



KARMA

Design for Social Impact Toolkit

**And here they say that
a person consists of desires,
and as is his desire, so is his will;
and as is his will, so is his deed;
and whatever deed he does,
that he will reap.**

—Brihadaranyaka Upanishad,
7th Century BC

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БУДЬ НА ЧЕКУ,
В ТАКИЕ ДНИ
ПОДСЛУШИВАЮТ СТЕНЫ.
НЕДАЛЕКО ОТ БОЛТОВНИ
И СПЛЕТНИ
ДО ИЗМЕНЫ.



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WITH

FRI, AUG. 15

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Ari Oshrie
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Sly And The Family Stone
Bert Sommer
Sweetwater

SAT, AUG. 16

Canned Heat
Creedence Clearwater
Grateful Dead
Keef Hartley
Janis Joplin
Jefferson Airplane
Mountain
Quill
Santana
The Who

SUN, AUG. 17

The Band
Jeff Beck Group
Blood, Sweat and Tears
Joe Cocker
Crosby, Stills and Nash
Jimi Hendrix
Iron Butterfly
Ten Years After
Johnny Winter

ART SHOW

Paintings and sculptures on paper, on glass, on wood, on metal, will be displayed. Should be artists, photographers, and accomplished artists will be glad to discuss their work, or the artistic aspects of the surroundings, or anything else that might be of your interest. If you're an artist and you want to display, write for information.

CRAFTS BAZAAR

If you like creative handicrafts and old tools, you'll love having around our bazaar. You'll see imaginative leather, pottery, beads, and other creations, as well as Indian crafts, camp knives, and more on wheels.

If you like playing with beads, or representing an art gallery, or selling jewelry, or anything else, stop by one of our craft shops and see what you can give and take.

FOOD

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MUSIC STARTS AT 4:00 P.M. ON FRIDAY, AND AT 1:00 P.M. ON SATURDAY AND SUNDAY.

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HOPE

**WHAT DO
THESE
POSTERS
HAVE IN
COMMON?**

INTENT

DESIGN

IMPACT

THE PERS PECTIVE THE PERS PECTIVE THE PERS PECTIVE THE PERS PECTIVE

Design has always been instrumental as a tool to communicate a point of view, to make an impact, and to drive change

History is filled with examples where every form of design has been instrumental in creating an impact. Be it the role of posters during World War I and World War II; graphic designs used to drive social change during Russian Constructivism; the iconic poster of Woodstock; or the Obama presidential campaign; design had an impact.

“ The role that design plays can be understood by the absence of design.

Pick any of the posters and ask these questions:

- **What was the intent behind the poster?**
- **Did the impact supplement the intent?**

Even if these were designed differently, they would have made an impact. Why? Because there was a purpose—a strategic intent—to trigger the change and create an impact.

“design is a balance of...

different components: semantics, syntactics, and pragmatics; desirability, feasibility, and viability; ethos, pathos, and logos; form, function, and aesthetics;

This concept has been taught, prophesied, and promoted by designers over the years.

In recent decades, design has evolved not just as a tool but as a thought process. When design is incorporated into the problem-solving process, its human-centered principles and methodologies lead to stronger solutions.

Design needs to be practiced not just in form, function, and aesthetics but also with an added sense of responsibility and purpose.

This concept of design with a social conscience is something that needs to be recognized more by design students.

Impact is complex, hard to create, and even more difficult to measure. Social Impact, as a matter of fact, comes with added complexities and challenges. But design has the power and ability to create an impact, rather social impact.

How do we design with better impact?

What makes design for social impact any different than a regular design project?

THE DIFF TIATOR T RENTIATC THE DIFF DIFFEREN TIATOR T HE DIFFE

“Design is extrapolation of thoughts; thoughts that are solution to a problem; problem that is understood by empathizing with users.

Design for Social Impact (DESI) is a process and methodology that helps strengthen the solution, to bear the weight of challenges added by the users' ecosystem. It drives a solution that leverages the power and ability of design to create an impact.

DESI is no different than any other design process in a traditional sense, but it surely has a different criterion. We need to validate every step in the process with these criterions



INTENTION

Set a strategic intent



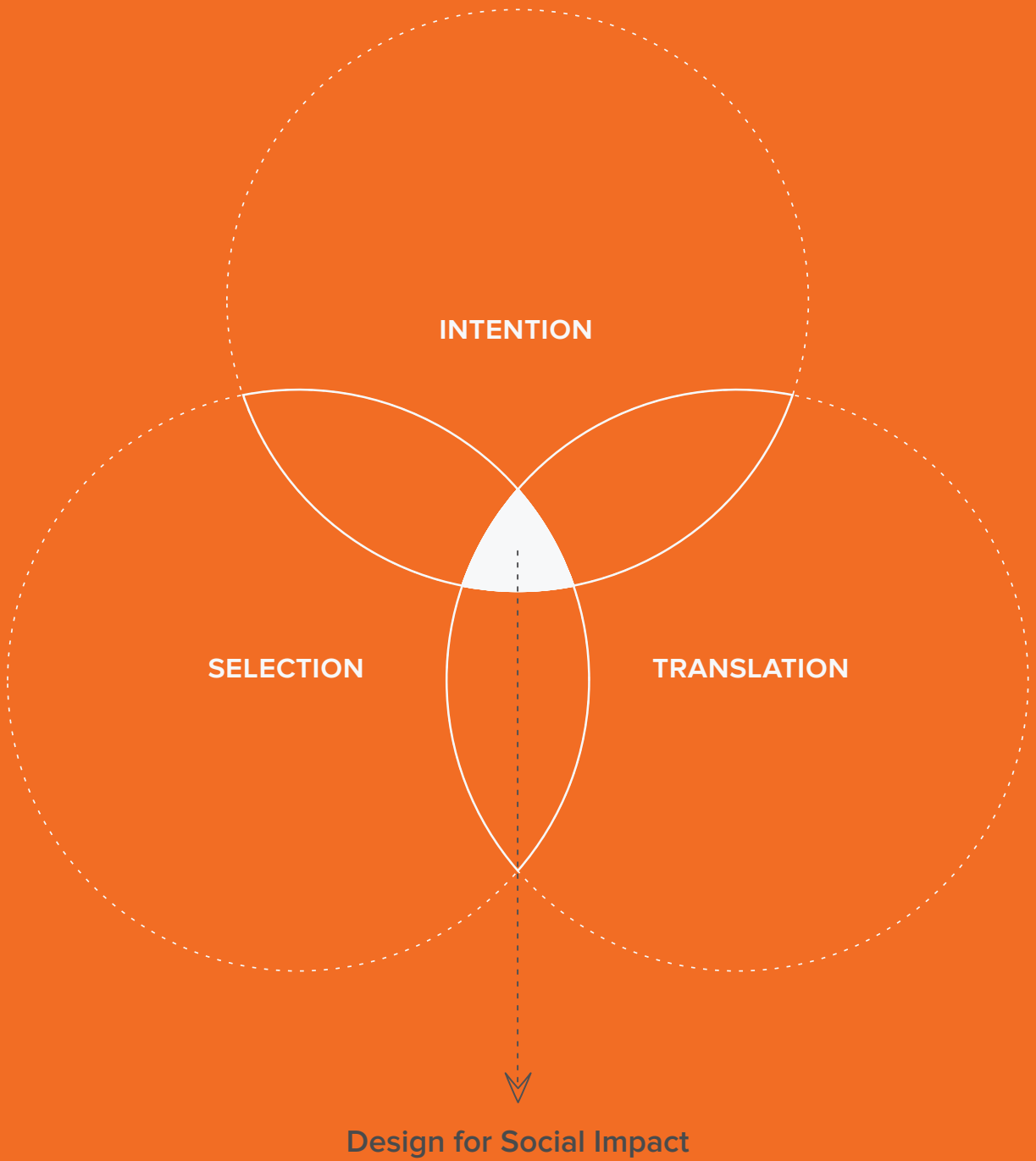
SELECTION

Select appropriate tool in the context



TRANSLATION

Translate intent into the design





INTENTION

Persuasion through design needs a strategic intent. Mostly, setting that intent is not a priority. When we design for Social Impact, we need to strategize the 'Why' and 'What' we need to accomplish. The intent needs to be clear and may refine over the course of the project when the complexities increase and the strategy needs to be changed.



SELECTION

There are always multiple options available to accomplish any thing. But not all the options are effective in every context. Taking the available tools and choosing the right ones, sets apart the design solution.



TRANSLATION

We design by observing users and make things usable based on their behavior. But when it comes to make an impact, design should be the mode of persuasion and not the other way round. We need to translate the intent into a design solution.

KEY POINTS

// Do not rely just on design patterns.

It is important to focus on patterns and best practices but relying just on them dehumanizes the design solution. We need to step back, sink-in, observe what is needed, understand, and then use them in our solution to enhance the impact.

“

// Change in context changes the strategic intent and the appropriate tools and methodologies.

Think of a project using a particular font and a color. Now imagine the project with a radically different font and color. Now imagine using the same project but in a radically different context. Did it change your perception?

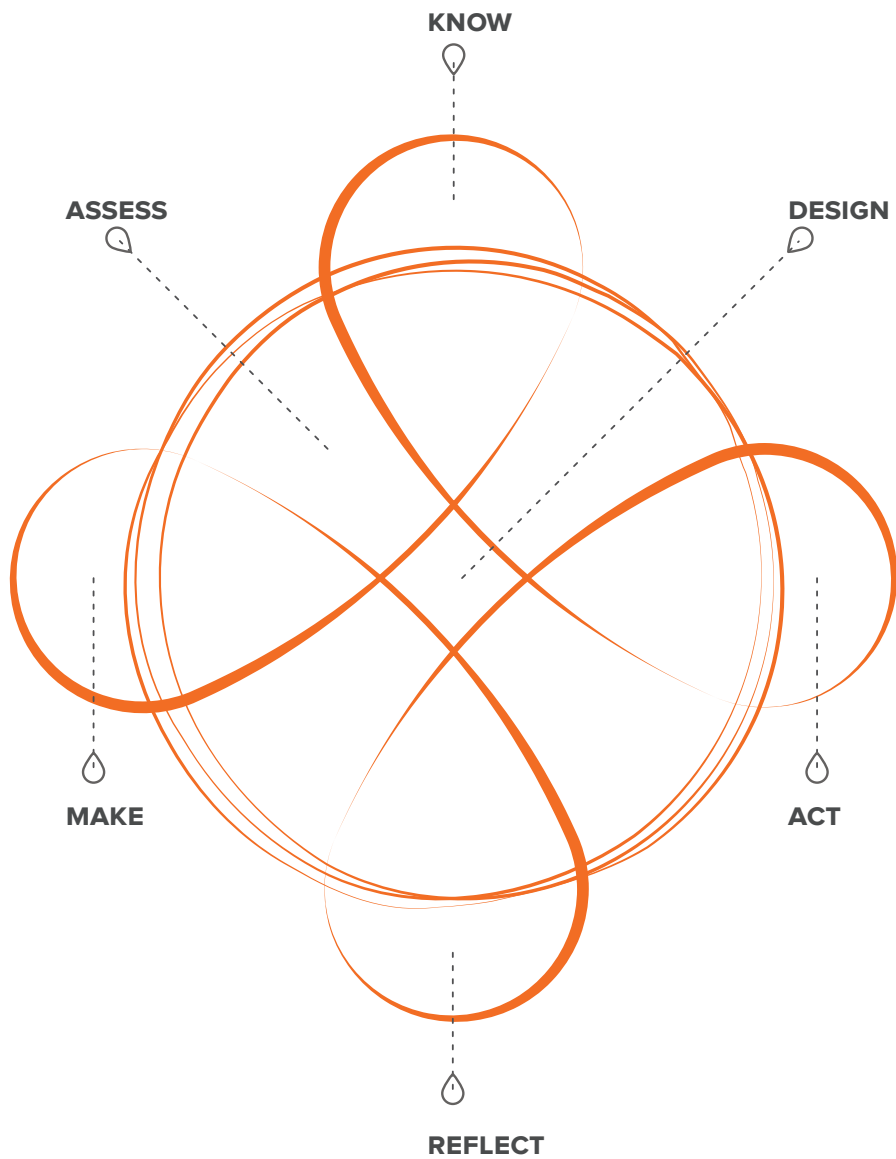
// Impact can be both positive and negative.

Behavior can change either in a good way or a bad way. That is why assessment and iteration is vital for better impact. Proper translation feeds the intention to the next iteration.

THE PROCESS
THE PROCESS
THE PROCESS
THE PROCESS

The process of Design for Social Impact or **DESI**, goes through five phases:

KNOW • ACT • REFLECT • MAKE • ASSESS



KARMA.

The first four phases of KARMA are linear but recursive. Assess is a phase that is pervasive and overlaps all the other phases.

K

KNOW

In the Know phase, we understand the larger scope of the project to get a clear idea of the challenge at hand. We also recognize the users and their ecosystem. The motive is to define the challenge statement and get the basics right before going out into the field.

A

ACT

With the basics in sight, it is then time to Act. In this phase we collect user stories and inspiration out in the field. This phase involves a lot of interaction with the users and observation of their ecosystem. The key is, not to filter out but to extract.

R REFLECT

No information is useless but not every information is relevant. With enough data collected in the 'Act' phase, the next phase is to brain dump and reflect. In this phase we use different perspectives to synthesize the insights. We focus on relevant information and generate ideas.

M MAKE

Synthesis of information generates ideas. What we do with those ideas makes them worthy or not. In this phase we get our hands dirty, not literally, or may be. We create tangible design solutions. Don't fall for perfection in the first pass. It is important to iterate and improve.

A ASSESS

Learning from failure is as important as getting things right. This phase is pervasive and overlaps all the other phases at all times. Have confidence in the design decisions but assess them against the set intent at every step.

// **KARMA**—A toolkit developed by combining learnings and inputs from preachers and practitioners.

These sources range from designers to design strategists; white papers to design toolkits; decision makers to urban farmers; peace activists to educators; and many more.

HOW TO PRACTICE KARMA

The toolkit explains the five phases of KARMA. These phases are recursive and so, the loop can begin at any stage. Where to begin the project depends on:

- Design challenge at hand
- Current stage of the project
- Time-frame of the project

The toolkit lists the theory and various methods that are practiced across the spectrum to achieve DESI.

If you have a method or a tool that helps you in a particular phase, feel free to use it. It is encouraged to imbibe what works, irrespective of the field or industry it is inspired from. But be mindful of the three defining criterion of DESI: Intention; Selection; Translation.



KNOW

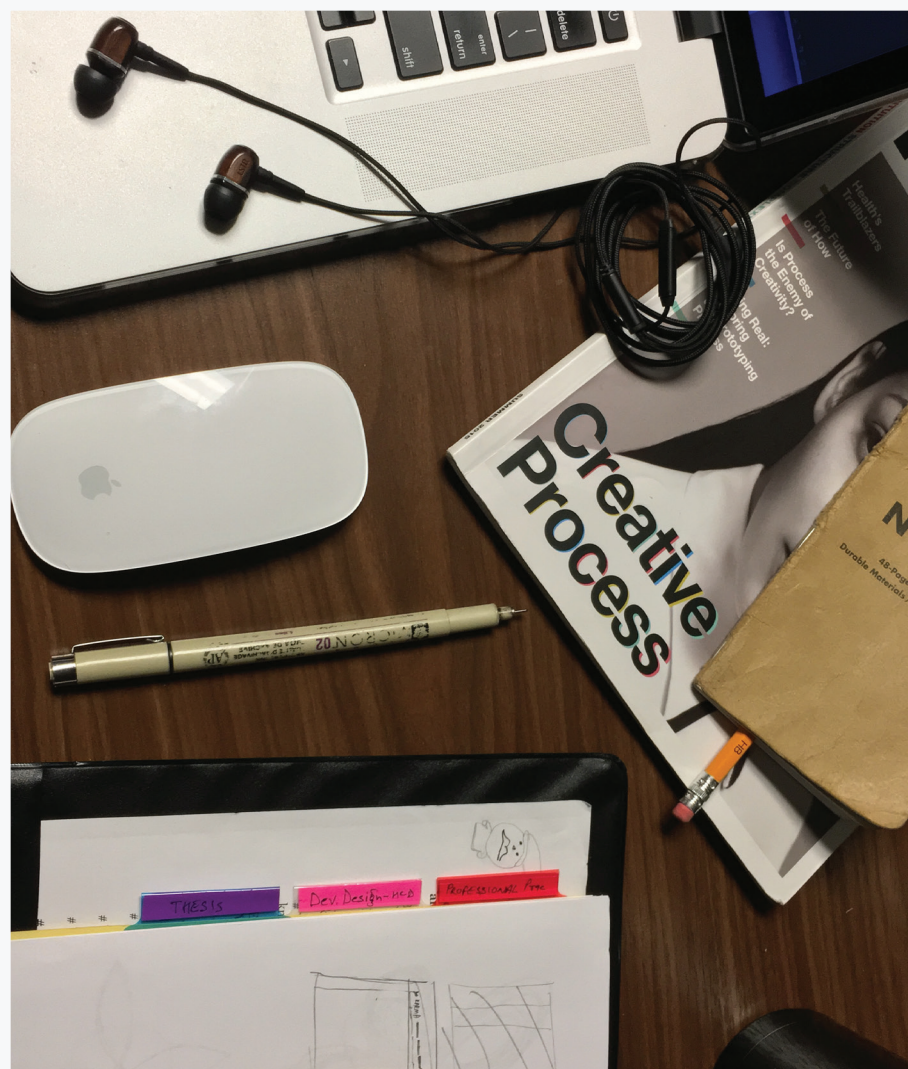
**SET THE STAGE
BIG PICTURE
FINITE SCOPE**



KNOW: INTENTION

In the Know phase, we understand the larger scope of the project to get a clear idea of the challenge at hand.

We also recognize the users and their ecosystem. The motive is to define the challenge statement and prepare the right questions in order to get the right answers.



A large, stylized letter 'K' in a light orange color, centered within a large, thin orange circle. The 'K' is composed of two main strokes, with a horizontal base and a vertical stem, and a diagonal crossbar.

K

KNOW: SELECTION

We choose methods to answer four basic questions:

Why, What, Who, and **How?**

The answers to these questions translate into the output for the Know phase and feed the next phase.



STEP 1

WHY

Why is the primary step to set our overall intent. We need to understand the value of the challenge to the business—even if it is a class project—and to the users. It is also important to identify the ecosystem of the challenge, where we exist, and what is the network we affect by creating an impact.

Why are we doing this project?

What do we want to achieve?

These are pretty vague statements and answer to these might give us the big picture but not a finite scope. In this step, we intend to define a **challenge statement** that has following properties:

- framed in human-centered terms
- broad enough to allow exploration
- narrow enough to manage and assess

**STEP 1****METHOD****STARBURSTING**

This is one of the brainstorming techniques that focuses on generating questions rather than answers. We use this technique in a non-traditional format to generate a challenge statement keeping our intent in mind.

- Write a one word intent in the center of a star
- At each tip, write a challenge statement that validates the intent
- Select the top two or three challenges based on your criteria
- Narrow down to one statement
- Repeat the process but this time write two words defining the intent
- Re-frame the selected challenge statement to satisfy the intent
- Select the top challenge
- You can repeat the process to suit your criteria



METHOD

SYSTEM MAPPING

A system map is a visual representation of the entire ecosystem: the stakeholders, their context, their network, flow of information and services, the direct and indirect relationships, and the challenge.

We start with one stakeholder and grow out to mark all the connections and map the entire ecosystem.

The key is to understand the challenge and where it fits in the ecosystem. This helps us define our scope and areas of impact.



STEP 2

WHAT

In this step we recognize the existing knowledge and identify the possible limitations to the design challenge. When we identify what we know, we can focus on what we don't know.

We need to recognize our knowledge to address the challenges on three grounds:

- Design
- Subject Matter
- Technology

After we identify the known we need to focus on identifying the unknown.

- Immediate challenges on any ground
- Constraints from business or users
- Limitations on time, budget, and resource



S
strength

W
weakness

METHOD

SWOT ANALYSIS

SWOT—strength; weakness; opportunity; threat

It is one of the methods for **Situation Analysis**. This method is used to identify the strength, weakness, opportunity, and threat of the project. The goal is to build on strengths as much as possible while reducing weaknesses.

A weakness can be a potential future threat while a strength can be a potential future opportunity

Strength and weakness are often internal whereas opportunity and threats relate to external factors

**STEP 2****METHOD**

COMPETITIVE ANALYSIS

Competitive Analysis is a method to ensure we are not reinventing the wheel and the solution is unique. It eliminates the loss of effort in producing a solution from scratch when it is already in use elsewhere. It also prevents us from an IP infringement.

In a competitive analysis we focus on:

- Identifying solutions that address similar challenges in a similar context
- Identifying solutions that address similar challenges but in a different context
- Understanding actual context and scope of existing solutions
- Best practices and failures of the existing solutions

S1

S2

S3

K A R M A 27



STEP 2



COMPETITIVE ANALYSIS

- One way of performing competitive analysis is to create a competition grid.
- Write the identified solutions across the top of the grid.
- Down the left column, write different features and characteristics such as context, scope, best practices, failures, demographic, etc.
- Assess each of the solutions based on these features and characteristics to identify the known and unknown.
- Highlight weak points of the existing solutions and identify potential strength or 'X-Factor' for your solution.
- Make note of patterns that may appear across multiple solutions.



STEP 3

WHO

Answering the ‘Who?’ is critical, as effectiveness of any project depends on its stakeholders.

It is important to identify all the stakeholders:

- Users
- Client
- Network

The right set and mix of participants is crucial in research as it may influence the effectiveness of the responses and that may veer the project. You may adopt various user sampling techniques.

Try to create an ‘Edge Effect’

Edge effect is an ecological concept that describes how the productivity is intense where differing systems meet and connect

TIP #1

USER SPECTRUM

- One-third of participants might be 'ideal constituents': those who adopt new technologies quickly and/or exhibit desirable behaviors.
- One-third of participants should be on the 'opposite extreme': those who are resistant to new technologies and/or exhibit problematic behaviors.
- One-third of participants should be somewhere 'in-between': those who you believe represent more 'average' people.

**STEP 3****TIP #2**

CULTURAL SENSITIVITY

Be mindful of the culture, prejudices, and inhibitions of your target user group and their constituency. Identify possible user profiles that fit in your context and account the diversity in responses. Accounting these factors into the design process exposes the possible wicked problems and ensures better positive impact through the design solution.

TIP #3

BALANCE

Maintain a balance of gender, race, class, and other demographic factors—that exists in the constituency of the users—in your user sampling. These demographic factors play an important role in the design decisions and should translate into the design solution.



USER SAMPLING

There are several methods of sampling for user research. Below is a list of sampling techniques that you can choose from.

- **Simple Random Sampling**
Ideal method of sampling but difficult to achieve. Pick users at random.
- **Convenience Sampling**
When very few participants are eligible, pick who is available.
- **Stratified Sampling**
Use subset of the target group
- **Snowball Sampling**
Find participants and ask them for recommendations.
- **Purposive Sampling**
Select participant based on a set criteria.
- **Systematic Sampling**
Pick every n^{th} participant from the list.



STEP 4

HOW

After we know the why, what, and who, it is time to prepare for how.

In this step we Identify the research methods that are appropriate for our project. This step prepares us for the next phase where we go out and act on these methods.

We will look at four different methods that are widely used and are effective for user research.

- Interview
- In-Context Immersion
- Focus Group
- Secondary Resources

Feel free to identify research methods that are suitable for your project under the constraints of time, budget and resource.



METHOD

INTERVIEW

Interviews are an effective and direct method to gather insight about the lives, behavior, and opinion of the users. The questions you ask and your approach to the user, determines the effectiveness of the outcome.

Depending on your project requirements and constraints, you can engage in various types of interviews, such as:

- Individual Interview
- Group Interview
- Expert Interview

Techniques for interview questions

- Past behavior is best predictor of future behavior
- Try to bring out 'Actual Self' of the user as opposed to 'Ideal Self'
- Do not ask 'yes' or 'no' questions
- Your questions should pull answers and not push them on the user

**STEP 4**

A large, stylized, orange letter 'K' is centered within a large, thin, orange circle that occupies the right half of the page.

METHOD**IN-CONTEXT
IMMERSION**

Stepping into your users' shoe and observing them in their day-to-day life is a great way to empathize with the users and get beyond what they say to what they think and feel. You can take this to a level that is comfortable to both you and the user. Make sure not to influence or hinder their usual routine as it may alter their response.



METHOD

FOCUS GROUP

A carefully curated and moderated Focus Group may provide substantial information and feedback on a regular basis. The advantage of a Focus Group is that the participants are vested in the project from its inception and their response may provide continuous assessment of each iteration.

It is crucial to have a right mix of participants in a focus group to keep the response unbiased.

METHOD

SECONDARY RESOURCES

You can get a lot of valuable information online or from published resources such as articles, journals, research papers, books, and magazines.

Identify credible sources and validate authenticity of any finding through multiple sources. Also, try to get different perspectives on any information prior to forming an opinion on the same. It is also useful to seek inspiration from similar experiences set in a different context.



KNOW: TRANSLATION

After we carefully choose methods and answer the four basic questions:

Why, What, Who, and How?

we are ready with output for the Know phase and with the artifacts and deliverables that now feed into the next phase.



ARTIFACTS

Challenge Statement

A refined challenge statement that is framed in human-centered terms, is broad enough to allow exploration, and narrow enough to manage and assess.

Project Proposal

Proposal for the project that lays out the business requirements, existing knowledge, identified limitations and areas of exploration.

User Profile

Identified stakeholders for the project, target profiles and user sampling for user research.

Interview Question

Questionnaires and survey sheets to be used for user research.



ACT

**GO OUT
GET STORIES
TOUCH EVERY
ASPECT**



ACT: INTENTION

With the basics in sight, it is time to Act.

In this phase we collect user stories and inspiration, preferably in the users' context. This phase involves a lot of interaction with the users and observation of their ecosystem.

The key is, not to filter out but to extract.



Color & style of gowns	white ruffled w/ blue delphinium	4x	
Style of bouquet & flowers	wrap stems in navy double face satin	\$45.00	315.00
Floral headpieces		\$	
"Bridesmaids"... Number:		\$	
Color & style of gowns		\$	
Style of bouquet & flowers		\$	
Floral headpieces		\$	
"Flower Girls"... Number:	white basket w/ petals	\$	
Color & style of gowns	white rose w/ blue delphinium	\$	
Style of bouquet or basket & flowers	hydrangeas w/ blue delphinium	\$49.99	
Floral headpieces		\$	
Ring Bearer"... pill	1 white mini carnation knot	\$	
Room	white rose	\$10.99	54
Best Man	white roses official's best	\$10.99	54
Shers...	Number: 8 white carnations w/ wax	\$10.99	54
Side's Father	white carnations	\$10.99	54
Room's Father	white carnations	\$10.99	54
ges		\$	
Side's Mother		\$	
Room's Mother		\$	
Side's Grandmother	white spray roses w/ opalescence orange ribbon	\$	
Room's Grandmother	same as above	\$	
bers ... Number:		\$	



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ACT: SELECTION

Act is a phase which involves interaction with users and stakeholders, preferably in the desired context. We implement the methods identified in the Know phase, to extract stories and inspiration from the users.

Irrespective of the method used, the effectiveness depends on the mindset and approach that we take towards the user and their stories. We also need to document these user stories to help us proceed with the next phase.



STEP 1

MINDSET

It is important to prepare the right mindset for user research. Lose out any prejudice and bias towards the target user group. Be neutral and forget all the stereotypes and assumptions.

TIP #1

USER FIRST: HUMAN PERSPECTIVE

Always place the user before everything else. Also, present yourself as someone neutral and not someone superior or an expert of the field. Be genuine and appropriately compassionate.

**TIP #2****OBSERVE AND
INTERPRET**

Being a good listener is an important attribute for a successful interview.

It is important not just to listen what they say but to observe them, their body language, and how they interact with their surrounding.

Your presence and interaction should not influence their response—positively or negatively.

**STEP 1****TIP #3**

BEGINNER'S MINDSET

Do not assume that you know everything about the user and their challenges. Question everything and extract stories from the user.

TIP #4

IMPROVISE PER NEED

Prepare yourself for a semi-structural interview and be ready to improvise the interview based on your user's responses. Make sure you keep the interview on track and do not let it sway too far from the actual intent.

TIP #5**DO NOT JUDGE
OR ASSUME**

Do not carry assumptions based on your prior experiences or stories from others.

It is hard to practice this, as we tend to interpret things based on our prior experiences and what we know of people and situations. In order to maintain the effectiveness and credibility of the research, defer from any judgment and biases.



STEP 2

APPROACH

User research is a balancing act of extracting useful information from the users and engaging them in the project with their interests vested.

Strategizing a right approach for the interview, after setting the right mindset, will help you maintain the balance required for an effective and efficient research.

One of the strategical approach is to take the participant on a mental journey from specific area to aspirational arenas to tangible solutions. The point is to get the participant's interests vested and to make them realize that they are part of the solution.

**TIP #1**

BUILD TRUST

Approach the user and their constituency with trust and establish the same by asking questions they are comfortable with. Begin with generic questions specific to them and their constituency.

TIP #2

GRAND TOUR QUESTIONS

Let the user narrate the stories around the challenge. It is fine if they introduce a different track but ensure the intent is in sight. It is important at this stage to observe and interpret the users' thoughts and feelings behind things they do or say.

TIP #3

MINI TOUR QUESTIONS

Based on your observation of users' stories, pick some key aspects and probe deep on them. This provides a better understanding of their behavior and areas where there is a scope of impact.



STEP 3

DOCUMENT

It is important to document the stories from the users in a tangible form. This helps us in the next phase to extract the relevant information. Choose a method that suits you and is easy to implement without taking away your focus from the interview.

Some methods to achieve this are:

- Note Taking
- Pictures
- Audio Recording
- Video Recording



USEFUL TIPS

- Active listening shows that you are interested and helps you build trust.
- Get consent from participant for any pictures, audio, or video recording.
- Make mental notes of any striking body language or gesture.
- Document possible design challenges and opportunities.
- Document technological limitations and constraints.
- Make note of any shocking revelation.
- If possible, seek someone's assistance in documenting an interview.
- Record your online interviews after getting consent from the participant.
- Organize and label the responses.



ACT: TRANSLATION

After we extract stories and inspiration from the users, we need to collate them into a tangible and comprehensible format.

At this stage we need a high-level overview without getting into the details. We need to translate them into highlights that now feed into the next phase.



HIGHLIGHTS

Stories and Insights

Make sure you have documented all the relevant stories and Insights from the users and their constituency

User Persona

Interacting with different user profiles affords a better understanding of the user persona that we need to focus on

Wicked Problems and Social Complexities

Interaction with users' constituency exposes the hidden social complexities and associated wicked problems

New Challenges, Constraints, and Limitations

Observing the users in context, highlights the challenges and constraints that otherwise remain hidden as they become part of users' routine



REFLECT

**TRANSLATE
STORIES TO
SOLUTIONS**

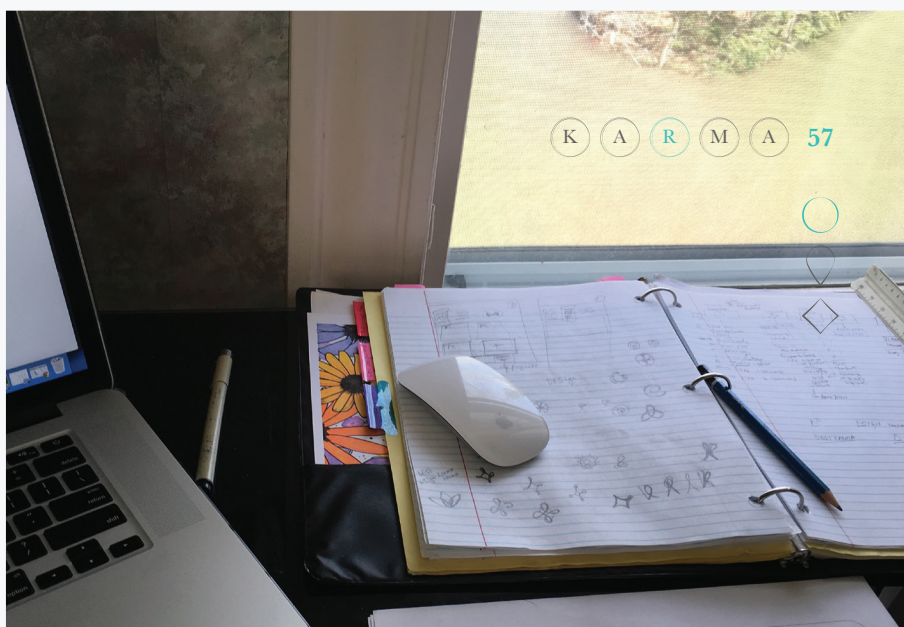


R

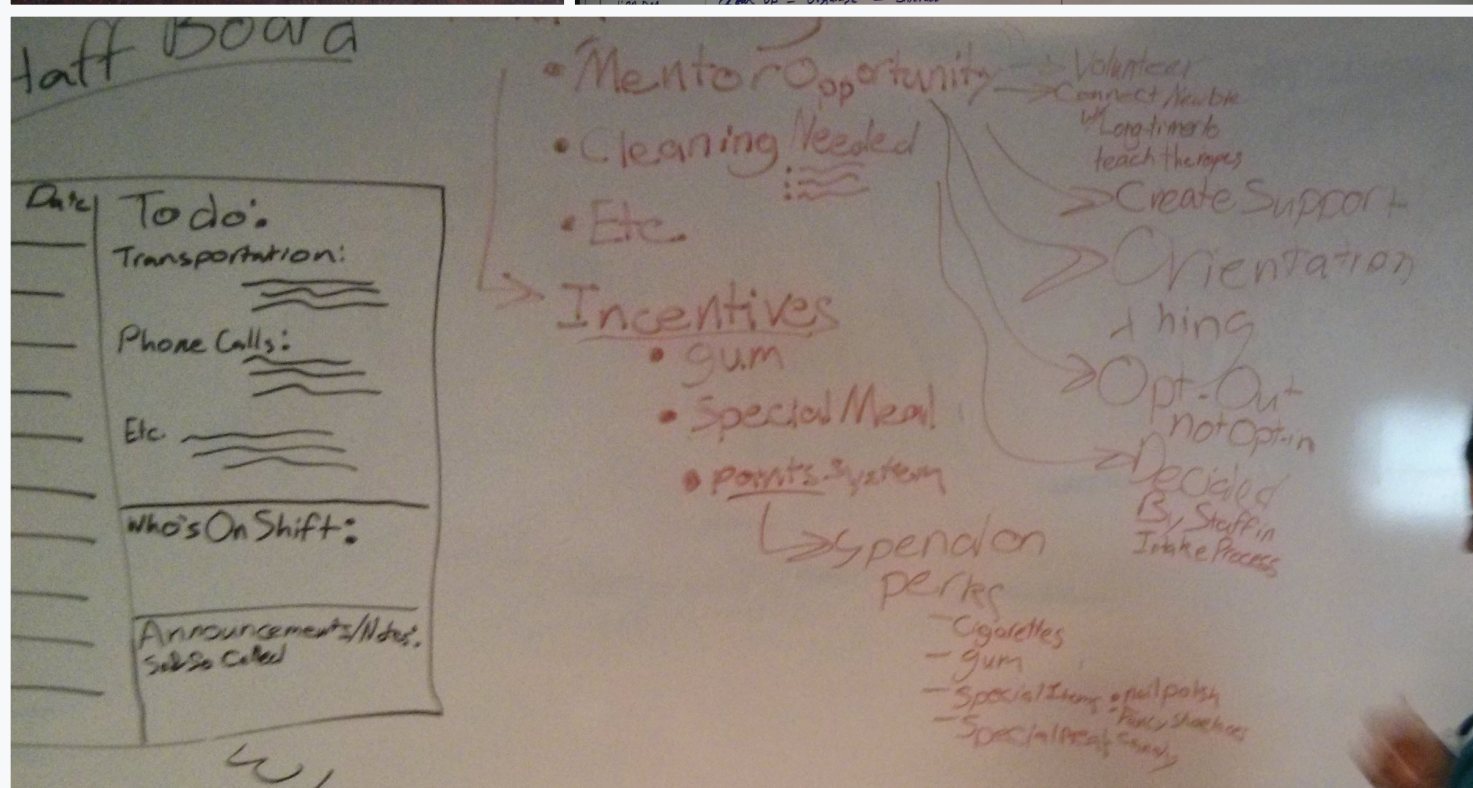
REFLECT: INTENTION

No information is useless but not every information is relevant.

With enough data collected, in this phase we brain dump and reflect on those information. We use different perspectives to synthesize the insights. We focus on relevant information and generate ideas to be implemented.



FRIDAY MARCH 20, 2015	EVENT	NOTES / ANNOUNCEMENTS
6:00 AM	Wake up. Start the day fresh.	* WEDNESDAY, MARCH 25, 2:00 PM - 4:00 PM. HEALTH CHECKUP
8:00 AM	Breakfast. Service before self.	* SATURDAY, APRIL 4, 9:00 PM - 11:00 PM. SOCIAL SERVICES WORKSHOP
9:00 AM	Meet Your Case Managers. Meet Your Buddies.	
Noon	Lunch.	
	Clean up. Organize - interact	





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REFLECT: SELECTION

Select methodologies to extract what is relevant and satisfies the intent.

Begin by synthesizing the information into actual needs and requirements. Then generate ideas for possible solutions. Finally, choose a concept and proceed to the next phase where we create a tangible solution.



STEP 1

SYNTHESIZE

In this step we translate the user stories, documented in the previous phase, into actual needs and touch points.

The synthesis of the information helps us identify the real challenges, limitations, user needs, and requirements.

There are numerous ways to accomplish this task. Choose a method or combination of methods that suits you and your project.

We will discuss two of the methods:

- Empathy Mapping
- User Journey Map

**STEP 1****METHOD**

EMPATHY MAPPING

Empathy mapping is an effective way to map the obvious with the actual. We try to understand what the users actually think and feel when they say, do, see, or hear something while performing a task.

- Mark four quadrants on a sheet
- In the top-left quadrant, write what the user said and did
- In the top-right quadrant write what the user saw and heard
- In the bottom left quadrant, reflect on user's thought process
- In the bottom-right quadrant, reflect on user's feeling



METHOD

USER JOURNEY MAP

User Journey Map also known as Experience Map, is a visual representation of user's end-to-end experience in the context and the interaction with other stakeholders in the system.

It is usually drawn on a large canvas, identifying all the touch points and the insights from the connections in the system.

The key is to understand the challenge and how it impacts the users in the ecosystem. This helps us identify an effective workflow that feeds our design concepts.



STEP 2

IDEATE

After we identify the real challenges, limitations, user needs, and requirements, we need to transform them into solutions.

The key at this step is to focus on quantity of solutions that address the challenge.

There are various methods you can employ for idea generation. Try to make it fun and fruitful.

USEFUL TIPS

- Be visual and map ideas
- No idea is a bad idea
- Go wild and crazy on ideas but ensure that you stay on the topic
- Keep user persona, limitations, and challenges in focus
- Embrace ambiguity at this stage
- Identify patterns and transform them into features and details



METHOD

BRAINSTORMING

Brainstorming is the most widely used and effective method for idea generation. It is an informal approach to problem-solving with the underlying principle of lateral thinking.

The motive is to generate ideas—that might seem a bit crazy at first—and build upon them without rewarding or criticizing any idea.

METHOD

APPRECIATIVE INQUIRY

It is a problem-solving technique that works on shifting the focus to the strengths and positives.

Typically, an Appreciative Inquiry process begins with the ‘Define’ phase—‘how might we’—where we identify and describe the problem.

As we already have identified our challenge statement in the previous steps, we focus on the ‘Discovery’ phase—‘what might be’—and the ‘Dream’ phase—‘what if’.



STEP 3

CHOOSE

It is great to have multiple ideas and solutions, but to proceed, it is important to identify the best possible solution.

Decision making is crucial at this stage as we tend to pick favorites. Focus on smaller scale but greater impact. It is easier to identify best possible solution for something small with a scope to evolve.

**TIP #1**

MIND THE GAPS

It is great to come up with out-of-the-box ideas but be mindful of the gaps between the concept and its implementation. It is important that we account the users, their context, resources, and budget at all times in our design decisions.

These constraints should not defer us from great concepts, but keep the finite scope in focus and leave opportunities to grow and evolve.

TIP #2

DO NOT NARROW TOO FAST

It is important to filter out the noise and get to the concept that stands out on all grounds, but don't discard ideas that excite, amuse, or intrigue. Before making a decision, give these ideas a second pass and look for new possibilities.

This is an iterative process, and we need to keep these perspectives for future iterations.



REFLECT: TRANSLATION

After we synthesize stories and insights into ideas, and choose a design concept to proceed with, we need to refine and document the findings.

Make sure the intent is translated into these deliverables that feed the next phase.



HIGHLIGHTS

Information Architecture

The Information architecture is the basic structure defining the flow and exchange of information. It also includes the actual content, if any, that needs to be presented to the users.

Design Concepts

Document your design concept in any desired format that can help you take it to the next step of prototyping. You can sketch, create low fidelity prototypes, or storyboard your concept.

Interaction Model

Interaction model is a description of how the users will interact with the solution. This includes identifying the right patterns, accessibility challenges, and task flow.



MAKE

**CREATE
ITERATE
DELIVER**



MAKE: INTENTION

Synthesis of information generates ideas. What we do with those ideas makes them worthy or not.

In this phase we get our hands dirty, not literally, or may be. We create tangible design solutions from the ideas generated in the previous phase. Don't fall for perfection in the first pass. It is important to iterate and improve.





MAKE: SELECTION

Choose any methodology that suits your work. The focus is to create tangible solutions that translate the intent through design.

It is important to translate the intent into design solutions, but it is equally important to deliver those solutions appropriately. Choose methods to deliver your solution, based on your target audience and the available resources.



STEP 1

CREATE

In this step we shape the concepts chosen in the previous phase and bring it to form as a tangible design solution.

It is important to visually represent the ideas and verify that if it reflects user needs.

Choose a method or combination of methods that suits you and your project to quickly create prototypes and mockups.

We will discuss two of the methods:

- Paper Prototyping
- Wireframing

**STEP 1****METHOD**

PAPER PROTOTYPING

Paper prototyping is an effective way to visualize the concept with minimum time and effort.

The level of detail can vary and is based on your requirement and style. Showcase what the user's needs are and how the design concept can cater to those needs. The sketches should highlight the key features and should be properly annotated.

USEFUL TIPS

- Start with low-fidelity sketches
- Create multiple variations for each concept
- Keep each variation strikingly different
- Keep user persona, limitations, and challenges in focus
- Do not fall in love with your first design



METHOD

WIREFRAMING

Wireframing is to create the blueprint or the skeletal framework of a design solution. It is an effective way to showcase the form and function without worrying about the aesthetics.

The medium used to create a wireframe varies and depends on the project, field of design, or designer.

The key is to bring the concept into form and showcase the function that satisfies the user's needs, limitations, and challenges. You can go for a low-fidelity or high-fidelity wireframe, depending on your project requirements.



STEP 2

REFINE

Once the basic skeleton of the design is formed and evaluated, it is important to refine the solution and add aesthetics to the form and function.

Do not confuse aesthetics with unwanted embellishments. Every design element, be it color, font, material, texture, or any addition, it should be a conscious design decision.

A large, stylized, light-colored letter 'N' is positioned on the right side of the page, partially obscured by a large, faint, circular graphic element that spans the width of the page.



STEP 3

DELIVER

The process of design is not complete after creation. Once the design solution is ready, it needs to be delivered to the stakeholders and implemented in the real-world context.

Choose a method or combination of methods that suits you and your project to deliver and present the solution.

One method might not be suitable for all the stakeholders, as their goals and requirements are different. It is better to deliver the solution in the real-world context for proper evaluation and feedback.



MAKE: TRANSLATION

This is the final phase in the loop of KARMA that is followed by the pervasive phase 'ASSESS'.

We translate the intent into the artifacts and these are the first tangible solutions to the challenge .

In this phase we also prepare to deliver it to the stakeholders and lead the path to implementation.



HIGHLIGHTS

Wireframe

Wireframes are the blueprint and skeletal structure of the actual design solution. Document the final wireframe to proceed with the visual design and as a reminder of the incorporated features.

Visual Design

Document the visual design in a format that is easy to handover for production or development.

Interactive Prototype

Interaction model for the design solution can be easily conveyed to the stakeholders through an interactive prototype.

Presentation

It is important to present the design solution to the stakeholders in an appropriate and comprehensible format. One delivery method might not be suitable for all.



ASSESS

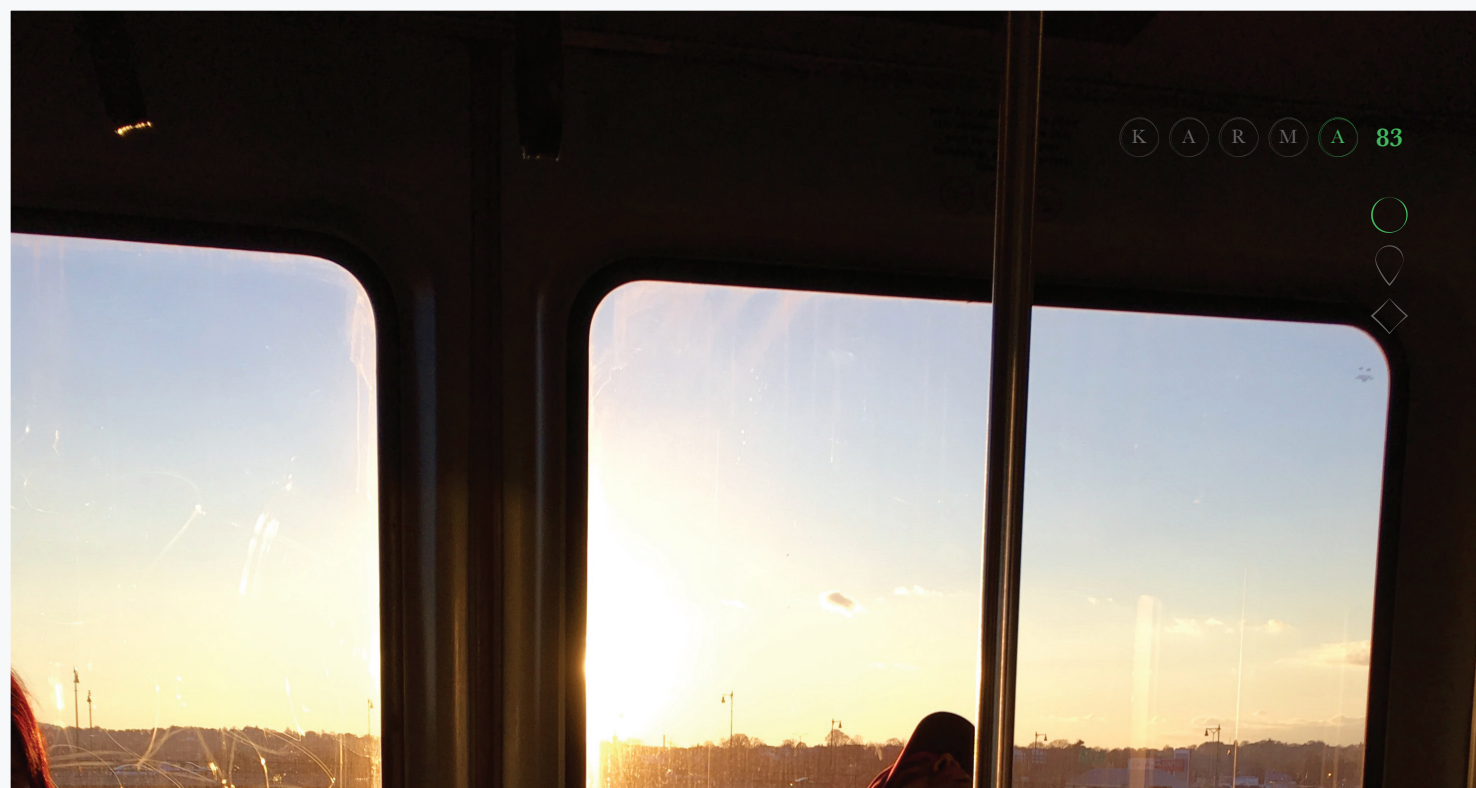
**BE MINDFUL
RELATE
REASON**



ASSESS: INTENTION

Learning from failure is as important as getting things right.

This phase is pervasive and overlaps all the other phases at all times. Have confidence in the design decisions but assess them against the set intent at every step.





ASSESS: SELECTION

Assess the outcome at each step and validate it with the intent.

The key to design for social impact or nonetheless impact is to have an implicit yet constant intent to create an impact.

The intent will translate into the design with self regulation, regular feedback, and with a thorough evaluation.



METHOD 1

SELF REGULATION

This is the most effective and hard to practice method of assessment.

It is important to stay focused during the project assessment and consciously implement intent.

It is easy to let personal biases and favorites influence your designs, but design is about solving problems of others. We need to design for others.

But also, we very well can be part of the other half that needs a design solution. Maintain a balance between these two.

Let your ideas clash, as that will create the edge effect which yields maximum productivity.



METHOD 2

FEEDBACK

Feedback is an effective way of obtaining different perspectives on something.

Train yourself to identify pain points and seek feedback on specific points. This eliminates unnecessary insights that might not be relevant for the current task.

Do not sway your focus based on either an extremely positive or negative feedback. It is important to filter relevance out of any feedback but without being biased or judgmental.

You can use same methods and strategy that were used to recruit participants for user research.



METHOD 3

EVALUATION

There are numerous methods for evaluation and user testing. Different phase of the project requires a different approach.

One method might not be suitable for all the phases and some methods can be used throughout.

Some of the popular evaluation methods are:

- Expert Review
- Rapid Iterative Testing
- Heuristic Evaluation
- Formative Evaluation

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ASSESS: TRANSLATION

Assess is a pervasive phase that overlaps all the other phases at all times.

It is important to document the assessments of the artifacts at each phase. This helps to recognize the effectiveness of the project.



HIGHLIGHTS

User Feedback

User feedbacks are important for the effectiveness of the project. Document them to be used as insights for the next iterations or future projects.

Failure Report

Document your failures with proper analysis of the situation. These are vital in forming future strategies.

Usability Report

Usability reports provide learnings on visual, cognitive, and social accessibility. It also provides basis for universal design and inclusion.

Impact Assessment

Impact assessment requires a set criteria for both, success and failure. Identify them before you deliver the design solution.



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ICONOGRAPHY



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**“Design is
extrapolation of thoughts;
thoughts that are solution
to a problem;
problem that is understood
by empathizing with users.**

