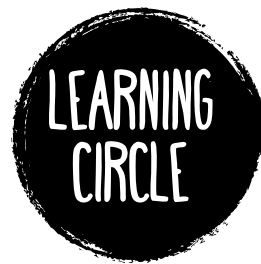
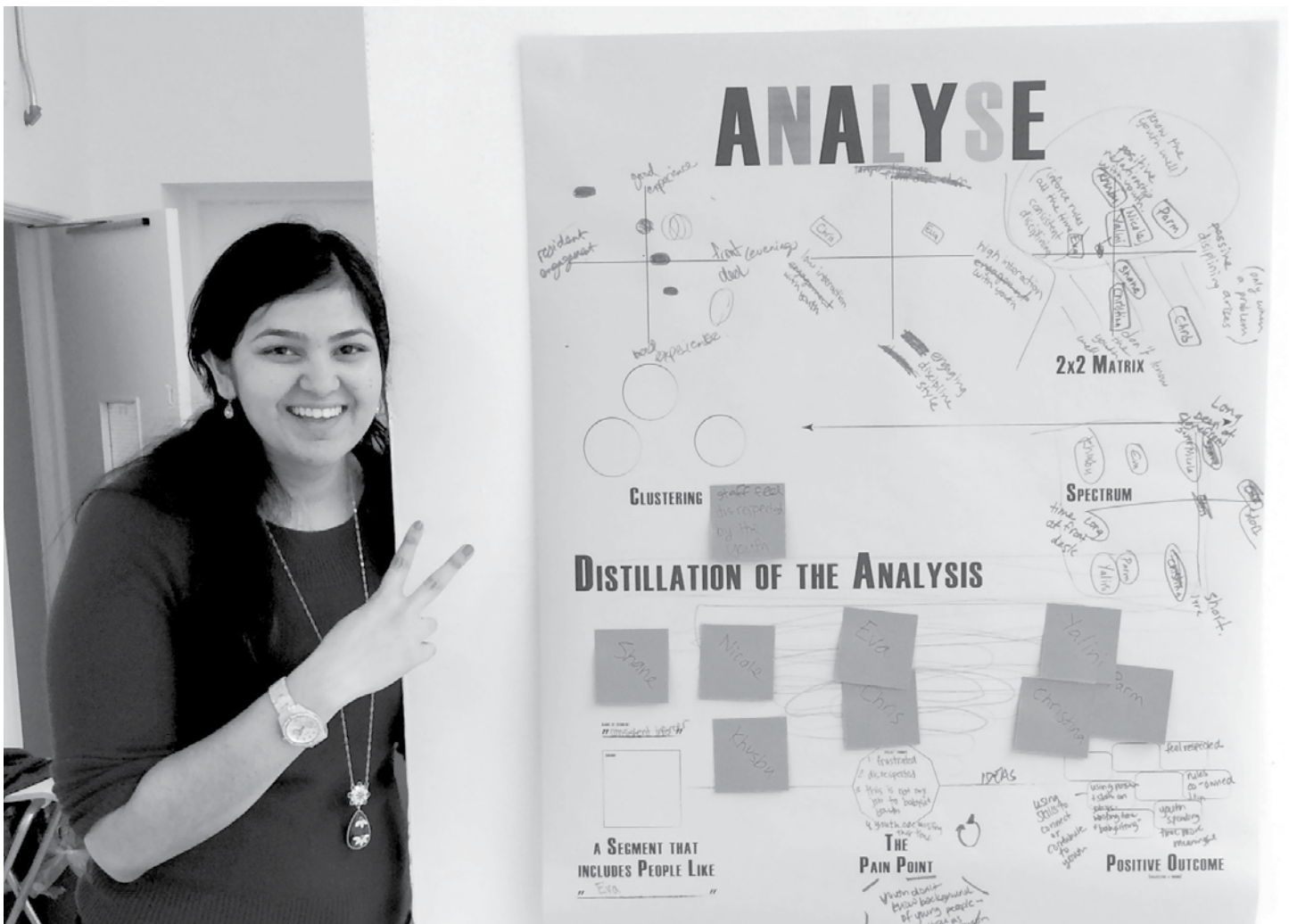


WALKING THE TIGHTROPE:

A BALANCING ACT BETWEEN INNOVATION AND REALITY



Munira Abid-Dhall
Umema Sharafali

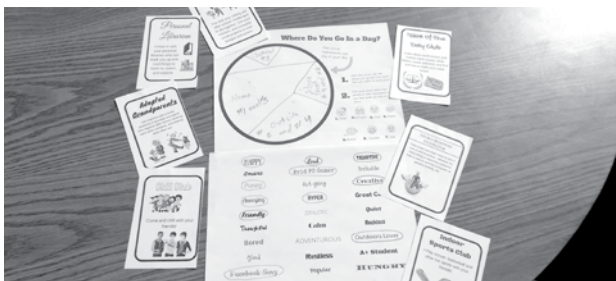
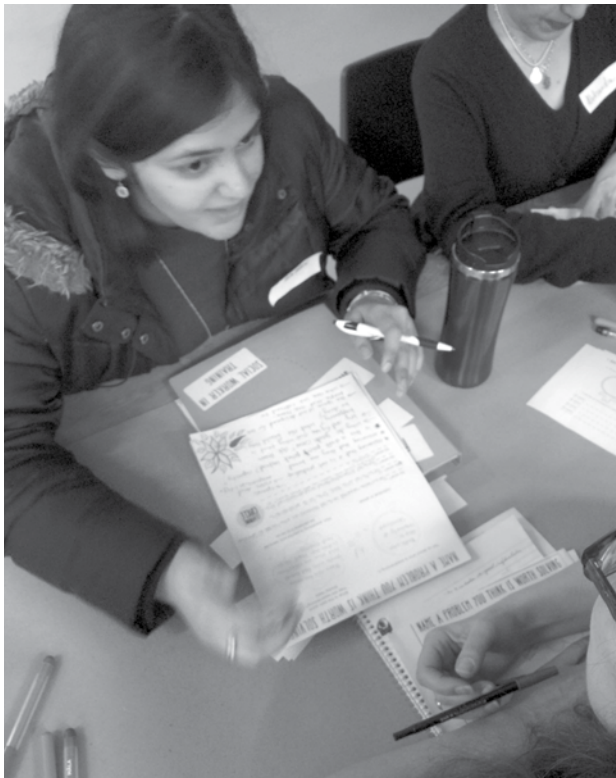


Pain points & Segmentation

Our pain point

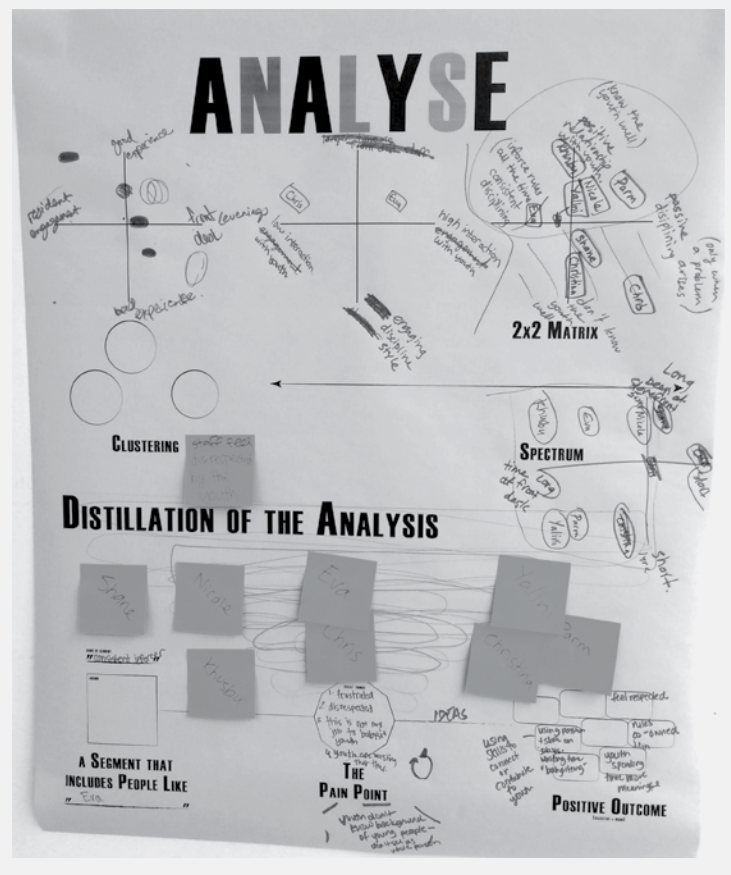
There are too many youth who feel bored and have no effective outlet for their skills and energy. The user group is Youth who drop in regularly at The Storefront.

We revised this to: Too many youth feel frustrated by the limitations around how they can interact with one another within the space at The Storefront during their leisure time. And we focussed on the segment Youth who drop in regularly at The Storefront, and who are seeking less structure.



Segmentation

We tried several segmentations, including:



Meet Ajay, age 11

Though he enjoys school, the best part of it is the after school. After-school, he rushes to The Storefront with his buddy and favourite competitor, Noah. After-school is showtime.

Noah does manage some wins, but Ajay is the true champion. This title is fought for everyday, with utmost dedication. At showtime, Ajay and Noah sign-up for their 45 minutes of computer use. They find two computers across from one another. Though they'd like to sit together, these are the only two available. The heat to win is

stronger than ever; the games begin! The excitement is unreal, if Ajay wins today, it will be 3 in a row. And he's well on his way there...

"Keep your voices down!" they hear from a staff. Too engrossed, Noah and Ajay continue to fight to win. "You both are very loud and you have 10 minutes left!"

"10 minutes! But we started just 5 minutes ago..."

Ideas & prototyping

Four ideas

Youth Resource Ambassadors



A new role for youth who regularly drop in at the Storefront. Ambassadors are given the opportunity to bridge the relationship between staff and youth.

Just say it



A debriefing routine for staff and youth. Any small altercations are followed by a moment to discuss and reflect on the incident, using prompting materials. This could allow for mutual understanding, rather than just continuously enforcing the rules.

Automated Ads



A computer system, where computers are automatically logged out after 45-minutes. At the end of 45-minutes, there are pop-up ads with upcoming events and invitations to other things to do.

Chill Club



A rotating set of places designed explicitly as a hang-out, where friends can express themselves freely and have fun.. Come chill at Storefront or at other local spaces, such as the indoor gym of a local school.

Our prototyping questions

How might we add a new prop to our setting to begin to break down the barriers between staff and youth, and set a more open tone?

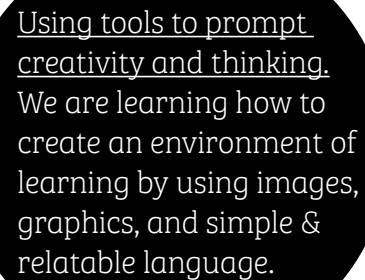
We designed an Interactive Board, and posed different questions for staff and community members to answer as they walked into the space. We see this as a first step to exploring other prototypes. We see how the approach of prototyping can help us try out initiatives without extensive planning and upfront investment.

What's next?

Tensions we couldn't resolve...


Keeping up with the speed of the process and building in that continuous change cycle to be most effective to our audience.

We're left with the question: How can a culture of continuous learning and implementation be sustained and resourced within our organization using design thinking methods?

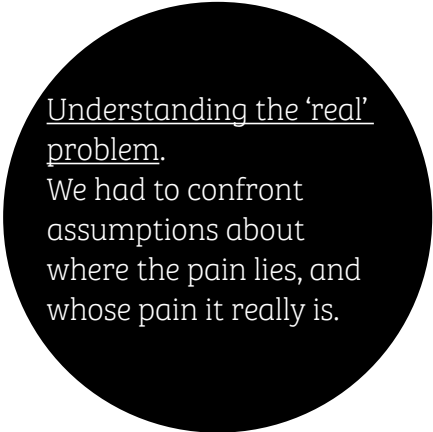


Using tools to prompt creativity and thinking.
We are learning how to create an environment of learning by using images, graphics, and simple & relatable language.

What are we taking away ourselves?



Changing our approach to problem-solving.
We found it useful to rephrase issues and challenges as pain points, and do research.



Understanding the 'real' problem.
We had to confront assumptions about where the pain lies, and whose pain it really is.