity at a global scale with local care. TechSoup have brought technology resources and education to over 1.2 million nonprofits and libraries around the world. Its mission is to build a dynamic bridge that enables civil society organizations and social change agents around the world to gain effective access to the resources they need to design and implement solutions for a more equitable planet.
**www.CaravanStudios.org    www.techsoup.org**

# This is your guide to the project.

This guide will walk you through the steps necessary to do a community driven development project. While this effort is focused on finding ways to support the ageing population in Japan, it is the goal to introduce you to a community driven development methodology.

Each section is designed to give you an introduction to and practice working on that step, provide a mechanism for you to share what you have learned with fellow participants, and provide an opportunity to reflect on what you have learned.

**About this format**
We are using a slide format to work through this project. You will find instruction, tips, and resources in next to the main slide area.

You will also have an opportunity to add reflections, resources, and additional information to the speaker's notes section below the main slide area.

# This project is divided into three sections.

### Landscape: Part 1
This provides an opportunity for you to learn about the issues facing the ageing population in your community, as well as the resources available to support this population.

### Generate: Part 2
In this portion of the work, you will learn to develop design questions and a list of ideas in response to those questions.

### Design: Part 3
You will choose one of your ideas and learn to develop a lo-fi prototype.

Part 1
# Landscape

# This section is focused on providing background information.

The goal of this step is to understand more about ageing in your area, including issues they face and resources available to them.

Completing this step should take you approximately one hour.

In a more complete project, this step would include informational interviews, surveys, and facilitated group meetings.

# Landscape

## First, we need a picture of the ageing population in your area.

**Instructions:**
Include information such as:
- a breakdown of your community's population, by age
- the average life expectancy of people in your community, by gender
- the average age of retirement in your community, by gender
Please include other information you believe may be valuable.

# Landscape

## What issues does this population face?

**Instructions:**
Please find articles or studies on ageing population in your community and identify three to five issues they are facing.

# Landscape

## What resources are available to this group?

**Instructions:**

Please list:
- two or three NGOs
- government agencies
- medical or other support resources
- public libraries and community centers

# Landscape

## Who is advocating for this group?

**Instructions:**
Please list:
- journalists who may be writing about the issues of ageing
- government officials who may be advocating for programming and resources for ageing

# Landscape

## Where does this group convene?

**Instructions:**
List places where people in this group gather.
These place could include:
- parks
- coffee shops
- community centers
- public libraries

# Landscape

## What challenges do you see? What opportunities?

# You have completed Landscape: Part 1.

You will have an opportunity to share what you have learned in this section with the other project participants in the first workshop.

The next section, we will learn to GENERATE design questions and a list of corresponding ideas.

Part 2
# Generate

# This section is focused on ideation.

The goal of this section is to learn how to create meaningful design questions and then ideate responses to those questions.

This exercise has three broad steps:
1.  **Develop** a design question.
2. **Brainstorm** responses.
3. **Assess** the ideas.

This exercise should take 90 minutes.

**A DESIGN
QUESTION ...**

- Frames the
challenge.
- Allows for
exploration.
- Suggests that
a solution is
possible.
- Allows for a
variety of
responses.

# Generate

## First, some examples of design questions.

**Instructions:**
• How might we quickly find shelter for domestic violence providers?
• How might we support young people in finding immediately available meals?
• How might we assist workers in reporting on workplace safety issues?
• How might we support the effective deployment of volunteers in crisis situations?
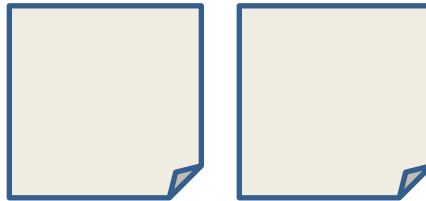
# Generate

## 15 Minutes: Develop design questions.

**Instructions:**
1. Review your landscape research.
2. With the challenges and opportunities in mind, begin to think of design questions.
3. Use the stickies on the right to add design questions to this slide.
4. You can resize the stickies as needed.
5. You can use copy-and-paste (ctrl-C and ctrl-V) to add more stickies if you need them.
6. Do not worry if you do not use all the stickies.
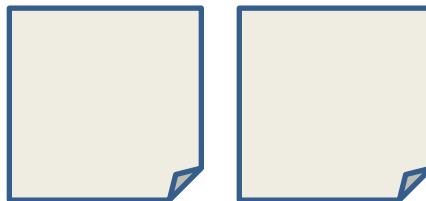
# Generate

## Select your three best design questions.

**Instructions:**
1. Select your three best questions from the previous slide.
2. Add them to this page.

**Question 1:**
(enter question)

**Question 2:**
(enter question)

**Question 3:**
(enter question)

# Generate

**Instructions:**
1. Copy Question 1 from the previous slide and add to this slide.
2. Write short simple ideas in response to this question.
3. Put each idea on its own stickies.
4. Your idea does not have to be focused on technology.
5. Do not worry about whether or not they are feasible.
6. The goal is to get as many ideas as possible.

**Question 1:**

# Generate

**Instructions:**
1. Copy Question 2 from the previous slide and add to this slide.
2. Write short simple ideas in response to this question.
3. Put each idea on its own stickies.
4. Your idea does not have to be focused on technology.
5. Do not worry about whether or not they are feasible.
6. The goal is to get as many ideas as possible.

**Question 2:**
**(enter question)**

# Generate

**Instructions:**
1. Copy Question 3 from the previous slide and add to this slide.
2. Write short simple ideas in response to this question.
3. Put each idea on its own stickies.
4. Your idea does not have to be focused on technology.
5. Do not worry about whether or not they are feasible.
6. The goal is to get as many ideas as possible.

**Question 3:
(enter question)**

# Generate

**Instructions:**
1. Select the 5 ideas you feel are the most interesting and have the greatest potential for impact.
2. Use copy and paste to put them on this slide.

.

**Idea 1:**
**(enter idea)**

**Idea 2**
**(enter idea)**

**Idea 3**
**(enter idea)**

**Idea 4**
**(enter idea)**

**Idea 5**
**(enter idea)**

# Generate

**Instructions:**
1. Use this rubric to provide a score for Idea 1.
2. Provide a score between 1 and 5.
1 is low and 5 is high.
3. Add you knowledge based on your perceptions.
4. Add the numbers for a total score.
5. Enter the total score in the circle at the top.

**Idea 1:
(enter idea)**

**[Enter Total]**

| Question | Score |
|---|---|
| **Number of people impacted** | |
| **Depth of impact** | |
| **Raises awareness** | |
| **Increases knowledge** | |
| **Allows for action** | |

# Generate

**Instructions:**
1. Use this rubric to provide a score for Idea 2.
2. Provide a score between 1 and 5.
1 is low and 5 is high.
3. Add you knowledge based on your perceptions.
4. Add the numbers for a total score.
5. Enter the total score in the circle at the top.

**Idea 2:
(enter idea)**

**[Enter Total]**

| Question | Score |
|---|---|
| **Number of people impacted** | |
| **Depth of impact** | |
| **Raises awareness** | |
| **Increases knowledge** | |
| **Allows for action** | |

# Generate

**Instructions:**
1. Use this rubric to provide a score for Idea 3.
2. Provide a score between 1 and 5.
1 is low and 5 is high.
3. Add you knowledge based on your perceptions.
4. Add the numbers for a total score.
5. Enter the total score in the circle at the top.

**Idea 3:
(enter idea)**

**[Enter Total]**

| Question | Score |
|---|---|
| **Number of people impacted** | |
| **Depth of impact** | |
| **Raises awareness** | |
| **Increases knowledge** | |
| **Allows for action** | |

# Generate

**Instructions:**
1. Use this rubric to provide a score for Idea 4.
2. Provide a score between 1 and 5.
1 is low and 5 is high.
3. Add you knowledge based on your perceptions.
4. Add the numbers for a total score.
5. Enter the total score in the circle at the top.

**Idea 4:
(enter idea)**

**[Enter Total]**

| Question | Score |
|---|---|
| **Number of people impacted** | |
| **Depth of impact** | |
| **Raises awareness** | |
| **Increases knowledge** | |
| **Allows for action** | |

# Generate

**Instructions:**
1. Use this rubric to provide a score for Idea 5.
2. Provide a score between 1 and 5.
1 is low and 5 is high.
3. Add you knowledge based on your perceptions.
4. Add the numbers for a total score.
5. Enter the total score in the circle at the top.

**Idea 5:
(enter idea)**

**[Enter Total]**

| Question | Score |
|---|---|
| **Number of people impacted** | |
| **Depth of impact** | |
| **Raises awareness** | |
| **Increases knowledge** | |
| **Allows for action** | |

**WHY THIS SLIDE?**
Sharing the design question with the idea allows you to:

1. Test your own logic: is my idea really a response to this design question?

2. Share the narrative and logic of your path towards an idea: "This design question led to this idea."

3. Get feedback on the question (how important is this to you) and the idea (how well does this idea respond to this question).

Allowing others to go on your thinking design journey also helps to build support on your team and in your community.

# Generate

**Instructions:**
1. List the three highest scoring ideas in rank order.
2. If you have multiple ideas with the same score, please choose the order.
3. Please include the design question to which the idea is responding.
4. You may have a question with more than 1 top ranked idea.
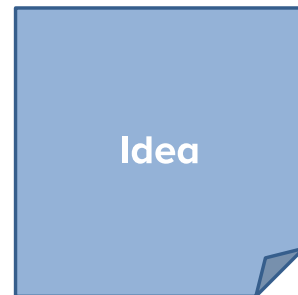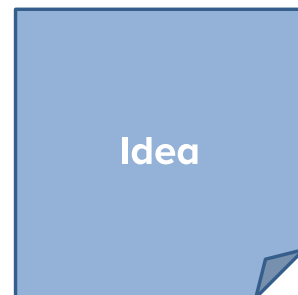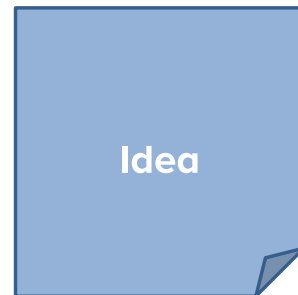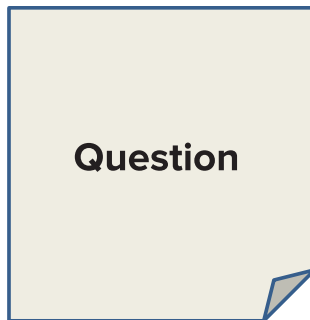
**Question**     **Idea**

**Question**     **Idea**

**Question**     **Idea**

# Reflect

## What was positive? What was negative? Last word?

**Positive**

**Negative**

# You have completed Generate: Part 2.

You will have an opportunity to share your top scoring ideas as well as your reflections with the other participants.

In the next section, we will learn to create community user journeys and a low-fi prototype based on the top scoring ideas.

**DEFINITION**

A community user journey is a series of steps to represent how an individual may interact with the product, program, or service being designed.  It will include a description of the individual, how they find out about the item, and how they might use the item.

In practice, we will use a simple template to identify and describe the major areas of interaction.

Part 3
# Design

# This section is focused on the initial steps of turning your idea into a product.

The goal of the section is to use tools such as user personas, user journeys, and lowfi prototypes to be able to share you idea and get feedback from a broader group of people.

This exercise has three broad steps:

1. Develop a **user persona.**
2. Describe their **interaction** with the product.
3. Create a **lowfi prototype** of your idea.

This exercise should take 90 minutes.

# Design

**Instructions:**

In the previous section, you developed design questions and responses.  After scoring those responses to pick your highest potential ideas, you get feedback from your fellow participants.

Based on your scoring, the feedback, and the conversation in the second workshop session, select the idea you will work on.

Please include both the design question and the idea here.

**(Replace this text with your design question.)**

**(Replace with the description of your idea.)**

# Design

## First, decide who your primary user is.

**Instructions:**
We often have many of users of a product or tool. In the Safe Shelter Collaborative, our primary user is the sheltering organization. They initiate all the actions that happen within The Collaborative.
You may need to determine your primary user, the user that initiates actions.

**More information:**
The Safe Shelter Collaborative supports finding urgently needed shelter for survivors of domestic violence, human trafficking, and sexual assault. The Collaborative requires many participants to work: the survivor, the sheltering organizations, case workers in law enforcement and hospitals, and donors who pay for shelter, if needed.

Find out more at the Safe Shelter Collaborative, SafeShelterCollaborative.org.

# Design

**Instructions:**
The user persona provides details about the primary user of your product. Fill out each of the boxes with details of the primary user.

1. Should contain name and a image representing your user.
2. Behaviors. What is their lifestyle? Do they spend time with family? Where do they go and why?
These are details that may prompt you to fill out the section.
3. Demographics. How many people are in their family? What is their role in the family? How old are they? Are they working or do they volunteer? What resources do they have in their household?
4. Motivations. What drives them? What do they need? What would it mean to them to have it fulfilled? (source)

**1**  **2**

**3**  **4**

# Design

**Awareness:**
How does the user learn about the product?  Do they hear a radio ad? Does someone at a social service organization tell them about it?

Describe how the primary user becomes aware of the product.

**Awareness**

# Design

**Initiation:**
What is required to use the product?
Do they have to download something? Do they have to sign up and create a user name and password?

**Initiation**

# Design

**Interaction:**
Once the primary user has initiated use, how do they interact with your idea?  Do they check the app to find resources? Do they contribute data or information? Do they send questions and get answers? Do they use it to find resources?

**Interaction**

# Design

**Impact:**
How is the primary user impacted by your idea? How is it helping them achieve their goals? What is different for them because they are using this tool?

**Impact**

# Design

**Advocate:**
How does the primary user suggest that others engage with this product? How do they share the product? How do they describe how it might help others?

**Advocate**

# Design

## You are about to design an app.

**Instructions:**
People often say they don't know about technology and they mean they don't how JavaScript or React or MongoDB or Haskell work.

• You do not need to know how any of those things work.

• You need to know why you decide to download an app.

• How to download it, put it on your phone, start using that.

• If you know that, you know everything you need to develop a lowfi prototype.

This is an example from a past workshop. You can see that there is not a lot of detail in the low-fi prototype, but enough visual and narrative explanation to describe the intent and the features of the mobile app.
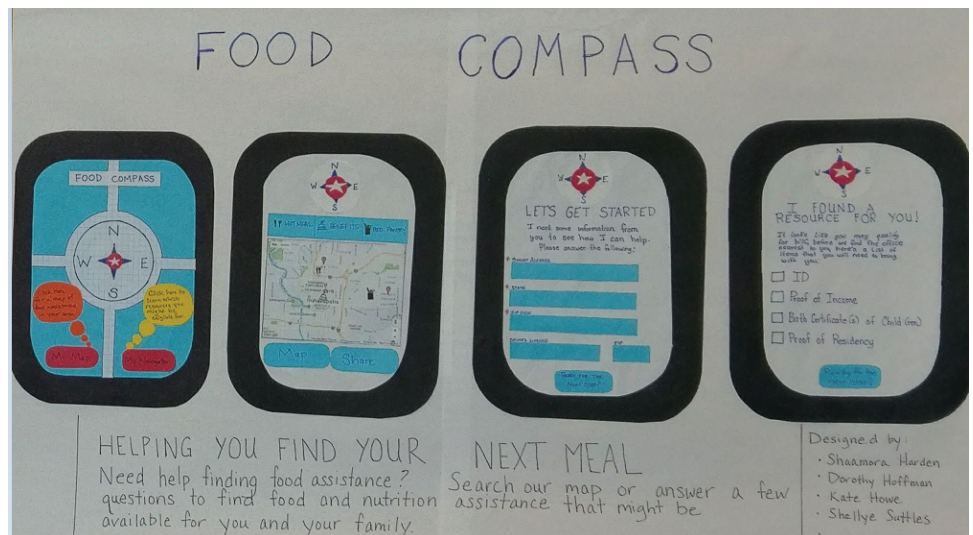
When you present your ideas, you'll have an opportunity to share more of the story of your low-fi-prototype.
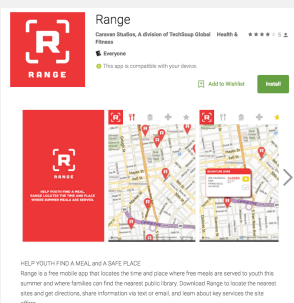
# Design

**Food Compass Example:**

Helping you find your next meal

Need help finding food assistance? Search our map or answer a few questions to find food and nutrition assistance that might be available for you and your family.

# Design

**Instructions:**

Include an app name, images to depict major features, and a description of the app.

Draw the image and share the image via a photo or saved file on this slide.

The description should include: a full description of the app, a clear idea of who would benefit most from using it, and how the app will benefit or help that user.

## Great App Name

| Image of Feature 1 | Image of Feature 2 | Image of Feature 3 |
|---|---|---|

App Description

# You have completed Design: Part 3

You will have an opportunity to share your lowfi prototype with the other participants at the third workshop.

This is will be another opportunity to get feedback and to evaluate how well people understood your intent — the problem you are solving for a type of user.