



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

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Using Participatory Service Design Tools to promote development: A case of Urban San Youth in Namibia

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Introduction



- Population of 2.2 million people
- Youth (15-34) unemployment rate 37.8% in 2012, 41.7% in 2013 and 39.2% in 2014
- San most marginalized tribal group
- Experience high drop out rates, high unemployment rates, high substance abuse, teenage pregnancies, low self esteem

NSA, 2014; Dieckmann, et. al., 2014



Background

- Collaborative project User Centered Design for Innovative Services and Applications course during PDC 2014
- Collaborative Research cluster “Live Design, Transform Life: Mobile education and service design to promote gifted youth development for innovation”
- PARTY (2015-2018)



RLABS

A SOCIAL REVOLUTION

14/10/16





PARTY Project

- Participatory tools for Human development with the youth (PARTY)-Multidisciplinary
- 4 year EU Horizon 2020 Marie Skłodowska-Curie Research and Innovation Staff Exchange (RISE)

Partner Institutions

University of Lapland, Finland,
PACO Collaborative, Italy, University
of Leeds, UK, Namibia University of
Science and Technology, Namibia,
Cape Peninsula University of
Technology, South Africa, South
African San Institute (SASI)

Objective

- creating participatory tools for human development that enable transformational change
- provide tools for the marginalized youth using service design suitable for daily use
- Co-design sustainable outcomes capable of alleviating youth unemployment in the country.



Context

- 2% (42 000)
- Government has socio-economic San Development Programme since 2005
- 70% depend on state ran food aid
- Life expectancy 22% lower than national average
- Perceptions and stereotypes of the San are negative
- On going relocation of households to communal areas
- Better provision of basic services as well as student support, early child hood development and literacy
- Relocation for education



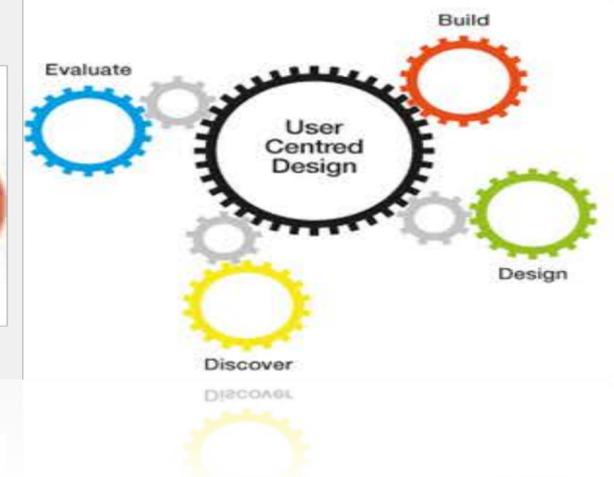


Research Approach

PD+ Service Design = Participatory Service Design

- Is an activity of planning and organizing people, infrastructure, communication and material components of a service to improve its quality, usability and desirability (Stickdorn & Schneider 2011).
- Is user centered, allows for user participation
- iterative process
- better context study
- understanding of user needs

Service Design?





Workshops

- Context mapping
- Collage
- Dream world
- Brain Storming
- Role Playing
- Theming









Outcomes & Future Work

Sustainability?

- Increased motivation and self-esteem of youth
- Co-designing with the youth enabled them to participate in design processes, and services can hold cultural values as well as traditional beliefs
- Website for San //Ana-Jeh San Trust (co-designing digital services)
- Allows “Ubuntu” collaborative ways of working
- Collaborate with different stakeholders
- Empower youth to empower their own communities
- Continued data collection
- Hope to contribute SDG 1 No poverty
- Sustainable work







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Thank You!

Empowered youth are capable youth!





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