

## **Designmatters Fellowship Documentation**

Zoe Padgett  
Masters in Fine Arts Candidate  
Media Design Practices  
Art Center College of Design  
Summer 2014



This summer, Designmatters allowed me the opportunity to work with UNICEF Innovation as their design fellow. This was an exceptional experience. I am eternally grateful for the time I spent working with the incredible team of individuals at UNICEF. This dynamic organization focuses on developing and prototyping new technologies that assist in global health and child welfare. This is a crucial faction of UNICEF that plays a pivotal role in creating “a better world for children.”

Over the next few pages, I'll go into detail about the type of projects I worked on during my time as a fellow, and discuss the challenges and rewards of the experience.



**/The Annual Report**

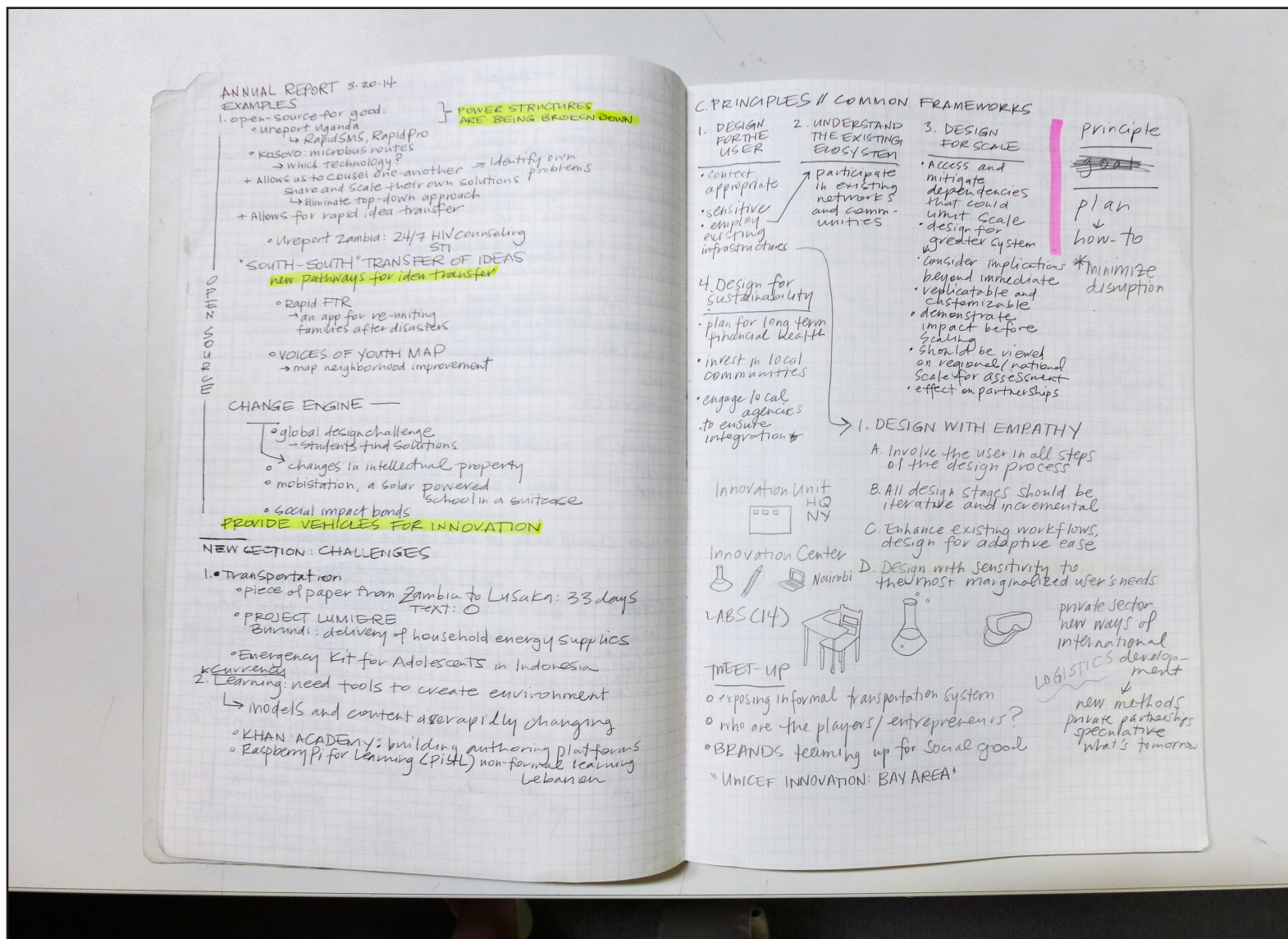
i. audit

ii. organization

iii. proposals

iv. telling the story

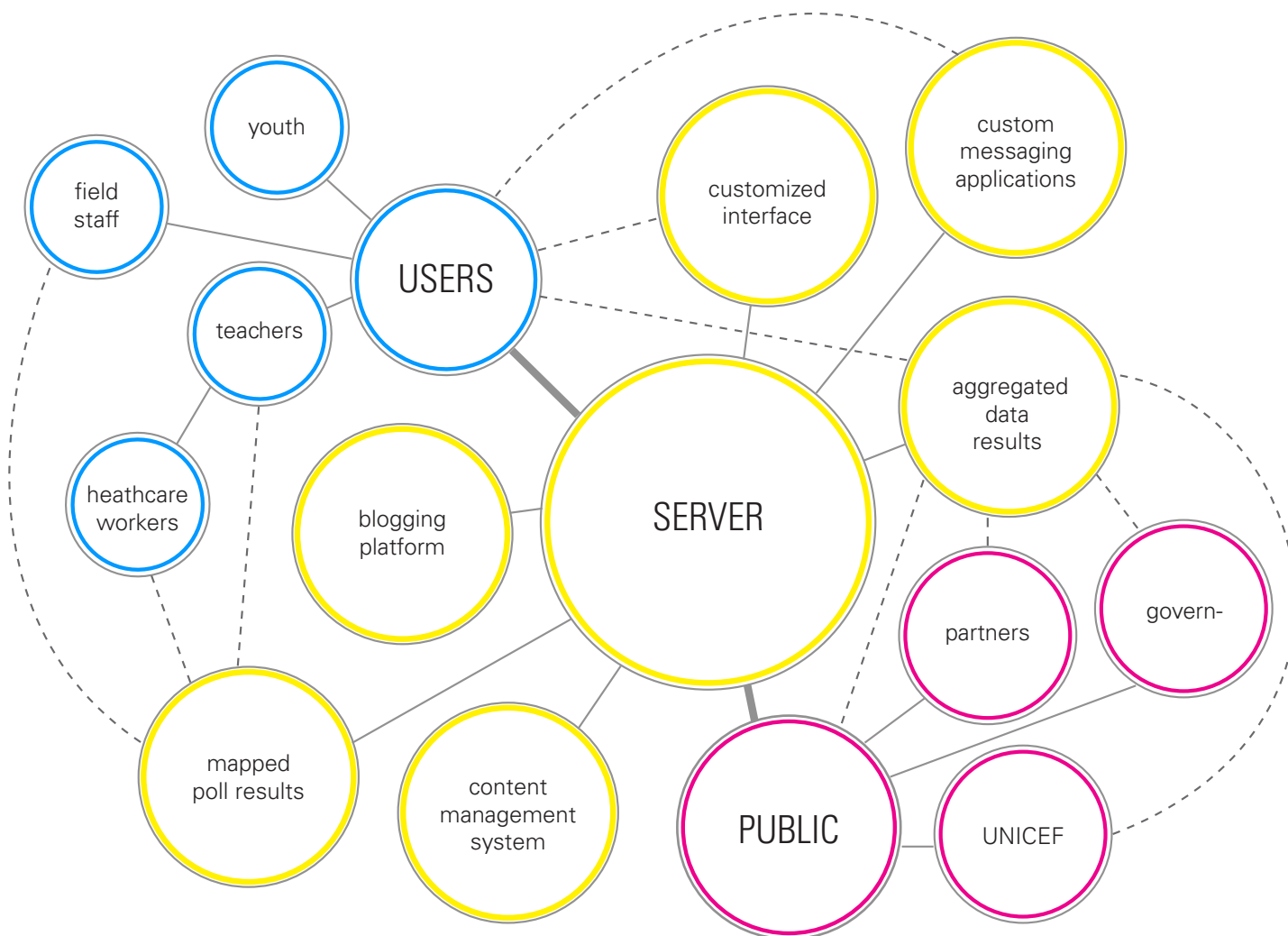
SUMMER  
2014



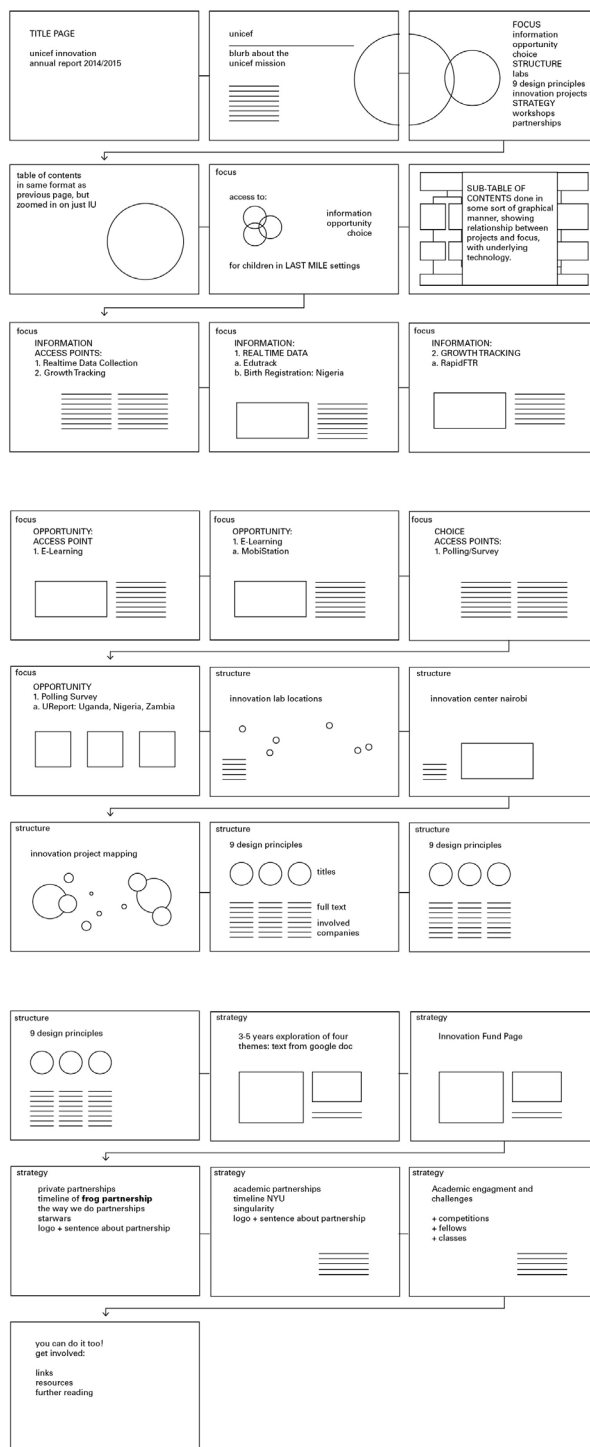
As the UNICEF Innovation Design Fellow, my core deliverable was the organization's Annual Report. Compiling and creating this document required a significant period of research. This was an exciting and new type of work for me. I was given access to an immense amount of information regarding UNICEF Innovation's policies, practices, and ambitions. Additionally, I would pepper Erica (Kochi, co-founder of UNICEF Innovation) with questions regarding certain initiatives, working relationships,

and global technology usage. She was an amazing resource and was pivotal in helping me compile this document. I learned so much about research, taxonomy, and information hierarchy from this task. By the time I finished my research phase, I felt like I knew every facet of UNICEF Innovation. After I felt confident about what information to highlight and what to let go of, I started to craft a narrative with the materials.

ii. organization



iii. proposals

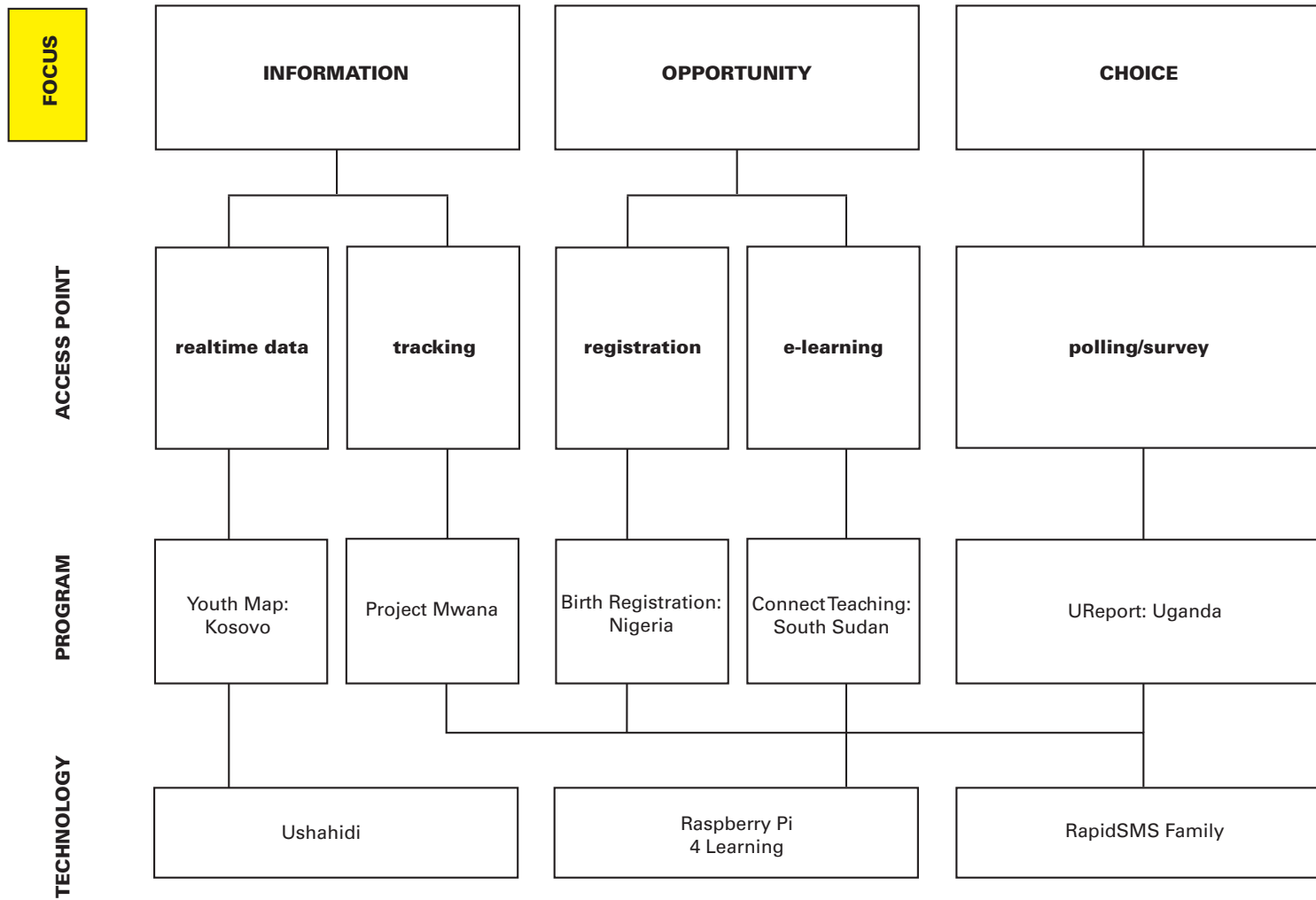


Parsing through the information, and ultimately deciding what points should be carried into the report, was a challenging and exciting task.

I played with many different ways of telling the UNICEF Innovation story. It took several tries to figure the best way to convey their complex focus, while keeping the document understandable.

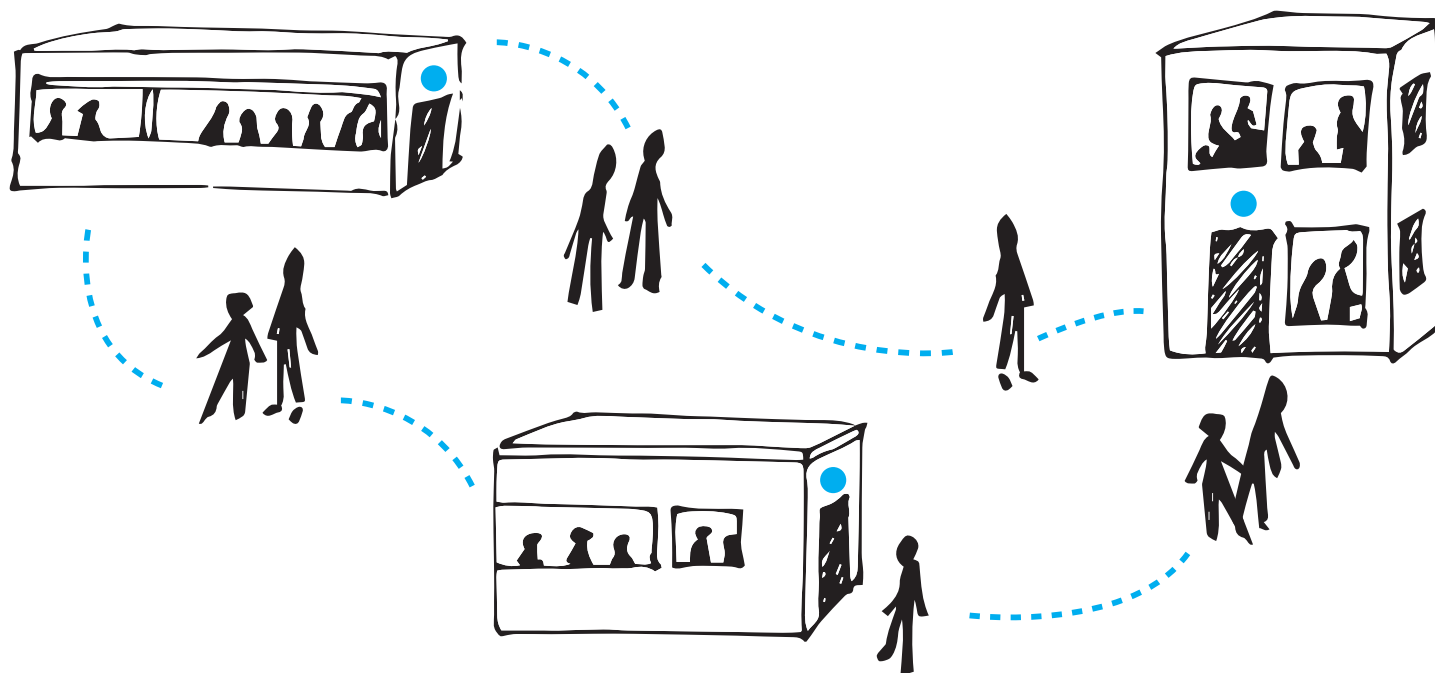
I would translate my ideas into storyboards (left), which I used to articulate my proposals.

iv. telling the story









**/Workshop:**

The Future of Transport  
and Delivery

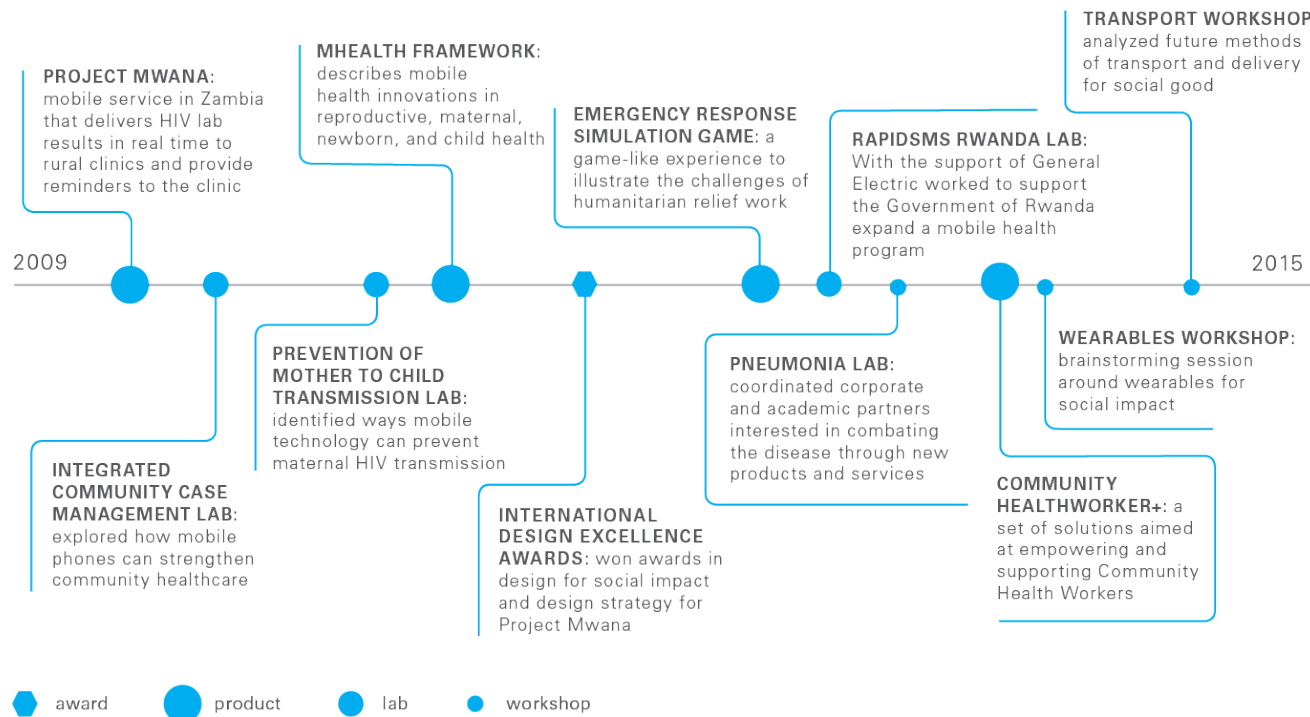
i. UNICEF + Frog

ii. coordination

iii. interactions

i. frog + UNICEF

UNICEF and frog have a longstanding partnership and have a history of running workshops together (see timeline below). During my time as a fellow, we held a event together to discuss the issues surrounding broken transportation systems in last mile settings,



## ii. coordination



Coordinating the participants in this workshop was a colossal task. Part of the construction of the workshop required that we interview experts 5 distinct global landscapes. Our “Persona/Context” worksheet (left) required the gathering of data from UNICEF representatives in Brazil, Zambia, Gaza, and Afghanistan. At times, it was difficult to gather research from across the globe, but the richness that these brilliant UNICEF experts to the workshop made it completely worth the effort and time. I learned valuable skills in project management and client relations.

\* MOH = MINISTRY OF HEALTH (ZAMBIA) \* DHO = DISTRICT HEALTH OFFICES  
 \* MSL = MEDICAL STORES LIMITED (ZAMBIAN MEDICINE DISTRIBUTORS)

**CONCEPTS**  
**IDEA CAPTURE SHEET**

**NAME OF SOLUTION** TEXT POWERED SUPPLY CHAIN

**RESOURCES NEEDED**  
 PATH, MEDIC MOBILE, HONDA VEHICLES  
 OPEN BACKED DISTRIBUTION VEHICLES w/ room for  
 - 89 SOLAR POWERED FRIDGES  
 - MUUVUKU SIM CARDS FOR ALL HEALTH WORKERS

**VALUE PROPOSITIONS**  
 Direct and Constant Value, Impact Measures  
 + DIRECT CONNECTION BETWEEN CLINIC AND MINISTRY OF HEALTH  
 + ACCURATE FORECASTING  
 + SAFE TRANSPORT  
 HONDA + MEDIC MOBILE

**DESCRIPTION** CLINICS START WITH A FIXED NUMBER OF VACCINES. EACH TIME THEY USE ONE, THEY NOTIFY THE MOH. THE MOH USES THIS DATA TO KEEP AN ASSIGNED MOBILE FRIDGE ACCURATELY STOCKED. THIS FRIDGE ACTS AS BOTH STORAGE AND TRANSPORT.

**PARTNERS & STAKEHOLDERS**  
 (Did you build for Profit? Government? Community?)  
 HONDA SELLS FLEET OF TRUCKS DESIGNED TO HOLD TEN FRIDGES AT A TIME TO DHO's  
 MEDIC MOBILE GIVES FRIDGES TO MEDICAL STORES LIMITED  
 PATH GIVES MUUVUKU SIMS AND SOFTWARE TO MOH & EACH DISTRICT CLINIC.

**DRAW IT**

**frög**

During the development of the workshop, I acted as participant and went through the worksheets and exercises to experience the interaction and look for design flaws.

iii. interactions

**UNICEF**  
**FINDING VALUE**

**NAME & DESCRIPTION** MUUVUKU POWERED SUPPLY FRIDGE. SMS based data allows for accurate procurement; solar fridge allows for safe, organized distrib.  
 + HONDA DESIGN DISTRIBUTION VEHICLE

**VALUE PROPOSITION**  
 THIS SUPPLY CHAIN REQUIRES PRODUCTS FROM ALL 3 PARTNERS TO FUNCTION, BUT REQUIRES EACH ZAMBIAN DEPT. TO PURCHASE/ACQUIRE ONLY ONE FACET OF SYSTEM

**STORYBOARD**  
 MAKES NEW COMMUNICATION LINES + COLLECTS ACCURATE DATA  
 SEND SMS WHEN VACCINE IS USED, (ASSIGNED TO DISTRICT) IS STOCKED ACCORDINGLY  
 HONDA DELIVERS A RELIABLE MODE OF TRANSPORT + DISTRIBUTION  
 EACH FRIDGE'S CONTENT IS DELIVERED TO IT'S SPECIFIED DISTRICT.

**PARTNERS**  
 NON-PROFIT: PATH, MEDIC MOBILE  
 PROFIT: HONDA, MSL  
 MOH, DHO

**RESOURCES** OPEN AIR DELIVERY VEHICLES  
 + 89 SUPPLY FRIDGES  
 MUUVUKU FOR ALL CHW

**IMPACT**  
 THE INTERPLAY OF THESE THREE PRODUCTS REQUIRES CONSTANT COMMUNICATION FROM EACH DEPT.; THIS WILL ENSURE ACCURATE FORECASTING, CORRECT VACCINE STORAGE AND EFFICIENT DELIVERY.

**frög**

TEAM: MEDIC MOBILE, BMGF, PATH, HONDA

**CONCEPTS**  
**OVERCOMING THE OBSTACLES**

**BARRIER** NO FORMAL SYSTEM TO DETERMINE MEDICINE ORDER QUANTITIES, RESULTS IN STOCK-OUTS, POOR DISTRIBUTION LEADS TO WASTE

**ASSETS**  
 - MUUVUKU SIM APPLICATIONS - KUJUA LITE [COLLECTS STRUCTURED DATA]  
 - TEXT BASED FORMS  
 - MOBILE PHONE USE BY MOST PLAYERS IN SITUATION OPERATES BY INSTALLING AN ATTACHMENT SIM, GIVES 3RD PARTY ACCESS TO PHONE.  
 + PATH SUPPLY CHAIN SYSTEMS - PROJECT OPTIMIZE - SOLAR POWERED FRIDGE  
 + HONDA - DELIVERY VEHICLES

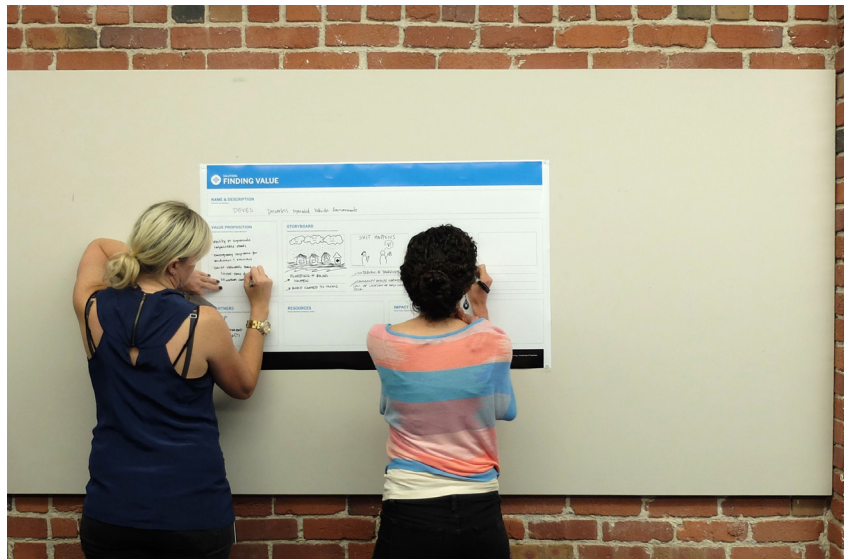
**SOLUTION** EACH DISTRICT IS ASSIGNED ONE SOLAR POWERED FRIDGE  
 1. KEPT AT THE MOH UNTIL DELIVERY  
 2. EACH CHW AND CLINIC WORKER'S PHONE IS EQUIPPED WITH KUJUA LITE SMS SURVEY  
 - each time they use a vaccine, they directly text the Ministry of Health.  
 COMPUTER IS (WHO ARE RESPONSIBLE FOR NOTIFIED OF VACCINE DEPLETION)  
 THE REAL TIME DATA CORRESPONDS W/ STOCKING FRIDGE.

**frög**

## iii. interactions



I was lucky enough to get to work with a frog creative director, David Sherwin, on designing the physical interactions that would take place in our workshop. We developed use-cases, a series of worksheets, and a play-by-play formulation of how *The Future of Transport and Delivery Workshop* would run. I have no doubt that I will the skills I learned during this process throughout my career.



**THANK YOU**

Erika Kochi

Jennifer May

Mari Nakano

Blair Palmer

Stephanie Sigg