Octopus
Community Design

Duoc UC
CHILE
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Project Team

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Context.

A “Children Residence” provides legal care for 40 children whose rights were violated. They get subvention from SENAME (National Children Service) equivalent to 60% of total expenses, the rest—hopefully—by raising funds. 60% become almost 100%, which means some needs aren’t attended. Motivation declines because of these lack or resources/plan.
The project

To co-create new ways/capabilities of self-management for fund-raising (not only charity) that help them to improve required standards or needs, promote more/better opportunities and development for both, children and staff, where they can express themselves, share within their community and, therefore, increase their sense of belonging.
The design process.

Student team were required to discover insights from this community, by doing several experiences or prototypes which provided main work focuses (innovation) leading to:

Co-create a Plan showing needs to be covered
Realize where to put efforts in fund-raising
Implement part of the solutions with the Children
Say “no, thank’s” to every charity actions
Considering them in the whole process, we got enough trust to explore new ways in which they should manage in the near future. Because of several experiences they had with different people, this community realized there’s no need to say “yes” to every single donation from others: only to the ones that fulfill their needs, according to 2014 Action Plan.
Motivating them to be part of the solutions to their needs, to dream better conditions, to empowering them to achieve their goals, to express really what they think and doing something to respect their thoughts.
Connecting children with design students & stakeholders in sharing activities; inviting them to participate actively in modifying their environment, choosing what they like to have. These interactions bring affection & trust between them, leading to be willing to do things according to proposed Plan.

Opening to Others: «we need, we can, we should»

Community Insights

Social Interactions and Relations
Community start feeling that this space belongs to them, so they are willing to change and empower themselves. By participating in many activities children & community can have new life models to look at … and society should provide them the opportunities to achieve them for good.

Vulnerability = Opportunity to make people’s life better
They had the opportunity of cultivate their own vegetables, repair their own spaces, enjoy a movie in the yard, all examples of how they can provide themselves goods saving money.
Normally academic curriculum provides students different courses by blocks, not integrating knowledge. Co-created solutions necessarily need connecting many different things. Designing FROM others implies to train students to focus on discovering insights by interacting with people in many ways -not just providing design solutions to specific client/user’s requirements- and then help to make things happen (will).
More than job creation, this project started a social consciousness on students & stakeholders in order to have “behavioral models” to follow, i.e., work with others to empower them to get better future conditions. Inviting children to be a part of the solution, showed them they are capable of much more things than they thought, by working and trusting people.
When insights were defined, several presentations were done for the community, where they had the opportunity of vote/express opinions for best ideas/solutions. The whole co-creation process was clarified by showing and sharing images that expresses best team’s thoughts.