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DESIGN CHALLENGE

"When used properly, nothing drives growth and eliminates poverty more effectively than water."

- Blue Planet Run

1/5 of the world lacks access to safe water for drinking and daily use.

How can we work with people living in Chile's campamentos to develop new tools for using, storing & transporting water in order to help break the cycle of poverty?

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ABOUT THESE CARDS:

These cards are intended as a tool for the field research phase. They define the initial topics and outline research methodologies. They are not intended to be prescriptive, but rather a starting point for gaining insights into another culture.

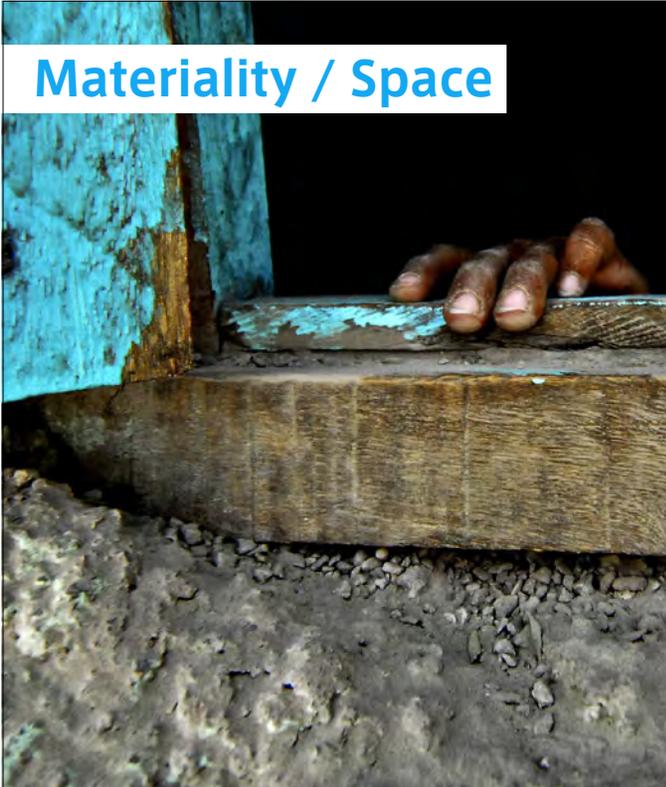
The cards are organized into six topics:

A Day in the Life	Carrying/Moving
Materiality/Space	Storing/Containing
Aspirations/Limitations	Use/Reuse Water

Outputs of the research phase:

- > experiential, not only intellectual understanding
- > observations of reality & stories from people
- > deeper understanding of human needs, barriers & constraints

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Materiality / Space

What is the material reality of personal and collective objects in the household and neighborhood?

How can we best impact this area?

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MATERIALITY / SPACE

METHODOLOGIES

DAY

Behavioral Archaeology:
Look for evidence of people's activities, habits & values inherent in the placement, wear patterns, and organization of things.

Social Networks & Spaces:
Notice different kinds of social relationships within a user group and map the network of their interactions. In what ways do objects, materials & spaces express social relationships?

Personal Inventory (functional):
Ask people to show & describe objects they handle daily - catalog evidence of lifestyle. (30 min)

EXTRA TIPS

- > How do things wear out?
- > What can we learn from resourcefulness of the material culture?
- > be aware of materials & spaces throughout Santiago, not only in the slums

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A Day in the Life



Catalog a day in the life of people in the campamentos, with special attention to the role water plays.

How can we best impact this area?

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DAY IN THE LIFE METHODOLOGIES

DAY

A Day in the Life of a Family:

Catalog the activities and contexts that water users experience throughout a day.

Shadowing:

Tag along with people to observe and understand their day-to-day routines, interactions and contexts. (1-2 hours)

Timeline:

Create a branching timeline of household members' activities. Every person in the household plays a different role. How do the roles of different people relate to each other?

EXTRA TIPS

- > Each team member can shadow a different household member.
- > Ask the family member to record what they're doing each time a watch timer / beeper goes off

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Carrying / Moving

How do people carry objects, water and themselves around?

How can we best impact this area?

[FRONT]

CARRYING/MOVING

METHODOLOGIES

DAY

Behavioral Mapping:
Track the positions and movements of people within a space over time and note what are they carrying or moving around while doing it. (45 min)

Flow Analysis:
Represent the flow of water through all phases of use. Consider water's behavior, not only on a map or plan, but also as it moves up & down.

Fly on the Wall:
In public spaces, such as markets, neighborhoods, or public transit, observe and record behavior within its context, without interfering with people's activities. (1-2 hr)

EXTRA TIPS

- > What do people carry around (wallet, phone, children, jewelry, etc.). Why do they carry those things around? (take "whats in my bag" photo)
- > Why do they carry those things around?
- > Survey carrying solutions that exist on the market & that families have invented.

[BACK]



Storing/Containing

How do people store, contain and protect valuables, food, water and everyday objects?

How can we best impact this area?

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STORING / CONTAINING METHODOLOGIES

DAY

Error Analysis:

List all the things that can go wrong when storing/containing water and determine the various possible causes. (30 min)

Scenario Testing / "What If":

After your initial research, show users a series of cards depicting possible future scenarios for storing water and invite them to share their reactions. (30 min)

Guided Tour:

Ask participants if you can accompany them on a guided tour of how they contain objects. Why did they choose a specific means of storage? (45 min)

EXTRA TIPS

- > Be aware of cultural biases & preconceptions
- > Consider differences between storing valuables vs daily objects
- > How does the house itself serve as a container to keep out rain, store water, etc?
- > Survey containment solutions that exist on the market & that families have invented.

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Use / Reuse Water

How is water used over the course of a day and week?

How can we best impact this area?

[FRONT]

USING / REUSING WATER

METHODOLOGIES

DAY

Storyboard of Water's Day / Week:
Illustrate a character-rich story line describing the context of use of water. Water is the main character; if water could tell its story, what would it say?

Camera Journal:
Distribute a kit with camera, journal & instructions. Ask participants to keep a diary of activities related to using water. (15 min / 1-2 days)

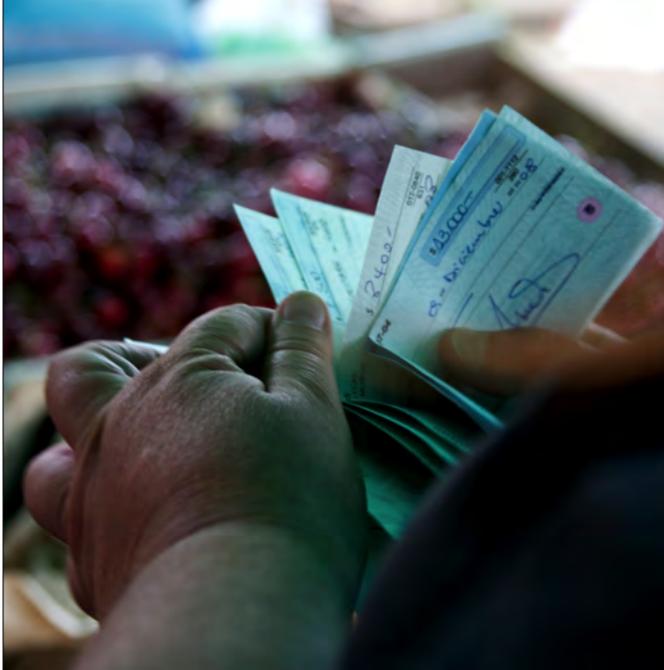
Narration:
As they perform a task or process, ask participants to describe aloud what they are thinking -- to reach users' perceptions, concerns & motivations. (45 min)

EXTRA TIPS

- > Other documentation methods: Script photos - ask people to re-enact each step of a process; time-lapse video
- > Ask the family what's missing?
- > What objects have been re-used for a function or task different than its original purpose?
- > Be sensitive to private activities (i.e. shower)
- > Buy cameras ahead of time

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Aspirations/Limitations



What are people's aspirations, and what keeps people from achieving them?

How can we best impact this area?

[FRONT]

ASPIRATIONS / LIMITATIONS METHODOLOGIES

DAY

Personal Inventory (Emotional):
Document the things that people identify as important to them as a way of cataloging evidence of their lifestyles. (30 min)

Collage or Card Sorting:
Ask participants to build a collage from a provided collection of images and to explain the meaning of the images and arrangements they choose. (30-45 min)

Draw your Past / Future:
Ask participants to "draw the future you want?" ("If you won the lottery...") Draw a path from past to now to that future with the steps & hurdles along the way. (30min)

EXTRA TIPS

- > first gain people's trust
- > gather direct, unfiltered quotes
- > plan deep interview questions and practice interview techniques
- > ask "why" 5 times - to get to real why
- > Prep & print visual cards ahead of time

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