

T LAB



6
MONTHS



How might we extend the benefits of early childhood education to low income communities using a dual generation approach?



RELEVANT SKILLS

Communication & Graphic Design
Problem Solving
Design Research
Participatory Design & Community Engagement
Multi-Disciplinary Collaboration

An innovation lab of Tipping Point Community run in partnership with Frog Design, that brings together problem solvers to use Human Centered Design to create new solutions for poverty alleviation in the Bay Area.

INSPIRATION

For the many children who spend the first five years of their lives in toxic environments - ridden with poverty and violence, school success is a losing battle from the start. This perpetuates not only the achievement gap but also the cycle of poverty.

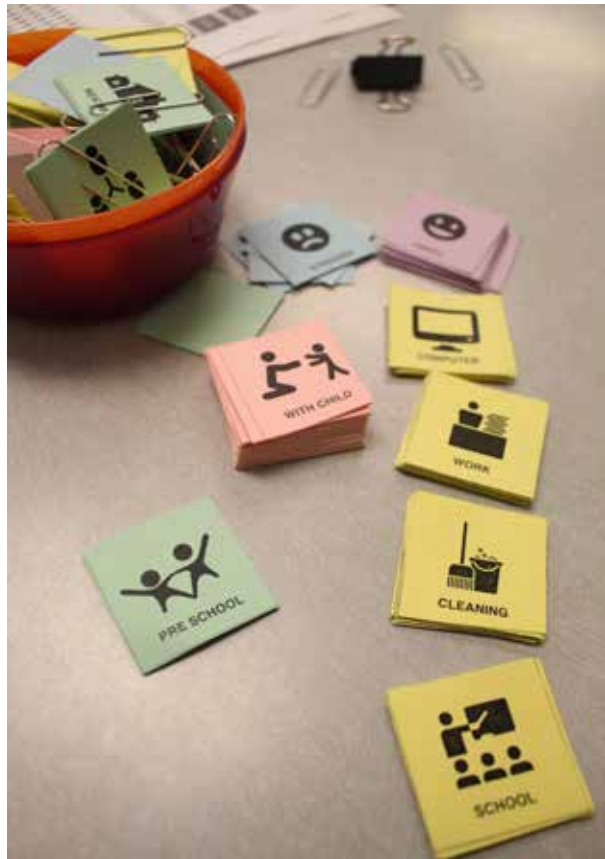
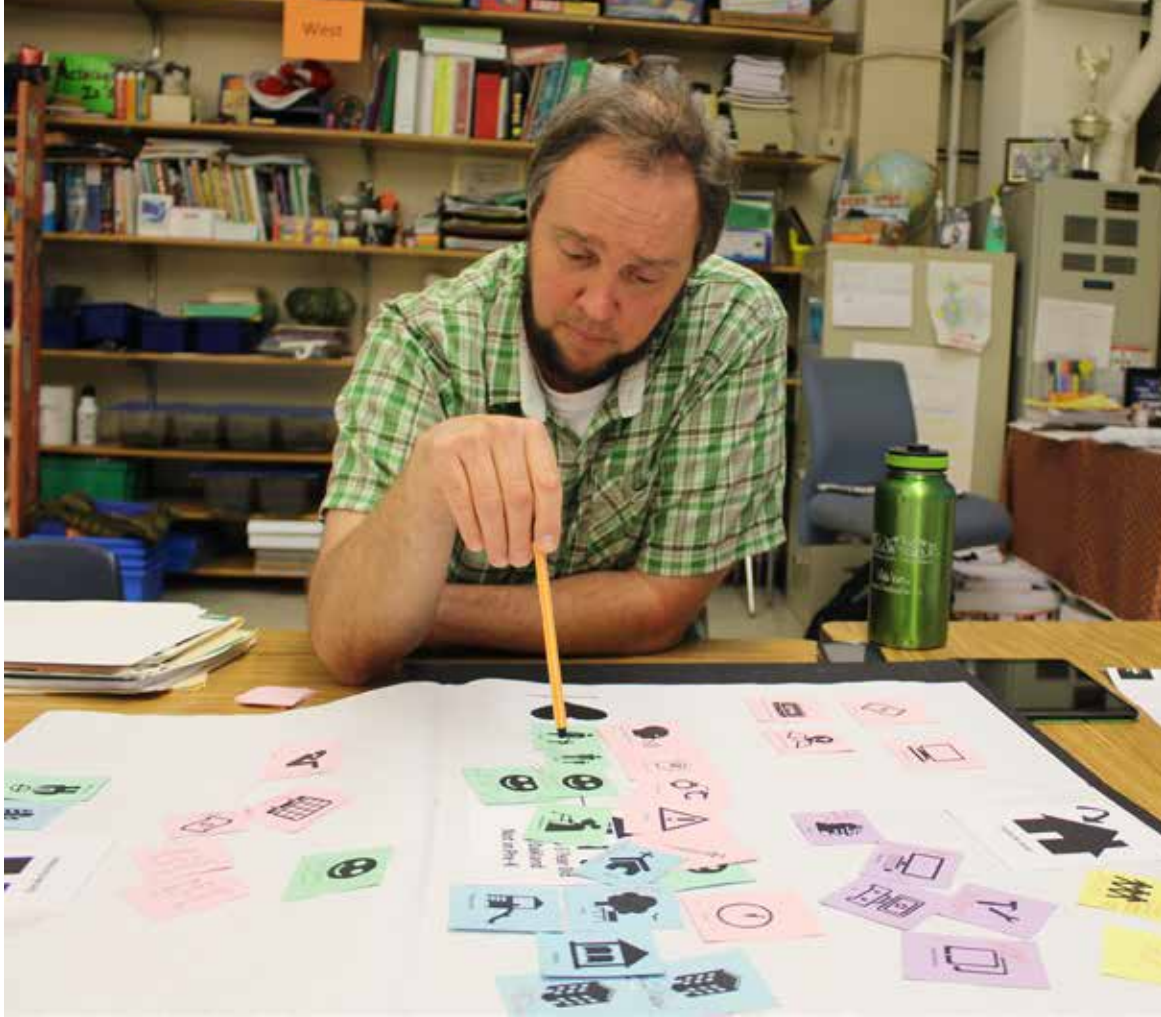
RESEARCH

Our team immersed itself in the community and lives of such families to understand all aspects of the challenge. After twelve weeks of reading research papers, classroom visits, home tours and innumerable interviews with parents, teachers, subject matter experts and community leaders, some key themes emerged. We also uncovered important unsaid needs and behaviors by using games and activities in our interviews.

TIMELINE

12 weeks

- RELEVANT SKILLS
- Participatory Research
 - Community Engagement
 - Activity Design
 - Visual Documentation
 - Secondary Research

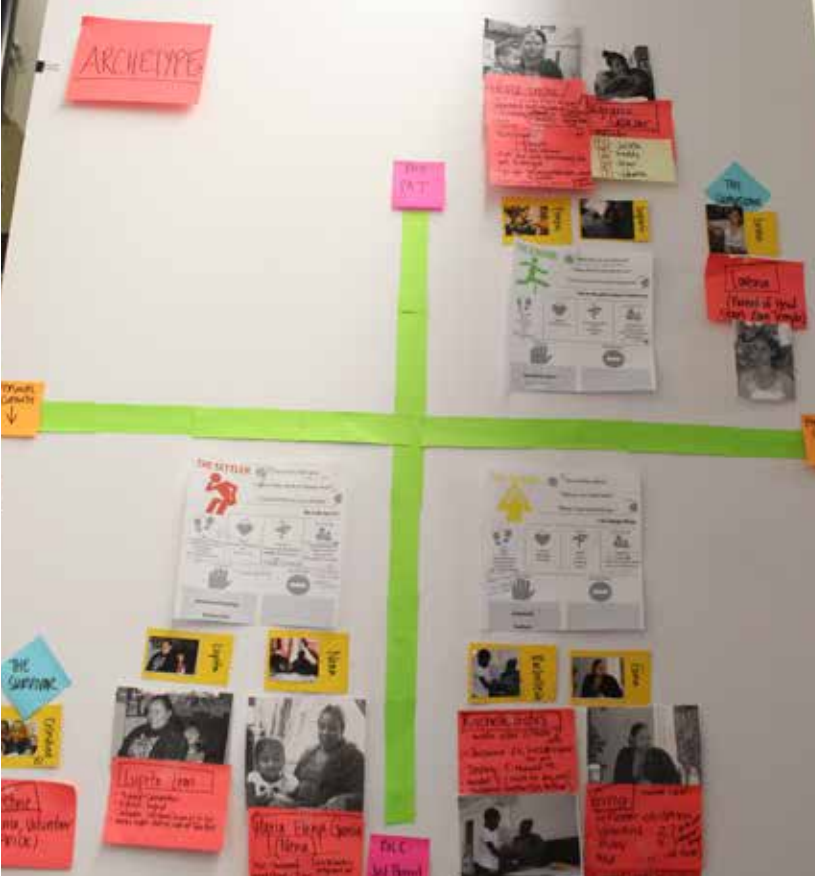
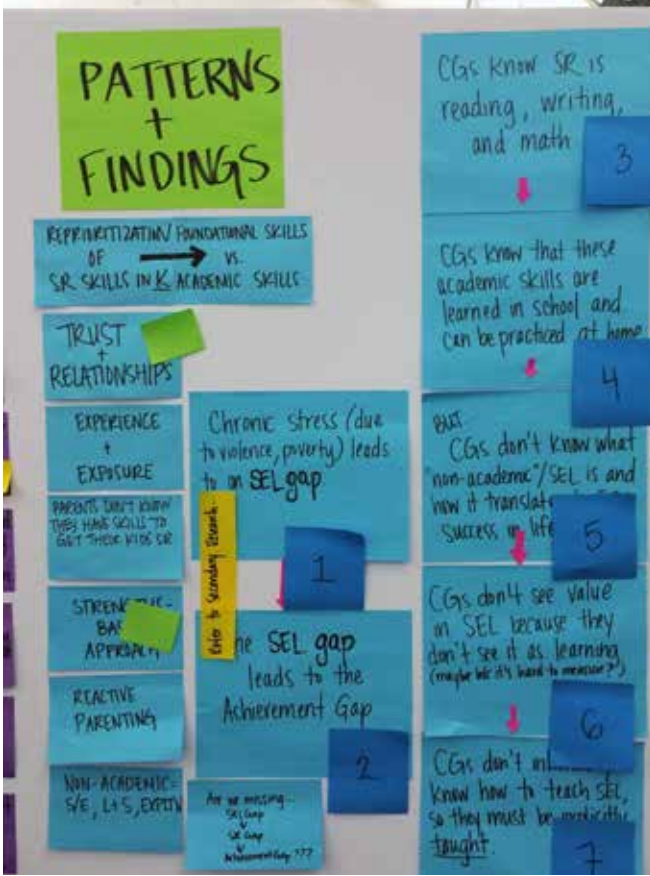


INSPIRATION

SYNTHESIS

Our analysis revealed two key insights:
“Social emotional skills are a precursor to academic skills for school success.”
“Parents and children both have an SEL (social emotional learning) GAP. This gap is created by the constant traumatic stress in their lives.”

Our next step was to communicate these insights in a simple way to different stakeholders. We created logos, animated videos, presentations with images and powerful quotes/stories from the field to communicate our research.



TIMELINE

4 weeks

RELEVANT SKILLS

- Analysis & Visualization of Data
- Journey & Ecosystem Mapping
- Storytelling
- Video Production
- Persona & Archetype Definition



IDEATION

IDEA GENERATION

Ideation workshops with both community members and subject matter experts gave rise to diverse ideas. These workshops and our own brainstorming sessions resulted in a huge quantity of ideas. These ranged from single touch points (sms system) to rewards (massages /spa coupons) to activities (building blanket forts) that parents and children could do together.

Using these ideas as ingredients we started putting together service concepts. These were simultaneously tested in the community and we ended this stage with six service concepts.

TIMELINE
2 weeks

RELEVANT SKILLS
Workshop Design
Brainstorm Facilitation
Community Engagement
Storytelling
Service Design

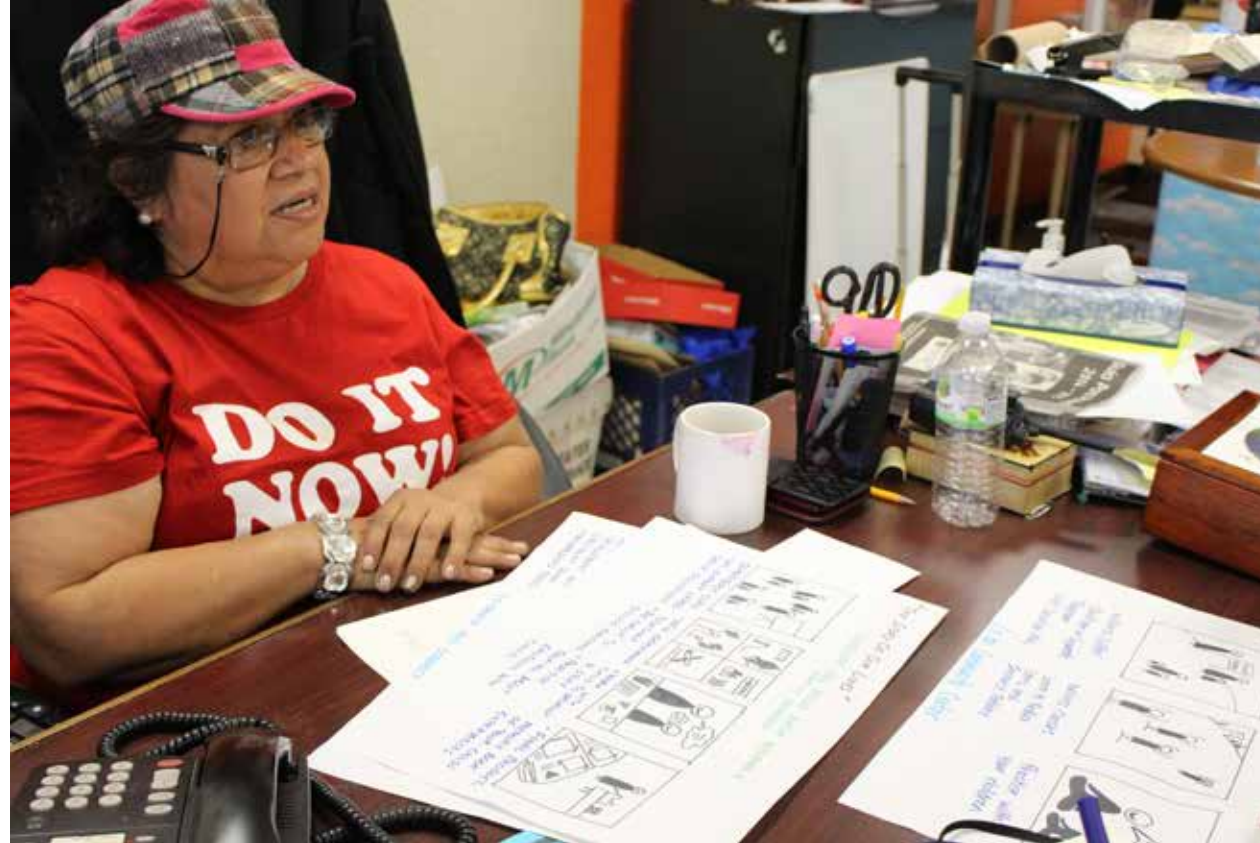


IDEATION

PROTOTYPING

We prototyped six concepts on various levels of fidelity. The quick and simple style of storyboarding and storytelling worked with our community members to understand: Do they prefer high touch or low touch solutions? What are the ways they like to learn? What motivates them? How can we make the solution trustworthy for them?

We also tested one concept by simulating the parents receiving a box of activities and materials to use with their children. Our prototyping phase ended with combining the six concepts into one service solution.

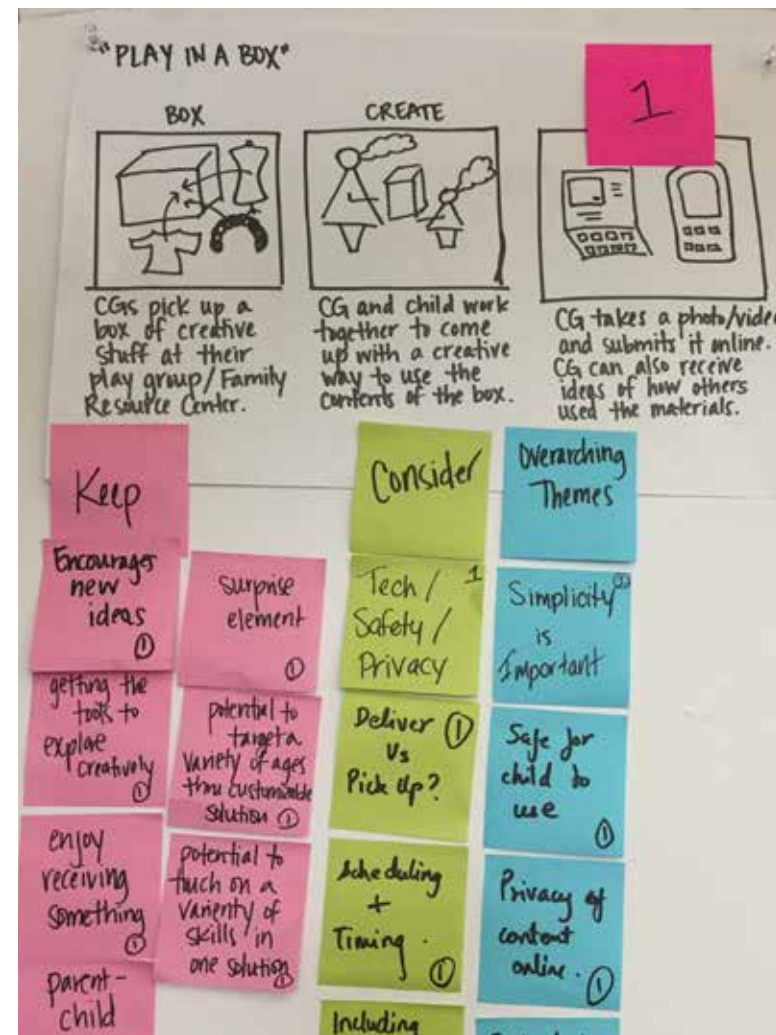


TIMELINE

2 weeks

RELEVANT SKILLS

Storyboarding
Rapid Prototyping
Capturing Feedback & Analysis
Storytelling



IMPLEMENTATION

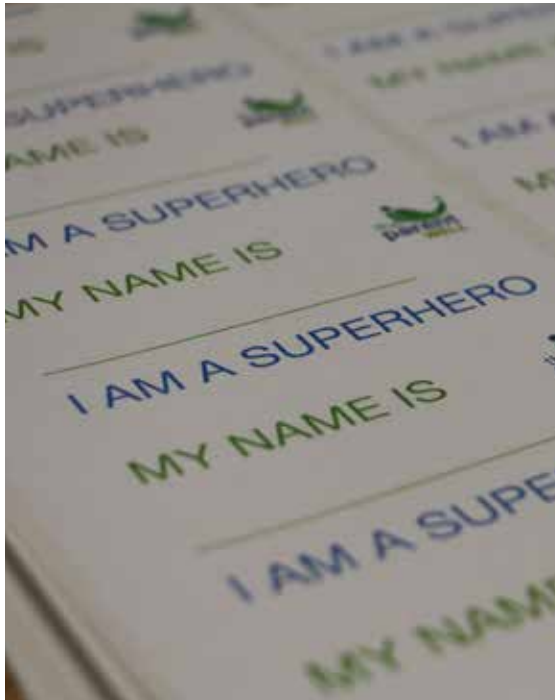
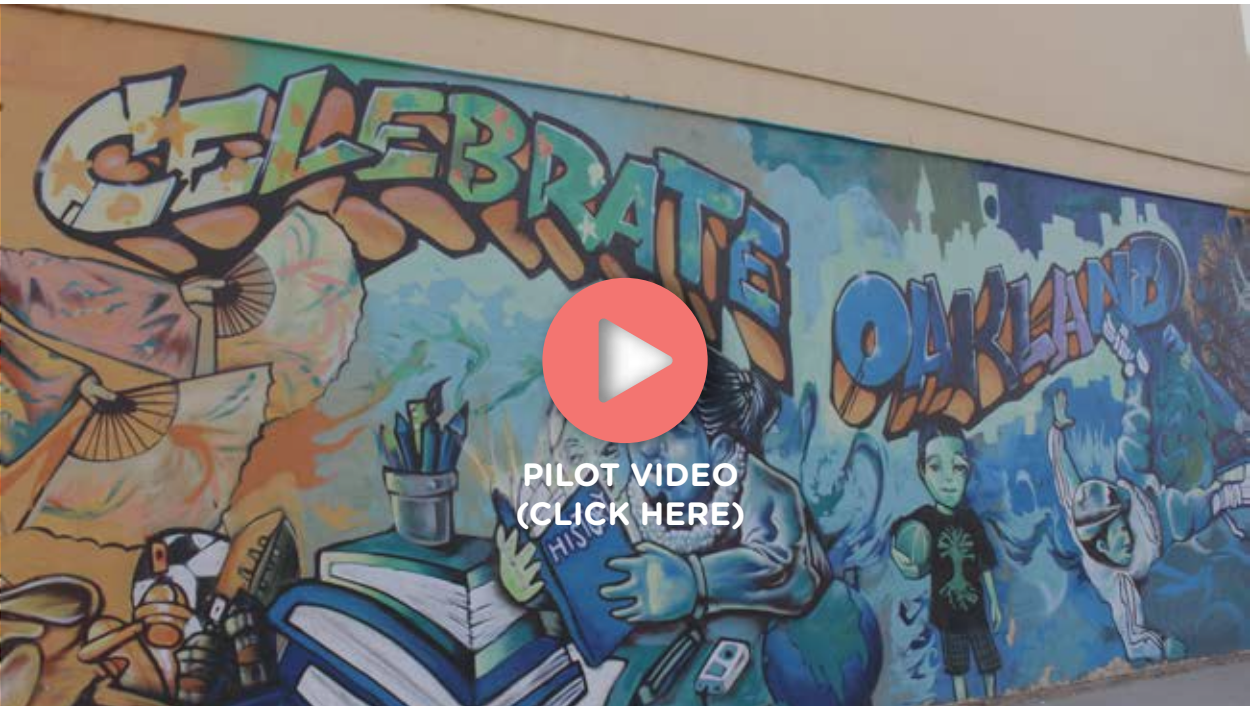
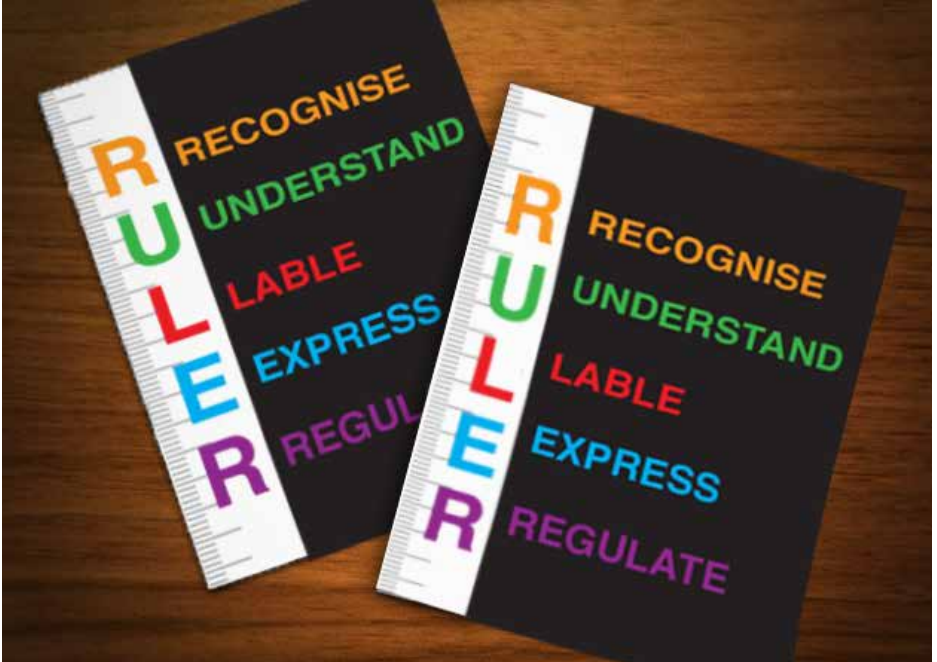
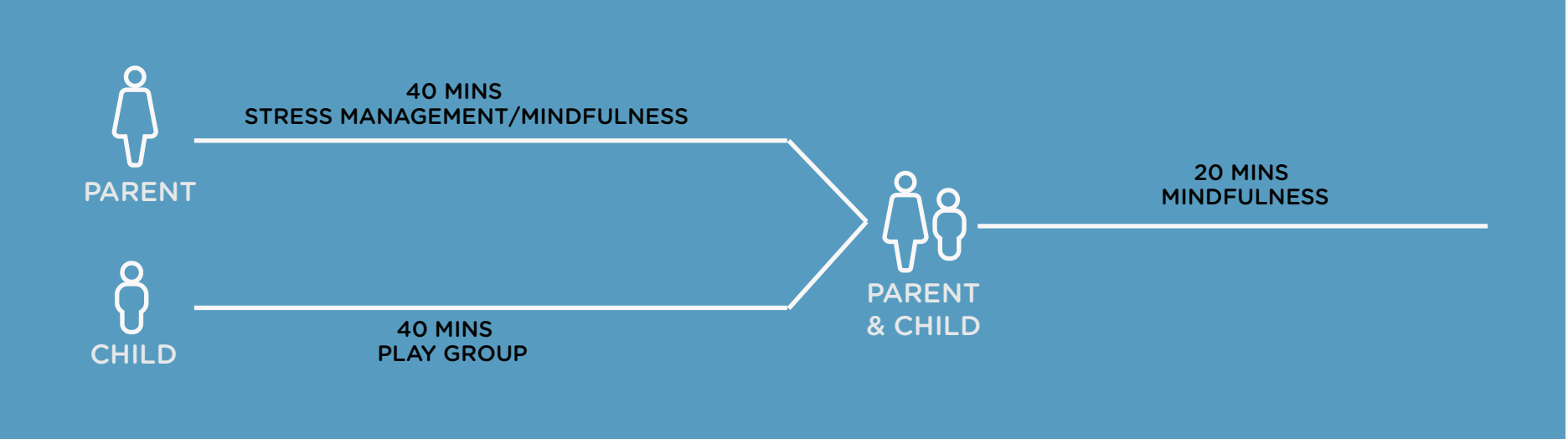
PILOT

Our team’s solution was an eight week course to help parents and children build social emotional skills. Our experiential learning curriculum incorporated mindfulness techniques and tools for both parents and their children. This service was called ‘The Parent Well’ to promote wellness and self care for the mothers and also teach them how to model the same techniques to their children.

We piloted four classes over two weeks in partnership with an organization in East Oakland.

TIMELINE
4 weeks

- RELEVANT SKILLS
- Service Design
 - Pilot Design & Testing
 - Learning Experience Design
 - Curriculum & Tool Design
 - Video Production



IMPLEMENTATION

OUTCOME

After the formal completion of TLAB our team continued to build on the pilot findings on our own time and resources. We received a private grant to run the full eight week curriculum and the results led 'The Parent Well' to be adopted by an organization in the community. They have applied our curriculum to all their programs and are working on adapting it into programs running in all their family centers in Alameda, CA.

TIMELINE
16 weeks

RELEVANT SKILLS
Exhibition Design
Logo & Website Design
Survey Design
Partnership Management
Impact Assessment

