

# Social Innovation

## The Designer's mindset

Bikash Dahal  
October 13, 2022

# Social Innovation

## The schedule

- ~~Week 1: Definition and Concept of Social Innovation~~
- ~~Week 2: Theories and Frameworks of Social Innovation~~
- ~~Week 3: Types and field of Social Innovation~~
- ~~Week 4: Who is a Social Innovator?~~
- ~~Week 5: Design Thinking~~
- Week 6: Designer's mindset

# Social Innovation

## The schedule

- Week 7/8: New Business Models
- Week 9: Integrating social into business models
- Week 10: Turning ideas into minimum viable product
- Week 11/ 12: Sustainability and Social Innovation
- Week 13: Network and capacity building
- Week 14: Supporting social Innovation
- Week 15/ 16: Good practices in Social Innovation

# Social Innovation

## The Designer's mindset

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# Contents

- Who is a designer?
- Can you become a designer?
- What is the role of a designer?

# Learning Objectives

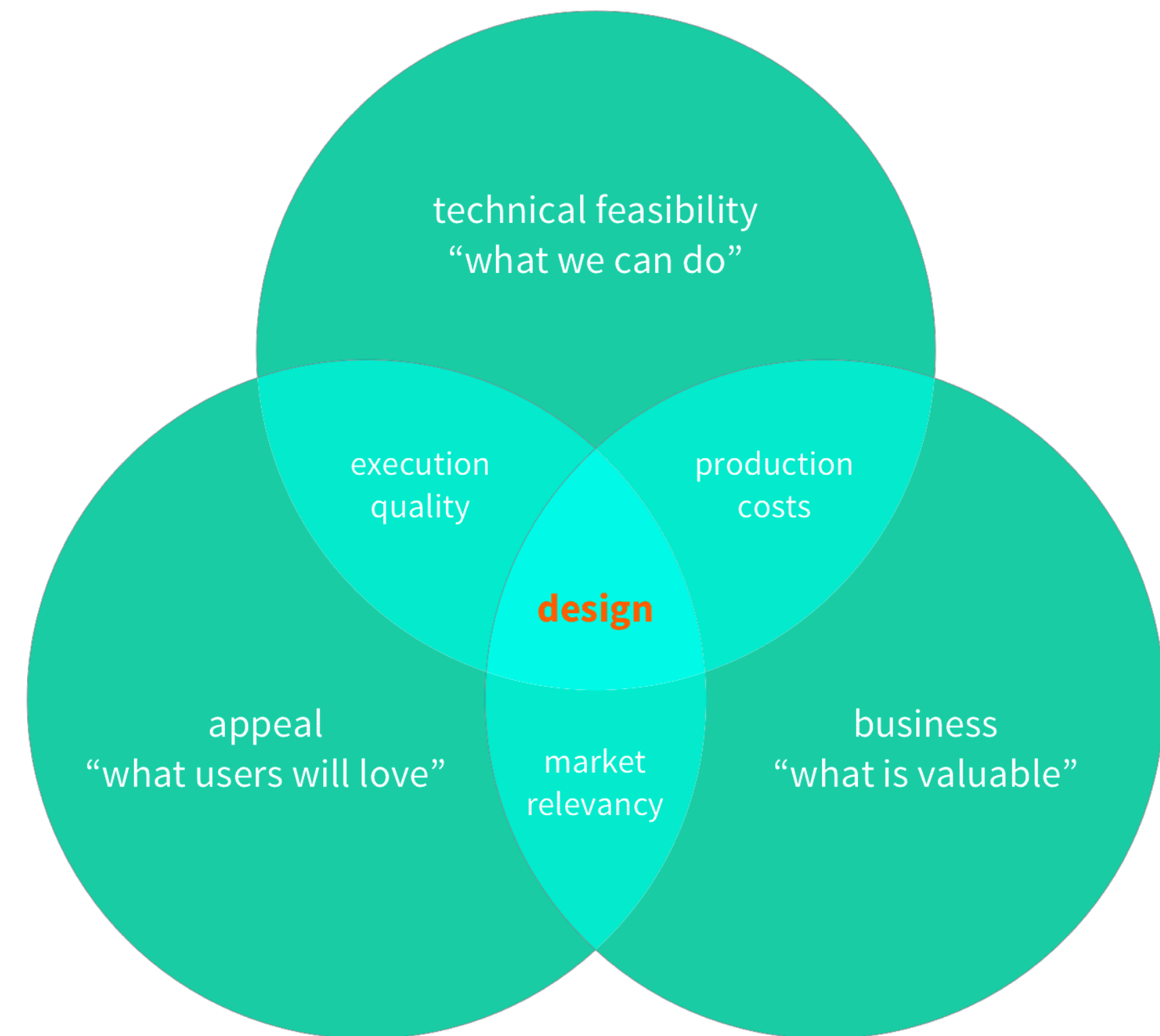
- To learn about the attributes of a designer
- To be able to integrate these attributes into practice
- To understand a designer's mindset
- To use the learned aspects in the ventures ahead

# Concept

- A designer's mindset talks about a creative mindset
- The approach is user centered
- Key skill as per future work skills 2020 report (IFTF, 2020)

# Design is a subset of ...

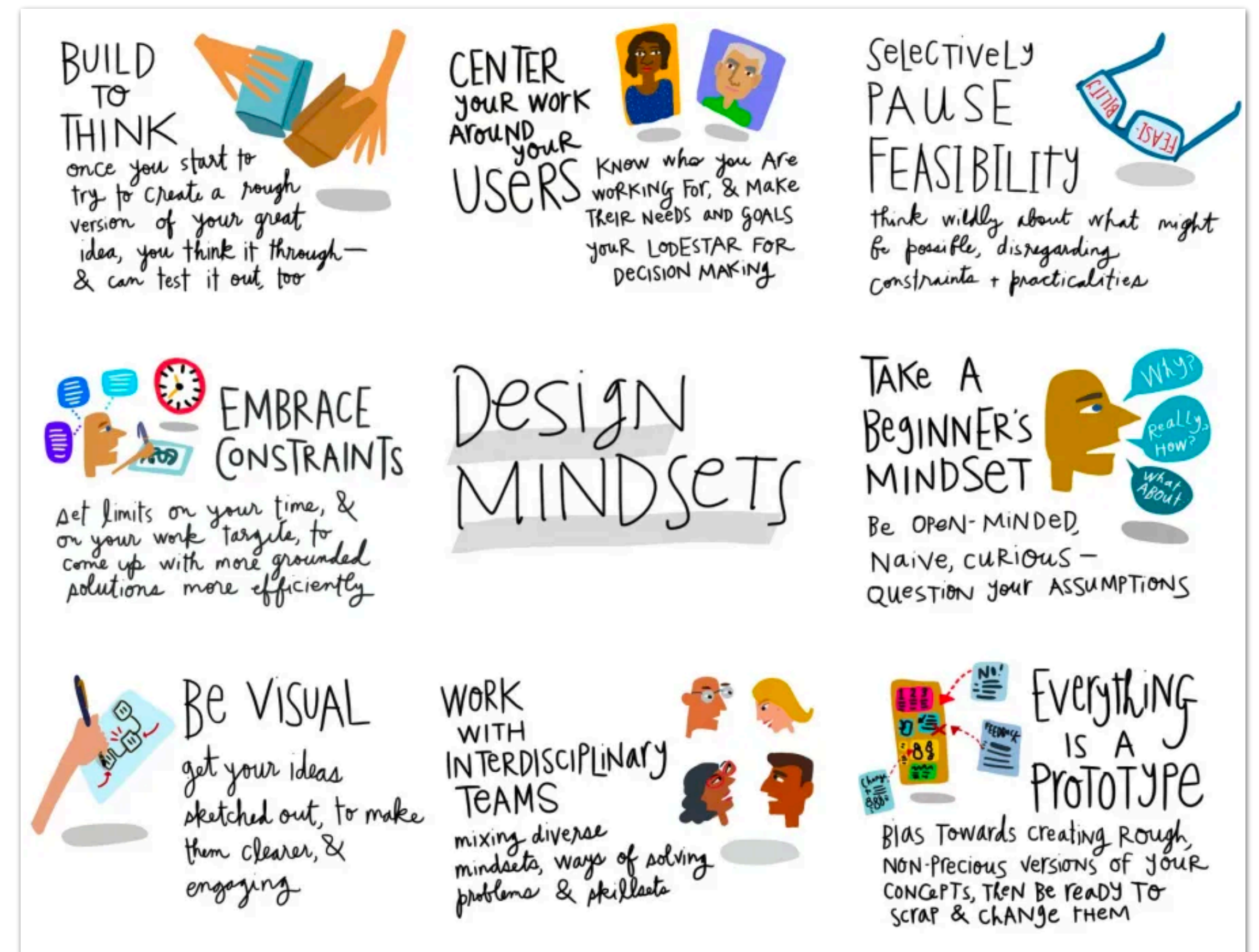
- Design is a subset of
  - Technical feasibility
  - Appeal
  - Business



# Design mindset

<https://lawbydesign.co/design-mindsets/>

- Build to think
- Embrace constraints
- Be visual
- Work with interdisciplinary teams
- Everything is a prototype
- Take a beginner's mindset
- Selectively pause feasibility



# Design mindset

- Many ideas are better than one perfect idea
- Follow a certain process to foster creativity
- Be prepared for feedback (seek for it)
- Believe the power of reframing a problem
- Take the leap from ordinary to extraordinary

# Design mindset

- Intuition, mission and satisfaction
- Be passionate
- Story oriented
- Networking with people from different background
- More visual and concrete

# Design mindset

- Everything is a prototype
  - Quick to build, quick to test
- 3S (Start Small and Smart)
  - Step by step

# RESTART business model

(Jørgensen, S. & Pedersen, L. J. T. , 2018)

- REDESIGN rather than standstill
- EXPERIMENTATION rather than turnaround
- SERVICE - LOGIC rather than product - logic
- THE CIRCULAR rather than linear economy
- ALLIANCES rather than solo - runs
- THREE - DIMENSIONALITY rather than one - dimensionality

# RESTART business model

- ... they will require REDESIGN
- ... which necessitates controlled EXPERIMENTATION
- ... and be characterized by SERVICE - LOGIC
- ... based on ideas from THE CIRCULAR ECONOMY
- ... which will make ALLIANCES even more important,
- ... in order to achieve the right RESULTS
- ... in a world where the scorecard is THREE - DIMENSIONAL.

# Takeaways from this session

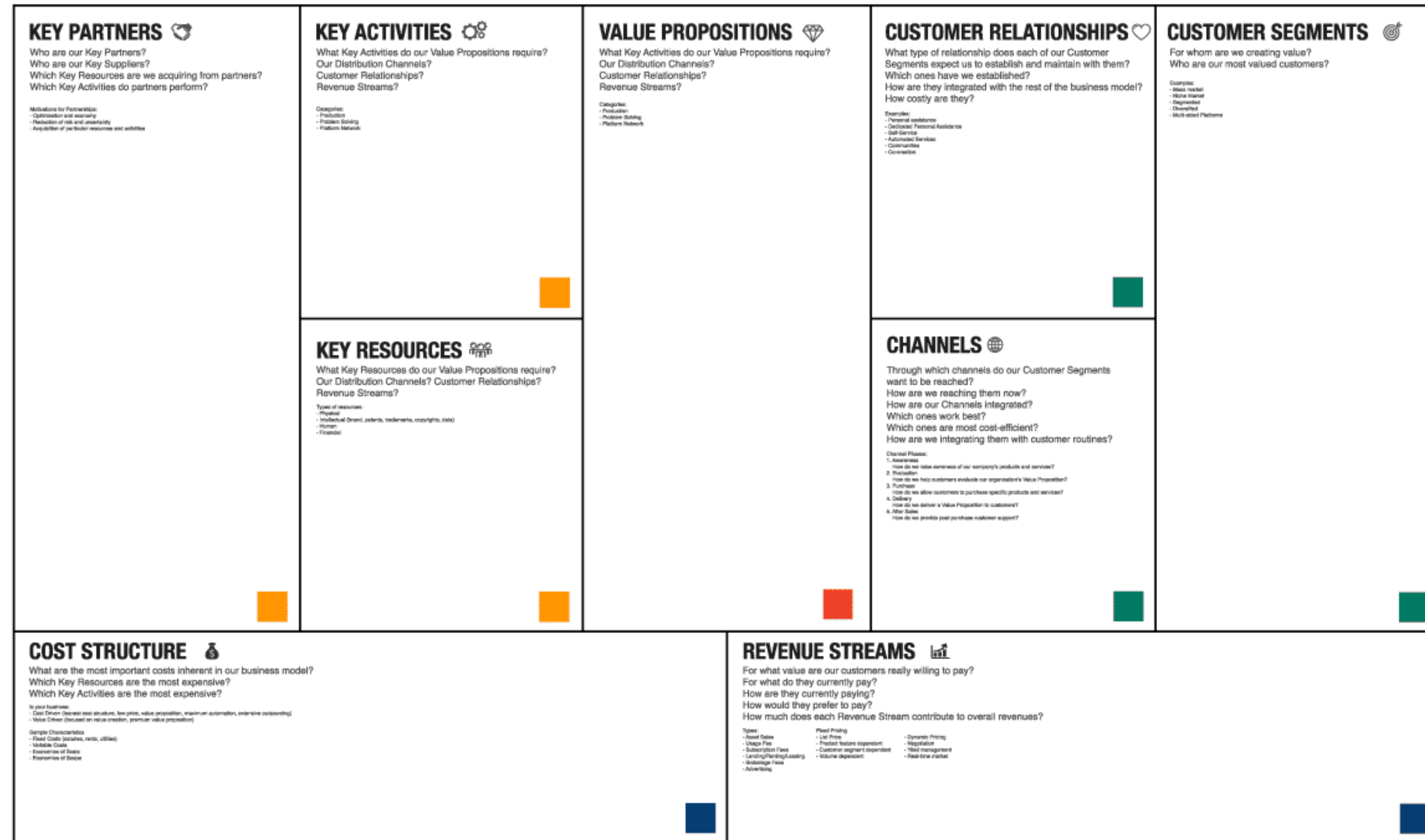
- Design mindset is critical for Social Innovation
- Design thinking simplifies design mindset
- Design mindset minimizes biases

# Our learning for next sessions

- Business models
  - Different business models
  - Aspects of business models
  - Using business models

# Business Model Canvas

<https://www.strategyzer.com/canvas/business-model-canvas>



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# Lean Canvas Model

<https://leanstack.com/lean-canvas>

<b>Problem</b> Existing online social networks fail to deliver on core promise and are characterized by: <ol style="list-style-type: none"><li>1. Friends as badges versus true friends</li><li>2. Low quality of conversations</li><li>3. Low user engagement</li></ol> Advertisers want a highly targeted and active audience. #customer  Existing Alternatives Friendster, Myspace #user Banner ads, Google Adwords, Yahoo #customer	<b>Solution</b> Instead of trying to create a new social network, remove friction from pre-existing social networks such as those on college campuses.  <b>Key Metrics</b> \$100m valuation in 2 years #customer traction metric: Impressions, clicks, conversion #user traction metric: DAU/MAU/Page views	<b>Unique Value Proposition</b> Connect and Share with Your Friends (Not Strangers) #user Reach a highly segmented audience of active users with a high ROI #customer  <b>High-Level Concept</b> Friendster for college students #user	<b>Unfair Advantage</b> High user engagement through network effects translates to more clicks for advertisers #customer  <b>Channels</b> Viral usage model #user Seed ivy league schools #user Auction based platform #customer Direct sales #customer	<b>Customer Segments</b> College Student #user Advertisers #customer  <b>Early Adopters</b> Ivy league schools starting with Harvard University #user Advertisers that want to reach college students #customer
<b>Cost Structure</b> People: unpaid Hosting costs: \$85/mo	<b>Revenue Streams</b> Derivative Currency: 300 average monthly page views per #user Advertising revenue: \$1 CPM, \$X CPC, \$Y CPA #customer Derivative Currency Exchange Rate: ARPU = \$0.30/month User lifetime value = ARPU * 4 years lifetime = \$14.40			

# References

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<https://www.wtamu.edu/student-support/career-services/exploration/The%20Five%20Mindsets%20of%20Design%20Thinking.html>

**Thank You!**