Opportunities For Impact
Rethinking how we might design human-centered environments

Liz Ogbu
Founder and Principal, Studio O
Designer | Urbanist | Social Innovation Strategist
“We are not animals... We want a quality space.”

Street trader in Durban, South Africa
SYSTEMS THINKING

THINK BEYOND THE OBJECT
SPECIFICITY

PEOPLE, NOT CATEGORIES
CO-POWER

ENABLE EVERY VOICE TO HAVE VALUE
An **Expert Citizen** is an individual trained (or with experience) in a specific discipline.
An **Expert Citizen** is an individual trained (or with experience) in a specific discipline.

A **Citizen Expert** is an individual armed with the experience of living or working in a specific community.
ACKNOWLEDGE THE PAIN AND THE RESILIENCE
I came here for a better life for me and my children.

Roberto, Day Laborer
CREATING IMPACT, BY DESIGN

NOW_HUNTERS POINT
DAY LABOR STATION
IPPF BOLIVIA
POPUP HEALTH LONDON
SMART START
SAFE SPACES FOR GIRLS
SMARTLIFE

LIZ OGBU | RE-THINKING DESIGN
rethinking cookstoves
Client: Global Alliance for Clean Cookstove
Design Team: IDEO.org
Our field work

8 weeks, 68 interviews: 45 users, 10 experts, 6 entrepreneurs, 3 charcoal sellers, and 4 NGOs.
Fuel and Cookstoves Landscape

- **Electricity**
- **Gas**
- **Kerosene**
- **Charcoal**
- **Wood**
Use Behaviour Patterns
From Saving Fuel to Cooking with Ease

People understand the value of efficient cookstoves when they buy them, but when it comes to each individual day, the benefits are too small to matter.

What does matters every day is how arduous it is to cook a meal. Women will always default to the easier choice, making them value things that help make cooking easier and faster.
Mama Sarah, Mwanza
Mama Sarah’s default cooking option is a charcoal stove. In the morning, since she has little time to get the kids off to school, she uses her small kerosene stove to make tea. However, when she has guests over for a meal, she has no choice but to use her 3-stone fire. It is the only thing she has that will accommodate the amount of food she needs to cook.
From Saving Fuel to Cooking with Ease

Ensure that, at a minimum, fuel efficiency doesn't undermine the ease of use of a cookstove. Furthermore, increase the functionality of efficient cookstoves to make them an easier choice.

Let's Explore

- Introducing new features to make the cookstoves more desirable
- Designing additional products to make cooking on cookstoves easier
- Adding new industry standards around functionality as well as efficiency.
"Easy cooking" accessories
Develop a line of "easy cooking" accessories to package with clean cookstoves to incentivize sales and use. Design a suite of attachments like a quick light chimney, pot adapter, and pot handle.
NOW Hunters Point

Client: Pacific Gas and Electric
Client Team: Pacific Gas and Electric, URBIN, Sheppard Mullin
Design Team: envelope a+d, Studio O, RHAA
**HEALTH & ENVIRONMENT**

**HOSPITALIZATION RELATED TO ASTHMA**

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate</th>
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<tbody>
<tr>
<td>BAYVIEW / HUNTERS POINT</td>
<td>19 per 10,000 residents</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>11.2 per 10,000 residents</td>
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**INFANT DEATHS**

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate</th>
</tr>
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<tbody>
<tr>
<td>BAYVIEW / HUNTERS POINT</td>
<td>15.47 per 1000</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>6.14 per 1000</td>
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</table>

**FOOD MARKET SCORE**

<table>
<thead>
<tr>
<th>Location</th>
<th>Score</th>
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<tbody>
<tr>
<td>BAYVIEW / HUNTERS POINT</td>
<td>33 vs 56</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>56</td>
</tr>
</tbody>
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*based on quality, quantity and proximity of all retail food sources*

**EXPECTANT MOTHERS RECEIVING EARLY PRENATAL CARE**

<table>
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<tr>
<th>Location</th>
<th>Rate</th>
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<tbody>
<tr>
<td>BAYVIEW / HUNTERS POINT</td>
<td>69% received early prenatal care</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>87% received early prenatal care</td>
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**PARK ACREAGE PER RESIDENT**

<table>
<thead>
<tr>
<th>Location</th>
<th>Acreage</th>
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<tbody>
<tr>
<td>DISTRICT 10</td>
<td>273.5 acres</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>4944.8 acres</td>
</tr>
</tbody>
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* CREDIT: ENVELOPE A+D | RHAA | STUDIO O
what would you like to see here?
block party
Go Cart Track
Education CTR (tutoring, college prep) → serious program
Playland at the beach (skating rink, etc., laughing lady)
Grocery Store/Farmers Market
Computer training ctr
(rentable) community room
Skating rink
Bike repair + training (e.g., bike kitchen)
Improve pedestrian access
Medical treatment CTR
Youth friendly
Youth wellness CTR
Make it more accessible for those w/o transport
Petting zoo (short term)
I would love a place to meet other youth that want to make a change in the community & become successful!

My name is Chika M. and I'm helping to design my community.
NOW_HUNTERS POINT | INTERIM USE SCENARIO

INTERIM USE HUB @ NOW_HUNTERS POINT
weekend afternoon event + health clinic, july 2015
san francisco, ca

CREDIT: ENVELOPE A+D | RHAA | STUDIO O
How might we create more opportunities for impact?
who
we can work with

how might we not only collaborate across disciplines but also with the communities our projects serve?

how
we can design

how might we leverage our power and privilege to allow for diverse perspectives to consistently inform the things we create?

what
we can change

how might we embrace a design imperative that goes beyond the object?
Thanks!

@lizogbu
hello@lizogbu.com
www.lizogbu.com