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)
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 childhood development and literacy
- Relocation for education
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
Workshops

- Context mapping
- Collage
- Dream world
- Brain Storming
- Role Playing
- Theming
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
Empowered youth are capable youth!
References


