

Plan International

Valentina Salvi

SERVICE DESIGN FOR SOCIAL INNOVATION IN UGANDA. 🇺🇬





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WHAT WE DO ▾ ABOUT US ▾ GIRLS GET EQUAL ▾ TAKE ACTION ▾

DONATE 🔍

ADVANCING CHILDREN'S RIGHTS AND EQUALITY FOR GIRLS IN OVER 75 COUNTRIES



NEW: Activist Hub >



Mozambique bans child marriage >

NEWS



Girls in Nepal demand radio airtime >

GIRLS GET EQUAL



My story.

1 

Challenge

2 

Design research

3 

Design sprint

4 

Concept

5 

Next steps & conclusion

Challenge !?

How can we support **marginalised girls** aged 14-24 in rural Uganda so that they can secure **employment / entrepreneurship** while positively impacting the **environment**?

Challenge !?

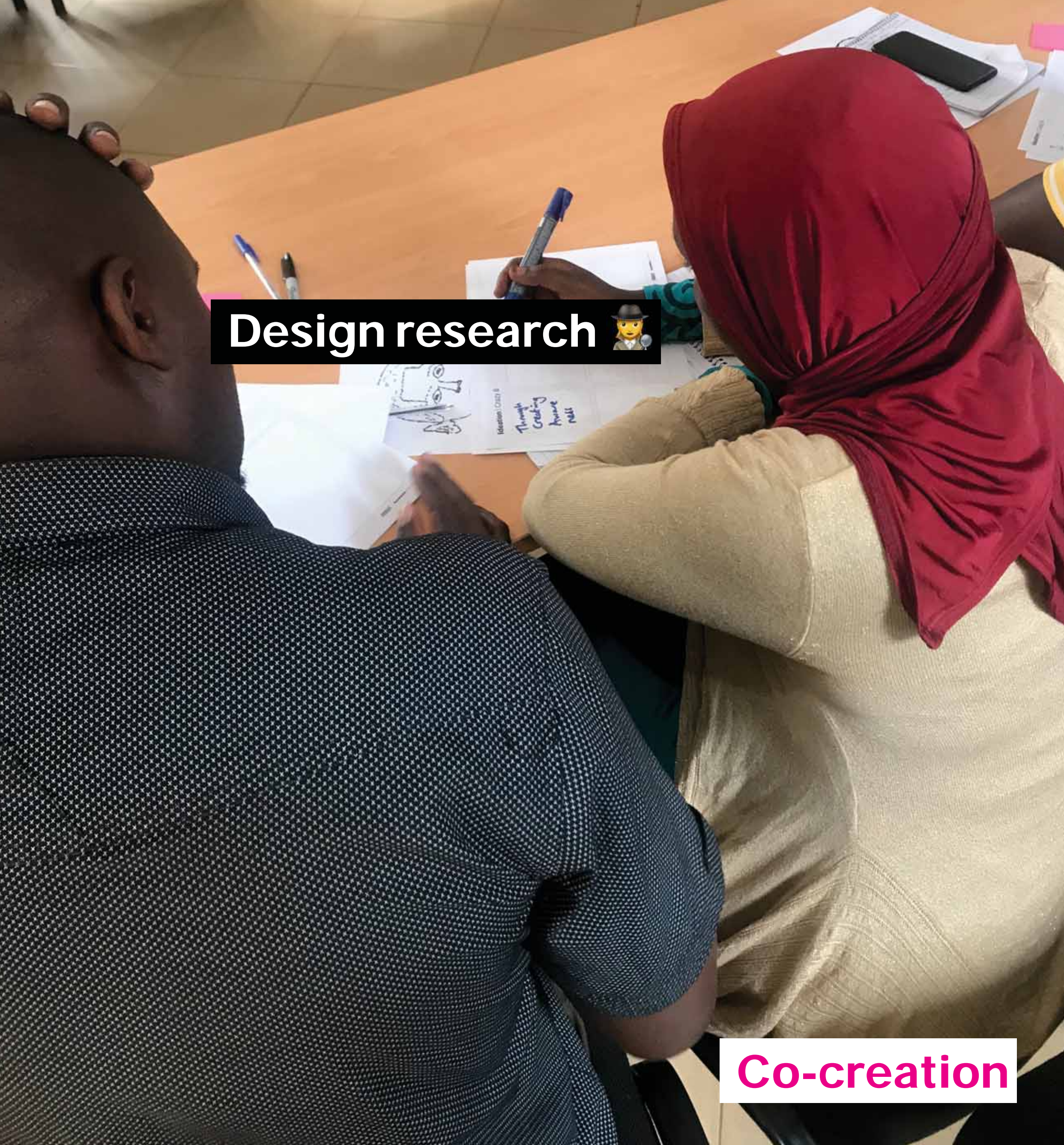
Gender inequality

Youth unemployment

Climate change

Design research

Generative research is an **approach involving collaborative methods** as a way to **empathize with users and collect knowledge** that is difficult to express with words.



Design research 🧑🏻‍💻

Co-creation



Qualitative research

Design research 🧑🏿‍💻

Co-creation



Stakeholders & partners

Design research 🧑🏿

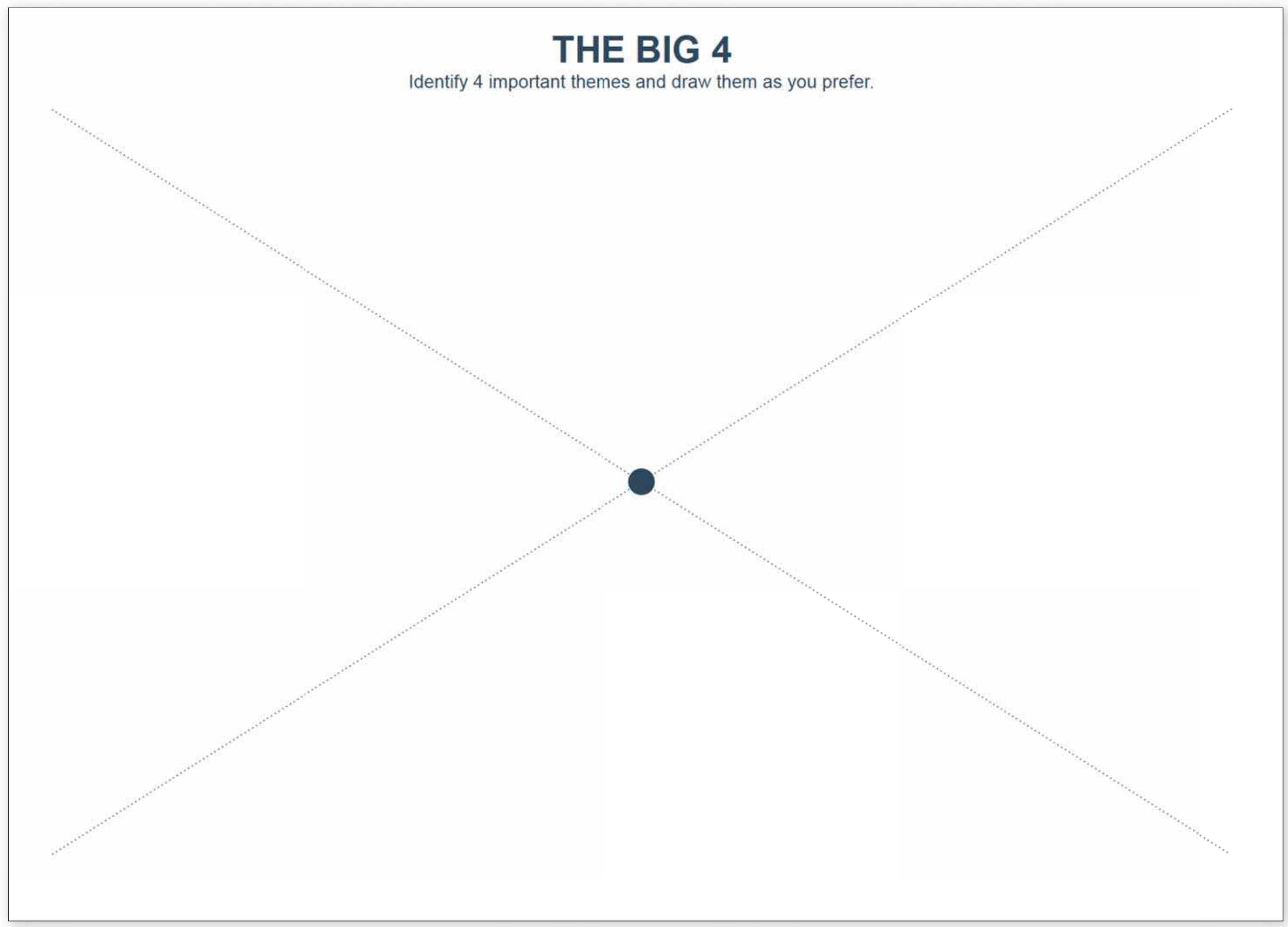
Co-creation



End users

Design research 🕵️

Co-creation – The Big 4



Design research



Co-creation – The Future CV



FUTURE CV

Fill up with your information.

draw your profile picture here.

Name:

Age:

Place of birth:

I come from:

Language(s) that I speak:

WHO AM I? *(Current work, study, internship, role, profession, occupation, field of interest...)*

WHAT CAN I DO? WHAT DO I LIKE TO DO? *(Current skills)*

IN 5 YEARS I AM GOING TO... *(Ambitions, wishes, dreams, intentions, goals about work and life...)*

Design research 🧑🏿

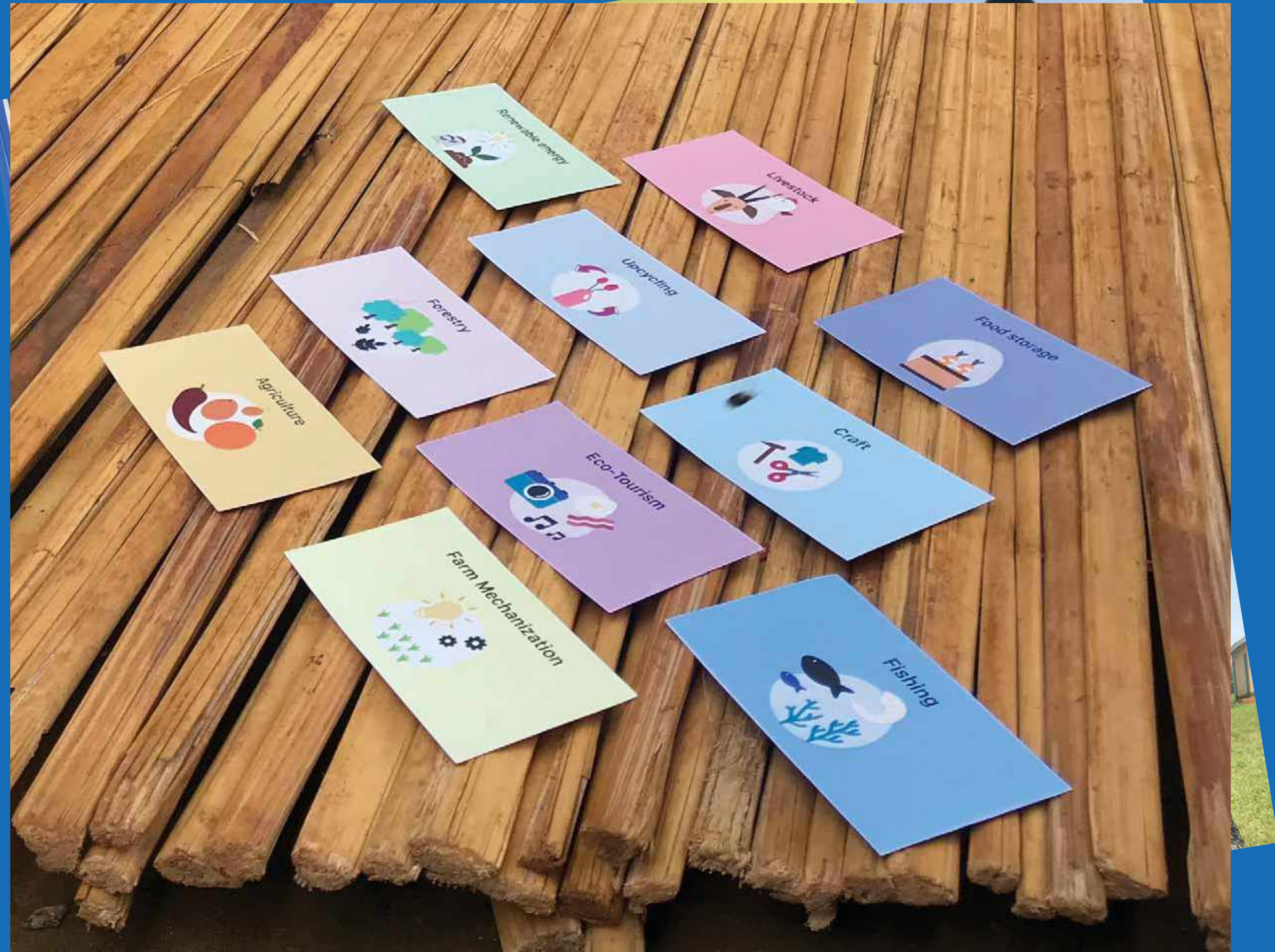
Qualitative research



Interviews

Design research 🕵️

Qualitative research



Card sorting

Design research 🕵️

Qualitative research



Shadowing

Organic agriculture
as the way to go.

Design sprint 💡



Design sprint 💡



Design sprint



Design sprint 



Concept

An urban farming adaptation...



Concept

**An urban farming adaptation
into the rural environment...**



Concept

An urban farming adaptation into the rural environment, including a strong training component on organic agriculture techniques...



Concept

An urban farming adaptation into the rural environment, including a strong training component on organic agriculture techniques, allowing a produce meeting market standards to be sold at a higher price for extra income.



Next steps 🎯

1. Establish local **partnerships**
2. Set up **supply chain** & conduct **market scan**
3. Arrange **pilot testing**

Conclusion 🎯

- 🚫 Don't lecture
- 🚫 Don't overcomplicate it
- 🚫 Don't set unrealistic expectations
- 🚫 Don't underestimate local support

Conclusion 🎯

- ✓ Be human first
- ✓ Consider artifacts to trigger conversations
- ✓ Accept to let go
- ✓ Leave something behind



Upgrade



UX Collective

TOP STORIES

ABOUT

PUBLISH A STORY

SUBSCRIBE TO OUR NEWSLETTER

Service Design for social innovation in vulnerable contexts: do's & don'ts

Approach, tools and reflections from my latest experience on field in Uganda.



Valentina Salvi
Jul 22 · 9 min read



Plan International

Valentina Salvi

THANK YOU 🇬🇧

SPASIBO 🇷🇺

GRAZIE MILLE 🇮🇹



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