

My Dream World 2: Constructing the service prototype with Namibian Youth

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ABSTRACT

The cultural project My Dream World 2 will carry out a workshop and a joint exhibition with Namibian youths. It aims to establish new participatory and empowering service design tools to be utilized by the target group. By using service design tools youths are able to identify, explore, manage and find solutions that support their career paths and coping in a difficult employment and educational situation. It also helps them to find ways to participate in the development of their own community and in the associated discourse through the means of art and design.

Author Keywords

Service design, youth, Namibia, innovation, participatory design

ACM Classification Keywords

H5.m. Information interfaces and presentation (e.g., HCI): Miscellaneous.

INTRODUCTION

The cultural project My Dream World 2 will carry out a workshop and a joint exhibition with Namibian youths. It aims to establish new participatory and empowering service design tools to be utilized by the target group. By using service design tools,

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youths are able to identify, manage and find solutions that support their career paths and coping in a difficult employment and educational situation. It also helps them to find ways to participate in the development of their own community and in the associated discourse through the means of art and design. My Dream World¹ discusses the theme of connectedness when creating service concepts that use resource networks and peer to peer ideology in resolving the problem of youth unemployment.

The workshop is part of phase two of the My Dream World project with Namibian and South African youths. The My Dream World project has been included in the **World Design Capital 2014 Cape Town**² and Open Design³ Week programs. The WDC Cape Town 2014 year enhances the regional visibility of the collaborators and youths participating in the workshop and exhibition. It also enables them to get in touch with the international culture community. My Dream World project constructs a dialogue between the youth and students in South Africa, Botswana, Namibia and Finland⁴.

RATIONALE FOR THE WORKSHOP

Together with Namibian youths, the project carries out service design workshop to build a prototype of a new service that will radically change society. The prototype is used to test various service concepts through innovative and creative methods (Miettinen 2011). The prototype enables youths to participate in, and create a dialogue with society and interest groups linked to the new service concept. The

¹ <http://www.unelmienmaailma.com>

² <http://www.wdccapetown2014.com>

³ <http://opendesignct.com>

⁴ <http://ufisa.aalto.fi/en/>

prototype is part of the My Dream World exhibition that presents youths' views on advancing their own services and youths' solutions in the area of service design. Further, the exhibition brings out perspectives and solutions that youths have found to problems impeding their career paths and lives. Owing to their functionality, the methods of art and design in the development of services and in the construction of participation and dialogue are often easier to approach and understand by youths than traditional, representational methods.

The workshop will develop methods that help youths to promote the participation of other youths and interest groups in the development of their community services by means of art and creativity. The goal of the project is to find new ways to promote the participation of youths in reforming the service structure of their communities and to emphasize the role of youths as developers of their own communities. Together with the youths, the workshop produces a plan to adopt the developed tools and methods into the practices of the youths and their community.

IMPLEMENTATION PLAN:

Preparation of the workshop with local actors

Planning of the workshop will encompass contents and schedule. Select the workshop methods and applying them to the situation of the youths. Creating means to establish the methods learned in the workshops. Participating youth will be engaged in a process of understanding the customer insights of unemployed youth by using video probes.

Planning of the exhibition with local actors

Planning the exhibition architecture and implementation method; procuring the exhibition structures and materials; planning the service prototype's mode of operation as part of the exhibition; processing the exhibition graphics, video material, and photographs; and preparing the communication material related to the exhibition.

Implementation of the Namibian workshop

Implement and develop methods that support young people's participation and empowerment. The workshop is carried out through the methods of photography, textile design, drama, and video. In the workshop, the youths will acquire new methods of art and design and learn to apply them to solving problems faced by their own community. They also learn how to use the methods of art and design in communication and in promoting the participation

of interest groups. The WS prepares a service prototype as part of the PDC art exhibition to share results with PDC participants and the Namibian public.

PARTICIPANTS

The Namibian workshop is implemented together with the Polytechnic of Namibia and RLabs Namibia. Further more interested PDC participants can apply to take part in the workshop to take place just before the PDC conference. A one-page position paper will have to be written for acceptance by mid-July.

PURPOSE

The purpose is to increase young people's possibilities to participate in the development of services and thereby in the construction of a responsible and democratic society. The project aims to enhance north-south-south-type cultural cooperation and to provide Namibian youths possibilities of internationalization. It also gives youths a possibility to take part in an international design event.

OBJECTIVE AND DEVELOPMENT IMPACT

The objective is to provide youths with tools that are suitable for daily use, enhance regional democracy, and contribute to service development (Thomas 2008). These tools support youths' motivation to foster participation and the development of their own community. Another objective is to cooperate with partners in order to produce agile and user-friendly design tools for service development. Using the tools of design supports local innovation development. Objective is to convey information on service design methods to those engaged in the development of youth services.

The expected outcomes

The aim is to develop art based service design tools and methods that the target group and interest groups can use on a permanent basis.

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