

interaction studio

IDUS435
PROF JON KOLKO
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CHAP
AMBROSE



A ten week, self defined project, process and schedule.

This class presents the synthesis of learning; I created an interaction design solutions through my personal iterative, user-centered process.

The goal of this course was to practice, develop and refine the skills necessary to develop an entire interaction design solution. I was expected to manage and plan time and

resources to completely develop an appropriate design within the designated ten weeks. During the process I applied HCI (human-computer interaction) theory to the analysis, design, implementation and evaluation of design materials. And throughout the class I was able to illustrate a complete and comprehensive knowledge of interaction design techniques, skills and methods.

During this project I conducted contextual research, prototyped design concepts, verified the effectiveness of the designs through qualitative testing methods, developed and refine project management

and project planning skills and was able to present complicated, interactive system to a client.

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Savannah College of Art & Design



The Savannah College of Art and Design exists to prepare talented students for careers in the visual and performing arts, design, the building arts, and the history of art and architecture. The college emphasizes learning through individual attention in a positively oriented environment. The goal of the college is to nurture and cultivate the unique qualities of each student through an interesting curriculum, in an inspiring environment, under the leadership of involved professors.



Opportunity Overview

For my Interaction Design Studio class I have created a comprehensive proposal and business plan for a new kind of design consultancy. I wish to create a refuge for designers where their skills can be channeled to serve nonprofit organizations and various humanitarian efforts. Throughout this project I have been able to distill this vision into a succinct focus statement;

The focus of my project is to develop a humanitarian consultancy that matches social problems with designers' skills in order to empower people in need.

I was able to arrive at this refinement with the use of a variety of interaction design techniques. The most useful for this situation is affinity diagramming. An affinity diagram is a tool that allows the organization of a brainstorming session. It was developed in the 1960s by Jiro Kawakita, a Japanese anthropologist to organize research information. Sticky notes were put into groups according to their natural relationships. This allows a broad view of the domain and facilitates the identification of patterns within these systems. These groupings and patterns provided focus for the research that was conducted.

In order to understand the discipline of humanitarian efforts, I needed to explore the history of American philanthropy. The development of the modern nonprofit sector begins in the late 19th century with the

generosity of business giants Carnegie and Rockefeller, is reorganized with the creation of the Community Chest (United Way), barely survives the devastation of the Great Depression, is rejuvenated by national tax initiatives, and receives validation by John F. Kennedy and Lyndon Johnson's legislation.

The current situation finds many corporate tax shelters, PR campaigns, and bloated government programs diverting funds and awareness from the "wicked problems" plaguing communities and an absence of original, effect efforts to positively change this culture.

Wicked problems are defined by Richard Buchanan in his essay *Wicked Problems in Design Thinking*, as a situation with unique issues, a problem with more than one possible explanation, and a quandary that must be solved correctly. The contemporary social problems of illiteracy, teen pregnancy, hunger, homelessness and countless others are textbook examples of wicked problems, as are the current systems set up to address those problems.

This \$800 billion dollar industry makes up 10% of the national economy and employees 11 million people according to the IRS. This consultancy will fill this ample opportunity for innovative ideas and fresh perspectives in this stagnant field of career social workers and burnt out volunteers by involving highly skilled, incredibly original designers in this well-funded, yet creatively challenged industry.

The Nonprofit Sector

\$800 Billion

in Revenues

\$550 Billion

from fees

\$250 Billion

from contributions

*Bill Bradly/onPhilanthropy.com

Richard Buchanan's

Definition of "Wicked Problems"

oneWicked problems have no definitive formulation, but every formulation of a wicked problem corresponds to the formulation of a solution.

twoWicked problems have no stopping rules.

threeSolutions to wicked problems cannot be true or false, only good or bad.

fourIn solving wicked problems there is no exhaustive list of admissible operations.

fiveFor every wicked problem there is always more than one possible explanation.

sixEvery wicked problem is a symptom of another, "higher level," problem.

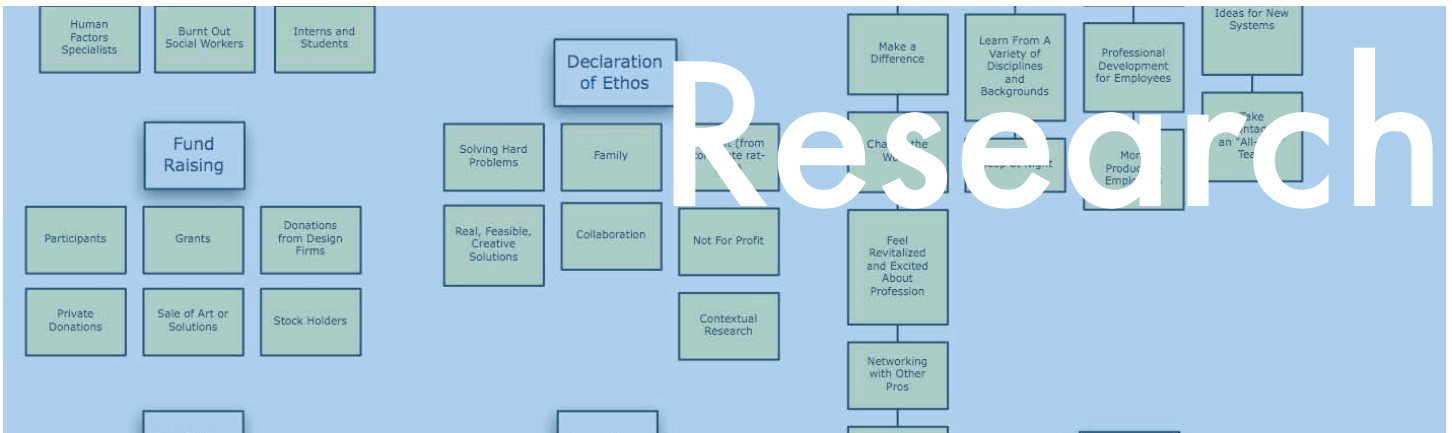
sevenNo formulation and solution of a wicked problem has a definitive test.

eightSolving a wicked problem is a "one shot" operation, with no room for trial and error.

nineEvery wicked problem is unique.

tenThe wicked problem solver has no right to be wrong—they are fully responsible for their actions.

*Adapted from *Wicked Problems in Design Thinking*



Research

One of the most significant clusters discovered through the affinity diagram was the people involved in the creation and operation of this consultancy. Interviews and contextual inquiries have been conducted with these people. These interviews were an opportunity to learn the opinions of the potential users, clients, and partners of this system. They were conducted one on one and were recorded and later transcribed to uncover as much about the experiences and opinions of these experts. A contextual inquiry was also conducted. This methodology was pioneered by Beyler and Holtzblatt and extensively documented in their text *Contextual Design: Defining Customer-Centered*. This differs from a traditional interview because it must be conducted in the place where the interviewee performs the tasks relevant to the interview and centers around a master-apprentice relationship in which the interviewer becomes the student.

One of the first interviews conducted was with a designer currently working in the design industry. He has been employed at a variety of corporations and consultancies. The current feelings he has towards his situation are overwhelmingly negative. At his current position he feels like his main concern is remaining "billable". He says that this atmosphere of talk, not action has left him empty. He was also not aware of any contributions being made by his employer to the community in which it resides. When asked if an opportunity to use his design skills in a volunteer capacity would make him more likely to contribute he expressed interest. He was also intrigued at the notion of being able to network with other designers while volunteering.

While this may be an extreme example of someone discontented with his or her job, I do not think it is an unusual one. Throughout a career one can expect to experience a few instances where they feel aggrieved and unsatisfied. The final solution must not cater

exclusively to designers in ideal conditions with exemplary employers; it must also consider these more pessimistic individuals. They may actually feel more passionately about volunteering and contributing to the greater good because of their situation.

An interview was conducted with Dr. Kinder, a dentist with experience traveling as a volunteer to third world countries. At these remote locations he was able to use his expertise and training to assist people in need. I find this situation to be comparable to the final solution in that a designer can utilize his talents and methods in a capacity to liberate people in need.

Dr. Kinder described this experience as "positive" and "life changing in terms of your insights and point of view." The potential impact on designers if given a similar opportunity could be very significant, because as designers we have the capacity to influence culture and guide society with our work. I also asked Dr. Kinder how this type of volunteering compares to more traditional types such as serving at soup kitchens, and he replied "I haven't been called to that...". He goes on to explicitly say "... I keep myself focused on the medical trips because I feel like I should give my skill to serve. There's lots of people who can do construction but there's only so many dentists that can go into the field, or that are willing to go into the field." This corresponds directly with my interview with the designer and his willingness to volunteer his specific skills. Unfortunately this opportunity is not readily available to designers as it is to doctors. The importance of harnessing one's expertise in a volunteer capacity can not be understated.

I learned more about the logistics of a trip of this kind from Dr. Kinder as well. A doctor uses their personal vacation time, usually between five and eight days, and is responsible for paying their own expenses. This can be done with their own money or through individual fund-raising. Dr. Kinder also shared that he became involved in this opportunity after he was recruited by another

doctor who had been on a medical team previously. I see this as one of the main avenues of disseminating knowledge of the opportunity to designers. A designer returning to their work and sharing the experience with their coworkers would inspire others to participate as well.

One of the most fruitful interviews was with a student, Erin Bolley, who is completing her degree in social work. She has a great deal of experience running a small nonprofit and shared insight on the viewpoint of professionals who work in nonprofit the length of their career.

Erin said that a large part of her educational process has been learning the various theories of social work. These theories provide a foundation for what a social worker will encounter in their field as well as a basis to develop an individual, personal perspective. Another beneficial area of study is the legislation and government policies that can affect their profession and the people they are trying to help.

Something I found interesting was the rationale Erin had for choosing social work.

"I feel like I should give my skill to serve."

Dr. Kinder

She described it as being a broad, flexible degree allowing her to work in a range of environments and capacities. This is a familiar sentiment within the design community and more specifically within the field of industrial design. We are experts at adapting to the current project and using our process to become knowledgeable as quickly as possible.

When I enquired about how a designer's skills could be utilized to help a nonprofit she gave a variety of answers. Because of previous conversations, she was aware that design could improve the flow and processes but she also described the need for marketing materials as well as interior design. This is an area that the final design must address; the solution must educate social workers and executive directors about what the design profession has to offer. Erin did mention that, in her research, she has found that funding and grants are available to organizations with new ideas; for example, many foundations explicitly say they won't fund another food pantry. She feels that this proposed venture has an opportunity to receive funding and thinks it could be successful.

Another valuable interview was with Melvin Mason, the executive director of Hodge Memorial Day Care. This day care is a nonprofit that provides child care for low income parents who are working or in school. He is also the founder of Recreation for Spiritual Growth Incorporated, a small nonprofit that provides supervised activities on the weekends for youth between the ages of nine and sixteen. Although this was initially set up to be a traditional interview, I was able to observe the environment in which Mr. Mason works as well as some of the tasks he completes on a daily basis as would be done in a formal contextual inquiry. It was through these tasks I was able to see the variety of work he was responsible for. Not only was he the primary manager of the organization he also answered phones, transferred calls, and accepted applications. It will be important for the final solution to remain aware of the position and daily routines that most executive directors operate within. We must be explicit about the benefits we can offer and speak in the language and manner in which they feel competent.

Mr. Mason also discussed his smaller nonprofit with me, explaining some of the logistics of the volunteer board and private donations that make his operation possible. When asked what he would have done differently, he mentioned making more contacts, networking more, doing more marketing to make people aware of what he was offering, and more fundraising to assist in these marketing efforts.

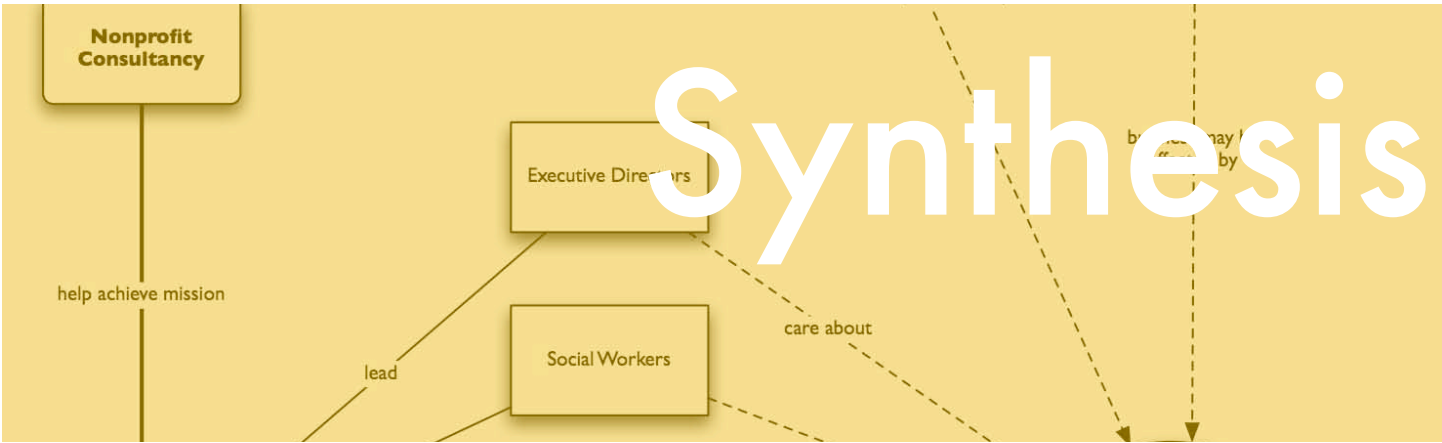
While I have not met Robert Egger personally, I have analyzed his book *Begging for Change: The Dollars and Sense of Making Nonprofits Responsive, Efficient, and Rewarding for All*. Mr. Egger is responsible for the innovative DC Central soup kitchen and has also served as interim director at the Washington DC United Way. During the majority of his life, Mr. Egger was not involved in the nonprofit sector. His background is in the creation and management of nightclubs; he fell into the industry by chance. I think this is what makes his ideas so revolutionary, yet simple and effective. He approaches the feeding of the hungry from a perspective of a business professional and entrepreneur, not from within the confines of the current system.

Mixed in with his commentary are examples of organizations as well as companies that are making an impact with fresh ideas. The one that I find most relevant to this project is the mention of the outdoor company Timberland. This corporation allows its employees 40 hours of paid time off to volunteer. This would be a perfect way for companies to support their designers as they use their strengths for humanitarian purposes. I hope to explore other ways that may make volunteering a more viable option for full-time designers.

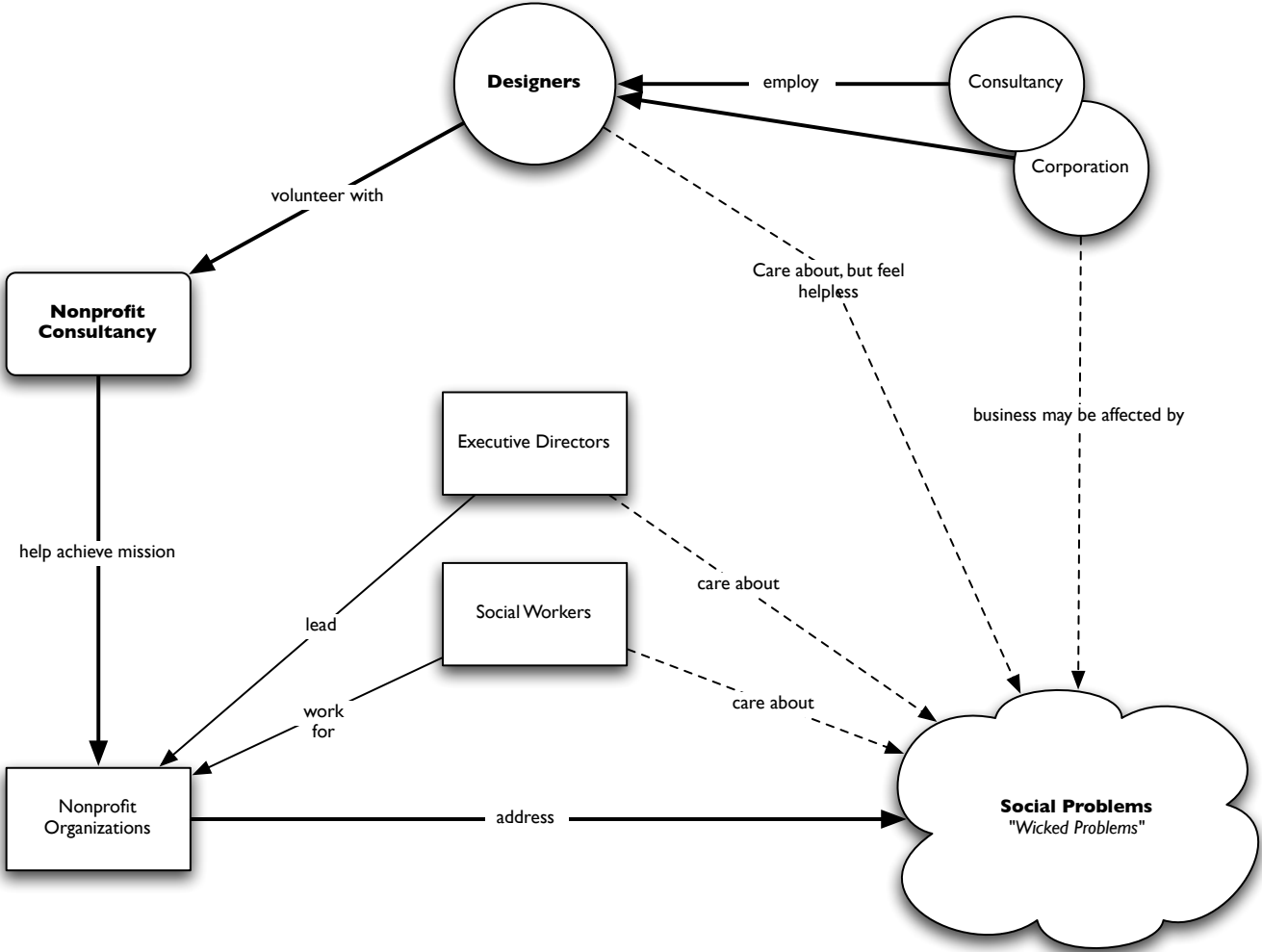


Fellwood Homes

An abandoned low-income housing project in Savannah, Georgia. Currently home to the Hodge Memorial Day Care. I spoke with Melvin Mason, the executive director, about his experience starting and managing nonprofit organizations.



One of the most difficult phases of the design processes is the synthesis of the raw research data into knowledge that influences design. This juncture leans heavily on the traditional underlying foundation of design; art. To draw connections and create from research is a process difficult to quantify and can be more abstract in practice.



I have created a concept map from my research to assist in viewing the people and nouns involved in this proposed humanitarian design consultancy. This is meant to show the relationship of the parties involved in the final solution.

Mission and Vision Statements

All nonprofit organizations are required to have statements of purpose to provide a collective understanding of its goals. This is the mission statement. A vision statement compliments this by describes the spirit and future of the organization.

I developed these succinct statements to help define my project and give me direction.

Mission Statement

The mission of A Red & Gray Group is to provide a respite for professional designers while allowing them to use their skills to address social problems and empower people in need. To achieve this, we will do the following:

- Foster relationships with humanitarian nonprofit organizations that are interested in forward thinking and innovative ideas.
- Utilize contextual research techniques to assist humanitarian nonprofit organizations in achieving their mission or refining it.
- Educate social workers and philanthropists on the benefits of a user-centered, iterative design process and how they can utilize these techniques on their own.

Vision Statement

This organization is envisioned as an interdisciplinary design consultancy that places a high value on the greater good, individuals, education, and aiding the impoverished.

We aspire to change the perspectives of designers who feel like tools of industry by offering a meaningful experience.

We will awaken their passion for ingenuity through the unraveling of complex social problems.

We will encourage designers to bring this enthusiasm back to their workplace.

We seek to inspire the nonprofit sector with a radical approach, irreverent enthusiasm, and untraditional insight.

We have a hunger to enlighten altruists about the power of design.

Logo and Branding Development

The identity of this consultancy needs to convey the visceral humanitarian aspect as well as the desire to solve high level problems. I came up with the name "A Red & Gray Group" by juxtaposing a heart and a brain, the two key components of the design volunteers. Red representing heart and gray for -brain.



a red & gray group

Personas

Personas are a design tool developed by Alan Cooper and introduced in his book *The Inmates Are Running the Asylum*. A persona represents a person who will use or be affected by a design. These embodiments are loosely based around actual people encountered during research but may incorporate attributes from a variety of individuals. Although personas can be exaggerated for emphasis and may appear stereotypical on the surface, these specific archetypes are crucial to a user-centered design process. It is important for these characters to have names and faces so that they may be an active participant and a valuable contribution.

Personas are effective because they help us keep in mind that actual human beings will have to interact with our creations. They create a shared understanding of these individuals for the entire design team. They also are good reminders that we're not designing for ourselves. For example; A designer may love ordering and customizing products on the internet, but if he is presented with designing a wheelchair distribution system for senior citizens one of his personas might be an older woman who isn't comfortable with technology. This persona, and the end users that it represents, must be taken into consideration and affect the final solution.

For these project I have also chosen to personify a corporation. This will help me to understand their perspective of a nonprofit consultancy and will allow me to be sensitive to some of the specific concerns they may have.

Consultancy X



Consultancy X is a fast paced, high stress consultancy that primarily develops internal software for technology companies. Employees are expected to be "billable" or working on a project 90% of their time. The company often utilizes nights and occasional weekends to make short deadlines and cut down on expenses. Average length of employment is 2.5 years. Employees range from human factors specialists to sales associates.

The principal owners of Consultancy X realize that a volunteer program or charitable contribution to the community is important for public relations. But, because it has no immediate financial return and would require expenses to create and maintain such a system, the idea has fallen by the wayside.

The increasingly short stay of employees is beginning to worry management as recruitment and training costs is increasingly affecting overall profitability.

Evan

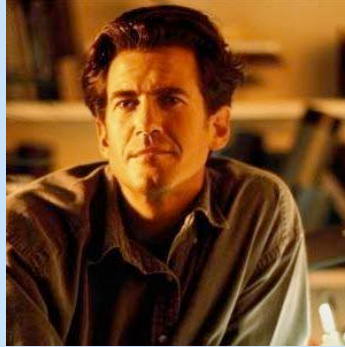


Evan is a 26 year old information architect working at Consultancy X. He typically works 90 hour weeks and spends the majority of his free time blowing off steam with computer games or a night out on the town. He loved his college education at Kent State because of the engaging conversations and debates with fellow students. He also misses the high level problems that don't seem to come his way often at Consultancy X.

Evan feels drained at his current job. With so many projects, he never gets to spend time diving deep into research or really understanding the underlying problems. Although he originally got into the field to "change the world" and make the complex clear, he knows that his skills aren't be utilized to their fullest. He's currently looking into graduate school and thinks that with a master's degree he may be able to move up the food chain and influence change from a higher position.

Growing up Evan volunteered at Salvation Army every thanksgiving with his family. This is a tradition he has carried on to adult life, but with every visit this becomes an increasingly frustrating experience because of the kitchen's disorganization and overall inefficiency.

Michael



Michael is 35 years old and is currently working as a graphic designer at Bank of America. He originally received a degree in computer science from Virginia Tech. During the infamous dot com boom of the late nineties he got interested in graphical user interfaces. He landed a job at eToys working on website interfaces and rode the bubble economy all the way to bust.

After the turbulence of his last job, Michael decided he would feel more comfortable at a corporation. Although it doesn't offer the extreme partying and excessive pay, he doesn't miss the all-night work sessions. This stable atmosphere offers a clear and unifying mission that he felt was lacking at eToys.

Because of Bank of America's long-term strategy plans, Michael has begun to ponder his own future and career opportunities. He's not interested in another riotous start-up, but thinks that a design consultancy may offer a little more room to experiment and learn about some new design avenues. Since most of Michael's friends are computer programmers at BOA, he knows he must begin to network with other people outside the company to get his foot in the door at a consultancy.

Jim



Jim is 45 years old currently serving as executive director at a small nonprofit, The Star Center. Their primary mission is to offer an after-school program for local neighborhood children. He earned his bachelor's degree in communication from Ohio State and fell into the nonprofit sector inadvertently. After working for the city government for several years he was offered this position because of his love for children and his exceptional organizational skills.

After 7 years at the center Jim feels overwhelmed. The previous director was the founder of the organization and subsequently ran things in a very specific and eccentric manor. Jim scrambled to get up to speed on the operation and had little time to question the system. Many of the programs don't seem to be effective as they use to and enrollment has steadily declined since Jim took over. He is afraid that he might not be the best person for the job, after all, "I have no formal education in the matter."

The majority of Jim's day is filled with paperwork and answering phones. He is rarely able to use any of his communication or organizational skills and just tries to keep his head above water. He hardly ever thinks about the future strategy for the The Star Center, although he is required to submit a yearly plan. He usually just updates the previous year's document a couple days before its due.

Jim knows The Star Center could be doing a better job, but feels like bringing up the situation with the board may cause more trouble than it's worth.

Scenario

A scenario is a narrative involving personas. It is written to help explain what you are doing and to identify any holes you may have in the design.

I identified some kinks and gaps in my ideas with this process and used it to refine my ideas.

While checking his usual online forums, Evan sees a post from a peer describing a volunteer experience he had. Evan thinks back to his experience at the soup kitchen and is interested to see that this individual was able to use his professional skills to assist nonprofits. Evan immediately begins to redesign the flow of the kitchen in his head, like he does every Thanksgiving.

Evan clicks on the link where the poster says he volunteered with. He is taken to the website of A Red and Gray Group. He peruses around the site and sees some of the previous projects. He also reads more testimonials from volunteers and gets increasingly interested. Evan is intrigued by the volunteering process. The volunteer must pay for their travel expenses, but since Red and Gray has its own dormitories and kitchen there is only a small fee for room and board. As a participant he is also asked to contribute one week of his personal vacation time. He is also told to ask his company for one week paid time off so that he may volunteer for a mandatory total of two consecutive weeks. He likes this part because he feels like his efforts are being rewarded and recognized by his company but is nervous about the principals of Consultancy X agreeing to this. Evan is relieved when he finds a document written specifically to his bosses. It explains why this experience is important for employees and also the benefits for Consultancy X. Eventually he decides to go ahead and apply so that his profile and resume can be in consideration for future projects. He also prints off the document for his employers and quickly reviews the tips on how to approach your boss.

Evan enters the office of his manager and hands him the document. He explains that he's decided to volunteer a week of his vacation time this year and would like the

support of the company with another week off. The boss sounds intrigued about this request and quickly glances at the document. He tells Evan that he'll look over the document and speak with him the next day.

The next day Evan finds two new emails waiting for him. One is from his manager, he explains how community involvement is a high priority at Consultancy X and is glad to see Evan taking initiative on this opportunity. He goes on to explain that Consultancy X would be happy to support his efforts and is willing to award him one week of paid time off. He has also offered to pay for all of Evan's expenses.

Evan is enthused. He checks his second email which is from A Red and Gray Group. This is a personal email from Hillary the project manager. She welcomes him to the family and is excited to offer him a position on a project upcoming two months away. The project will involve an audit of a nonprofit organization, The Safe House, that offers services for battered women. The team will need to quickly assess the current programs that are being offered and will work with the employees there to improve their curriculum and enrollment systems.

Evan checks his schedule and makes sure that the dates don't conflict with any of his projects at work. He receives the okay from the boss and replies to Hillary letting her know that he will be able to volunteer at that time and that he's looking forward to meeting her.

One week before Evan is scheduled to leave he receives a packet from A Red and Gray Group. It includes a contract for him to sign. It explains the mission of the organization and how a volunteer fits into that mission. It also receives some initial research on the The Safe House. Included are some statistics on abuse and testimonials from victims. Hillary has also included a questionnaire, it asks questions like his favorite music, soda, and meal. It also notes that if he wants to, Evan can offer to cook his favorite dish or specialty during his two week stay.

Evan flies to A Red and Gray Group's headquarters and is greeted by Hillary at the airport. She welcomes him with a hug and helps him load his bags into her car. On the drive to the studio, she explains that the other 4 team members have already arrived. She answers his questions concerning the history of the organization and how she got involved.

Evan enters the converted warehouse that is now A Red and Gray Group's headquarters. Immediately he is approached by Chap, the Founder/Director of the organization. Chap shakes his hand vigorously and expresses his gratitude for his involvement. Chap introduces him to the four other team members; Peter a graphic designer from Farmer's Insurance, Sarah a interior designer for Applebee's, Robert a usability expert from AOL, and Jessica an interaction designer from Frog Design.

Robert grabs the bags he's carrying and leads the way up to the sleeping rooms. Evan inspects his surroundings as he walks. He is surprised to see the cluster of high-end workstations in one corner and a small yet comprehensive model shop in another. It's not that he expected it to be outdated he just didn't expect the facilities to be on par with his own consultancy.

That evening the entire group eats dinner together at a large table in the center of the space. They share some of their expectations of the next two weeks and some of their concerns.

The next morning they make a one hour drive to The Safe House. They are greeted by the executive director and told to do whatever is needed to get the necessary information. Two of the team members start by doing one on one interviews with all of the staff as well as some of the clients they serve. Evan sets up a camera and observes the executive director in his daily routine. The team continues this process for another 3 days, sitting in on therapy sessions, going through internal documents, inspecting marketing material and generally observing all aspects of the operation. They also take multiple trips to homes were some of these abused women live.

The group then spends the next few days organizing all this information and synthesizing it into an understandable form. They use this shared understanding to envision a new safe house. They rethink all the the roles of the employees and the people they are trying to assist. They create a new system designed around the needs of these women and make the administration duties more manageable for the staff. They create a comprehensive proposal for the Safe House and present this with the findings of the research to the board. It goes well and they executive director is enthused about the possibility of this new system.

In the evenings they eat dinner and discuss the days events. They also spend some

of their free time exploring the local community on bikes provided by Red and Gray.

On the day before Evan is to leave, the group spends the day dissecting their experience. They talk about how they are going to bring what they've learned back into their home companies. The group spends a few hours collaborating on a powerpoint that each will use to explain the experience at their respective companies.

Evan returns to Consultancy X feeling refreshed and energized about his role as a information architect.

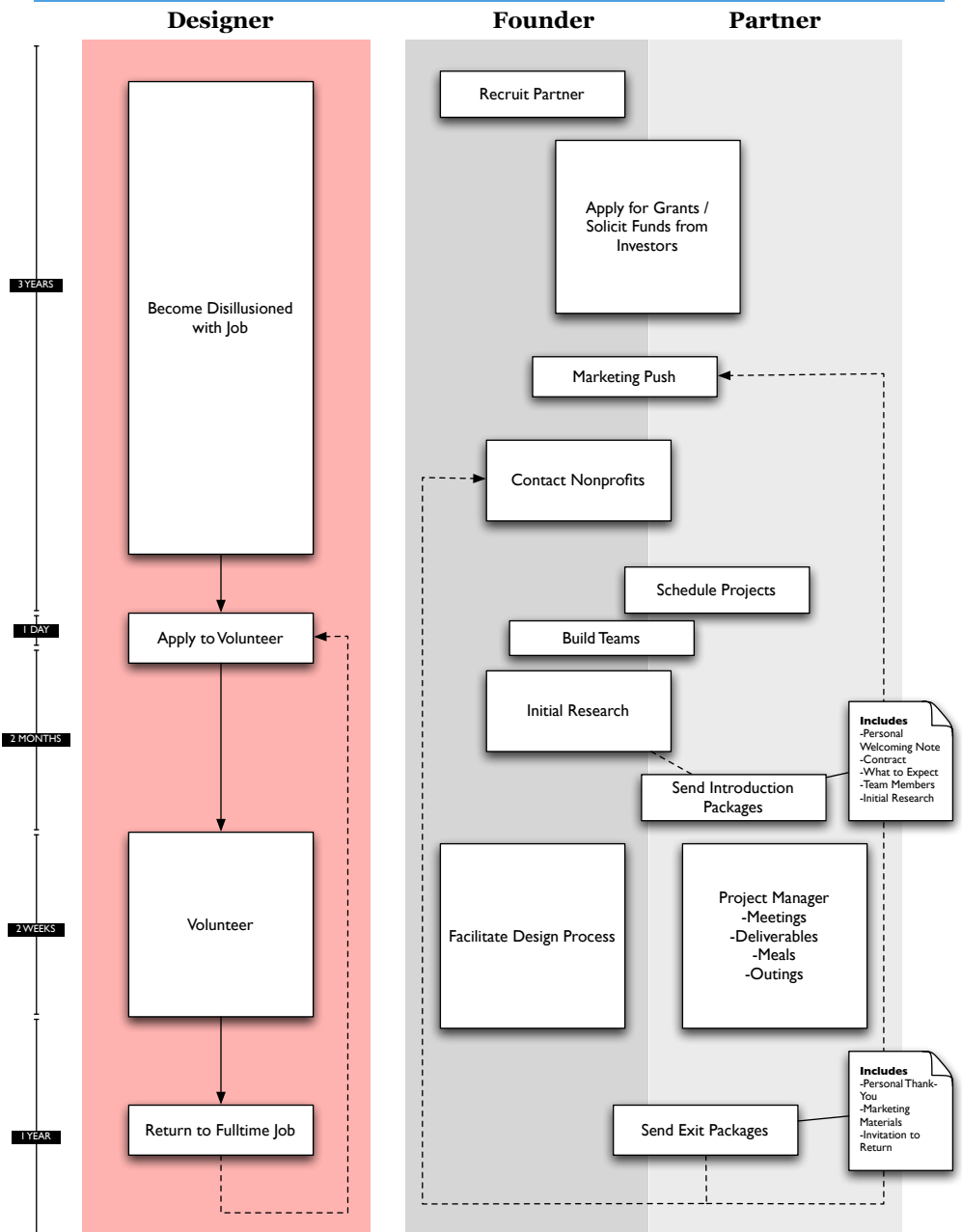
A week later Evan receives a package. In it is a handwritten note from Hillary and Chap. They thank him again for his participation and encourage him to contact them anytime. A plaque is included recognizing Consultancy X for their contribution as well as a poster to hang up a work. A few information cards are included for him to pass out to interested coworkers. He is reminded about the presentation and sets an appointment with the design team. He also invites management.

After his presentation Evan thanks the management again for their great contribution, and speaks to a few designers one on one who expressed interest. He tells them more about his time and encourages them to participate.

Evan remains an active annual volunteer even though he has switched jobs recently. He made sure to emphasize the importance of this experience for him and the support of his employer while interviewing.

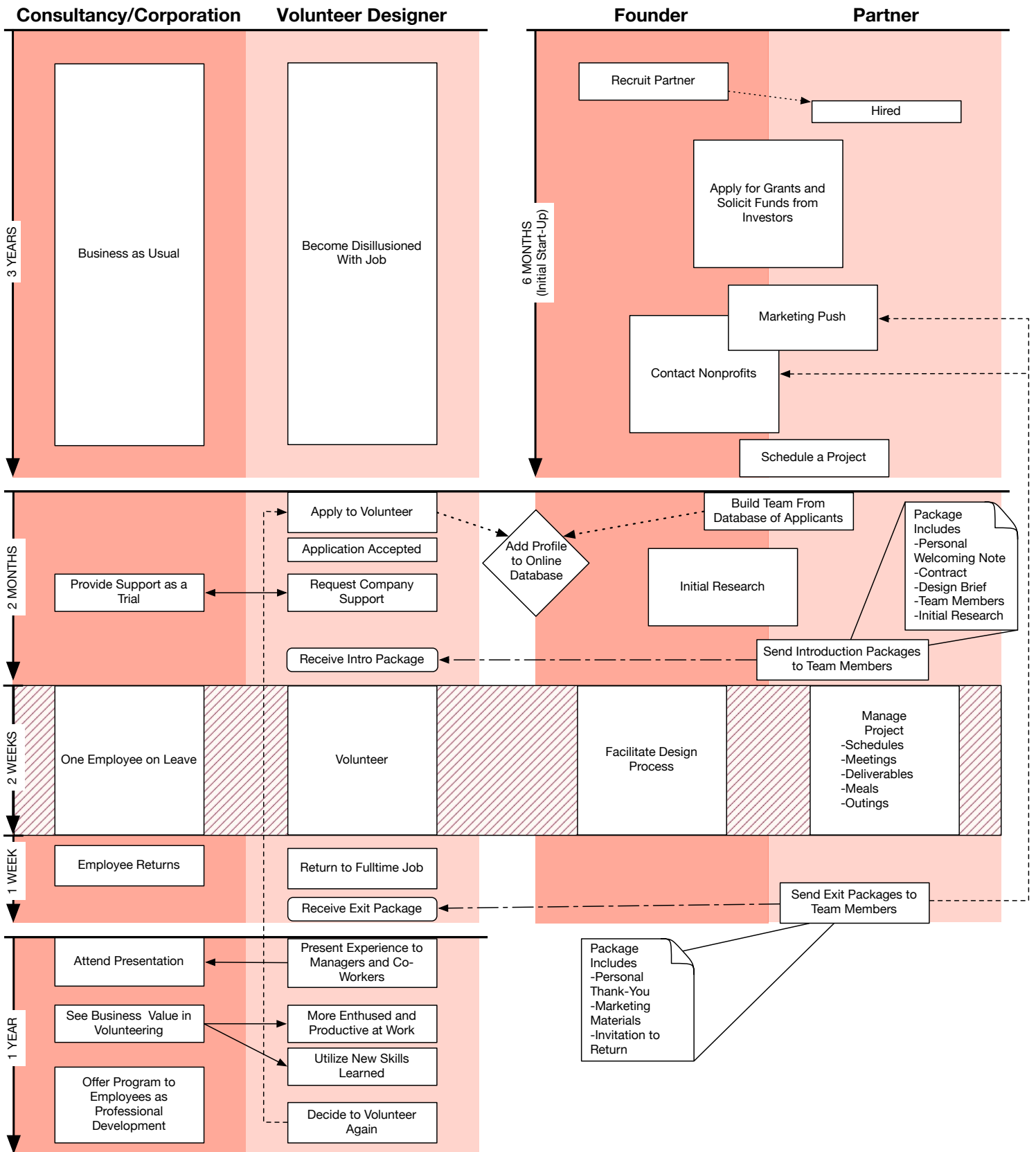
Business Flow Diagram (version 1)

A visual explanation of the flow of this nonprofit consultancy. It introduces the idea of having a partner to assist in the operation. I think this is a vital component that I recognized during my research. I saw first-hand how an executive director can become bogged down with the day to day tasks and lose sight of the overall vision. I want to avoid this pitfall in my organization.



Business Flow Diagram (version 2)

An updated visual explanation of the flow of this nonprofit consultancy. This graphic includes the consultancy/corporation perspective, and shows the direct benefits to employers.



Budget Variations

I had originally planned to rely on grants and donations to cover the operating expenses of this organization, but after a class discussion I learned that may be too optimistic. These budget ideas would allow all the costs to be recovered by a fee paid by the volunteers. This would allow me freedom from restrictions and guidelines associated with most grants. This fee could be tax deductible and be paid by the individual, their company, or from funds raised by the individual.

Expense

Income

\$20,000 Founder's Salary

\$20,000 Partner's Salary

\$10,000 Rent

\$10,000 Utilities

\$60,000 Yearly Expense

\$1,300 Volunteer's Program Fee

- \$300 Food Expenses

x 5 Volunteers Per Project

x 12 Projects Per Year

\$60,000 Projected Yearly Income

\$20,000 Founder's Salary

\$20,000 Partner's Salary

\$10,000 Rent

\$10,000 Utilities

\$60,000 Yearly Expense

\$2,000 Volunteer's Program Fee

- \$300 Food Expenses

x 3 Volunteers Per Project

x 12 Projects Per Year

\$61,200 Projected Yearly Income

\$20,000 Founder's Salary

\$20,000 Partner's Salary

\$10,000 Rent

\$10,000 Utilities

\$60,000 Yearly Expense

\$2,000 Volunteer's Program Fee

- \$300 Food Expenses

x 5 Volunteers Per Project

x 8 Projects Per Year

\$68,000 Projected Yearly Income

\$35,000 Founder's Salary

\$35,000 Partner's Salary

\$20,000 Rent

\$18,000 Utilities

\$108,000 Yearly Expense

\$2,000 Volunteer's Program Fee

- \$300 Food Expenses

x 5 Volunteers Per Project

x 12 Projects Per Year

\$102,000 Projected Yearly Income

Final Design Solution

A comprehensive document was created to present a case for the creation of the nonprofit design consultancy. It outlines the organization's employees, volunteers, services, and marketing strategy. It also discusses the need for designers to have a meaningful volunteer opportunity and the potential of design thinking in the nonprofit sector.



Testing

The final document was distributed to a variety of individuals; including, graphic designers, students, business owners, interaction designers, nonprofit professionals, researchers, church pastors, and teachers. It was very helpful to get their perspectives on the proposed organization.

One of the strongest ideas for improvement came from those with nonprofit backgrounds. They found the "Power of Design" to be very informative and insightful. They were not familiar with the potential contribution designers could have to organization systems. But, they would like more specific examples of what designers could do. I think this oversight reiterates my need for a partner with nonprofit experience.